



Causal Link Found Between Youth/Young Adult Alcohol Consumption and Advertising

Results from a new longitudinal study designed to examine the impact of alcohol advertising on youth and young adult consumption have demonstrated a causal link.¹ Researchers at the University of Connecticut and Colorado State University found that respondents who saw more alcohol advertisements on average drank more: each additional advertisement seen increased the number of drinks consumed by 1%.² The study also found that respondents in markets with greater alcohol expenditures³ drank more: each additional dollar spent per capita raised the number of drinks consumed by 3%. In markets with high expenditures per capita, the initial drinking rates were higher than in markets with low levels (Fig. 1 and Fig. 2). Over time, in markets with high alcohol advertisement expenditures, respondents demonstrated increased drinking levels into their late twenties; but in markets with low levels of expenditures, drinking levels plateaued and even decreased among young adults in their early twenties.

Figure 1. Alcohol use over time by age in markets with high alcohol advertising expenditures per capita.

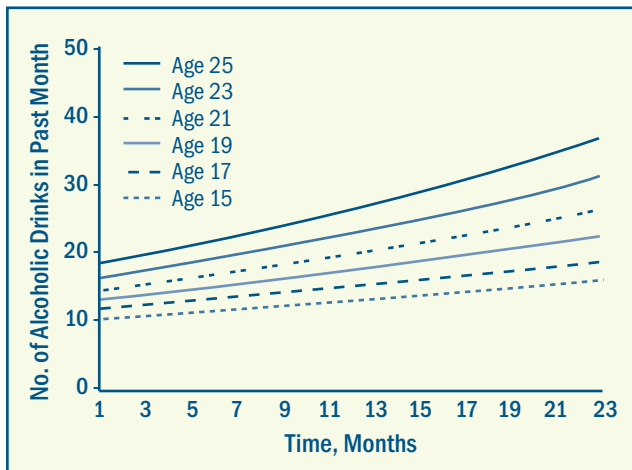
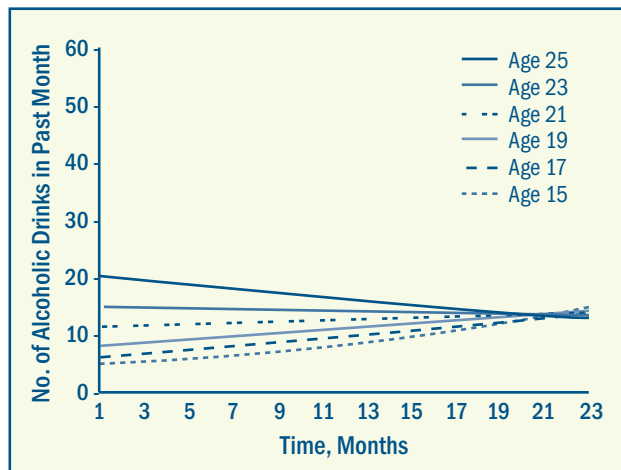


Figure 2. Alcohol use over time by age in markets with low alcohol advertising expenditures per capita.



Source: Snyder, L. B., et al. (2006). "Effects of Alcohol Advertising Exposure on Drinking Among Youth." *Archives of Pediatrics & Adolescent Medicine*. Vol. 160, January 2006. Retrieved January 14, 2006, from <http://archpedi.ama-assn.org/cgi/content/full/160/1/18>.

¹ Researchers studied a randomized sample of youth fifteen to twenty-six years old from twenty-four U.S. Nielsen media markets who were interviewed four times over twenty-one months between April 1999 and January 2001. Control variables included age, gender, ethnicity, high school or college enrollment and alcohol sales.

² Averaged over time as opposed to number seen in a particular month.

³ Alcohol advertising expenditures in studied markets ranged from \$0.20 to \$17.3 per person.

Prepared by TASC, Inc. TASC is an independent, not-for-profit agency that provides clinical case management and other services to men, women and adolescents with a variety of social and health-related needs. TASC serves approximately 30,000 clients in Illinois each year. For more information visit www.tasc.org.

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