

Appendix A.

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TABLE A1. FOOD AND BEVERAGE COMPANIES: AD SPENDING IN 2017 AND 2021

Company	CFBAI participant	Total ad spending*			Total TV ad spending			Spanish-language TV ad spending				Black-targeted TV ad spending				Advertising in other media: 2021		
		2017 (\$000)	2021 (\$000)	% change	2017 (\$000)	2021 (\$000)	% change	2017 (\$000)	2021 (\$000)	% change	% of TV ad spending (2021)	2017 (\$000)	2021 (\$000)	% change	% of TV ad spending (2021)	Digital ads (\$000)	Magazines (\$000)	Outdoor (\$000)
All food & beverage companies		\$7,018,396	\$4,925,911	-30%	\$5,266,216	\$3,969,302	-25%	\$411,471	\$336,541	-18%	8.5%	\$235,346	\$86,022	-63%	2.2%	\$654,424	\$534,939	\$78,395
Top advertisers (total)**		\$4,978,040	\$3,650,424	-27%	\$3,897,769	\$2,976,726	-24%	\$375,120	\$264,635	-29%	8.9%	\$161,203	\$70,633	-56%	2.4%	\$261,125	\$353,596	\$41,262
PepsiCo	✓	\$718,363	\$581,800	-19%	\$602,317	\$524,241	-13%	\$23,044	\$42,834	+86%	8.2%	\$17,974	\$12,072	-33%	2.3%	\$49,619	\$738	\$7,018
Kellogg	✓	\$345,527	\$391,866	+13%	\$202,693	\$331,383	+63%	\$35,109	\$59,985	+71%	18.1%	\$10,220	\$11,788	+15%	3.6%	\$10,302	\$50,023	\$157
Coca-Cola	✓	\$561,670	\$366,034	-35%	\$447,374	\$293,275	-34%	\$47,129	\$26,559	-44%	9.1%	\$5,205	\$3,553	-32%	1.2%	\$41,466	\$5,918	\$25,313
Hershey	✓	\$468,449	\$302,449	-35%	\$448,639	\$269,641	-40%	\$23,215	\$218	-99%	0.1%	\$22,985	\$4,780	-79%	1.8%	\$14,483	\$18,135	\$190
Kraft Heinz	✓	\$514,676	\$276,265	-46%	\$212,917	\$161,379	-24%	\$10,821	\$2,325	-79%	1.4%	\$2,307	\$2,759	+20%	1.7%	\$27,814	\$82,445	\$1,075
General Mills	✓	\$468,790	\$239,584	-49%	\$451,229	\$207,231	-54%	\$33,465	\$25,119	-25%	12.1%	\$7,396	\$5,028	-32%	2.4%	\$5,247	\$25,194	\$746
Mars	✓	\$421,110	\$202,853	-52%	\$318,619	\$160,439	-50%	\$82,831	\$23,093	-72%	14.4%	\$11,226	\$3,141	-72%	2.0%	\$5,658	\$23,780	\$408
Mondelez	✓	\$144,036	\$199,945	+39%	\$117,848	\$182,038	+54%	\$9,160	\$41,673	+355%	22.9%	\$3,441	\$1,924	-44%	1.1%	\$17,454	\$443	\$10
Nestle	✓	\$270,229	\$169,699	-37%	\$223,660	\$132,138	-41%	\$54,099	\$26,085	-52%	19.7%	\$1,127	\$1,494	+33%	1.1%	\$3,312	\$33,501	\$572
Ferrero	✓	\$64,298	\$151,588	+136%	\$61,509	\$147,137	+139%	\$0	\$3,031	new	2.1%	\$1,920	\$8,525	+344%	5.8%	\$4,419	\$0	\$32
Unilever	✓	\$230,476	\$143,540	-38%	\$153,113	\$89,698	-41%	\$19,340	\$3,780	-80%	4.2%	\$4,811	\$3,196	-34%	3.6%	\$22,023	\$30,695	\$1,116
Tyson		\$116,972	\$125,063	+7%	\$75,649	\$56,798	-25%	\$0	\$0		0.0%	\$3,910	\$1,299	-67%	2.3%	\$13,477	\$54,413	\$376
Keurig Dr Pepper	✓	\$209,698	\$118,755	-43%	\$189,491	\$107,767	-43%	\$22,146	\$0	-100%	0.0%	\$6,153	\$163	-97%	0.2%	\$7,443	\$0	\$3,545
Campbell Soup	✓	\$157,085	\$116,524	-26%	\$114,969	\$100,700	-12%	\$2,020	\$0	-100%	0.0%	\$450	\$1,743	+287%	1.7%	\$10,480	\$5,271	\$73
Red Bull		\$18,765	\$113,064	+503%	\$11,140	\$104,197	+835%	\$0	\$9,911	new	9.5%	\$0	\$5,339	new	5.1%	\$8,655	\$151	\$62
Wonderful		\$107,194	\$67,596	-37%	\$78,296	\$30,017	-62%	\$25	\$22	-12%	0.1%	\$0	\$226	new	0.8%	\$14,690	\$22,889	\$0
Dannon	✓	\$49,584	\$52,595	+6%	\$84,233	\$48,517	-42%	\$1,580	\$0	-100%	0.0%	\$74	\$1,817	+2345%	3.7%	\$3,926	\$0	\$151
Post Foods	✓	\$49,115	\$29,239	-40%	\$50,274	\$28,462	-43%	\$11,021	\$0	-100%	0.0%	\$297	\$1,785	+501%	6.3%	\$418	\$0	\$359
Conagra	✓	\$62,003	\$1,967	-97%	\$53,798	\$1,668	-97%	\$114	\$0	-100%	0.0%	\$0	\$0		0.0%	\$238	\$0	\$61

*Includes internet ad spending in 2017 and digital ad spending in 2021 **Sorted by total ad spending in 2021

Source: Analysis of 2017 and 2021 Nielsen data (Nielsen Global Media)

Appendix A. Supplemental Tables

TABLE A2. FOOD AND BEVERAGE COMPANIES: TV AD EXPOSURE IN 2021

		TV ad exposure: All viewers							Spanish-language TV ad exposure: Hispanic viewers				TV ad exposure: Black viewers							
		Avg # of ads viewed				Youth-targeted ratios*			Avg # of ads viewed				Avg # of ads viewed				Black:White targeted ratios**			
Company	CFBAI participant	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child: adult	Teen:adult	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
All food and beverage companies		955.6	950.0	774.0	2,088.0	0.46	0.45	0.37	344.0	256.5	226.9	451.2	1,230.9	1,323.1	1,154.0	3,259.1	1.33	1.51	1.61	1.70
Top advertisers (total)***		695.6	719.4	597.8	1,587.6	0.44	0.45	0.38	272.8	204.1	180.5	357.8	918.5	1,024.8	898.9	2,524.2	1.32	1.50	1.60	1.69
Campbell Soup	✓	36.1	36.2	26.6	60.5	0.60	0.60	0.44	0.0	0.0	0.0	0.0	48.2	53.8	45.6	93.5	1.29	1.57	1.91	1.64
Coca-Cola	✓	22.5	23.8	24.9	72.3	0.31	0.33	0.34	14.9	12.2	12.2	22.6	28.6	33.0	31.2	106.3	1.25	1.44	1.27	1.50
Conagra	✓	0.7	0.6	0.5	1.5	0.50	0.37	0.32	0.0	0.0	0.0	0.0	0.6	0.5	0.5	1.6	0.96	0.99	0.96	1.16
Dannon	✓	12.2	12.9	9.7	27.7	0.44	0.47	0.35	0.0	0.0	0.0	0.0	16.1	17.8	14.4	44.8	1.50	1.63	1.72	1.99
Ferrero	✓	37.6	37.8	37.6	113.0	0.33	0.33	0.33	4.3	2.7	2.2	4.6	52.0	57.3	54.0	192.3	1.44	1.63	1.50	1.87
General Mills	✓	70.2	73.9	55.4	131.8	0.53	0.56	0.42	29.3	21.6	18.2	38.4	91.5	105.7	87.0	215.8	1.19	1.43	1.62	1.68
Hershey	✓	60.6	60.0	54.5	185.6	0.33	0.32	0.29	0.3	0.2	0.2	0.3	73.6	82.8	69.7	265.0	1.40	1.69	1.37	1.59
Kellogg	✓	150.7	163.4	113.7	222.8	0.68	0.73	0.51	69.1	53.1	47.2	90.8	198.2	228.6	197.2	379.2	1.27	1.42	1.92	1.78
Keurig Dr Pepper****	✓	4.5	5.0	5.1	13.8	0.33	0.36	0.37	0.0	0.0	0.0	0.0	4.5	5.4	5.1	17.8	0.89	1.03	0.95	1.28
Kraft Heinz	✓	102.2	105.7	74.2	136.9	0.75	0.77	0.54	4.7	3.1	2.9	5.9	120.7	136.7	120.6	208.8	1.11	1.28	1.76	1.53
Mars	✓	26.3	26.7	27.1	85.5	0.31	0.31	0.32	23.9	18.8	17.0	34.2	39.0	41.5	38.1	140.3	1.45	1.60	1.42	1.73
Mondelez	✓	22.2	21.7	20.4	70.8	0.31	0.31	0.29	44.6	33.2	28.4	58.0	30.9	32.7	28.5	107.2	1.56	1.78	1.49	1.71
Nestle	✓	28.6	27.4	26.6	84.7	0.34	0.32	0.31	41.3	28.3	24.5	47.3	41.2	41.7	37.5	133.7	1.51	1.65	1.44	1.64
PepsiCo	✓	63.5	65.7	65.7	210.8	0.30	0.31	0.31	31.5	24.2	21.5	42.5	89.7	99.0	88.6	340.2	1.46	1.60	1.37	1.71
Post	✓	12.1	12.4	9.7	21.2	0.57	0.58	0.45	0.0	0.0	0.0	0.0	16.6	16.3	14.7	34.7	1.50	1.42	1.74	1.85

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

*TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40 **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38;; Teens = 1.33; Adults = 1.44 ***Sorted by Avg # of ads viewed by teens (12-17 years) ****Formerly Dr Pepper Snapple Group

Appendix A. Supplemental Tables

TABLE A2. FOOD AND BEVERAGE COMPANIES: TV AD EXPOSURE IN 2021 (CONTINUED)

