Nutritional Content of Television Food Advertisements seen by Children and Adolescents: An Update

Lisa M. Powell, PhD, Rebecca M. Schermbeck, MPH, MS, Glen Szczypka BA, Frank J. Chaloupka PhD, and Carol Braunschweig PhD

Presented by Frank Chaloupka, PhD
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November 8th, 2010
Presenter Disclosure

Frank J. Chaloupka

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
Presentation Outline

- Overview of Advertising Data
- Nutritional Measures
- Advertising Content
- Nutritional Content
- Policy Implications
Overview of Advertising Data
Nielsen Media Research Ratings Data
Advertising Data

- Targeted Ratings Points (TRPs) data on exposure to ads seen on TV obtained from Nielsen Media Research.
- Ratings cover all programming seen by children and teens.
- Ratings points measure the reach and frequency of advertising. For example, a commercial with 80 TRPs for 2-5 year olds per month is estimated to have been seen an average of one time by 80% of children 2-5 over the defined period.
- Ratings by:
  - Age Groups: 2-5 yr, 6-11yr, and 12-17 yr
  - Race: All children, separately by white and black. Study does not include separate ratings for Hispanic children nor does it cover Spanish Language TV.
- Food-related advertising categorized as:
  - Cereal, Sweets, Snacks, Beverages, Fast Food Restaurants, Full-service Restaurants, and Other.

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Advertising Content
### Number of Food Ads Per Day, By Year and Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>% Change 2003-2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Age 2-5</td>
<td>13.3</td>
<td>12.1</td>
<td>11.5</td>
<td>10.9</td>
<td>-18.0%</td>
</tr>
<tr>
<td>Children Age 6-11</td>
<td>13.6</td>
<td>13.5</td>
<td>13.1</td>
<td>12.7</td>
<td>-6.6%</td>
</tr>
<tr>
<td>Adolescents Ages 12-17</td>
<td>13.1</td>
<td>13.4</td>
<td>13.6</td>
<td>14.5</td>
<td>10.7%</td>
</tr>
</tbody>
</table>
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

- 3
- 2.5
- 2
- 1.5
- 1
- 0.5
- 0

2003 2005 2007 2009
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

2003 2005 2007 2009

Beverage Ads

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Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

- Cereal Ads
- Beverage Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

- Cereal Ads
- Beverage Ads
- Snack Ads

Ads Per Day

2003 2005 2007 2009
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

2003 2005 2007 2009

Cereal Ads
Sweets Ads
Beverage Ads
Snack Ads

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Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

- Fast Food Restaurant Ads
- Cereal Ads
- Sweets Ads
- Beverage Ads
- Snack Ads

Advertsing Content
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

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<tr>
<th>0</th>
<th>0.5</th>
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<th>1.5</th>
<th>2</th>
<th>2.5</th>
<th>3</th>
<th>3.5</th>
<th>4</th>
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</thead>
</table>

2003 | 2005 | 2007 | 2009
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

Beverage Ads

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Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

Cereal Ads

Beverage Ads

2003 2005 2007 2009

bridging the gap
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

Cereal Ads
Beverage Ads
Snack Ads

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Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

- Cereal Ads
- Sweets Ads
- Beverage Ads
- Snack Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

0
0.5
1
1.5
2
2.5
3
3.5
4

2003 2005 2007 2009

Fast Food Restaurant Ads
Cereal Ads
Sweets Ads
Beverage Ads
Snack Ads
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>5.0</td>
</tr>
<tr>
<td>4.5</td>
</tr>
<tr>
<td>4.0</td>
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<tr>
<td>3.5</td>
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<td>3.0</td>
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Adolescents Ages 12-17 Years

Ads Per Day

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Beverage Ads
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Adolescents Ages 12-17 Years

Ads Per Day

2003  2005  2007  2009

Cereal Ads
Beverage Ads

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Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

- Beverage Ads
- Cereal Ads
- Snack Ads

- 2003
- 2005
- 2007
- 2009

Ads Per Day

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5 5

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Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

- Sweets Ads
- Beverage Ads
- Cereal Ads
- Snack Ads
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

- Fast Food Restaurant Ads
- Sweets Ads
- Beverage Ads
- Cereal Ads
- Snack Ads
Nutritional Content
Nutritional Content Analysis

• Food and beverage advertisements were assessed on the basis of:
  ➢ **Fat** (% Kcal): High > 35% Kcal from fat
  ➢ **Saturated Fat** (% Kcal): High >10% Kcal from saturated fat
  ➢ **Sugar** (%Kcal): High >25% Kcal from sugar
  ➢ **Sodium** (mg per 50g portion): High >200mg of sodium per 50g portion
  ➢ **Fiber** (g per 50g portion): Low <1.15g of fiber per 50g portion

• Nutritional Content was weighted by the ratings data to provide estimates of exposure to nutritional content
Nutritional Content: Mean of Selected Measures
All Food Ads Seen by Children and Adolescents

