

# Television Advertising Exposure for Children

## Ranking by ads viewed by children (6-11 years)

Includes average number of ads viewed by children on national (network, cable, and syndicated) and spot TV

Most  
↓  
Least

Rank	Company	Brand	Category	Average # of ads viewed						2013 targeted ratios*	
				Preschoolers (2-5 years)			Children (6-11 years)			Preschooler: adult	Child: adult
				2010	2013	% change	2010	2013	% change		
1	Innovation Ventures	5-hour Energy	Energy drink	37.7	25.4	-33%	45.5	29.9	-34%	0.4	0.5
2	Kraft Foods	Capri Sun (Roarin' Waters)	Flavored water	0.0	24.0		0.0	28.8		5.7	6.9
3	PepsiCo	Gatorade	Sports drink	10.2	13.7	34%	13.7	17.2	26%	0.4	0.5
4	Sunny Delight Beverages	Sunny D	Fruit drink	15.8	9.3	-41%	24.8	14.7	-41%	1.0	1.5
5	PepsiCo	Pepsi	Regular soda	3.6	12.9	253%	4.5	13.7	204%	0.4	0.4
6	Red Bull	Red Bull	Energy drink	5.0	8.7	72%	6.1	9.7	59%	0.4	0.5
7	PepsiCo	Mtn Dew	Regular soda	3.9	6.2	58%	4.6	7.2	58%	0.4	0.4
8	Dr Pepper Snapple Group	Dr Pepper	Regular soda	7.7	5.9	-24%	9.2	6.2	-34%	0.4	0.4
9	Ocean Spray	Ocean Spray	Fruit drink	7.4	5.8	-21%	8.4	5.8	-31%	0.3	0.3
10	Coca-Cola	Coca-Cola	Regular soda	9.0	5.2	-42%	11.8	5.6	-52%	0.4	0.5
11	Dr Pepper Snapple Group	Sun Drop	Regular soda	0.0	3.8	87131%	0.0	5.3	95784%	0.8	1.1
12	Dr Pepper Snapple Group	Snapple	Other sugary drink brand	0.3	3.4	1098%	0.3	4.1	1128%	0.4	0.5
13	Dr Pepper Snapple Group	Snapple	Iced tea/coffee	2.1	3.3	56%	2.5	3.8	49%	0.4	0.5
14	Unilever	Lipton	Iced tea/coffee	3.4	3.4	0%	4.5	3.8	-16%	0.4	0.4
15	Coca-Cola	Vitamin Water	Flavored water	4.1	3.3	-19%	4.7	3.5	-24%	0.5	0.5
16	Dr Pepper Snapple Group	Canada Dry	Regular soda	5.0	3.2	-36%	6.5	3.4	-47%	0.4	0.4
17	Kraft Foods	Kool-Aid	Fruit drink	30.2	1.9	-94%	41.8	1.4	-97%	0.5	0.3
18	Coca-Cola	Sprite	Regular soda	4.2	0.9	-77%	6.0	1.0	-83%	0.4	0.5
19	Kraft Foods	Capri Sun	Fruit drink	40.3	0.5	-99%	52.2	0.7	-99%	7.1	9.6
20	Coca-Cola	Coca-Cola	Soda brand	0.1	0.7	1223%	0.1	0.6	756%	0.3	0.3
21	PepsiCo	Sierra Mist	Regular soda	3.9	0.6	-84%	5.2	0.5	-90%	0.6	0.5
22	Coca-Cola	NOS	Energy drink	0.1	0.4	413%	0.1	0.4	376%	0.2	0.2
23	Coca-Cola	Powerade	Sports drink	0.6	0.4	-34%	0.6	0.3	-41%	0.3	0.3
24	Houchens Industries	Tampico	Fruit drink	0.0	0.4		0.0	0.2		0.8	0.4
25	Coca-Cola	Gold Peak	Iced tea/coffee	0.0	0.2		0.0	0.2		0.6	0.6
26	Dr Pepper Snapple Group	Sun Drop	Soda brand	0.0	0.1		0.0	0.1		0.7	1.5
27	PepsiCo	Manzanita Sol	Regular soda	0.0	0.2		0.0	0.1		0.8	0.6
28	Coca-Cola	Sprite	Soda brand	0.1	0.1	-50%	0.2	0.1	-71%	0.6	0.6
29	Coca-Cola	Fanta	Regular soda	0.2	0.1	-51%	0.4	0.1	-82%	0.9	0.6
30	S. Martinelli & Company	Martinelli's	Fruit drink	0.0	0.1		0.0	0.0		0.4	
31	Coca-Cola	Simply	Fruit drink	0.3	0.1	-82%	0.4	0.0	-90%		

continued

Television Advertising Exposure for Children cont'd

COMPANY RANKINGS

Most  
↓  
Least

Rank	Company	Average # of ads viewed						2013 targeted ratios*	
		Preschoolers (2-5 years)			Children (6-11 years)			Preschooler: adult	Child: adult
		2010	2013	% change	2010	2013	% change		
1	PepsiCo	24.5	33.9	39%	31.4	39.1	25%	0.4	0.4
2	Kraft Foods	70.5	26.5	-62%	94.0	30.8	-67%	3.2	<b>3.7</b>
3	Innovation Ventures	37.7	25.4	-33%	45.5	29.9	-34%	0.4	0.5
4	Dr Pepper Snapple Group	25.8	19.5	-24%	32.8	22.9	-30%	0.4	0.5
5	Sunny Delight Beverages	15.8	9.3	-41%	24.8	14.7	-41%	1.0	<b>1.5</b>
6	Coca-Cola	20.0	11.3	-43%	25.8	11.8	-54%	0.4	0.4
7	Red Bull	5.0	8.7	72%	6.1	9.7	59%	0.4	0.5
8	Ocean Spray	7.5	5.8	-22%	8.5	5.8	-32%	0.3	0.3
9	Unilever	3.4	3.4	0%	4.5	3.8	-16%	0.4	0.4
10	Houchens Industries	0.0	0.4		0.0	0.2		0.8	0.4

\*Ratio of 1.0 or higher (bolded) indicates more ads viewed than expected given the viewing habits of children 2-11 years  
 Shading indicates children's product  
 Source: Rudd Center analysis of Nielsen data (2014)