

MEMORANDUM

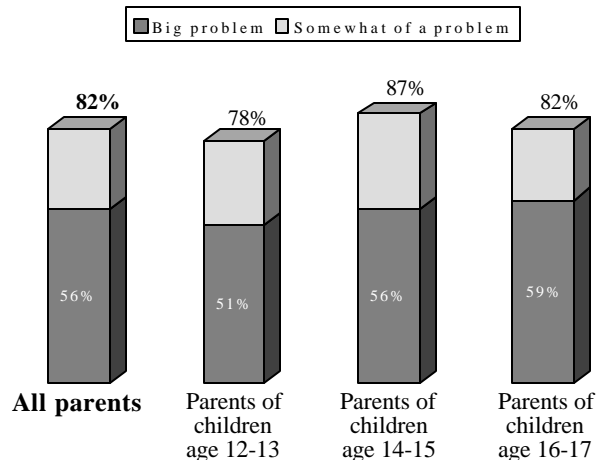
TO: ALL INTERESTED PARTIES
FROM: PETER D. HART RESEARCH ASSOCIATES, INC./AMERICAN VIEWPOINT
DATE: JUNE 24, 2003
RE: RESULTS OF A NATIONAL SURVEY OF PARENTS

From June 2 to 8, 2003, Peter D. Hart Research Associates and American Viewpoint conducted a survey on behalf of the Center on Alcohol Marketing and Youth at Georgetown University among a random national sample of 801 parents of 12- to 17-year-olds, including oversamples of 100 African-American parents and 100 Hispanic parents. The survey was designed to gauge the opinions that parents of teens hold about teens drinking alcohol, and how teen drinking is affected by alcohol advertising. The survey carries a margin of error of $\pm 3.5\%$. This memorandum highlights some of the key findings that emerge from the survey.

1 **Teens engaging in risky behavior while under the influence of alcohol ranks right at the top of a list of concerns that parents have about teenagers' behavior.** Eighty-two percent (82%) of parents say that teens' alcohol-related risky behavior is a problem in society today, including 56% who say that it is a big problem. Three-fourths or more of every demographic subgroup shares this sentiment. Teens engaging in risky behavior while under the influence of alcohol tops the list of problems that parents see for teens today, placing it in the same realm as teens having sex (83% say that this is a problem) and teens using illegal drugs (83%).

Parents express a great deal of concern about several specific types of risky behavior. When asked how they would react if they found out that their teenage children had engaged in certain types of behavior, a majority of parents say that they would be extremely worried if they knew that their teen had:

How Big A Problem Is Teens' Engaging In Risky Behavior While Under The Influence Of Alcohol?



Peter D. Hart Research Associates, Inc./American Viewpoint

- Ridden in a car with a driver who has been drinking alcohol: **74%**
- Been drunk or very high from drinking alcoholic beverages: **70%**
- Smoked marijuana: **68%**
- Had sexual intercourse: **65%**

A majority of parents also say that they would be extremely or very worried if they found out that their teen had been to a party where there was underage drinking (70%) or if their teen had consumed an alcoholic beverage (69%).

2 Although parents say that they would be worried if they found out that their teens had engaged in these behaviors, most do not think that their teens actually *have* done these things in the past 12 months. Sixteen percent (16%) of parents confirm that their teen definitely or probably has ridden in a car with someone who has been drinking, 10% believe that their teen definitely or probably has been drunk, and 25% think their teen definitely or probably has consumed an alcoholic beverage. One in three parents say that their teen definitely or probably has done at least one of these things. Parents of older teens are more likely than are parents of younger teens to say that their children have consumed an alcoholic beverage or been drunk. It is interesting to note, however, that a wide gap exists between parents' perceptions of their teens' drinking habits and those habits as reported by teens themselves.

PARENTS' PERCEPTIONS OF TEEN DRINKING VERSUS TEENS' REPORTING OF SAME			
	<u>Parents Of</u> %	<u>Teens¹</u> %	<u>"Perception Gap"</u> %
Teen has consumed an alcoholic beverage			
13- to 14-year-olds	12	39	27
15- to 16-year-olds	31	60	29
Teen has been drunk or very high from drinking alcoholic beverages			
13- to 14-year-olds	5	15	10
15- to 16-year-olds	10	35	25

¹ SOURCE: The Monitoring the Future Survey, the University of Michigan, 2002, <http://monitoringthefuture.org>. The data shown are reported as being among 8th graders and 10th graders, respectively.

