

Center on Alcohol Marketing and Youth  
Plugged In 24/7: Alcohol Advertising & Youth in the Digital Age  
Brochure references, 2011

Page 1 – Quotes

Exposure to alcohol marketing may increase the likelihood that young people will start drinking or drink more; therefore, reducing youth exposure to alcohol marketing can change attitudes towards drinking.<sup>1</sup>

Studies have found that the more young people are exposed to alcohol advertising and marketing, the more likely they are to drink, or if already drinking, to drink more.<sup>2</sup>

Page 2 – Facts

- More young people drink alcohol than smoke tobacco or use marijuana.<sup>3</sup>
- Youth who have been drunk in the last 30 days:<sup>4</sup>
  - 8<sup>th</sup> graders – 4.4%
  - 10 graders – 13.7%
  - 12<sup>th</sup> graders - 25.0%
- Youth who consumed 5 or more drinks in a row on one or more occasions in the last 2 weeks:<sup>5</sup>
  - 8<sup>th</sup> graders – 6.4%
  - 10<sup>th</sup> graders – 14.7%
  - 12<sup>th</sup> graders – 21.6%
- Each year, an estimated 4,700 underage youth die from excessive alcohol use.<sup>6</sup>
- Total yearly deaths from alcohol-related causes:<sup>7</sup>
  - Ages 12-20: 4,272
  - Motor vehicle crashes: 2,022
  - Homicides: 1,227
  - Suicides: 480
  - Drownings: 125
- In 2009, there were approximately 199,000 emergency room visits by persons under age 21 who had been using alcohol.<sup>8</sup>
- Young people who start drinking before the age of 15 are five times more likely to have alcohol problems later in life than those who begin drinking at age 21 or older.<sup>9</sup>
- In 2003, 1 in 12 (8.2%) current high school drinkers, and 1 in 8 (13.7%) high school binge\* drinkers reported being physically forced to have sexual intercourse. Binge drinkers were more than three times more likely to report this than non-drinkers.<sup>10</sup>
- Young adult heavy\*\* drinkers are twice as likely as non-drinkers to have had a sexually transmitted disease during the past year. Heavy drinking females are nearly three and a half times as likely as non-drinking females to have had a sexually transmitted disease.<sup>11</sup>
- There is growing evidence to suggest that alcohol use prior to age 21 impairs crucial aspects of youthful brain development. In one recent study, heavy-drinking adolescents who had been sober for three weeks still scored 10 percent lower than non-drinking peers on tests requiring verbal and nonverbal recall and skills needed for map reading, geometry, and science.<sup>12, 13</sup>

\*Binge drinking is defined as consuming five or more drinks on one occasion.

\*\*Heavy drinking is defined as consuming five or more drinks on one occasion on each of five or more days in the past 30 days.

#### Page 2 – Graph

- Binge Drinking: Girls Catching Up to Boys<sup>14</sup>

#### Page 3 & 4 – Facts

- According to Consumer Reports, more than a third of minors on Facebook inflate their ages to sign up, because Facebook does not permit users below age 13.<sup>15</sup>
- Youth are overrepresented on Facebook in the US. While 13-20 year olds make up only 13.6% of the 13 and older population, as of October 2011 they made up almost 22% of Facebook users.<sup>16, 17</sup>
- Ten leading alcohol brands have almost 6.7 million people “liking” their Facebook pages.<sup>18</sup>
- As of November 2011, ten alcohol brands chosen for their youth appeal had uploaded 35,725 photos and 377 videos to their Facebook pages. Fans of these brands have uploaded 15,416 photos and 98 videos to the brand Facebook pages.<sup>19, 20</sup>
- At least 14 longitudinal scientific studies provide strong evidence that the amount of exposure to alcohol advertising influences whether young people start drinking or, if they already drink, increases their alcohol consumption.<sup>21, 22, 23</sup>

#### Pages 3 & 4 – Quote

- “The alcohol industry’s digital and social media marketing tactics are blurring the boundaries between advertising and content with unprecedented sophistication...”<sup>24</sup>

#### Page 5 – Facts

- Using standard advertising industry databases and methods, the Center on Alcohol Marketing and Youth (CAMY) at the Johns Hopkins Bloomberg School of Public Health has issued more than 25 reports since 2001 documenting widespread exposure of underage youth to alcohol marketing on TV, radio, the Web, and in magazines.<sup>25</sup>
- The industry has reduced youth exposure to its advertising in magazines and cut its spending on radio. However, youth exposure on television grew 71% between 2001 and 2009. Driving this increase was the rise of distilled spirits advertising on cable television—youth exposure to distilled spirits advertising on television was 30 times greater in 2009 than in 2001.<sup>26, 27</sup>
- This increase in youth exposure to alcohol advertising on U.S. television occurred despite efforts by alcohol companies to strengthen their self-regulatory standards. The average number of alcohol ads seen by youth watching television increased from 217 in 2001 to 366 in 2009, or one alcohol ad per day.<sup>28</sup>
- From 2004, the first full calendar year after the industry implemented its 30 percent standard, to 2009, youth exposure to distilled spirits ads on cable television doubled. In that same period, youth exposure to alcohol advertising on television overall grew at a faster rate than

the exposure of adults ages 21 and above or young adults ages 21 to 34.<sup>29</sup>

