

Youth Exposure to Alcohol Advertising in Magazines and Television

Sources:

**YOUTH EXPOSURE TO ALCOHOL ADVERTISING IN
NATIONAL MAGAZINES, 2001-2008**

**YOUTH EXPOSURE TO ALCOHOL ADVERTISING
ON TELEVISION, 2001-2009**

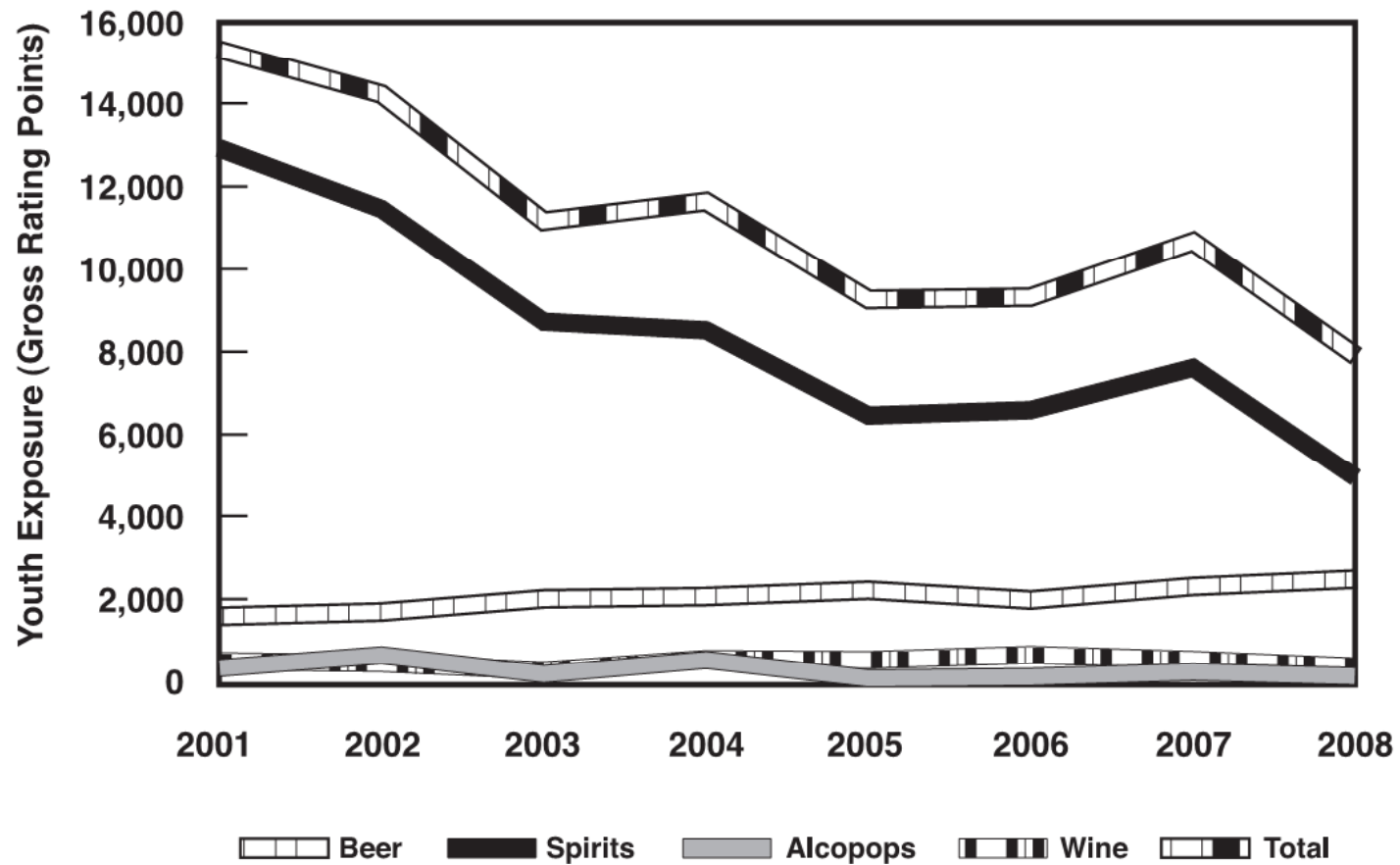
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Table 1: Alcohol Advertisements and Spending in National Magazines, 2001-2008

