

2024

US media consumption report

TV, audio, print, digital,
and social media trends





Atest

Introduction

Planning your media strategy for the year ahead? Wondering where you'll find your audience? Attest's Media consumption

report aims to give you answers, providing three years of data across social media, TV, audio, print and digital media.

We highlight the trends you need to know, looking at year-on-year consumption across different demographics. From which social media platform is the best place to find Gen Z, to who's watching the most TV, you'll get insight that will help you decide where to spend your advertising budget.

Sample

The data in this report comes from a tracker survey conducted in March/April annually on the Attest platform. The sample includes 1,000 nationally representative US working age consumers.

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TV trends

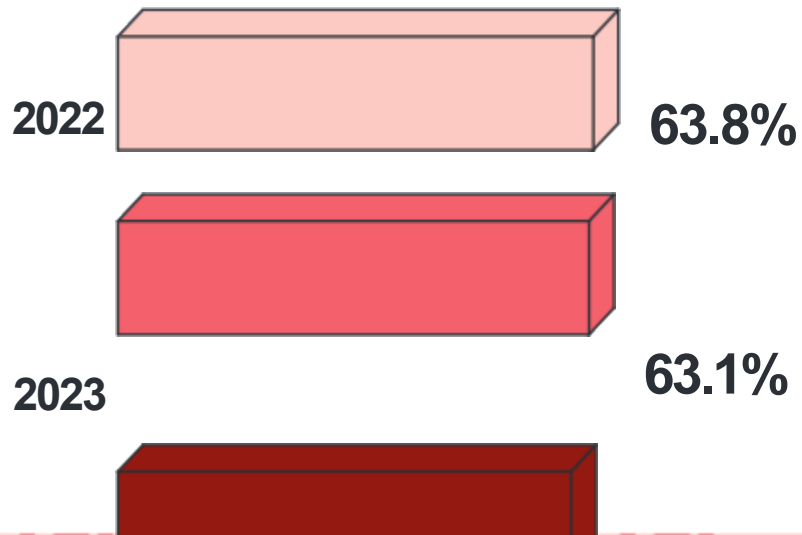
(Most) consumers are spending less time watching TV

The amount of TV that Americans watch is declining. Since 2022, the percentage of people watching TV of any type for more than three hours a day has dropped by -3.1 percentage points to 60.7%. All age groups have cut back on long daily viewing sessions of 5+ hours apart from consumers aged 25-34 who have increased them by +7.3 percentage points to 29.6%.

Extra insight

Consumers aged 55-64 watch the most TV: a third watch more than five hours per day, although this is a decline of -6.8pp on last year.

US consumers watching TV for 3+ hours per day



Live TV bounceback was short lived

Consumers have been drifting away from live TV for a while, with growing percentages not watching any at all. And while last year bucked the trend, this year, the number of Americans who don't watch live TV has risen by +4.1 percentage points to 24.3%. Consumers aged 35-44 are most likely to have abandoned live TV: a quarter don't watch any, which is an increase of +14.5 pp.

Extra insight

Consumers aged 25-34 watch live TV for twice as long as their younger counterparts: 25.5% watch 2+ hours a day, versus 11.9% of those aged 18-24.

US consumers watching live TV for 1+ hour per day

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