

THE HENRY J.
KAISER
FAMILY
FOUNDATION

FOOD FOR THOUGHT

Television Food Advertising to Children in the United States



Methodology

- ❖ 3 age groups
 - 2 – 7 years
 - 8-12 years
 - 13-17 years

- ❖ Nielsen data: Top 10 networks for any one of the three age groups

Methodology

- ❖ Total of 13 networks
 - ABC, CBS, Fox, NBC, UPN, WB
 - PBS
 - ABC Family, BET, Cartoon Network, Disney, Nickelodeon, MTV
- ❖ One week of content per network, 6 a.m. - midnight
- ❖ All genres, not just children's shows

Methodology

- ❖ 1,638 hours of television content
- ❖ Coded all non-program content
 - Ads
 - Promos
 - PSAs
 - Filler

Methodology

- ❖ 8,894 food ads
- ❖ Coded for 35 variables, including:
 - Type of food
 - Target audience
 - Type of appeal used
 - Use of premium
 - Depiction of physical activity
 - Use of licensed characters
 - Specific health claims

Methodology

- ❖ Paired with viewing data – time spent watching:
 - Cable vs. broadcast
 - Children's shows vs. other genres
 - Ad-supported vs. commercial free

- ❖ Based on previous Kaiser research
 - 1,090 parents of children ages 2-7
 - 3,032 children ages 8-18

