

The analysis shows that of the billions of dollars spent on advertising, only 3 percent of that money went to promote healthier food products, like 100 percent juice, water, nuts, or yogurt. Black and Hispanic viewers were far less likely to be targeted with healthier advertising—healthy food made up just 1 percent of food advertising on black-targeted television. “No water, fruit or nut brands targeted either Hispanic or Black consumers,” the report noted.

Although companies don’t disclose their marketing strategies, statements they do release shows that they see Hispanic and or “multicultural” groups as important marketing opportunities, the report said. “But it seems only unhealthy brands are a marketing opportunity,” Harris says.

The findings build on the Rudd Center’s 2015 report that looked at advertising practices in 2013, and shows that the data has largely stayed the same since then. “We’re not surprised, but we did expect we might see some improvement, especially in healthy products,” Harris says. “Not much has changed, unfortunately.”