Main Tables:

- 1. Daily Per Capita Hours Of Media Usage For The U.S. Adult Population: 1945-2014
- 2. Trends In Average Adult's Daily Time Spent With Five Media: 1945-2014
- Trends In Average Adult's Daily Time Spent With Five Media By Location Of Exposure: 1945-2014
- 4. Average Adult's Daily Fully Attentive Time Spent With Five Media: 1945-2014
- 5. Average Adult's Potential Daily Ad Exposures: 1945-2014
- 6. Average Adult's Actual Daily Ads Noted: 1945-2014

Appendix Tables (Historical Background):

- 1. Findings Of 31 Primetime Viewer Attentiveness Studies: 1955-2000
- 2. Adult Viewers Rating Themselves As Fully Attentive During Major Network Shows By Daypart/Genre: 1985-92
- 3. Average Full Attention Rates By Selected TV Program Genre: 2013
- 4. Average All Daypart Attentiveness Findings In Four Radio Studies: 1965-90