

# How People Spend Their Time Online

## Every minute is a marketing opportunity!



**ONLINE**

**7.6 HOURS**

Did you know that the average person spends over 7 hours a day online? They are constantly connected, whether on desktops, tablets or mobile phones.

**OFFLINE**

**7.0 HOURS**

Offline media consumption is still high, but breaking through the clutter on TV and in print is difficult and expensive. Digital advertising makes the most of your audience's time online by marketing to every moment they're on the web.

**49% of digital media consumption is through mobile devices**



Approx. 30 minutes a day  
**SHOPPING ONLINE**

Roughly 6% of a person's online time is spent shopping for anything ranging from new shoes to construction equipment.

**MARKETER OPPORTUNITY**

Today's marketers can use site retargeting to stay top-of-mind with their audience and bring visitors back to their website.



Approx. 2 hours a day  
**ENGAGING SOCIAL MEDIA**

Over 28% of the time people are engaged on social networking sites, reading friends' posts and news stories and watching videos.

**MARKETER OPPORTUNITY**

Social media sites like Facebook, Twitter and LinkedIn serve digital display ads to audiences as they browse and connect with friends.

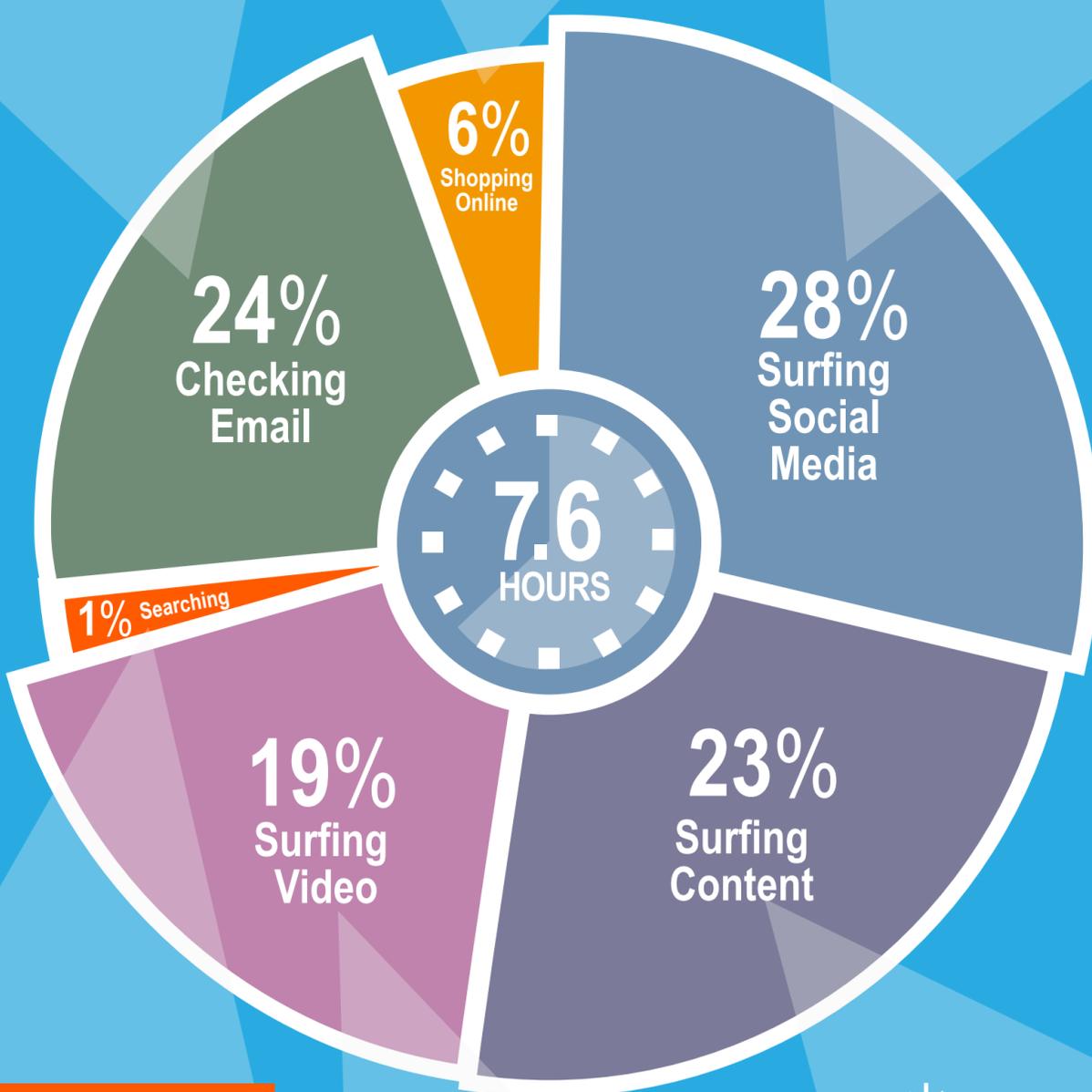


Approx. 2 hours a day  
**CHECKING EMAIL**

About 24% of the average person's time online is spent checking and sending emails.

**MARKETER OPPORTUNITY**

Inboxes get more engagement than any other marketing channel. Marketing emails and newsletters are prime opportunities for reaching audiences.



Approx. 5 minutes a day  
**SEARCHING**

About 1% of a person's time online is spent on search engines ranging from Google, Bing and Yahoo to industry-specific search sites.

**MARKETER OPPORTUNITY**

Marketers can leverage search retargeting, a form of display advertising, alongside search engine marketing to reach their audiences. Studies show that display boosts branded search and direct search activity.



Approx. 2 hours a day  
**WATCHING VIDEOS**

Around 19% of a person's online time is spent on video each day.

**MARKETER OPPORTUNITY**

Video advertising is on the rise. It offers marketers ways to reach audiences not just in pre-roll video ads, but video overlay ads and display ads surrounding the player.



Approx. 4.5 hours a day  
**SURFING CONTENT**

Around 23% of a person's time online is spent reading anything from personal blog posts to professional industry reports.

**MARKETER OPPORTUNITY**

Marketers can target their specific audiences on the sites they frequent the most with display advertising.