Trends in the Nutritional Content of TV Food Advertisements Seen by Children in the US

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

Presented by Lisa M. Powell, PhD
CSPI Food Marketing Workgroup
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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
- 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: 2-5y, 6-11y, and 12-17y
  - 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
Advertising Content
### Number of Food-Related Ads Per Day, By Year and Age

<table>
<thead>
<tr>
<th>Food-Related</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>-17.9%</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>-6.9%</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>10.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food &amp; Bev Products</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>10.1</td>
<td>8.7</td>
<td>7.9</td>
<td>6.8</td>
<td>-32.5%</td>
</tr>
<tr>
<td>Children Age 6-11</td>
<td>10.1</td>
<td>9.7</td>
<td>8.9</td>
<td>7.9</td>
<td>-21.7%</td>
</tr>
<tr>
<td>Adolescents Ages 12-17</td>
<td>8.8</td>
<td>8.5</td>
<td>8.2</td>
<td>8.4</td>
<td>-4.4%</td>
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</table>

<table>
<thead>
<tr>
<th>Fast Food</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>% Change 2003-2009</th>
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</thead>
<tbody>
<tr>
<td>Children Age 2-5</td>
<td>3.2</td>
<td>3.3</td>
<td>3.6</td>
<td>4.1</td>
<td>28.7%</td>
</tr>
<tr>
<td>Children Age 6-11</td>
<td>3.5</td>
<td>3.8</td>
<td>4.2</td>
<td>4.8</td>
<td>35.4%</td>
</tr>
<tr>
<td>Adolescents Ages 12-17</td>
<td>4.4</td>
<td>4.9</td>
<td>5.5</td>
<td>6.1</td>
<td>40.4%</td>
</tr>
</tbody>
</table>

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

Children Ages 2-5 Years

Ads Per Day

<table>
<thead>
<tr>
<th>Year</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>0</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>0.5</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.5</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

0 0.5 1 1.5 2 2.5 3

2003 2005 2007 2009

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

Children Ages 2-5 Years

Beverage Ads

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

Children Ages 2-5 Years

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

Children Ages 2-5 Years

Adverts Per Day

2003 2005 2007 2009

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

Children Ages 2-5 Years

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

2003 2005 2007 2009

Ads Per Day

0 0.5 1 1.5 2 2.5 3
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

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

Children Ages 6-11 Years

Cereal Ads

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

Children Ages 6-11 Years

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

Children Ages 6-11 Years

Axis Title

2003  2005  2007  2009

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

Children Ages 6-11 Years

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Snack Ads

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

Adolescents Ages 12-17 Years
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

Ads Per Day

2003 2005 2007 2009

Beverage Ads
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

Ads Per Day

2003  2005  2007  2009

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

Adolescents Ages 12-17 Years

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

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- Beverage Ads
- Cereal Ads
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Adolescents Ages 12-17 Years

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

www.bridgingthegapresearch.org
Nutritional Content
Nutritional Content Analysis

• Food and beverage advertisements were assessed on the basis of:
  • **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 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>Ages 2-5</td>
<td>7.3</td>
<td>6.8</td>
<td>43.4</td>
<td>7.3</td>
</tr>
<tr>
<td>Ages 6-11</td>
<td>7.3</td>
<td>6.9</td>
<td>44.1</td>
<td>7.3</td>
</tr>
<tr>
<td>Ages 12-17</td>
<td>7.7</td>
<td>7.9</td>
<td>44.2</td>
<td>7.7</td>
</tr>
</tbody>
</table>
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

