

Overall, TV ads for the healthiest product categories (bottled water, fruits and vegetables, and yogurt) represented just 4% of food-related ads viewed by both children and adolescents. Thus, there is limited evidence that CFBAI has resulted in improvements in the primarily unhealthy mix of food-related categories advertised to children since the program's launch in 2007.

Declines in time spent watching TV and comparable reductions in total food-related TV ads viewed by youth in recent years demonstrate progress in reducing unhealthy food advertising to youth on TV. However, substantial increases in TV ads viewed by children for candy, carbonated beverages, and savory snacks from 2007 to 2017, as well as the continued overwhelmingly unhealthy mix of foods advertised to children and adolescents, demonstrate continued cause for concern.

ACKNOWLEDGMENTS

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REFERENCES

- 1 Better Business Bureaus [BBB] (2016). About the Initiative. www.bbb.org/council/the-national-partner-program/national-advertising-review-services/childrens-food-and-beverage-advertising-initiative/about-the-initiative/
- 2 Harris, Frazier, Romo-Palafox, et al. (2017). FACTS 2017 Food industry self-regulation after 10 years: Progress and opportunities to improve food advertising to children. http://www.uconnruddcenter.org/files/Pdfs/FACTS2017_Final.pdf

For information about the methods used in this analysis, please see our previous report:

Trends in television food advertising: Progress in reducing unhealthy food marketing to young people. Available at: http://www.uconnruddcenter.org/resources/upload/docs/what/reports/RuddReport_TVFoodAdvertising_2.10.pdf

For more information about food marketing to youth, please visit uconnruddcenter.org/food-marketing

Appendix Table 1. Change in average number of ads viewed by category for children (2-11 years)

Category	Ads viewed per year				Change in ads viewed 2017 vs.		
	2004	2007	2016	2017	2004	2007	2016
Foods and Beverages*	3,847	3,036	2,614	2,298	-40%	-24%	-12%
Cereals	973	772	490	329	-66%	-57%	-33%
Candy	397	266	381	383	-4%	44%	0%
Prepared Meals	306	420	264	266	-13%	-37%	1%
Sweet Snacks	637	432	184	142	-78%	-67%	-23%
Yogurt	204	178	167	76	-63%	-58%	-55%
Juices, Fruit Beverages, and Sports Drinks	316	188	192	167	-47%	-11%	-13%
Crackers and Savory Snacks	147	121	137	142	-4%	17%	3%
Carbonated Beverages**	141	57	108	102	-27%	79%	-6%
Other Dairy	72	43	125	146	103%	240%	18%
Bottled Water	16	55	28	42	165%	-23%	54%
Fruits and Vegetables	4	22	55	45	1030%	106%	-18%
Restaurants	1,252	1,410	1,516	1,367	9%	-3%	-10%
Fast Food Restaurants	911	973	1,089	962	6%	-1%	-12%
Other Restaurants	341	437	427	405	19%	-7%	-5%
Grand Total	5,099	4,446	4,129	3,665	-28%	-18%	-11%

*Includes all packaged food and beverage categories

**Includes advertising for regular and diet drinks, seltzer, and brand advertising

Source: Nielsen 2018

Appendix Table 2. Change in average number of ads viewed by category for adolescents (12-17 years)

Category	Ads viewed per year				Change in ads viewed 2017 vs.		
	2004	2007	2016	2017	2004	2007	2016
Foods and Beverages*	3,200	2,883	2,573	2,037	-36%	-29%	-21%
Cereals	464	443	347	220	-53%	-50%	-37%
Candy	400	311	428	373	-7%	20%	-13%
Prepared Meals	266	418	235	197	-26%	-53%	-16%
Sweet Snacks	356	310	188	152	-57%	-51%	-54%
Yogurt	105	129	138	63	-40%	-51%	-54%
Juices, Fruit Beverages, and Sports Drinks	318	235	178	135	-57%	-42%	-24%
Crackers and Savory Snacks	147	118	151	131	-11%	11%	-13%
Carbonated Beverages**	295	124	118	130	-56%	5%	10%
Other Dairy	96	61	166	108	13%	78%	-34%
Bottled Water	33	70	26	33	0%	-53%	27%
Fruits and Vegetables	6	22	39	34	460%	53%	-14%
Restaurants	1,629	1,929	1,742	1,412	-13%	-27%	-19%
Fast Food Restaurants	1,260	1,437	1,328	1,067	-15%	-26%	-20%
Other Restaurants	369	492	414	345	-6%	-30%	-17%
Grand Total	4,829	4,812	4,345	3,449	-29%	-28%	-20%

*Includes all packaged food and beverage categories

**Includes advertising for regular and diet drinks, seltzer, and brand advertising

Source: Nielsen 2018

Appendix Table 3. Change in average number of ads viewed by category for adults (18-49 years)

Category	Ads viewed per year				Change in ads viewed 2017 vs.		
	2004	2007	2016	2017	2004	2007	2016
Foods and Beverages*	3,453	3,221	3,977	3,763	9%	17%	-5%
Cereals	375	378	413	306	-18%	-19%	-26%
Candy	342	287	612	658	92%	129%	8%
Prepared Meals	380	554	349	336	-12%	-39%	-4%
Sweet Snacks	328	301	289	296	-10%	-2%	2%
Yogurt	93	148	225	128	37%	-14%	-43%
Juices, Fruit Beverages, and Sports Drinks	346	273	244	236	-32%	-14%	-3%
Crackers and Savory Snacks	154	128	245	250	63%	96%	2%
Carbonated Beverages**	269	129	247	236	-12%	83%	-4%
Other Dairy	143	112	245	244	71%	118%	0%
Bottled Water	42	72	33	47	13%	-34%	44%
Fruits and Vegetables	14	43	66	62	346%	45%	-5%
Restaurants	2,032	2,298	2,830	2,699	33%	17%	-5%
Fast Food Restaurants	1,496	1,628	2,122	2,031	36%	25%	-4%
Other Restaurants	536	670	708	668	25%	0%	-6%
Grand Total	5,485	5,519	6,806	6,462	18%	17%	-5%

*Includes all packaged food and beverage categories

**Includes advertising for regular and diet drinks, seltzer, and brand advertising

Source: Nielsen 2018