| Year | Beer and Ale | | Spirits | | Alcopops** | | Wine | | Total | |
|--------------------|--------------|----------------------|---------------|------------------------|------------|---------------------|--------------|----------------------|---------------|------------------------|
| | Ads | Spending | Ads | Spending | Ads | Spending | Ads | Spending | Ads | Spending |
| 2001 | 245 | \$24,976,300 | 2,742 | \$240,349,300 | 61 | \$5,576,100 | 397 | \$25,501,300 | 3,445 | \$296,403,000 |
| 2002 | 264 | \$29,851,000 | 2,656 | \$245,354,900 | 92 | \$9,430,500 | 457 | \$33,463,200 | 3,469 | \$318,099,600 |
| 2003 | 376 | \$43,438,500 | 2,472 | \$222,079,600 | 27 | \$2,787,600 | 819 | \$41,624,600 | 3,694 | \$309,930,300 |
| 2004 | 465 | \$58,700,700 | 2,527 | \$234,078,500 | 85 | \$10,586,900 | 837 | \$49,023,500 | 3,914 | \$352,389,600 |
| 2005 | 583 | \$75,460,100 | 2,317 | \$208,034,600 | 22 | \$1,913,400 | 794 | \$49,139,400 | 3,716 | \$334,547,500 |
| 2006 | 528 | \$76,872,100 | 2,399 | \$225,631,000 | 39 | \$4,266,700 | 797 | \$49,263,300 | 3,763 | \$356,033,100 |
| 2007 | 553 | \$74,739,500 | 2,534 | \$269,886,100 | 59 | \$4,662,400 | 766 | \$48,479,100 | 3,912 | \$397,767,100 |
| 2008 | 631 | \$83,004,200 | 1,799 | \$215,384,200 | 37 | \$3,741,300 | 646 | \$38,800,500 | 3,113 | \$340,930,200 |
| TOTALS | 3,645 | \$467,042,400 | 19,446 | \$1,860,798,200 | 422 | \$42,964,900 | 5,513 | \$335,294,900 | 29,026 | \$2,706,100,400 |
| 2001-2008 % change | 157.6% | 232.3% | -34.4% | -10.4% | 39.3% | -32.9% | 62.7% | 52.2% | -9.6% | 15.0% |