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

Nutritional Content

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

Nutritional Content

bridging the gap
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

bridging the gap
# Exposure to Beverage Advertisements, by Type and Year

Children Ages 2-5 Years

<table>
<thead>
<tr>
<th>Beverage Type</th>
<th>2003</th>
<th>2009</th>
<th>% Change 07-09</th>
<th>% Change 03-09</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Sugar Beverage Ads</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular Soft Drinks</td>
<td>0.28</td>
<td>0.09</td>
<td>4.5%</td>
<td>-67.2%</td>
</tr>
<tr>
<td>Fruit Drinks</td>
<td>0.39</td>
<td>0.19</td>
<td>100.7%</td>
<td>-51.9%</td>
</tr>
<tr>
<td>Bottled Water (Sugar Added)</td>
<td>0.01</td>
<td>0.06</td>
<td>-49.7%</td>
<td>425.8%</td>
</tr>
<tr>
<td>Drinks - Isotonic</td>
<td>0.13</td>
<td>0.05</td>
<td>-51.7%</td>
<td>-62.7%</td>
</tr>
<tr>
<td>Other High Sugar Beverage</td>
<td>0.36</td>
<td>0.13</td>
<td>-62.1%</td>
<td>-62.7%</td>
</tr>
<tr>
<td><strong>Low Sugar Beverage Ads</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diet Soft Drinks</td>
<td>0.03</td>
<td>0.03</td>
<td>-37.1%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Fruit Juices (100%)</td>
<td>0.10</td>
<td>0.11</td>
<td>8.3%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Bottled Water</td>
<td>0.02</td>
<td>0.02</td>
<td>19.4%</td>
<td>15.2%</td>
</tr>
<tr>
<td>Milk (Unflavored)</td>
<td>0.00</td>
<td>0.03</td>
<td>127.2%</td>
<td>1425.5%</td>
</tr>
<tr>
<td>Other Low Sugar Beverage</td>
<td>0.05</td>
<td>0.11</td>
<td>51.8%</td>
<td>135.9%</td>
</tr>
</tbody>
</table>
# Exposure to Beverage Advertisements, by Type and Year

**Children Ages 6-11 Years**

<table>
<thead>
<tr>
<th>Beverage Type</th>
<th>2003</th>
<th>2009</th>
<th>% Change 07-09</th>
<th>% Change 03-09</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High Sugar Beverage Ads</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular Soft Drinks</td>
<td>0.37</td>
<td>0.12</td>
<td>3.5%</td>
<td>-68.5%</td>
</tr>
<tr>
<td>Fruit Drinks</td>
<td>0.42</td>
<td>0.24</td>
<td>108.9%</td>
<td>-43.5%</td>
</tr>
<tr>
<td>Bottled Water (Sugar Added)</td>
<td>0.01</td>
<td>0.07</td>
<td>-54.4%</td>
<td>369.7%</td>
</tr>
<tr>
<td>Drinks - Isotonic</td>
<td>0.15</td>
<td>0.06</td>
<td>-54.0%</td>
<td>-59.8%</td>
</tr>
<tr>
<td>Other High Sugar Beverage</td>
<td>0.38</td>
<td>0.15</td>
<td>-60.3%</td>
<td>-61.0%</td>
</tr>
<tr>
<td><strong>Low Sugar Beverage Ads</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diet Soft Drinks</td>
<td>0.03</td>
<td>0.04</td>
<td>-33.9%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Fruit Juices (100%)</td>
<td>0.12</td>
<td>0.12</td>
<td>18.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Bottled Water</td>
<td>0.02</td>
<td>0.02</td>
<td>36.2%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Milk (Unflavored)</td>
<td>0.00</td>
<td>0.04</td>
<td>161.5%</td>
<td>1318.9%</td>
</tr>
<tr>
<td>Other Low Sugar Beverage</td>
<td>0.05</td>
<td>0.13</td>
<td>59.8%</td>
<td>151.0%</td>
</tr>
</tbody>
</table>
Exposure to Beverage Advertisements, by Type and Year
Adolescents Ages 12-17 Years

<table>
<thead>
<tr>
<th></th>
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</tr>
<tr>
<td>Regular Soft Drinks</td>
<td>0.67</td>
<td>0.24</td>
<td>8.2%</td>
<td>-63.8%</td>
</tr>
<tr>
<td>Fruit Drinks</td>
<td>0.32</td>
<td>0.18</td>
<td>38.7%</td>
<td>-45.3%</td>
</tr>
<tr>
<td>Bottled Water (Sugar Added)</td>
<td>0.03</td>
<td>0.09</td>
<td>-47.0%</td>
<td>242.0%</td>
</tr>
<tr>
<td>Drinks - Isotonic</td>
<td>0.22</td>
<td>0.15</td>
<td>-35.9%</td>
<td>-33.1%</td>
</tr>
<tr>
<td>Other High Sugar Beverage</td>
<td>0.36</td>
<td>0.18</td>
<td>-46.5%</td>
<td>-50.9%</td>
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<tr>
<td>Fruit Juices (100%)</td>
<td>0.16</td>
<td>0.17</td>
<td>31.0%</td>
<td>6.3%</td>
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<tr>
<td>Bottled Water</td>
<td>0.04</td>
<td>0.03</td>
<td>11.7%</td>
<td>-16.1%</td>
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<tr>
<td>Milk (Unflavored)</td>
<td>0.00</td>
<td>0.04</td>
<td>65.9%</td>
<td>817.4%</td>
</tr>
<tr>
<td>Other Low Sugar Beverage</td>
<td>0.07</td>
<td>0.24</td>
<td>123.0%</td>
<td>234.0%</td>
</tr>
</tbody>
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Number of Ads Seen and Nutritional Content (%) of Ads for Companies in the CFBAI
Children Ages 2-5 Years

