



The alcohol industry has a public responsibility relating to the marketing of its product, since its use is illegal for more than 80 million underage Americans.

— The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007

## Alcohol Marketing and Youth: An Overview

The Center on  
**Alcohol Marketing** and *Youth*



1 in 4 high school students binged on alcohol in the past month.

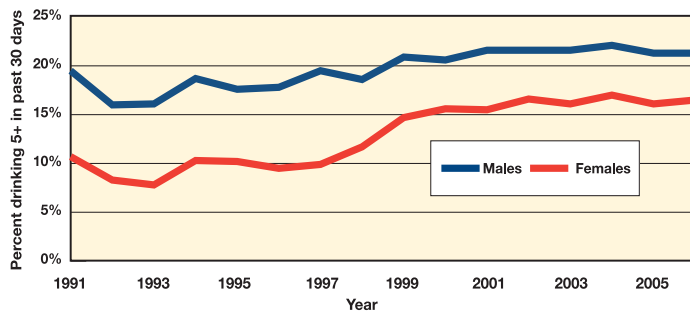
## Alcohol: Our Kids' Drug of Choice

**Alcohol is the most commonly used drug among America's youth. More young people drink alcohol than smoke tobacco or use marijuana.**

— National Research Council / Institute of Medicine, 2004

- Each day, more than 5,000 kids in the United States under age 16 take their first full drink of alcohol.
- 1 in 6 eighth-graders are current drinkers.
- 1 in 5 youth, ages 12 to 20, binge drink (5 or more drinks on one occasion).
- Most kids drink to get drunk: more than 90% of the alcohol consumed by 12- to 20-year-olds is drunk when they are bingeing.

### Girls Catching Up to Boys: 12-20 Year-Olds Who Binged in Past 30 Days



Source: SAMHSA's National Survey on Drug Use and Health.

## Underage Drinking Harms and Kills Our Children

**The short- and long-term consequences that arise from underage alcohol consumption are astonishing in their range and magnitude, affecting adolescents, the people around them, and society as a whole.**

— The Surgeon General's Call to Action to Prevent and Reduce Underage Drinking, 2007

- Each year, an estimated 5,000 youth die from alcohol-related injuries involving underage drinking. About 1,900 (38%) of these deaths involve motor vehicle crashes.
- Teenage girls who drink are up to 63% more likely to become teen mothers.
- Underage drinking costs the United States nearly \$62 billion a year in medical care, lost productivity, and the pain and suffering of young drinkers.



## Alcohol Marketing: Does It Affect Kids?

**While many factors may influence an underage person's drinking decisions, including among other things parents, peers and the media, there is reason to believe that advertising also plays a role.**

— Federal Trade Commission, 1999

- A national longitudinal study published in 2006 found that for each additional alcohol ad a young person saw (above the monthly youth average of 23), he or she drank 1% more. Further, for every additional dollar per capita spent on alcohol advertising in a local market, underage drinkers consumed 3% more alcohol.
- A study published in 2007 of 1,786 sixth graders in South Dakota found that youth who were more exposed to alcohol marketing — including television beer advertisements, alcohol ads in magazines, in-store beer displays and beer concessions, radio advertising, and ownership of beer promotional items — were 50% more likely to be drinking when surveyed a year later.
- Among Los Angeles seventh graders, those who viewed more television programs containing alcohol commercials had a 44% greater risk of beer use, a 34% greater risk of wine/liquor use, and a 26% greater risk of 3-drink episodes in eighth grade.
- Other studies have found that youth exposure to alcohol in movies and to alcohol signage near schools as well as youth ownership of alcohol promotional items are all associated with greater likelihood of underage drinking.

Every day, 5,000 kids under age 16 take their first drink.

## Institute of Medicine, State Attorneys General Call for Industry Reforms

*In the committee's opinion, alcohol companies should refrain from displaying commercial messages encouraging alcohol use to audiences known to include a significant number of children or teens when these messages are known to be highly attractive to young people. It is not enough for the company to say: "Because these messages also appeal to adults, who will predominate in the expected audience, we are within our legal rights."*

—National Research Council/Institute of Medicine (NRC/IOM), 2004

- NRC/IOM called on the industry to move toward a standard of not placing ads where underage youth are more than 15% of the audience—the proportion of youth in the population.
- NRC/IOM called on the U.S. Department of Health and Human Services to monitor alcohol advertising and report its findings to Congress and the public.