		TV ad exposure: All viewers							Spanish-language TV ad exposure: Hispanic viewers				TV ad exposure: Black viewers							
		Avg # of ads viewed				Youth-targeted ratios*			Avg # of ads viewed				Avg # of ads viewed				Black:White targeted ratios**			
Company	CFBAI participant	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child: adult	Teen:adult	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Red Bull		13.4	14.5	15.9	46.3	0.29	0.31	0.34	5.3	3.8	3.5	7.6	18.5	21.4	22.2	76.5	1.33	1.52	1.44	1.78
Tyson		12.4	12.0	11.3	38.6	0.32	0.31	0.29	0.0	0.0	0.0	0.0	18.3	18.9	15.8	62.0	1.58	1.76	1.45	1.70
Unilever	✓	14.5	14.9	13.8	47.6	0.30	0.31	0.29	3.6	2.9	2.7	5.5	24.0	25.9	22.3	84.7	1.86	2.14	1.82	2.08
Wonderful		5.3	5.0	5.2	16.2	0.32	0.31	0.32	0.0	0.0	0.0	0.0	6.1	5.9	6.0	19.9	1.18	1.25	1.21	1.27

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

*TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40 **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Source: Analysis of 2021 Nielsen data (Nielsen Global Media)

Appendix A. Supplemental Tables

TABLE A3. BRANDS TARGETED TO HISPANIC CONSUMERS IN 2021

						Spanish-language TV advertising						TV ad exposure: All viewers			
						Ad spending		Avg # of ads viewed				Avg # of ads viewed			
Company	Brand*	Category	Child/teen targeted	Black targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of total TV spending	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Coca-Cola	Coca-Cola Classic	Regular soda			\$58,904	\$16,232	27.6%	7.5	6.6	6.8	12.0	2.3	2.5	2.6	6.9
PepsiCo	Lays Potato Chips	Savory snacks		✓	\$32,451	\$14,188	43.7%	9.0	7.0	6.3	12.7	2.9	3.0	3.0	9.9
PepsiCo	Cheetos	Savory snacks		✓	\$23,129	\$13,579	58.7%	12.8	9.2	8.3	15.6	2.0	2.0	1.7	6.4
Kellogg	Special K	Cereal			\$23,135	\$11,045	47.7%	13.8	10.4	9.2	17.3	3.4	3.1	2.7	9.8
Coca-Cola	Coca-Cola Zero	Diet soda			\$96,463	\$10,327	10.7%	7.4	5.7	5.4	10.6	4.3	4.6	4.9	13.3
Red Bull	Red Bull	Energy drink		✓	\$104,197	\$9,911	9.5%	5.3	3.8	3.5	7.6	13.4	14.5	15.9	46.3
Kellogg	Frosted Flakes	Cereal	✓	✓	\$30,596	\$9,806	32.1%	10.6	7.9	6.6	13.6	29.7	34.2	20.0	20.3
Mondelez	Oreo	Sweet snacks/desserts			\$56,403	\$9,424	16.7%	8.0	5.8	4.7	10.6	5.5	5.5	5.1	17.5
Nestle	Nescafe	Coffee/tea	✓		\$8,591	\$8,516	99.1%	13.6	8.9	7.6	15.1	<0.1	<0.1	<0.1	<0.1
Mondelez	Ritz Crackers	Savory snacks		✓	\$44,509	\$8,456	19.0%	8.1	6.0	5.3	10.9	5.3	5.0	4.7	16.5
Kellogg	Froot Loops	Cereal	✓	✓	\$19,693	\$8,084	41.0%	8.3	6.0	5.0	11.2	25.3	28.6	16.9	16.3
Kellogg	Eggo Waffles	Prepared meals			\$9,461	\$7,488	79.1%	8.7	6.9	6.7	12.1	0.6	0.5	0.4	1.6
Kellogg	Pop-Tarts	Sweet snacks/desserts		✓	\$16,608	\$7,467	45.0%	8.8	6.9	6.3	11.7	3.4	3.9	3.3	9.0
General Mills	Yoplait Yogurt	Yogurt			\$28,242	\$7,276	25.8%	8.4	6.0	5.3	10.9	5.4	5.3	4.9	16.0
Mars	M&Ms	Candy		✓	\$43,056	\$7,014	16.3%	7.7	5.7	5.2	10.6	4.9	4.8	4.8	15.1
Nestle	Nido	Milk - sweetened	✓		\$6,423	\$6,413	99.8%	11.0	7.6	6.8	12.5	<0.1	<0.1	<0.1	<0.1
PepsiCo	Pepsi Regular	Regular soda			\$57,613	\$6,246	10.8%	4.2	3.2	2.6	5.8	3.1	3.2	3.2	9.3
Mondelez	Trident Gum	Gum/mints			\$14,928	\$5,389	36.1%	6.5	4.9	4.1	8.0	2.2	2.3	2.3	7.7
Mondelez	Oreo Thins	Sweet snacks/desserts		✓	\$10,923	\$5,140	47.1%	5.9	4.4	3.8	7.6	1.4	1.3	1.3	4.5
Mars	Snickers	Candy		✓	\$30,737	\$4,609	15.0%	4.7	3.7	3.4	6.9	4.1	4.2	4.2	12.9

Shading Indicates greater number of ads viewed by Hispanic viewers on Spanish-language TV compared to ads viewed by all viewers in same age group on all TV

*Includes all brands with >\$100,000 in Spanish-language TV ad spending in 2021, sorted by amount of Spanish-language TV ad spending

Appendix A. Supplemental Tables

TABLE A3. BRANDS TARGETED TO HISPANIC CONSUMERS IN 2021 (CONTINUED)

						Spanish-language TV advertising						TV ad exposure: All viewers			
						Ad spending		Avg # of ads viewed				Avg # of ads viewed			
Company	Brand*	Category	Child/teen targeted	Black targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of total TV spending	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Mondelez	Belvita Cookies	Sweet snacks/desserts			\$17,279	\$4,544	26.3%	5.5	4.1	3.7	7.1	2.1	2.0	1.8	6.3
Mondelez	Sour Patch Kids	Candy		✓	\$11,541	\$4,505	39.0%	5.3	3.9	3.4	6.8	1.6	1.6	1.6	5.4
Mars	Wrigley's Extra	Gum/mints		✓	\$23,430	\$4,440	18.9%	4.2	3.3	2.9	6.1	3.9	4.0	4.0	12.9
General Mills	Cinnamon Toast Crunch	Cereal	✓	✓	\$21,816	\$4,377	20.1%	5.2	3.8	3.2	6.9	13.1	14.0	9.3	14.9
Mondelez	Chips Ahoy!	Sweet snacks/desserts			\$17,109	\$4,214	24.6%	5.4	4.1	3.4	7.1	1.9	1.8	1.8	6.0
General Mills	Cinnamon Toast Crunch Churros	Cereal	✓	✓	\$8,976	\$4,164	46.4%	4.8	3.8	3.2	6.4	6.2	7.4	4.4	5.2
General Mills	Lucky Charms	Cereal	✓	✓	\$12,123	\$4,048	33.4%	4.4	3.3	2.9	6.0	9.3	9.1	5.5	7.5
Kellogg	Sunshine Cheez-It	Savory snacks			\$22,940	\$3,835	16.7%	3.6	3.1	3.0	5.6	2.5	2.5	2.4	7.3
Kellogg	Eggo Waffles Homestyle	Prepared meals		✓	\$15,328	\$3,632	23.7%	5.3	3.8	2.8	5.7	2.9	2.9	2.7	9.5
PepsiCo	Rockstar Energy	Energy drink	✓		\$12,295	\$3,562	29.0%	1.2	1.3	1.5	2.6	0.6	0.7	0.8	2.0
Kellogg	Pop-Tarts Bites	Sweet snacks/desserts		✓	\$12,031	\$3,418	28.4%	4.4	3.3	2.9	5.4	3.3	3.8	3.2	8.5
Unilever	Hellmanns Mayonnaise	Condiments/food prep		✓	\$18,223	\$3,188	17.5%	3.0	2.4	2.3	4.7	1.8	1.7	1.6	4.9
Mars	Skittles	Candy		✓	\$14,290	\$2,933	20.5%	3.3	2.6	2.3	4.7	2.7	2.8	2.8	9.0
Mars	Twix	Candy		✓	\$12,277	\$2,797	22.8%	2.8	2.3	2.1	4.2	2.2	2.2	2.2	7.0
General Mills	Cheerios Honey Nut	Cereal			\$53,576	\$2,641	4.9%	4.2	2.9	2.0	4.4	10.8	11.0	9.9	32.7
General Mills	Cheerios Oat Crunch	Cereal		✓	\$6,577	\$2,614	39.7%	2.3	1.7	1.6	3.7	0.9	1.0	0.9	2.7
Kellogg	Pringles Cheddar Cheese	Savory snacks			\$2,715	\$2,542	93.7%	2.9	2.6	2.8	4.4	0.1	<0.1	<0.1	0.1
Nestle	Coffee-Mate Creamer	Condiments/food prep			\$16,855	\$2,525	15.0%	3.2	2.5	2.4	4.6	3.7	3.8	3.7	11.5
Kellogg	Special K Blueberry	Cereal		✓	\$7,112	\$2,273	32.0%	2.6	2.1	1.9	3.3	1.2	1.2	1.1	3.8

Shading Indicates greater number of ads viewed by Hispanic viewers on Spanish-language TV compared to ads viewed by all viewers in same age group on all TV

*Includes all brands with >\$100,000 in Spanish-language TV ad spending in 2021, sorted by amount of Spanish-language TV ad spending

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TABLE A3. BRANDS TARGETED TO HISPANIC CONSUMERS IN 2021 (CONTINUED)

