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Updating you about current events in the battle against addictions

Cable TV, Youth and Alcohol Ads

According to a study from the Center on Alcohol Marketing and Youth, there is a strong "...correlation between teenage viewership and the frequency of alcohol advertising on cable television." The study found that ads for beer, spirits and "alcopops" appear more often during times when more teens are watching.

This study is the first to look specifically at alcohol ad placement on cable television. Previous studies have shown that on average youth see more than 200 alcohol ads on TV each year. The alcohol industry has voluntarily agreed not to advertise during shows for which the audience is made up of more 30% underage viewers. However, the director of the Center on Alcohol Marketing and Youth, David Jernigan, points out that there are many other shows which appeal to youth although youth do not make up more than 30% of viewers.

Using data from Nielsen Media Research, investigators evaluated all 600,000 alcohol ads which aired from 2001 -2006 during national cable shows with audiences made up of less than 30% youth. They found that for each 1% increase in adolescent viewership there was a 7% increase in beer ads, a 15% increase in spirit ads and a 22% increase in "alcopop" ads. This study was not designed to determine whether the alcohol industry is "intentionally overexposing adolescents". However, lead author, Paul Chung, points out that regardless of intent, the end result of the current marketing strategy "...appears to be greater exposure than might be expected if adults were the sole targets of ads."

Alcohol has been and continues to be the substance most commonly abused by teens in the United States. Many studies suggest that exposure to alcohol ads can influence adolescent attitudes and behaviors with regard to alcohol consumption.

Source: <http://www.medicalnewstoday.com/articles/161396.php>

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