**US Time Spent with Media 2021 Update**

A pandemic-disrupted 2020 led to even more time spent with digital media than we anticipated. US adults spent an average of 7 hours, 50 minutes (7:50) per day with digital last year, a 15.0% increase from 2019. That growth will mostly be retained in 2021.

***eMarketer 2.4.21***

[*https://www.emarketer.com/content/us-time-spent-with-media-2021-update*](https://www.emarketer.com/content/us-time-spent-with-media-2021-update)

*Image credit:*

[*https://insight.jbs.cam.ac.uk/assets/2018-emba-driventodigitaldistraction-883x432.jpg*](https://insight.jbs.cam.ac.uk/assets/2018-emba-driventodigitaldistraction-883x432.jpg)