

# WHAT ARE YOU MISSING?

Fifty percent of U.S. households have more three or more TVs ■ Forty-five percent of parents say that if they have something important to do, it is likely that they will use the TV to occupy their child ■ American one-year-old children watch an average of six hours of television per week: the American Pediatric Association recommends that children two and under do not watch any television ■ Children ages 2-7 watch television alone and unsupervised eighty-one percent of the time ■ Children older than 7 watch television without their parents ninety-five percent of the time ■ There is a one in twelve chance that an American parent will require their children to do their homework before watching TV ■ Children age 6 and under spend daily an average of 2 hours 10 minutes with screen media and an average of 41 minutes reading or being read to ■ Ninety-seven percent of American children age six and under have products based on characters from TV shows or movies ■ Fifty-nine percent of Americans can name The Three Stooges; Seventeen percent of Americans can name three Supreme Court Justices ■ In an average U.S. home, television is on for 7 hours, 40 minutes ■ The average American watches over 4 hours of television per day ■ Forty percent of Americans always or often watch television while eating dinner ■ Fifty-six percent of children ages 8-16 have a TV in their bedroom ■ Seventy percent of day care centers use TV during a typical day ■ The average American child sees 200,000 violent acts on TV by age 18 ■ Forty-nine percent of Americans say they watch too much TV ■ The average American youth spends 900 hours in school and 1,023 hours watching television ■ Fifty-five percent of young adults admit to postponing their bedtime for the Internet or TV ■ The average American sees 2 million TV commercials by age 65 ■ Fifty-four percent of 4-6 year-olds, when asked, would rather watch TV than spend time with their fathers.