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### AN ANALYSIS OF EXPOSURE TO NON-NETWORK TELEVISION ADVERTISING

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#### QUALIFICATIONS

I am a staff Economist with the FTC. I received my Ph.D. in economics from the University of Chicago in June,1978. My dissertation, "The Distribution of Advertising Within An Industry", was written under the supervision of Lester Telser. It examined the determinants of household purchases of advertised brands in four industries. The study required the use of trade sources of advertising data to construct measures of household exposure to advertising. The study used simultaneous equation techniques to separate household demand for and firm supply of advertising messages.

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#### Summary

This study analyzes the patterns of exposure to spot television advertising of children and adults. The study matches data on spot advertising aired over approximately 260 local stations, both independents and network affiliates, with data on the station's audience during the period when the advertisement was broadcast. Using this data, it is possible to construct a measure of exposure to advertising which takes into account both the length of the ad and the number of people who saw it. This measure is gross impressions, or minutes of advertising times the number of people in the audience.

Using the gross impressions measure, the study analyzes the distribution of children's advertising exposure across different product classes. May is analyzed as a typical month, but data for the other months studied (February, July, and November) support the same conclusions. All data are for 1977. The study focuses on advertising to all children 2 to 11, since the data indicate differences in advertising exposure of younger and older children are insignificant.

Most of the advertising seen by children is advertising for a wide variety of products grouped in "other" categories. However, certain individual products clearly stand out in the extent to which their advertising is directed to children.

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In particular, advertising for toys and presweetened cereals accounts for 11.2% of children's exposure to advertising in May. Toy advertising predominates; children's exposure to spot toy advertising is roughly twice their exposure to presweetened cereals. The concentration of advertising for these products on child audiences is even more apparent when attention is restricted to times when children constitute a relatively large fraction of the audience. The share of total exposure to advertising accounted for these products rises steadily as the fraction of children in the audience increases, reaching 30.4% when children constitute at least 50% of the viewing audience.

Other highly sugared products also constitute a significant fraction of children's total exposure to advertising --10.3% in May. However, children are significantly exposed to advertising for many of these products only because they are generally heavily advertised products, and not because they are particularly heavily advertised to children. As the percentage of children in the viewing audience increases, the share of total exposure accounted for by other highly sugared products increases only slightly at best, and in several cases, declines.

The study also demonstrates that much of children's exposure to advertising occurs during times when children

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constitute a relatively large fraction of the audience. When children are at least 20% of the actual viewing audience (compared with 15.5% of the potential viewing audience in the markets analyzed), they receive 57.8% of their total exposure to advertising; when they are at least 30% of the audience, they receive 47% of their total exposure; and when they are at least half the audience, they receive 23% of their total exposure to advertising. By constrast, the vast majority of adult exposure to advertising occurs during times when children are less than 20% of the audience--86.7% in May. Adult exposure to advertising when children are at least half the audience only 2.33% of total adult exposure to advertising.

The study also analyzes differences and similarities in the patterns of exposure of children and adults to advertising of different product classes. Apart from the large "other" classes, there are substantial differences. However, most of the differences is due to differences in their exposure to advertising for toys and presweetened cereals. Knowledge of the distribution of advertising exposures of adults is sufficient to explain only 54% of the variation in children's exposure to spot television advertising in the 22 individual product classes considered, but it is sufficient to explain **92% of the variation in the 20 classes other than toys and** 

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presweetened cereals. There is weaker evidence that exposure patterns for candy and cakes, pies and pastries may also differ for children and adults.

Examining differences in advertising exposure of children and adults within a product class leads to the same conclusion. While total exposure of adults is greater than exposure of children in every product class, toys and presweetened cereals direct a distinctly larger fraction (46 % and 43 %, respectively) of their total advertising impressions to children than do other products. Since children are only 15.5% of the potential viewing audience, the concentration of these products on children is apparent. Bicycles and candy deliver over 30% of their total exposures to children, while sugared gum and cakes, pies, and pastries complete the list of products delivering over 20% of their total impressions to children.

Overall, combining the four months, 15.4% of total spot advertising impressions are impressions to children. Thus, children are not, on the average, more heavily exposed to spot advertising than are adults. However, certain products do direct relatively more of their advertising to children than adults.

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#### I. GENERAL DESCRIPTION 1/

#### A. The data base.

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To analyze non-network advertising seen by children, I obtained 1977 data on advertising aired on different stations and the audience of those stations. Advertising data were obtained from Broadcast Advertiser's Reports, Inc. From this data, estimated expenditures and length of advertisements were calculated for each of approximately 267 television stations located in 75 of the largest U.S. television markets. According to Arbitron Television estimates, there are 159,928,100 persons 2+ in television households in these markets, and 24,798,200 children 2-11. Thus, children are 15.51% of the potential audience in these cities.2/

Advertising data were accumulated separately for each of 17 dayparts (specified periods of time on specified days). For each daypart on each station we, therefore, have estimates of total advertising expenditures, and total minutes of advertising for each of 26 different product classes. Product class definitions were provided by the Federal Trade Commission, Bureau of Consumer Protection. The data include only spot advertising--advertising sold by and aired only on a local station (either a network affiliate or an independent), as distinct fron advertising sold by the network and aired on all stations car e the network program. Calculations were made separately for four months--February, May, July, and November. The data are based on monitoring of each station for one week out of the month. All of the tables in this r report will, therefore, report the total for one week out of each month, for 1977.

For eleven of the dayparts for each station, advertising data could be matched with data on the average quarter hour audience of the station. It is assumed that the average quarter hour audience actually saw each ad, regardless of when the ad ran within a daypart. On the average, this assumption is of course true, but there may be considerable variation within a daypart. In each of the months, audience estimates were unavailable for some of the dayparts; advertising in these dayparts accounts for approximately 16% of total advertising minutes, and 15% of total advertising expenditures. In omitting these dayparts from the analysis of viewing advertising, we implicitly assume that the distribution of exposure to advertising is the same as in all other dayparts combined.3/

It is important to emhasize the special meaning of a daypart in this study. A daypart is a specified period of time, on a specified day of the week, on a specified station. Thus, in a city in which five stations are monitored from 8:30 a.m. to 1:00 p.m. on Saturday, there would be five

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dayparts (one for each station). Dayparts are thus close to a concept of programs, except that a daypart on a station will typically include several different programs (since more than one program may be shown in the specified time period). Appendix A shows the standard time periods which are used by Arbitron; for example, 8:30 a.m. to 1:00 p.m. is the daypart for Saturday morning.

Where we discuss certain audience characteristics-- e.g., an audience composed on 50% or more children--it may be that one station's daypart may qualify, while another station daypart for the same time period may not. Thus, in selecting samples based on audience composition, each station's audience data for each daypart was treated separately.

B. Gross impressions as a measure of exposure to advertising.

To examine children's exposure to advertising, we need a measure which takes into account both the amount of advertising time and the size of the audience at the time the ad was broadcast. One such measure is gross impressions, defined as minutes of advertising times the number of people in the audience. Thus, two thirty seconds ads seen by 1,000 children produce 1,000 gross impressions of children. Note that gross impressions take no account of the difference between reach (the number of people who see an ad at least once) and frequency (the number of times an ad is seen by the average person). Thus, one thousand gross impressions could be one

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minute of advertising seen by one thousand people, or it could be 500 minutes of advertising seen only by two people. However, the question of reach and frequency is not central to our present concerns. Gross impressions do allow comparison across product classes of the relative emphasis on different population groups and on the intensity of advertising campaigns. This is the manner in which gross impressions will be used throughout this analysis. Gross impressions were computed separately for persons aged twelve and older, children 2 to 11, children 2 to 5, and children 6 to 11.

# II. THE DISTRIBUTION OF ADVERTISING SEEN BY CHILDREN ACROSS PRODUCT CLASSES.

### A. Children's exposure to advertising in all dayparts

Every advertisement will produce at least some gross impressions to children, because nearly any audience includes at least a few children. In order to determine what product advertising is disproportionately directed to children, it is necessary to consider the distribution of gross impressions to children across product classes. Estimates of this distribution for children 2 to 11 during May, 1977 are presented in Table 1. Table entries give the gross impressions to children for each product class as a percentage of all gross impressions of children. The data for May are fairly typical of the data for other months. I shall discuss only May in detail, noting how the other months differ where it is

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#### Table 1

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#### Percent Distribution of Gross Ampressions of Children 2-11: May, 1977

••		_		
-PRODUCT CLASS	ALL DAYPARTS	DAYPARTS WITH CHILD (2-11) AUDIENCE EQUAL TO OR MORE THAN		
		20%	308	50%
Regular and Casual Footwear	. 32\$	.413	.46%	. 531
Desserts and Dessert Ingredients	.12	.06	.04	.02
Ice Cream and Sherberts	. 27	.18	.14	.09
Cakes, Pies and Pastries	2.03	2.86	3.10	3.78
Fruit Juices	.14	.04	.03	.02
Appetizers, Snacks and Nuts	. 29	. 22	.19	.14
Righly Sugared Cereals	3.74	6.28	7.29	10.25
Other Cereals	1.06	1.34	1.51	2.22
Fresh Fruits	. 26	. 25	. 28	. 24
Raisins				'
Canned Fruits	.01	.00	.00	
Cookies	.04	.02	.01	.01
Crackers	.08	.03	.00	.00
Candy	2.23	3.33	3.55	3.92
Regular Gum	1.66	2.09	2.03	1.59'
Sugarless Gum	.72	.94	.94	. 38
Regular Carbonated Soft Drinks	2.51	2.24	1.96	.92
Diet Carbonated Soft Drinks	.07	.06	.04	.01
Non-Carbonated Soft Drinks	1.46	1.56	1.62	1.91
Other Food and Beverages	8.05	4.77	4.10	2.96
Toothpaste and Toothbrushes	. 58	. 57	. 47	.23
Games, Toys and Hobbycrafts	7.42	12.50	14.73	20.14
Bicycles	. 84	1.38	1.57	1.60
Restaurants and Drive-Ins	6.48	6.62	6.73	7.70
Other "Local" Advertising	26.31	22.64	21.22	18.32
All Other Non-Food Advertising	33.33	29.60	27.99	23.00
	100.00%	100.00%	100.00%	100.00%
TOTAL	*(2,167,980)	*(1,253,945)	*(1,026,317)	*(504,372)

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors. "Total Gross Impressions in thousands

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relevant. Similar tables for February, July, and November are presented in Appendix B.

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The first column of the table presents the results of the analysis when all stations and all dayparts (for which audience data is available) are included in the sample. It is immediately apparent that no one or two products dominate spot advertising. The 23 specific product classes listed in table 1 account for only 32% of children's exposure to advertising. Nearly 68% of gross impressions to children are for other foods, other local advertising, and all other products.4/ We do not know the detailed product class distribution of the ads in these broad classes. A brief inspection of Broadcast Advertiser's Reports listing of the brands included in these categories<u>5</u>/ for a few different markets suggests that the products emcompass many of the thousands of brands in hundreds of different product classes which are advertised on television.

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# B. Exposure when children are a large fraction of the audience.

To focus more clearly on advertising during those periods when children constitute a large fraction of the audience, the analysis was repeated for three different groups of dayparts and stations, defined by the percentage of children in the audience exceeding a specified value. The analysis was repeated for percentages of children in the audience of at

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least 20 percent, thirty percent and 50 percent. The results of these separate analyses are reported in the remaining columns of Table 1.

By considering only subsets of the total number of stations and dayparts available, we of course lose some of the the gross impressions to children which are due to their exposure to advertising in the omitted dayparts. However, this reduction is not proportional to the reduction in the size of the sample.

A large fraction of the gross impressions to children are produced during those times when children constiture a sizable percentage of the audience, a fact which is demonstrated in Table 2. 57.8% of gross impressions to children occur during dayparts when children constiture at least 20% of the audience. When children are at least 30% of the audiience, 47.3% of total gross impressions to children are produced, and when children are at least half the audience, gross impressions are still 23.3% of total gross impressions to children. By constrast, very few adult gross impressions are produced during these dayparts. When children are at least 20% of the audience, adult gross impressions are only 13.3% of total adult gross impressions in all dayparts, and when children are half the audience or more, adult gross impressions amount to only 2.3% of adult gross impressions

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DAYPARTS WITH CHILD AUDIENCE EQUAL TO OR MORE THAN 10.78% 5.98 3.41 2.33 23.26 50% (2-11) 30% 17.78% 8.71 14.79 8.24 47.34 EFFECTS OF RESTRICTING THE SAMPLE May, 1977 23.51% 21.35 57.84 13.28 13.12 20% ALL DAYPARTS \* 100.00% 100.00 100.00 100.00 100.00 Percent of Total Gross Impres-sions to Children 2-11 Percent of Total Gross Impres-sions to Persons 12+ 2,167,980,000 Percent of Total Advertising Percent of Total Advertising Minutes \$66,921,569 13,857,807 Percent of  ${\mathbf t}_{v}$ tal Dayparts 153,000 .2914 Expenditures Total: Total: Total: Total: To'

) 5  $\pm$  1215 dayparts have no audience data, and are therefore excluded.