*"Given the absence of a reduction in underage drinking since the industry adopted the 30% standard, we encourage the Commission...to explore with the industry and others the reduction of the industry standard from 30% to 15%, which standard would require that alcohol advertising be limited to media where no more than 15% of the audience is age 12-20."*

—20 State Attorneys General, letter to the Federal Trade Commission, May 8, 2006

- Because youth, ages 12 to 20, are only 13.3% of the national TV viewing audience, the alcohol industry's current threshold of not placing ads where underage youth are more than 30% of the audience allows alcohol advertising on programs where there are more than twice as many youth as in the viewing population.

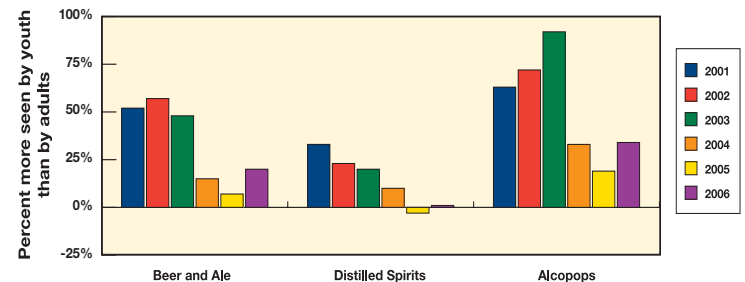
## Congress and Surgeon General Call for Public Health Watchdog

- In December 2006, Congress passed and the President signed into law the Sober Truth on Preventing Underage Drinking Act (or STOP Act), requiring, among other things, that the U.S. Department of Health and Human Services report annually on rates of exposure of youth to positive and negative messages about alcohol in the mass media.
- In 2007, the Surgeon General issued the first-ever *Call to Action to Prevent and Reduce Underage Drinking* asking alcohol companies to end advertising placements that disproportionately expose youth.
- *The Surgeon General's Call to Action* also recommended ongoing, independent monitoring of alcohol marketing to youth.

## CAMY Documents Youth Exposure to Alcohol Ads

Using standard advertising industry databases and methods, the Center on Alcohol Marketing and Youth (CAMY) at Georgetown University has issued more than 20 reports since 2001 documenting widespread exposure of underage youth to alcohol marketing on TV, radio, the Web, and in magazines.

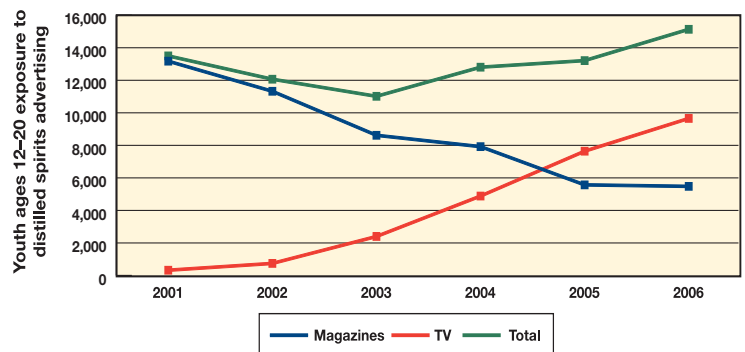
### Underage Youth Often Saw More Alcohol Ads Than Adults in Magazines, 2001 to 2006\*



\* See [www.camy.org](http://www.camy.org) for details; per capita comparison based on gross rating points. Sources: TNS Media Intelligence, Mediamark Research & Intelligence.

The industry has reduced youth exposure to its advertising in magazines and cut its spending on radio. However, youth exposure to alcohol advertising on television grew by 30% between 2001 and 2006. Much of this increase has come from distilled spirits advertising.

