Weighing the Effects of Food Marketing to Children

**Did You Know?**
Food advertising and marketing directly influences the rapid growth rate of childhood obesity in the United States. 1

**Why Are Children Targeted?**
- Easily Persuaded
- Potential Long Term Customers
- High Disposable Income
- Influence Family Purchases

**Let’s Talk Money**
Children and adolescents yield 165 billion dollars of revenue for food and beverage companies. Children 12 and under account for 25 billion dollars per year alone.

Almost 23% of all food and beverage marketing applies towards people ages 17 and under.

Sales of Food and Beverages:
- Children 2 and Under (15.15%)
- Adolescents Age 12-17 (9.417%)

Food and beverage companies spent 1.79 billion dollars targeting their products to children specifically in 2009. 2

**What Can You Do?**
- Stop buying processed snacks that are high in fat and sugar.
- Sign petitions for ads to be monitored across platforms.
- Demand companies limit food promotion to healthy foods alone.
- Read food labels before purchasing products.
- Look at places such as Change.org or other petition websites.
- Contact your local, state, or national legislator.

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