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in all dayparts. The percentages for other months are slightly higher than in May, but the pattern is very similar.6\_/ Thus, the large majority of adult gross impressions occur during dayparts when children constitute less than 20% of the total viewing audience.

# C. Other advertising when the child audience is relatively large.

As we consider dayparts with progressively larger fractions of children in the audience, the fraction of gross impressions to children accounted for by the "other" categories declines, but remains quite large. Even when children are over half the audience, slightly over 44% of total gross impressions are due to these "other" categories.

It is not clear why other advertising should be such a large fraction of the total. Part of the answer may be the use of daypart averages for the audience data. A daypart may span two hours per day for five days, or more. Within a daypart, there may be some shows with large fraction of children in the audience, and others with a small fraction. Those shows with few children may account for most of the "other" advertising, but the use of the daypart average audience attributes the same child audience to all shows, and hence all ads, within the daypart. Given that the fraction of children in the average ' 'er hour exceeds 50%, however, it is hard to believe that this accounts for all of the difference. Evidently,

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a large fraction of the spot advertising in programs with high percentage of children is advertising for a wide variety of products.

## D. <u>Trends for individual product classes as the share of</u> children in the audience increases.

Table 1 also reveals the relative amounts of advertising for the individual products listed in the table. Toys are the most heavily advertised single product, followed closely by restaurants and drive ins. However, as the sample is restricted to dayparts with a high percentage of children in the audience, toy gross impressions account for a rapidly increasing fraction of total gross impressions. In contrast, gross impressions for restaurants are a relatively constant fraction of the total. The table thus suggests that toy advertising tends to be concentrated in dayparts with a high fraction of children, while restaurants and drive-in advertising is more uniformly distributed across the day.

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The most dramatic increase in the fraction of total gross impressions accounted for by a single product class as the percentage of children in the audience increases is that for sugared cereals. Sugared cereals account for 3.74% of total gross impressions to children, but 10.25% of the total in dayparts where children comprise at least half of the audience. The fracty of tributable to other cereals also

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increases, suggesting that advertising for both types of cereal is concentrated in dayparts with a relatively large child-audience. Sugared cereals ads are more concentrated, since the percentage increase is somewhat larger than for other cereals.

The other products accounting for appreciable fractions of the total gross impressions to children are regular carbonated soft drinks; candy; cakes, pies, and pastries; sugared gum; and noncarbonated soft drinks. Among these products, regular carbonated soft drinks appear to be important only because these products are heavily advertised in general. They are not particularly advertised to children, as indicated by the sharp decline in the fraction of gross impressions attributable to them as the fraction of children in the audience increases. The other products also increase slightly in those dayparts with a large fraction of children in the audience, but to much less significant extent that in the case of toys or presweetened cereals.

#### E. Toy and Sugared product advertising summarized.

These trends are summarized in Table 3. The fraction of children's exposure to advertising accounted for by highly sugared products  $\frac{7}{7}$  rises consistently and significantly as the percentage of children in the audience increases. The table also reveals that this increase is due primarily to the

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the sharp increase in sugared cereal advertising as the fraction of children in the audience rises. There is an upward trend for other highly sugared products, but it is somewhat erratic. When dayparts with at least 30% children are compared with those having at least 50% children, the fraction of gross impressions accounted for by other highly sugared products actually declines slightly. Thus, advertising for highly sugared products taken as a whole is concentrated in those dayparts when children constitute a high fraction of the audience. Much of this concentration is due to the much higher concentration of presweetened cereal advertising in these dayparts.

Toy advertising also increases sharply as the relative size of the child audience increases. Indeed, the percentage increase in the share of gross impressions accounted for by toys is second only to the percentage increase in the share of gross impressions accounted for by presweetened cereals. Taken together, toys and highly sugared products account for 21.49% of all gross impressions of children. When we restrict our attention to dayparts with at least 50% children in the audience, these products account for 42.63% of the gross impressions delivered to children.

F. Comparisons with other months.

May is, in many respects, a fairly typical month. In each of the months studied, the share of gross impressions to

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children is largest for toys, restaurants, and presweetened cereals. Toys and presweetened cereals always show sharp increases in the share of gross impressions they account for as the relative size of the child audience increases, while restaurants and drive ins do not. The share of gross impressions accounted for by highly sugared products increases appreciable as the percentage of children in the audience increases; as in May, this trend in the other months is largely due to the increase in presweetened cereal advertising.

However, there are some differences in the other months They are summarized in tables 4, 5 and 6. analyzed. The February (Table 4) and July (Table 5) data confirm the impression in the May data that most of the apparent concentration of highly sugared product ads in dayparts with a high percentage of children is due to the strong concentration of sugared cereal advertising in those dayparts. Indeed, in the July, the percentage of gross impressions accounted for by other sugared products actually declines as the percentage of children in the audience increases. However, in February and July, toys and highly sugared products account for a somewhat smaller fraction of all gross impressions directed to children in any of the samples than was the case in May. The total share of gross impressions attributable to toys plus highly sugared products is also lower in February and July: 15.5% for all stations and all dayparts,

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TABLE 4

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PERCENT OF GROSS IMPRESSIONS OF CHILDREN 2-11 FOR SUGARED PRODUCTS AND TOYS

	Fe	rnary, 1977		
PRODUCT CLASS	ALL DAYPARTS	DAYPARTS WITH CI	HILD AUDIENCE EQUI	IL TO OR MORE THAN
	(3,195,362*)	208 (2 061 A21*Y	308	50%
		(	( <b>T</b> ,633,808*)	(888,607*)
Highly Sugared Cereals	3.35%	5.07%	6.168	800 B
Other Sugared Products	8.15	9.72	10.24	
Subtotal	11.50	14.79	16.40	
Toys	4.14	6.21	7.53	11.37
Total of Toys and All Sugared Products	15.64	21.00	23.93	30.37

\*Number of Gross Impressions to Children 2-11 in Thousands

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ഹ TABLE

19.02 DÁYPARTS WITH CHILD AUDIENCE EQUAL TO OR MORE THAN 50% (888,607\*) 12.20% LRCENT OF GROSS IMPRESSIONS OF CHILDREN 2-11 FOR SUGARED PRODUCTS AND TOYS 6.82 9.79 28.81 16.92 (1,633,808\*) 308 8.89% 7.94 6.20 23.12 15.78 July, 1977 (2,061,421\*) 7.348 8.44 4.85 20.63 12.58 ALL DAYPARTS (3,195,362\*) 4.51% 8.07 2.97 15.55 45Cereals d Products **Total** of Toys and All Sugared Products PRODUCT CLASS Subtotal Highly Sug Other Sr Toys 5566

\*Number of Gross Impressions to Children 2-11 in Thousands

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versus 21.49% for May. This difference persists in all of the samples. About half of the difference is due to lower toy advertising in these months. As the fraction of children in the audience is increased, the February and July totals appear to be much lower than the corresponding totals for May. This difference is almost entirely due to lower toy advertising in February and July.

By far, the most dramatic differences appear in November (Table 6). With all dayparts included, toys and highly sugared products account for 36.54% of total gross impressions to children, considerably more than the 21% for May. Indeed, toy advertising alone accounts for a larger fraction of gross impressions in November than do toys plus highly sugared products in the other months analyzed. Gross impressions for highly sugared products are a smaller fraction of the total than in any other month, evidently due to the fact that these ads are displaced by toy ads in the period preceeding the Christmas season. The increase in highly sugared product advertising when children are a large fraction of the audience is entirely due to the increase of sugared cereal advertising; the fraction of gross impressions accounted for by other highly sugared products declines as the relative size of the child aduience increases. Nov Yer is unique in that gross impresd products amount to more than sions for toys and highly

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half of the total gross impressions to children when children are at least 20% of the audience. When we consider only dayparts with more than 50% children in the audience, these products account for 72.86% of the total gross impressions to children. Toys alone account for 64.52% of the total.

Table 7 illustrates changes in the proportion of gross impressions to children accounted for by all food products, in all months studied. While this proportion increases very slightly (except in November, where toy advertising predominates), the increase is far less than the increase in the proprotion accounted for by highly sugared food products. Thus, as the percentage of children in the audience increases, advertising for other food products declines, but advertising for highly sugared food products increases substantially.

G. Viewing by Young Children (2-5)

So far, we have considered only advertising seen by children aged 2 to 11. Table 8 summarizes the percent distribution of gross impressions by product classes for young children (2 to 5), and compares them to all children (2 to 11) The table reveals that exposure to advertising is quite similar for young children and all children. Considering all stations and all dayparts, young children see slightly more advertising for sugared cereals (3.90% vs. 3.74%), slightly

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HTNOM	ALT. DAVDARTS	DAYPARTS WITH	CHILD AUDIENCE EQU	AL TO OR MORE THAN
		20%	30%	50%
	(3,195,362*)	(2,061,421*)	(1,633,808*)	(888,607*)
February, 1977				
Food	21.60%	22.16%	22.91%	23.90%
Non-Food	78.40	77.84	77.09	76.10
May, 1977				
Food	24.65	26.09	26.63	28.57
Non-Food	75.35	73 <b>.</b> 91	73.37	71.43
July, 1977				
Food	21.51	22.08	22.16	23.10
Non-Food	78.49	77.92	77.84	76.90
November, 1977				
Food	16.11	12.91	11.66	10.42
Non-Food	83.89	87.09	88.34	, 89,58
*/ Number of Gross	Tmpressions to Child	tran 2-11 in mhours	ידיג	

TABLE 7

PERCENT OF GROSS IMPRESSIONS OF CHILDREN 2+11 FOR FOOD AND NON-FOOD ADVERTISING

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5.90% of foral gross tables showing the full distribution of gross impressions of children Note: Table entries Bive the percentage of gross impressions to children of the indicated age 74% accounted for by sugared cereals, while accounted for by different product carebutics accounted for by sugared cereals, while accounted for by different product carebutics accounted for by sugared cereals router accounted for by different product carebutics accounted for by sugares impressions of children 2.11 are accounted for by sugares impressions of children 2.11 are accounted for by sugares impressions of children 2.11 are accounted for by sugares impressions of children 2.11 are accounted for by sugared for by sugares accounted for by a sugarent product carebutics accounted for by sugares impressions of children 2.11 are accounted for by sugares impressions of children 2.5 are accounted for by sugares impressions of children 2.5 are accounted for by sugares accounted for by a substance of the 42.13 20.40 21.13 80.11 Cii dren 30.01 THE REPORT OF THE PARTE FOUNT TO OR MORE FILLING 42.63 20.14 64.22 12.24 10.25 33.50 14.78 18.72 11.50 27° L comparison of Exposure of young Children and All Children to Advertising 14.73 4L.61 12.45 Children 67.1 11-2 11.21 17.66 11.39 Children Children 6.27 5-2 20% 18.62 Children Children 12.34 6.28 11-2 26.6 Children 3.90 5-2 ALL DAYPARTS Children 3.74 11-2 Total of Toys and All other Sugared Products | sugared Products Highly Sugared Cereals / Subtotal Note: PRODUCT CLASS Tays

less advertising for sugared products in total (13.82% vs. 14.07%), and slightly more toy advertising. (7.87% vs. 7.43%). Overall, young children are slightly more heavily exposed to toy and highly sugared product advertising than are all children. (21.69% vs. 21.49%). These differences, however, are quite unremarkable. It seems safe to conclude that there are essentially no differences in the spot advertising exposure patterns of younger and older children.

This conclusion is bolstered when we consider the correlation between gross impressions to younger and older children in each product class. Taken as a whole, the correlation (across product class) of gross impressions to young children and gross impressions to older children is .9988. The square of the correlation coefficient is a measure of the percentage of the variation in gross impressions to young children which can be accounted for by gross impressions to older children. This value is .9977, indicating that 99.77% of the variation in gross impressions to younger children can be explained by knowledge of the gross impressions to older children. This indicates very little difference in the two distributions.