### Youth Exposure to Distilled Spirits Advertising on Television and in Magazines, 2001 to 2006\*



\* See [www.camy.org](http://www.camy.org) for details; youth exposure based on gross rating points. Sources: TNS Media Intelligence, Mediamark Research & Intelligence, Nielsen Media Research.

CAMY's monitoring tracks youth exposure to alcohol advertising down to the level of individual companies and brands. Brands play a key role. For instance:

- In magazines in 2006, 9% of the alcohol brands (21 brands) were responsible for 44% of youth exposure, but only 33% of adult exposure to alcohol product advertising.
- On television in 2006, 15% of the alcohol brands (22 brands) provided 36% of youth exposure but only 30% of adult exposure to alcohol product advertising.

There were 11 times as many distilled spirits ads on TV in 2006 as in 2001.

## Television: A Vast Adland for Alcohol

- Nearly 1.7 million alcohol product ads aired on television from 2001 to 2006.
- More than 392,000 of these ads were more likely to be seen by underage youth than adults per capita on programs such as *Scrubs*, *Mind of Mencia*, and *That 70s Show*.
- Distilled spirits advertisers spent 27 times as much money to place 30 times more ads on cable television in 2006 than in 2001.
- On two cable networks – Comedy Central and VH1 – youth were consistently overexposed to alcohol advertising every year from 2001 to 2006.

	2001	2002	2003	2004	2005	2006
Number of televised alcohol product ads	225,619	299,356	286,935	285,849	296,360	299,475
Ads more likely to be seen by youth	55,721	77,388	74,406	67,111	58,662	58,753
<b>Total spending</b>	<b>\$779,112,254</b>	<b>\$997,185,610</b>	<b>\$890,836,827</b>	<b>\$987,230,614</b>	<b>\$1,029,940,802</b>	<b>\$992,175,810</b>

Source: Nielsen Media Research.

### Recent CAMY TV Report:

*CAMY Monitoring Report: Youth Exposure to Alcohol Advertising on Television and in National Magazines, 2001 to 2006*

Available at [www.camy.org](http://www.camy.org).

## Out of Balance: Alcohol Ads Outnumber “Responsibility” Ads 30 to 1

- Underage youth were 287 times more likely per capita to see a TV commercial promoting alcohol from 2001 to 2006 than an industry-funded “responsibility” ad regarding underage drinking.
- “Responsibility” advertising on television continues to be drowned out by the sheer volume of product advertising. Of the \$5.9 billion spent to advertise alcohol on television from 2001 to 2006, just 2.2% was spent to air “responsibility” ads.

	2001	2002	2003	2004	2005	2006
Number of alcohol “responsibility” ads	15,152	2,380	3,263	7,922	12,110	16,038
Number of alcohol product ads	225,619	299,356	286,935	285,849	296,360	299,475
Spending on alcohol “responsibility” ads	\$29,675,993	\$11,976,304	\$17,102,364	\$17,644,982	\$27,475,389	\$24,886,721
Spending on alcohol product ads	\$779,112,254	\$997,185,610	\$890,836,827	\$987,230,614	\$1,029,940,802	\$992,175,810

Source: Nielsen Media Research.

“Responsibility” ads have as their primary focus a clear, unambiguous message warning against driving after drinking, encouraging use of a designated driver, advising viewers to drink responsibly, or informing them about the legal drinking age of 21.

### Recent CAMY “Responsibility” Reports:

*Drowned Out: Alcohol Industry “Responsibility” Advertising on Television, 2001–2005*

*Alcohol Industry “Responsibility” Advertising on Television, 2001 to 2003*

Available at [www.camy.org](http://www.camy.org).



### Top 15 Teen Programs Have Alcohol Advertising

In 1999, the Federal Trade Commission (FTC) reported that alcohol ads had appeared on “at least three of the 15 television shows reported to have the largest teen audiences.” According to the FTC, “These shows may be among the best ways to reach teens, although they often have a majority legal-age audience.”

In 2003, the alcohol industry placed ads on all 15 of the 15 television shows most popular with teens. In 2006, the alcohol industry still ran ads on 14 of the 15 television shows most popular with teens, according to a CAMY analysis: 1,722 ads at a cost of more than \$8.7 million.

