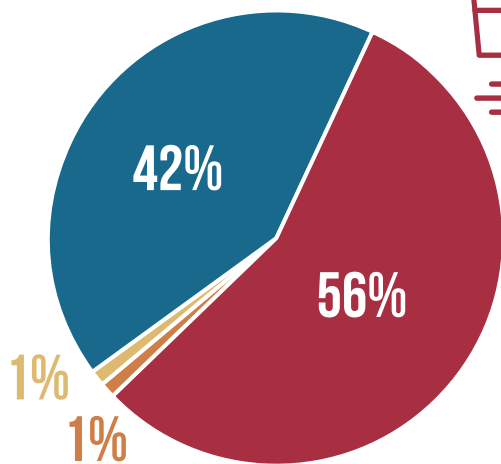


Fast Food FACTS 2021

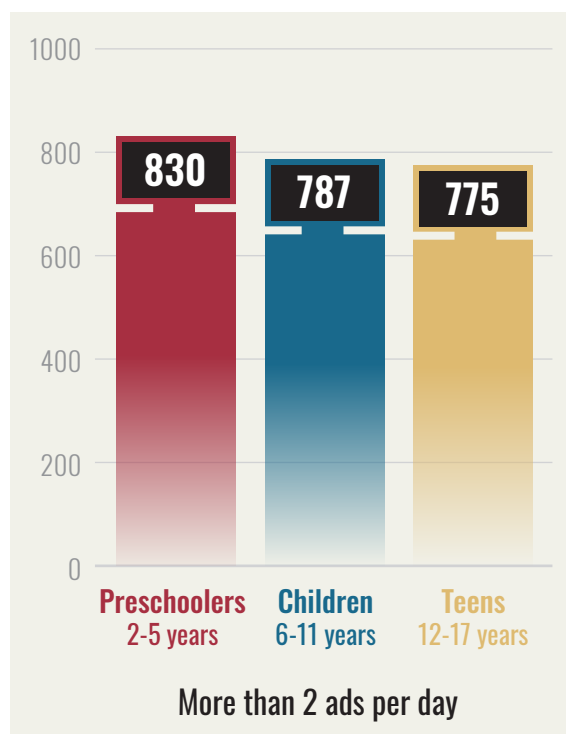
Total advertising by all fast-food restaurants in 2019: \$5 billion

Ad spending by product type**

- 56%** Individual high-calorie menu items and value menu/meal bundles
- 42%** Restaurant and digital offerings
- 1%** Kids' meals
- 1%** Healthy menu items

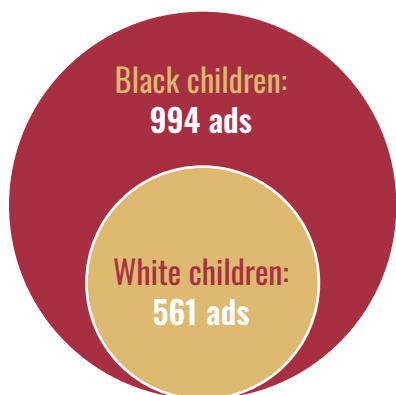


Fast-food TV ads viewed in 2019*



Fast-food TV ads disproportionately target Black and Hispanic youth

Black youth viewed **75% more** fast food ads than their White peers*



Spanish-language TV*

- **33% increase** in ad spending since 2012
- **0 ads** for healthy menu items

* Analysis of 2019 Nielsen data

** Includes ad spending for top fast-food advertisers

LEARN MORE AT: www.uconnruddcenter.org/research/food-marketing/facts

Fast Food FACTS 2021 assesses advertising spending, TV advertising exposure, and targeted advertising for fast food in 2019.