

Television Advertising Exposure Ranking by ads viewed for children (ages 2-11 years) combined

Includes average number of advertisements viewed for child and family brands during the 15-month period from January 2008 through March 2009

Most

Least

RANK	Company	Brand	AVERAGE NUMBER OF ADS VIEWED				Ratio of child to adult viewers	Ratio of teen to adult viewers
			Children 2-5 years	Children 6-11 years	Teens 12-17 years			
1	General Mills	Cinnamon Toast Crunch	75	82	39	4.0	2.0	
2	General Mills	Honey Nut Cheerios	73	80	43	2.4	1.4	
3	General Mills	Lucky Charms	71	78	33	7.1	3.1	
4	General Mills	Cocoa Puffs	63	68	29	7.1	3.1	
5	General Mills	Trix	55	58	25	7.0	3.0	
6	Kellogg	Frosted Flakes	53	58	28	3.7	1.9	
7	Post	Fruity or Cocoa Pebbles	46	54	23	7.0	3.2	
8	General Mills	Company Ads	46	54	34	2.4	1.6	
9	General Mills	Reese's Puffs	47	52	22	7.1	3.1	
10	Kellogg	Corn Pops	39	44	27	4.7	3.0	
11	Kellogg	Froot Loops	40	43	18	6.4	2.8	
12	Post	Honeycomb	33	40	18	6.3	3.1	
13	Kellogg	Apple Jacks	32	35	15	6.5	2.9	
14	General Mills	Cookie Crisp	31	34	14	7.1	3.1	
15	General Mills	Cheerios (excluding Honey Nut)	15	19	27	0.4	0.6	
16	Kellogg	Company Ads	16	18	10	2.4	1.4	
17	Kellogg	Mini-Wheats	13	17	27	0.4	0.7	
18	Kellogg	Rice or Cocoa Krispies	11	13	20	0.4	0.7	
19	Quaker	Life	3	4	6	0.5	0.8	
20	General Mills	Chex	0	1	1	0.3	0.5	
21	Barbara's Bakery	Puffins	<1	<1	<1	0.2	0.3	

Ranking Table 3

RANK	Company	AVERAGE NUMBER OF ADS VIEWED				Ratio of child to adult viewers	Ratio of teen to adult viewers
		Children 2-5 years	Children 6-11 years	Teens 12-17 years			
1	General Mills	477	525	267	3.2	1.7	
2	Kellogg	205	227	145	1.9	1.3	
3	Post	79	94	41	6.7	3.2	
4	Quaker	3	4	6	0.5	0.8	
5	Barbara's Bakery	<1	<1	<1	0.2	0.3	