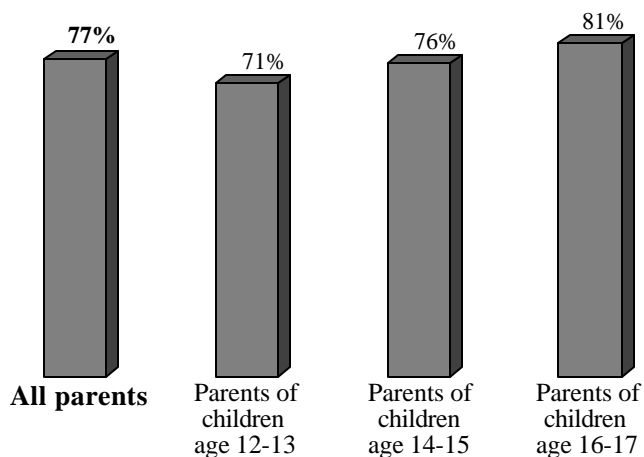
Peter D. Hart Research Associates, Inc./American Viewpoint

As illustrated in the previous table, a double-digit perception gap exists between parents and teens in every age range. When it comes to consumption of an alcoholic beverage, the largest gap is between 15- to 16-year-olds and their parents. Only 31% of parents of teens in this age group say that their teen definitely or probably has consumed an alcoholic beverage, as compared with 60% of teens who report having done this, a 29-point difference. When it comes to teens having been drunk, the largest gap is again between teens 15- to 16-years-old and their parents. In this case, 10% of parents believe that their teen has been drunk, versus 35% of 15- to 16-year-olds who report having been drunk, reflecting a 25-point difference.

3 After being exposed to a number of facts about teens and alcohol, three-fourths of parents say that teen alcohol consumption is a big problem in our society today. In the survey, parents are read seven facts related to teens and alcohol consumption, including “alcohol plays a substantial role in the three leading causes of death among teens” and “as much as 20% of the beer, wine, and hard liquor sold in the United States each year is consumed by people under age 21” (for a full listing of facts, please see attached topline document). Fifty-nine percent (59%) of parents say that they are very concerned by each and every one of the facts listed.

After hearing all the facts about teens and alcohol, 77% of parents say that teen alcohol consumption is a big problem in our society today. Although this view is held by large majorities of every demographic subgroup, slight differences exist again in responses based upon the age of the child in question.

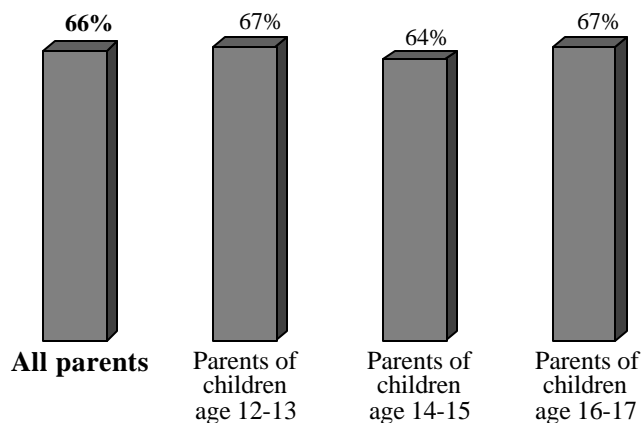
Proportions Who Say Teen Alcohol Consumption Is A Big Problem Today



4 Parents perceive alcohol ads as having a serious effect on teen drinking habits, and they see alcohol companies as falling far short in dealing responsibly with the impact of their advertising on young people. Fully two-thirds of parents say that seeing and hearing alcohol ads makes teens more likely to drink alcohol than they otherwise would be. This result is uniform among

parents of teens in every age range. One in five (21%) parents say that seeing and hearing alcohol ads does not have any effect on teen drinking, and only 5% say that these ads make teens less likely to drink. It is important to note that minority parents are substantially more likely than are parents overall to think that watching and hearing alcohol ads makes teens more likely to drink, with 76% of African-American parents and 73% of Hispanic parents saying that this is the case.