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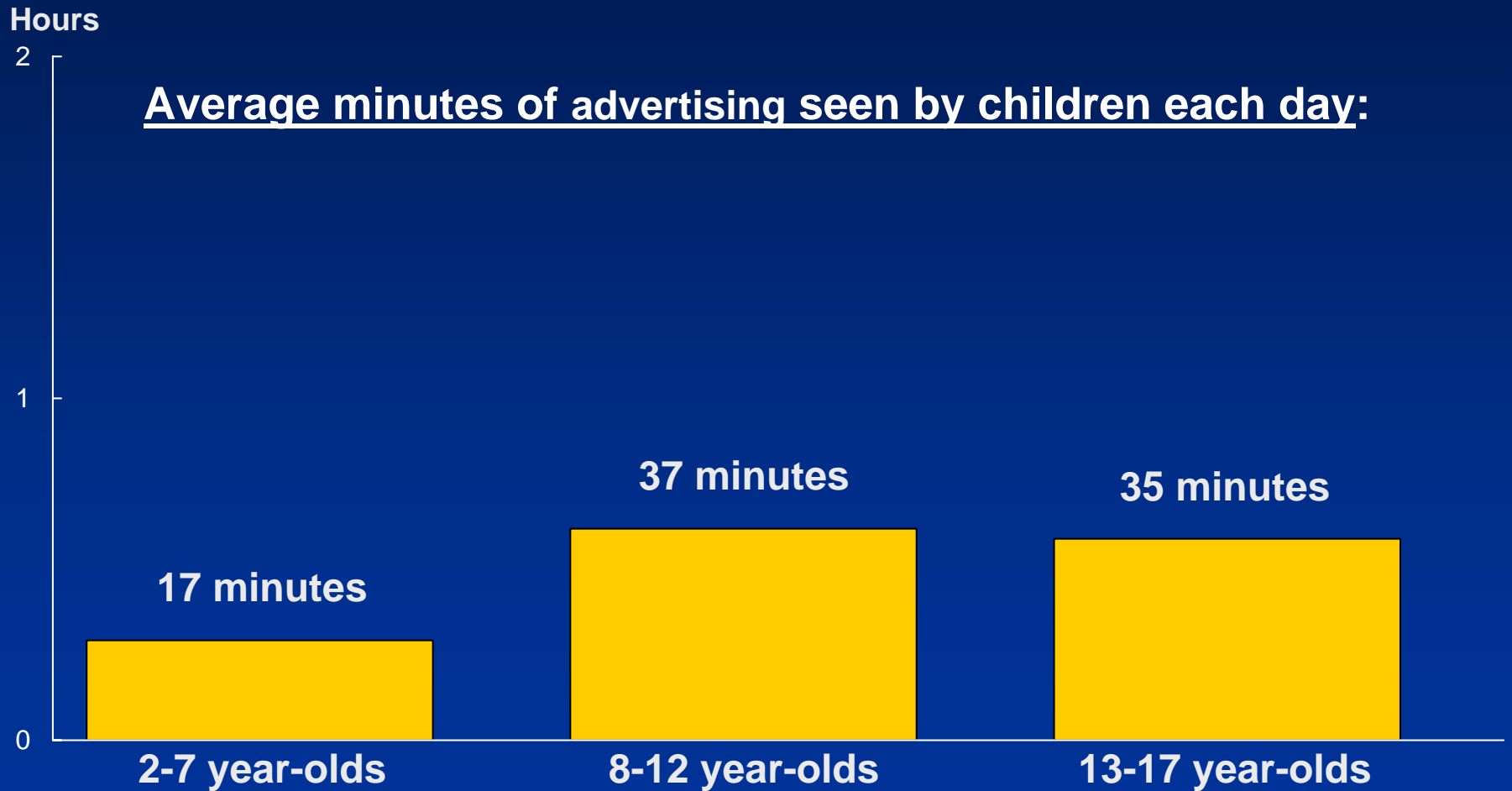
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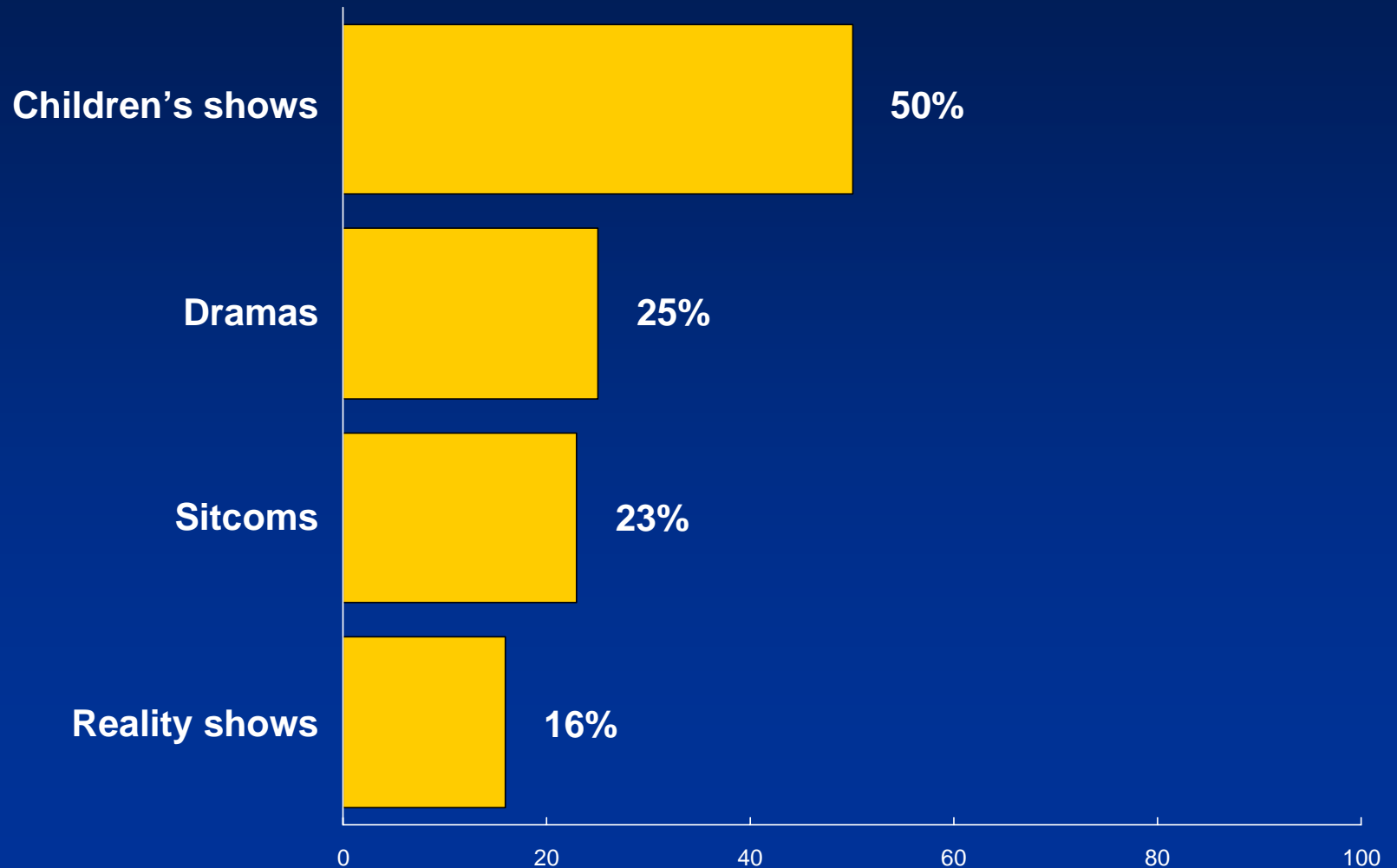
Findings

