

Screen time for TV, video, & DVD for average child:  
**1,460 HOURS YEARLY**  
or  
the equivalent of watching . . .



**SOURCE:** Victoria J. Rideout, Elizabeth A. Vandewater and Ellen A. Wartella, *Zero to Six: Electronic Media in the Lives of Infants, Toddlers, and Preschoolers* (Menlo Park, CA: The Henry J. Kaiser Family Foundation, 2003); also Donald F. Roberts, Ph.D., Ulla G. Foehr, M.A., Victoria Rideout, M.A., *Generation M: Media in the Lives of 8-18 year-olds*, (Menlo Park, CA: The Henry J. Kaiser Family Foundation, 2005). Both available online at: <http://www.kff.org>.