**Alcohol ads are among teens’ favorites. Teens have ranked ads for Budweiser among their top 10 favorite TV advertisements in studies done in 2004, 2005, 2006 and 2007.**

Source: Teenage Research Unlimited



1 in 3 radio alcohol ads in top markets is more likely to reach youth per capita than adults.



## Alcohol Radio Ads: Tuning in to Kids

CAMY analyzed 337,602 radio ads airing in 2006 in 28 of the largest media markets across the nation, covering 42% of the U.S. population. CAMY's analysis shows that 36% (120,299) of these airings occurred when underage youth were more likely to be listening per capita than adults, and that 8% (27,682) were placed on programming with youth audiences larger than the industry's voluntary maximum of 30%. According to revised industry marketing codes announced in September 2003, underage youth should not constitute more than 30%—a change from 50%—of the audience for alcohol ads.

Twenty-six brands placed more than half of their advertisements on radio programming that youth were more likely to hear on a per capita basis than adults.

### Recent CAMY Radio Reports:

*CAMY Monitoring Report: Youth Exposure to Alcohol Advertising on Radio 2006*  
*Youth Exposure to Alcohol Advertising on Radio – United States, June–August 2004*  
Available at [www.camy.org](http://www.camy.org).

## Alcohol Web Sites: Cyber Playgrounds for Kids

CAMY analyzed data on visits to 55 alcohol company web sites in the last six months of 2003. Here are some of the findings:

### Alcohol Web Sites Attract Large Numbers of Underage Youth

Alcohol company Web sites received nearly 700,000 in-depth visits—visits that went beyond the age-verification page on the site—from young people under the legal drinking age in the last six months of 2003 alone. In fact, 13.1% of all in-depth visits to 55 alcohol Web sites were initiated by underage youth.

### Games, Cartoons, Music and High-Tech Downloads Fill Alcohol Web Sites

Video games such as a water-balloon toss, pinball, car races, shooting aliens and air hockey, as well as customized music downloads and IM (instant messaging) accessories were found throughout alcohol company Web sites, especially beer and distilled spirits Web sites.

### No Effective “Carding” on the Internet

Alcohol industry marketing codes hold out the promise of limiting access to only legal-age adults by working with the computer industry. However, underage youth have easy access to alcohol Web sites since the majority of parental control software programs are largely ineffective at preventing youth from visiting these sites. A CAMY report for 2003 showed that as many as 76% of the alcohol brands eluded parental controls half the time or more.

### CAMY Alcohol on the Web Report:

*Clicking with Kids: Alcohol Marketing and Youth on the Internet*  
Available at [www.camy.org](http://www.camy.org).



According to CDC, 36 alcohol brands ran all their ads in 2005 in youth-oriented magazines.

## Magazines: Alcohol Marketing Reaches Youth

- In 2006, 37% of alcohol advertising and 46% of the spending on advertising was in magazines with a disproportionate youth (ages 12 to 20) readership.
- However, between 2001 and 2006, youth exposure to alcohol advertising in magazines fell by 50%, while the number of alcohol advertisements overall placed per year fell by 22%, reflecting a trend of alcohol advertisers moving away from magazines to television.
- In 2006, of 229 alcohol brands advertising in magazines, 39 had all of their advertising and 35 had the majority of their advertising in magazines with disproportionately high youth readerships, such as *Sports Illustrated*, *Maxim*, *Rolling Stone*, *Stuff*, and *Us Weekly*.



## Overexposing Ads Account for Much of Youth Exposure to Alcohol Advertising

- More than 77% of youth exposure to alcohol advertising in magazines in 2006 came from ads placed in magazines that youth were more likely to read per capita than adults.
- Alcohol advertising placed on radio programming that youth were more likely to hear than adults accounted for 58% of youth exposure to alcohol ads on the radio in 28 of the largest U.S. media markets in 2006.
- The 20% of advertisements placed on television programs youth were more likely to be watching than adults accounted for more than a third of youth exposure to alcohol advertising on TV in 2006.
- CAMY has estimated that if alcohol companies moved their advertising to television programs with fewer than 15% youth viewers, youth exposure would decline by 20%, and alcohol company advertising spending would fall by 8%, with virtually no impact on the industry's ability to reach 21- to 24-year-olds or 21- to 34-year-olds.