						Spanish-language TV advertising						TV ad exposure: All viewers			
						Ad spending		Avg # of ads viewed				Avg # of ads viewed			
Company	Brand*	Category	Child/teen targeted	Black targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of total TV spending	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Nestle	Nestle Foods	Company			\$2,233	\$2,196	98.3%	1.4	1.2	1.2	2.2	0.0	0.0	0.0	0.0
Nestle	Nestle Cream	Other dairy	✓		\$2,165	\$2,157	99.7%	3.6	2.5	1.9	3.8	0.0	0.0	0.0	0.0
Ferrero	Nutella	Condiments/food prep		✓	\$23,818	\$1,851	7.8%	2.5	1.6	1.3	2.8	3.5	3.4	3.1	10.1
PepsiCo	Pepsi Mango	Regular soda		✓	\$5,584	\$1,805	32.3%	1.6	1.3	0.9	1.9	0.7	0.7	0.7	2.3
Mars	M&Ms Mix	Candy			\$5,887	\$1,300	22.1%	1.1	1.1	1.1	1.8	0.9	0.9	1.0	3.0
PepsiCo	Tostitos Scoops!	Savory snacks		✓	\$3,112	\$1,263	40.6%	1.3	1.0	0.9	1.7	0.5	0.6	0.6	1.8
Nestle	Hot Pockets	Prepared meals		✓	\$9,356	\$1,257	13.4%	2.3	1.5	1.3	2.5	2.4	2.3	2.4	7.4
Ferrero	Kinder Joy	Candy		✓	\$13,587	\$1,180	8.7%	1.8	1.1	0.9	1.8	2.1	2.1	1.8	5.9
Kraft Heinz	Planters Deluxe Nuts	Nuts			\$5,476	\$1,165	21.3%	2.7	1.7	1.5	3.1	1.2	1.2	1.2	3.8
Nestle	La Lechera	Milk - sweetened			\$957	\$953	99.5%	1.9	1.1	1.1	2.3	<0.1	<0.1	<0.1	<0.1
Nestle	Maggi Foods	Company	✓		\$945	\$944	99.9%	1.8	1.3	0.9	1.9	<0.1	<0.1	<0.1	<0.1
PepsiCo	Quaker Oatmeal	Cereal			\$29,488	\$921	3.1%	0.7	0.5	0.5	1.0	4.4	4.2	3.6	14.2
Nestle	Nestle Cocoa	Milk - sweetened	✓		\$882	\$874	99.1%	1.8	1.2	0.9	1.8	<0.1	<0.1	<0.1	<0.1
PepsiCo	Pepsi Diet	Diet soda			\$58,087	\$501	0.9%	0.5	0.5	0.4	0.8	3.8	3.9	4.0	11.4
Kraft Heinz	Philadelphia Cream Cheese	Other dairy			\$17,392	\$498	2.9%	1.0	0.6	0.7	1.3	4.1	3.9	3.7	12.4
Kraft Heinz	Planters Nuts	Nuts			\$8,618	\$409	4.7%	0.9	0.6	0.7	1.2	1.6	1.7	1.8	5.4
Kellogg	Kelloggs Foods	Company			\$396	\$395	99.8%	0.2	0.1	0.1	0.4	<0.1	<0.1	<0.1	<0.1
PepsiCo	Lays Cheddar Jalapeno	Savory snacks		✓	\$4,692	\$301	6.4%	<0.1	<0.1	<0.1	0.1	0.8	0.8	0.8	2.8
Nestle	Maggi Foods	Condiments/food prep			\$202	\$201	99.6%	0.6	0.4	0.3	0.6	<0.1	<0.1	<0.1	<0.1

Shading Indicates greater number of ads viewed by Hispanic viewers on Spanish-language TV compared to ads viewed by all viewers in same age group on all TV

*Includes all brands with >\$100,000 in Spanish-language TV ad spending in 2021, sorted by amount of Spanish-language TV ad spending

Appendix A. Supplemental Tables

TABLE A3. BRANDS TARGETED TO HISPANIC CONSUMERS IN 2021 (CONTINUED)

						Spanish-language TV advertising						TV ad exposure: All viewers			
						Ad spending		Avg # of ads viewed				Avg # of ads viewed			
Company	Brand*	Category	Child/teen targeted	Black targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of total TV spending	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
PepsiCo	Lays Kettle-Cooked	Savory snacks		✓	\$4,186	\$181	4.3%	<0.1	<0.1	<0.1	0.1	0.9	1.0	1.0	3.4
Kraft Heinz	Lunchables	Prepared meals	✓	✓	\$8,879	\$159	1.8%	0.1	0.1	0.1	0.2	11.0	11.2	6.2	7.0
Unilever	Unilever	Company			\$2,101	\$143	6.8%	0.1	0.1	0.1	0.1	0.5	0.5	0.5	1.7

Shading Indicates greater number of ads viewed by Hispanic viewers on Spanish-language TV compared to ads viewed by all viewers in same age group on all TV

*Includes all brands with >\$100,000 in Spanish-language TV ad spending in 2021, sorted by amount of Spanish-language TV ad spending

Source: Analysis of 2017 and 2021 Nielsen data (Nielsen Global Media)

Appendix A. Supplemental Tables

TABLE A4. BRANDS TARGETED TO BLACK CONSUMERS IN 2021

						Black-targeted TV		TV ad exposure: Black viewers							
								Avg # of ads viewed				Black:White targeted ratios**			
Company	Brand*	Category	Child/teen targeted	Hispanic targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of TV spending	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Red Bull	Red Bull	Energy drink		✓	\$104,197	\$5,339	5.1%	18.5	21.4	22.2	76.5	1.33	1.52	1.44	1.78
Ferrero	Butterfinger	Candy			\$22,604	\$1,710	7.6%	9.2	10.3	10.1	35.3	1.41	1.61	1.54	1.90
Coca-Cola	Sprite	Regular soda			\$18,110	\$1,560	8.6%	4.3	4.9	4.9	17.3	1.74	1.98	1.72	2.27
Ferrero	Crunch	Candy			\$17,388	\$1,401	8.1%	7.3	7.8	7.9	28.1	1.47	1.64	1.59	1.98
Ferrero	Kinder Bueno	Candy			\$22,439	\$1,354	6.0%	8.9	9.6	9.5	33.1	1.41	1.54	1.46	1.81
Ferrero	Keebler Cookies	Sweet snacks/desserts			\$16,729	\$1,245	7.4%	7.2	7.9	7.9	27.6	1.47	1.62	1.55	1.91
PepsiCo	Frito-Lay Snacks	Savory snacks			\$30,801	\$1,088	3.5%	5.2	5.9	5.1	19.0	1.37	1.60	1.42	1.76
Kellogg	Rice Krispies Treats	Sweet snacks/desserts			\$15,540	\$1,066	6.9%	7.1	7.2	6.3	24.3	1.57	1.62	1.51	1.74
Post	Honey Bunches of Oats	Cereal			\$16,588	\$1,003	6.0%	4.9	5.2	4.6	17.6	1.69	1.97	1.52	1.89
PepsiCo	Gatorade	Other sugary drinks			\$53,088	\$961	1.8%	6.8	7.7	6.7	28.6	1.40	1.59	1.20	1.92
General Mills	Pillsbury Dough	Condiments/food prep			\$23,425	\$905	3.9%	7.9	9.3	6.9	24.4	1.29	1.63	1.44	1.77
General Mills	Nature Valley Granola Bar	Sweet snacks/desserts			\$23,835	\$892	3.7%	8.5	8.5	7.7	28.7	1.41	1.47	1.41	1.73
Kellogg	Pop-Tarts	Sweet snacks/desserts		✓	\$16,608	\$848	5.1%	4.7	6.3	5.2	16.3	1.33	1.68	1.65	1.94
PepsiCo	Tostitos Dips	Condiments/food prep			\$15,394	\$836	5.4%	5.0	5.6	5.0	20.1	1.55	1.75	1.51	1.79
Kellogg	Pop-Tarts Bites	Sweet snacks/desserts		✓	\$12,031	\$833	6.9%	4.5	6.2	5.1	15.6	1.34	1.72	1.68	1.98
Kellogg	Sunshine Cheez-It Snapd	Savory snacks			\$16,951	\$795	4.7%	6.2	6.6	5.1	20.8	1.71	1.83	1.45	1.86
PepsiCo	Mtn Dew Regular	Regular soda			\$27,846	\$754	2.7%	6.1	7.0	6.8	24.7	1.60	1.65	1.52	1.93

*Includes all brands with >\$100,000 in advertising on Black-targeted TV in 2021 and Black:White adult targeted indices of 100 or more, sorted by advertising spending on Black-targeted TV **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Shading Indicates Black:White targeted ratios of 2.0 or higher (Blacker viewers saw at least twice as many ads as White viewers in the same age group)

Appendix A. Supplemental Tables

TABLE A4. BRANDS TARGETED TO BLACK CONSUMERS IN 2021 (CONTINUED)

						Black-targeted TV		TV ad exposure: Black viewers							
								Avg # of ads viewed				Black:White targeted ratios**			
Company	Brand*	Category	Child/teen targeted	Hispanic targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of TV spending	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
PepsiCo	Lays Potato Chips	Savory snacks		✓	\$32,451	\$736	2.3%	4.4	4.7	4.3	16.2	1.47	1.65	1.43	1.70
Kellogg	Club Crackers	Savory snacks			\$9,424	\$732	7.8%	3.8	4.5	3.4	13.7	1.46	1.82	1.43	1.83
Unilever	Hellmanns Mayonnaise	Condiments/food prep		✓	\$18,223	\$666	3.7%	2.7	2.7	2.5	9.3	2.02	2.13	1.90	2.49
PepsiCo	Ruffles Potato Chips	Savory snacks			\$9,772	\$666	6.8%	2.3	2.6	2.7	9.9	1.46	1.61	1.75	2.01
Mars	M&Ms	Candy		✓	\$43,056	\$638	1.5%	7.0	7.2	6.7	24.8	1.41	1.54	1.41	1.71
Kellogg	Tiger Paws	Cereal			\$9,080	\$632	7.0%	4.9	4.6	4.0	16.3	1.71	1.71	1.46	1.82
Kellogg	Eggo Waffles Homestyle	Prepared meals		✓	\$15,328	\$624	4.1%	4.5	4.9	3.9	15.9	1.55	1.76	1.45	1.73
Post Consumer Brands	Dunkin Cereal	Cereal			\$3,901	\$595	15.3%	1.8	1.8	1.8	7.0	1.94	2.46	2.16	2.73
Kellogg	Frosted Flakes	Cereal	✓	✓	\$30,596	\$585	1.9%	36.4	45.6	39.8	35.7	1.16	1.35	2.33	1.85
Kellogg	Froot Loops	Cereal	✓	✓	\$19,693	\$568	2.9%	30.7	36.8	32.4	29.0	1.15	1.28	2.26	1.87
General Mills	Cinnamon Toast Crunch	Cereal	✓	✓	\$21,816	\$555	2.5%	15.3	18.4	15.8	25.3	1.06	1.31	1.86	1.77
PepsiCo	Cheetos Crunch Pop Mix	Savory snacks			\$21,559	\$540	2.5%	3.2	3.7	3.4	12.6	1.57	1.73	1.60	1.87
Unilever	Breyers Ice Cream	Sweet snacks/desserts			\$12,655	\$538	4.3%	4.8	5.1	4.2	16.0	2.08	2.47	2.06	2.28
PepsiCo	Naked Juices	Juice			\$5,438	\$525	9.7%	3.1	3.1	2.9	11.4	1.79	1.78	1.65	2.25
Campbell	Pepperidge Farm Goldfish	Savory snacks	✓		\$20,466	\$522	2.6%	28.2	32.8	27.8	27.5	1.21	1.53	2.53	1.85
PepsiCo	Tostitos Bite Size Rounds	Savory snacks			\$8,858	\$516	5.8%	2.7	3.1	2.8	10.7	1.60	1.81	1.52	1.81
Dannon	Silk Plant Milk	Milk - plant-based			\$14,221	\$515	3.6%	3.4	3.6	3.1	12.1	1.84	1.90	1.64	1.92

