Who has less time for leisure?

An audience planning study of 6,146 U.S. diary days.

4.89

percentage-point gap

The share with under two hours of leisure and sports was higher among people in households earning $50,000 or more.

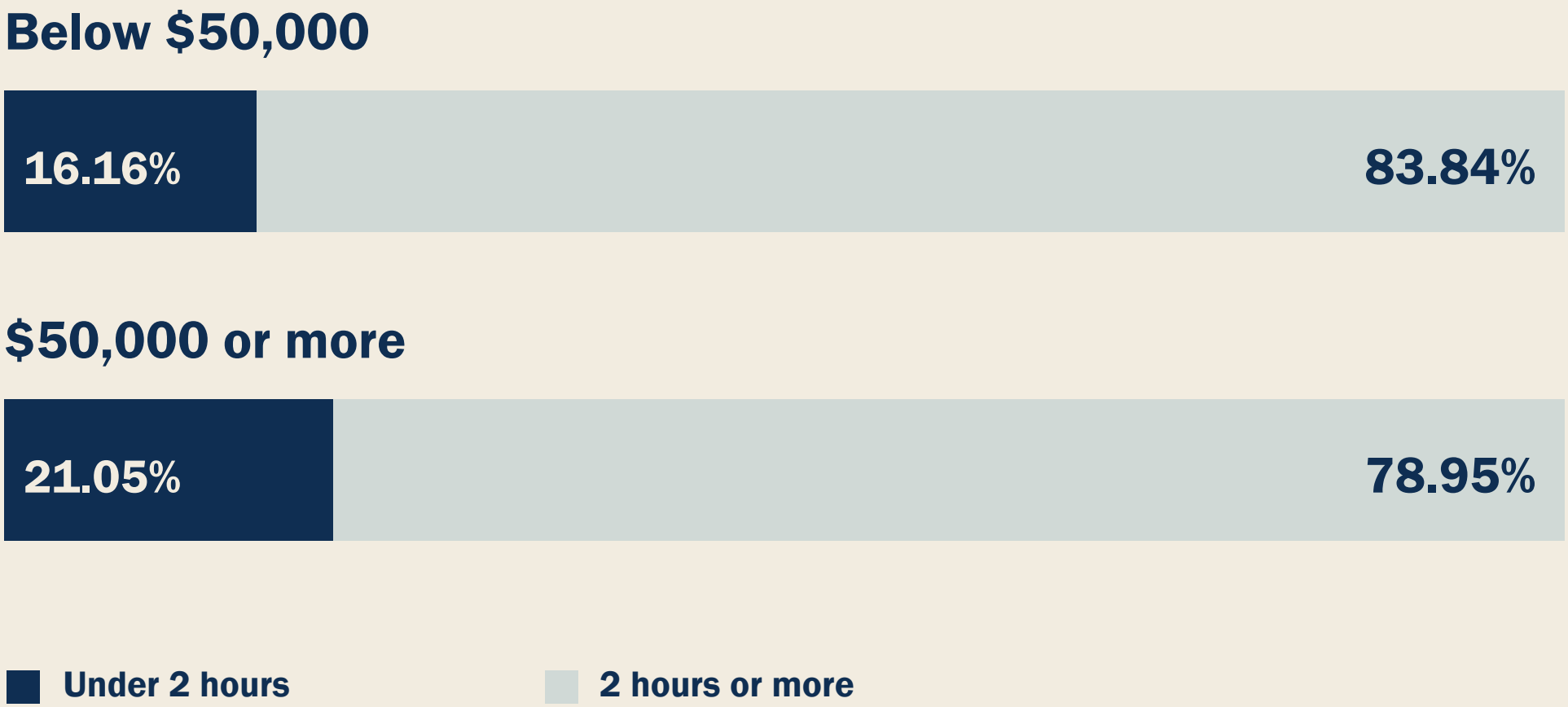


Threshold in a 24-hour diary

Source: 2025 American Time Use Survey • 6,146 eligible diaries • weighted estimates.

