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RUDD REPORT



TRENDS IN TELEVISION FOOD ADVERTISING

Progress in Reducing Unhealthy
Marketing to Young People?

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EXECUTIVE SUMMARY

Television food advertising promotes primarily energy-dense nutrient-poor foods to young people and likely contributes to the obesity crisis, but few analyses have documented total youth exposure. The Rudd Center licensed data from The Nielsen Company to assess trends in television food advertising exposure from 2002 through 2008 among children, adolescents and African American youth.

Children's exposure to all food advertising declined by 4% during this period and declined by 12% from its peak in 2004. Unfortunately, adolescent exposure to all food advertising increased by 9% from 2002 to 2008, and the majority of this increase occurred from 2007 to 2008.

Substantial improvements occurred in both child and adolescent exposure to advertising for some food and beverage categories. Advertising declined for some primarily unhealthy food categories that have traditionally advertised extensively to young

people, including carbonated and other sweetened beverages, candy and sweet snacks; and advertising increased for some healthy categories.

The restaurant category, including both fast food and other restaurants, remains a significant cause for concern. Restaurant advertising to both children and adolescents increased from 2002 through 2008 (by 28% and 40%, respectively) to offset any positive changes in food and beverage product advertising.

African American youth also experienced a 9% increase in total food advertising exposure during the same period, and African Americans viewed 37% more food advertisements in 2008 as compared to all youth.

Continued monitoring of food marketing exposure is needed to assess the impact of recent pledges by U.S. food companies to reduce unhealthy marketing to children.



TRENDS IN TELEVISION FOOD ADVERTISING: Progress in Reducing Unhealthy Marketing to Young People?

Introduction

This report documents trends in child and adolescent exposure to television food advertising from 2002 to 2008, including exposure among African American youth. It expands upon recent studies that have reported gross rating points (GRPs) data licensed from The Nielsen Company (Nielsen) to assess television advertising exposure by food category and age group.¹⁻⁴ GRPs measure the actual number of advertisements viewed by a specific population (e.g., 2- to 11-year-olds) over a defined period of time (e.g., one year) across all types of programming. They are adjusted for the size of the population.¹ GRPs, therefore, provide a “per-capita” objective measure of advertising exposure and a means to compare relative exposure for different demographic groups. For example, GRPs can be used to assess how many advertisements the average 2- to 11-year-old child viewed for a specific food category in one year, and this number can be compared directly to the number of advertisements viewed by the average adult for the same category in that same year. The advertising industry also uses GRPs as a standard population-adjusted measure to assess audience exposure to advertising campaigns; and Nielsen is the syndicated research source most commonly used by advertisers.⁵

Previous studies assessed youth exposure to food advertising in 2004 based on GRPs.¹⁻⁴ The FTC found that the average 2- to 11-year-old child in the U.S. viewed 15 television food advertisements every day, or 5,500 for the year. Powell and colleagues examined food advertising GRPs for both children and adolescents and found that adolescents view only 5% fewer food ads than do children. These studies also document the categories of foods most commonly advertised to children and adolescents in 2004. Children viewed more cereal and restaurant advertising than any other category, followed by candy, snack foods, and yogurt. Adolescents most commonly saw advertisements for fast food restaurants, cereal, candy and beverages.

¹ GRPs for a specific demographic group are also referred to as target rating points (TRPs)

Powell and colleagues² found that African American adolescents viewed proportionately more food advertisements as compared to white adolescents; food advertisements comprised 28% of product advertising viewed by African American youth on television compared to 25% of ads viewed by white youth. Empirical evidence suggests that targeted food marketing may also be especially influential to minority youth.⁶⁻⁹ These trends are disturbing as African Americans in the U.S. face some of the highest risks of obesity and related diseases.¹⁰⁻¹²

Need for Continued Monitoring

It is important to continue to assess young people’s exposure to food advertising and to examine changes in exposure in recent years. Since 2004, food marketers have vowed to reduce the amount of unhealthy food marketing targeted to children. In 2006, under the Council of Better Business Bureau’s (CBBB) Children’s Food and Beverage Advertising Initiative (CFBAI), food companies pledged to either abstain from advertising or to advertise only “better-for-you” foods to children under the age of 12 years.¹³ To date, a total of 16 companies (representing an estimated 80% of all food marketing on children’s television) have joined the initiative.¹⁴ Pledges were scheduled to go into effect by January 2009, and a number of companies began to implement changes beginning in 2007.¹⁵

Some public health experts remain skeptical that food marketers will make the substantial changes in food marketing to youth that are required. In other domains, industry self-regulatory efforts appear to provide more positive public relations to the sponsoring industry than real public health benefits.¹⁶⁻²⁰ There is a risk that the current CFBAI pledges will also have limited impact on children’s health. Loopholes allow participating companies to abide by agreements without substantially reducing youth exposure to harmful food marketing. For example, the pledges limit advertising only in child-targeted media, most often defined as programming in which children



under age 12 years constitute 50% or more of the audience.¹⁴ However, children of this age comprise only 14% of the total viewing audience,²¹ and approximately half of their exposure to food advertising occurs on programming with a child audience composition under 50%.¹

As a result of limitations in the CFBAI pledges, participating food marketers may shift their advertising to non-children's programming and continue to expose children to a large volume of food advertising. Furthermore, the pledges limit advertising only to children under 12 years old, and food companies may increase marketing efforts to a somewhat older but equally vulnerable audience. Therefore, continued monitoring of child and adolescent exposure to food advertising is necessary to ensure that exposure to unhealthy food advertising does, in fact, decline. Researchers have not conducted comprehensive analyses of young people's television food advertising exposure since the pledges were announced.