*Includes all brands with >\$100,000 in advertising on Black-targeted TV in 2021 and Black:White adult targeted indices of 100 or more, sorted by advertising spending on Black-targeted TV **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Shading Indicates Black:White targeted ratios of 2.0 or higher (Blacker viewers saw at least twice as many ads as White viewers in the same age group)

TABLE A4. BRANDS TARGETED TO BLACK CONSUMERS IN 2021 (CONTINUED)

						Black-targeted TV		TV ad exposure: Black viewers							
								Avg # of ads viewed				Black:White targeted ratios**			
Company	Brand*	Category	Child/teen targeted	Hispanic targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of TV spending	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Mars	Snickers	Candy		✓	\$30,737	\$505	1.6%	6.3	6.6	6.0	21.8	1.57	1.65	1.42	1.82
PepsiCo	Doritos Tortilla Chips	Savory snacks			\$7,494	\$492	6.6%	2.3	2.9	2.6	9.5	1.50	1.84	1.46	1.75
PepsiCo	Cheetos	Savory snacks		✓	\$23,129	\$478	2.1%	3.1	3.4	2.8	11.3	1.56	1.93	1.57	1.84
Kellogg	Sunshine Cheez-It Grooves	Savory snacks			\$5,696	\$475	8.3%	2.5	2.5	2.4	9.7	1.55	1.82	1.73	1.93
PepsiCo	Lipton Iced Tea	Other sugary drinks			\$5,091	\$475	9.3%	1.3	1.5	1.3	4.5	2.08	2.26	1.82	2.18
Dannon	Evian	Water			\$3,070	\$472	15.4%	2.1	2.3	1.8	6.7	3.32	3.13	2.32	3.48
Mondelez	Ritz Crackers	Savory snacks		✓	\$44,509	\$465	1.0%	7.5	8.1	6.7	26.1	1.60	1.92	1.49	1.78
Kellogg	Pringles Potato Chips	Savory snacks			\$19,151	\$460	2.4%	4.3	4.8	3.8	14.7	1.56	1.66	1.40	1.78
Ferrero	Trolli	Candy			\$5,053	\$446	8.8%	2.5	2.5	2.6	9.2	1.85	1.82	1.67	2.19
Campbell	Snyders of Hanover Pretzels	Savory snacks			\$9,125	\$444	4.9%	3.5	3.9	3.3	11.8	1.61	2.03	1.71	1.98
PepsiCo	Propel	Other diet drinks			\$6,586	\$435	6.6%	2.6	3.2	3.1	11.5	1.59	1.75	1.50	1.86
Unilever	Klondike Ice Cream	Sweet snacks/desserts			\$10,044	\$431	4.3%	3.4	3.8	3.0	11.3	2.20	2.46	1.93	2.29
Tyson	Jimmy Dean Entrees	Prepared meals			\$17,093	\$413	2.4%	6.5	6.5	5.7	21.8	1.61	1.74	1.49	1.72
Mars	Wrigley's Extra	Gum/mints		✓	\$23,430	\$398	1.7%	5.7	6.3	5.6	21.2	1.41	1.66	1.43	1.75
Ferrero	Kinder Joy	Candy		✓	\$13,587	\$395	2.9%	3.0	3.3	2.5	9.4	1.65	1.86	1.54	1.81
Kellogg	Morningstar Farms Veggie Burger	Prepared meals			\$7,099	\$387	5.5%	2.7	2.7	2.2	8.9	1.73	1.82	1.52	1.85
PepsiCo	Mtn Dew Diet	Diet soda			\$7,233	\$386	5.3%	3.3	3.3	3.3	11.6	1.97	1.86	1.73	1.99

*Includes all brands with >\$100,000 in advertising on Black-targeted TV in 2021 and Black:White adult targeted indices of 100 or more, sorted by advertising spending on Black-targeted TV **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)
 Shading Indicates Black:White targeted ratios of 2.0 or higher (Blacker viewers saw at least twice as many ads as White viewers in the same age group)

Appendix A. Supplemental Tables

TABLE A4. BRANDS TARGETED TO BLACK CONSUMERS IN 2021 (CONTINUED)

						Black-targeted TV		TV ad exposure: Black viewers							
								Avg # of ads viewed				Black:White targeted ratios**			
Company	Brand*	Category	Child/teen targeted	Hispanic targeted	Total TV ad spending (\$000)	Ad spending (\$000)	% of TV spending	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Ferrero	Nutella	Condiments/food prep		✓	\$23,818	\$381	1.6%	5.0	5.3	4.3	15.9	1.70	1.93	1.51	1.80
Ferrero	Sweetarts	Candy			\$5,064	\$348	6.9%	2.0	2.2	2.3	8.1	1.40	1.56	1.58	1.87
Unilever	Lipton Iced Tea	Other sugary drinks			\$3,987	\$334	8.4%	1.7	2.1	1.6	6.2	2.08	2.43	1.73	2.38
Mars	Skittles	Candy		✓	\$14,290	\$330	2.3%	4.2	4.6	4.1	15.0	1.48	1.72	1.44	1.75
Unilever	Knorr Rice Sides	Prepared meals			\$7,069	\$312	4.4%	2.3	2.4	2.2	8.7	2.08	2.41	2.05	2.29
Unilever	Talenti	Sweet snacks/desserts			\$9,826	\$295	3.0%	2.8	2.9	2.4	9.7	1.95	2.23	1.87	2.12
Ferrero	Famous Amos	Sweet snacks/desserts			\$5,211	\$279	5.4%	1.7	1.7	1.7	6.2	1.28	1.41	1.33	1.74
Dannon	Oikos	Yogurt			\$11,782	\$273	2.3%	2.5	2.4	2.1	8.2	1.85	1.81	1.56	1.83
Kellogg	Bear Naked Granola	Sweet snacks/desserts			\$4,463	\$269	6.0%	2.2	2.3	1.9	7.5	1.64	1.59	1.33	1.77
General Mills	Lucky Charms	Cereal	✓	✓	\$12,123	\$269	2.2%	10.5	12.4	10.2	12.3	0.99	1.35	2.05	1.69
Nestle	Hot Pockets	Prepared meals		✓	\$9,356	\$263	2.8%	3.8	3.9	4.0	13.2	1.62	1.84	1.76	1.90
General Mills	Old El Paso Taco Shells	Condiments/food prep			\$5,224	\$244	4.7%	2.3	2.4	2.0	7.3	1.43	1.58	1.39	1.70
Hershey	Cadbury	Candy			\$8,217	\$241	2.9%	3.8	3.7	3.3	11.6	1.74	1.93	1.69	1.75
Kellogg	Kelloggs Cereal	Cereal			\$4,649	\$237	5.1%	1.3	1.8	1.2	4.6	1.26	1.53	1.22	1.71
PepsiCo	Lays Kettle-Cooked	Savory snacks		✓	\$4,186	\$228	5.4%	1.4	1.6	1.4	5.7	1.51	1.74	1.50	1.77
Dannon	Two Good Yogurt	Yogurt			\$5,408	\$226	4.2%	1.1	1.2	1.1	4.3	1.78	1.98	1.70	1.94
Nestle	Stouffers Entrees	Prepared meals			\$15,991	\$226	1.4%	7.1	7.5	6.0	21.8	1.88	2.14	1.65	1.92

*Includes all brands with >\$100,000 in advertising on Black-targeted TV in 2021 and Black:White adult targeted indices of 100 or more, sorted by advertising spending on Black-targeted TV **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Shading Indicates Black:White targeted ratios of 2.0 or higher (Blacker viewers saw at least twice as many ads as White viewers in the same age group)

Appendix A. Supplemental Tables

TABLE A4. BRANDS TARGETED TO BLACK CONSUMERS IN 2021 (CONTINUED)

