



Changing the way Americans use television.

Basic Data about Television Watching

- Television is pervasive: **98% of American households** have at least one set.
- Children watch an average of **27 hours** of television per week.
- Youth between the ages of 8 and 18 spend **more than 40 hours per week** using some type of media.
- Americans, collectively, spend **231 billion hours** per year watching television
- The average adult, at the age of 65, will have spent **9 years** watching television.
- By age 18 the American child has seen **350,000 commercials** and has spent more time watching television than any other single activity.
- The sixth grader has seen **8,000 murders and 100,000 acts of violence.**
- **60%** of the information that children receive comes from TV.
- Advertisers spend **125 billion dollars a year** to convince us to buy their products.
- The average adult has experienced between **50 to 100 advertisements** by 9 AM.
- Children influence **250 billion dollars** of buy decisions a year.