



## Screen Time Fact Sheet

- How many people are in the average American household? 2.55
- How many televisions do they have? 2.73
- 50% of American homes have at least 3 televisions or more. 19% of homes have only 1.
- In 1975 only 11% of US households had more than 3 TVs...and 57% only had 1!
- The average American home has the television on for well over 8 hours every day. That is an hour more than just a decade ago.
- The average American watches 4 hours and 34 minutes of television each day.
- Young people, 12 - 17 years of age increased their television viewing by 3% just this year...a pretty big increase in just 12 months.
- Teenage girls have dramatically increased their television viewing late at night and early in the morning...maybe they just don't sleep anymore?

All the above statistics are from Nielson 2006



## Screen Time Fact Sheet

### Screens and Very Young Children

- The American Academy of Pediatrics urges parents to avoid television and other electronic media for children two years of age and under. --AAP statement, August 2, 1999
- Overweight U.S. babies are more numerous since 1980, a study in the journal *Obesity* found, growing to 6% from 3% of those under 6 months old. Wall Street Journal 2006
- 70% of daycare centers use TV during a typical day. --Tashman, Billy, "Sorry Ernie, TV isn't Teaching," New York Times, Nov. 12 1994
- In a study of preschoolers (ages 1-4), a child's risk of being overweight increased by 6% for every hour of television watched per day. If that child had a TV in his or her bedroom, the odds of being overweight jumped an additional 31% for every hour watched. Preschool children with TVs in their bedroom watched an additional 4.8 hours of TV or videos every week. --Dennison, et. al. 2002
- Research now indicates that for every hour of television children watch each day, their risk of developing attention-related problems later increases by 10%. For example, if a child watches three hours of television each day, the child would be 30% more likely to develop attention deficit disorder. --D. Christakis, Pediatrics, April 2004
- One in four children under the age of two years has a TV in his or her bedroom. --Zero to Six: Electronic Media in the Lives of Infants, Toddlers and Preschoolers, Kaiser Family Foundation and the Children's Digital Media Centers, 2003
- The more TV preschoolers watch, the less well they do academically in the first grade; also, the more TV preschoolers watch, the less well-socialized they are in the first grade. --Burton, Sydney, James Calonico and Dennis McSeveney, "Effects of Preschool Television Watching on First-Grade Children," Journal of Communication, Summer 1979
- Children in households where the TV is on "always" or "most of the time" are less likely to read than are children in other homes. --Zero to Six: Electronic Media in the Lives of Infants, Toddlers and Preschoolers, Kaiser Family Foundation and the Children's Digital Media Centers, 2003
- Children six and under spend an average of two hours a day using screen media which is about the same amount of time they spend playing outside, and well over the amount they spend reading or being read to (39 minutes).  
--Zero to Six: Electronic Media in the Lives of Infants, Toddlers and Preschoolers, Kaiser Family Foundation and the Children's Digital Media Centers, 2003



## Screen Time Fact Sheet

### About Our Children

---

National Center for Chronic Disease Prevention and Health Promotion  
Division of Adolescent and School Health

Screen Time is a leading cause of being overweight and obese.

- 17% of children between the ages of 12-19 are overweight or obese
- 19% of children between the ages of 6-11 are overweight or obese
- 61% of children ages 5-10 years old who are overweight or obese have 1 or more factors for heart disease
- 77% of children who are overweight or obese at age 10 will be obese adults
- The Centers for Disease Control estimates that if all stays as it is now, 1 in 3 children who were born in the year 2000 will develop Type 2 diabetes

### Key Facts

---

- The Institute of Medicine has found that one-third of American children are either obese or at risk for obesity. (Institute of Medicine Fact Sheet, 2004)
- The Center for Disease Control has found that, since 1980, the proportion of overweight children ages 6-11 has doubled and the number of overweight adolescents has tripled. (CDC, "Overweight Among U.S. Children and Adolescents," National Health and Nutrition Examination Survey, January 5, 2004)
- According to the Kaiser Family Foundation, children under six cannot distinguish between programming content and advertising. (Kaiser Family Foundation, Role of Media in Childhood Obesity, February 2004)
- The Advertising Coalition reports that \$10 to \$15 billion is spent annually on kids' food advertising.
- By the time the average child is 18 years old, he or she has spent between 10,000 and 15,000 hours watching television and has been exposed to more than 200,000 commercials. (U.S. Congress, Children's Television Act of 1990)