Children are exposed to a lot of advertising every day.



Findings

Among all genres, children's shows have the highest proportion of food ads

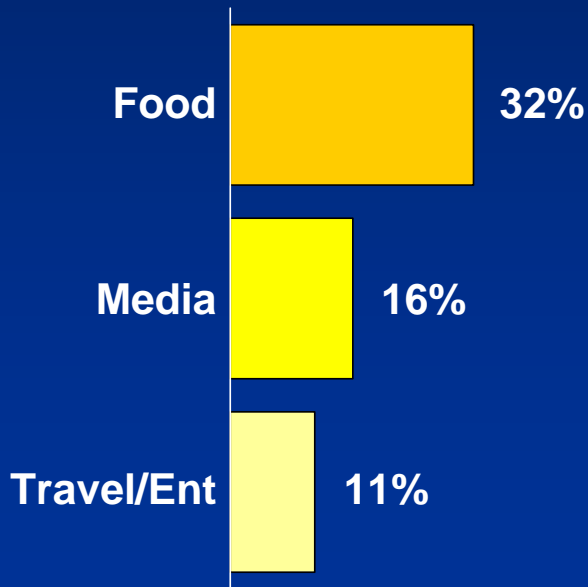


Findings

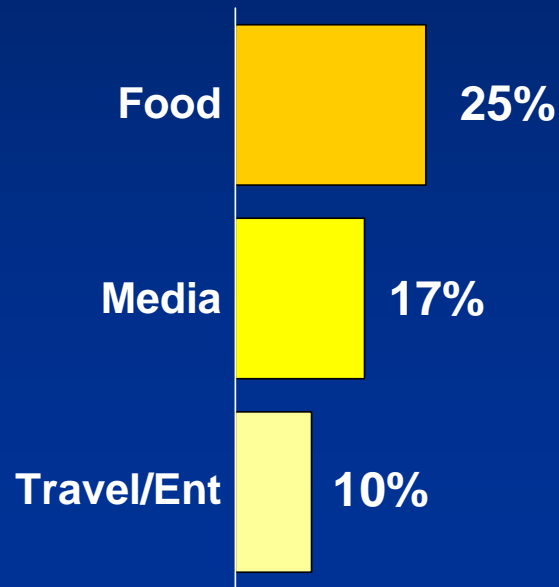
Food is the number one product children see advertised.

Of all ads seen by children, percent that is for food:

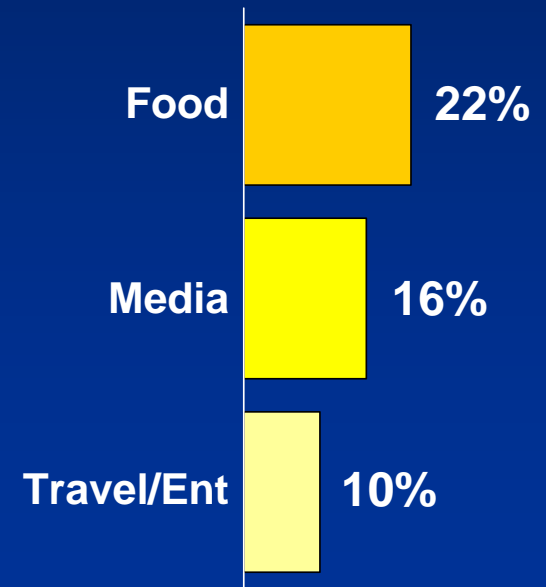
2-7 year-olds



8-12 year-olds



13-17 year-olds



Findings

Children of all ages see a large number of food ads every day.