Part of the high correlation may be due to the fact that we have three large catchall categories, which necessarily account for large fractions of total gross impressions for both younger and older children. However, if we exclude these

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categories from the calculation the correlation is still .9946, indicating that 98.93% of the variation in the other categories for younger children can be explained by knowing gross impressions in these categories for older children. Thus, it seems clear that the exposure patterns of younger and older children are essentially identical.

III. ADVERTISING EXPOSURE FOR CHILDREN AND ADULTS

#### A. Comparing the percentage distributions

So far, I have considered only advertising exposures of children. It is also of interest to compare the advertising exposure of children to the exposure of adults, and to determine whether, and if so, how they differ. Such a comparison is presented for May, 1977 in Table 9.

It is apparent that there are some differences in the advertising exposure patterns of children and adults. Adults see a somewhat larger proportion of their advertising in the "other" categories--other foods and beverages, other local advertising, and all other advertising. Since the bulk of this advertising is presumably advertising for primarily adult products, this not surprising. Adults also see a substantially smaller proportion of gross impressions for toys and for presweetened cereals. In fact, these are the only major differences. While the precise percentages for other product classes are of course not identical, the differences are generally small.

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#### Table 9

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Distribution of Advertising Exposure for Children and Adults, May 1977

	Children 2-11	Adults 12+
 Regular and Casual Footwear	.32 \$	.21%
Desserts and Ingredients	.12	.19
Ice Cream and Sherberts	. 27	.38
Cakes, Pies, Pastries	2.03	.90
Fruit Juices	.14	.31
Appetizers, Snacks, Nuts	.29	. 37
Sugared Cereals	3.74	.72
Other Cereals	1.06	.73
Fresh Fruits	.26	. 22
Raisins		
Canned Fruits	.01	.03
Cookies	.04	.05
Crackers	.08	.11
Candy	2.23	.79
Sugared Gum	1.66	.87
Sugarless Gum	.72	.39
Regular Carbonated Soft Drinks	2.51	2.22
Diet Carbonated Soft Drinks	.07	.06
Noncarbonated Soft Drinks	1.46	1.41
Other Foods and Beverages	8.05	12.15
Toothpaste and Toothbrushes	.58	.55
Games, Toys, Hobbycraft	7.42	1.34
Bicycles	.84	.20
Restaurants and Drive-Ins	6.48	5.43
Other Local Advertising	26.31	31.28
All Other Advertising	33,33	39.07
	100.00%	100.00%

TOTAL (2,167,980,000) (13,857,807,000) Note: Table entries give gross impression for each product class for children and adults as a percent of the gross impressions for all children or all adults, iv All dayparts are included.

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It should be noted that there is not necessarily any similarity in the advertising exposure patterns of children and adults. In the extreme, if children and adults watched completely different shows, and completely different products were advertised in those shows, we would find that products in adult shows accounted for 0% of childrens exposures, and vice versa. On the other hand, if adults and children always viewed exactly the same shows, then the percentage distribution would be identical. Reality, as usual, lies between these extremes. Given the audience composition varies, our task here is to assess the degree to which advertisers of some products exploit those differences to produce disproportionate exposure of either children or adults to the advertising for their products.

#### B. Correlation analysis of the distributions.

We can again calculate correlation coefficients to assess the true similarity of the distributions. The correlation between gross impressions to children and gross impressions to adults across all of the product classes is .9832, implying that 96.68% of the variation in one distribution can be explained by knowledge of the other. Taken as a whole, the distribution are thus quite similar.

However, a large part of this apparent similarity is due to the large, catchall "other" categories. Excluding

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these categories causes the correlation to fall to .7381, implying that only 54.48% of the variation in one distribution  $\pm$ s explained by the other distribution. Thus, apart from the "other" categories, it seems clear that the distributions of gross impressions to children and adults are quite different.8/

### C. The source of the overall differences

The main reason that the correlation is so low is the pronounced differences in the exposure of children and adults to ads for toys and highly sugared cereals. If we exclude these categories ( in addition to the "other" categories), the correlation for the remaining 20 individual product classes rises dramatically, to .9612. For these 20 categories, 92.39% of the variation in children's exposure to spot advertising can be explained by variations in exposure of adults to spot advertising for those same products. Thus, apart from toys and presweetened cereals, the exposure to spot advertising of children and adults is quite similar.

It is, of course, possible to further increase the correlation by excluding additional product categories where the percentage of gross impressions to children and adults differs. In particular, if candy is excluded from the analysis the correlation for the remaining 19 categories implies that 95.51% of the variation in one distribution is explained by

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If cakes, pies, and pastries are then excluded, the other. 97.44% of the variation in one distribution is explained by the other. There is, unfortunately, no rigorous test to determine whether or not the correlation is significantly different from one (if the correlation were one, the percentage distribution would be identical). What we would like to do is to determine the set of product classes for which the distribution for children and adults do not differ signficantly. There is no rigorous way to do this. But the large increase in the correlation when toys and presweetened cereals indicates that the exposure patterns for these categories are clearly different for children and adults. The smaller increases in the correlation coefficient when candy, and then cakes, pies and pastries are excluded from the analysis provides weaker evidence that exposure to advertising of these products for children and adults also differs.

#### D. Comparing exposure in a given product class.

So far, we have focused only on the percentage distributions of gross impressions across different product class. We turn now to an analysis of gross impressions to all persons, children and adults, within a product class. Such an analysis can help to confirm the differences noted in the percentage distributions across product classes.

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Recall that the percentage of children in the potential audience in the 75 markets studied here is 15.51%. If differences in exposure to advertising to children and adults reflect only differences in their representation in the potential audience, then gross impressions to children should also be approximately 15% of gross impressions to all persons.

The data for the months studied confirm this hypothesis. For May, gross impressions to children 2-11 are 13.53% of total gross impressions to persons 2+; thus gross impressions to children are a slightly smaller fraction of gross impressions to all persons than are children as a fraction of the poten-In this respect, May is slightly atypical. tial audience. In February, gross impressions to children are 16.93% of gross impressions to all persons, in July the figure is 15.04%, and in November, it is 15.79%. Summing the totals across the four months included in the analysis, 15.42% of gross impressions to all persons are gross impressions to children. This is approximately the same as children's share of the potential audience. On the average, then, children do not receive greater exposure to spot television advertising, compared to adults.

There are, of course, significant differences in the percentage of gross impressions to all persons accounted for by children across product class. However, for all product

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classes, gross impressions to children are less than gross impressions to adults. For toys and sugared cereals, gross impressions to children are always over 40% of total gross impressions from spot advertising to all persons, and generally are over 45%. If we add the four months together and calculate the percentage of gross impressions to children as a fraction of total gross impressions to all persons for the product class, the percentage is 46.32% for sugared cereals, and 43.38% for toys. Thus, children receive relatively greater exposure to advertising for these product cetegories, compared to their share of the potential audience.

Other products generally deliver smaller fractions of their gross impressions to children. Bicycles and candy deliver more than 30% of their gross impressions to children (36.01% and 31.97%, respectively). The other products delivering over 20% of their gross impressions to children are cakes, pies and pastries (22.88%); and sugared gum (21 99%). Unfortunately, there is no rigorous statistical test available to determine precisely which products are significantly above the percentage expected on the basis of children's share of the potential audience. It seems clear that toys and sugared cereals are significantly higher than this expected percentage. Bicycles and candy are also quite high, but more questionable. And there is only weak evidence that cake, pies and pastries, and sugared gum are significantly different from the overall average.

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#### Footnotes

1/ A more detailed discussion of the data sources and the methodology employed in the preparation of this analysis can be found in Appendix A. The detailed product class definitions are given in Appendix C.

2/ The 75 cities account for 77.87% of the number of persons  $\overline{2}$ + in U.S. television households.

The estimates of the potential audience are probably underestimates of the potential audience actually available. This is because the audience data used in this report are based on the "total survey area", which emcompasses rea larger geographic area than the "area of dominant influence", which is the concept of the television market on which the potential audience estimates used here are based. The reason for this difference is that the total survey areas for different cities may overlap. For example, people living in the New York area may be able to receive Philadelphia stations. They are, therefore, included in the total survey area for Philadelphia. Because of this overlap, population figures for the total survey area cannot be added without double counting a sizeable number of people.

3/ Audience data for the missing dayparts is simply not reported as daypart averages by Arbitron. The principal reason for this is the enormous variation in the program content of these times. For example, Saturday and Sunday evening (5-8 p.m. eastern time) are omitted. These times are often dominated by sports events, which vary considerably in audience, end at varying times, and are followed by variable programs. The usefulnes of an average quarter hour audience for such potentially disparate audiences is questionable at best. A complete list of the dayparts with no audience data is contained in Appendix A.

There is no reason to believe that the missing dayparts in any way bias the results. In addition to Saturday and Sunday evening, we are missing data for time before 7:00 a.m., after 1 a.m., Saturday and Sunday before 8:30 a.m., and Sunday 8:30-1 p.m. Viewing by children is unlikely to be very significant in most of these periods.

4/ In November, the corresponding figure is approximately 55%. In February and July, the figure is approximately 76%.

5/ Broadcast Advertisers Reports, Inc., Computer Analysis of Spot TV Data by Brand and Product Class within Markets for February, May July and November, 1977.

 $\frac{6}{1}$  Tables analogous to Table 2 for the other months are presented in Appendix .

7/ For purposes of this analysis, highly sugared products are considered to be the following: Desserts and Ingredients; Ice Cream and Sherberts; Cakes, Pies, and Pastries; Sugared Cereals; Raisins; Canned Fruits; Cookies, Candy; Sugared Gum; Regular Carbonated Soft Drinks; and Noncarbonated Soft Drinks.

8/ It is clearly appropriate to exclude the "other" categories in the calculation of the correlation coefficient. First, the "other" categories are far larger than the individual categories, and are therefore given large influence in the value of the coefficient. This difference in size, however, is an artifact of the product class definitions. If all products were defined at the same level of detail, exclusion would not be appropriate. It is the difference in the scale of the class definitions which justifies exclusion of the "other" categories. Second, what we are really interested in is comparing adults and children in the 23 more detailed product classes. Other products were aggregated into a catchall category precisely because they are of far less interest. Con-sequently, the test of similarity should be based on the product categories where we are most interested in similarities.

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Appendix A

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Data Sources and Methodology

A. Audience Data

Audience estimates were collected from <u>Arbitron Televi</u>-<u>sion Daypart Audience Summary</u> volumes for February, May, July, and November, 1977. Except for July, Arbitron surveys 211 U.S. television markets in each of these months. The July survey includes only the top 75 markets. While Arbitron surveys some markets in othe rmonths as well, these months were selected to maximize the amount of audience data which could be matched with advertising.

Arbitron reports estimates of the average quarter hour viewing audience for each station in 18 different dayparts (specified hours during specified days). Data were collected for the 11 dayparts indicated in Table A1. These provide the maximum possible number of non-overlapping dayparts. Because the viewing audience of a given station may vary considerably from hour to hour, it is important to retain as much detail as possible; therefore the smallest possible dayparts for which Arbitron provides summary audience estimates were selected. While it would be possible to use audience data at a finer level of detail, the increased uncertainty in numbers based on a smaller sample and the enormous cost and complexity of using more detail dictated reliance on the readily available and widely used daypart summaries.

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### Table Al

## Daypart Definitions

	Eastern & Pacific	Central & Mountain
Monday-Friday	7.00A -9.00A	Same
	9.00A -Noon	Same
	Noon -4.30P	Noon - 3.30P
	4.30 -6.00P	3.30 - 5.00P
	6.00 -7.30P	5.00 - 6.30P
	7.30P -8.00P	6.30P- 7.00P
	11.00P -11.30P	10.00 - 10.30P
:	11.30P -1.00A	10.30P- Midnight
Saturday	8.30A -1.00P	Same
Saturday & Sunday	1.00P -5.00P	1.00P-4.00P
Sunday-Saturday	8.00P -11.00P	7.00P-10.00P

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Despite the occasional sacrifice of coverage, non-overlapping dayparts must be used to avoid double counting exposure to advertising, which would occur if overlapping dayparts were combined in any way.

Audience data were collected for each of the 11 dayparts for all stations which were monitored by Broadcast Advertisers Report, Inc. Data used were the projected audience ( in thousands) in the total survey area in the following categories: TV households, Persons 2+, Men 18+, Women 18+, Total Teens (12-17), Children 2-11, and children 6-11. The total survey area (TSA) is comprised of those counties in which approximately 98% of the net weekly circulation of home market commercial stations occurs. Because we are interested in advertising seen by children wherever they live, these audience estimates are more appropriate than those for the more geographically restricted area of dominant influence or metro rating area.

