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Research Informing Policies & Practices
for Healthy Youth

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

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Presented by Frank Chaloupka, PhD
138th APHA Annual Meeting
November 8th, 2010

UIC Institute for
UNIVERSITY OF ILLINOIS
AT CHICAGO Health Research and Policy
SCHOOL OF PUBLIC HEALTH

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

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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:
 - Year: 2003, 2005, 2007, and 2009
 - 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

Advertising Content

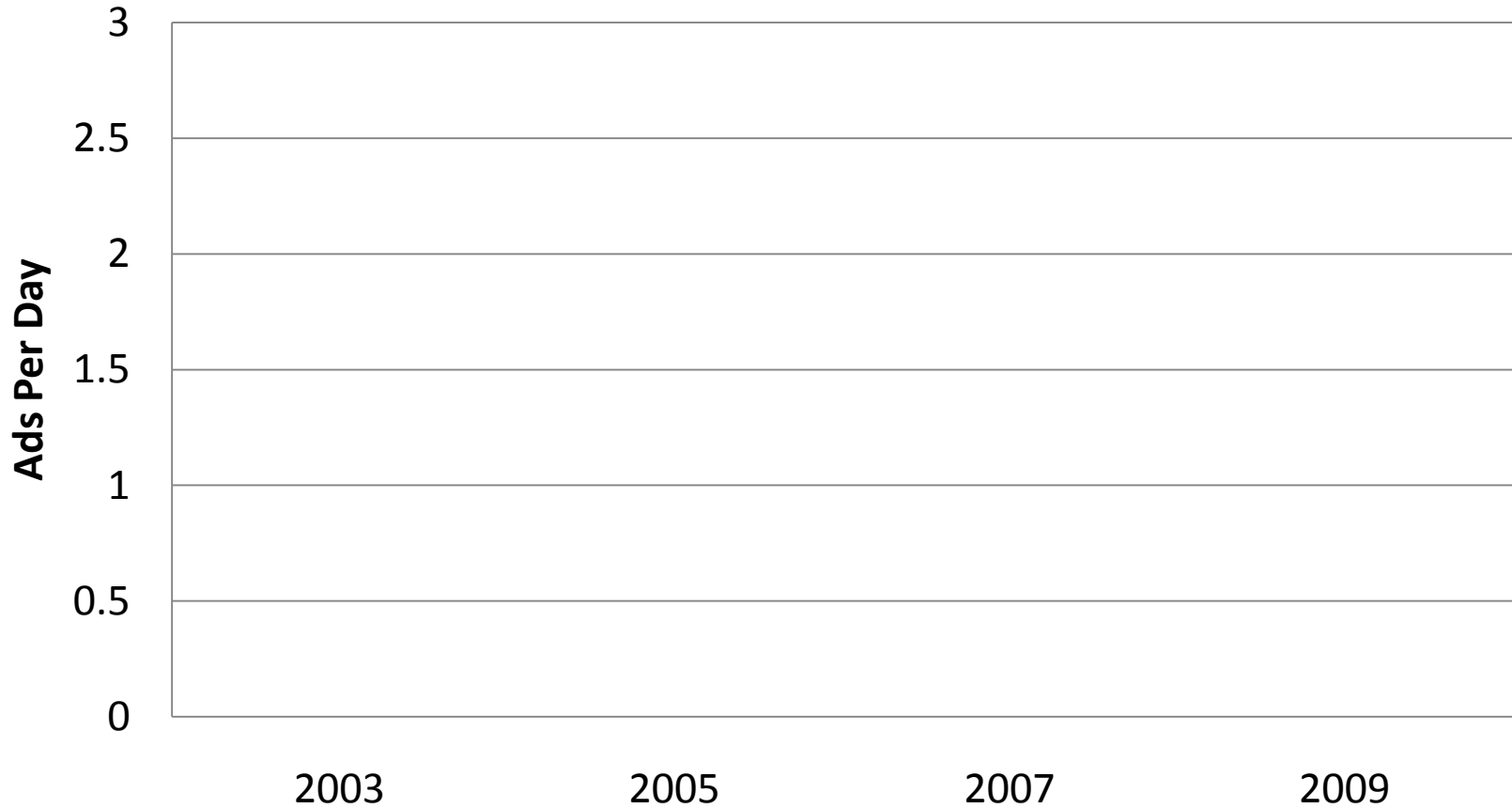
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Number of Food Ads Per Day, By Year and Age

	2003	2005	2007	2009	% Change 2003-2009
Children Age 2-5	13.3	12.1	11.5	10.9	-18.0%
Children Age 6-11	13.6	13.5	13.1	12.7	-6.6%
Adolescents Ages 12-17	13.1	13.4	13.6	14.5	10.7%

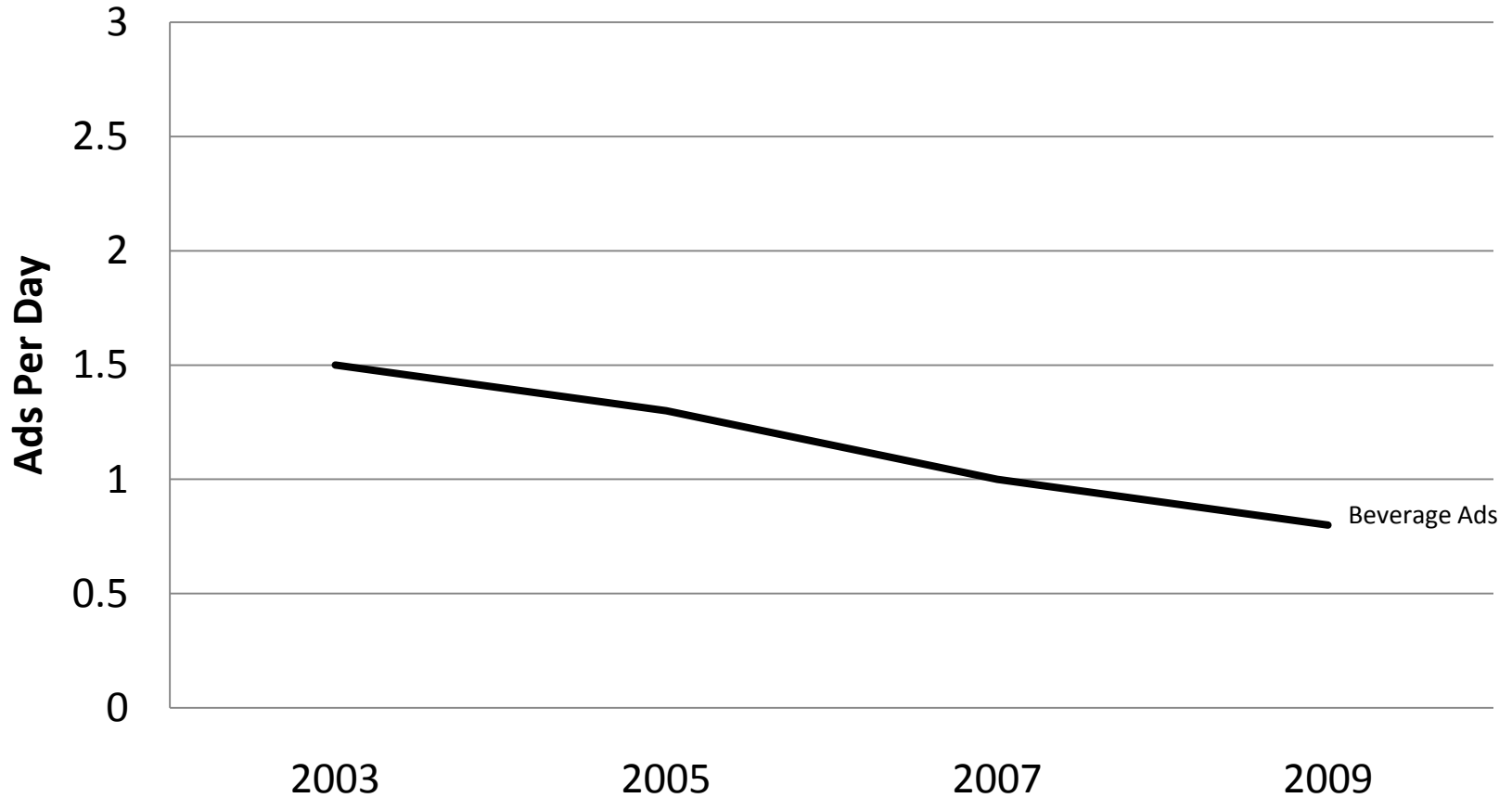
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years



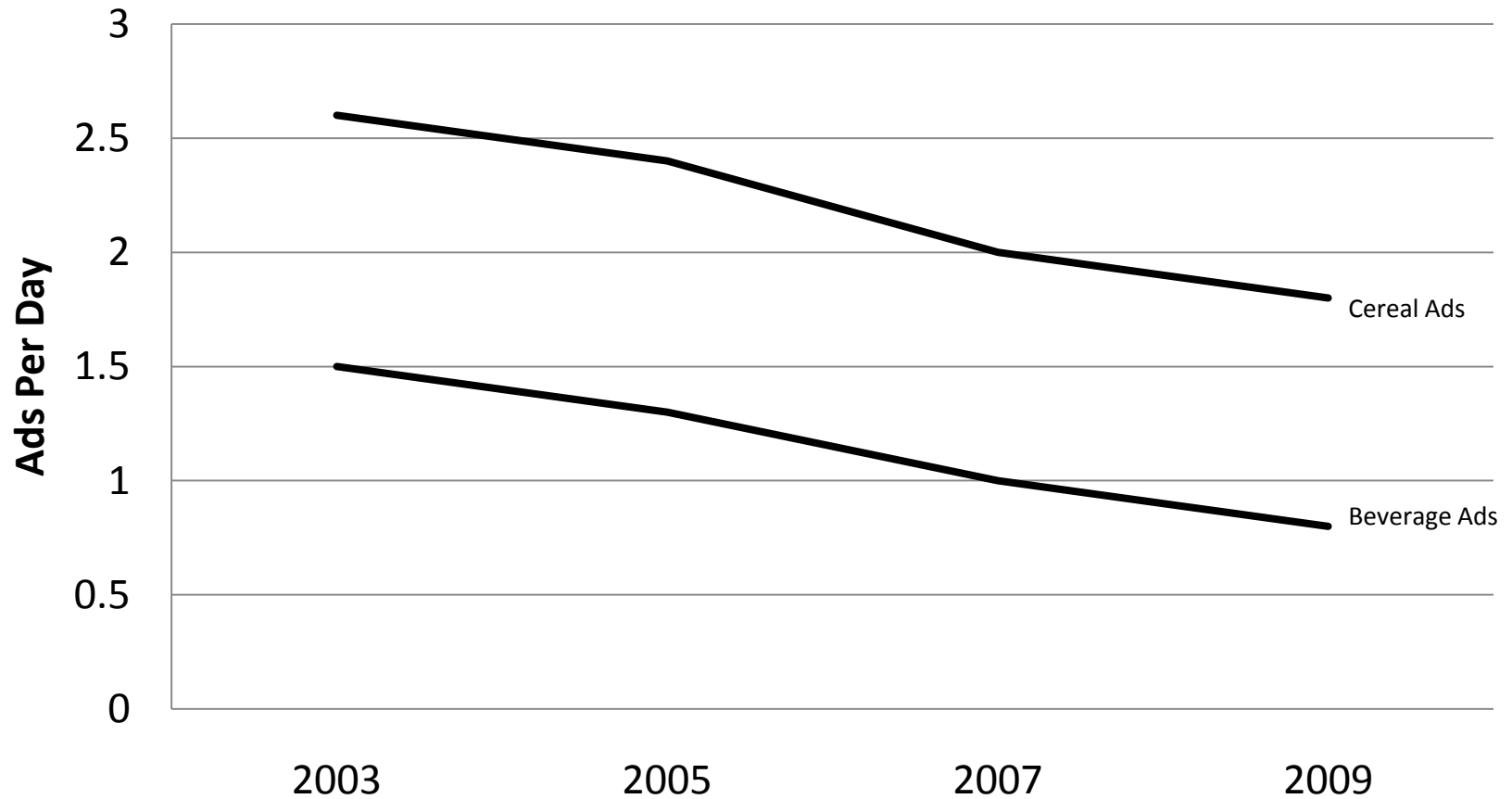
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years