The data presented in this report expand upon prior studies to include total exposure for the full year, exposure to advertising that occurred on both spot and national television across all types of programming, and year-to-year comparisons from 2002 through 2008 using the same metric.

Methods and Measures

We licensed annual GRP data from Nielsen for seven years from 2002 to 2008 for the following demographic groups: all 2- to 17-year-olds; all 2- to 11-year-olds; all 12- to 17-year-olds; and all 18- to 49-year-olds.²¹ The data include GRPs on national television (i.e. network, cable, and syndicated programming) and local (i.e., spot market) programming. Nielsen provided nationalized spot market GRPs to represent aggregated national exposure. The data also include GRPs for each of Nielsen's three food-related product industries (F100: food and food products; F200: confectionary, snacks, and soft drinks; and G330: quick serve and other restaurants) as well as GRPs for select product categories, including candy (excluding gum and mints); regular and diet carbonated beverages; cereal; crackers and savory snacks; juice and sports beverages; prepared meals; quick serve

restaurants (i.e., fast food); other restaurants; sweet snacks; yogurt; bottled water; fruits and vegetables; and other dairy (see Appendix A for specific products included in each category). These categories include the predominantly unhealthy categories traditionally advertised most often to children and adolescents¹⁻³ as well as other primarily healthy categories, and thus examine both positive and negative changes in food advertising.

The analysis combines data for Nielsen's three food-related product industries for a total measure of exposure to all food advertising. For ease of presentation, we also combined Nielsen's "food and food products" and "confectionary, snacks and soft drinks" industries into one "food and beverage products" grouping. The analysis also combines national and spot GRPs to measure total exposure to advertising on both local and national television for each age group and food category. We calculated average annual number of advertisements viewed for each demographic group by dividing total annual GRPs by 100. To calculate average daily number of advertisements viewed, we divided average annual advertisements by 365. These numbers provide average frequencies for all individuals within the demographic group. To compare level of exposure between age groups, we calculated ratios of child to adult (age 2-11/18-49) and adolescent to adult (age 12-17/18-49) GRPs.

This analysis also examines African American youth exposure separately. Nielsen could not provide spot market GRPs for African Americans; therefore GRPs for this demographic group include only exposure to advertising on national television (i.e., network, cable and syndicated programming). In addition, we licensed African American data for all youth, ages 2 to 17 years but did not obtain a breakdown for children versus adolescents. To provide a direct comparison to African American viewers, we also report total GRPs for national television only for all youth (ages 2-17 years). To measure comparative exposure for African American youth, we calculated a GRP ratio for African American youth (ages 2 to 17 years) to all youth (ages 2 to 17 years). Appendix B provides GRP data by category for all years and demographic groups measured.



Results

Figure 1 presents exposure by age group to all food industry advertising from 2002 to 2008.ⁱⁱ During this period, overall child exposure to food advertising declined by 4%. This reduction translates to less than one-half fewer food ads per day: from 12.9 ads per day in 2002 to 12.3 in 2008. Of note, children's food advertising exposure appeared to peak in 2004 at an average exposure of 14.0 ads per day; during 2004, children viewed 9% more ads than they did two years earlier and 13% more than in 2008. These results demonstrate that the food industry as a whole has made some progress in reducing the overall amount of advertising to children.

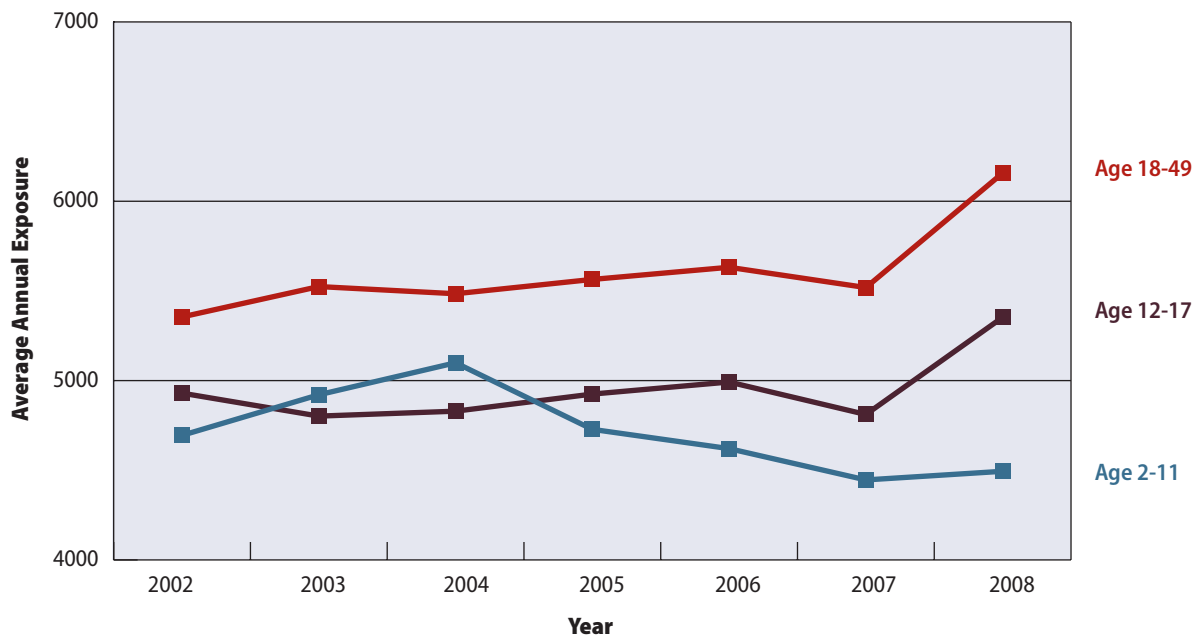
Unfortunately, similar progress has not occurred in overall adolescent exposure to food advertising. In 2008, adolescents viewed 9% more food advertisements than they did in 2002, an increase of almost two additional ads per day, from 12.9 ads per day in 2002 to 14.7 in 2008. In addition, the greatest increase in exposure occurred in the past year. Adolescent exposure remained fairly steady from 2002 to 2007 but increased by 11% from 2007 to 2008. Increases in adolescent exposure were