#### Page 5 – Graphs

- Youth exposure to alcohol advertising in magazines<sup>30</sup>
- Youth exposure to alcohol ads on television, 2001 – 2009<sup>31</sup>

#### Page 6 – Quote

- “Youth exposure to alcohol advertising has grown since 2004 at a rate faster than that of adults or young adults, and given the continued and unacceptably high rates of underage drinking, we urge the Commission to move to a standard of limiting alcohol advertising to media where no more than 15% of the audience is between the ages of 12 and 20.”<sup>32</sup>

#### Page 6 – Facts

- 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.<sup>33</sup>
- Because youth ages 12 to 20 are only 12.6% of the population in US television households, the alcohol industry’s current threshold of not placing ads where underage youth are more than 28.4% of the audience allows alcohol advertising on programs where youth are more than twice as likely to see it as the rest of the viewing population.<sup>34, 35</sup>
- The National Research Council and Institute of Medicine, as well as 24 state attorneys general, have suggested that a 15% standard, roughly proportionate to the percentage of the population between the ages of 12 and 20, would be more appropriate than the current 28.4% standard.<sup>36, 37, 38</sup>
- CAMY estimates that, had the industry had this standard in place in 2004, youth exposure would have fallen by 20%, and the industry could have saved eight% of its advertising costs with virtually no impact on its ability to reach adults ages 21 to 24 or 21 to 34.<sup>39</sup>

---

<sup>1</sup> National Prevention Council (2011). *National Prevention Strategy*, Washington, DC: U.S. Department of Health and Human Services, Office of the Surgeon General.

<sup>2</sup> Shurtleff ML, Gansler DF, Horne T, et al. RE: Alcohol Reports, Paperwork Comment; Project No. P114503. A Communication from the Chief Legal Officers of the Following States: Arizona, Connecticut, Delaware, Guam, Hawaii, Idaho, Illinois, Iowa, Maryland, Massachusetts, Mississippi, Nevada, New Hampshire, New Mexico, New York, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington, Wyoming. 2011; available at: <http://www.ftc.gov/os/comments/alcoholstudy2011-pra/00071-58515.pdf>. Accessed September 8, 2011.

<sup>3</sup> Johnston, L. D., O'Malley, P. M., Bachman, J. G., & Schulenberg, J. E. (2011). “Marijuana use continues to rise among U.S. teens, while alcohol use hits historic lows.” [Press release] Retrieved from [http://www.monitoringthefuture.org/pressreleases/11drugpr\\_complete.pdf](http://www.monitoringthefuture.org/pressreleases/11drugpr_complete.pdf)

<sup>4</sup> Ibid

<sup>5</sup> Ibid

- <sup>6</sup> Centers for Disease Control and Prevention (2011). "Alcohol-Related Disease Impact Software." Retrieved December 1, 2011, from [http://apps.nccd.cdc.gov/DACH\\_ARDI/Default/Default.aspx](http://apps.nccd.cdc.gov/DACH_ARDI/Default/Default.aspx)
- <sup>7</sup> M. Stahre, personal communication, December 12, 2011.
- <sup>8</sup> Drug Abuse Warning Network (2009). Selected Tables of National Estimates of Drug-Related Emergency Department Visits. Rockville, MD: Office of Applied Studies, SAMHSA. Retrieved on November 28, 2011 from <https://dawninfo.samhsa.gov/data/default.asp?met=All>
- <sup>9</sup> U.S. Surgeon General (2007). Surgeon General's Call to Action To Prevent and Reduce Underage Drinking. Washington, D.C., Department of Health and Human Services, Office of the Surgeon General.
- <sup>10</sup> Miller, J.W., Naimi, T.S., Brewer, R.D., and Jones, S.E. (2007). "Binge drinking and associated health risk behaviors among high school students." *Pediatrics* 119(1): 76-85.
- <sup>11</sup> Substance Abuse and Mental Health Services Administration. (2007). *The NSDUH Report: Sexually Transmitted Diseases and Substance Use*. Rockville, MD: Office of Applied Studies. <http://www.samhsa.gov/data/2k7/std/std.pdf>
- <sup>12</sup> Wuethrich, B. (2001). "Getting Stupid." *Discover* 22(3).
- <sup>13</sup> Brown, S. A., S. F. Tapert, et al. (2000). "Neurocognitive functioning of adolescents: effects of protracted alcohol use." *Alcoholism: Clinical and Experimental Research* 24(2): 164-171.
- <sup>14</sup> Substance Abuse and Mental Health Services Administration (SAMHSA) (2011). "Results from the 2010 National Survey on Drug Use and Health: Summary of National Findings." Retrieved November 27, 2011, from <http://www.samhsa.gov/data/NSDUH/2k10Results/Web/PDFW/2k10Results.pdf>
- <sup>15</sup> That Facebook friend might be 10 years old and other troubling news (2011). *Consumer Reports*. Retrieved on November 28, 2011 from <http://www.consumerreports.org/cro/magazine-archive/2011/june/electronics-computers/state-of-the-net/facebook-concerns/index.htm>
- <sup>16</sup> 2010 Census Summary File 1. Retrieved on November 28, 2011 from <http://factfinder2.census.gov>
- <sup>17</sup> Facebook advertising reach statistics. Retrieved on October 6, 2011 from <http://www.facebook.com/ads/create>.
- <sup>18</sup> Original CAMY research, 2011
- <sup>19</sup> Original CAMY research, 2011
- <sup>20</sup> Siegel, M., DeJong, W., Naimi, T.S., Heeren, T., Rosenbloom, D.L., et al. "Alcohol brand preferences of underage youth: Results from a pilot survey among a national sample." *Substance Abuse* (in press).
- <sup>21</sup> Anderson, P., de Bruijn, A., Angus, K., Gordon, R., Hastings, G. (2009). "Impact of alcohol advertising and media exposure on adolescent alcohol use: A systematic review of longitudinal studies." *Alcohol & Alcoholism*, 44(3): 229-243.
- <sup>22</sup> McClure, A.C., Stoolmiller, M., Tanski, S.E., Worth, K.A., Sargent, J.D. (2009). "Alcohol-branded merchandise and its association with drinking attitudes and outcomes in US adolescents." *Arch Pediatr Adolesc Med* 163(3): 211-217.
- <sup>23</sup> Pasch KE, Komro KA, Perry CL et al. (2007). "Outdoor alcohol advertising near schools: what does it advertise and how is it related to intentions and use of alcohol among young adolescents?" *J Stud Alcohol Drugs* 68:587-96
- <sup>24</sup> Chester, J. Health Groups: FTC & State AGs Must Investigate Online Marketing of Alcohol Products & Impact on Youth. [Press release] Retrieved from <http://www.centerfordigitaldemocracy.org/health-groups-ftc-state-ags-must-investigate-online>