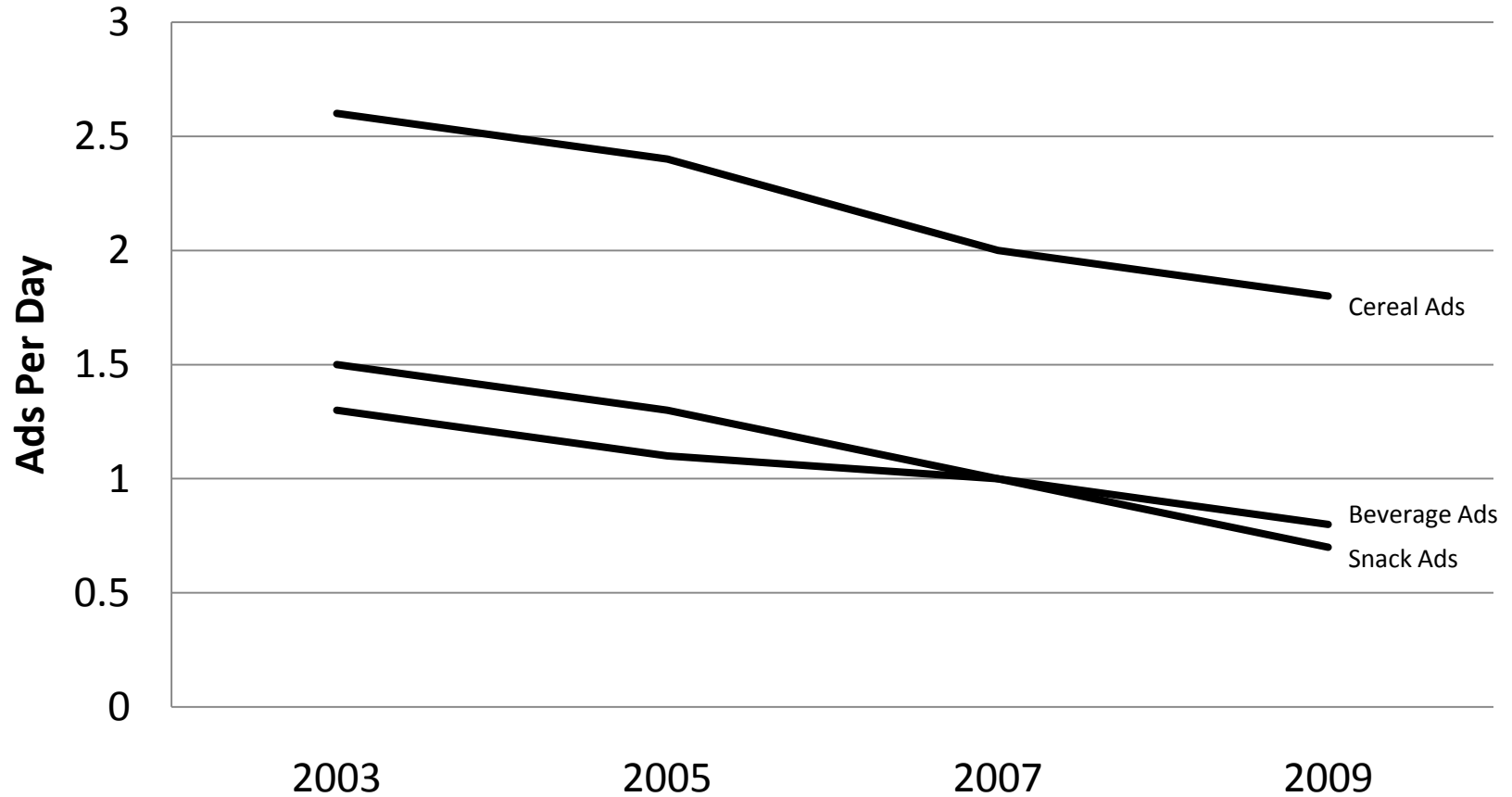
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years



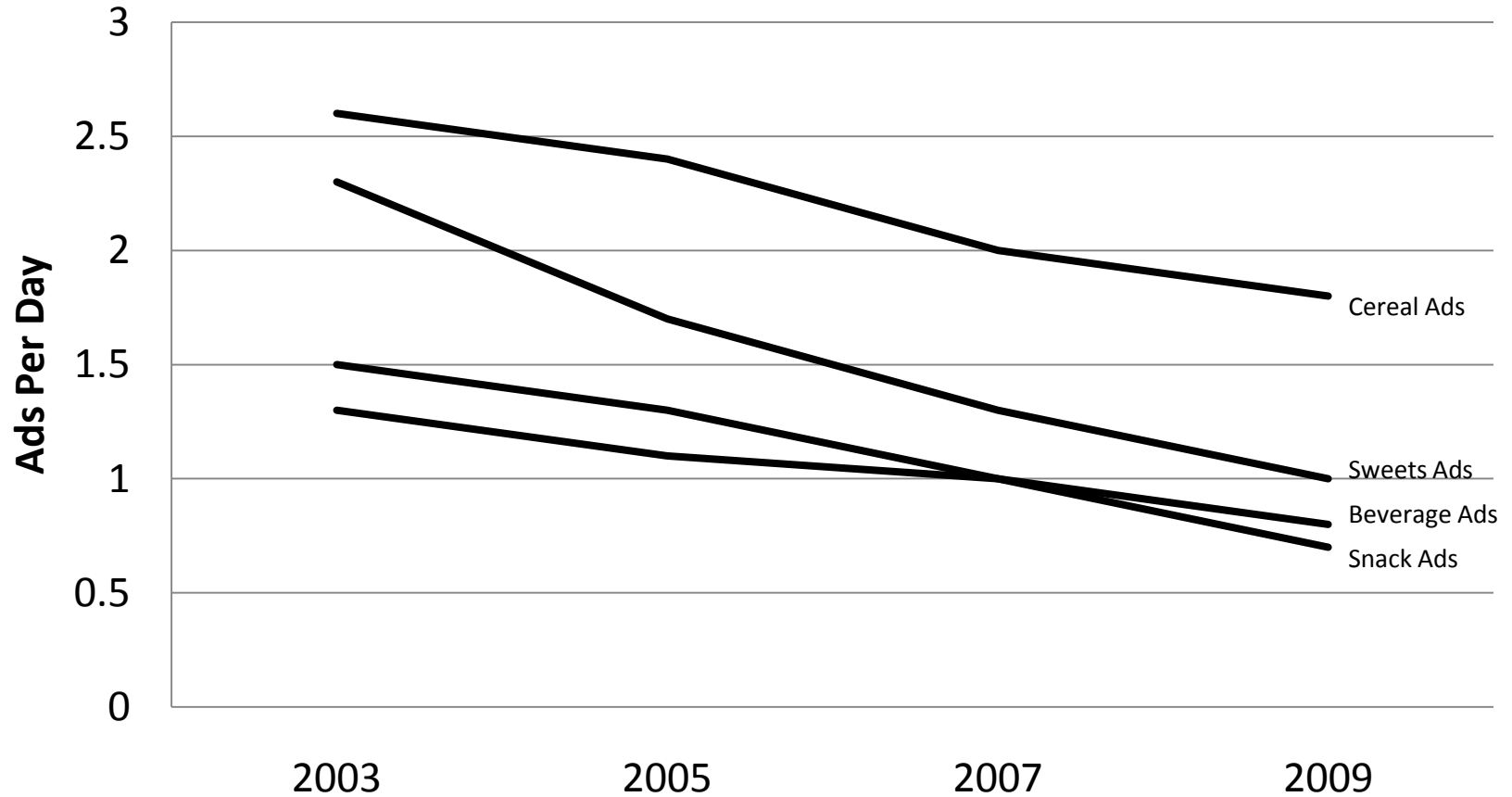
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years



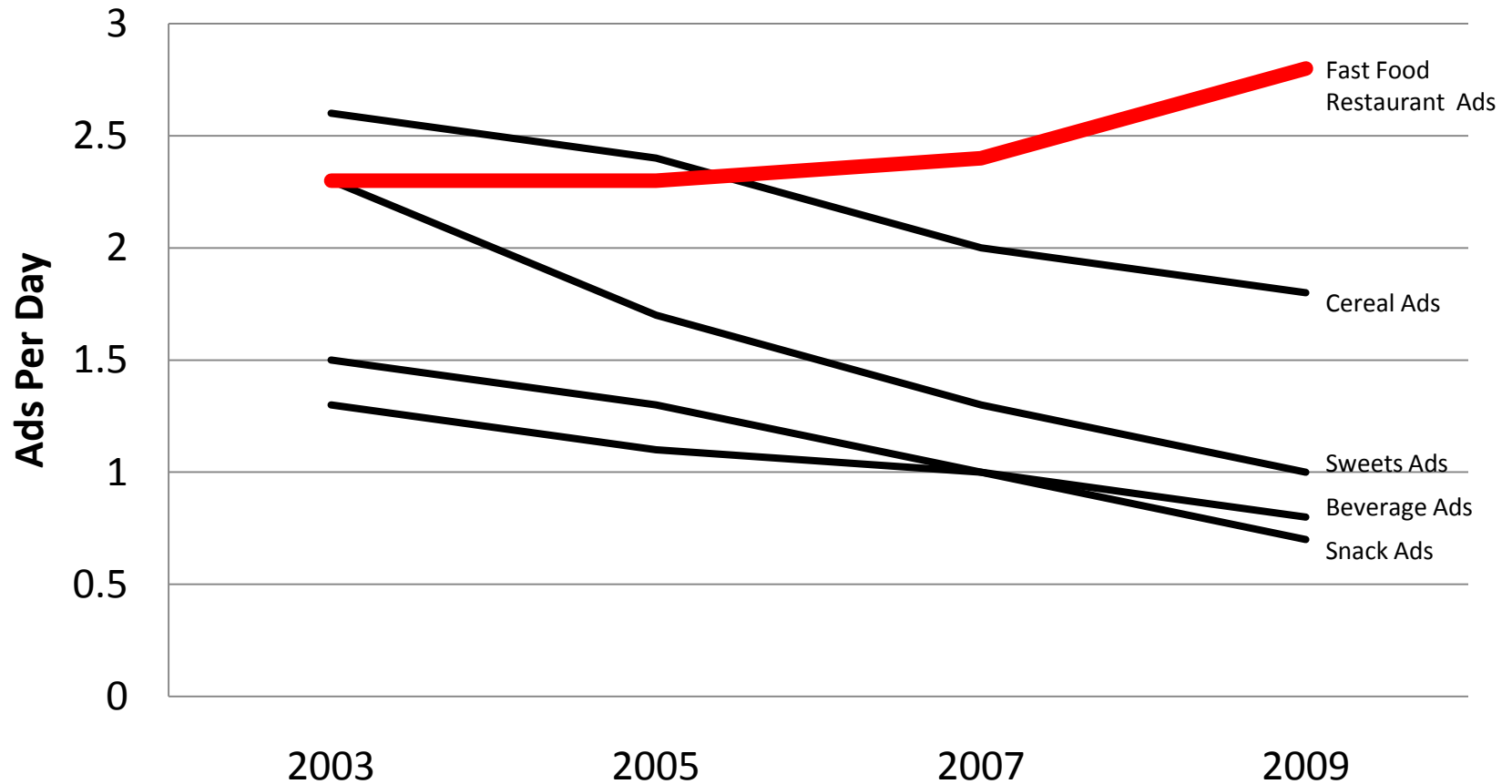
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years



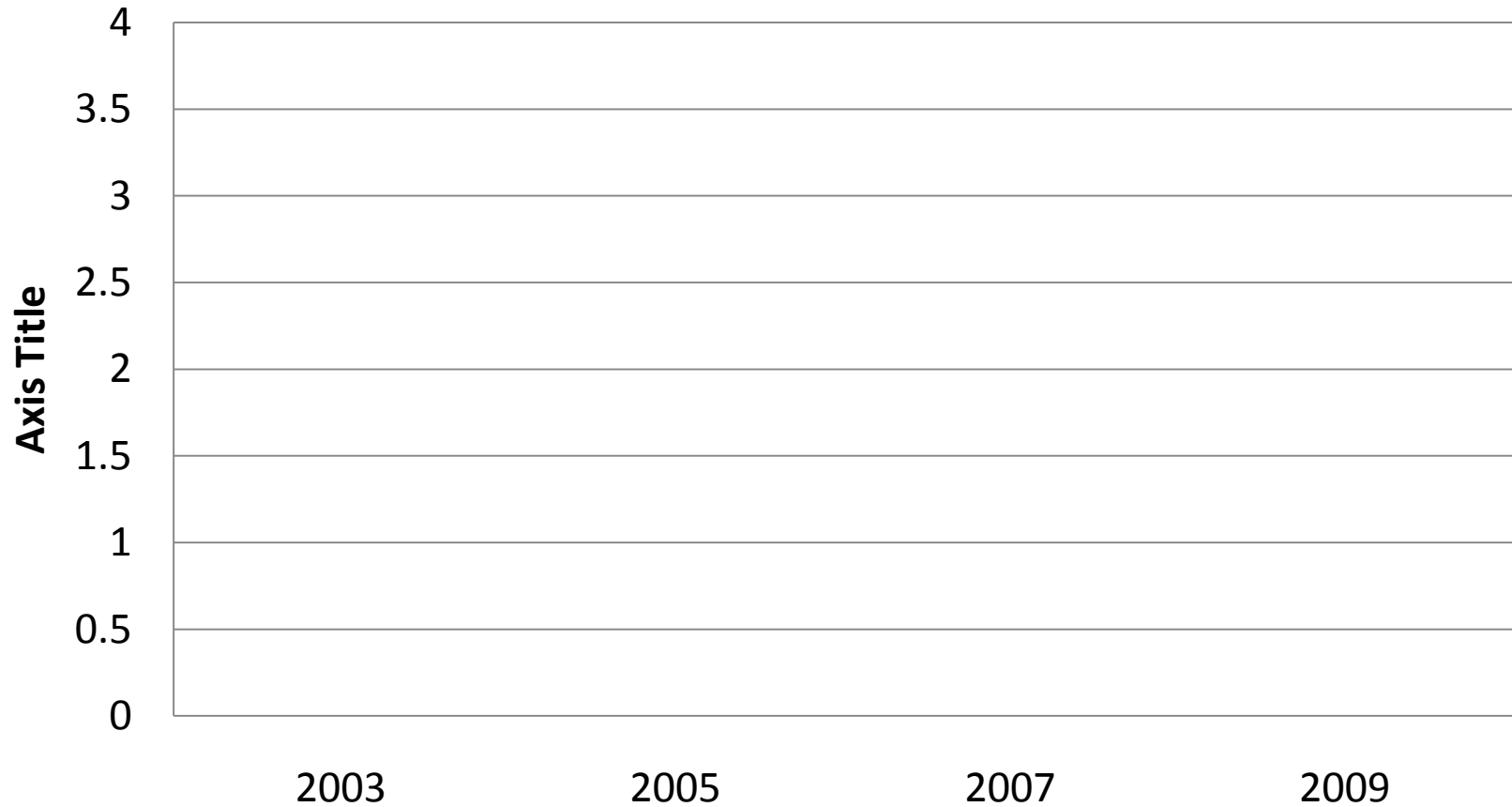
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years



