



Stall Street Journal

Volume 1, Issue 5

Beer Ads & Underage Youth

January 7, 2009



What's wrong with this scene?

5 Reasons Why Alcohol Ads Don't Belong in Sports

1. Alcohol is the number one drug of choice among young people.
2. Underage drinking and excessive alcohol consumption threaten student health and safety.
3. Alcohol advertisements encourage young people to drink.
4. Beer advertisements undermine the educational missions of schools.
5. Americans overwhelmingly support restrictions on alcohol advertising during televised sports.

Take Action!

For more information visit
<http://camy.org/action>

- Youth who see more alcohol advertisements drink more, on average.
- Exposure to and enjoyment of alcohol ads influence alcohol consumption and alcohol-related problems.
- Young teens who had greater knowledge of beer advertisements had more positive views of drinking and anticipated drinking alcohol as adults.
- High school students find beer commercials more visually appealing than public service announcements (PSAs).
- Watching television and sports contributes to youths' intentions to drink as adults.
- Media and alcohol advertisements significantly predict adolescents' knowledge of beer brands, preference for beer brands, current drinking behaviors, beer-brand loyalty, and intentions to drink.
- Evidence from other countries shows that complete bans on all alcohol advertising reduce alcohol misuse.
- In 2005, beer companies spent \$897 million in television advertisements, \$16 million in radio advertisements, and \$109 million in magazine advertisements.
- Beer producers showed more ads during the 2002 NCAA basketball tournament (939) than during the Super Bowl, World Series, and NFL Monday Night Football combined (925 total)

