

PERSONAL MEDIA INVENTORY

How much money and time do you spend in one week (estimate on average):

	TIME	MONEY		
<u>Books</u>				
For school:	_____	_____	_____	_____
For other:	_____	_____	_____	_____
<u>Magazines</u>	_____	_____	_____	_____
<u>Comics</u>	_____	_____	_____	_____
<u>Movies</u>				
Rental:	_____	_____	_____	_____
Theater:	_____	_____	_____	_____
Purchase:	_____	_____	_____	_____
<u>CD's/tapes/records:</u>	_____	_____	_____	_____
<u>Ipod/itunes:</u>	_____	_____	_____	_____
<u>T.V.</u>	_____	_____	_____	_____
<u>Radio</u>	_____	_____	_____	_____
<u>Internet</u>	_____	_____	_____	_____

Multiply each of the time and money figures above by 52 to determine the amount of time and money you spend with and on mass media each year. Realize that your answer will be approximate. Take the approximate time figure and use it to determine about how many years of your lifetime will be spent in the company of mass media. Think about how much money you currently earn in a year and compare that amount to how much money you are spending each year on mass media.