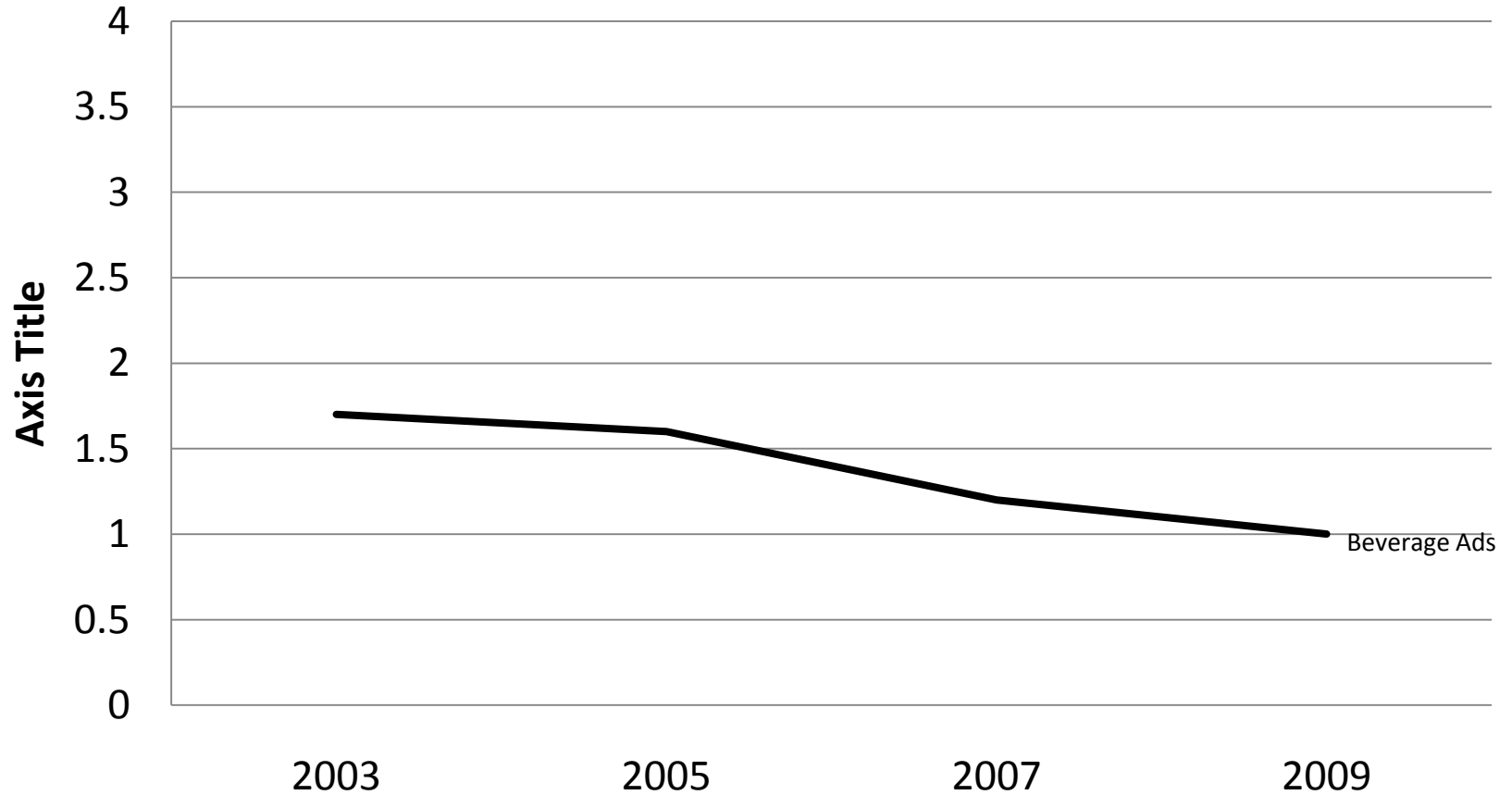
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years



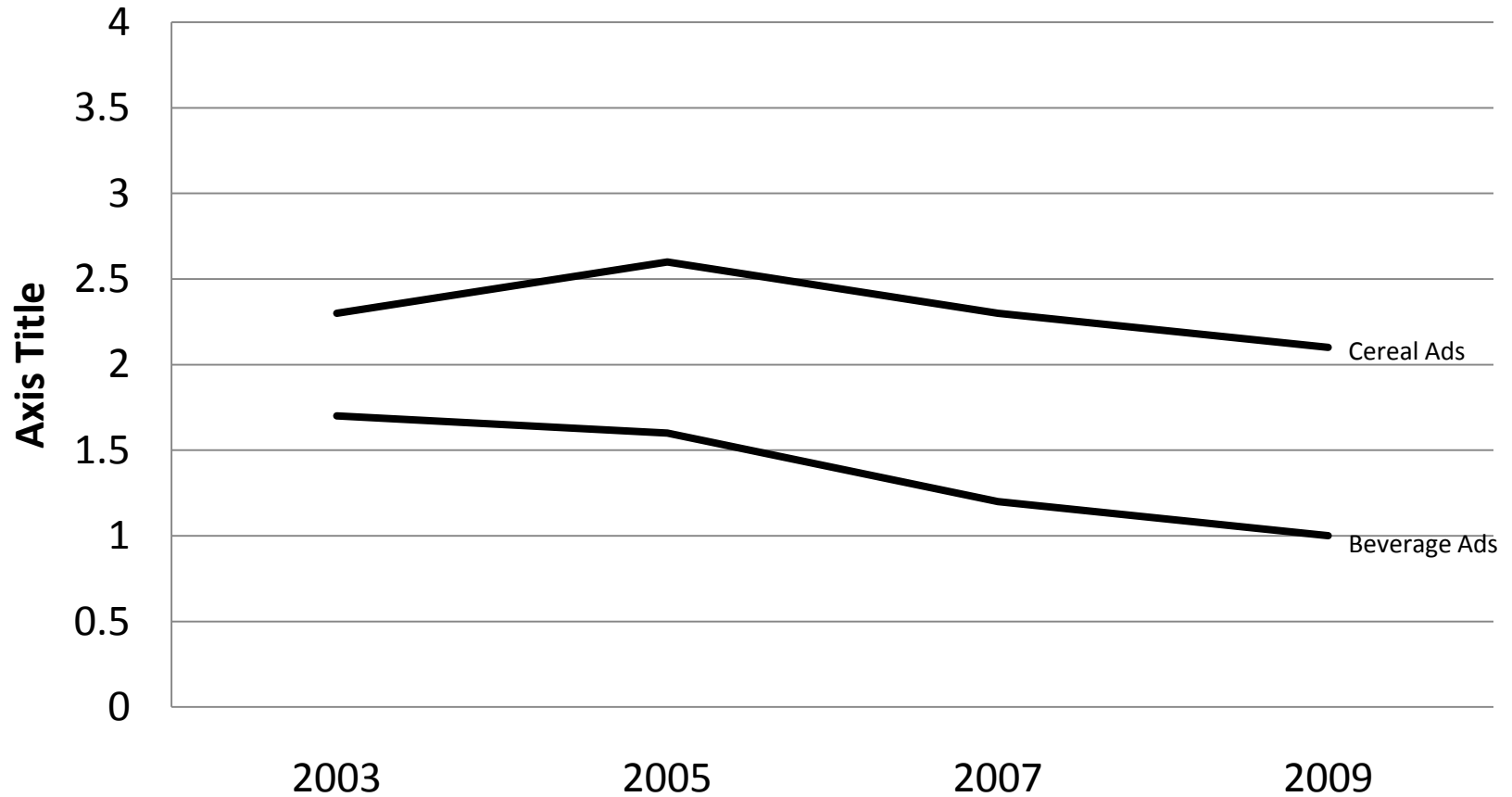
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years



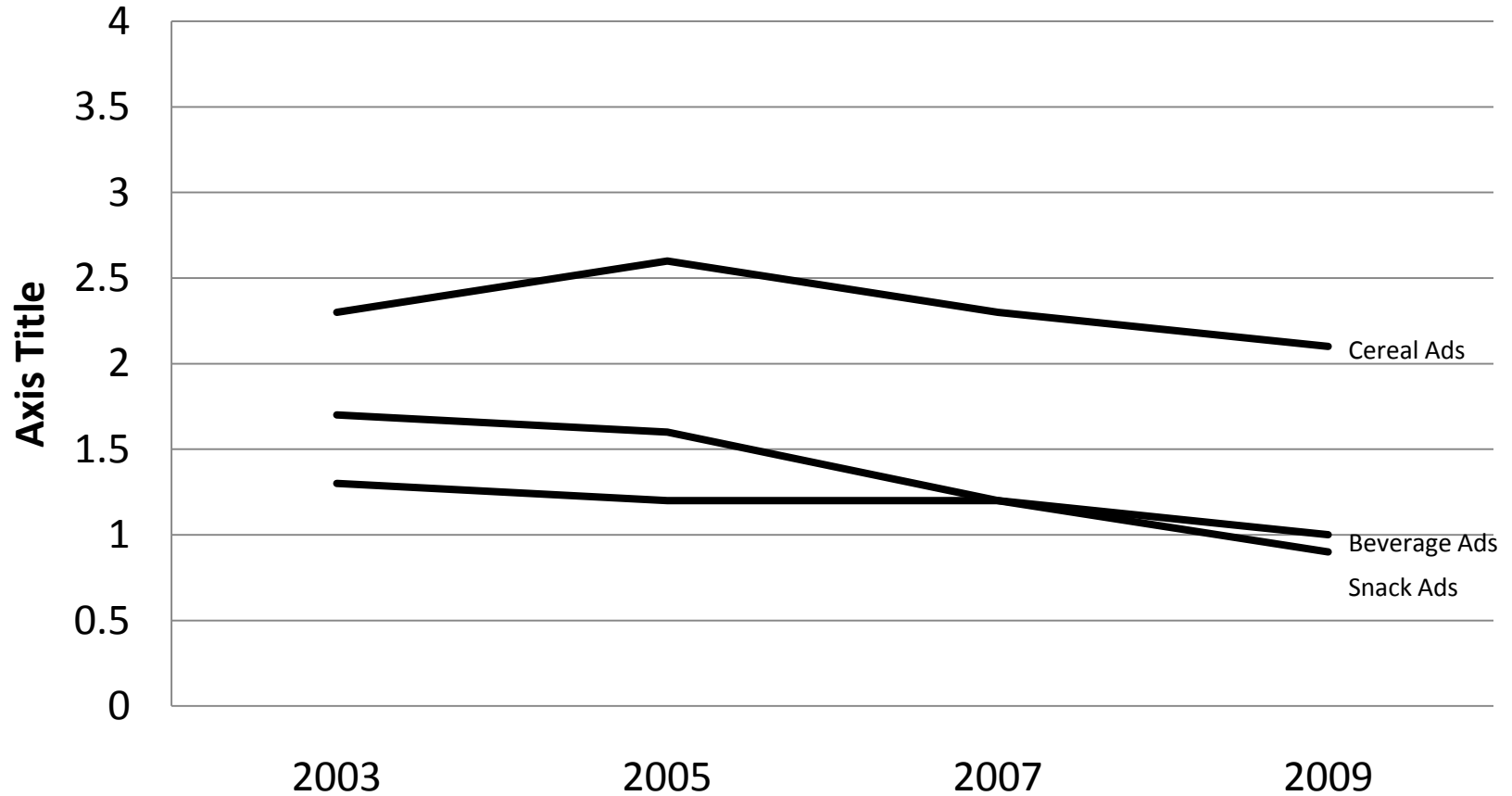
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years