somewhat lower than increases in adult exposure to food advertising which increased by 3% from 2002 through 2007 and by 12% from 2007 to 2008.

Exposure by Category

Table 1 compares children's average annual exposure and child/adult exposure ratios in 2004 and 2008 for all food and beverage products, restaurants and selected categories. We use 2004 data as our comparison to evaluate changes from the year examined with the highest volume of advertising. From 2004 to 2008, child exposure to advertising for all food and beverage products (excluding restaurant advertising) declined by 25%. Three of the categories traditionally advertised extensively to children exhibited large declines of 45% or more: sweet snacks, carbonated beverages and candy. Exposure to some primarily healthy food categories, including bottled water and fruits and vegetables, more than doubled, although these increases were based on extremely low exposure in 2004 (e.g., 14 ads per year for bottled water and 12 for fruits and vegetables, or approximately one ad per month for each).

Figure 1. Total Television Food Advertising Exposure by Age



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ⁱⁱ The 2004 exposure numbers are somewhat different than the numbers presented in the FTC report.¹ This difference is likely due to different sampling methods. The FTC report examined advertising during a 4-week period. This report provides total exposure numbers for the full year.



Table 1: Changes in television food advertising exposure and targeting for children ages 2-11 years: 2004 vs. 2008

Category	Average Annual Advertising Exposure			Child/Adult GRP Ratio	
	2004	2008	% Change	2004	2008
Food and beverage products^a	3,847	2,889	-24.9	1.11	.83
Sweet snacks	637	379	-70.5	1.94	1.21
Carbonated beverages	141	47	-67.0	.53	.42
Candy	397	209	-47.2	1.16	.71
Cereal	973	701	-27.9	2.59	1.69
Other dairy	72	53	-26.3	.51	.43
Juice, fruit beverages, sports drinks	316	246	-22.0	.91	.66
Crackers and savory snacks	147	127	-13.6	.95	.95
Yogurt	204	215	5.4	2.19	1.06
Prepared meals	306	400	30.5	.81	.76
Bottled water	17	37	120.8	.40	.62
Fruits and vegetables	4	20	361.9	.32	.43
Restaurants	1,252	1,604	28.1	.62	.60
Fast food	911	1,106	21.3	.61	.58
Other restaurants	341	498	46.0	.64	.64
Total Food	5,099	4,494	-11.9	.93	.73

^aOnly selected categories are presented, therefore individual categories do not add up to total food and beverage products.
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We did find some improvements in children's exposure to food advertising overall, relative to adult exposure. In 2008, children viewed 17% fewer food and beverage products advertisements as compared to adults, a substantial improvement from 2004 when children viewed 11% more ads than did adults. The candy category was notable: children viewed 29% fewer candy advertisements than did adults in 2008, compared to 16% more in 2004. Sweet snacks were also down from 94% more in 2004 to 21% more in 2008; and cereals declined from more than double in 2004 to 69% more in 2008.

Despite these promising trends for advertising to children in most food and beverage product categories, there remains cause for concern. For example, advertisements for prepared meals increased by 31%, making this food and beverage product category the second most highly advertised to children, second only to cereals. In addition, child exposure to restaurant advertising increased significantly and offset much of the progress made by food and beverage product companies. In 2008, the average child viewed 4.4 ads per day for restaurants, an increase of one additional ad per day versus 2004. These

increases were observed for both fast food and other restaurant advertising.

Some trends in adolescent exposure were much less positive (see **Table 2**). In contrast to the 25% decline in exposure to food and beverage products among children, adolescent exposure declined by only 4% from 2004 through 2008. As found with children, a few categories demonstrated positive change. Adolescent exposure to carbonated beverage advertising, for example, declined by 65%; and exposure to fruits and vegetables and bottled water advertising increased substantially (from 2 to 4 ads per month). Relative to adults, adolescent overexposure to advertising for some categories also declined substantially, including carbonated beverages, candy, and yogurt; and relative exposure increased for the healthier bottled water and fruits and vegetables categories. In most food and beverage product categories, however, ratios of adolescent/adult GRPs showed changes of 10 percentage points or less, suggesting that most of the decline in numbers of advertisements viewed by adolescents reflect changes in advertising to all non-child audiences.