Company	Brand*	Category	Child/teen targeted	Hispanic targeted	Total TV ad spending (\$000)	Black-targeted TV		TV ad exposure: Black viewers							
						Ad spending (\$000)	% of TV spending	Avg # of ads viewed				Black:White targeted ratios**			
								Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
PepsiCo	Tropicana Fruit Juices	Juice			\$3,516	\$225	6.4%	1.5	1.6	1.5	5.6	2.40	2.22	1.93	2.48
Mars	Twix	Candy		✓	\$12,277	\$220	1.8%	3.1	3.1	3.1	11.2	1.46	1.57	1.48	1.82
Kellogg	Special K Dipped Chocolate	Cereal			\$4,783	\$217	4.5%	1.8	2.1	1.5	6.1	1.54	1.82	1.45	1.78
Kellogg	Keebler Town House	Savory snacks			\$4,028	\$213	5.3%	1.8	1.9	1.7	6.8	1.49	1.61	1.44	1.78
Kellogg	Pringles Scorchin	Savory snacks			\$8,545	\$208	2.4%	2.0	2.4	1.9	7.6	1.60	1.75	1.43	1.82
Coca-Cola	AHA Bottled Water	Water			\$8,286	\$205	2.5%	1.5	1.8	1.6	5.7	1.47	1.77	1.39	1.73
Nestle	Carnation Breakfast	Milk - sweetened			\$11,883	\$202	1.7%	4.5	4.4	4.0	13.6	1.72	1.80	1.65	1.72
General Mills	Cinnamon Toast Crunch Churros	Cereal	✓	✓	\$8,976	\$201	2.2%	7.0	9.4	8.1	8.9	0.96	1.23	1.98	1.69
Unilever	Pure Leaf Iced Tea	Other diet drinks			\$3,636	\$191	5.2%	0.9	0.9	0.9	3.7	1.75	1.92	1.61	1.91
PepsiCo	Pepsi Mango	Regular soda		✓	\$5,584	\$190	3.4%	1.1	1.0	1.0	3.7	1.81	1.54	1.56	1.76
Kraft Heinz	Lunchables	Prepared meals	✓	✓	\$8,879	\$188	2.1%	12.4	14.5	11.2	10.9	1.08	1.38	2.17	1.58
Post Consumer Brands	Pebbles	Cereal	✓		\$7,677	\$187	2.4%	7.4	5.9	5.4	8.4	1.37	1.24	1.86	1.39
Nestle	Toll House Chocolate Morsels	Condiments/food prep			\$4,206	\$186	4.4%	1.3	1.4	1.2	5.0	1.29	1.56	1.40	1.75
PepsiCo	Lays Cheddar Jalapeno	Savory snacks		✓	\$4,692	\$185	3.9%	1.1	1.3	1.2	4.5	1.49	1.71	1.47	1.72
Mondelez	Triscuits	Savory snacks			\$9,346	\$183	2.0%	3.2	3.1	2.6	9.8	1.77	1.99	1.65	1.83
Dannon	Dannon Light & Fit	Yogurt			\$6,117	\$174	2.8%	1.8	1.9	1.5	6.1	1.73	1.82	1.53	1.90

*Includes all brands with >\$100,000 in advertising on Black-targeted TV in 2021 and Black:White adult targeted indices of 100 or more, sorted by advertising spending on Black-targeted TV **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Shading Indicates Black:White targeted ratios of 2.0 or higher (Blacker viewers saw at least twice as many ads as White viewers in the same age group)

Appendix A. Supplemental Tables

TABLE A4. BRANDS TARGETED TO BLACK CONSUMERS IN 2021 (CONTINUED)

Company	Brand*	Category	Child/teen targeted	Hispanic targeted	Total TV ad spending (\$000)	Black-targeted TV		TV ad exposure: Black viewers							
						Ad spending (\$000)	% of TV spending	Avg # of ads viewed				Black:White targeted ratios**			
								Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Kellogg	Special K Blueberry	Cereal		✓	\$7,112	\$168	2.4%	2.0	2.1	1.7	6.6	1.92	2.01	1.65	1.82
General Mills	Lucky Charms Galactic	Cereal	✓		\$5,772	\$160	2.8%	9.0	12.3	10.1	10.0	1.00	1.32	2.08	1.75
Dannon	Activia	Yogurt			\$7,150	\$156	2.2%	1.7	1.6	1.4	5.5	1.72	1.70	1.56	1.77
Mondelez	Oreo Thins	Sweet snacks/desserts		✓	\$10,923	\$154	1.4%	2.2	2.3	2.1	7.6	1.76	1.94	1.70	1.84
Kellogg	Apple Jacks	Cereal			\$3,395	\$151	4.4%	1.3	1.3	1.2	4.8	1.65	1.71	1.40	1.76
Mondelez	Sour Patch Kids	Candy		✓	\$11,541	\$150	1.3%	2.2	2.4	2.1	8.4	1.64	1.77	1.46	1.71
PepsiCo	Pepsi Wild Cherry	Regular soda			\$7,681	\$141	1.8%	1.6	1.7	1.5	5.2	1.78	1.73	1.44	1.74
General Mills	Cheerios Oat Crunch	Cereal		✓	\$6,577	\$136	2.1%	1.5	1.5	1.2	4.7	1.56	1.61	1.33	1.84
Tyson Foods	Hillshire Farms	Meat			\$5,730	\$122	2.1%	1.4	1.5	1.3	5.0	1.59	1.81	1.51	1.73
PepsiCo	Tostitos Scoops!	Savory snacks		✓	\$3,112	\$116	3.7%	0.7	0.8	0.8	3.0	1.49	1.43	1.24	1.70
PepsiCo	Gatorade Zero	Other diet drinks			\$13,765	\$111	0.8%	1.9	2.4	2.3	9.1	1.49	1.61	1.40	1.89
Kraft Heinz	Kraft Macaroni & Cheese	Prepared meals	✓		\$7,137	\$105	1.5%	11.6	14.2	12.3	13.1	0.99	1.21	1.96	1.55

*Includes all brands with >\$100,000 in advertising on Black-targeted TV in 2021 and Black:White adult targeted indices of 100 or more, sorted by advertising spending on Black-targeted TV **Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Shading Indicates Black:White targeted ratios of 2.0 or higher (Blacker viewers saw at least twice as many ads as White viewers in the same age group)

Source: Analysis of 2017 and 2021 Nielsen data (Nielsen Global Media)

Appendix A. Supplemental Tables

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Hershey	Reese's Peanut Butter Cups	Candy		\$81,334	13.6	13.7	12.8	41.9	0.32	0.33	0.31	16.7	18.3	16.0	60.3	1.41	1.61	1.33	1.62
Keurig Dr Pepper	Dr Pepper Regular	Regular soda	✓	\$79,176	2.7	2.9	3.0	7.2	0.37	0.40	0.41	2.2	2.8	2.4	7.9	0.68	0.90	0.73	1.04
Hershey	Kit Kat	Candy		\$69,850	16.1	15.9	14.5	50.6	0.32	0.31	0.29	19.0	21.4	18.0	71.6	1.38	1.67	1.31	1.60
Hershey	Hershey's Candy Bar	Candy		\$53,223	12.2	12.1	10.8	37.9	0.32	0.32	0.28	14.6	16.5	14.0	53.1	1.39	1.71	1.41	1.56
Campbell	Campbells Soups	Prepared meals		\$40,408	6.5	6.2	6.0	19.2	0.34	0.33	0.31	8.5	8.8	7.1	27.1	1.36	1.53	1.24	1.48
Wonderful	Wonderful Pistachios	Nuts		\$26,150	4.0	3.8	3.9	12.4	0.32	0.31	0.31	4.8	4.5	4.3	15.1	1.25	1.26	1.18	1.27
Kraft Heinz	Kraft Cheese	Other dairy		\$23,681	6.6	6.6	6.7	20.5	0.32	0.32	0.33	8.7	8.7	8.3	29.8	1.29	1.32	1.22	1.43
Kellogg	Raisin Bran	Cereal		\$22,620	4.3	4.3	4.0	14.1	0.30	0.30	0.28	6.5	6.7	5.5	22.5	1.54	1.63	1.38	1.63
Keurig Dr Pepper	Dr Pepper Zero	Diet soda		\$21,603	1.1	1.3	1.3	4.2	0.27	0.31	0.31	1.4	1.5	1.6	6.2	1.20	1.21	1.24	1.57
Coca-Cola	Coca-Cola Zero Cherry	Diet soda		\$21,548	0.4	0.4	0.5	1.2	0.30	0.32	0.38	0.4	0.4	0.5	1.5	0.86	0.92	0.90	1.16
Coca-Cola	Powerade	Other sugary drinks	✓	\$20,455	0.3	0.3	0.4	0.9	0.30	0.31	0.41	0.2	0.2	0.3	0.9	0.61	0.74	0.77	0.99
Nestle	Digiorno Pizza	Prepared meals		\$20,364	5.0	4.8	4.8	15.3	0.33	0.31	0.31	6.9	6.5	6.0	21.7	1.44	1.43	1.27	1.43
Hershey	Hershey's Kisses	Candy		\$18,355	4.8	4.9	4.4	14.2	0.34	0.35	0.31	5.3	6.6	4.9	18.8	1.19	1.55	1.17	1.42
Coca-Cola	Glaceau Smartwater	Water		\$18,332	2.2	2.5	2.5	7.4	0.30	0.34	0.34	3.1	3.6	3.2	11.6	1.30	1.45	1.28	1.56
PepsiCo	Doritos 3D	Savory snacks		\$17,796	1.6	1.7	1.6	5.3	0.29	0.32	0.31	2.0	2.4	2.4	8.3	1.36	1.47	1.55	1.69
Campbell	V8 Vegetable Juice	Juice		\$17,540	2.9	2.9	2.6	9.1	0.32	0.32	0.29	4.2	4.4	3.3	13.1	1.42	1.65	1.26	1.48

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Appendix A. Supplemental Tables

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021 (CONTINUED)