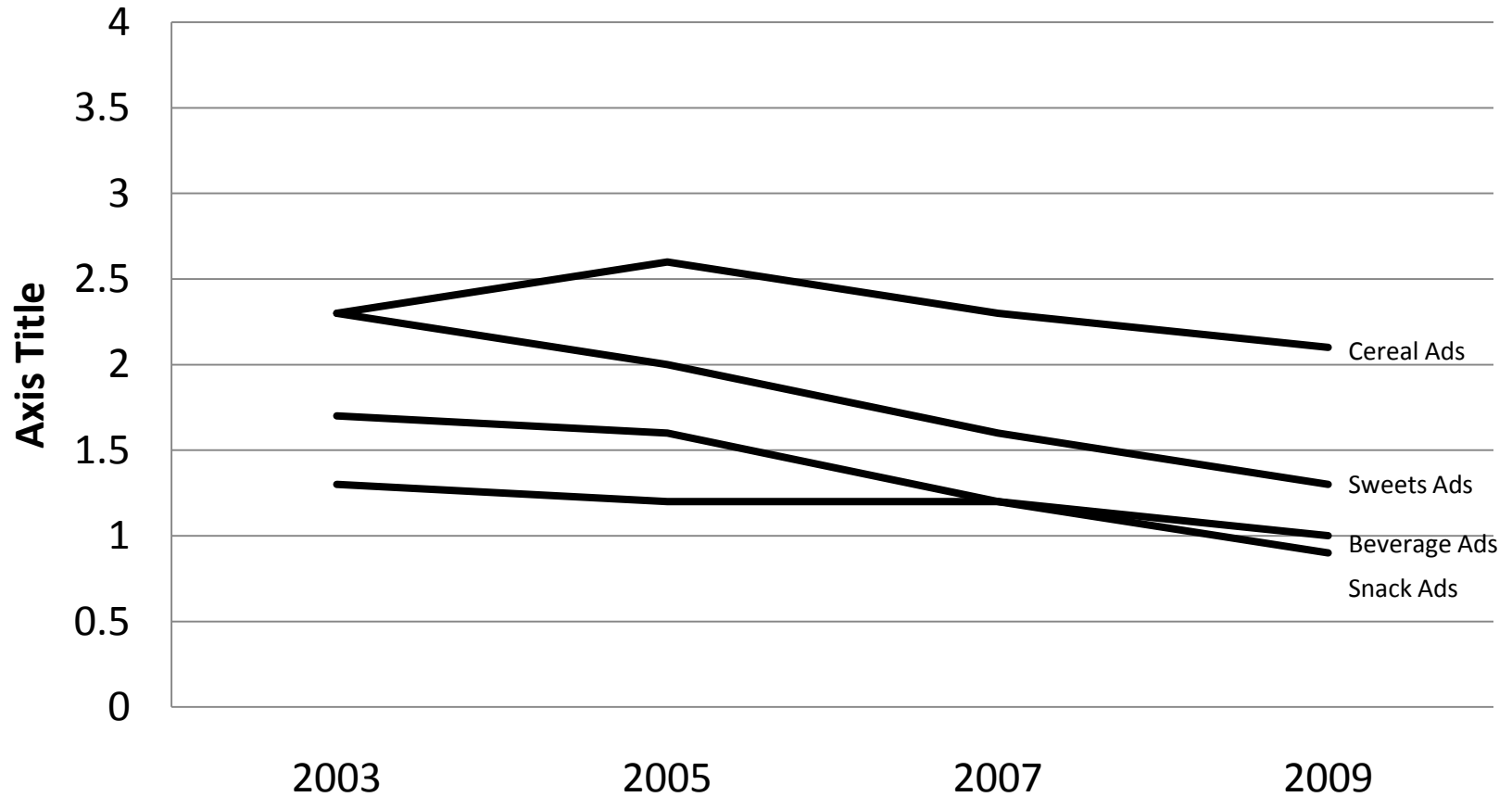
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years



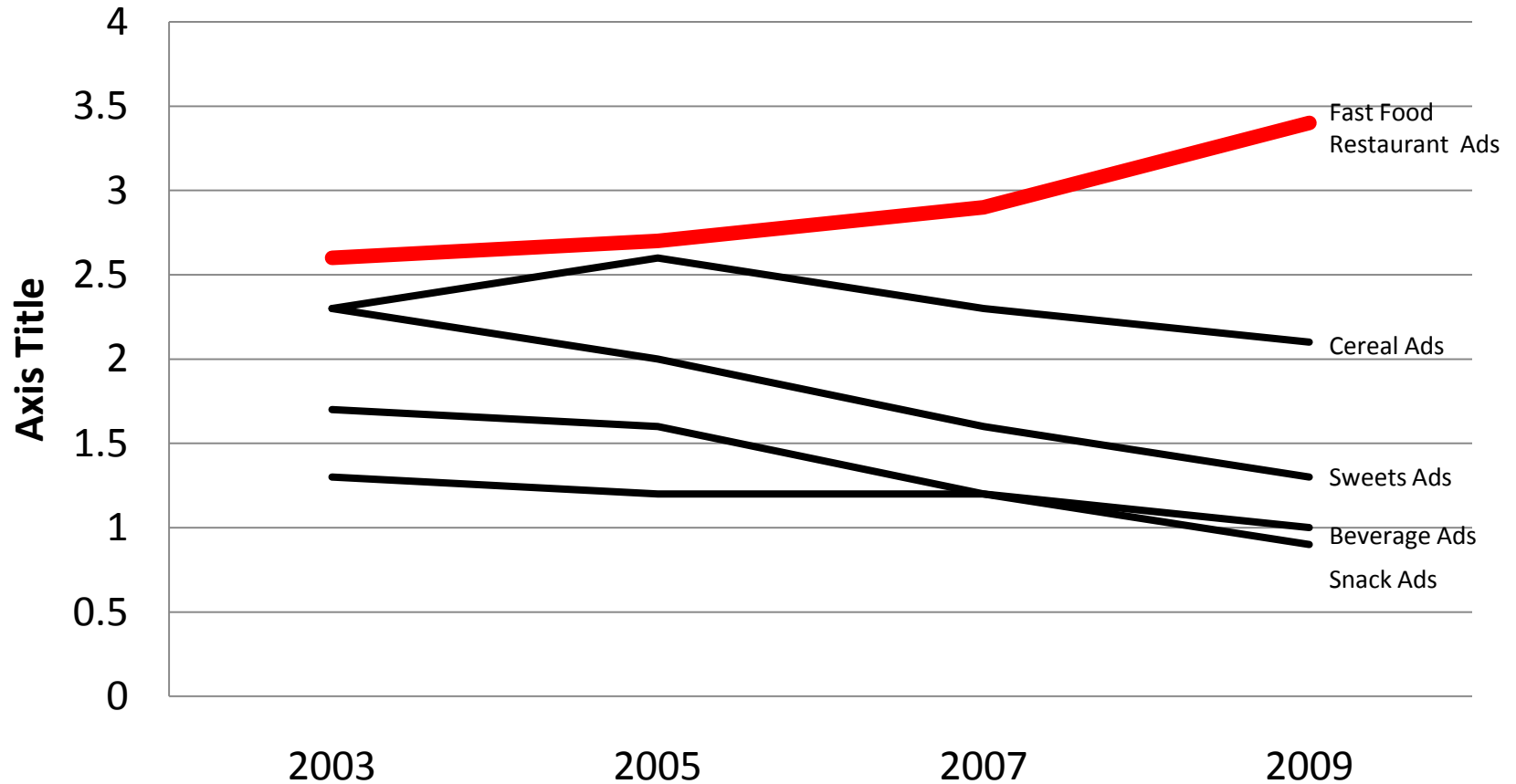
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years



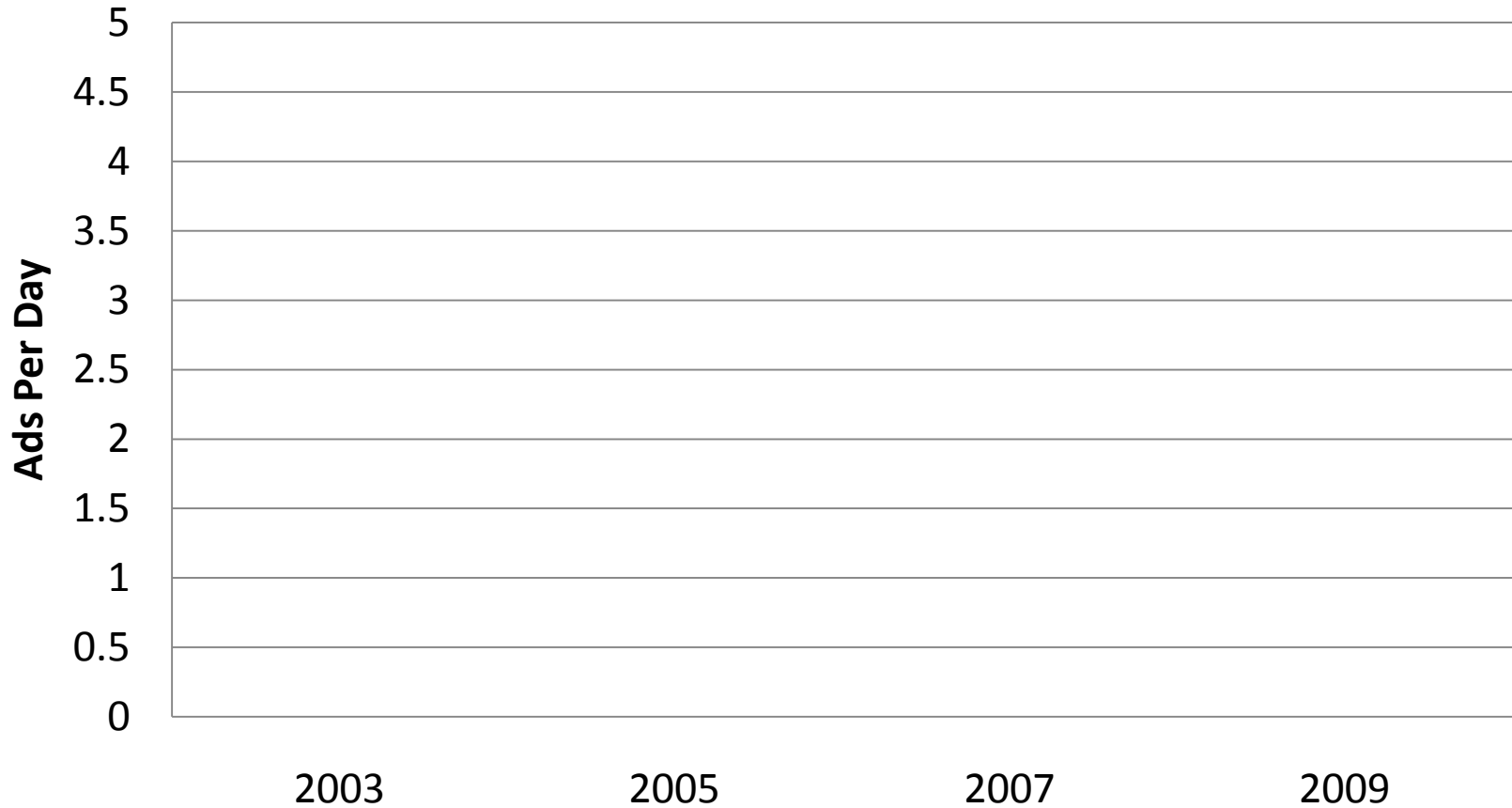
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years