In three cities in the Mountain time zone (Denver, Phoenix, Salt Lake City), estimates of the audience data were computed from more detailed Time Period Averages for the Noon to 3:30PM daypart. The daypart summaries report only a Noon -4:30 daypart for these cities, which overlaps the 3:30-5:00PM daypart. To avoid this problem, estimates of the average quarter hour audience between Noon and 3:30 were

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computed as follows:

Estimates of the average quarter hour audience in each half hour component of the daypart were taken from the Weekly Proframming, Time Period Averages, Monday-Friday section of the Arbitron Market Summary volume including each of the cities. When several different shows aired in a given half hour, the four week average for the time period was used. Daypart audience estimates for each station in each month were then defined as the unweighted average of the audience estimates in the component half hours. This procedure is appropriate since each half hour estimate is based on the same number of quarter hours. Estimates of the audience in each demographic segment were computed independently. Because the half hour by half hour data does not include a separate estimate of the number of persons 2+, persons 2+ for the daypart was defined as the sum of the daypart audience estimates of Men 18+, Women 18+, Total teens, and children 2-11.

Audience data were copied from the books to a computer coding form by clerks, who also added the station's call letters, and code numbers for the city, daypart, time zone, and month. Clerks also typed the data into the computer at remote terminals. To insure accuracy of the final data set, a computer program was used to determine whether or not certain relationships were satisfied. In particular, the audience of persons 2+ should equal the sum of the audience

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of men 18+, Women 18+, Teens (12-17), and children 2-11. Also, the audience of children 2-11 should be greater than or equal to the audience of children 6-11, and the number of persons 2+ should be greater than or equal to the number of TV households.1/ The program also checked to be sure that the data for all dayparts was collected and entered, and checked to be sure that the same number of stations was present in each daypart in a city. Whenever this computerized edit revealed any problems, all data for the observation were checked against the Arbitron books, and necessary corrections were entered at the terminal. Thus, coding errors and typing errors were checked simultaneously rather than separately. A separate command procedure, which checked the data at the terminal, was used to identify errors in spelling of station call letters and errors in time zone codes. Because the inequality tests for the accuracy of the data on TV households and children 6-11 are weak, the final data for these two variables was proofread against the coding sheets. Any inconsistencies were checked against the books.

Once the data set passed all these tests, command procedures were used to enter additional data on the station at the terminal. A variable was added to indicate whether the station had an Sl Satellite, an S2 Satellite, or no Satellite, 2/as indicated by the Arbitron reports. All audience data include the audience of any satellite. A variable was

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added to indicate whether a station was on the air less time than other stations in a daypart, again as indicated in the Arbitron books, This variable also indicated those stations which were not on the air during a daypart; i.e., those stations for which Arbitron does not report the station at all during a daypart. Variables were added to indicate a stations' network affiliation (ABC, NBC, CBS, or Independent), and whether the station broadcasts on a UHF or VHF frequency. Finally, because the city codes used for the audience data differed from those used by BAR, the BAR city codes were also added to each record.

#### B. Advertising

Basic advertising data were obtained from Broadcast Advertisers Reports, Inc. BAR collects data on advertising aired by monitoring 268 stations in 75 of the largest U.S. television markets for one week out of each month. The FTC was provided with copies of the Monthly Detail Tape for four months-February, May, July, and November. This tape contains one record for each of the spot commercials  $\underline{4}$  aired during the monitored week. The record includes the time and date on which the commercial ran, the station which aired it, the length of the ad, the brand advertised, the BAR product class to which the brand is assigned, and an estimate of the price of the ad. All data except the price are obtained from BAR's

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audio tape monitoring of the station. Prices are provided by a leading national advertising agency and represent the average price paid by the agency for commercials on a given station at a given time purchased for all of its clients.

Because the 4 months of data include approximately 1.5 million commercials, it was necessary to aggregate the data, thereby reducing the number of records to more manageable proportions. Therefore, the data were aggregated to produce one record for each of 17 dayparts for each station monitored. Thus, the final data set includes 4,556 records for each month. In addition to information identifying city, station, daypart, and month, each record includes the number of advertisements, the total length of ads, and the estimated expenditure on ads in each of 28 product classes. Definitions for 25 product classes were provided by the Bureau of Consumer Protection of the FTC. Two of these classes were subdivided, and public service advertisements were added as a separate product class. Detailed product class definitions are included in Appendix C. Computer programming for the aggregation was done by John Hamilton, a computer specialist with the Bureau of Economics. Copies of the programs used are included in Appendix E.

For purposes of aggregating the data, 17 different dayparts were defined. The initial basis for these definitions was the 11 dayparts for which audience data were available, listed in Table Al. Six additional dayparts were defined

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cover all other times. These dayparts are listed in Table A2. When an ad was broadcast at a time at which 2 dayparts adjoin, it was classified in the later daypart. Thus, an ad broadcast at Noon is included in the Noon-4:30 daypart.

To insure accuracy of the aggregation program, it was run on the first 2,000 records for one month. These records were then printed out and aggregated by hand. Comparision of the results confirmed the program's reliability.

C. Merging the Data Sets

When the advertising and audience data sets were each in their final form, the two data sets were merged. Observations on the same station and same daypart from each data set were matched. Then a data set was created which combined audience and advertising data for each daypart on each station in a single observation. A separate data set was created for each of the available months. Data sets were merged using the standard IBM SORT/MERGE utility program. All further processing used this combined data set. Stations and dayparts for which BAR reported no advertising were excluded.

D. Analysis of the Data

The data was analyzed using a computer software package known as the Statistical Analysis System, Version 76.5 5/ SAS programs were written by the author, and copies are included in Appendix E. The observations were sorted by daypart, and

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### Table A2

## Additional Dayparts for Advertising Data

	Eastern & <u>Pacific</u>	Central & <u>Mountain</u>
Sunday-Saturday	After 1:00 AM	After Midnight
Saturday & Sunday	Before 8:30 AM	Same
Monday-Friday	Before 7:00 AM	Same
Sunday	8:30 -1:00 PM	Same
Saturday & Sunday	5:00-8:00 PM	4:00-7:00 PM
Saturday & Sunday	11:00-1:00 AM	10:00-Midnight

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then each data item of interest subtotaled for each daypart. When it was necessary to combine dayparts, subtotals for the component dayparts were simply added together, rather than averaging the audience data to create estimates of the average audience over the entire daypart. In some parts of the analysis, certain record were excluded. For example, the tables showing advertising during dayparts where children compromise 50% or more of total persons in the audience were constructed by deleting all observations with a smaller fraction of children before comouting the subtotals.

Footnotes

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1/ In some cases, Arbitron reports that the number of TV households is greater than the number of persons viewing a station. This is apparently due to homes which report that the set is on, but no one is watching it. There were 105 such cases in the data collected for this study, out of 11,649 observations.

 $2^{/}$  A satellite station is essentially a repeater of the parents' broadcasts. SI Satellites duplicate the parents' programming in its entirety. S2 satellites may run different programming. Apart from news, editorials and public service programming, an Arbitron S2 Satellite in the top 50 markets (based on either households in the area of dominant influence or prime time rankings) can differ from parent station programming in no more than an average of 34 quarter hours per week. For other markets, such programming can differ for no more than an average of 20 quarter hours per week. The sample includes 2 stations with S1 satellites and 5 stations with S2 satellites. There are approximately 260 stations in each month.

 $\frac{3}{10}$  In one market, Springfield-Champaign-Decauter, BAR monitors the satellite rather than the parent station in May, July and November. The audience data used for these ads is that for parent plus satellite.

4/ Spot commercials are those sold directly by the station, which air on that station only. They differ from network commercials, which are sold by the network and air on all stations carrying the programs in which they are included.

5/ Instructions for the use of this package can be found in <u>A User's Guide to SAS 76</u>, by Anthony J. Barr, James H. Goodnight, John P. Sall, and James T. Helwig, Published by SAS Institute, Inc., Raliegh, N.C. 1976.

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## Appendix B

## Additional Summary Tables

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#### Table B-1

Percent Distribution of Gross Impressions of Children 2-5: May, 1977

PRODUCT CLASS	ALL DAYPARTS	DAYPARTS W EQU	TTH CHILD (2-1 AL TO OR MORE	1) AUDIENCE THAN
		20%	30%	50€
Regular and Casual Footwear	. 31 %	.40%	. 44%	. 51 \$
Desserts and Dessert Ingredients	.10	.05	.03	. 0 2
Ice Cream and Sherberts	. 28	.17	· .15	.11
Cakes, Pies and Pastries	2.08	2.79	2.99	3.64
Fruit Juices	.13	105	.03	.03
Appetizers, Snacks and Nuts	. 31	. 22	.19	.16
Highly Sugared Cereals	3.90	6.27	7.22	10.05
Other Cereals	1.11	1.39	1.55	2.26
Fresh Fruits	. 28	. 26	. 27	. 24
Raisins				
Canned Fruits	.01	.00	.00	
Cookies	.04	.03	.02 .	.01
Crackers	.06	.03	.00	.00
Candy	2.14	3.06	3.27	3.69
Regular Gum	1.46	1.78	1.71	1.42
Sugarless Gum	.63	.80	.78	. 31
Regular Carbonated Soft Drinks	2.29	1.96	1.71	. 84
Diet Carbonated Soft Drinks	.07	.06	.04	.01
Non-Carbonated Soft Drinks	1.52	1.55	1.62	1.95
Other Food and Beverages	7.99	4.66	4.03	3.07
Toothpaste and Toothbrushes	. 53	. 49	.40	.21
Games, Toys and Hobbycrafts	7.87	12.71	14.78	20.40
Bicycles	.80	1.27	1.44	1.52
Restaurants and Drive-Ins	6.23	6.39	6.50	7.46
Other "Local" Advertising	27.14	24.04	22.62	18.74
All Other Non-Food Advertising	32.71	29.57	28.17	23.33
	100.00%	100.00%	100.00%	100.00%
TOTAL	*(808,592)	*(489.035)	*(407,960)	*(213,966)

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors. ..\*Total Gross Impressions in thousands.....

DAYPARTS WITH CHILD AUDIENCE EQUAL TO OR MORE THAN 11.58% 4.51, 50% 7.36 27.80 3.59  $18.69_{\$}$ 308 EFFECTS OF KESTRICTING THE SAMPLE 10.73 16.75 51.13 10.90 \*/ 1221 dayparts have no audience data, and are therefore excluded. February, 1977 27.428 17.22 26.74 208 64.51 19.35 ALL DAYPARTS \* 100.008 100.00 100.00 100.00 100.00 Percent of Total Advertising Percent of Total Gross Impres-Percent of Total Advertising Percent of Total Gross Impres-sions to Persons 12+ Percent of Total Dayparts 15,677,003,000 **Total:** 3,195,362,000 **Total:** \$57,527,449 2910 Total: 147,396 Expenditures Total: Total:

Table B-3

PRODUCT CLASS	ALL DAYPARTS	DAYPARIS WI EQUA	TH CHILD (2-1) AL TO OR MORE 7	i) Audience Than
		20%	30%	50%
Regular and Casual Footwear	.021	.02%	. 021	.001
Desserts and Dessert Ingredients	.17	.10	.06	.05
Ice Cream and Sherberts	. 30	. 22	19	.02
Cakes, Pies and Pastries	1.67	1.97	2.16	2.34
Fruit Juices	. 21	.15	.16	.05
Appetizers, Snacks and Nuts	. 31	. 22	.16	.05
Highly Sugared Careals	3.35	5.07	6.16	9.00
Other Cereals	.90	1.07	1,18	1.65
Fresh Fruits	. 26	. 26	. 31	. 47
Raisins				
Canned Fruits	.01	.01	.01	.00
Cookies	.16	. 20	. 24	. 39
Crackers	.03	.01	.01	.01
Candy	3.38	4,83	5.38	5.54
Regular Gum	1.43	1.54	1.49	1.30
Sugarless Gum	.11	.16	.16	.07
Regular Carbonated Soft Drinks	. 76	, 65	. 58	. 32
Diet Carbonated Soft Drinks	.46	. 29	.18	. 09
Non-Carbonated Soft Drinks	. 27	. 20	.13	.04
Other Food and Beverages	7.82	5.21	4.35	2.51
Toothpaste and Toothbrushes	.60	.61	.56	.14
Games, Toys and Hobbycrafts	4.14	6.21	7.53	11.37
Bicycles				
Restaurants and Drive-Ins	4.85	4.59	4.55	4.70
Other "Local" Advertising	23.95	20.72	19.86	15.06
All Other Non-Food Advertising	44.84	45.69	44.56	44.82
	100.00%	100.00%	100.00%	100.00%

#### Percent Distribution of Gross Impressions of Children 2-11: February, 1977

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors. \*Total Gross Impressions in thousands.