Table 2: Changes in television food advertising exposure and targeting for adolescents ages 12 to 17 years: 2004 vs. 2008

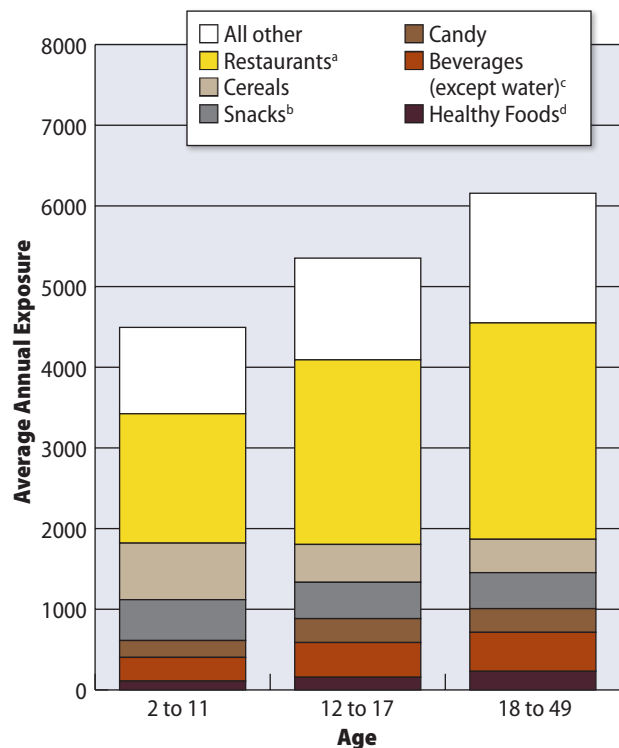
Category	Average Annual Advertising Exposure			Child/Adult GRP Ratio	
	2004	2008	% Change	2004	2008
Food and beverage products^a	3,200	3,063	-4.3	.93	.88
Sweet snacks	356	333	-6.4	1.09	1.07
Carbonated beverages	295	102	-65.4	1.10	.92
Candy	400	296	-25.8	1.17	1.01
Cereal	464	469	1.1	1.24	1.13
Other dairy	96	78	-18.6	.67	.62
Juice, fruit beverages, sports drinks	318	329	3.3	.92	.88
Crackers and savory snacks	147	117	-20.5	.95	.88
Yogurt	105	171	63.4	1.12	.84
Prepared meals	266	409	53.8	.70	.78
Bottled water	33	56	68.5	.79	.94
Fruits and vegetables	6	23	268.7	.47	.50
Restaurants	1,629	2,228	40.5	.80	.85
Fast food	1,260	1,684	33.6	.84	.88
Other restaurants	369	605	63.9	.69	.78
Total Food	4,829	5,353	10.8	.88	.87

^aOnly selected categories are presented, therefore individual categories do not add up to total food and beverage products.
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However, adolescent exposure to restaurant advertising increased even more than did child exposure. Adolescents viewed 41% more restaurant advertisements in 2008 compared to 2004, an increase from 4.5 to 6.1 ads per day. Increases were observed for both fast food and other restaurant advertising (34% and 65%, respectively).

Figure 2 presents the distribution of food advertising exposure by major product categories in 2008 for children, adolescents and adults. As noted, although some changes in youth exposure to food advertising on television are encouraging, the overall picture presents considerable room for improvement. For example, youth continue to view significant numbers of advertisements for the primarily unhealthy categories that have been traditionally marketed to them. Of particular concern, restaurant advertising (including fast food restaurants) represented the single largest food category advertised to all age groups. Children also continue to see considerably more ads for cereal and snack foods than do adults. Similarly, advertising for most primarily healthy categories, including bottled water, fruits and vegetables, and other dairy continue to represent less than 3% of all food ads seen by youth, and they view fewer ads for these

Figure 2: Total television food advertising exposure in 2008 by major category



^a Restaurants includes fast food and other restaurants.
^b Snacks includes savory and sweet snacks.
^c Beverages includes carbonated beverages and juice and sports drinks.
^d Healthy Food includes bottled water, fruits and vegetables, and other dairy.
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more nutritious products than do adults. Although exposure to candy and carbonated beverage advertising has declined overall, adolescents continue to see the same volume of candy advertising and only 8% fewer carbonated beverage ads than do adults.