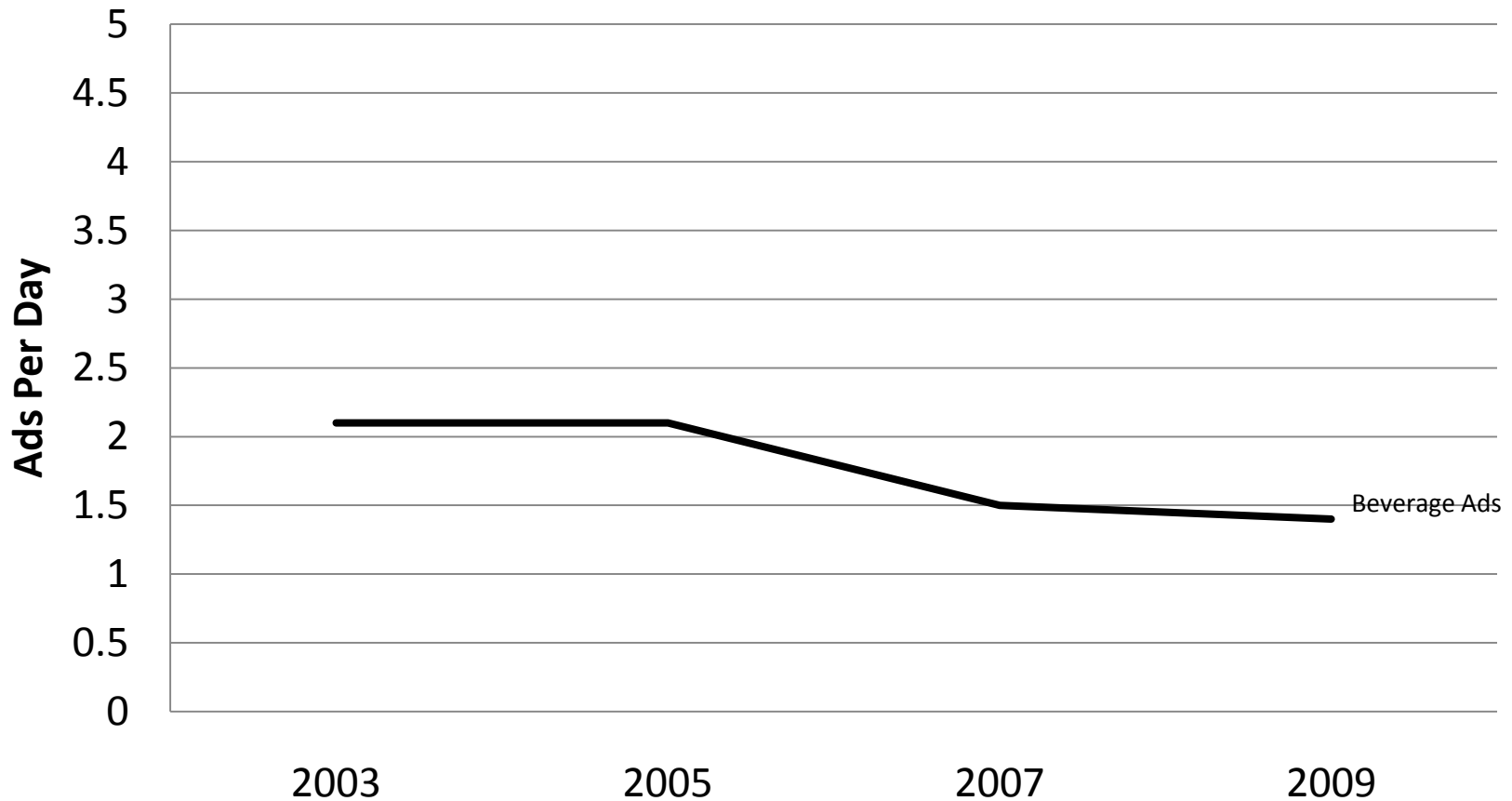
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years



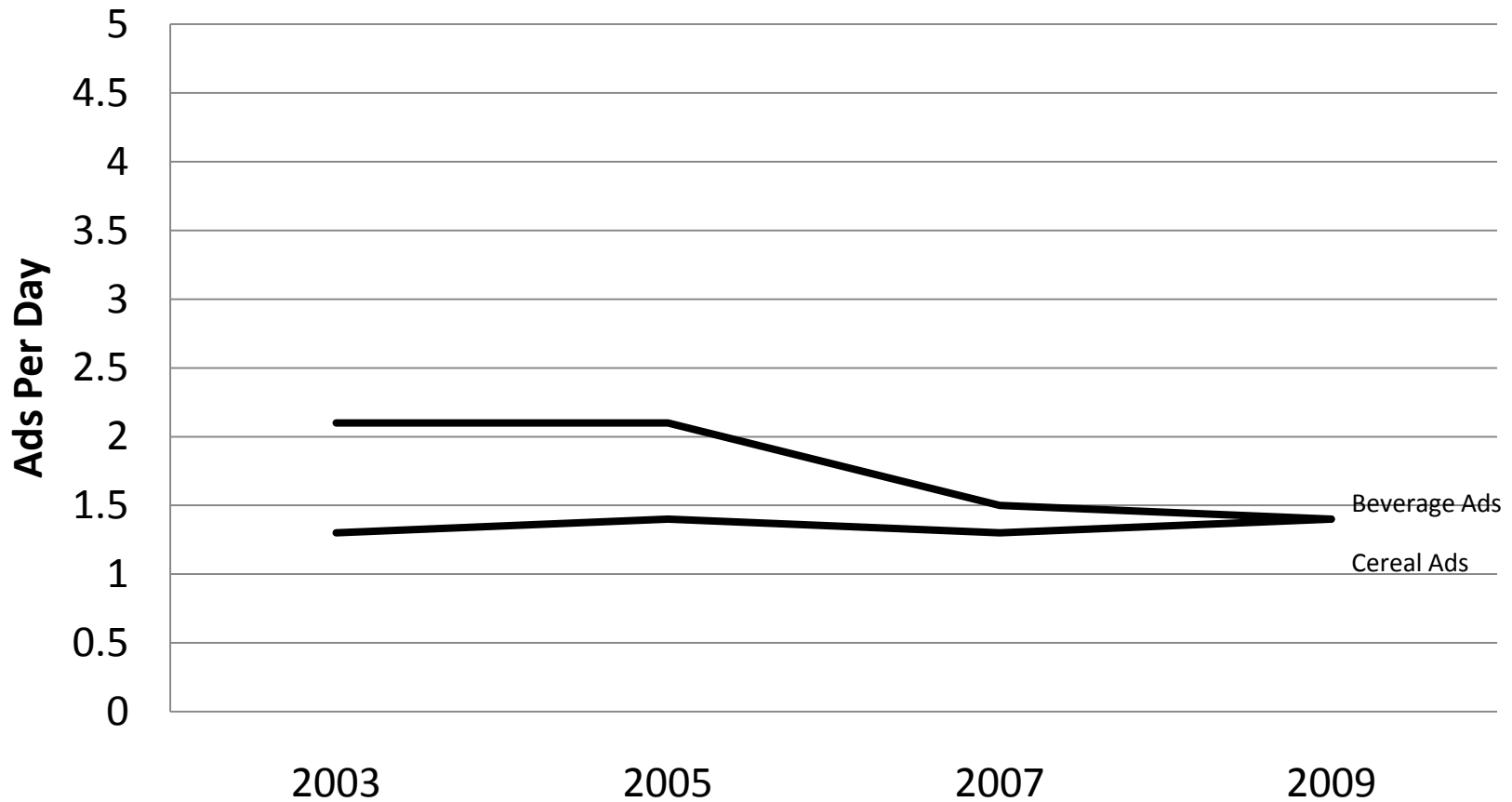
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years



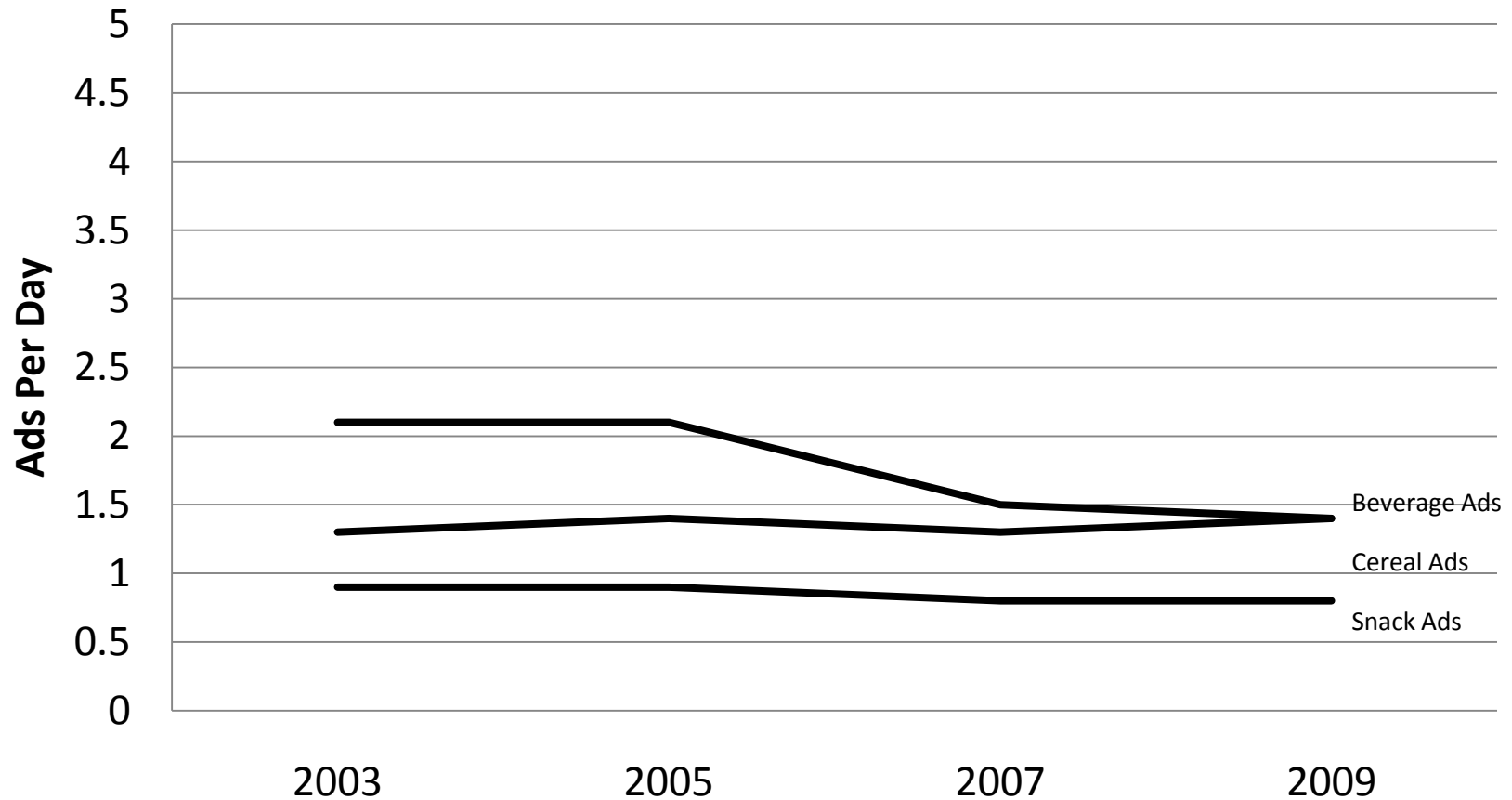
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years



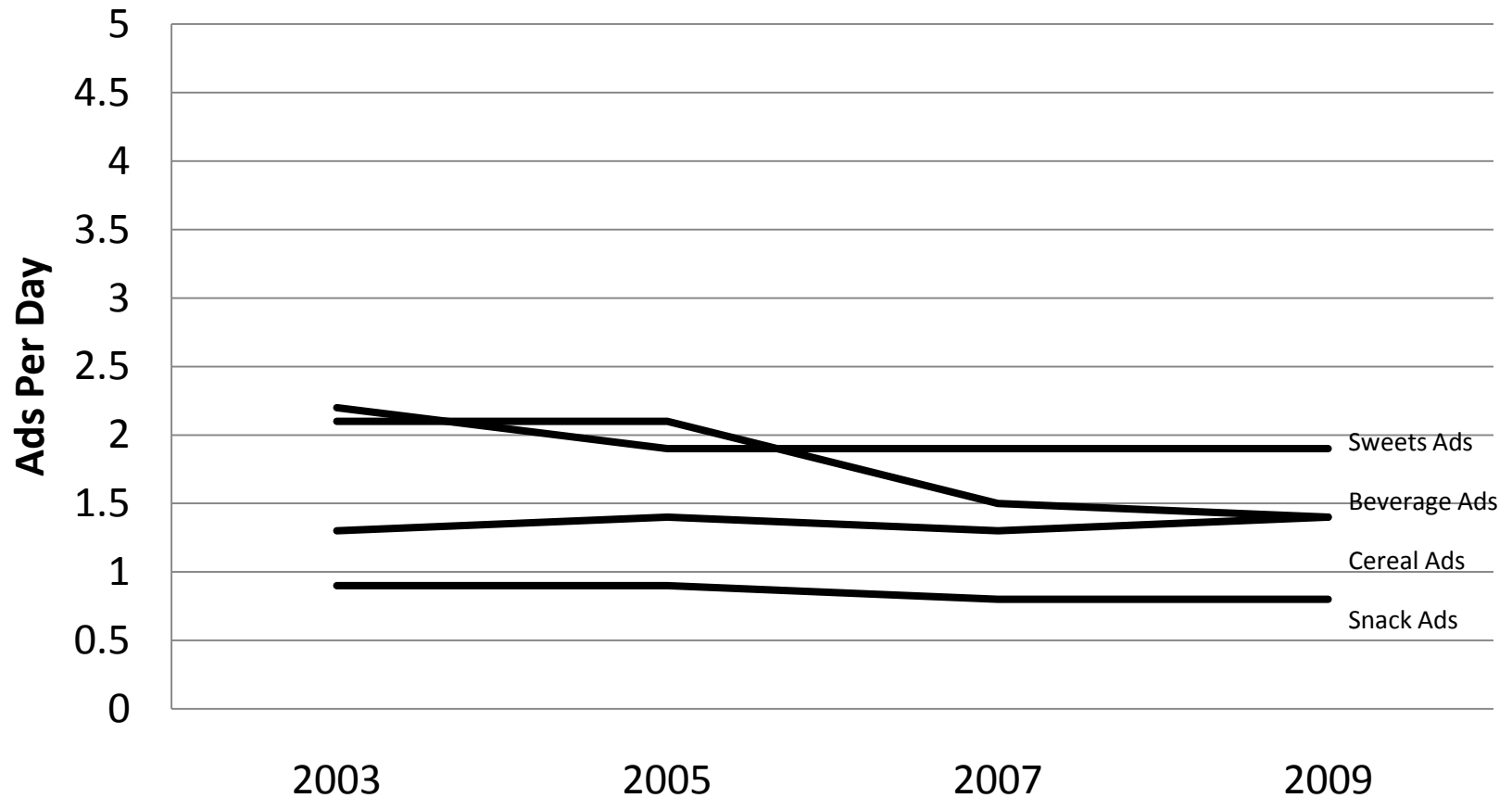
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years