### Magazines With High Youth Readership and Alcohol Advertising, 2006

	Vibe	Blender	Rolling Stone	In Touch
<b>Percent youth readership</b>	34.9%	31.6%	27.9%	26.6%
<b>Total alcohol ad spending</b>	\$345,709	\$6,221,710	\$12,748,019	\$1,653,678

Source: TNS Media Intelligence, Mediamark Research & Intelligence.

Between 2001 and 2006, alcohol companies spent \$2 billion to place ads in magazines. Distilled spirits advertising is especially prevalent in magazines because of the broadcast television networks' voluntary ban on distilled spirits ads. During that time, distilled spirits advertisers accounted for 70% of the dollars spent on alcohol advertising in magazines.

Year	Beer and Ale		Distilled Spirits		Alcopops		Wine		Total	
	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars	Ads	Dollars
2001	292	\$30,524,944	2,840	\$254,375,577	73	\$6,944,474	411	\$28,534,584	3,616	\$320,379,579
2002	291	\$33,991,692	2,697	\$260,802,078	96	\$10,294,433	514	\$38,857,593	3,598	\$343,945,795
2003	465	\$54,893,009	2,330	\$228,207,697	29	\$3,009,913	417	\$39,947,891	3,241	\$326,058,509
2004	514	\$64,674,633	2,224	\$239,121,482	70	\$10,468,580	475	\$46,700,395	3,283	\$360,965,090
2005	520	\$71,752,209	1,910	\$210,457,371	21	\$1,881,440	446	\$42,654,495	2,897	\$326,745,515
2006	413	\$67,522,115	1,825	\$204,932,217	39	\$4,370,967	554	\$54,248,283	2,831	\$331,073,582
<b>Total</b>	<b>2,495</b>	<b>\$323,358,601</b>	<b>13,826</b>	<b>\$1,397,896,423</b>	<b>328</b>	<b>\$36,969,806</b>	<b>2,817</b>	<b>\$250,943,241</b>	<b>19,466</b>	<b>\$2,009,168,070</b>

Sources: TNS Media Intelligence, Mediamark Research & Intelligence.  
Note: Sums of rows and columns may not match totals due to rounding.

### Recent CAMY Magazine Reports:

*CAMY Monitoring Report: Youth Exposure to Alcohol Advertising on Television and in National Magazines, 2001 to 2006*

*It Can Be Done: Reductions in Youth Exposure to Alcohol Advertising in Magazines, 2001-2005*  
Available at [www.camy.org](http://www.camy.org).



Black and Hispanic youth are exposed to more alcohol advertising than youth in general.

## African-American & Hispanic Youth: No One Left Behind When It Comes to Kids & Alcohol Advertising

### African-American Youth & Alcohol Advertising

African-American youth have historically had lower rates of alcohol use and abuse than other youth, and African-American communities have been proud of that. That is what makes the Center's report striking and upsetting. African-American parents do not need to have their hard work and success in protecting their children undermined by the alcohol industry's advertising and marketing.

—Dr. David Satcher, MD

- **Alcohol advertising was placed on television programs most popular with African-American youth.** Alcohol advertisers spent \$11.3 million in 2003 and 2004 to place ads on all 15 of the programs most popular with African-American youth, including *Girlfriends*, *One on One*, *Half & Half*, and *The Simpsons*.
- **Alcohol advertising in magazines and on the radio overexposed African-American youth.** Compared to youth in general, African-American youth saw 21% more beer and ale advertising and 42% more distilled spirits advertising in magazines in 2004. On radio, they heard 15% more alcohol advertising than youth in general on a per capita basis.