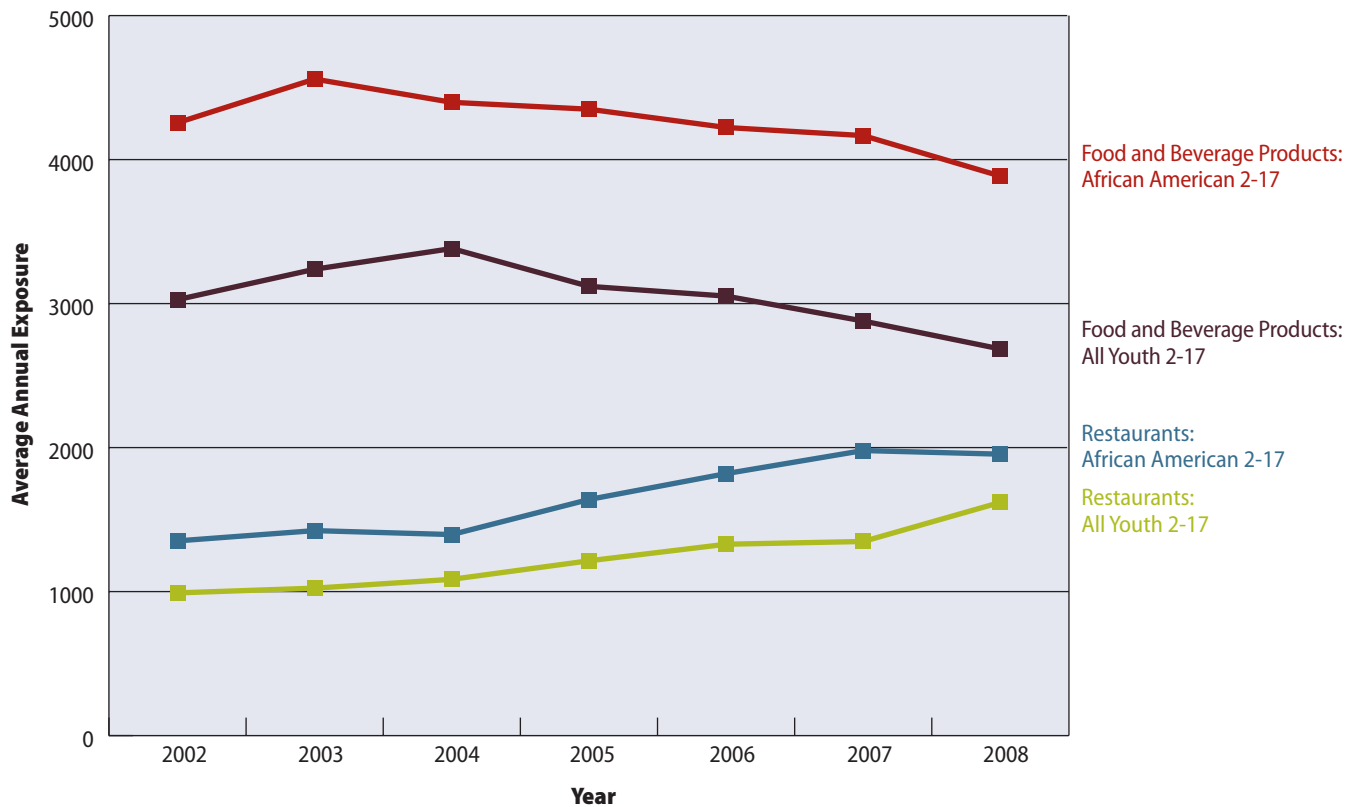
African American Youth

Figure 3 presents total exposure to food and beverage product and restaurant advertising on national television from 2002 through 2008 for African American versus all youth.ⁱⁱⁱ African American youth view on average 40% more commercial television as compared to all youth;²² accordingly, African American youth viewed 36% more food and beverage product advertisements in 2008 and 21% more restaurant advertisements as compared to all 2- to 17-year-olds. On a somewhat positive note, African American youth exposure to food and beverage

product advertising on national television declined at a somewhat faster rate (9% decline for African American vs. 5% decline for all youth) and restaurant advertising increased at a slower rate (45% increase for African American vs. 63% increase for all youth).

Table 3 presents exposure to food advertising by category in 2004 and 2008 for African American and all youth. As found in the analysis of advertising to children and adolescents, exposure among African American youth demonstrated improvements in some categories. For example, advertising declined by 30% or more for some primarily unhealthy food and beverage categories traditionally marketed to youth, including carbonated beverages, candy, and sweet snacks. In addition, exposure to advertising for fruits and vegetables and bottled water more than doubled, although these changes were based on very low numbers. Restaurant advertising exposure for African American

Figure 3. Packaged foods and restaurant advertising exposure: African American vs all youth^a



^a Spot market advertising is not included
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ⁱⁱⁱ These changes for all youth exposure do not include local market advertising exposure and therefore differ from the changes noted in the prior section.



Table 3: Changes in national television food advertising exposure and targeting for African American youth ages 2-17 years: 2004 vs. 2008