<table>
<thead>
<tr>
<th>Company</th>
<th># of Ads per Day</th>
<th>% of Ads High in SFSUSO</th>
<th>% Change 03-09</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2003</td>
<td>2009</td>
<td>% Change 03-09</td>
</tr>
<tr>
<td>Burger King</td>
<td>0.4</td>
<td>0.4</td>
<td>6.6%</td>
</tr>
<tr>
<td>Cadbury</td>
<td>0.1</td>
<td>0.1</td>
<td>9.9%</td>
</tr>
<tr>
<td>Campbell</td>
<td>0.3</td>
<td>0.3</td>
<td>4.1%</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>0.2</td>
<td>0.1</td>
<td>-57.1%</td>
</tr>
<tr>
<td>ConAgra</td>
<td>0.3</td>
<td>0.3</td>
<td>7.0%</td>
</tr>
<tr>
<td>Dannon</td>
<td>0.2</td>
<td>0.2</td>
<td>21.0%</td>
</tr>
<tr>
<td>General Mills</td>
<td>2.4</td>
<td>2.0</td>
<td>-16.2%</td>
</tr>
<tr>
<td>Hershey</td>
<td>0.3</td>
<td>0.2</td>
<td>-32.7%</td>
</tr>
<tr>
<td>Kellogg</td>
<td>1.5</td>
<td>0.7</td>
<td>-51.1%</td>
</tr>
<tr>
<td>Kraft</td>
<td>1.3</td>
<td>0.6</td>
<td>-51.5%</td>
</tr>
<tr>
<td>Mars</td>
<td>0.7</td>
<td>0.2</td>
<td>-64.7%</td>
</tr>
<tr>
<td>McDonalds</td>
<td>0.8</td>
<td>0.8</td>
<td>4.0%</td>
</tr>
<tr>
<td>Nestle</td>
<td>0.4</td>
<td>0.3</td>
<td>-37.0%</td>
</tr>
<tr>
<td>Pepsi</td>
<td>0.6</td>
<td>0.2</td>
<td>-70.9%</td>
</tr>
<tr>
<td>Post</td>
<td>0.4</td>
<td>0.2</td>
<td>-46.5%</td>
</tr>
<tr>
<td>Unilever</td>
<td>0.2</td>
<td>0.1</td>
<td>-66.4%</td>
</tr>
</tbody>
</table>

bridging the gap

www.bridgingthegapresearch.org
### Number of Ads Seen and Nutritional Content (%) of Ads for Companies in the CFBAI Children Ages 6-11 Years

