**US Adults Spend 12 Hours Per Day Consuming Media**

American adults will invest an average of 12 hours and 1 minute every day consuming major media this year, eMarketer reports. Almost half of that daily consumption will be with digital media, nearly four hours with television and nearly an hour and a half with radio, while mobile multitasking is the primary driver of increased media consumption, the report finds.

***eMarketer 10/9/17***

<https://www.emarketer.com/Article/eMarketer-Updates-US-Time-Spent-with-Media-Figures/1016587>

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<https://static.pexels.com/photos/6096/hands-people-woman-hand.jpg>