

### **What is the Cereal FACTS Index?**

The Cereal FACTS index combines the nutrition and marketing exposure information into one overall score for each child and family brand.

### **How did we come up with the Cereal FACTS Index?**

The Index is computed by multiplying a *nutrition multiplier* with a *marketing exposure* score for the brand. The *nutrition multiplier* is derived from the [Nutrition Profiling Index Score](#) and measures the positive or negative overall nutrition quality of the brand. A score of 62 or higher received a positive multiplier (and thus has an overall healthy profile) and a score below 62 received a negative multiplier. The *marketing exposure* score is made up of the following three parts, with the percentage of each contribution to the score listed:

- **In-store exposure:** how much shelf space each brand has in the supermarket (15%)
- **Adult and other media exposure:** amount of parent exposure to brand, as parents influence their kids (15%)
- **Youth marketing exposure:** marketing children and teens are exposed to on TV, cereal websites, and other websites with cereal advertising (70%)

### **What do the scores mean?**

If the brand you have searched has a score of 75 or over, then it contributes positively to young people's nutrition environment. If it receives a score under 75, then it is contributes negatively to the environment. The score provides a way to evaluate and compare current nutrition and marketing practices, and can be used to monitor future changes.

For more detailed information, please see the [Methods section of the Cereal FACTS Report](#).