Average number of food ads seen by children per day:

2-7 year-olds: 12 food ads per day

4,400 food ads per year

8-12 year-olds: 21 food ads per day

7,600 food ads per year

13-17 year-olds: 17 food ads per day

6,000 food ads per year

Findings

In a typical day, the average 8-12-year-old will see:

5 ads for candy and snacks

4 ads for fast food

4 ads for sodas and other soft drinks

3 ads for cereal

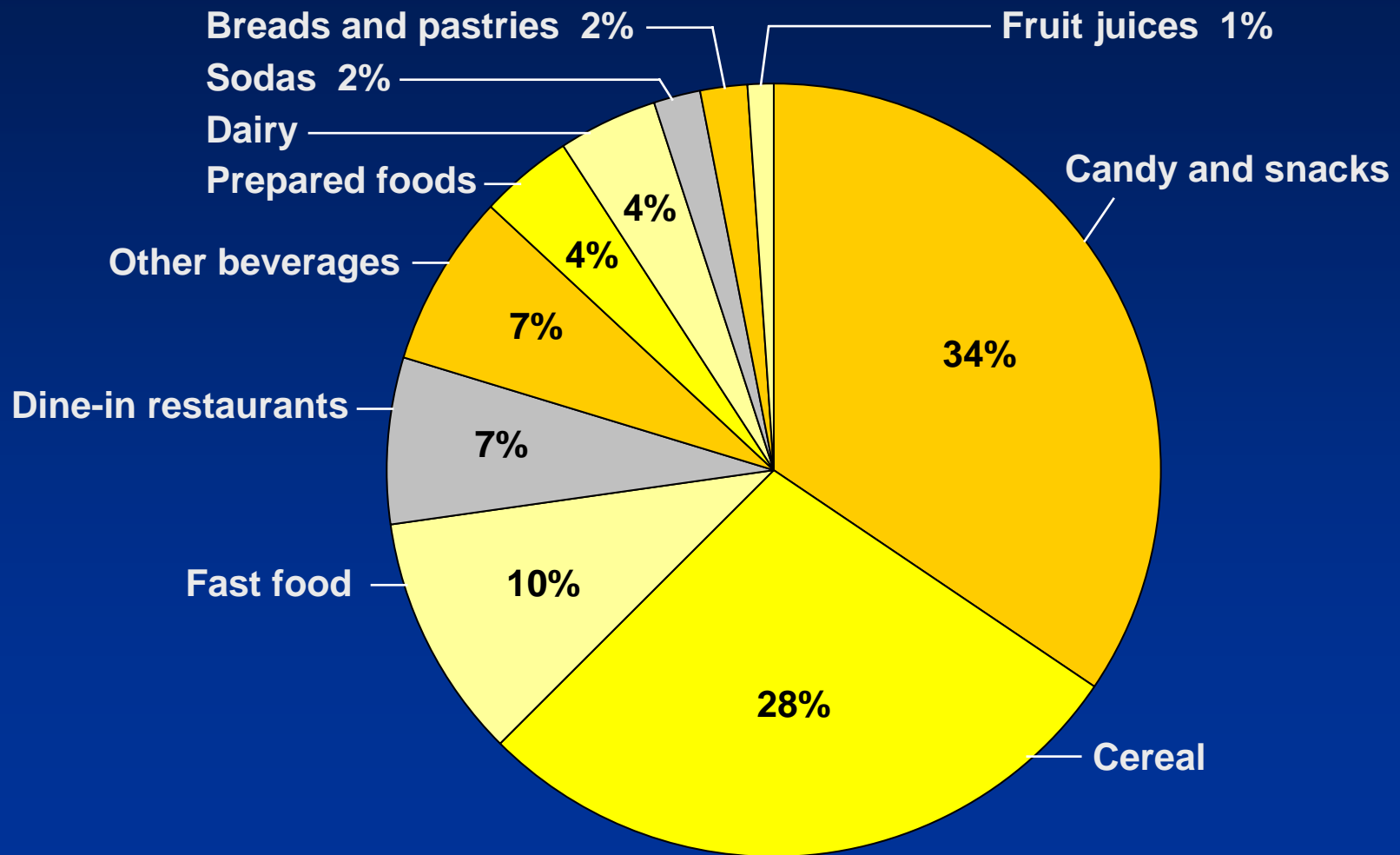
2 ads for restaurants

1 ad for prepared foods

2 ads for the following categories combined: dairy, water, juice, meat, poultry, fish, fruit, vegetables, or grains