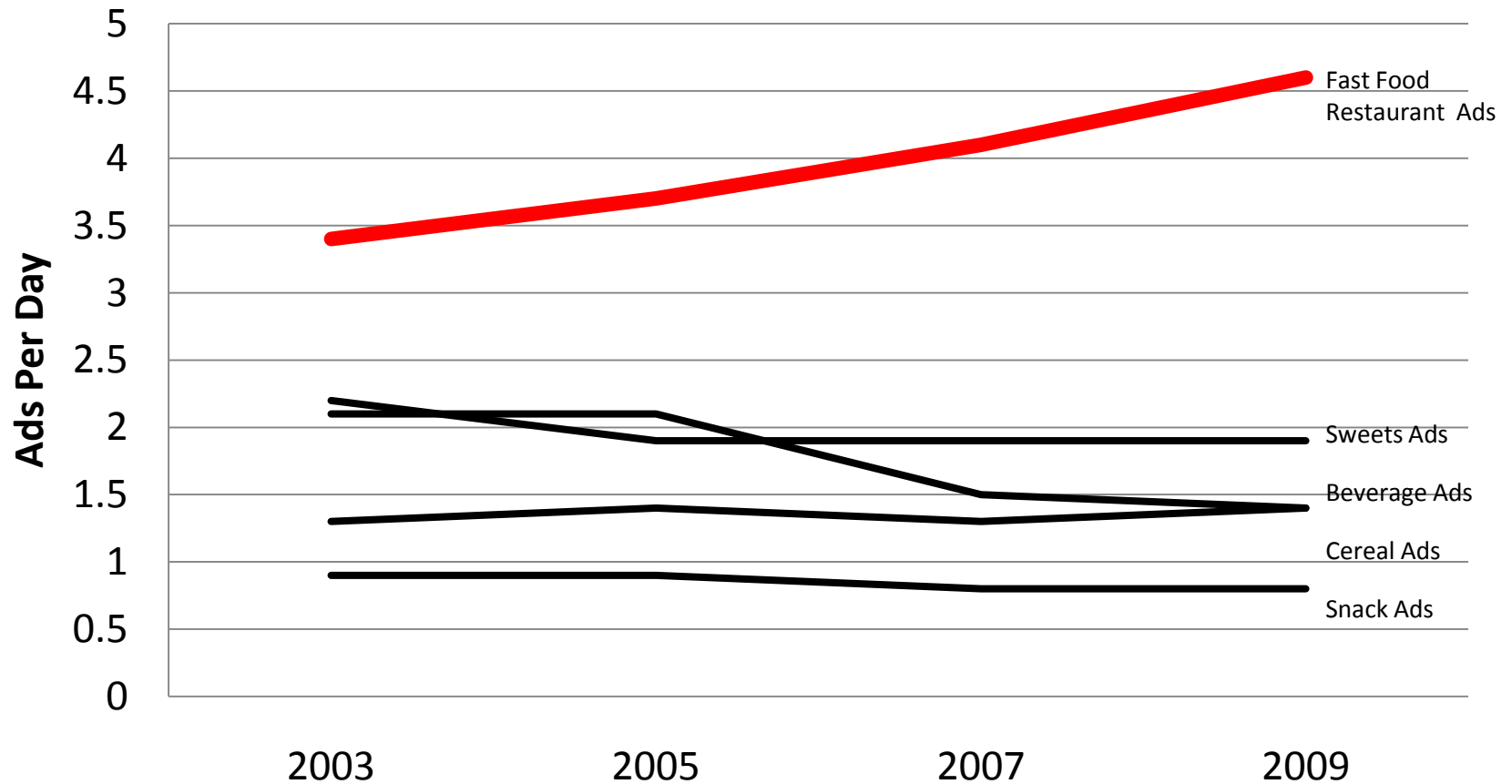
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years



Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years



Nutritional Content

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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

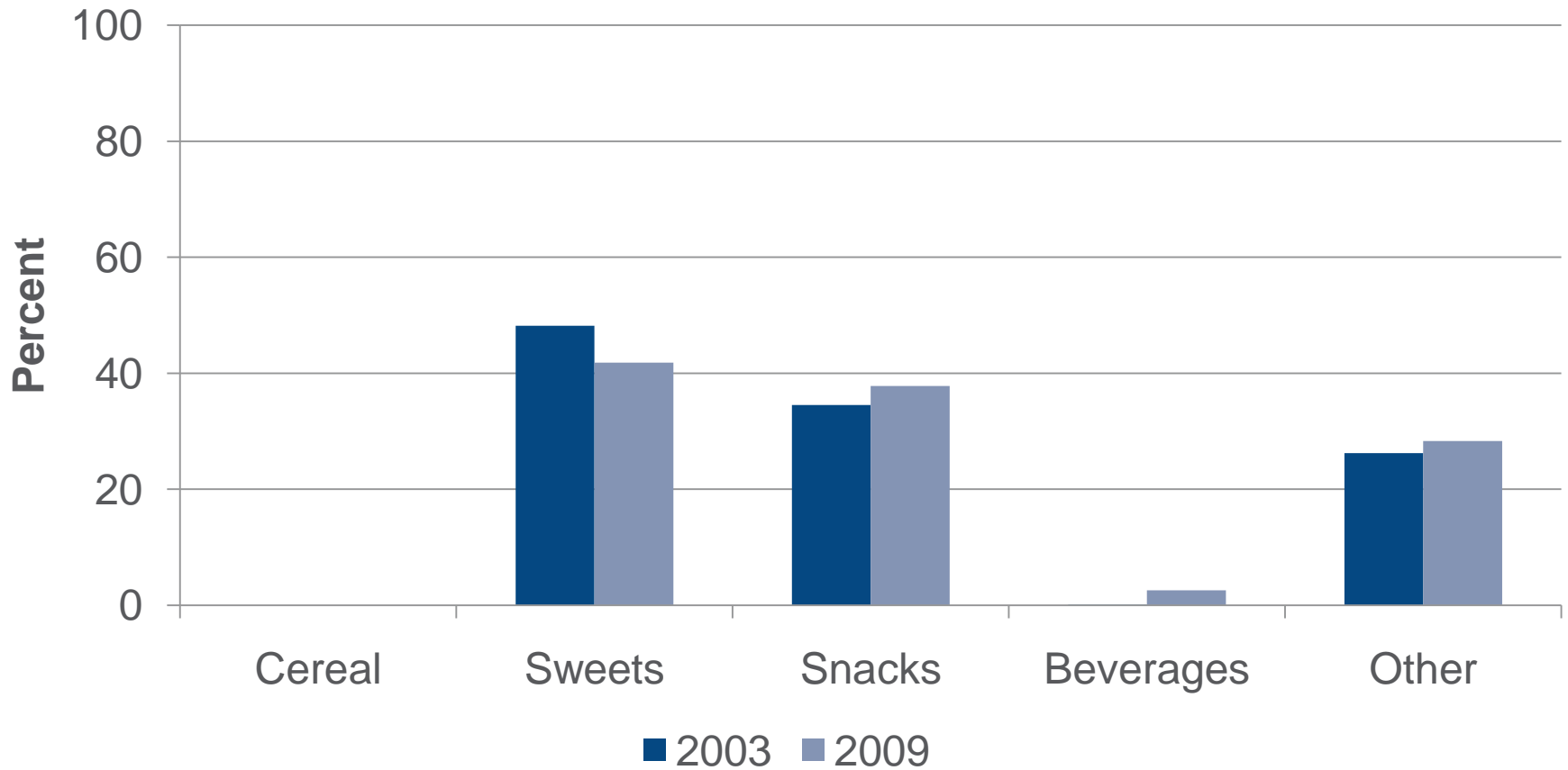
Nutritional Content : Mean of Selected Measures

All Food Ads Seen by Children and Adolescents

	% Kcal Fat		% Kcal Saturated Fat		% Kcal Sugar		Sodium (mg) per 50 g		Fiber (g) per 50 g	
	2003	2009	2003	2009	2003	2009	2003	2009	2003	2009
Ages 2-5	21.2	19.6	7.3	6.8	43.4	36.7	193.8	222.1	0.8	1.4
Ages 6-11	21.1	19.7	7.3	6.9	44.1	36.7	190.6	222.3	0.8	1.3
Ages 12-17	21.7	21.8	7.7	7.9	44.2	34.3	181.1	215.1	0.8	1.2

