

# Television Advertising Exposure

## Ranking by ads viewed by children (6-11 years) in 2011

Includes average number of advertisements viewed for child and family brands in 2008 and 2011

Most  
↓  
Least

Rank	Company	Brand	Average # of ads viewed				Child:adult targeted ratio 2011
			Children (6-11 years)		Preschoolers (2-5 years)		
			2011	2008	2011	2008	
1	General Mills	Cinnamon Toast Crunch	↑ 72	65	61	61	2.5
2	General Mills	Honey Nut Cheerios	↑ 67	61	↑ 59	56	1.4
3	Kellogg	Froot Loops	↑ 60	33	↑ 49	30	3.4
4	General Mills	Reese's Puffs	↑ 60	38	↑ 52	35	6.9
5	General Mills	Lucky Charms	↓ 56	60	↓ 49	55	6.6
6	Post	Pebbles	↑ 52	41	↑ 39	33	6.4
7	Kellogg	Frosted Flakes	↑ 51	48	↓ 40	43	2.0
8	General Mills	Trix	↑ 50	39	↑ 44	36	6.8
9	General Mills	Cocoa Puffs	↓ 47	52	↓ 40	48	6.9
10	General Mills	Cookie Crisp	↓ 21	25	↓ 18	22	6.6
11	General Mills	Cheerios (regular)	↑ 18	9	↑ 15	7	0.5
12	Kellogg	Mini-Wheats	↑ 14	10	↑ 12	9	0.4
13	Kellogg	Corn Pops	↓ 12	36	↓ 9	32	5.1
14	General Mills	Cheerios (except regular and Honey Nut)	↑ 11	5	↑ 10	4	0.4
15	Kellogg	Apple Jacks	↓ 9	27	↓ 8	24	6.1
16	General Mills	Chex	↑ 9	1	↑ 8	0	0.4
17	Kellogg	Rice and Cocoa Krispies	↓ 3	10	↓ 3	9	0.4
	Quaker	Life	↓ 0	4	↓ 0	3	
	Post	Honeycomb	↓ 0	32	↓ 0	25	

Rank	Company	Average # of ads viewed				Child:adult targeted ratio 2011
		Children (6-11 years)		Preschoolers (2-5 years)		
		2011	2008	2011	2008	
1	General Mills	↑ 411	354	↑ 356	325	2.1
2	Kellogg	↓ 149	165	↓ 120	148	1.6
3	Post	↓ 52	73	↓ 39	58	6.4

Source: Nielsen