

# NOP World Culture Score(TM) Index Examines Global Media Habits

Contributed by NOP World  
Friday, 01 July 2005  
Last Updated Friday, 01 July 2005

NOP World Culture Score(TM) Index Examines Global Media Habits...Uncovers Who's Tuning In, Logging On and Hitting the Books

New York, June 15, 2005—NOP World today announced results of its Culture Score™ "Media Habits" Index offering a global perspective on the time consumers report watching television, listening to the radio, searching the Internet and reading.

Globally, individuals say they spent 16.6 hours watching television, 8 hours listening to the radio, 6.5 hours reading and 8.9 hours on computers/Internet (for non-work related reasons) on average each week.

It is interesting to note that consumers in the US and UK are below the global average (5.7 and 5.3 hours per week respectively) when it comes to reading, but significantly above the average on TV viewing (19 hours per week in the US and 18 in the UK), listening to the radio (10.2 hours per week in the US and 10.5 in the UK) and just slightly below the global average for computer/Internet usage (8.8 hours per week in both the US and UK).

Stay TunedConsumers in Thailand report the most time each week in front of the television at 22.4 hours per week, followed closely by the Philippines at 21.0, Egypt at 20.9 and Turkey at 20.2 hours. Mexicans report watching the least amount of television at 11.6 hours per week, followed by Venezuelans at 11.9 and Swedes at 12.3.

Radio NationsArgentineans spend the most time (20.8 hours per week) listening to the radio, followed by Brazilians at 17.2 and South Africans at 15.0 hours. Consumers in China spend the least amount of time listening to the radio at only 2.1 hours a week. Koreans and Saudis also report low radio time (at 3 hours and 3.9 hours per week respectively).

World Wide WebConsumers in Taiwan report the most computer/Internet time, averaging 12.6 hours a week for non-work related purposes, followed by consumers in Thailand (11.7) and Spain (11.5 hours).

Individuals in Mexico (6.3 hours), Italy (6.3 hours) and Germany (6.4 hours) spend the least amount of time on computers/Internet.

BookwormsConsumers in India are most likely to spend time reading, at an average of 10.7 hours per week, followed by consumers in Thailand and China (at 9.4 hours and 8 hours per week respectively). At 3.1, 4.1, and 5 hours respectively, individuals in Korea, Japan and Taiwan fall to the bottom of the reading list.

Following is the complete list of the average weekly hours consumers report spending watching television, listening to the radio, on computer/Internet and reading.

Watching TVListening to RadioReadingComputer/Internet

(Not for Work)\*\*\*?Mean

Hours?Mean

Hours?Mean

Hours?Mean

HoursThailand22.4Argentina20.8India10.7Taiwan12.6Philippines21.0Brazil17.2Thailand9.4Thailand11.7Egypt20.9South Africa15.0China8.0Spain11.5Turkey20.2Czech

Republic13.5Philippines7.6Hungary10.9Indonesia19.7Thailand13.3Egypt7.5China10.8USA19.0Turkey13.3Czech Republic7.4Hong

Kong10.7Taiwan18.9Poland12.5Russia7.1Poland10.6Brazil18.4Hungary12.1Sweden6.9Turkey10.6U.K.18.0Germany11.5France6.9Brazil10.5Japan17.9Australia11.3Hungary6.8Egypt10.3Saudi Arabia17.7Mexico11.1Saudi

Arabia6.8Philippines9.8France17.3Sweden10.9Hong Kong6.7Korea9.6Hong Kong16.7U.K.10.5Poland6.5\*Saudi Arabia9.3GLOBAL16.6USA10.2GLOBAL6.5South Africa9.0Czech

Republic16.2Spain9.9Venezuela6.4GLOBAL8.9Poland15.9Philippines9.5South

Africa6.3Argentina8.9\*\*Spain15.9Canada9.1Australia6.3Russia8.9\*\*China15.7Egypt9.0Indonesia6.0France8.8Korea15.4France9.0Argentina5.9U.K.8.8Germany15.2GLOBAL8.0Turkey5.9USA8.8Hungary15.1Venezuela7.6Spain5.8Canada8.3

Russia15.0Italy7.2Canada5.8Sweden8.0Italy14.9Russia6.6Germany5.7India7.9South

Africa14.8Indonesia5.8USA5.7Indonesia7.7Canada14.7Hong

Kong5.1Italy5.6Venezuela7.5Argentina14.0Taiwan4.7Mexico5.5Australia7.0Australia13.3Japan4.1U.K.5.3Czech

Republic7.0India13.3India4.1Brazil5.2Japan6.9Sweden12.3Saudi

Arabia3.9Taiwan5.0Germany6.4Venezuela11.9Korea3.0Japan4.1Italy6.3Mexico11.6China2.1Korea3.1Mexico6.3

Hours spent Reading in Poland are the same as the global average.

\*\*Hours spent on the Internet/Computer in Argentina and Russia are the same as the global average.

\*\*\*Computer usage excludes those who report no time using computer/Internet for non-work purposes.

About NOP World Culture Score™The Culture Score Index Series is based on further analysis of the NOP World Report Reports Worldwide™ survey, which includes in-depth personal interviews with more than 30,000 people age 13 and older in 30 countries between December 2004 and February 2005. The data are weighted to the sampled population in each country.