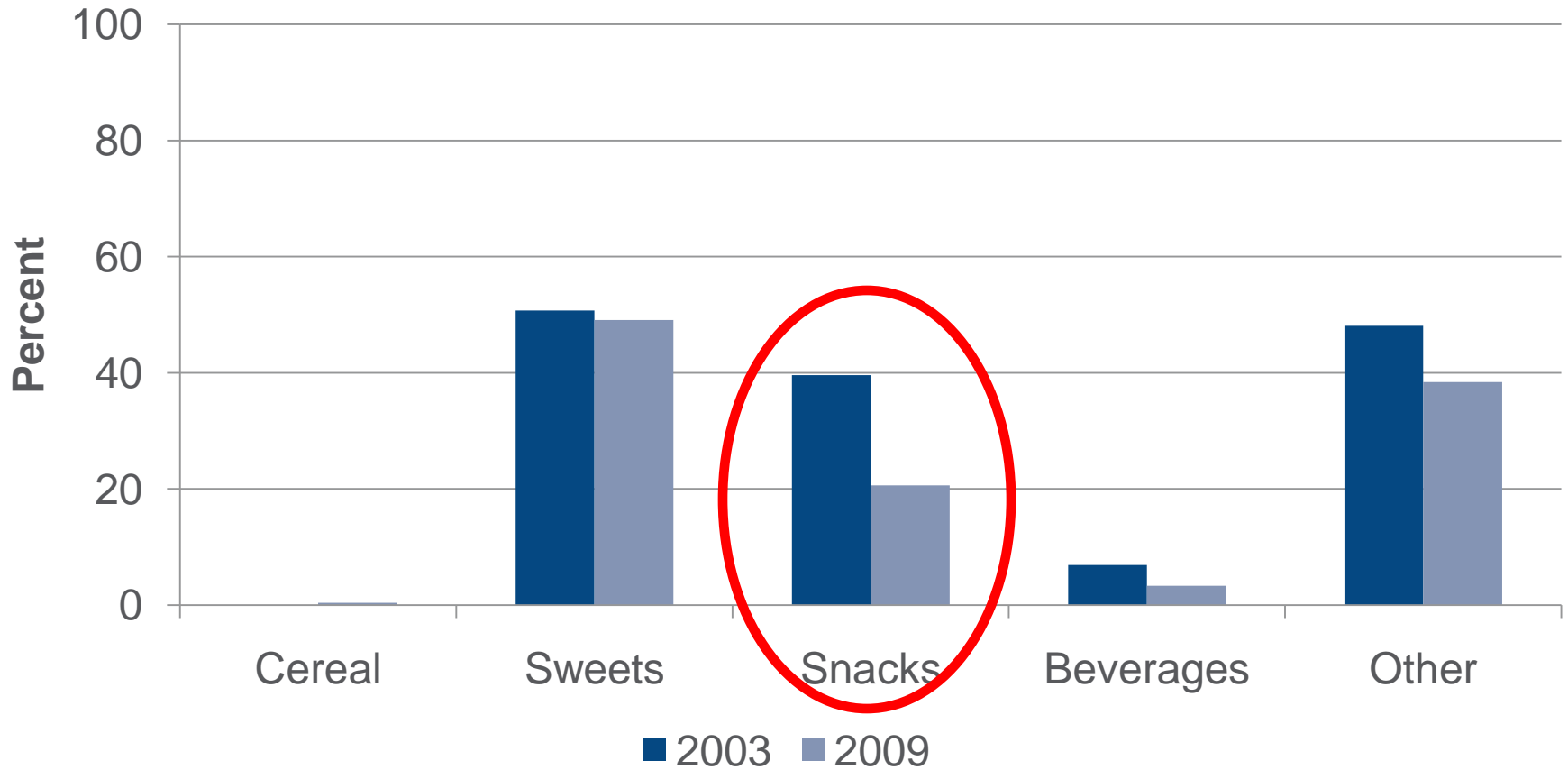
Food Ads High in Fat

Children Ages 6-11 Years Old



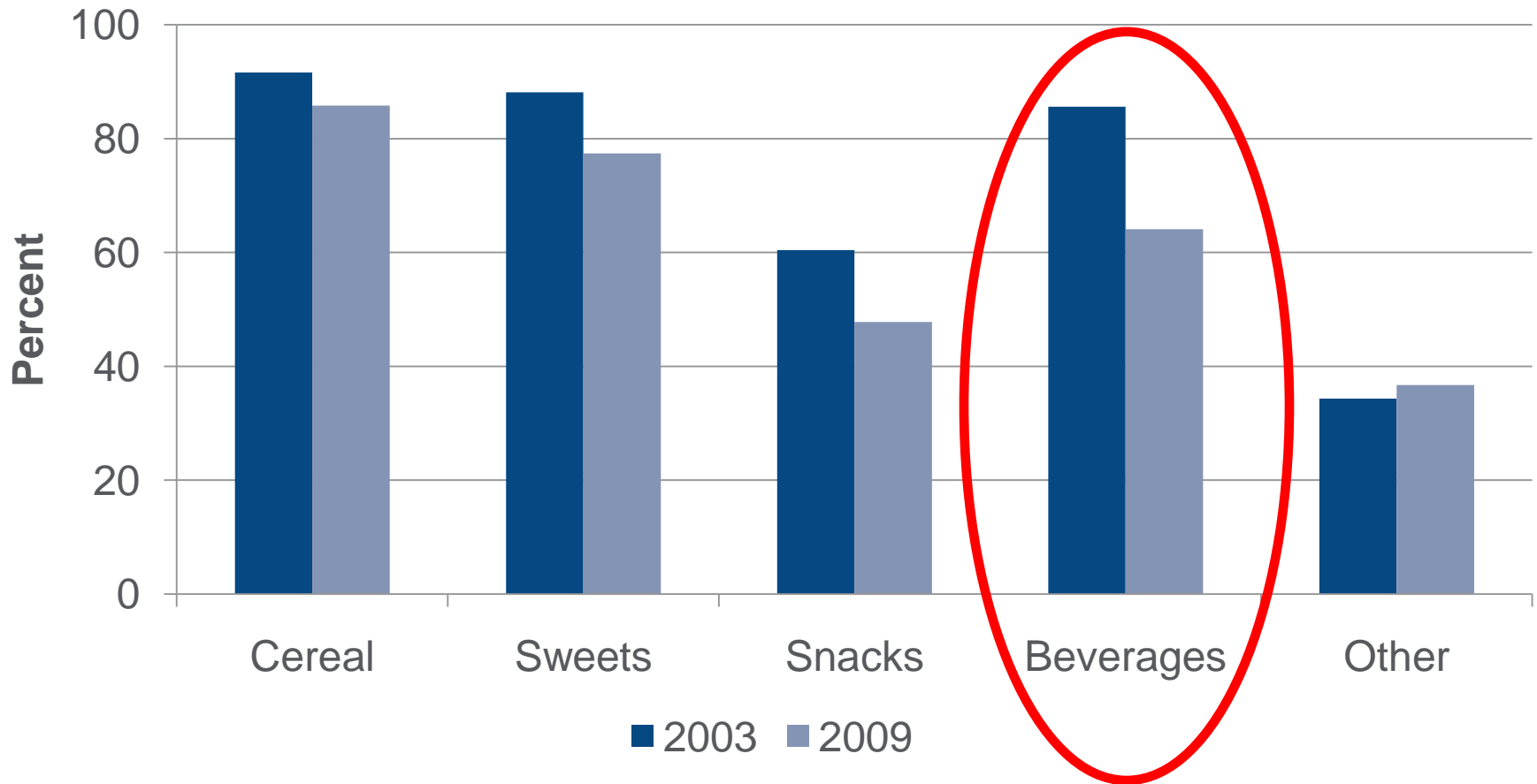
Food Ads High in Saturated Fat

Children Ages 6-11 Years Old



Food Ads High in Sugar

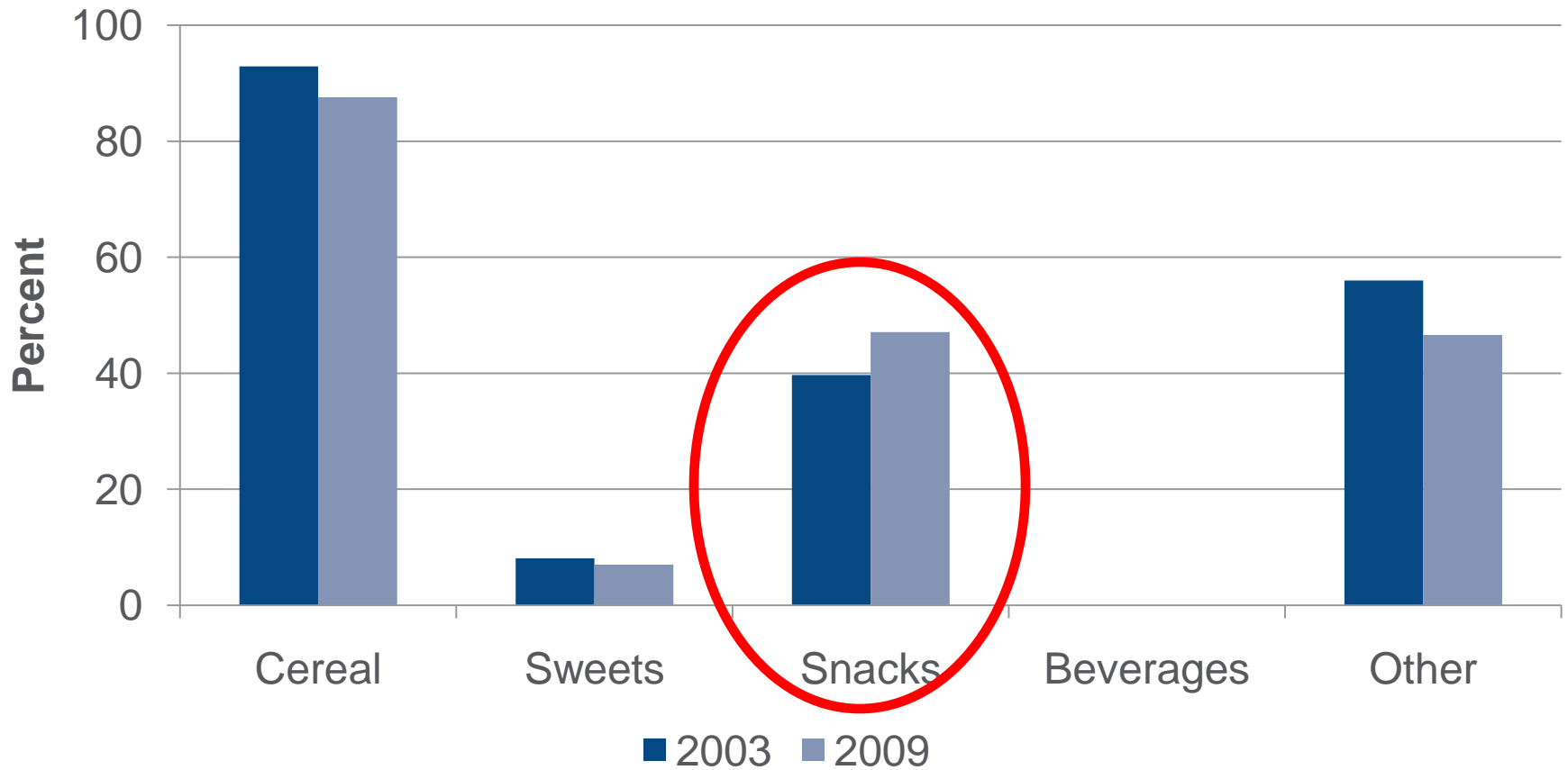
Children Ages 6-11 Years Old



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Food Ads High in Sodium

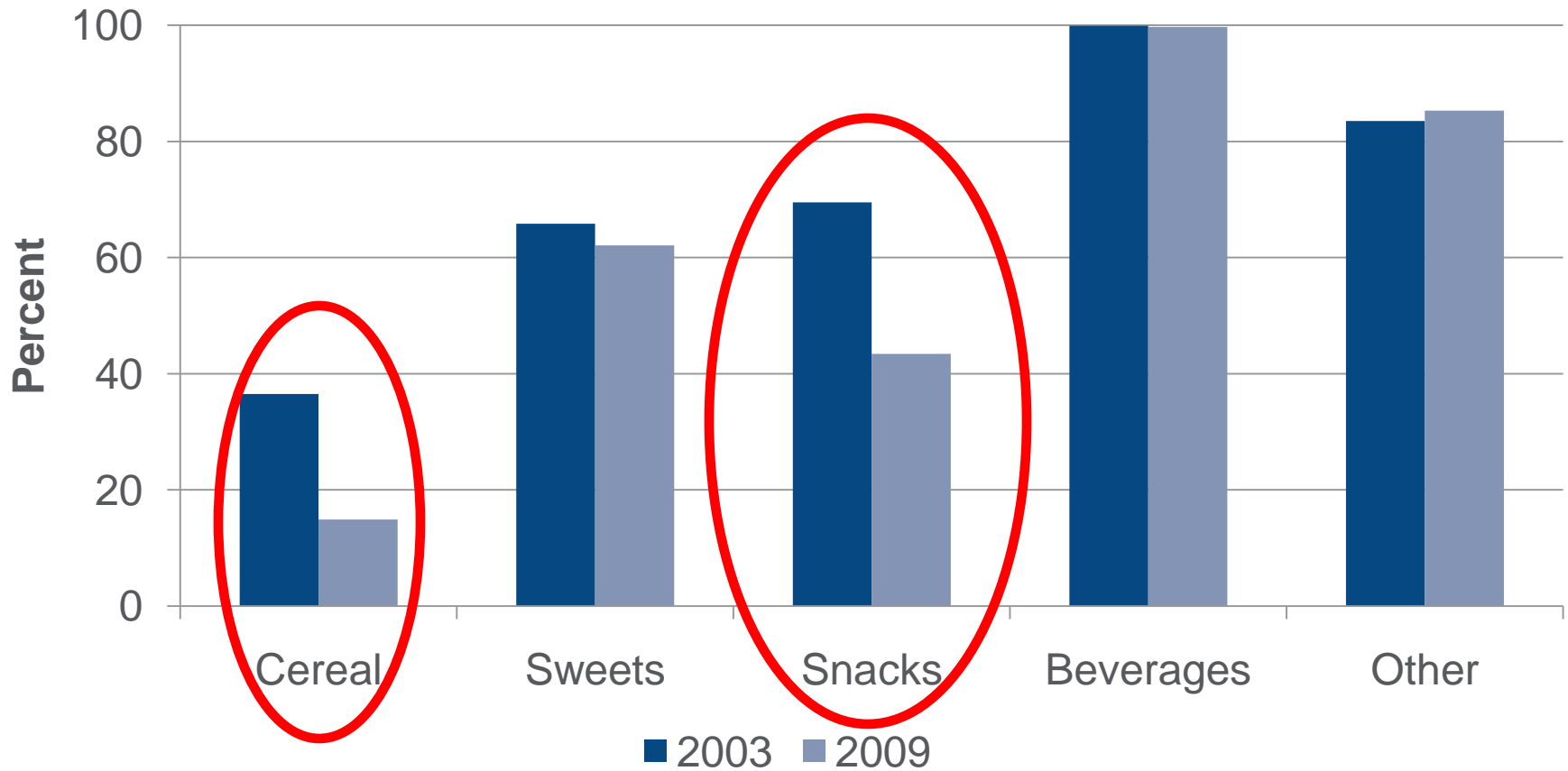
Children Ages 6-11 Years Old



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Food Ads Low in Fiber

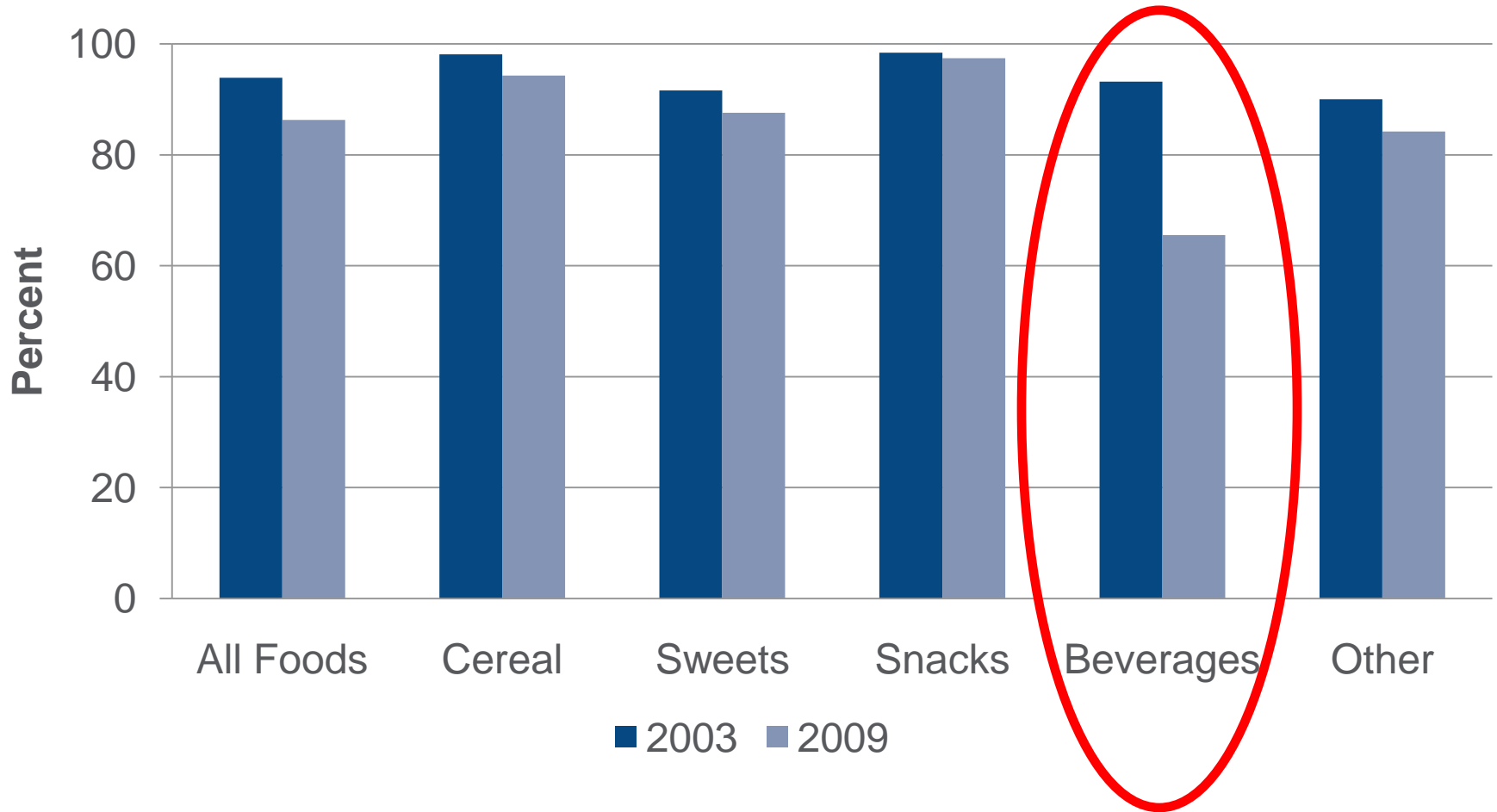
Children Ages 6-11 Years Old



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Food Ads High in Saturated Fat, Sugar or Sodium

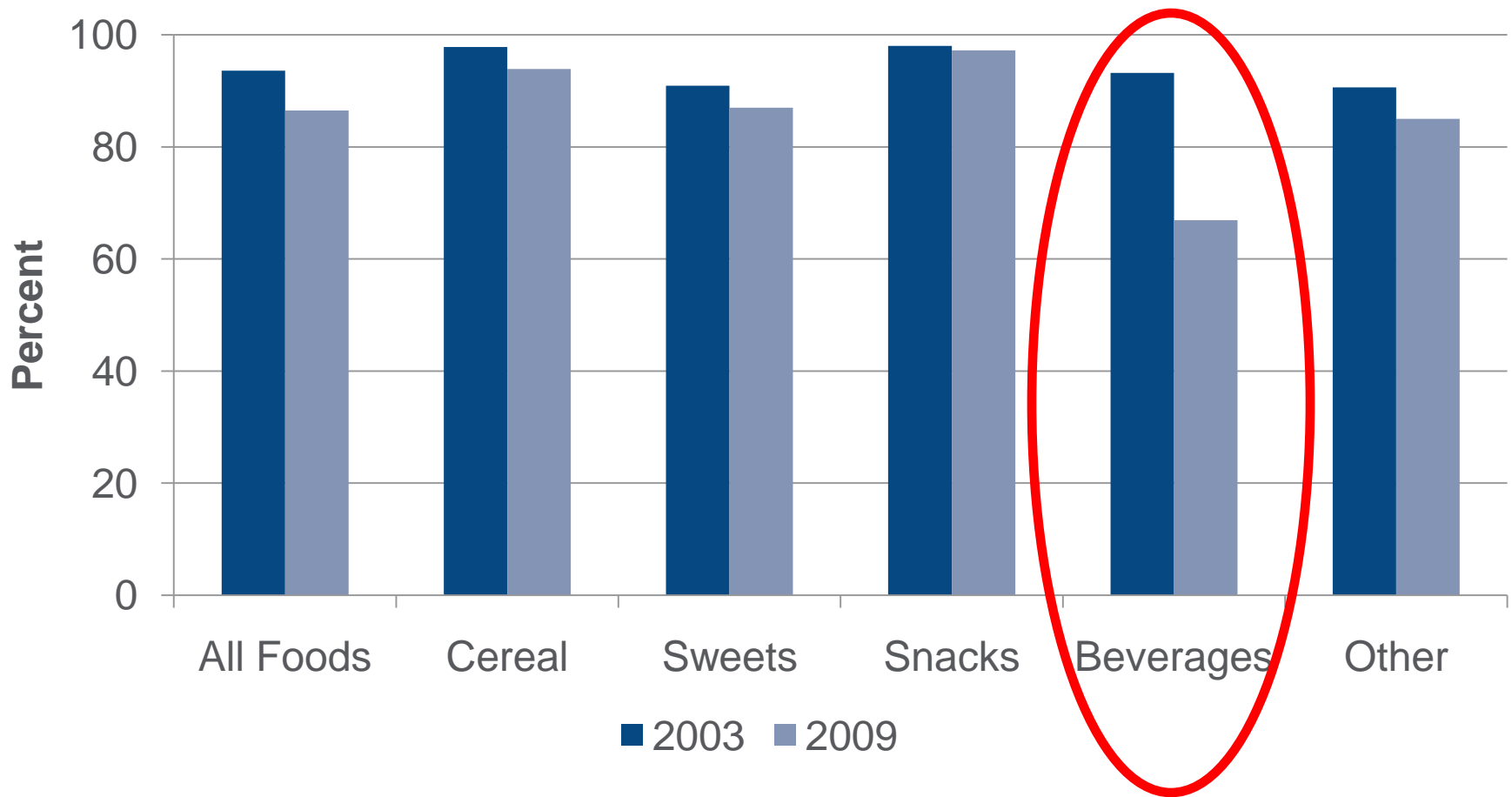
Children Ages 2-5 Years



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Food Ads High in Saturated Fat, Sugar or Sodium

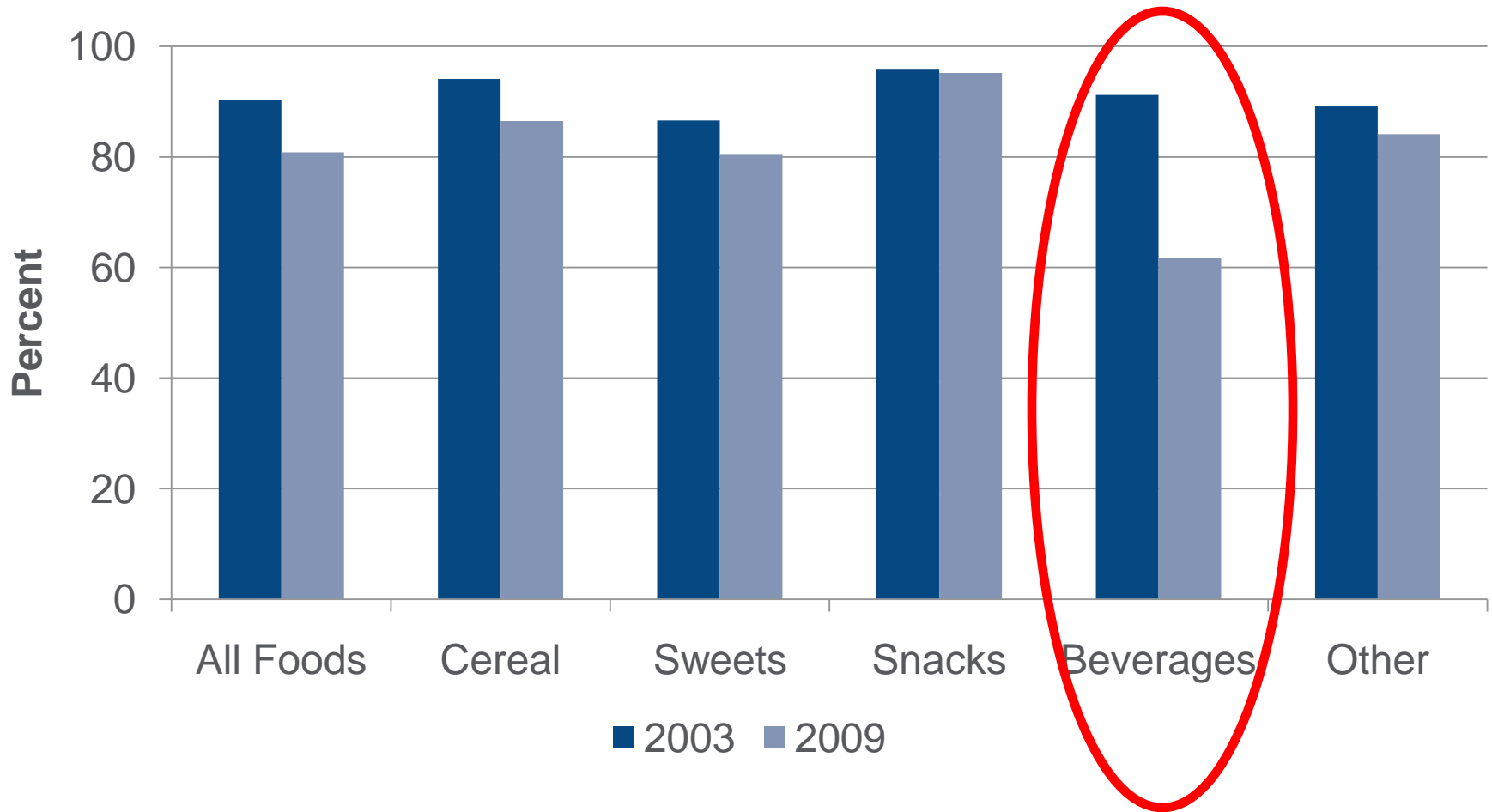
Children Ages 6-11 Years



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Food Ads High in Saturated Fat, Sugar or Sodium

Adolescents Ages 12-17 Years



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Number of Ads Seen and Nutritional Content (%) of Ads for Selected Companies in the CFBAI Children Ages 6-11 Years

	General Mills		Kellogg		Kraft Foods		Coca-Cola		Pepsi		Nestle	
	2003	2009	2003	2009	2003	2009	2003	2009	2003	2009	2003	2009
Number of Ads Seen	2.1	2.1	1.3	0.7	1.3	0.8	0.2	0.1	0.6	0.3	0.4	0.3
High Fat	4.6	9.1	12.4	7.5	37.9	30.6	0.0	0.0	21.1	23.2	59.6	31.4
High Sat Fat	14.9	19.1	15.4	11.9	40.5	30.6	0.0	0.0	16.7	3.2	72.2	55.2
High Sugar	90.5	81.6	71.8	66.4	64.9	36.8	82.9	41.4	66.4	58.2	57.8	18.6
