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Statement Regarding Arbitron Inc.'s 21+ AQH Audience Composition Report

Statement Attributable to Dr. David Jernigan, Executive Director, Center on Alcohol Marketing and Youth

The Center on Alcohol Marketing and Youth (CAMY) believes Arbitron Inc.'s 21+ AQH Audience Composition Report represents another step in the right direction for alcohol advertisers to quickly assess ad placements on radio and determine how many underage youth are likely to be in the listening audience. Anheuser-Busch's announcement that it will use this technology to ensure compliance with the industry's voluntary standard for advertising placements on radio should lead other companies to follow suit.

While Arbitron's new report contains information long available to alcohol advertisers, through various software programs from Arbitron and other companies, the new tool will make it even easier to adhere to the industry's standard of 70% adults in the audience, a standard that unfortunately still falls short of protecting youth from disproportionate exposure to alcohol advertising on radio.

Earlier this month, the Centers for Disease Control and Prevention (CDC) reported CAMY's analysis of a sample of 67,404 alcohol advertisements in 104 U.S. radio markets during the summer of 2004. The report found that 14% (9,158 ads) were placed on programs where youth audience compositions exceeded the current 30% standard. Further, 49% (33,208 ads) were placed in programming with youth audiences larger than the population of youth ages 12 to 20 in the local market, approximately 15% of the audience.

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About the Center on Alcohol Marketing and Youth

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation. More information on the Center and a full text of this report can be found at www.camy.org.