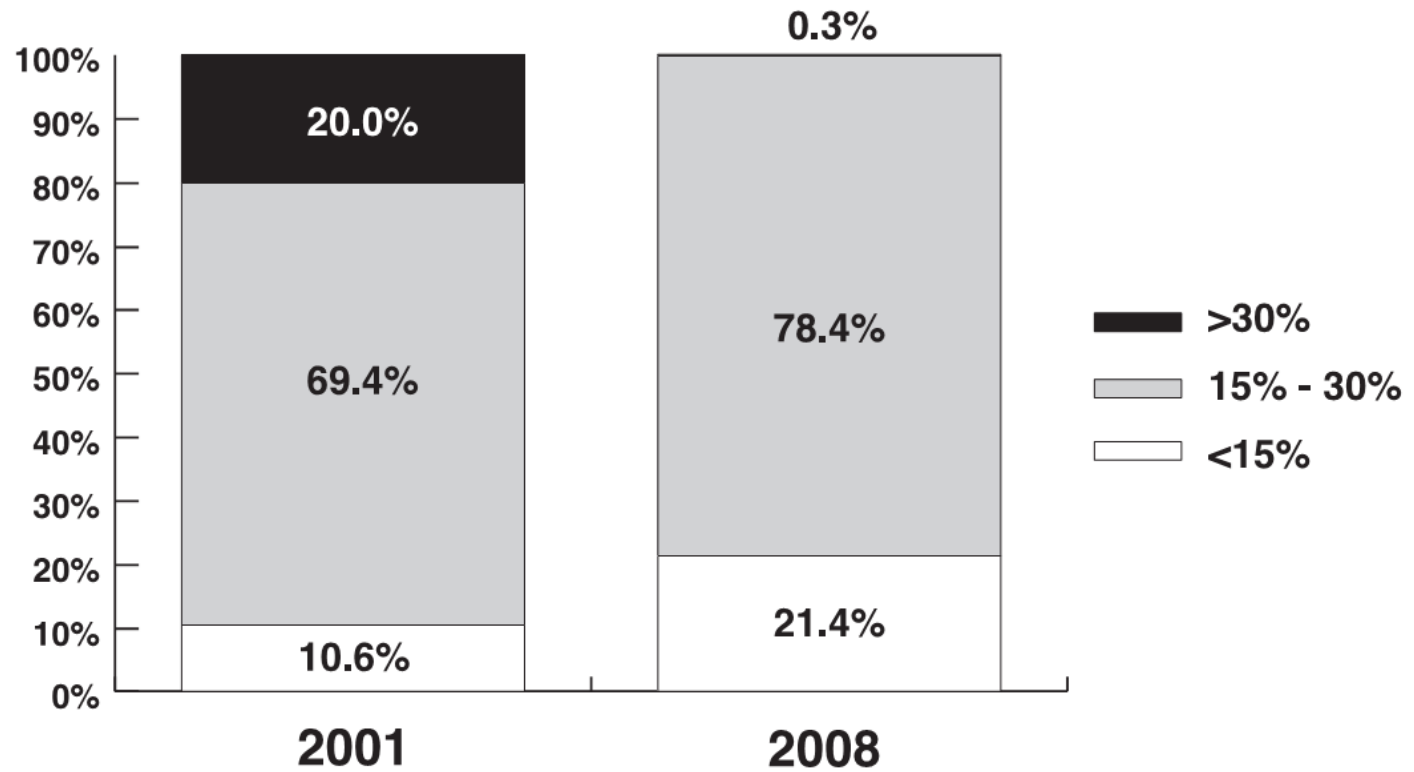
Sources: The Nielsen Company, GfK MRI

Figure 1: Youth Exposure to Alcohol Advertising in Magazines by Beverage Type, 2001-2008



Sources: The Nielsen Company, GfK MRI

Figure 2: Percent of Youth Exposure Falling Between Youth Audience Thresholds, 2001 and 2008



Sources: The Nielsen Company, GfK MRI

Table 1: Alcohol Product Advertising on U.S. Television by Placement, 2001 to 2009

| Year | Total TV | | Broadcast Network TV | | Cable Network TV | | Broadcast Spot TV | |
|------------------|------------------|------------------------|----------------------|------------------------|------------------|------------------------|-------------------|------------------------|
| | Ads | Dollars | Ads | Dollars | Ads | Dollars | Ads | Dollars |
| 2001 | 225,615 | \$779,110,078 | 5,018 | \$483,226,280 | 51,019 | \$156,796,827 | 169,578 | \$139,086,971 |
| 2002 | 299,356 | \$997,185,610 | 6,231 | \$600,572,725 | 80,633 | \$214,888,169 | 212,492 | \$181,724,716 |
| 2003 | 286,929 | \$890,836,725 | 4,950 | \$486,485,051 | 81,101 | \$232,709,300 | 200,878 | \$171,642,374 |
| 2004 | 285,757 | \$987,227,322 | 6,174 | \$528,075,400 | 115,384 | \$330,460,655 | 164,199 | \$128,691,267 |
| 2005 | 294,992 | \$1,028,506,956 | 5,641 | \$471,653,390 | 142,912 | \$437,296,859 | 146,439 | \$119,556,707 |
| 2006 | 299,475 | \$992,175,810 | 4,328 | \$452,391,732 | 140,977 | \$367,732,112 | 154,170 | \$172,051,966 |
| 2007 | 340,377 | \$796,996,673 | 4,015 | \$415,299,661 | 168,292 | \$267,547,066 | 168,070 | \$114,149,946 |
| 2008 | 316,837 | \$824,559,390 | 3,688 | \$431,698,608 | 178,047 | \$290,675,932 | 135,102 | \$102,184,850 |
| 2009 | 315,581 | \$955,744,782 | 4,916 | \$468,101,954 | 179,939 | \$389,014,652 | 130,726 | \$98,628,176 |
| Total | 2,664,919 | \$8,252,343,346 | 44,961 | \$4,337,504,801 | 1,138,304 | \$2,687,121,572 | 1,481,654 | \$1,227,716,973 |
| % Change | | | | | | | | |
| 2001-2009 | 39.9% | 22.7% | -2.0% | -3.1% | 252.7% | 148.1% | -22.9% | -29.1% |