#### Table B-4

#### Percent Distribution of Gross Impressions of Children 2-5: February, 1977

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PRODUCT CLASS	ALL DAYPARTS	DAYPARTS WI EQUA	TH CHILD (2-1) L TO OR MORE 1	) Audience Han
· /		20%	30%	50%
Regular and Casual Footwear	.021	.02\$	.02\$	. 00\$
Desserts and Dessert Ingredients	.16	.09	.05	.04
Ice Cream and Sherberts	. 27	. 20	.16	. 02
Cakes, Pies and Pastries	1.70	1.96	2.15	2.42
Pruit Juices	.18	.13	. 14	.06
Appetizers, Snacks and Nuts	. 33	. 22	.16	.07
Bighly Sugared Cereals	3.58	5.22	6.29	8.92
Other Cereals	.98	1.13	1.25	1.71
Presh Fruits	. 27	. 26	. 30	. 43
Raisins				
Canned Fruits	.02	.01	.01	.00
Cookies	.18	. 23	. 27	. 42
Crackers	.04	. 02	.01	.01
Candy	3.14	4.33	4.77	4.95
Regular Gum	1.32	1.37	1.30	1.12
Sugarless Gum	.10	.13	.13	.06
Regular Carbonated Soft Drinks	.70	. 57	.49	. 28
Diet Carbonated Soft Drinks	.44	. 27	.17	. 09
Non-Carbonated Soft Drinks	. 27	.18	.11	.04
Other Food and Beverages	7.67	5.02	4.07	2.54
Toothpaste and Toothbrushes	. 5 3	.51	.45	.12
Games, Toys and Hobbycrafts	4.35	6.28	7.56	11.16
Bicycles				
Restaurants and Drive-Ins	4.73	4.56	4.58	4.84
Other "Local" Advertising	24.48	21.64	20.87	15.94
All Other Non-Food Advertising	44.55	45.65	44.69	44.76
	100.00%	100.00%	100.00%	100.00%
TOTAL	*(1,182,927)	*(795,415)	*(637,659)	*(367,048)

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors. \* Total Gross Impressions in thousands

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EFFECTS OF RESTRICTING THE SAMPLE

July, 1977

	·				
		атт Одура	DAYPARTS	WITH CHILD AUDIENCF (2-11)	E EQUAL TO OR MORE THAI
1			20%	308	508
<u> </u>	ercent of Total Dayparts				
	Total: 2771	100.00%	27.93%	18.738	10.57%
<u> </u>	ercent of Total Advertising Expenditures	100.00	15.20	9.25	2.94
· ·	<b>Total:</b> \$53,176,780				
<u> </u>	ercent of Total Advertising Minutes	100.00	26.77	16.47	6.00
	<b>Total:</b> 140,129				
<u> </u>	Percent of Total Gross Impres-	100.00	59.80	45.25	19.75
8	<b>Total:</b> 2,202,472,000				
<u> </u>	Percent of Total Gross Impres- sions to Persons 12+	100.00	17.40	9.39	2.15
	<b>Total:</b> 12,436,930,000				
	· .				

 $\frac{1}{2}$  1364 dayparts have no audience data, and are therefore excluded.

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Table B-6 PERCENT DISTRIBUTION OF GROSS IMPRESSIONS FOR CHILDREN 2-11: July, 1977

DEALITY (1255	ALL DAYPARTS	DAYPARIS WIT EQUAL	H CHILD (2-11) TO OR MORE TH	AUDIENCE AN
		20%	30%	50%
Regular and Casual Footwear	.01%	.02%	.03% .	.02%
Desserts and Dessert Ingredients	.14	.09	.07	.03
Ice Cream and Sherberts	.45	.35	.23	.09
Cakes, Pies and Pastries	.23	.33	.37	.55
Fruit Juices	.08	.03	.02	.01
Appetizers, Snacks and Nuts	.34	.20	.11	.06
Highly Sugared Cereals	4.51	7.34	8.98	12.20
Other Cereals	.91	1.20	1.42	1.85
Fresh Fruits	.14	.12	.10	.05
Raisins	.00			
Canned Fruits				
Cookies	.13	.13	.12	.13
Crackers	.07	.03	.02	.01
Candy	1.31	1.98	2,16	2.34
Regular Gum	1.33	1.45	1.32	.70
Sugarless Gum	.68	.70	.57	.20
Regular Carbonated Soft Drinks	2.93	2.55	2.21	1.28
Diet Carbonated Soft Drinks	.17	.11	.07	.02
Non-Carbonated Soft Drinks	1.55	1.57	1.47	1.70
Other Food and Beverages	6.54	3.90	2.92	1.88
Toothpaste and Toothbrushes	.67	.60	.49	.35
Games, Toys and Hobbycrafts	2.97	4.85	6.20	9.79
Bicycles	.01			
Restaurants and Drive-Ins	7.21	7.40	7.81	9.57
Other "Local" Advertising	29.43	27.02	25.95	23.52
All Other Non-Food Advertising	38.19	38.05	37.38	33.63
TQTAL	100.00%	100.00% (1,317,177,000	100.00% (996,701,000)	100.00% (434,907,000)

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors.

PRODUCT CLASS	ALL DAYPARTS	DAYPARIS WI BOUA	TH CHILD (2-11 L TO OR MORE T	) AUDIENCE HAN
		20%	30%	50%
Regular and Casual Footwear	.02%	.02%	.03%	.03%
Desserts and Dessert Ingredients	.13	.09	.07	.03
Ice Cream and Sherberts	. 41	. 29	.18	.06
Cakes, Pies and Pastries	.24	.34	.38	.54
Pruit Juices	.07	.03	.02	.01
Appetizers, Snacks and Nuts	. 34	.20	.13	.07
Highly Sugared Cereals	5.09	7.80	9.47	12.43
Other Cereals	1.00	1.30	1.53	1.96
Presh Fruits	.15	.13	.12	.06
Raisins	.00			
Canned Fruits				
Cookies	.14	.13	.13	.14
Crackers	.07	.03	.02	.02
Candy	1.40	2.02	2.18	2.38
Regular Gum	1.33	1.40	1.24	.70
Sugarless Gum	.66	.67	.53	.23
Regular Carbonated Soft Drinks	2.88	2.48	2.14	1.27
Diet Carbonated Soft Drinks	.17	.12 ′	.07	.02
Non-Carbonated Soft Drinks	1.56	1.55	1.47	1.71
Other Food and Beverages	6.25	3.90	2.95	2.04
Toothpaste and Toothbrushes	.66	.59	.49	.36
Games, Toys and Hobbycrafts	3.35	5.15	6.52	10.01
Bicycles	.01		·	
Restaurants and Drive-Ins	7.59	7.88	8.30	9.92
Other "Local" Advertising	29.47	27.27	26.22	23.58
All Other Non-Food Advertising	37.00	36,62	35.82	32.41
TOTAL	100.00% (657,171,000)	100.00% (418,574,000)	100.00% (996,701,000)	100.00% (434,907,000)

## Table B-7 PERCENT DISTRIBUTION OF GROSS IMPRESSIONS FOR CHILDREN 2-5: July 1977

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors.

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Table B.

EFFECTS OF RESTRICTING THE SAMPLE

	· · · · · · · · · · · · · · · · · · ·	Nove	mber, 1977			•
		ALL DAYPARTS *	DAYPARTS WITH	I CHILD AUDIENCE E (2-11)	QUAL TO OR MORI	E THAN
			208	308	50%	
	Percent of Total Dayparts					
	Total: 2919	100,00%	24.70%	17.44%	8.77%	
•	<b>Percent</b> of Total Advertising Expenditures	100.00	16.85	11.14	4.68	
	<b>Total:</b> \$75,016,826					
	<b>Percent</b> of <b>Total Advertising</b> Minutes	100.00	24.23	16.03	6.35	
	<b>Total:</b> 161,263					
5601	Percent of Total Gross Impres- sions to Children 2-11	100.00	62.63	49.34	25.59	
	<b>Total:</b> 3,080,638,000					
	Percent of Total Gross Impres- sions to Persons 12+	100.00	17.38	9.63	2.93	•
1700	<b>Total:</b> 16,423,354,000					

 $\frac{1}{2}$  1228 dayparts have no audience data, and are therefore excluded.

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#### Table B-9

PRODUCT CLASS	ALL DAYPARI	DAYPARIS E	WITH CHILD (2- JUAL TO OR MORE	-11) AUDIENCE 5 THAN
		20%	30%	50%
Regular and Casual Footwear	. 401	.45%	.411	251
Desserts and Dessert Ingredients	.12	.06	.04	.01
Ice Cream and Sherberts	.05	.03	.02	.01
Cakes, Pies and Pastries	. 44	. 49	. 48	.68
Pruit Juices	.18	. 09	.05	.01
Appetizers, Snacks and Nuts	. 25	.13	.11	.08
Highly Sugared Cereals	2.19	3.37	4.05	5.61
Other Cereals	.62	.65	.66	.71
Fresh Fruits	.10	.08	.07	.01
Raisins	.15	.06	.02	.00
Canned Fruits	.10	.03	.03	.00
Cookies	.03	.01	.01	.01
Crackers	. 0 2	.00	.00	
Candy	. 91	1.08	1.03	.67
Regular Gum	. 89	1.07	1.03	.90
Sugarless Gum	. 4 2	. 37	, 29	.06
Regular Carbonated Soft Drinks	1.05	.71	. 46	. 12
Diet Carbonated Soft Drinks	.67	.43	.36	.05
Non-Carbonated Soft Drinks	. 30	. 31	. 29	. 33
Other Food and Beverages	7.62	3.94	2.66	1.16
Nothpaste and Toothbrushes	. 29	. 24	.17	.02
ames, Toys and Hobbycrafts	30.31	46.24	52.95	64.52
Bicycles	. 34	. 50	.51	. 38
estaurants and Drive-Ins	4.76	4.44	4.51	4.88
ther "Local" Advertising	23.24	17.10	14.40	8.27
11 Other Non-Food Advertising	24.56	18.12	15.43	11.28
	100.00%	100.00%	100.00%	100.00%
TOTAL	*(3,080,638)	*(1,929,409)	*(1,520,018)	*(788,446)

Percent Distribution of Gross Impressions of Children 2-11: November, 1977

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 100% due to rounding errors. \* Total Gross Impressions in thousands

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#### Table B-10

PRODUCT CLASS	ALL DAYPARTS	DAYPARIS WITH CHILD (2-11) AUDIENCE EQUAL TO OR MORE THAN		
		20%	30%	50%
Regular and Casual Footwear	. 38%	. 41 %	. 37\$	. 24 %
Desserts and Dessert Ingredients	.12	.05	.04	.01
Ice Cream and Sherberts	.05	.03	.02	.01
Cakes, Pies and Pastries	. 47	.51	. 50	.67
Fruit Juices	.20	.10	.06	. 0 2
Appetizers, Snacks and Nuts	. 25	.14	.12	.09
Highly Sugared Cereals	2.42	3.56	4.19	5.59
Other Cereals	.65	. 67	.67	. 69
Fresh Fruits	.11	.08	.06	.01
Raisins	.13	.05	.02	.00
Canned Fruits	.09	.03	.03	.00
Cookies	.04	.01	.01	.01
Crackers	. 0 2	.00	.00	
Candy	. 84	.95	.89	.61
Regular Gum	. 79	.92	.88	. 79
Sugarless Gum	. 37	. 31	. 24	.06
Regular Carbonated Soft Drinks	.95	.63	. 39	.11
Diet Carbonated Soft Drinks	.64	. 39	. 33	.05
Non-Carbonated Soft Drinks	. 32	. 31	.30	. 36
Other Food and Beverages	7.36	3.80	2.59	1.17
Toothpaste and Toothbrushes	.26	. 21	.15	. 02
Games, Toys and Hobbycrafts	31.04	45.42	51.45	62.65
Bicycles	. 31	. 4 3	.43	. 35
Restaurants and Drive-Ins	4.59	4.35	4.42	4.80
Other "Local" Advertising	23.62	18.03	15.56	9.20
All Other Non-Food Advertising	24.01	18.59	16.29	12.51
•	100.00%	100.00%	100.00%	100.00%
TOTAL	* (1.068.250)	*(701.105)	*(568,446)	*(317.632