<table>
<thead>
<tr>
<th>Company</th>
<th># of Ads per Day</th>
<th>% of Ads High in SFSUSO</th>
<th>% Change 03-09</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2003</td>
<td>2009</td>
<td>% Change 03-09</td>
</tr>
<tr>
<td>Burger King</td>
<td>0.4</td>
<td>0.5</td>
<td>24.5%</td>
</tr>
<tr>
<td>Cadbury</td>
<td>0.1</td>
<td>0.1</td>
<td>40.8%</td>
</tr>
<tr>
<td>Campbell</td>
<td>0.3</td>
<td>0.3</td>
<td>17.1%</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>0.2</td>
<td>0.1</td>
<td>-57.3%</td>
</tr>
<tr>
<td>ConAgra</td>
<td>0.2</td>
<td>0.3</td>
<td>22.8%</td>
</tr>
<tr>
<td>Dannon</td>
<td>0.2</td>
<td>0.2</td>
<td>29.2%</td>
</tr>
<tr>
<td>General Mills</td>
<td>2.2</td>
<td>2.3</td>
<td>6.4%</td>
</tr>
<tr>
<td>Hershey</td>
<td>0.3</td>
<td>0.2</td>
<td>-18.3%</td>
</tr>
<tr>
<td>Kellogg</td>
<td>1.4</td>
<td>0.9</td>
<td>-37.1%</td>
</tr>
<tr>
<td>Kraft</td>
<td>1.3</td>
<td>0.8</td>
<td>-41.0%</td>
</tr>
<tr>
<td>Mars</td>
<td>0.7</td>
<td>0.3</td>
<td>-56.5%</td>
</tr>
<tr>
<td>McDonalds</td>
<td>0.8</td>
<td>1.0</td>
<td>29.7%</td>
</tr>
<tr>
<td>Nestle</td>
<td>0.4</td>
<td>0.3</td>
<td>-33.8%</td>
</tr>
<tr>
<td>Pepsi</td>
<td>0.6</td>
<td>0.2</td>
<td>-67.6%</td>
</tr>
<tr>
<td>Post</td>
<td>0.4</td>
<td>0.3</td>
<td>-33.0%</td>
</tr>
<tr>
<td>Unilever</td>
<td>0.2</td>
<td>0.1</td>
<td>-57.7%</td>
</tr>
</tbody>
</table>
### Number of Ads Seen and Nutritional Content (%) of Ads for CFBAI vs. Non CFBAI Companies

<table>
<thead>
<tr>
<th></th>
<th># of Ads per Day</th>
<th>% of Ads High in SFSUSO</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2003</td>
<td>2009</td>
</tr>
<tr>
<td><strong>Age 2-5</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFBAI Companies Food and</td>
<td>8.7</td>
<td>5.4</td>
</tr>
<tr>
<td>Beverage Products Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non CFBAI Companies Food and</td>
<td>1.4</td>
<td>1.4</td>
</tr>
<tr>
<td>Beverage Products Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFBAI Fast Food Companies</td>
<td>1.2</td>
<td>1.3</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non CFBAI Fast Food Companies</td>
<td>1.1</td>
<td>1.5</td>
</tr>
<tr>
<td>Subtotals</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Age 6-11</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFBAI Companies Food and</td>
<td>8.6</td>
<td>6.4</td>
</tr>
<tr>
<td>Beverage Products Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non CFBAI Companies Food and</td>
<td>1.6</td>
<td>1.5</td>
</tr>
<tr>
<td>Beverage Products Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CFBAI Fast Food Companies</td>
<td>1.2</td>
<td>1.5</td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non CFBAI Fast Food Companies</td>
<td>1.5</td>
<td>1.9</td>
</tr>
<tr>
<td>Subtotals</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Summary: Results of CFBAI Companies

• General Mills remains the largest advertiser; moderate reduction in ads seen by 2-5y (-16%) and an increase for 6-11y (6%). 97% of ads seen are for unhealthy products.

• Kellogg and Kraft ads are both down by about 40-50% for children, but about 9/10 ads still seen are for unhealthy products.

• Coke ads are down substantially (-57%), only company other than Cadbury with less than 50% of ads for unhealthy products.

• Pepsi ads down substantially (-70%), although 82% remain for unhealthy products.

• Overall, there were significantly fewer food and beverage product ads seen by children from CFBAI companies (-38%) compared to the 1% reduction in non-CFBAI food companies. But that the vast majority of the CFBAI company ads (88%) seen, in 2009, continued to be for products that were high in either saturated fat, sugar or sodium.
Summary and Policy Implications
General Summary of Trends in Ad Content

• Positive reductions in exposure to food and beverage ads from 2003-09:
  ➢ -33%, -22% and -4% for 2-5y, 6-11y and 12-17y olds, respectively
  ➢ Cereal: -30% for 2-5y; -11% for 6-11y
  ➢ Sweets: -55% for 2-5y; -44% for 6-11y
  ➢ Snacks: -43% for 2-5y; -32% % for 6-11y
  ➢ Beverages: -43% for 2-5y; -41% for 6-11y

• But fast food ad exposure up substantially between 2003 and 2009:
  ➢ +21%, +31% and +37% 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
• Study 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
Institute for Health Research and Policy, UIC
http://www.ihrp.uic.edu

ImpacTeen
http://www.impacteen.org

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

Study funded by The Robert Wood Johnson Foundation
Bridging the Gap ImpacTeen Project