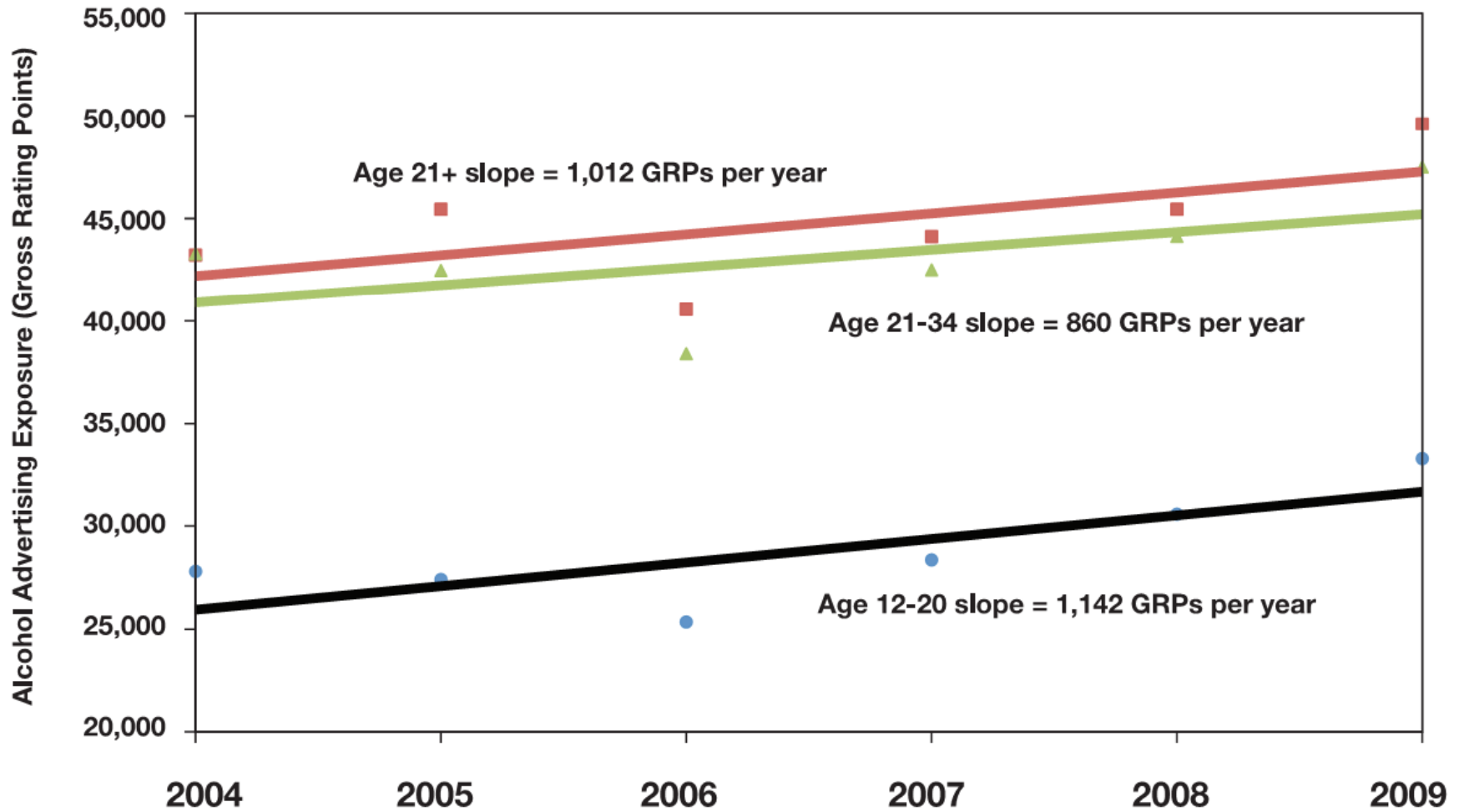
Source: The Nielsen Company, 2001-2009

Table 2: Alcohol Product Advertising on Cable Television by Alcohol Type, 2001 to 2009