Percent Distribution of Gross Impressions of Children 2-5: November, 1977

Note: Gross impressions are defined as the number of minutes of advertising times the number of children of the indicated age in the audience, measured in thousand. Table entries give the percentage of gross impressions of children of the indicated age produced by each product class. Columns may not add to 1003 due to rounding errors. \*Total Gross Impressions in thousands

## Appendix C

## PRODUCT CLASS CODES

BAR	BEALES		
A131	1	FOOTWEAR	-
D121	22	DENTAL SUPPLIES	
F115	2	DESSERTS AND DESSERT INGREDI	ENTS
F122A	7	HIGHLY SUGARED CEREALS	
F122B	8	OTHER CEREALS	
F133	3	ICE CREAM	
F142A	9	FRESH FRUIT	
F142B	10	RAISINS	
F142C	11	CANNED FRUIT	
F162	4	CAKES, PIES AND PASTRIES	
F163A	12	COOKIES	
F163B	13	CRACKERS	
F172	5	FRUIT JUICES	
F211A	14	CANDY	
F211B	15	REGULAR GUM	
F211C	16	SUGARLESS GUM	
F212	6	APPETIZERS, SNACKS AND NUTS	
F221A	17	REGULAR CARBONATED BEVERAGES	
F221B	18	DIET CARBONATED BEVERAGES	
F223	19	NON-CARBONATED BEVERAGES	
F300	20	BEER, WINE AND MIXERS	
G440	24	BICYCLES	
G450	23	TOYS, GAMES AND HOBBYCRAFTS	
V234	2 5	RESTAURANTS AND DRIVE-INS	5604
8888	21	ALL OTHER FOOD AND BEVERAGES	
9999	27	ALL OTHER NON-FOOD PRODUCTS	3703

## BRANDS WITHIN THOSE PRODUCT CLASSES

WHICH DIFFER FROM BAR'S PRODUCT CLASSES

۰.

F122	FRANKEN BERRY CEREAL+	<b>#</b> 7
F122	POST FOOD+HONEYCONRS	ወ 7
E122	KELLOGG FOOD+CRACKLIN BRAN CEREAL	07
E100	CDING & CMILEC PEPER(+	οŻ
F122	COCOO DUEEC CEDEDIA	07
F122	UUUN FUFFƏ LEKENLY Velloco Food-oddie 100%0	07
F122	KELLUGG FUUU+HPPLE JHUKS	07
F122	COOKIE CRISP CEREML+	07
F122	CAPN CRUNCH+PEANUTBUTTER CEREAL	07
F122	CAPN CRUNCH+VARI <b>dus cerea</b> l	07
F122	KELLOGG FOOD+COCOA KRISP	07
F122	KELLOGG FOOD+SUGAR FROSTED FLAKES	67
F122	KELLOGG FOOD+SUGAR SMACKS	07
E100	KELLOGG FOOD+SUGAR FORN POPS	0.7
5122	DOCT FOODADEDDIEC	07
F122	PUSE FUUDTREDDEES Ormenol MilloyMongted Pedeblg	07
F122	GENERAL MILLOTAUNDIER GEREALD Aander oppnaard oppening	07
F122	GULDEN GRHHHMS CEREAL+	07
F122	CRAZY COW CEREAL+	07
F122	CAPN CRUNCH+PUNCH CRUNCH	07
F122	POST FOOD+ALPHA BITS	07
F122	POST FOOD+SUPER SUGAR CRISP	07
F122	TRIX CEREAL+	07
F122	COCO WHEATS CEREAL+	07
F122	CAPN CRUNCH+CRUNCHBERRY CEREBI	07
E122	VELLOGG FOOD+FROOT LOOPS	07
F 1 2 2	CODN CDHNCHIDECHIAD CEDEDI	07
FIZZ	UTELLACC FOODICODNU CNADO CEDEDI	07
F122	KELLUUU FUUUFUUKAY DAAFD VEKEAL	07
FIZZ	LUCKY CHHKM CEREHLY A north order of procing o	07
F122	LUCKY CHHEM CEREHL+& FRUSIY U	07
F122	PUST FUUD+SPR SER CRSP&URNE CRISP	07
F122	KELLOGG FOOD+FROSTED MINI WHEHIS	07
F122	POST FOOD+SUPER ORANGE CRISP	07
F122	KELLOGG FOOD+FROSTED RICE	07
F122	NABISCO FOOD+GOLDEN HNY CRL	07
F122	KELLOGG FOOD+ALL BRAN CEREAL	07
F122	KELLOGG FOOD+ALL BRAN&BRAN BUDS	07
F122	FRUIT BRUTE CEREBL+	07
E122	CAPN CRUNCH+CRNCHBRRY CRI&PNTRTTR	CR07
E122	CHEEDING CEPERI+	08
F122	ULA INCIONI AD <b>imen</b> ia	0.8
F122	TOOCTU O'C CEREOLA TOOCTU O'C CEREOLA	08
F122	IUHSIY U'S CEKEMLT	00
F122	JIM DHNDY INSTANT 6KITS+	00
F122	BUC WHEATS CEREAL+	00
F122	QUAKER FOOD+QUICK GRITS	80
F122	KELLOGG FOOD+PR <b>ODUCT 19</b>	08
F122	KELLOGG FOOD+C <b>orn Flakes</b>	08
F122	KELLOGG FOOD+RAISIN BRAM	0.8
F122	KELLOGG FOOD+RICE KRISPIE	08
F122	KELLOGG FOOD+SPECIAL K	08
E122	KIX-CEREAL+	08
F122	KELLOGG FOOD+HAPTONS CEPEALS	0.8
F122	ANDERD FOODIENTIOUS CENTIES	00
F122	WUNNER FUUUTINGINNI UNINENE Liter ofdeola	0.0 0.0
F122	LIFE VEREALT Noture Housey From Scould Coeffer	U 10 .000
F122	MHIUKE VHLLEY FUUU+6KHNULH VEKEHL Norlogo Foor-ourserer wusot	10 <i>4</i> 5
F122	NHEISUU FOUU+SHREDDED WHEHI	UL B
F122	FOST FOUD+GRAPE NUTS	103
F122	POST FOOD+RAISIN BRAN	D.S.
F122	QUAKER FOOD+OATS	08
F122	POST FOOD+GRAPE NUTS FLAKES	88
F122	CHEERIDS CINNANN NUT CRL+	08
	VELLARA FOODIDDON FLOVED	60

LL-S.

J. Howard Beales, III Ph.D. Economist Bureau of Economics Federal Trade Commission Washington, D.C. 20580 November 24, 1978

Morton Needelman, Esq. Presiding Officer Children's Advertising Rulemaking Federal Trade Commission Washington, D.C. 20580

Dear Mr. Needelman:

The material enclosed is a verbatin statement of testimony that I wish to have included in the record of the Children's Advertising Rulemaking proceeding.

I wish to present my views orally at the legislative hearings scheduled for San Francisco (January 15 to January 26, 1979) or Washington, D.C. (January 29 to February 23, 1979). I will be available to testify on any of these dates.

I have searched my files and have found no unpublished or otherwise not publicly available studies or surveys in my possession, control or custody which support, contradict or otherwise pertain to issues raised in my testimony.

Sincerely,

Howard Berline

J. Howard Beales, III Economist

	والمتعاقفة فستواله والمتعارفة والمتعارية والمتعادية والمتعارية والمتعارية والمتعارية والمتعارية والمتعارية	0.0
F122	TOTAL CEREAL+	8.0
F122	WHEATIES CEREAL+	08
E100	MALT A MEAL CEDERLA	0.8
F122.	MALI U NEAL VEREALT	00
F122	WHEATENA CEREAL+	0.0
· <del>F</del> 122	KELLOGG FOOD+MOST <b>CEREAL</b>	08
F122	C W POST CEREAL+	8 0
F122	CRICRY WHEATS N RSNS CPL+	8.0
E100	NADIČCA DAADJTDAN DUAKCO	00
F122	HADIOUU FUUUTIEAN FERNED Nodioon Food Augustate	00
F122	MHBISUU FUUU+SHKEDDIES	08
F122	POST FOOD+CNTRY CRISP CORN FLAKES	8-0
F122	QUAKER FOOD+GRANOLI MIX	80
5122	7 MINHTE ORTS CERERI +	0.8
T 1 0 0	NEETADIV CEDEALA	0.8
F122	NECIADIA VERENET Arverati Milla Mariana Arrenta	00
F122	GENERAL MILLS+VARIOUS CEREALS	80
F142	VIRGINIA APPLES+	09
E142	CALIF NECTARINE PROMO+	09
5141	FLORIDA CITRUS+FRUIT	0.9
F   T   P   1   1	CUNKICTAODONCEC	nο
F141	SUNNISITURANGES Tanggun Sportfruit	0.0
_ F141	TEXSUN+GRHPEFRUIT	0.9
F142	WESTERN N Y APPLES+	09
F142	CALIF STRAWBERRIES+	09
E142	WISCONSIN CHEERIES+	09
E 1 1 6 E 1 8 0	NADTUNEET CHEDDIEC+	0.9
F172	ADALANESI SALAKILU' Adalar doomotion,	69
F142	GRHPE FRUNULIUNT	07
F141	SEALD-SWEET+URHNGES&GRHPEFRUIT	69
F142	PENNSYLVANIA APPLE PROMO+	69
E142	APPLE PROMO+	09
<b>E141</b>	SEALD-SWEET+ORANGES	0.9
	FLADICALD COOPEEDNIT+	6.9
F141	FLUKIQULU OKOFEENUI). Usoutuoton otote ODDLEC:	ñ Ó
F142	WHSHINGIUM STHIE HPPLEST	0.2
F141	SEALD-SWEET+GRHPEFRUII	0 7
F142	CHIQUITA BANANAS+	09
F141	FLORIDA CITRUS+FRUIT&JUICES	09
E142	MACKINTOSH APPLES+	09
F140	COLIE DI HMC PROMO4	09
F172	UNLIF FLUND FRONOT Augustatus Fnono	64
F141	SUNKISTELENUNS	0.0
F142	WASHINGTON ST FRUIT CR+	0.7
F142	CALIF FRSH FRUIT PRDCRS+	0.9
E142	MASSACHUSETTS CRAN <b>BERRY+</b>	09
E142	CALLE REACHES PROMO+	69
F 1 7 4	CHRENT PERCHEC FROMOS	10
F   72	000-0010 KN101007 00015 D01018 0080	10
F)42	CHLIF KHISIN HUV+	••
F142	LUCKY LEAF FOOD+APPLESAUCE	
F142	SUNNY SQUARES FRUIT CKTL+	11
F142	LIBBY FOOD+CANNED FRUIT	11
5141	DOLE FOOD+CANNED PINEAPPLE	11
	OUD HIDOINIA FRANCE COECOPPIE	.1011
P172	ULU VIRGINIH FUUUTHFFLE SCERNITE	11
F142	UCEHN SPRHY FUUU+CRHNBERRY SHULE	11
F1.63	NABISCO FOOD+NUTTERBUTTER CKIES	15
F163	NABISCO FOOD+OREO COOKIES	12
E163	NARISCO FOOD+CHIPS BHOY	12
	NADIGCO FOODICOUVIES	12
F 1 0 3	MADIGUU FUUDFUUDNILU Madiaaa Edddirie Neutone	1.2
F163	NABISCU FUUDIFFIG HENICHONNITE DITE	6.2
F163	NABISCO FOOD+FIG NEWTUNS&NITK BITK	9 <b></b> 16 70
F163	NABISCO FOOD+OREO & CHIP HHUY CK	اد مت

