

Facts & Figures About Our TV Habit

TV Undermines Family Life

- Amount of television that the average American watches per day: over 4 hours
- Percentage of US households with at least one television: 98
- Percentage of US households with exactly two TV sets: 35
- Percentage of US households with three or more TV sets: 41
- Time per day that TV is on in an average US home: 7 hours, 40 minutes
- Percentage of Americans who always or often watch television while eating dinner: 40
- Chance that an American falls asleep with the TV on at least three nights a week: 1 in 4
- Percentage of Americans who say they watch too much TV: 49
- Percentage of US households with at least one VCR: 85
- Number of videos rented daily in the US: 6 million
- Number of public library items checked out daily: 3 million
- Number of hours of media consumed daily by the average American in 1998: 11.8

Makes you think!
Come up with a list of things
YOU can do that
DON'T involve a screen...

TV Harms Children and Hampers Education

- Average number of hours per week that American one year-old children watch television: 6
- Number of hours recommended by the American Pediatric Association for children two and under: 0
- Average time per week that the American child ages 2-17 spends watching television: 19 hours, 40 minutes
- Time per week that parents spend in meaningful conversation with their children: 38.5 minutes
- Hours of TV watching per week shown to negatively affect academic achievement: 10 or more
- Percentage of children ages 8-16 who have a TV in their bedroom: 56
- Percentage of those children who usually watch television in their bedroom: 30
- Percentages of television-time that children ages 2-7 spend watching alone and unsupervised: 81
- Percent of total television-time that children older than 7 spend without their parents: 95
- Percentage of children ages 8 and up who have no rules about watching TV: 61
- Percentage of parents who would like to limit their children's TV watching: 73
- Percentage of day care centers that use TV during a typical day: 70
- Hours per year the average American youth spends in school: 900
- Hours per year the average American youth watches television: 1,023
- Percentage of self-professed educational TV that has little or no educational value: 21
- Chance that an American parent requires children to do their homework before watching TV: 1 in 12
- Percentage of teenagers 13-17 who can name the city where the US Constitution was written (Philadelphia): 25
- Percentage of teenagers 13-17 who know where you find the zip code 90210 (Beverly Hills): 75
- Average time per day American children spend in front of a screen of some kind: 4 hours, 41 minutes
- Percentage of 4-6 year-olds who, when asked, would rather watch TV than spend time with their fathers: 54
- Percentage of young adults who admit to postponing their bedtime for the internet or TV: 55

TV Promotes Violence

- Number of violent acts the average American child sees on TV by age 18: 200,000
- Number of murders witnessed by children on television by the age 18: 16,000
- Percentage of youth violence directly attributable to TV viewing: 10
- Percentage of Hollywood executives who believe there is a link between TV violence and real violence: 80
- Percentage of Americans who believe TV and movies are responsible for juvenile crime: 73
- Percentage of children polled who said they felt "upset" or "scared" by violence on television: 91
- Percent increase in network news coverage of homicide between 1993 and 1996: 721
- Percent reduction in the American homicide rate between 1993 and 1996: 20
- Percent increase in number of violent scenes per hour on 10 major channels from 1992 to 1994: 41
- Percentage of programs that show the long-term consequences of violence: 16
- Percentage of violent programs that emphasize an anti-violence theme: 4

TV Promotes Excessive Commercialism and Sedentary Lifestyles

- Number of TV commercials viewed by American children a year: 20,000
- Age by which children can develop brand loyalty: 2
- Number of TV commercials seen by the average American by age 65: 2 million
- Percentage of toy advertising dollars spent on television commercials in 1997: 92
- Percentage of local TV news broadcast time devoted to advertising: 30
- Total amount of money spent in 1999 to advertise on broadcast television: \$40 billion
- Net worth of the typical middle-class American household after accounting for debts: less than \$10,000
- Number of ads aired for "junk-food" during four hours of Saturday morning cartoons: 202
- Percentage of American children who were seriously overweight in 1964: 5; 1994: 13
- Percentage of young people who report having had no recent physical activity: 14
- Factor by which men who watch more than 21 hours of TV a week increase their risk of Type 2 diabetes: 2
- Percentage of pediatric diabetes cases that are now Type 2, (adult-onset), not Type 1 juvenile-onset): 30

TV Squelches Political Awareness

- Money spent on ads for the major presidential candidates between June 1, 2000 and September 13: \$63 million
- Money spent on issue ads between January 1, 1999 and August 30, 2000: over \$342 million
- Percentage of those which were attack ads: 61
- Amount of time broadcasters must provide to candidates free of charge under the 1996 Telecommunications Act: 0
- Value of public airwaves allocated to broadcasters at no cost under the 1996 Telecommunications Act: \$70 billion
- Amount spent on lobbying by TV broadcasters and the National Association of Broadcasters in 1996: \$4 million
- Number of network news stories about the environment in 1990: 377; 1996: 113
- Percentage of Americans who can name The Three Stooges: 59
- Percentage of Americans who can name three Supreme Court Justices: 17

-Adapted from a list created by RealVision, a project of TV-Turnoff Network.