What share had a short day?

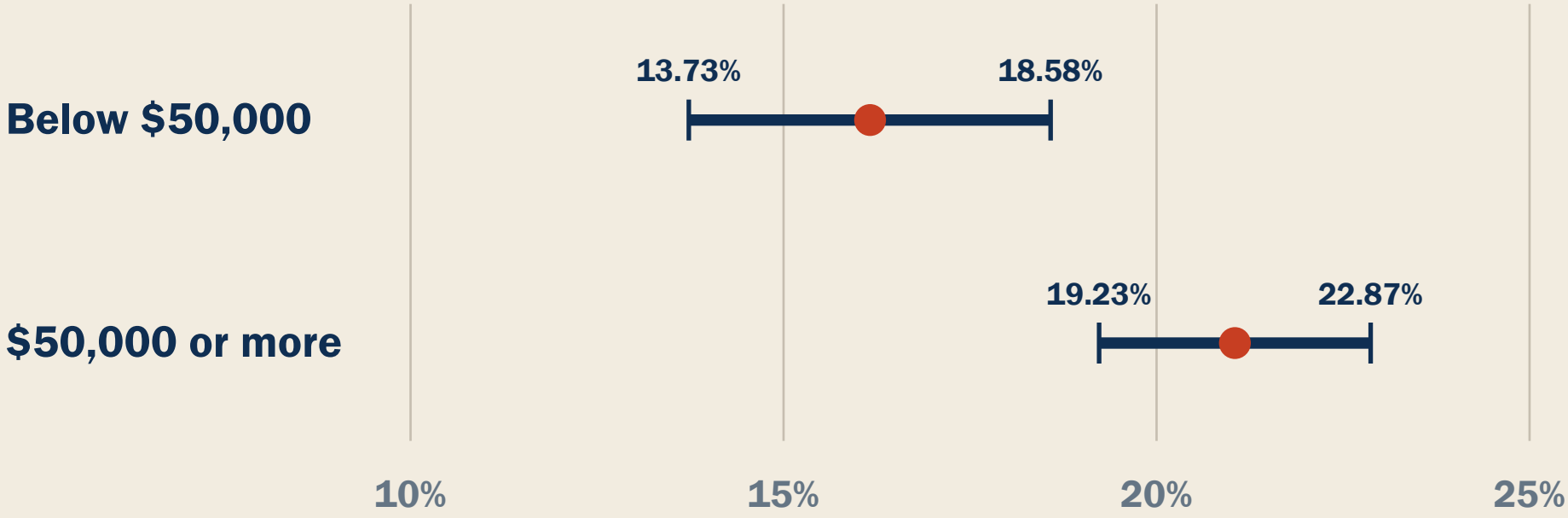
Share of each income group by time spent on leisure and sports.



Source: 2025 American Time Use Survey • 6,146 eligible diaries • weighted estimates.

How precise are these estimates?

The midpoint is the estimated share. Each whisker is a group-specific 95% interval.



The interval spans 4.85 points below $50,000 and 3.64 points in the higher-income group. Estimating uncertainty for the gap requires a separate contrast.

Source: 2025 American Time Use Survey • 6,146 eligible diaries • weighted estimates.

How does audience mix change the estimate?

A planning scenario holds both diary-day rates fixed and changes the audience mix.



A 50:50 audience implies about 186 short-leisure days per 1,000 diary days. This projection assumes each group's recorded rate applies to the planned audience.

Calculation: 1,000 × weighted mean of the two diary-day rates. Rows are planning scenarios.

Turn the result into a format test

Use the estimates to specify who to recruit and what to measure next.

Recruit both groups	Record the household-income split before fielding. Give both groups enough interviews for a useful comparison.
Randomize the format	Offer short and long variants within each income group. Choose an outcome such as completion or return viewing in advance.
Measure viewing directly	A diary describes time spent on one day. The analysis does not establish viewing preferences, individual free time or causal effects of income.

Source: project buyer and outcome notes • field-test design is a suggested application.