# How long will you spend reading content on a website before deciding to reach out or move on?



- ■ Less than a minute: **27%**
- ■ 1-2 Minutes: **51%**
- ■ 3-5 Minutes: **22%**
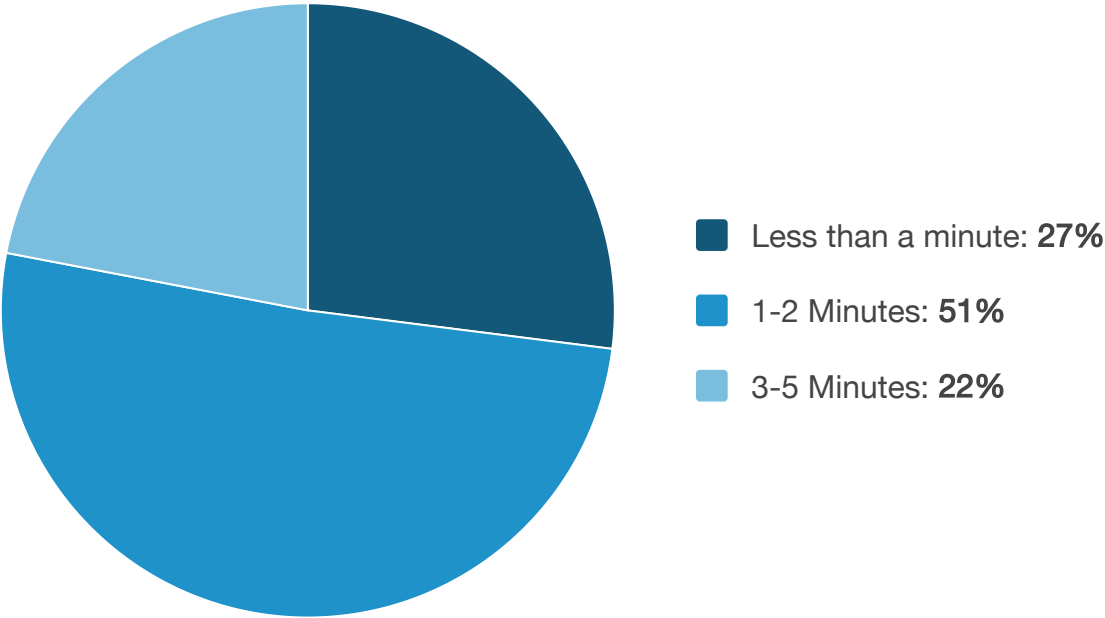
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