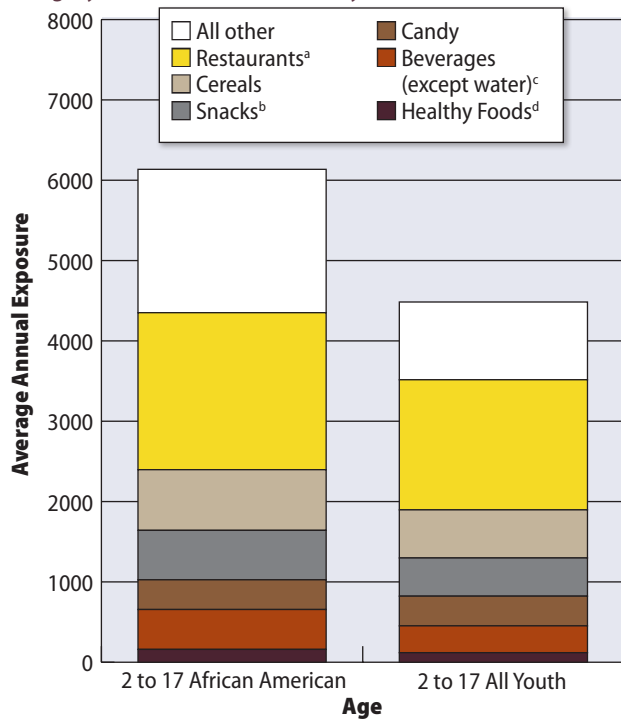
Category	Average Annual Advertising Exposure ^b						Child/Adult GRP Ratio	
	African American 2-17			All Youth 2-17			Afr. American/All Youth	
	2004	2008	% Change	2004	2008	% Change	2004	2008
Food and beverage products^a	4,398	3,886	-11.6	3,382	2,865	-15.3	1.30	1.36
Sweet snacks	632	460	-27.1	508	353	-30.6	1.24	1.30
Carbonated beverages	240	100	-58.2	165	60	-63.6	1.46	1.67
Candy	553	370	-33.1	553	370	-33.1	1.00	1.00
Cereal	893	755	-15.4	732	599	-18.1	1.22	1.26
Other dairy	84	73	-12.4	67	57	-16.0	1.24	1.30
Juice, fruit beverages, sports drinks	407	396	-2.8	310	274	-11.7	1.31	1.45
Crackers and savory snacks	190	155	-18.3	144	122	-14.8	1.32	1.27
Yogurt	180	243	35.0	148	187	26.1	1.21	1.30
Prepared meals	356	522	46.5	274	392	42.7	1.30	1.33
Bottled water	24	59	150.1	20	43	115.9	1.19	1.38
Fruits and vegetables	3	28	750.5	2	20	728.4	1.37	1.40
Restaurants	1,396	1,954	40.0	1,085	1,620	49.2	1.29	1.21
Fast food	1,023	1,398	36.6	789	1,123	42.4	1.30	1.24
Other restaurants	373	556	49.2	296	496	167.6	1.26	1.12
Total Food Categories	5,794	6,136	5.9	4,467	4,484	.4	1.30	1.377

^aOnly selected categories are presented, therefore individual categories do not add up to total food and beverage products.

^bThese data do not include advertising in spot markets.

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Figure 4: National^e food advertising exposure in 2008 by major category: African American vs. all youth



^a Restaurants includes fast food and other restaurants.

^b Snacks includes savory and sweet snacks.

^c Beverages includes carbonated beverages and juice and sports drinks.

^d Healthy Food includes bottled water, fruits and vegetables, and other dairy.^e

^e Spot market advertising is not included.

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youth remains a significant concern; exposure to national fast food and other restaurant advertising increased by 40% from 2004 to 2008.

Although the food categories for which advertising increased or decreased were similar for African American youth as compared to all youth in nearly all of the larger food and beverage product categories, the ratio of African American/ all youth GRPs increased. The carbonated beverages category presents the greatest concern. This category was the only one that exhibited overexposure among African Americans that could not be explained by their generally higher levels of television viewing; African American youth saw 67% more carbonated beverages advertising as compared to all youth in 2008 and overexposure increased over the 46% discrepancy in 2004. As illustrated in **Figure 4**, African American youth continued to see more food advertising for all traditionally advertised food categories in 2008 as compared to all youth.



CONCLUSION

In summary, the total number of television food advertisements viewed by 2- to 11-year-old children in 2008 declined somewhat as compared to 2002, and declined substantially from its peak in 2004; however, adolescent food advertising exposure increased by 9% during this period. The increase in adolescent exposure was comparable to the 7% increase in daily commercial television viewing among 2- to 17-year-olds that occurred from 2002 to 2008²¹ and thus suggests that companies have not changed the overall volume of advertising to adolescents. Declines in child exposure to advertising were seen for most food and beverage product categories, and reductions in advertising exposure for carbonated beverages and candy among all youth audiences should be commended. In addition, advertising for some primarily healthy categories increased exponentially, although these categories continue to represent only a tiny proportion of all food advertising viewed. Changes in adolescent exposure to specific food categories were generally comparable to changes seen in advertising to adults and less positive than reductions in advertising to children. As the CFBAI pledges apply only to food advertising to children under 12 years old, this finding was not unexpected. Nevertheless, public health experts continue to raise significant concerns about the amount of unhealthy food advertising directed to an adolescent audience.²²⁻²⁴

As noted, the increase in fast food and other restaurant advertising exposure across all demographic groups is a disturbing trend. The current data do not provide information about specific fast food or restaurant meals advertised, and it is possible that these advertisements have begun to present more nutritious products (e.g., salads or apples and milk with kids' meals). Marketing that encourages visits to restaurants, however, is not likely to improve public health. Consumption of fast food meals, in particular, is associated with higher BMIs and less healthy diets in young people and adults.²⁵⁻²⁹

Finally, the relative increase in television food advertising exposure to African American youth raises significant public health concerns. Although African American children and adolescents also watch more television than do white youth,⁵ this trend only partially explains their greater exposure to food advertising. African Americans face greater risks of obesity and related diseases;¹⁰⁻¹² therefore, greater reductions in food marketing

to racial and ethnic minority youth may be required to improve public health.