[marketing-alcohol-products-impact-youth](#)

<sup>25</sup> CAMY, 2011.

<sup>26</sup> Neilson Monitor-Plus, 2011.

<sup>27</sup> Center on Alcohol Marketing and Youth (2010). Youth Exposure To Advertising on Television, 2001-2009. Baltimore, MD, Center on Alcohol Marketing and Youth.

<sup>28</sup> Ibid.

<sup>29</sup> Ibid.

<sup>30</sup> Center on Alcohol Marketing and Youth (2009). Youth Exposure to Alcohol Advertising in National Magazines, 2001-2008. Baltimore, MD, Center on Alcohol Marketing and Youth.

<sup>31</sup> Center on Alcohol Marketing and Youth (2010). Youth Exposure To Advertising on Television, 2001-2009. Baltimore, MD, Center on Alcohol Marketing and Youth.

<sup>32</sup> Shurtleff ML, Gansler DF, Horne T, et al. RE: Alcohol Reports, Paperwork Comment; Project No. P114503. A Communication from the Chief Legal Officers of the Following States: Arizona, Connecticut, Delaware, Guam, Hawaii, Idaho, Illinois, Iowa, Maryland, Massachusetts, Mississippi, Nevada, New Hampshire, New Mexico, New York, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington, Wyoming. 2011; available at: <http://www.ftc.gov/os/comments/alcoholstudy2011-pra/00071-58515.pdf>. Accessed September 8, 2011.

<sup>33</sup> U.S. Surgeon General (2007). Surgeon General's Call to Action To Prevent and Reduce Underage Drinking. Washington, D.C., Department of Health and Human Services, Office of the Surgeon General.

<sup>34</sup> Nielson Universe Estimates, 2011-2012.

<sup>35</sup> 2010 Census Summary File 1. Retrieved on November 28, 2011 from <http://factfinder2.census.gov>.

<sup>36</sup> National Research Council and Institute of Medicine (2004). Reducing Underage Drinking: A Collective Responsibility. Washington, D.C., National Academies Press.

<sup>37</sup> Shurtleff ML, Gansler DF, Horne T, et al. RE: Alcohol Reports, Paperwork Comment; Project No. P114503. A Communication from the Chief Legal Officers of the Following States: Arizona, Connecticut, Delaware, Guam, Hawaii, Idaho, Illinois, Iowa, Maryland, Massachusetts, Mississippi, Nevada, New Hampshire, New Mexico, New York, Oklahoma, Oregon, Rhode Island, South Carolina, Tennessee, Utah, Vermont, Washington, Wyoming. 2011; available at: <http://www.ftc.gov/os/comments/alcoholstudy2011-pra/00071-58515.pdf>. Accessed September 8, 2011.

<sup>38</sup> Distilled Spirits Council of the United States 2011 Code of Responsible Practices. Retrieved on December 1, 2011 from [http://www.discus.org/pdf/May\\_26\\_2011\\_DISCUS\\_Code\\_Word\\_Version.pdf](http://www.discus.org/pdf/May_26_2011_DISCUS_Code_Word_Version.pdf)

<sup>39</sup> Jernigan, D.H., Ostroff, J., Ross, C. (2005). "Alcohol advertising and youth: A measured approach." Journal of Public Health Policy 26: 312–325.