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Tyson	Tyson Chicken	Meat		\$16,889	3.3	3.1	3.0	10.4	0.32	0.30	0.28	4.9	4.8	4.0	16.2	1.59	1.68	1.39	1.62
Nestle	Gerber Baby Food	Baby food		\$14,467	4.7	4.2	4.1	12.6	0.37	0.33	0.33	6.4	6.2	5.5	20.3	1.45	1.60	1.39	1.66
Ferrero	Ferrero Rocher	Candy		\$13,588	4.1	4.0	3.7	10.5	0.39	0.38	0.35	4.7	5.9	4.5	16.8	1.12	1.48	1.22	1.67
Kellogg	Frosted Mini-Wheats	Cereal		\$13,243	2.6	2.6	2.5	8.6	0.30	0.31	0.29	3.9	4.1	3.4	13.1	1.37	1.52	1.32	1.49
Mars	Kind Bar	Sweet snacks/ desserts		\$13,041	3.1	3.2	3.2	10.4	0.29	0.31	0.31	4.6	5.0	4.4	16.8	1.52	1.63	1.37	1.69
Hershey	Twizzlers	Candy		\$12,954	3.9	3.9	3.6	12.1	0.32	0.33	0.30	5.0	5.8	5.2	17.9	1.49	1.82	1.60	1.66
Kraft Heinz	Ore-Ida	Prepared meals		\$11,852	3.3	3.3	3.4	10.7	0.31	0.31	0.31	4.5	4.6	4.6	16.3	1.34	1.38	1.33	1.51
Coca-Cola	Simply Almond Milk	Milk - plant-based		\$11,549	2.7	2.6	2.6	9.1	0.30	0.29	0.29	3.7	3.7	3.4	12.9	1.34	1.44	1.30	1.42
Tyson	Jimmy Dean Sausage	Meat		\$11,242	2.5	2.5	2.3	7.8	0.32	0.32	0.29	3.7	3.9	3.0	12.3	1.54	1.76	1.37	1.68
Unilever	Lipton Tea	Coffee/tea		\$10,954	1.8	1.8	1.6	5.9	0.31	0.30	0.26	2.4	2.8	2.4	8.4	1.30	1.71	1.56	1.51
Coca-Cola	Gold Peak	Other sugary drinks		\$10,494	1.7	1.8	1.8	5.4	0.31	0.33	0.33	1.9	2.4	2.5	7.6	1.04	1.36	1.39	1.37
Kraft Heinz	Heinz Ketchup	Condiments/ food prep		\$10,471	2.3	2.3	2.4	7.6	0.31	0.30	0.31	2.9	3.0	2.9	10.8	1.20	1.24	1.17	1.38
Coca-Cola	Coke Diet	Diet soda		\$9,798	2.4	2.4	2.6	7.8	0.30	0.31	0.33	2.8	3.4	3.3	11.1	1.14	1.46	1.35	1.43
Kraft Heinz	Classico Pasta Sauce	Condiments/ food prep		\$9,641	2.4	2.3	2.3	7.6	0.31	0.30	0.31	3.1	3.0	3.0	11.0	1.24	1.25	1.22	1.41
Mars	Starburst	Candy		\$9,363	2.6	2.7	2.7	8.6	0.30	0.31	0.32	3.9	4.2	4.2	14.1	1.36	1.56	1.54	1.68
Hershey	York Peppermint Pattie	Candy		\$8,878	2.4	2.5	2.1	7.1	0.34	0.36	0.30	2.8	3.6	2.6	9.7	1.25	1.76	1.32	1.51

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021 (CONTINUED)

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
PepsiCo	Bubly	Water		\$8,733	1.5	1.5	1.6	5.3	0.29	0.28	0.29	1.7	2.1	2.0	7.1	1.02	1.43	1.28	1.35
Unilever	Pure Leaf Iced Tea	Other sugary drinks		\$8,004	1.2	1.2	1.3	4.6	0.26	0.27	0.28	1.9	2.0	1.8	7.1	1.52	1.69	1.51	1.64
Mars	Bens Rice	Prepared meals		\$7,622	1.8	1.8	2.0	6.2	0.30	0.30	0.32	2.7	2.8	2.6	10.0	1.41	1.46	1.26	1.61
General Mills	Chex Mix	Savory snacks		\$7,521	2.0	2.0	1.6	4.7	0.42	0.43	0.34	2.0	2.7	1.8	6.5	0.87	1.26	1.12	1.33
Kraft Heinz	Velveeta Shells & Cheese	Prepared meals		\$7,300	1.6	1.6	1.6	5.2	0.32	0.30	0.31	2.3	2.2	2.0	7.8	1.42	1.40	1.21	1.48
Nestle	Lean Cuisine	Prepared meals		\$7,156	1.8	1.7	1.7	5.8	0.31	0.30	0.30	3.3	2.9	2.6	9.3	1.86	1.74	1.46	1.57
PepsiCo	Pearl Milling Pancake Mix	Condiments/food prep		\$6,410	1.1	1.1	1.1	3.5	0.30	0.31	0.31	1.1	1.3	1.1	4.4	1.11	1.25	1.07	1.25
Hershey	Almond Joy	Candy		\$6,186	1.7	1.6	1.5	5.4	0.31	0.30	0.29	2.3	2.5	2.1	8.2	1.48	1.78	1.46	1.62
PepsiCo	Tostitos Tortilla Chips	Savory snacks		\$6,026	0.7	0.7	0.6	2.3	0.32	0.31	0.28	0.8	0.9	0.8	3.1	0.99	1.22	1.10	1.33
General Mills	Progresso	Prepared meals		\$5,825	1.2	1.1	1.0	3.5	0.35	0.32	0.27	1.8	1.8	1.3	5.4	1.52	1.67	1.32	1.57
Nestle	Life Cuisine	Prepared meals		\$5,744	1.7	1.7	1.6	4.9	0.34	0.34	0.32	2.3	2.3	2.1	7.5	1.35	1.49	1.36	1.63
Kraft Heinz	Oscar Mayer Luncheon Meat	Meat		\$5,694	1.7	1.6	1.7	5.4	0.31	0.30	0.31	2.3	2.1	2.0	7.7	1.27	1.27	1.13	1.39
Kellogg	Morningstar Farms Incogmeato	Prepared meals		\$5,561	1.0	1.0	1.0	3.3	0.30	0.32	0.30	1.5	1.6	1.4	5.3	1.46	1.51	1.37	1.63
Kraft Heinz	Colliders Pudding	Sweet snacks/ desserts		\$5,437	0.9	0.8	0.9	2.8	0.32	0.29	0.30	1.2	1.2	1.2	4.5	1.29	1.49	1.44	1.64
Campbell	Cape Cod Potato Chips	Savory snacks		\$5,400	0.9	0.9	0.9	3.3	0.29	0.27	0.27	1.0	1.0	1.0	3.8	1.16	1.33	1.14	1.20

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Appendix A. Supplemental Tables

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021 (CONTINUED)

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
PepsiCo	Quaker Life	Cereal		\$5,336	1.9	1.7	1.5	5.6	0.34	0.31	0.28	1.9	2.0	1.6	6.1	0.96	1.15	0.96	1.03
PepsiCo	Tropicana Pure Premium Juices	Juice		\$5,270	1.1	1.0	1.0	3.5	0.32	0.27	0.28	1.6	1.4	1.1	4.4	1.42	1.47	1.08	1.19
Keurig Dr Pepper	Dr Pepper Diet	Diet soda		\$5,239	0.2	0.2	0.2	0.7	0.34	0.36	0.36	0.2	0.2	0.2	0.7	0.67	0.81	0.74	1.13
PepsiCo	Cap'n Crunch	Cereal		\$5,212	1.6	1.7	1.7	5.0	0.31	0.34	0.33	2.1	2.3	2.1	7.7	1.28	1.29	1.21	1.56
Kellogg	Kashi Cereal	Cereal		\$5,141	1.2	1.2	1.2	4.5	0.27	0.27	0.27	1.8	1.6	1.6	6.7	1.37	1.38	1.36	1.49
Kellogg	Rice Krispies	Cereal	✓	\$4,810	27.0	31.1	17.7	10.7	2.54	2.92	1.66	32.7	39.7	35.7	20.0	1.15	1.28	2.45	2.04
Coca-Cola	Coca-Cola Cherry Vanilla	Regular soda		\$4,501	0.4	0.4	0.5	1.4	0.27	0.32	0.35	0.6	0.7	0.7	2.2	1.64	1.66	1.55	1.66
Kraft Heinz	Velveeta Cheese	Other dairy		\$4,443	1.0	1.0	1.0	3.3	0.32	0.31	0.32	1.4	1.4	1.2	4.6	1.24	1.33	1.10	1.39
Kraft Heinz	Creative Roots Fruit Juice	Juice	✓	\$4,430	14.3	15.4	8.6	6.8	2.11	2.28	1.28	16.1	19.8	17.2	11.5	1.04	1.27	2.34	1.75
Kraft Heinz	Oscar Mayer Hot Dogs	Meat		\$4,206	1.2	1.2	1.2	3.7	0.33	0.32	0.33	1.6	1.6	1.6	5.7	1.30	1.30	1.22	1.48
Coca-Cola	Powerade Power Water	Other diet drinks	✓	\$4,100	0.2	0.3	0.3	0.7	0.29	0.39	0.41	0.4	0.4	0.3	1.0	1.86	2.05	1.20	1.56
Coca-Cola	Powerade Zero	Other diet drinks		\$3,866	0.1	0.1	0.1	0.2	0.30	0.29	0.38	0.0	0.0	0.1	0.2	0.44	0.54	0.64	0.88
Kraft Heinz	Oscar Mayer Foods	Meat		\$3,729	0.7	0.7	0.8	2.6	0.28	0.29	0.31	1.1	1.1	1.1	4.0	1.36	1.43	1.34	1.60
Tyson	Ball Park Hot Dogs	Meat		\$3,712	0.8	0.9	0.8	2.5	0.33	0.34	0.32	1.2	1.4	1.2	4.2	1.52	1.94	1.58	1.82

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Appendix A. Supplemental Tables

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021 (CONTINUED)