The present data provide a broad overview of trends in youth exposure to food advertising on television; however, this analysis does have some limitations to be addressed in future studies. For example, we assessed GRPs for food categories, but not brands or specific products. As a result, the actual nutritional quality of the products advertised could not be determined. Some categories are likely to include primarily nutritious foods (e.g., fruits and vegetables or bottled water) while others include primarily unhealthy foods (e.g., candy or carbonated beverages). However, the nutritional quality of products in some categories is more ambiguous (e.g., prepared meals or cereals); therefore, the trends in these categories are less clearly positive or negative. For example, recent studies compared children's cereals to non-children's cereals and found that the nutritional quality of cereals marketed to children was significantly worse than those marketed to adults.^{30,31} Future studies that provide exposure data and nutrition content for advertised products are needed, as well as content analyses to examine specific menu items presented in restaurant advertising. In addition, assessing the actual impact of CFBAI pledges requires brand level data to compare advertising exposure from companies that have issued CFBAI pledges to those who have not.

The data on ethnic and racial minorities present another study limitation. Nielsen does not currently provide advertising data for African American exposure to spot television advertising. Spot television represents only a small proportion of total youth food advertising exposure for most categories; therefore, the data presented for African American youth likely reflect the majority of food advertising to which they are exposed. However, the restaurant category presents a notable exception: 16% of total advertising exposure for all 2- to 17-year-olds in this category occurs on spot television. As a result, total African American exposure to fast food advertising is greater than indicated by the data we licensed for this analysis. In addition, we did not assess Hispanic youth exposure as comparable data were not available for this demographic group.

In summary, some progress has been made to reduce child exposure to food advertising on television since 2004; however, far more substantial changes are required. Television advertising to children has declined substantially for many primarily unhealthy



food categories that have traditionally been marketed to young people; however, increased marketing by some companies, especially fast food and other restaurants, offset any positive change created through the CFBAI initiative. In addition, food advertising exposure has increased among adolescents and Af-

rican Americans. Overall, young people continue to be exposed to advertising for primarily unhealthy products, and observed reductions in food advertising to young people are not likely to result in a measurable reduction in obesity rates among young people.



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Appendix A: Food category descriptions

Category	Description
Food and Beverage Products	
Candy	Candy bars and other candy products (excluding chewing gum and breath mints)
Carbonated beverages	Regular and diet soft drinks
Bottled water	Bottled water, including flavored and mineral waters
Cereal	Ready-to-eat cold and hot cereal
Other dairy	Milk and cheese products
Fruits and vegetables	Canned, fresh and frozen fruits and vegetables, and salads
Juice and sports drinks	Fruit and vegetable juice, fruit-flavored drinks (including powdered drink mixes), and isotonic beverages (i.e. sports and energy drinks)
Prepared meals	Soups, pasta products and dinners, frozen and prepared entrees, frozen meals, rice, oriental noodles and french fries
Savory snacks	Crackers, popcorn, potato chips, corn and tortilla chips, pretzels and rice cakes
Sweet Snacks	Cookies, snack bars, fruit snacks, frozen desserts, gelatins and puddings, cakes, brownies, pies, pastries, doughnuts, and snack cakes
Yogurt	Yogurt and yogurt drinks
Restaurants	
Fast food	Quick serve restaurants
Other restaurants	Restaurants, not quick serve



Appendix B: GRPs by age and category from 2002 through 2008

National and Spot Market GRPs: Ages 2-11 Years							
	2002	2003	2004	2005	2006	2007	2008
Food and Beverage Products	344,595	368,195	384,709	339,813	323,365	303,581	288,925
Carbonated beverages	15,118	13,282	14,125	13,676	8,699	5,708	4,665
Other dairy	9,695	6,737	7,237	5,511	6,907	4,341	5,335
Juice, fruit drinks, sports	34,339	31,471	31,563	27,058	21,568	18,891	24,634
Candy	43,024	46,071	39,659	33,711	30,721	26,641	20,930
Sweet snacks	52,265	59,874	63,695	46,367	46,404	43,139	37,923
Crackers and savory snacks	14,051	13,685	14,678	13,703	11,761	12,103	12,688
Cereal	76,505	88,337	97,251	92,005	86,371	77,151	70,127
Yogurt	17,157	20,847	20,386	15,751	12,808	17,813	21,480
Prepared meals	31,420	29,583	30,627	33,687	38,835	42,016	39,957
Fruits and vegetables	1,222	672	432	513	1,426	2,169	1,994
Bottled water	1,397	1,185	1,682	2,234	5,215	5,459	3,713
Restaurants	124,874	123,897	125,224	132,990	138,694	141,028	160,360
Fast food	94,621	91,140	91,128	94,109	96,142	97,281	110,571
Other restaurants	30,253	32,757	34,096	38,880	42,553	43,746	49,789
Total Food	469,469	492,092	509,933	472,803	462,060	444,609	449,425

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National and Spot Market GRPs: Age 12-17 Years							
	2002	2003	2004	2005	2006	2007	2008
Food and Beverage Products	329,953	320,481	320,034	312,165	304,335	288,261	306,292
Carbonated beverages	30,024	26,786	29,477	31,758	19,799	12,352	10,190
Other dairy	9,590	7,985	9,578	7,874	8,937	6,137	7,800
Juice, fruit drinks, sports	32,823	33,015	31,811	30,589	25,442	23,515	32,864
Candy	45,302	46,872	39,969	34,489	35,141	31,090	29,638
Sweet snacks	36,879	34,900	35,610	31,938	37,017	30,997	33,341
Crackers and savory snacks	16,934	14,945	14,704	12,836	13,594	11,779	11,682
Cereal	45,669	46,089	46,425	51,280	48,901	44,332	46,922
Yogurt	9,370	11,016	10,460	8,458	8,016	12,926	17,089
Prepared meals	34,123	29,431	26,569	31,766	35,902	41,786	40,851
Fruits and vegetables	1,642	1,096	633	769	1,419	2,173	2,333
Bottled water	3,293	2,407	3,319	4,058	4,717	7,022	5,594
Restaurants	163,034	159,712	162,906	180,316	194,873	192,844	228,829
Fast food	129,261	123,205	126,021	136,408	144,275	143,687	168,372
Other restaurants	33,772	36,507	36,885	43,908	50,598	49,156	60,457
Total Food	492,987	480,193	482,940	492,481	499,208	481,105	535,287