F163 F163	ARCHWAY FOOD+COOKIES Salerno merowen food+cookies	12
F163	MAMAS COOKIES+ FREIHAFER BAKERV+COOKIES	12
F163	RICHS FOOD+FRZN COOKIE DOUGH	12
F163	MRS GOOD FRZN COOKIES&CAKES	12 12
F163	MONSTER COOKIES+ KEEBLER BAKERY+FUNGE COUEPED COOVIE	12
F163	ARCHWAY COOKIES/FT WAYNE+	12
F163	KEEBLER BAKERY+FRUIT CREAM COOKIES	12 12
F163 F163	KEEBLER BAKERY+100 COOKIES	12
F163	KEEBLER BAKERY+CHOC SPLITS COOKIES	12
F163 F163	GRANDMAS FOOD+CONKIFS	12
F163 F167	CAMPBELL FOOD+SOUP TOPPERS	13
F163	KEEBLER BAKERY+BIT OF BOTH	N N
F163 F163	NABISCO FOOD+TRISCUITS SNACKS ( NABISCO FOOD+DIP IN 8 CHIP CROCKED (	3
F163	NABISCO FOOD+PREMIUM SALTINES 1	3
F163 F163	KEEBLER+SHINDIGS CRACKERS	NN
F163 F163	VEO VILLAGE BISCUITS+	Ĩ
F163	NABISCO FOOD+CHEESE SWIRL CRCKRS 1	33
F163 F163	MASTER BAKERY+NHOLE RYE CRACKERS 1 NABISCO FOOD+WHEAT THINS	37
F163 F167	NABISCO FOOD+ESCORT CRACKERS	2 3
F163	NABISCO FOOD+DIXIES CRACKERS 1	3
F163 F163	NABISCO FOOD+BACON N DIP CRACKERS 1 TENDERESS CRACKERS	3
F163	KEEBLER BAKERY+TOWNHOUSE CRACKERS 1	3 3
F163	NABISCO FOOD+GRAHAM CRACKERS 11 NABISCO FOOD+GRAHAM CRACKERS 11	3 7
F211 F211	5TH AVENUE CANDY BAR+	ł
F211	HERSHEY FOOD+CANDY BAR 14	+ +
F211 F211	BRACHS CANDY+ VILLY WONKA CANDY+SHPEP SCONCHSOOMPS14	ł
F211	PACER CHEWS CANDY+	r †
F211	TOOTSIE ROLL CANDY+TOOTSIE POP DROP 14	ł
F211 F211	KRAFT FOOD+MARSHMALLOWS 14 FORFULER YOURS CONDUCTIONS	ļ
F211	YORK PEPPERMINT PATTIES+ 14	•
F211 F211	GOOD & PLENTY CANDY+ 14 TURTLE CANDY+	
F211	PETER PAUL CANDY+WHISTLE POPS 14	
F 4 1 1	M&M S CHNDIES+PLAIN/PEANUT 14	

	F211	NESTLE FOOD+CRUNCH BAR	14
	F211	BIT O HONEY CANDY+ Dichoddcon Minte+	14
	F211	MIKEr& IKE CANDY+	14
	F211	TWIX CANDY BAR+	14
	F211	TOOTSIE ROLL CANDY+TOOTSIE POPS	14
	F211 F211	KRHFT FOUD+CANDY NECTLE ECOD+100000 CONDY DOD	14 14
•	F211	ROLO CANDY+	14
	F211	- GOOD & FRUITY CANDY+&GOOD & PLENTY	14
	F211	MILKY WAY CANDY+	14
	F211 F211	REESE FUUU+REG&CRACHY FAI BIR CUPS DETER ROHL CONDULALMAND HOU	14 14
	F211	PETER PAUL CANDY+MOUNDS	14
	F211	YOURS CHEWLY CANDY+	14
	F211	KRACKLE CANDY BAR+	14
	F211	REESE FOOD+CRUNCHY PNT RTTP rups	14
	F211	NESTLE FOOD+CHOCOLITE BAR	14
	F211	TOOTSIE ROLL CANDY+FLAVOR ROLLS	14
	F21) F211	KHLLY CHNUY BHR+ Made Cannuimade dod	14
	F211	THREE MUSKETEER CANDY+	14
	F211	TOOTSIE ROLL CANDY+TOOTSIE ROLLS	14
	F211	TOFFO CANDY+	14
	F211	FRUIT TAFFY CANDY+	14
	F211	WHITMAN CANDY+	14
	F211	SNAPS CANDY+	14
	F211 F211	REESE FUUD+PEANUT BUTTER CUPS	14 1 L
	F211	BOUNTY COCOANUT CNDY BAR+	14
	F211	BUTTER-NUT CANDY+	14
	F211	CLARK CANDY BARS+	14
	F211	CHUNKY CANDY+	14
	F211	HOLLOWAY CANDY+MILK DUDS	14
	F211	PAY DAY CANDY+	14
	F211 F211	KII KHI UHNUY+ Starripst Candu+	14
	F211	SKITTLES FRUIT CHEN CNDY+	14
	F211	GLADE CANDY+	14
	F211	HERSHEY FOOD+CANDY KISSES	14
	F211 F211	KINGS CANDY+	14
	F211	JUNIOR MINTS CANDY+	<u>пщ</u>
	F211	PEZ CANDY+	1:4
	F211 F211	SUMMIT CANDY BAR+	14 1ш
	F211	BREATH SAVERS MINTS+	14
	F211	MARS CANDY+CRUNCH BARS	14
	F211	TOOTSIE ROLL CANDY+VARIOUS	14
	F211 F211	CHNDYDENI CHNDY+ ROTHSCHILD CANNY+	14 14
	F211	MILKSHAKE CANDY+	14
÷	F211	LIFE SAVER PDTS+LIFESURS&LOLLIPOPS	14
	F211	LIFE SHVERS POTS+LIFE SAVERS 1 7FR0 CANDY RAP+	Г <b>Ч</b> ГЦ
			17
	. * · · ·	5609	37

	<i>#</i>	·
F211 F211 F211 F211 F211 F211 F211 F211	FOWER HOUSE CANDY BAR+ NESTLE FOOD+REALLY CREAMY CHOC BAR KRAFT FOOD+CANDY&MARSHMALLOWS PETER PAUL CANDY+CARAVELLE OH HENRY CANDY+ GOOBERS CANDY+&RAISINETTES HEATH CANDY+ WORLD SERIES CANDY BAR+ SQUARE SHOOTER CANDY H PANGBURN CANDY+ LIFE SAVERS PDTS+LOLLIPOPS NESTLE FOOD+MADNESS CANDY BAR AFTER 8 DINNER MINTS+ CHARLESTON CHEW CANDY+ PEARSON CANDY+ CALLARD & BOWSER CANDY+ MARPRO CANDY CONES+ PETER PAUL CANDY+MOUNDS&ALMOND JOY MR GOODBAR CANDY+ NOW & LATER CANDY+ CLOSETTE CANDY+ CLOSETTE CANDY+ CHERRY BLOSSOM CANDY+ MARATHON CANDY BAR+ TOOTSIE ROLL CANDY+TOOTSIE RLS&POPS WRIGLEY GUM+UARIOUS FRESHEN-UP GUM+ BEECHNUT GUM+PEPPERMINT&SPEARMINT DENTYNE GUM+REGULAR FREEDENT GUM+ BUBBLE YUM BUBBLE GUM+ LIFE SAVERS PDTS+GUM	111111111111111111111111111111111111111
F211 F211 F211 F211 F211 F211	NRIGLEY GUM+SPEARMINT BIG RED CHENING GUM+ CHICLETS GUM+ SUGARLOAF BUBBLE GUM+ BUBBLICIOUS BUBBLE GUM+ DENTYNE GUM+VARIOUS	1555555
F211 F211 F211 F211 F211 F211 F211	WRIGLEY GUM+JUICY FRUIT BAZOOKA GUM+ SPRIZE BUBBLE GUM+ SMOOTH & JUICY BBL GUM+ TRI DENT PRODUCTS+SGRLS GUM&MIMTS CAREFREE GUM+ TRI DENT PRODUCTS+SGRLS GUM	15 15 15 15 16 16
F211 F211 F211 F211 F221	SUGARLESS GUM BALLS+ VELAMINTS SGR FREE MINTS+ ORBIT+SUGARLESS GUM ACTION GUM+SUGARLESS HIRES ROOT BEER+REGULAR	16 16 16 16 17

•

F221	DR PEPPER BEU+REGULAR	17
F221	MR PIBB SOFT DRINK+REGH AR	17
F221	KING COLA BEVERAGE+	17
F221	BARRELHEAD ROOT BEER+REGULAR	17
F221	CANADA DRY+REGIUAR	47
F221	C & C BEUERAGES+	17
F221	SHASTA REHEPAREIDECHLOD	17
F221	COCA COLAT	17
F221	HIDES DONT DEEDICODUCU DEU	17
F221	ADHOU DEHA	17
F221	скорп реут Саго саножеевряте	17
F221	COUR CULATEORKIIL Coureader arusaara.	17
F 4 4 1	CONFIELD DENERAGEST	17
F221	MUC OLD SEVIKEBULHK	17
F221	HUG ULD FSHN KUUI BEEK+	17
F221	LUCH LULH BEVERHGE CO+LOCAL BITLERS	17
F221	BHRW BEVERHGES+REGULAR	17
F221	BIG KEU SUFI URINK+	17
F221	BUBBLE UP BEVERAGE+	17
F221	ROYAL CROWN COLA CO+VARIOUS	17
F221	COTTON CLUB BEVERAGES+REGULAR	17
F221	PEPSI COLA+	17
F221	DADS ROOT BEER+REGULAR	17
F221	FANTA BEVERAGES+	17
F221	FAYGO BEV+RE <b>gular</b>	17
F221	ROYAL CROWN BEV+RE <b>gular</b>	17
F221	SEVEN UP BEVERA <del>g</del> e+ <b>regula</b> r	17
F221	SQUIRT BEVERAG <b>es+regular</b>	17
F221	BLUE SPARKLE BEV+&CATON BEV	17
F221	BRIARDALE C <b>OLA</b> +	17
F221	FRANKS BEV+REGULAR -	17
F221	GRAFS BEV+REGULAR	17
F221	A TREAT BEVERAGE+	17
F221	TRIPLE COLA+	17
F221	FROSTIE ROOT BEER+	17
F221	SPRITE BEVERAGE+REGULAR	17
F221	TEEM SOFT DRINK+	17
F221	JOLLY GOOD BEVERAGE+REGULAR	17
F221	WHITE ROCK BEUFRAGES+	17
F221	SUN DROP BEUFRAGF+	7
F221	DOUBLE COLA BEVERAGE+	7
F221	NEHT BEUEPAGES+	7
-221	MOUNTAIN DEW SOFT DRINK+	7
=221	PEPSI CO INCHUAR GOET DEN	2
5221	CRUCH REHAPERHIAD	2
5221		7
221	- NELUATOUUU - nonnee oneu dent≪daddee al Ren († 1	7
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F221 F221 F221 F221 F221 F221 F221 F221	C PLUS ORANGE SOFT DRINK+ VESS BEVERAGE+REGULAR A & W SOFT DRINK+ PENNA DUTCH BIRCH BEER+ AMERICOLA BEVERAGE+ I B C ROOT BEER+ ON TAP ROOT BEER+ DR PEPPER BEV+SUGAR FREE FRESCA SOFT DRINK+ DIET RITE BEVERAGES+ CANADA DRY+DIET SEVEN UP BEVERAGE+SUGAR FREE DIET RITE BEVERAGES+&ROYAL CROWN SPRITE BEVERAGE+DIET	777778888888
F221	PEPSI LIGHT SODA+ 1	8
F221	CANFIFI D REHADIET	0
F221	SHASTA BEVERAGE+SUGAR FREE	8
F221	DIET PEPSI COLA+ 1	8
F221	COTTON CLUB BEVERAGES+SUGAR FREE 1	8
F221	A & W SOFT DRINK+SUGAR FREE 1	8
F221	FAYGO BEV+DIET 1	8
F221	IND DEVENHOETSUGHK FREE FLHVUNS 1 DIDEC DAAT DEEDIATET 1	8 9
F221	MR PIRR SOFT DRINK+SUGAR FREF 1	8
F221	SWEET N LOW SOFT DRNK MX+ 1	8
F223	MEADOW GOLD DAIRY+FRUIT DRINK 1	9
F223	MA'S OLD FSHN ROOT BEER+ 1	9
F223	COUNTRY TIME DRINKS+FRZH CONCENTRATE1	9
F223	HHWHIIHN PUNCH PUIS+CNND PUNCH 1	9
F223	UT C POTOLEDITT ODINKO (	7 ÷
F223	MR TICKLE DRINK NIX+	9
F223	KAYO FLAVORED DRINK MIX+ 1	<u>ç</u> ı
F223	ALTA DENA DAIRY PDTS+YOGURT DRINK 👘	9
F223	GATORADE BEV+REGULAR 1	<u> </u>
F223	COLEMAN DAIRY+FRUIT DRINKS 1	9 ~
F223	NYLEK FUUU+LIGHT DRINK MIXES 11	5°.
F223	COOLV REHERREFERNTT DRINKC 1	2 G - E
F223	WYLER FOOD+REGGINSWIND MIXES 1	9
F223	BIG PITCHER LOD CONC BEV+ 1	9
F223	LEMON TREE DRINK+ 1	9
F223	CHOKOLA CHOC DRINK+ 1	9
F223	YABBA DABA DEW DRINK+ 1	
F223	SUUUZE DRINK MIX+ 1'	9 . 0
F223 F223	YUU HUU PDTS+CHACA DRINK ()	7 . G .
F223	TROPICANA BEU+FRUIT DRINKS	9