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Hershey	Heath	Candy		\$3,705	1.3	1.1	1.0	3.6	0.35	0.30	0.27	1.7	1.8	1.5	5.7	1.57	1.98	1.56	1.66
General Mills	Big G Cereal	Cereal		\$3,611	0.8	0.9	0.8	2.5	0.30	0.34	0.33	1.1	1.1	1.1	3.6	1.23	1.23	1.17	1.33
Nestle	Nesquik Milk	Milk - sweetened		\$3,606	0.9	1.0	1.0	3.1	0.30	0.33	0.32	1.2	1.5	1.4	4.9	1.17	1.46	1.40	1.62
Kellogg	Morningstar Farms Entrees	Prepared meals		\$3,535	1.1	1.0	0.8	3.2	0.33	0.30	0.25	1.6	1.4	1.2	5.3	1.43	1.51	1.44	1.65
Kraft Heinz	Mio Drink Mix	Other diet drinks		\$3,451	1.0	1.0	1.1	3.4	0.30	0.30	0.33	1.4	1.4	1.4	5.1	1.23	1.35	1.26	1.45
PepsiCo	Pepsi Soft Drinks	Soda brand	✓	\$3,396	0.1	0.1	0.1	0.3	0.48	0.56	0.51	0.1	0.1	0.1	0.3	0.90	0.79	0.62	1.00
Hershey	Rolo	Candy		\$3,380	1.2	1.1	0.9	3.2	0.37	0.35	0.28	1.5	1.6	1.2	4.7	1.48	1.93	1.54	1.74
Kraft Heinz	Lunchables 100% Juice	Prepared meals	✓	\$3,287	19.6	20.5	11.1	6.6	2.95	3.09	1.67	21.9	26.3	22.9	12.4	1.02	1.24	2.46	2.02
Coca-Cola	Glaceau Vitaminwater	Other sugary drinks		\$3,256	0.9	1.0	1.0	2.9	0.30	0.33	0.34	1.0	1.3	1.3	4.4	1.21	1.30	1.32	1.49
Kraft Heinz	Capri Sun 100% Juice	Juice	✓	\$3,162	6.9	7.5	4.5	4.1	1.68	1.82	1.10	7.6	9.1	7.9	7.1	1.02	1.22	2.11	1.81
Hershey	Reese's Take5	Candy		\$3,115	0.8	0.8	0.7	2.4	0.33	0.34	0.29	0.9	1.0	0.8	3.3	1.37	1.56	1.27	1.64
Wonderful	Fiji Bottled Water	Water		\$3,077	1.1	1.0	1.1	3.2	0.34	0.32	0.34	1.0	1.2	1.4	4.2	1.01	1.25	1.37	1.36
PepsiCo	Lifewtr	Water		\$2,907	0.2	0.2	0.2	0.8	0.28	0.28	0.27	0.3	0.3	0.3	1.0	1.30	1.40	1.09	1.31
Kraft Heinz	Kraft Macaroni & Cheese Cups	Prepared meals		\$2,898	0.4	0.4	0.4	1.1	0.31	0.36	0.36	0.5	0.6	0.5	1.8	1.22	1.56	1.19	1.57

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40
 ***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Appendix A. Supplemental Tables

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021 (CONTINUED)

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Campbell	Prego Pasta Sauce	Condiments/ food prep		\$2,734	0.7	0.6	0.6	2.1	0.32	0.28	0.27	1.0	0.9	0.9	3.4	1.53	1.64	1.68	1.75
PepsiCo	Lays Flamin Hot	Savory snacks		\$2,696	0.7	0.7	0.7	2.2	0.32	0.30	0.30	1.1	1.0	1.0	3.6	1.50	1.70	1.52	1.69
PepsiCo	Tostitos Hint of Lime	Savory snacks		\$2,511	0.8	0.7	0.7	2.6	0.31	0.28	0.27	1.1	1.1	1.0	4.2	1.37	1.55	1.38	1.69
Kraft Heinz	Bagel Bites	Prepared meals		\$2,480	0.7	0.7	0.8	2.3	0.30	0.32	0.34	1.1	1.0	1.0	3.5	1.46	1.40	1.29	1.51
Coca-Cola	Simply Fruit Drinks	Other sugary drinks		\$2,445	0.9	0.9	0.8	2.5	0.34	0.34	0.31	1.1	1.0	0.9	3.3	1.30	1.26	1.27	1.32
Unilever	Dove Consumer	Company		\$2,412	0.3	0.3	0.2	0.8	0.36	0.41	0.30	0.4	0.4	0.3	1.3	1.60	1.50	1.68	1.94
Campbell	Late July Snacks	Savory snacks		\$2,332	0.5	0.5	0.6	1.7	0.30	0.31	0.34	0.8	0.9	0.9	2.8	1.47	1.83	1.70	1.81
Kraft Heinz	Devour Entrees	Prepared meals		\$2,325	0.5	0.6	0.5	1.7	0.31	0.36	0.28	0.5	0.4	0.4	1.4	0.72	0.60	0.69	0.69
Tyson	Tyson Entrees	Prepared meals		\$2,085	0.5	0.5	0.5	1.4	0.36	0.39	0.34	0.7	0.9	0.6	2.4	1.66	2.08	1.59	1.96
Kellogg	Pop-Tarts Crisps	Sweet snacks/ desserts	✓	\$1,719	13.0	13.1	7.2	4.7	2.79	2.80	1.54	16.0	17.3	15.8	9.2	1.13	1.31	2.69	2.11
Ferrero	TicTac	Gum/mints		\$1,622	0.5	0.5	0.5	1.6	0.31	0.31	0.33	0.6	0.8	0.8	2.6	1.24	1.53	1.65	1.71
PepsiCo	Mtn Dew Energy Drink	Energy drink		\$1,614	0.1	0.1	0.1	0.3	0.30	0.30	0.32	0.2	0.2	0.2	0.7	3.24	3.23	2.79	3.64
Campbell	Pepperidge Farm Cookies	Sweet snacks/ desserts		\$1,530	0.4	0.5	0.5	1.5	0.30	0.30	0.33	0.7	0.7	0.9	2.4	1.77	1.54	2.02	1.67

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Appendix A. Supplemental Tables

TABLE A5. ALL OTHER HIGHLY ADVERTISED BRANDS IN 2021 (CONTINUED)

					TV ad exposure: All viewers							TV ad exposure: Black viewers							
					Avg # of ads viewed				Youth-targeted ratios**			Avg # of TV ads viewed				Black:White targeted ratios***			
Company	Brand*	Category	Child/teen targeted	Total TV ad spending (\$000)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler: adult	Child:adult	Teen:adult	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Conagra	Healthy Choice	Prepared meals		\$1,476	0.7	0.5	0.5	1.4	0.49	0.35	0.33	0.6	0.5	0.5	1.6	0.96	0.99	0.96	1.16
Keurig Dr Pepper	Snapple Fruit Drinks	Other sugary drinks		\$1,328	0.4	0.4	0.4	1.3	0.27	0.32	0.33	0.6	0.6	0.7	2.3	1.55	1.45	1.55	1.71
PepsiCo	Sodastream Bubly	Water		\$1,312	0.1	0.1	0.1	0.4	0.33	0.28	0.28	0.1	0.1	0.1	0.4	0.82	1.26	1.01	1.05
Kraft Heinz	Maxwell House	Coffee/tea		\$1,292	0.0	0.0	0.0	0.1	0.27	0.23	0.22	0.0	0.0	0.0	0.1	1.12	1.03	1.03	0.68
Kraft Heinz	Philadelphia Desserts	Sweet snacks/ desserts		\$1,284	0.2	0.2	0.2	0.6	0.32	0.31	0.30	0.2	0.3	0.3	1.0	1.28	1.63	1.56	1.74
Kraft Heinz	Oscar Mayer P3 Snacks	Savory snacks		\$1,277	0.2	0.2	0.2	0.7	0.23	0.28	0.34	0.2	0.4	0.2	0.8	1.32	2.05	0.64	1.13
Kraft Heinz	Kool-Aid Jammers	Other diet drinks	✓	\$1,175	7.9	8.1	4.6	2.6	3.08	3.16	1.79	8.4	9.5	8.3	4.4	0.99	1.16	2.22	1.86
Campbell	Snack Factory Pretzels	Savory snacks		\$1,144	0.3	0.3	0.3	0.9	0.32	0.32	0.30	0.3	0.5	0.5	1.6	1.18	1.70	1.76	1.84
Wonderful	Pom Wonderful Fruit Juices	Juice		\$790	0.2	0.2	0.2	0.6	0.34	0.33	0.36	0.2	0.2	0.2	0.6	0.85	0.98	0.93	0.98
Coca-Cola	Coca-Cola	Soda brand		\$733	0.1	0.1	0.0	0.1	0.52	0.51	0.31	0.0	0.0	0.0	0.0	1.13	1.32	0.73	1.16
Mars	Wrigley Gum	Gum/mints		\$732	0.1	0.1	0.1	0.4	0.27	0.15	0.26	0.1	0.1	0.1	0.3	0.97	0.96	0.78	0.66
Dannon	Danimals	Yogurt	✓	\$677	3.7	4.2	2.1	1.3	2.98	3.37	1.70	3.5	4.9	3.4	1.8	0.84	1.10	1.88	1.50

*Includes all brands that spent >\$500,000 in TV advertising in 2021 that did not qualify as Hispanic-targeted or Black-targeted, sorted by TV advertising spending **TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

***Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Source: Analysis of 2017 and 2021 Nielsen data (Nielsen Global Media)

Appendix A. Supplemental Tables

TABLE A6. TOP FOOD AND BEVERAGE COMPANIES: AD SPENDING BY CATEGORY IN 2017 AND 2021

Category*	Total TV ad spending		Spanish-language TV ad spending				Black-targeted TV ad spending			
	2017 (\$000)	2021 (\$000)	2017 (\$000)	2021 (\$000)	% of TV ad spending (2017)	% of TV ad spending (2021)	2017 (\$000)	2021 (\$000)	% of TV ad spending (2017)	% of TV ad spending (2021)
Top advertisers (total)**	\$3,622,849	\$2,976,726	\$326,163	\$264,635	9.0%	8.9%	\$97,180	\$70,633	2.7%	2.4%
Candy	\$570,327	\$496,109	\$37,495	\$24,556	6.6%	4.9%	\$15,126	\$13,525	2.7%	2.7%
Savory snacks	\$403,446	\$366,027	\$44,439	\$44,416	11.0%	12.1%	\$7,216	\$10,639	1.8%	2.9%
Cereal	\$133,175	\$329,782	\$9,701	\$50,003	7.3%	15.2%	\$767	\$8,644	0.6%	2.6%
Regular soda/soda brands	\$109,056	\$263,797	\$2,626	\$24,283	2.4%	9.4%	\$6,021	\$3,565	5.5%	1.3%
Sweet snacks/desserts	\$457,690	\$254,077	\$16,099	\$34,706	3.5%	13.7%	\$7,850	\$8,281	1.7%	3.3%
Prepared meals	\$491,440	\$227,552	\$99,307	\$12,631	20.2%	5.6%	\$14,031	\$4,748	2.9%	2.1%
Diet soda	\$60,677	\$219,984	\$12,676	\$10,828	20.9%	4.9%	\$874	\$1,232	1.4%	0.6%
Condiments/food prep	\$392,311	\$137,089	\$10,466	\$7,840	2.7%	5.7%	\$10,515	\$3,679	2.7%	2.7%
Energy drink	***	\$118,432		\$13,473		11.4%		\$5,342		4.5%
Other sugary drinks	\$223,844	\$108,670	\$36,228	\$50	16.2%	0.0%	\$3,441	\$2,500	1.5%	2.3%
Yogurt	\$113,335	\$59,423	\$6,028	\$7,276	5.3%	12.2%	\$4,562	\$1,270	4.0%	2.1%
Other dairy	\$92,303	\$47,781	\$10,109	\$2,704	11.0%	5.7%	\$7,072	\$831	7.7%	1.7%
Water	\$2,591	\$45,734	\$0	\$0	0.0%	0.0%	\$59	\$1,187	2.3%	2.6%
Gum/mints	\$206,207	\$40,713	\$17,841	\$9,829	8.7%	24.1%	\$6,391	\$725	3.1%	1.8%

*Sorted by TV ad spending in 2021 **Includes categories for highly advertised brands in 2017, and for all brands from the top advertisers in 2021 food", and "Company" are included in all other.