| Year | Total Cable Ads | | Beer and Ale | | Distilled Spirits | | Alcopops | | Wine | |
|------------------|-----------------|-----------------|---------------|-----------------|-------------------|----------------|---------------|---------------|---------------|---------------|
| | Ads | Dollars | Ads | Dollars | Ads | Dollars | Ads | Dollars | Ads | Dollars |
| 2001 | 51,019 | \$156,796,827 | 36,834 | \$122,064,382 | 1,973 | \$5,186,178 | 3,046 | \$11,517,209 | 9,166 | \$18,029,058 |
| 2002 | 80,633 | \$214,888,169 | 42,182 | \$118,490,242 | 5,054 | \$13,851,156 | 13,738 | \$39,393,783 | 19,659 | \$43,152,988 |
| 2003 | 81,101 | \$232,709,300 | 46,128 | \$158,000,246 | 19,396 | \$33,853,439 | 6,381 | \$19,918,026 | 9,196 | \$20,937,589 |
| 2004 | 115,384 | \$330,460,655 | 67,384 | \$232,665,261 | 33,738 | \$66,829,863 | 6,043 | \$16,975,936 | 8,219 | \$13,989,595 |
| 2005 | 142,912 | \$437,296,859 | 81,461 | \$277,423,543 | 44,752 | \$119,138,598 | 6,928 | \$22,402,147 | 9,771 | \$18,332,571 |
| 2006 | 140,977 | \$367,732,112 | 65,784 | \$190,273,262 | 59,526 | \$139,745,230 | 6,506 | \$21,955,537 | 9,161 | \$15,758,083 |
| 2007 | 168,292 | \$267,547,066 | 90,620 | \$166,241,222 | 62,769 | \$85,906,849 | 4,335 | \$4,563,984 | 10,568 | \$10,835,011 |
| 2008 | 178,047 | \$290,675,932 | 99,236 | \$181,836,299 | 61,201 | \$82,295,310 | 8,135 | \$12,857,183 | 9,475 | \$13,687,140 |
| 2009 | 179,939 | \$389,014,652 | 104,369 | \$241,754,057 | 62,701 | \$121,404,157 | 7,420 | \$17,190,223 | 5,449 | \$8,666,215 |
| Total | 1,138,304 | \$2,687,121,572 | 633,998 | \$1,688,748,514 | 351,110 | \$668,210,780 | 62,532 | \$166,774,028 | 90,664 | \$163,388,250 |
| % Change | | | | | | | | | | |
| 2001-2009 | 252.7% | 148.1% | 183.3% | 98.1% | 3078.0% | 2240.9% | 143.6% | 49.3% | -40.6% | -51.9% |

Source: The Nielsen Company, 2001-2009

Figure 2: Trend Analysis of Youth, Young Adult and Adult Exposure, 2001-2009



**Table 4: Alcohol Product Advertisements on Programming
with Greater Than 30 Percent Underage Audiences by Placement, 2001 to 2009**

| Year | Total TV | | | Broadcast Network TV | | | Cable Network TV | | | Broadcast Spot TV | | |
|--------------|------------------|----------------|----------------|----------------------|------------|----------------|------------------|----------------|----------------|-------------------|----------------|----------------|
| | Total Ads | Ads > 30% | % of Total Ads | Total Ads | Ads > 30% | % of Total Ads | Total Ads | Ads > 30% | % of Total Ads | Total Ads | Ads > 30% | % of Total Ads |
| 2001 | 225,615 | 24,825 | 11.0% | 5,018 | 171 | 3.4% | 51,019 | 5,920 | 11.6% | 169,578 | 18,734 | 11.0% |
| 2002 | 299,356 | 36,246 | 12.1% | 6,231 | 159 | 2.6% | 80,633 | 9,847 | 12.2% | 212,492 | 26,240 | 12.3% |
| 2003 | 286,929 | 35,817 | 12.5% | 4,950 | 96 | 1.9% | 81,101 | 9,948 | 12.3% | 200,878 | 25,773 | 12.8% |
| 2004 | 285,757 | 32,074 | 11.2% | 6,174 | 27 | 0.4% | 115,384 | 13,795 | 12.0% | 164,199 | 18,252 | 11.1% |
| 2005 | 294,992 | 23,123 | 7.8% | 5,641 | 0 | 0.0% | 142,912 | 9,061 | 6.3% | 146,439 | 14,062 | 9.6% |
| 2006 | 299,475 | 18,220 | 6.1% | 4,328 | 4 | 0.1% | 140,977 | 4,876 | 3.5% | 154,170 | 13,340 | 8.7% |
| 2007 | 340,377 | 30,135 | 8.9% | 4,015 | 0 | 0.0% | 168,292 | 15,928 | 9.5% | 168,070 | 14,207 | 8.5% |
| 2008 | 316,837 | 27,180 | 8.6% | 3,688 | 0 | 0.0% | 178,047 | 17,357 | 9.7% | 135,102 | 9,823 | 7.3% |
| 2009 | 315,581 | 23,718 | 7.5% | 4,916 | 0 | 0.0% | 179,939 | 16,283 | 9.0% | 130,726 | 7,435 | 5.7% |
| Total | 2,664,919 | 251,338 | 9.4% | 44,961 | 457 | 1.0% | 1,138,304 | 103,015 | 9.0% | 1,481,654 | 147,866 | 10.0% |

Sources: The Nielsen Company, 2001-2009