

## Time Spent Viewing - Households

In the 1950s TV households averaged between 4½ to 5 hours of TV viewing a day. By the '60s it reached 5 to 6 hours. In the '70s and '80s, with multi-set and color households growing and stations extending their broadcast day, viewing grew to 6 to 7 hours daily. In the '90s, with a wide selection of 24-hour programming options, homes were averaging over 7 hours a day. In 2004 viewing increased significantly to over 8 hours.

Year	Time Spent Per Day
1970	5 hrs. 56 min.
1975	6 hrs. 7 min.
1980	6 hrs. 36 min.
1985	7 hrs. 10 min.
1990	6 hrs. 53 min.
1995	7 hrs. 17 min.
1996	7 hrs. 11 min.
1997	7 hrs. 12 min.
1998	7 hrs. 15 min.
1999	7 hrs. 26 min.
2000	7 hrs. 35 min.
2001	7 hrs. 40 min.
2002	7 hrs. 44 min.
2003	7 hrs. 58 min.
2004	8 hrs. 01 min.
2005	8 hrs. 11 min.

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