***In 2017, "Energy drinks" are included in "Other sugary drinks"; "Milk - plant-based and sweetened" or included in "Other dairy"; and "Meat", "Coffee/tea", "Baby"

Shading Indicates higher than average percent of TV ad spending

Appendix A. Supplemental Tables

TABLE A6. TOP FOOD AND BEVERAGE COMPANIES: AD SPENDING BY CATEGORY IN 2017 AND 2021 (CONTINUED)

Category*	Total TV ad spending		Spanish-language TV ad spending				Black-targeted TV ad spending			
	2017 (\$000)	2021 (\$000)	2017 (\$000)	2021 (\$000)	% of TV ad spending (2017)	% of TV ad spending (2021)	2017 (\$000)	2021 (\$000)	% of TV ad spending (2017)	% of TV ad spending (2021)
Nuts	\$9,774	\$40,244	\$0	\$1,596	0.0%	4.0%	\$356	\$289	3.6%	0.7%
Juice	\$99,334	\$40,203	\$6,773	\$0	6.8%	0.0%	\$3,607	\$906	3.6%	2.3%
Other diet drinks	\$15,753	\$36,579	\$1,741	\$10	11.1%	0.0%	\$185	\$826	1.2%	2.3%
Milk - plant-based	***	\$25,770		\$0		0.0%		\$756		2.9%
Milk - sweetened	***	\$23,751		\$8,240		34.7%		\$284		1.2%
Fruit and vegetables****	\$11,923	\$5	\$0	\$0	0.0%	0.0%	\$148	\$0	1.2%	0.0%
All other	\$229,665		\$14,633		6.4%		\$8,959		3.9%	
Meat	***	\$51,271		\$0		0.0%		\$1,066		2.1%
Coffee/tea	***	\$20,952		\$8,516		40.6%		\$58		0.3%
Baby food	***	\$14,467		\$0		0.0%		\$213		1.5%
Company	***	\$8,315		\$3,678		44.2%		\$67		0.8%

*Sorted by TV ad spending in 2021 **Includes categories for highly advertised brands in 2017 and for all brands from the top advertisers in 2021

In 2017, "Energy drinks" are included in "Other sugary drinks"; "Milk - plant-based and sweetened" or included in "Other dairy"; and "Meat", "Coffee/tea", "Baby" *Only fruit in 2017 and only vegetables in 2021

Shading Indicates higher than average percent of TV ad spending

Appendix A. Supplemental Tables

TABLE A7. TOP FOOD AND BEVERAGE COMPANIES: TV AD EXPOSURE BY CATEGORY IN 2021

Company	TV ad exposure: All viewers							Spanish-language TV ad exposure: Hispanic viewers				TV ad exposure: Black viewers							
	Avg # of ads viewed				Youth-targeted ratios*			Avg # of TV ads viewed				Avg # of TV ads viewed				Black:White targeted ratios**			
	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler :adult	Child:adult	Teen:adult	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Top advertisers (total)	695.6	719.4	597.8	1,587.6	0.44	0.45	0.38	272.8	204.1	180.5	357.8	918.5	1,024.8	898.9	2,524.2	1.32	1.50	1.60	1.69
Cereal	169.3	185.0	124.7	224.3	0.75	0.82	0.56	56.8	42.4	36.1	74.0	215.6	250.4	215.3	367.1	1.21	1.37	1.90	1.70
Candy	106.8	106.6	101.3	328.5	0.33	0.32	0.31	27.0	20.6	18.6	37.1	139.2	154.1	136.7	505.4	1.42	1.65	1.42	1.69
Prepared meals	86.7	87.1	66.9	161.3	0.54	0.54	0.41	16.5	12.4	10.9	20.6	112.0	121.8	104.8	255.3	1.27	1.44	1.67	1.63
Savory snacks	73.6	74.7	62.6	180.6	0.41	0.41	0.35	37.8	29.0	26.5	51.1	102.1	115.1	98.1	296.7	1.39	1.64	1.65	1.76
Sweet snacks/ desserts	60.2	61.2	52.3	149.3	0.40	0.41	0.35	38.5	29.0	25.3	50.3	85.5	93.0	82.7	252.1	1.43	1.62	1.69	1.84
Condiments/ food prep	26.9	26.9	25.3	81.1	0.33	0.33	0.31	9.3	6.9	6.2	12.6	36.9	40.0	34.5	128.2	1.38	1.58	1.39	1.65
Juice	28.0	29.6	19.7	32.4	0.86	0.91	0.61	0.0	0.0	0.0	0.0	34.4	39.6	34.1	53.8	1.16	1.35	1.95	1.73
Regular soda	17.0	18.3	19.0	53.3	0.32	0.34	0.36	13.3	11.1	10.3	19.7	22.5	25.9	24.2	84.5	1.35	1.49	1.31	1.70
Energy drink	14.1	15.2	16.8	48.6	0.29	0.31	0.35	6.5	5.2	5.0	10.2	19.5	22.3	23.0	79.8	1.33	1.50	1.40	1.77
Diet soda	14.1	14.7	15.5	44.9	0.31	0.33	0.34	7.9	6.2	5.8	11.4	16.7	18.4	17.1	61.2	1.22	1.33	1.14	1.45
Other sugary drinks	11.9	12.5	13.0	39.6	0.30	0.32	0.33	<0.1	<0.1	<0.1	<0.1	16.6	19.0	17.4	65.5	1.41	1.59	1.35	1.75
Yogurt	14.5	14.8	11.5	33.8	0.43	0.44	0.34	8.4	6.0	5.3	10.9	19.0	20.6	16.3	52.0	1.37	1.52	1.52	1.73
Other dairy	11.8	11.6	11.5	36.3	0.33	0.32	0.32	4.6	3.1	2.7	5.2	15.6	16.0	14.4	53.5	1.31	1.40	1.24	1.48
Meat	11.2	11.0	10.7	35.7	0.31	0.31	0.30	0.0	0.0	0.0	0.0	16.1	16.3	14.2	55.3	1.47	1.59	1.34	1.60
Other diet drinks	12.6	13.4	10.5	20.6	0.61	0.65	0.51	0.0	0.0	0.0	0.0	15.5	18.0	16.4	35.2	1.17	1.35	1.72	1.78

*TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

**Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38;; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Appendix A. Supplemental Tables

TABLE A7. TOP FOOD AND BEVERAGE COMPANIES: TV AD EXPOSURE BY CATEGORY IN 2021 (CONTINUED)

Company	TV ad exposure: All viewers							Spanish-language TV ad exposure: Hispanic viewers				TV ad exposure: Black viewers							
	Avg # of ads viewed				Youth-targeted ratios*			Avg # of TV ads viewed				Avg # of TV ads viewed				Black:White targeted ratios**			
	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)	Preschooler :adult	Child:adult	Teen:adult	Hispanic preschoolers (2-5 y)	Hispanic children (6-11 y)	Hispanic teens (12-17 y)	Hispanic adults (18-49 y)	Black preschoolers (2-5 y)	Black children (6-11 y)	Black teens (12-17 y)	Black adults (18-49 y)	Preschoolers (2-5 y)	Children (6-11 y)	Teens (12-17 y)	Adults (18-49 y)
Water	7.0	7.4	7.6	23.1	0.30	0.32	0.33	0.0	0.0	0.0	0.0	9.8	11.5	10.4	36.7	1.39	1.63	1.41	1.66
Gum/mints	6.7	6.8	6.9	22.6	0.30	0.30	0.31	10.7	8.2	6.9	14.0	9.6	10.5	9.7	35.6	1.43	1.63	1.45	1.69
Nuts	6.8	6.7	6.8	21.7	0.31	0.31	0.31	3.5	2.4	2.1	4.3	8.8	8.7	8.2	29.3	1.30	1.35	1.23	1.37
Milk - plant-based	5.0	5.0	4.8	16.4	0.30	0.30	0.29	0.0	0.0	0.0	0.0	7.0	7.2	6.5	25.0	1.54	1.63	1.44	1.62
Baby food	4.7	4.2	4.1	12.6	0.37	0.33	0.33	0.0	0.0	0.0	0.0	6.4	6.2	5.5	20.3	1.45	1.60	1.39	1.66
Milk - sweetened	3.9	3.9	3.6	11.7	0.34	0.33	0.31	14.7	10.0	8.8	16.6	5.7	5.9	5.4	18.5	1.57	1.70	1.57	1.69
Coffee/tea	1.9	1.8	1.6	6.1	0.31	0.30	0.26	13.6	8.9	7.6	15.1	2.4	2.8	2.4	8.5	1.30	1.71	1.56	1.51
Company	0.8	0.8	0.8	2.6	0.30	0.32	0.31	3.6	2.7	2.2	4.6	1.2	1.2	1.2	4.3	1.45	1.51	1.67	1.84
Soda brand	0.2	0.2	0.2	0.5	0.48	0.51	0.42	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.6	1.41	1.31	1.04	1.85
Vegetables	<0.1	<0.1	<0.1	<0.1				0.0	0.0	0.0	0.0	<0.1	<0.1	<0.1	<0.1				

*TV viewing time ratios in 2021: Preschooler:Adult = 0.71; Child:Adult = 0.52; Teen:Adult = 0.40

**Black:White viewer TV viewing time ratios in 2021: Preschoolers = 1.18; Children = 1.38;; Teens = 1.33; Adults = 1.44

Shading Indicates targeted indices >100 (i.e., targeted ratios > TV viewing time ratios)

Source: Analysis of 2017 and 2021 Nielsen data (Nielsen Global Media)