### Hispanic Youth & Alcohol Advertising

The Center found that Latino children were even more likely than other youth to see alcohol ads in English-language magazines, and more likely to hear distilled spirits and alcopop ads on the radio. ... The alcohol companies need to do a better job of self-regulating and stop inappropriate advertising. The Institute of Medicine recommends that the industry move its ads to better ensure that adults are more likely to see, hear and read them than young people—an obvious solution that is long overdue.

—U.S. Congresswoman Lucille Roybal-Allard and David H. Jernigan, *La Opinion*

- **Alcohol advertising was placed on a majority of the TV programs most popular with Hispanic youth.** Alcohol advertisers spent \$19 million to place ads on 14 of the 15 programs most popular with Hispanic youth in 2003 and 2004, including *Bernie Mac*, *Don Francisco Presenta*, *The Simpsons* and *Cristina*.
- **Hispanic youth saw and heard even more alcohol advertising in magazines and on the radio than youth in general.** Hispanic youth saw 20% more alcohol advertising than youth in general in English-language magazines in 2004. In the summer of 2004, in seven of the top 20 markets by Hispanic population, Hispanic youth heard more radio alcohol advertising than youth in general.

### Recent CAMY Reports on African-American and Hispanic Youth Exposure:

*Exposure of African-American Youth to Alcohol Advertising, 2003 to 2004*

*Exposure of Hispanic Youth to Alcohol Advertising, 2003–2004*  
Available at [www.camy.org](http://www.camy.org).



## Taking Action to Protect Our Kids

Growing concern about the continued high rates of underage drinking in the United States and the role played by alcohol industry advertising practices have pushed policymakers and communities to take action. Efforts to reduce the exposure of underage youth to alcohol advertising range from federal legislation to local ordinances to new state rules to the creation of task forces by state Attorneys General. Here are examples of how policymakers and communities are trying to protect our youth:

- The “Sober Truth on Preventing Underage Drinking Act,” or “STOP Underage Drinking Act,” which was signed into law in December 2006:
  - authorizes measures to reduce teen access to alcohol, better enforce drinking laws, and provide more resources for local community efforts;
  - funds a small pilot media campaign that could serve as a model for a national campaign to educate parents about this issue; and
  - calls for public health monitoring of alcohol advertising reaching our youth.
- In 2004, the National Association of Attorneys General created the Youth Access to Alcohol Task Force to reduce underage drinking by studying youth exposure to alcohol advertising and access to alcohol, educating state Attorneys General on ways to reduce access and change social norms about underage drinking, and partnering with national and state entities to augment and enhance on-going efforts to stop underage drinking. Specifically, the Task Force:
  - examines the alcohol industry’s marketing practices and its self-monitoring programs;
  - works with the industry to reduce access by compiling data on best practices related to liquor enforcement, legislative initiatives, parental education, and campus enforcement and education programs, and exchanging information among states regarding these programs and initiatives;
  - tracks Congressional and federal agency efforts to respond to the problem of underage drinking.
- Following months of negotiations with a group of state Attorneys General and Beam Global Spirits & Wine, the company voluntarily agreed in May 2007 to advertise only on programs or in magazines with at least 75% adult audiences and to achieve an annual aggregate average audience for each of its brands in each medium of at least 85% adults. Beam set a new standard for responsibility that CAMY estimates would reduce youth exposure to alcohol advertising on television by 14% and in magazines by 11% if adopted by the entire industry.
- Philadelphia’s City Council unanimously passed in December 2003 an ordinance banning future alcohol advertising on city-owned property including the public transit bus shelters used by many schoolchildren traveling to and from school. The City of Philadelphia owns all public transit bus shelters and administers the seventh-largest public school system in the United States.
- The State of Ohio adopted in May 2004 an administrative rule prohibiting all alcohol billboards within 500 feet of schools, parks and churches. Ohio Parents for Drug Free Youth championed this reform and was supported by many other groups. While alcohol industry trade associations call for the 500-foot limit in their marketing codes, the Ohio rule is more specific, and makes the industry’s voluntary ban enforceable.

To learn more about these and other initiatives to reduce youth exposure to alcohol advertising, visit [www.camy.org/action](http://www.camy.org/action).

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