High Sodium	50.4	60.8	73.9	60.4	38.0	60.0	0.0	0.0	44.8	23.4	16.0	16.3
Low Fiber	67.0	43.0	69.7	26.0	76.9	80.3	100	100	49.1	61.0	91.9	92.7
High Sat Fat, Sugar or Sodium	96.6	97.3	98.7	88.7	97.5	94.9	93.9	41.4	91.7	81.6	91.0	72.3

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High Sat Fat	14.9	19.1	15.4	11.9	40.5	30.6	0.0	0.0	16.7	3.2	72.2	55.2
High Sugar	90.5	81.6	71.8	66.4	64.9	36.8	82.9	41.4	66.4	58.2	57.8	18.6
High Sodium	50.4	60.8	73.9	60.4	38.0	60.0	0.0	0.0	44.8	23.4	16.0	16.3
Low Fiber	67.0	43.0	69.7	26.0	76.9	80.3	100	100	49.1	61.0	91.9	92.7
High Sat Fat, Sugar or Sodium	96.6	97.3	98.7	88.7	97.5	94.9	93.9	41.4	91.7	81.6	91.0	72.3

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High Sat Fat	14.9	19.1	15.4	11.9	40.5	30.6	0.0	0.0	16.7	3.2	72.2	55.2
High Sugar	90.5	81.6	71.8	66.4	64.9	36.8	82.9	41.4	66.4	58.2	57.8	18.6
High Sodium	50.4	60.8	73.9	60.4	38.0	60.0	0.0	0.0	44.8	23.4	16.0	16.3
Low Fiber	67.0	43.0	69.7	26.0	76.9	80.3	100	100	49.1	61.0	91.9	92.7
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High Sugar	90.5	81.6	71.8	66.4	64.9	36.8	82.9	41.4	66.4	58.2	57.8	18.6
High Sodium	50.4	60.8	73.9	60.4	38.0	60.0	0.0	0.0	44.8	23.4	16.0	16.3
Low Fiber	67.0	43.0	69.7	26.0	76.9	80.3	100	100	49.1	61.0	91.9	92.7
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High Sodium	50.4	60.8	73.9	60.4	38.0	60.0	0.0	0.0	44.8	23.4	16.0	16.3
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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.

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

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**Study funded by The Robert Wood Johnson Foundation
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