	F223	KOOL AID BEVERAGE MIX+ 19
	F223	ORANGE SPOT ORANGE DRNK+ 19
	F223	HI C PDTS+FROZEN CONCENTRATE 19
	F223	SQUEEZ-O FRUIT DRINK+ 19
	F223	RICH N READY ORNG DRNK+ 19
	F223	SUNLIT BREAKFAST DRNK MX+ 19
	F223	MINUTE MAID FOOD+LEMONADE CRYSTALS 19
	F223	HAWAIIAN PUNCH PDTS+PWDRD DRNK MIX 19
	F223	MIGHTY ORANGE DRINK+ 19
	F223	MINUTE MAID FOOD+LEMONADE 19
	F223	REALEMON+PWDR LMN DRNK MIX 19
	F223	PURITY DAIRY+FRUIT DRINKS 19
	F223	HI C PDTS+LIQUID CONCENTRATE 19
	F223	FUNNY FACE BEVERAGE MIX+ 19
	F223	WYLER FOOD+DRINK MIXES 19
	F223	COUNTRY TIME DRINKS+CANNED 19
	F223 F007	WELCH+FRUIT UKINKS 19
	F223 E227	WYLER FUUDFUNSWEETENED <b>FIX</b> 19 CHOCOLITE DELICHT DDIWN.
	F 2 2 3 F 2 2 7	CHUCULITE DELIGHT UNINK+ 19 OHENCH DHODD DDINK MIV
	F223	BHEEVE HILEV DEINVEL 10
	F223	SUPER ADE DRINKA 10
	F223	GRANDMA GRAES DRNK MX+ 19
	F223	HI C PDTS+DRINK MIX 19
	F223	LINCOLN ORANGE JULICE DRK+ 19
	F223	FRITO LAY DRINK MIX+ 19
`	F223	NELCH+PONDERED DRINK MIX 19
	F223	COUNTRY TIME DRINKS+PONDERED MIX 19
	F223	RONDO BEVERAGE+ 19
	F223	NESTLE FOOD+CHOCO CHILL DRINK MIX 19
	F223	WYLER FOOD+ICE TEA MIX 19
	F223	GATORADE BEV+REG & SPARKLING 19
,	F223	BORDEN FOOD+FROSTED SHAKES 19
	F221	JOLLY GOOD BEVERAGE+REG & DIET 21
	F223	MINNEHAHA SPRING WATER+ 21
	F221	SEVEN UP BEVERAGE+REGULAR©SUGAR FREE21
	F223	OASIS WATER COOLERS+ 21
	F221	BARRELLHEAD ROOT BEER+REG & SGR FREE21
	F223	PERKIEK SPARKLING WATER+ 21
	F223	MIRHULE WHTER WATER CNDT+ 21
	F221	SHHSTH BEVERHGE+DIET®REGULHR 21
	F223	DEEP RUUK USILLU WHIER+ 21
	F221 F224	SFRITE BEVENHGE+KEGULHN & UIET 21 )
	F221 E227	CHMMDH DNYTKEOULHNWDIEL 21 Mountoin HVIV Mindol Hitox
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	F211	BEECHNUT GUM+& BEECHNUT CANDY	21		
	F223	CAROLINA MTN SPRNG NATER+	21		
,	F221	UKUSH BEVTREG & DIE! DD DEDDED DEU DEC & DUCOD EDEE	21	-	
	F221 F221	UN FEFFEN BEVTNEG & SUGAN FNEE Fouch dehidee & diet	21		
	F221 F142	APRICAPS APRICAT KERNBLS+	21		
	F221	ROYAL CROWN BEV+REG & DIET	21		
	F223	SPARKLETTS DRINKING NTR+	21		
	F221	PEPSI COLA+& DIET PEPSI	21		
	F223	GLENWOOD-INGLWD BTLD HTR+	21		
	F221 F227	GRMES BEVEREGULHR&UIE/ Opponneon pottien noten:	21		
	F223 F223	GREAT READ SUITLED NHIERT GREAT READ SPRING WATER:	21		
	F223	QUEVIC SPRING WATER+	21		
	F221	WELCH+REG&SUGAR FREE GRP SODA	21		
	F223	CULLIGAN DRNKNG WTR SYS+	21		
	F221	HIRES ROOT BEER+REGULAR&DIET	21		
	F221	BARQ BEVERAGES+REG & DIET	21		
	F221 E227	H & W SUFT DRINK+RE6&SUGHR FREE	21		
	F223 F142	DIAMAND WALNUTS+	21		
	F223	DEER PARK SPRING WATER+	21		
	F223	CLOISTER PURE SPRING WTR+	21		
	F221	CANFIELD BEV+REG&DIET	21		
	F223	HINCKLEY&SCHNITT BT HTR+	21		
	F221 F221	NK FIBB SUFT UKINK+REG&SGR FREE Costa seltzed ddinka	21		
	F221	FRANKS BEUTRER & DIET	21		
	F223	ALHANBRA NATL WATER CO+	21		
	D121	LAPIDENT PRTBL TOOTHBRSH+	22		
	D121	AQUAFRESH TOOTHPASTE+	22		
	D121	COLGATE DENTAL PDTS+FRML MFP CRM	22		
	D121 D121	CRESI IUUIHPHSIE+ Dedeodent dote,dee a mint	22		
	0121	PEAPL ARAPS TAATHPASTE+	22		
	D121	ULTRA BRITE TOOTHPASTE+REGULAR	22		
	D121	MACLEANS TOOTHPASTE+	22		
	D121	ULTRA BRITE TOOTHPASTE+REG&COOL MNT	22		
	D121	PEPSODENT POTS+FLRDE TTHPST	22		
	D121	CLOSE UP TTHPST MOUTHWSH+	22		
	D121	HIM IUUIHFHSIE4	22		
•	D121	DEDEGOENT TOOTUDOCTEL	22		
	D121	GLEEM TOOTHPRSTE+2	22		
	0121	REACH TOOTHBRUSH+	22		
	0121	TIC TAC MINTS+	22		
	D121	PROOF TOOTHPASTE+	22		
	6440	MONGOOSE BIKE+	24		
	644V 6440	NUNKHY PUISTBICYCLE	24		
	644A	SWING DIRET HUFFY BICYCLF+	27 24	-	
	G440	SCHWINN PDTS+BICYCLES	24		
	6440	FUJI BICYCLE+	24		
1	6440	KENNER+BIONIC BIKE	24	E011	
				3014	
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	6440	HIDE A CABLE BIKE RACK+	27		
	6440 D121	KAWASAKI MOTORCYCLES+ DR TICHENOR ANTISERTIC+	27		
	D121	FIXODENT DENTURE ADHESIV+	27		
	D121	BATAVUS MTRZD BIKE+ CERTS MINTS+	27 27	-	
	D121	FLOSPIK DEVICE+	27		
	D121	DENTU CREME DNTR TTHPST+	27 27		
	6440	YANKEE PEDDLER MOPED BK+	27		
	D121 D121	COMPLETE DENTURE CLNR+	27 27		
	D121 6440	DEPEND MOUTHWASH+	27	,	
	D121	FASTEETH DENTURE ADHSV+	27		
	6440 D121	YAMAHA PDTS+MOTORCYCLES	27		
	D121	LISTERINE POTS+ANTISEPTIC	27		
	D121 D121	POLIDENT DENTURE CLNSR+TABL EFFERDENT DENTURE CLNR+TABL	ETS 27		
	D121	POLIDENT DENTURE CLNSR+POWE	IER 27		
	0121	LISTERMINT MOUTHWASH+	27 27		
	D121 6440	POLIGRIP DENTURE ADHESIV+ HARIEV-DANIDSON DENTCLESING	27 TABAUCI 5007		
	D121	PURIFY DENTURE CLNR+	27		
	6440 D121	ARCTIC CAT+MOTOR B <b>ike</b> Fucry: smokers too <b>thewdr</b> +	· 27 27		
	D121	SIGNAL MOUTHWASH+	27		
	D121	CLORETS PDTS+GUN & MINTS	.27 27		
	6440 8424	PEDAL POWER BIKE MOTOR+	27		
	D121	DENTYNE DYNA-FRUITS+	r 27 27		
	D121 6440	EXTEND MOUTHWASH+ PUCH MODED MIEZD PICYCLE+	27 27		
	6440	SUZUKI MOTORCYCLES+	27		
•	D121 D121	POLIDENT DENTURE CLASR+PWDR ALL DAY DENTURE ADHSVE+	© TBLTS 27 . 27		
	D121	WATER PIK ORAL HYGN APPL+	27		
	D121 D121	LIMPEY DENTAL FLOSSER+	27 27		
	D121	DENTYNE DYNA-MINTS+ Den olenz Denture clwr.	27		
	D121	JOHNSON & JOHNSON+DENTAL FL	0SS 27		
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- JALE \_\_\_\_\_RECh 21, 1979
- Morton Needelman )%)(· -
- SUBJECT: Children's Advertising TRR No. 215-60
  - το: Eunice Dickerson Legal and Public Records

Please add to <u>LL-52</u> the attached letter dated March 15, 1979, with its attached corrected copies of tables from J. Howard Beales, III.

Please add to LL-53 the attached page 17 and Table XVII.

Please add to LL-55 the attached errata sheets for the testimony of Dr. Martin Block.

FEDERAL TRADE COMMISSION Records Division

EXHIBITS - SEQUENCE

Case No. 2/5-60

Commission) Respondent) EXHIBITS

	Marked for Identification Only
/	Withdrawn
	Identified and Rejected
/7	Not Used
/7	IN CAMERA - Date received in evidence
//	Missing - Not received in Records Division Date received in evidence

Physical Exhibit - File Symbol R.S. 11-28-18 Description For LL- 52

BEALES PHys. EXH - A APPENDICES D.E

Location - Section \_\_\_\_\_ Shelf

J. Howard Beales, III Ph.D. Economist Bureau of Economics Federal Trade Commission Washington, D.C. 20580 March 15, 1979

Morton Needelman, Esq. Presiding Officer Children's Advertising Rulemaking Federal Trade Commission Washington, D.C. 20580

Dear Mr. Needelman:

Errors crept in to three of the tables included in my submission for the Children's Advertising Rulemaking Record. Corrected copies of the tables involved are attached. The error involved only total number of gross impressions to children in the different samples; the calculated percentages in the tables are all correct.

I regret this error and any inconvenience it may cause.

Sincerely,

1 award Redenia

J. Howard Beales, III Economist

JHB/mb Attachments



-12-

TABLE 5

19.04 DAYPARTS WITH CHILD AUDIENCE EQUAL TO OR MORE THAN 1434,907\*1 12.208 508 PERCENT OF GROSS IMPRESSIONS OF CHILDREN 2-11 FOR SUGARED PRODUCTS AND TOYS 6.82 9.79 28.81 16.92 (966. Z01\*) 8.89% 7.94 6.20 23.12 15.78 July, 1977 20% (1,317,177\*) 7.348 8.44 4.85 20.63 12.58 ALL DAYPARTS (2,202,472\*) 4.518 8.07 2.97 15.55 Highly Sugared Cereals Other Sugared Products Total of Toys and All Sugared Products PRODUCT CLASS Subtotal Toys

\*Number of Gross Impressions to Children 2-11 in Thousands

-16-

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TABLE 6

y <sup>b</sup>

PERCENT OF GROSS IMPRESSIONS OF CHILDREN 2-11 FOR SUGARED PRODUCTS AND TOYS

		November, 1977		
		DAYPARTS WITH (	CHILD AUDIENCE EQU	JAL TO OR MORE THAN
PRODUCT CLASS	ALL DAYPARTS (3,080,638*)	20% (1,929,409*)	30% (1,520,018*)	50% (788,446*)
				,
Highly Sugared Cereals	2.19%	3.378	4,05%	5.61%
Other Sugared Products	4.04	3,85	3,41	2,73
Subtotal	6.23	7.22	7,4	6 8,34
Toys	30.31	46.24	52,95	64 <b>.</b> 52
Total of Toys and All Sugared Products	36.54	53,46	60,41	72.86

\*Number of Gross Impressions to Children 2-11 in Thousands

-11-