


Value of a Dollar II: Teaching Your K-8 Child

How many TV commercials does the average child see each day?

A. 22  
B. 37  
C. 55  
D. 80  
E. 97



**ASK:** [*Limit discussion as needed.*]

Which answer do you think is correct?

(*Correct answer on slide is C.*) Children in the U.S. watch about four hours of TV every day. The average child sees more than 20,000 commercials each year, nearly 55 per day.

Source: American Academy of Pediatrics, "Television and the Family" fact sheet;  
[www.aap.org/family/tv1.htm](http://www.aap.org/family/tv1.htm)

**TELL AUDIENCE:**

We need to teach K-8 children about money because they want to buy.

Ads are geared toward children, and the programs children watch may determine the types of ads they see. Know what your child watches.

In 2005, advertisers spent an average of \$2,537 per household. An estimated 5% was aimed at children ( $\approx$ \$14 billion total); half of that for snack food.

Sources: Universal McCann, Dec. 2005; [www.mccann.com/news/pdfs/insiders05.pdf](http://www.mccann.com/news/pdfs/insiders05.pdf)  
U.S. Census Bureau, [www.census.gov/prod/1/pop/p25-1129.pdf](http://www.census.gov/prod/1/pop/p25-1129.pdf)

*Marion Nestle and Margo Wootan, The Food Institute Report, April 15, 2002*

Children feel constant pressure to have what their peers have.

Children age 12-17 ask their parents to buy things an average of nine times, 55% of the time successfully. *Source: Center for a New American Dream, 2002*