

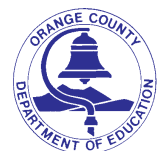
# Alcohol Advertising & Youth



- A study on alcohol advertising in magazines from 1997 to 2001 found that the number of beer and distilled spirits ads tended to increase with a magazine's youth readership. For every 1 million underage readers ages 12-19 in a magazine, researchers generally found 1.6 times more beer advertisements and 1.3 times more distilled spirits advertisements. *The Center on Alcohol Marketing and Youth, 2003*
- Results from one study indicate that beer advertisements are a significant predictor of an adolescent's knowledge, preference, and loyalty for beer brands, as well as current drinking behavior and intentions to drink. *Gentile, 2001*
- A study published in January 2006 concludes that greater exposure to alcohol advertising contributes to an increase in drinking among underage youth. Specifically, for each additional ad a young person saw above the average for youth, he or she was 1% more likely to drink. For each additional dollar spent per capita on alcohol advertising in a local market, young people drank 3% more. *The Center on Alcohol Marketing and Youth, 2006*
- The beer brewing industry itself spent more than \$770 million on television ads and \$15 million on radio ads in 2000. *Center for Science in the Public Interest, 2002*
- A recent study of eighth-graders showed that those with greater exposure to alcohol advertisements in magazines, on television, and at sporting and music events were more aware of the advertising and more likely to remember the advertisements they had seen. *The Center on Alcohol Marketing and Youth, 2003*
- A study of 12-year-olds found that children who were more aware of beer advertising held more favorable views on drinking and expressed an intention to drink more often as adults than did children who were less knowledgeable about the ads. *The Center on Alcohol Marketing and Youth, 1995*
- A USA Today survey found that teens say ads have a greater influence on their desire to drink in general than on their desire to buy a particular brand of alcohol. *The Center on Alcohol Marketing and Youth, 1997*
- Working from alcohol company documents submitted to the Federal Trade Commission, the alcohol industry spent a total of \$5.37 billion or more on advertising and promotion in 2003. *The Center on Alcohol Marketing and Youth*



Orange County Friday Night Live Partnership (OCFNLP) is administered by the Orange County Department of Education and funded by the County of Orange Health Care Agency, Alcohol and Drug Education and Prevention Team. For more information on the OCFNLP, call 714/966-4356 (FNL/CL) or 714/966-4427 (FNL Kids) or e-mail us at: [ocfnl@ocde.us](mailto:ocfnl@ocde.us)



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