<table>
<thead>
<tr>
<th></th>
<th>% Kcal Fat</th>
<th>% Kcal Saturated Fat</th>
<th>% Kcal Sugar</th>
<th>Sodium (mg) per 50 g</th>
<th>Fiber (g) per 50 g</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21.2</td>
<td>19.6</td>
<td>7.3</td>
<td>6.8</td>
<td>43.4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>193.8</td>
</tr>
<tr>
<td></td>
<td>21.1</td>
<td>19.7</td>
<td>7.3</td>
<td>6.9</td>
<td>44.1</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td>190.6</td>
</tr>
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<td>7.7</td>
<td>7.9</td>
<td>44.2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>181.1</td>
</tr>
</tbody>
</table>
Food Ads High in Fat
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads High in Saturated Fat
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads High in Sugar
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads High in Sodium
Children Ages 6-11 Years Old

Nutritional Content
Food Ads Low in Fiber
Children Ages 6-11 Years Old

Nutritional Content

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Nutritional Content

Food Ads High in Saturated Fat, Sugar or Sodium
Children Ages 2-5 Years

Percent

<table>
<thead>
<tr>
<th>Category</th>
<th>2003</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Foods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cereal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweets</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Beverages</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
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</tbody>
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Food Ads High in Saturated Fat, Sugar or Sodium
Children Ages 6-11 Years

Nutritional Content

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Food Ads High in Saturated Fat, Sugar or Sodium
Adolescents Ages 12-17 Years

Nutritional Content

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### Number of Ads Seen and Nutritional Content (%) of Ads for Selected Companies in the CFBAI

Children Ages 6-11 Years

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<tr>
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<th>Pepsi</th>
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<tbody>
<tr>
<td>Number of Ads Seen</td>
<td>2.1 2.1</td>
<td>1.3 0.7</td>
<td>1.3 0.8</td>
<td>0.2 0.1</td>
<td>0.6 0.3</td>
<td>0.4 0.3</td>
</tr>
<tr>
<td>High Fat</td>
<td>4.6 9.1</td>
<td>12.4 7.5</td>
<td>37.9 30.6</td>
<td>0.0 0.0</td>
<td>21.1 23.2</td>
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<td>14.9 19.1</td>
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<td>16.7 3.2</td>
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*bridging the gap*
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Summary: Results of Selected CFBAI Companies

• General Mills remains the largest advertiser; moderate reduction in ads seen by 2-5y (-18%) and an increase for 6-11y (+4%). 97% of ads (6-11y) seen are for unhealthy products.
• Kellogg and Kraft ads are both down by about 40-50% across ages, but about 9/10 ads (6-11y) still seen are for unhealthy products.
• Coke ads are down substantially (-57%), 41% of ads (6-11y) seen still for high sugar products.
• Pepsi, similar to General Mills, had a an 18% reduction in ad exposure among 2-5y but an increase among 6-11 (+13%). 82% of ads (6-11y) seen are for unhealthy products.
• Among the ads from CFBAI companies viewed by 6-11y old children, the company with the lowest proportion (72%) of ads for unhealthy products was Nestle.

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Summary and Policy Implications
General Summary of Trends in Ad Content

• Positive reductions in exposure to food and beverage ads from 2003-09:
  ➢ Cereal: -47% for 2-5y; -41% for 6-11y
  ➢ Sweets: -57% for 2-5y; -44% for 6-11y
  ➢ Snacks: -46% for 2-5y; -31% % for 6-11y
  ➢ Beverages: -47% for 2-5y; -41% for 6-11y

• But fast food ad exposure up substantially:
  ➢ +22%, +31% and +35% for 2-5y, 6-11y and 12-17y olds, respectively

• The vast majority of ads seen in 2009 continue to be for products that are either high in saturated fat, sugar, or sodium:
  ➢ 86%, 87% and 81% of ads seen by 2-5y, 6-11y and 12-17y olds, respectively
Policy Implications of Trends in Ad Content

• Children, on average, continue to see more than 10 food-related ads on TV every day (teens see almost 15 ads per day)
• Children and teens continue to be exposed mainly to food and beverage ads for products that are high in saturated fat, sugar or sodium
• These results suggest that industry self-regulation is limited in its effectiveness to substantially improve food-related advertising seen by children on TV
• Key issues of concern for policymakers regarding CFBAI self-regulation:
  ➢ No uniform nutritional standards
  ➢ No uniform definition of child audiences
  ➢ Does not address reach of ads in non-child programming
  ➢ Does not apply to children age 12 and over

bridging the gap
Institute for Health Research and Policy, UIC
http://www.ihrp.uic.edu

ImpacTeen
http://www.impacteen.org

Bridging the Gap
http://www.bridgingthegapresearch.org

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