

# WHY MEDIA EDUCATION MATTERS

- » The average American watches over 4 hours of television per day.
- » 56% of children ages 8-16 have a TV in their bedroom.
- » The average American child sees 200,000 violent acts on TV by age 18.
- » The average American youth spends 900 hours in school & 1,023 hours watching TV each year.
- » The average American sees 2 million TV commercials by age 65.
- » 45% of parents say that if they have something important to do, they are likely to use the TV to occupy their child.
- » Children spend a daily average of 4 hours and 40 minutes in front of a screen - 2 1/2 hours of which are spent watching television.
- » 97% of American children ages 6 & under own products based on characters from TV shows or movies.
- » Children ages 2-7 watch television alone and unsupervised 81% of the time.
- » Nearly 3 out of 4 teens say that the portrayal of sex on TV influences the sexual behavior of kids their age. 1 in 4 admits it influences their own behavior.

MEDIA EDUCATION FOUNDATION

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