Proportions Who Believe Seeing/Hearing Ads For Alcohol Products Makes Teens More Likely To Drink Alcohol Than They Would Be Otherwise



Given the influence that parents perceive alcohol ads as having on teens, it is significant that parents do not believe that alcohol companies are doing everything they can or should be doing to limit teens' exposure to these ads. Nearly three in four (71%) parents say that alcohol companies are not doing enough to limit the amount of alcohol ads that teens see, and 62% say that alcohol companies definitely (39%) or probably (23%) target their advertising to people under age 21. Again, majorities of parents of teens in all age ranges agree with this latter sentiment, with 57% of parents of 12- to 13-year-olds saying that alcohol companies target teens and 64% of parents of 14- to 17-year-olds saying that this is the case.

5 Overall, parents find alcohol companies' specific advertising practices to be very troubling. Parents were read a list of facts about alcohol advertising and young people and asked for their reaction to each practice. A majority of parents find each individual practice to be very troubling, and 35% find *every* practice to be very troubling. The facts that the largest percentages of parents consider to be very troubling are listed below (for a full listing of facts, please see attached topline document).

- Alcohol companies produce marketing Web sites that include video games and other features that appeal to young people who are under the legal drinking age: **65%**

Peter D. Hart Research Associates, Inc./American Viewpoint

- African-American youths are exposed to more alcohol advertising than are other youths. For example, alcohol advertising was placed on all 15 television programs most popular among African-American youths, and young African Americans were exposed to significantly more radio and magazine advertising than were other youths: **63%** (**75%** of African-American parents)
- Beer companies place their advertisements on television in such a way that young people age 12 to 20 see two beer advertisements on television for every three seen by an adult: **63%**
- Hispanic youths are exposed to more alcohol advertising than are other youths. For example, alcohol advertising was placed on 12 of the 15 television programs most popular among Hispanic youths, and young Hispanics were exposed to more radio and magazine advertising than were other youths: **62%** (**68%** of Hispanic parents)
- Beer companies choose to advertise on television networks such as the WB, Comedy Central, BET, and VH-1, where youths are more likely to see the ads than are adults: **62%**
- Magazines that are popular among youths, such as *Sports Illustrated*, *Rolling Stone*, *Allure*, *Vibe*, and *Spin* frequently have ads for alcoholic beverages. In 2001, most 12- to 20-year-olds saw an average of 165 alcohol ads in magazines. During that same year, most adults over 21 saw an average of only 133 ads: **61%**

After hearing these and other advertising practices used by alcohol companies, fully 78% of parents say that they disapprove of alcohol companies' advertising practices, including 52% who strongly disapprove. When asked why they disapprove of alcohol companies' advertising practices, one in three (31%) parents volunteer that they believe that alcohol companies are targeting children.

6 **Parents overwhelmingly reject the argument that alcohol companies' advertising practices are legitimate as they are only trying to make money like any other business. Rather, parents believe that, due to the potentially harmful effects of its products, the alcohol industry has a special responsibility to avoid exposing its products to young people.** Parents were read the following two statements about alcohol companies' advertising on television, and were asked which comes closer to their own point of view:

Some people say that the alcohol industry is trying to make money like any other business and that its television advertising on programs with large youth audiences is a perfectly legitimate way for it to market its products.

Some people say that, unlike other businesses that advertise on television, the alcohol industry has a special responsibility because of the potentially damaging effects of its products and should take steps to avoid exposing young people to messages encouraging alcohol consumption.

By a 67-percentage-point margin, parents favor the second statement over the first (81% to 14%). This preference is equally likely to be held by parents of teens in each age group, as well as by majorities of Democrats, independents, and Republicans.

Parents' Views of Television Advertising by the Alcoholic Beverage Industry		
	Special Responsibility %	Legitimate Way To Advertise %
<i>All parents</i>	81	14
Parents of 12- to 13-year-olds	84	12
Parents of 14- to 15-year-olds	81	14
Parents of 16- to 17-year-olds	80	14
Democrats	84	12
Independents	82	13
Republicans	78	16

Although many parents are not aware of the extent of teenage drinking, there is no question that parents are extremely concerned about the problem of teens drinking alcoholic beverages. In addition to believing that teens' risky behavior while under the influence of alcohol is a problem for society as a whole, they say that they would be extremely worried if they found out that their own teen is drinking alcohol. Moreover, while a few parents say that it is their responsibility to make sure that their teens are not drinking alcohol, the vast majority say that alcohol companies should be doing more to limit the amount of alcohol advertising that teens see. These sentiments are virtually universal, crossing gender, age, racial, and political lines.