

# 10 REASONS

## 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.