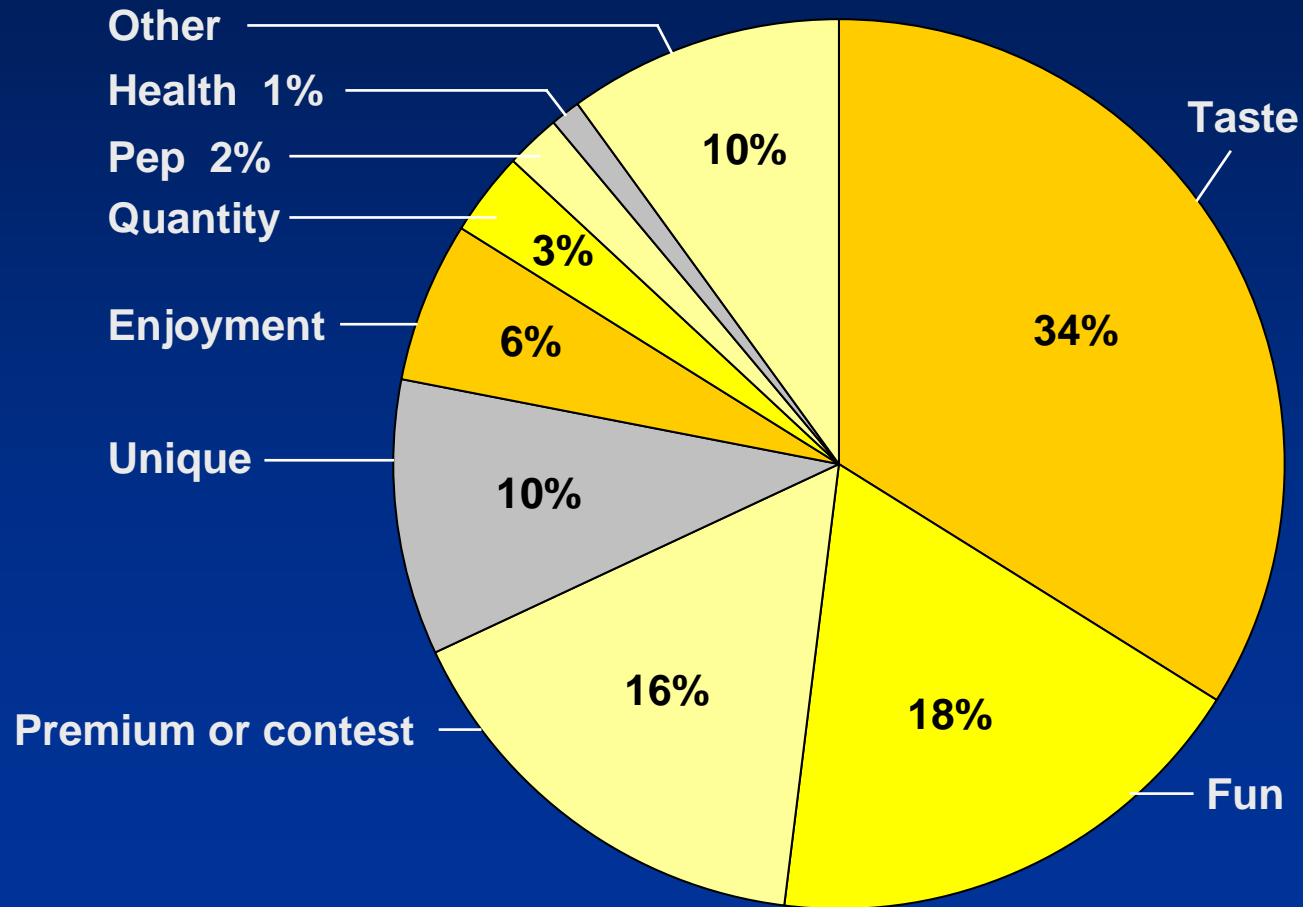
Findings

Among all food ads targeted to children or teens, percent that are for:



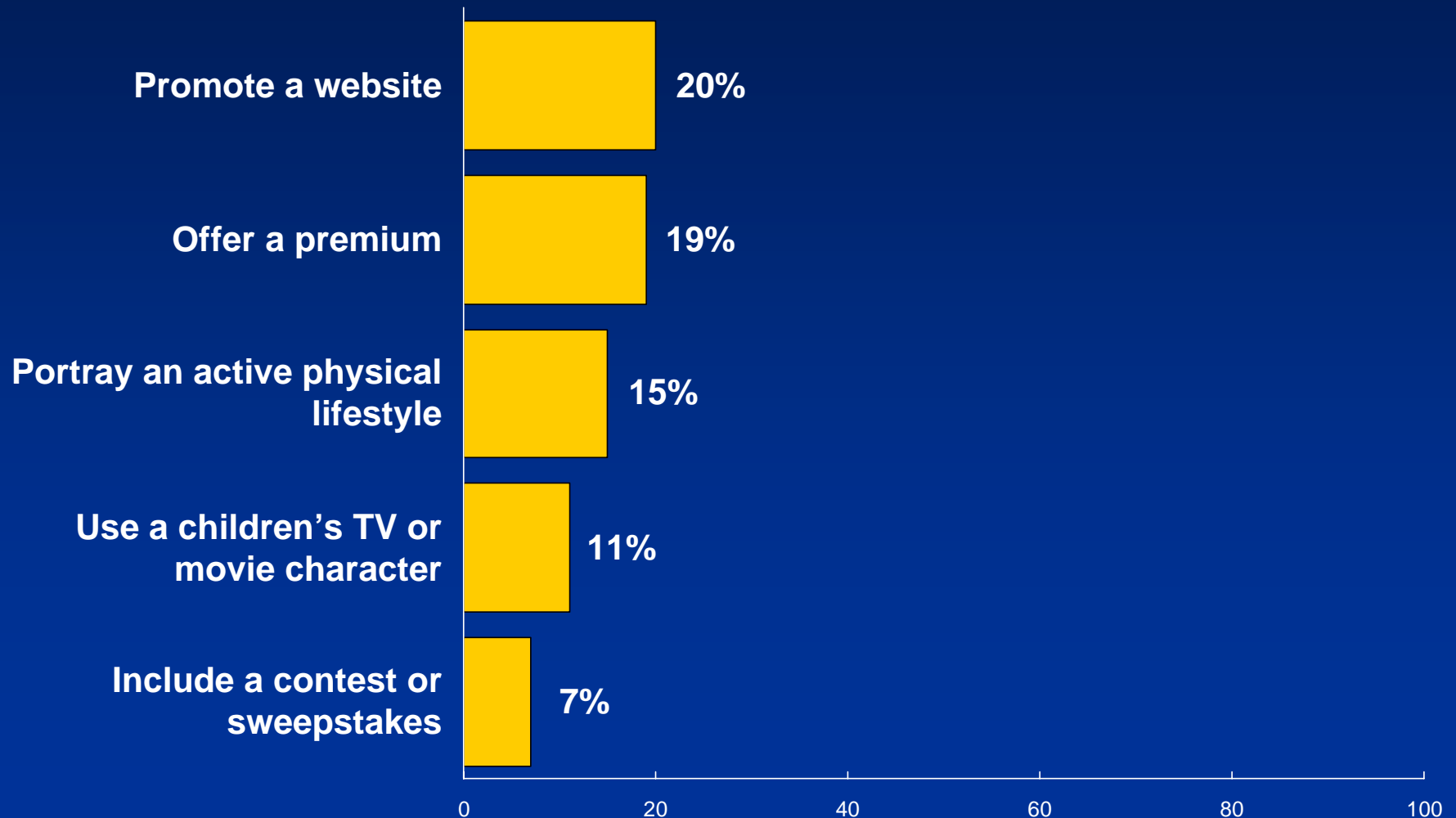
Findings

Among all food ads targeted to children or teens, percent that use each primary appeal:



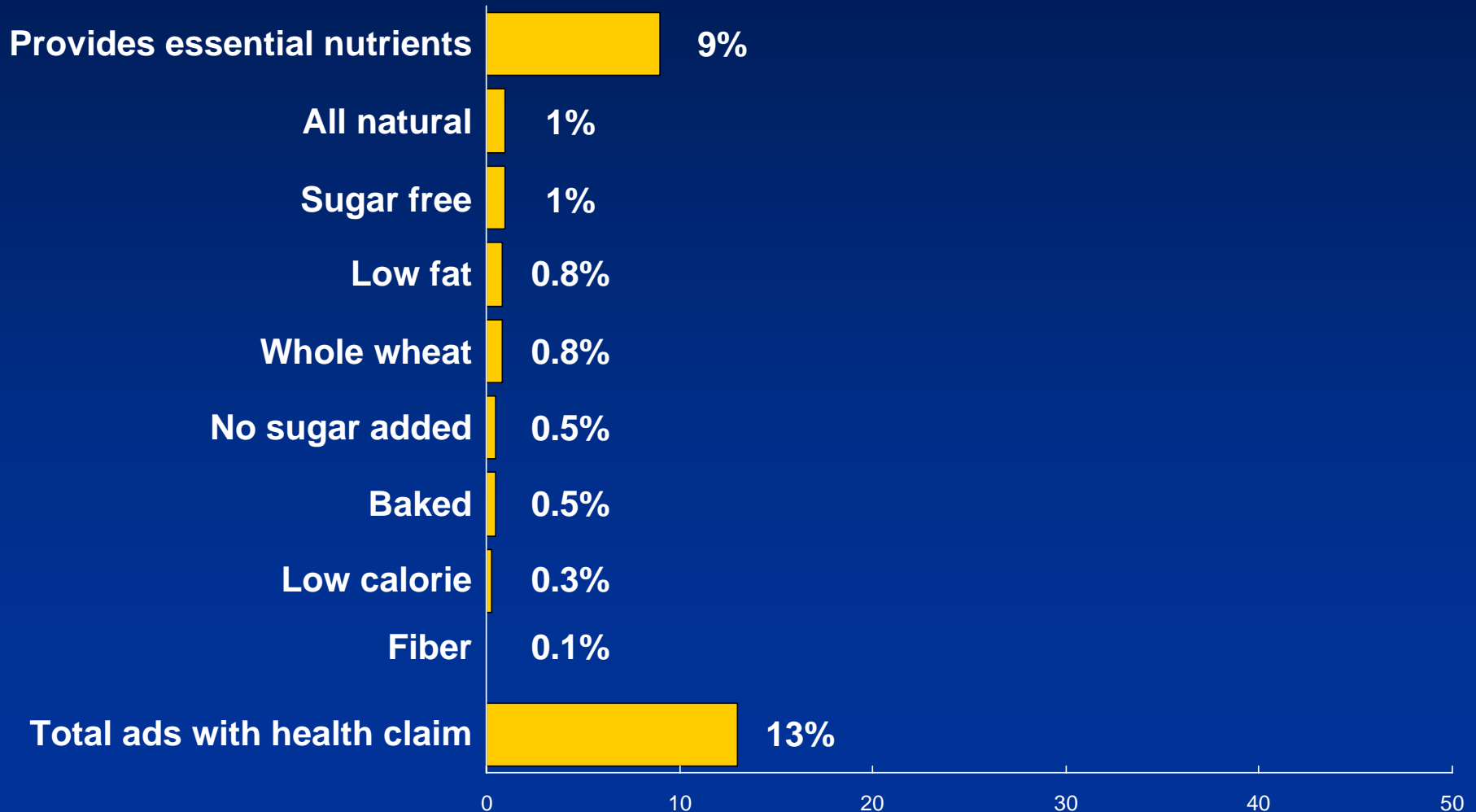
Findings

Among all food ads targeted to children or teens, percent that:



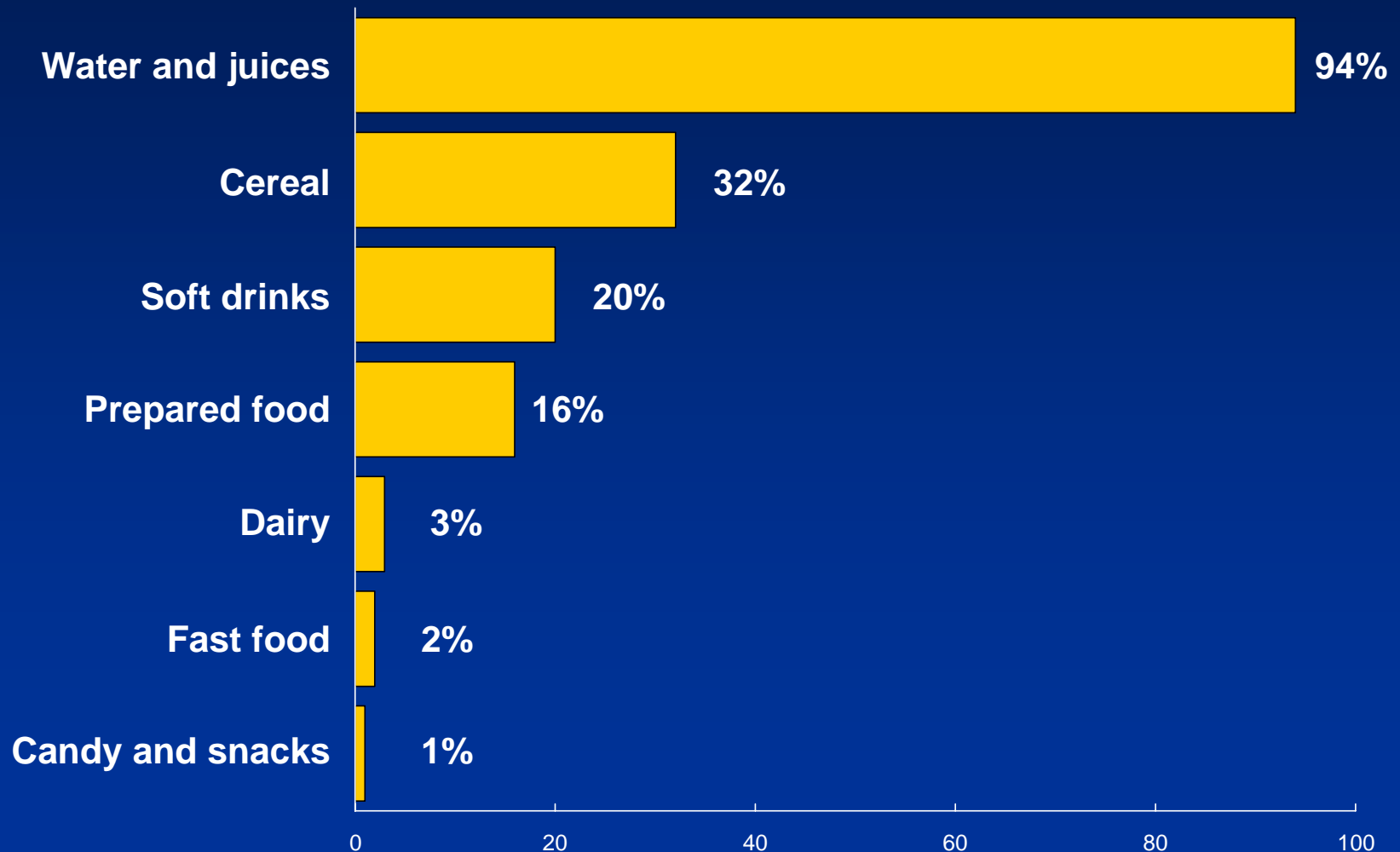
Findings

Among all food ads targeted to children and teens, the percent that include a specific health claim, by type of claim:



Findings

Among all food ads targeted to children and teens, the percent that include a specific health claim, by type of food:



Findings

Children are exposed to very few public service ads on fitness or nutrition.

Average number of PSAs on fitness or nutrition seen by children:

2-7 year-olds: 1 every 2-3 days

164 a year

8-12 year-olds: 1 every 2-3 days

158 a year

13-17 year-olds: Less than 1 a week

47 a year

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