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Appendix B continued

National and Spot Market GRPs: Age 18-49 Years

	2002	2003	2004	2005	2006	2007	2008
Food and Beverage Products	336,522	347,743	345,298	339,410	336,190	322,105	347,161
Carbonated beverages	25,719	24,432	26,885	29,183	19,001	12,915	11,093
Other dairy	9,556	9,824	14,254	13,213	14,269	11,178	12,525
Juice, fruit drinks, sports	29,923	33,269	34,559	33,747	30,900	27,270	37,176
Candy	37,453	41,498	34,227	29,449	29,684	28,696	29,414
Sweet snacks	31,046	31,882	32,797	32,312	36,532	30,061	31,294
Crackers and savory snacks	19,158	17,915	15,425	13,254	15,098	12,793	13,302
Cereal	32,230	38,387	37,531	43,343	39,638	37,848	41,374
Yogurt	6,337	8,727	9,307	6,665	7,830	14,833	20,308
Prepared meals	49,260	44,699	37,984	43,865	49,086	55,407	52,614
Fruits and vegetables	2,628	2,016	1,357	1,583	2,574	4,263	4,642
Bottled water	3,881	3,200	4,220	5,871	5,477	7,185	5,947
Restaurants	198,980	204,686	203,126	217,002	226,992	229,771	268,220
Fast food	152,915	151,693	149,563	157,319	161,110	162,811	190,502
Other restaurants	46,065	52,993	53,564	59,683	65,882	66,960	77,718
Total Food	535,502	552,429	548,424	556,411	563,182	551,876	615,707

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National GRPs: African Americans Ages 2-17 Years

	2002	2003	2004	2005	2006	2007	2008
Food and Beverage Products	425,591	455,905	439,772	434,992	422,290	416,667	388,553
Carbonated beverages	27,126	24,873	24,004	27,222	16,431	11,317	10,044
Other dairy	11,442	7,698	8,379	7,398	9,020	5,877	7,339
Juice, fruit drinks, sports	42,294	43,276	40,742	39,185	32,107	31,695	39,604
Candy	63,369	69,243	55,254	50,025	48,108	43,046	36,978
Sweet snacks	54,786	61,714	63,151	53,238	57,130	52,339	46,035
Crackers and savory snacks	21,165	20,113	19,006	17,874	18,130	16,805	15,522
Cereal	72,118	85,620	89,287	96,335	90,969	84,086	75,500
Yogurt	14,776	19,310	18,003	15,300	13,637	21,046	24,300
Prepared meals	42,128	38,555	35,640	43,848	50,672	58,567	52,230
Fruits and vegetables	1,314	663	325	291	1,541	2,846	2,760
Bottled water	2,217	1,947	2,357	3,476	6,346	8,812	5,896
Restaurants	135,205	142,339	139,598	163,939	181,916	197,947	195,433
Fast food	104,040	105,462	102,319	117,859	127,935	140,226	139,794
Other restaurants	31,165	36,877	37,279	46,079	53,981	57,721	55,639
Total Food	560,796	598,243	579,369	598,930	604,205	614,614	613,566

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Appendix B continued

National GRPs: All Youth Ages 2-17 Years

	2002	2003	2004	2005	2006	2007	2008
Food and Beverage Products	302,736	323,858	338,225	311,969	305,194	287,893	286,470
Carbonated beverages	14,667	14,481	16,464	17,814	11,063	7,018	6,001
Other dairy	8,545	5,836	6,741	5,419	6,723	3,956	5,660
Juice, fruit drinks, sports	31,326	30,955	30,983	27,638	22,422	20,214	27,368
Candy	63,369	69,243	55,254	50,025	48,108	43,046	36,978
Sweet snacks	41,781	46,766	50,842	39,218	41,839	37,694	35,299
Crackers and savory snacks	14,714	13,933	14,362	13,217	12,326	11,827	12,241
Cereal	55,792	65,967	73,151	72,569	70,591	63,093	59,885
Yogurt	11,878	15,175	14,847	11,890	10,362	15,292	18,725
Prepared meals	30,047	27,221	27,438	31,686	36,636	40,743	39,164
Fruits and vegetables	921	455	237	207	1,184	1,950	1,966
Bottled water	1,810	1,534	1,986	2,710	4,856	5,852	4,287
Restaurants	99,086	102,381	108,513	121,377	132,877	134,785	161,954
Fast food	75,764	74,824	78,911	86,238	92,285	93,872	112,340
Other restaurants	23,322	27,557	29,602	35,139	40,591	40,912	49,614
Total Food	401,821	426,239	446,739	433,346	438,071	422,677	448,424

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