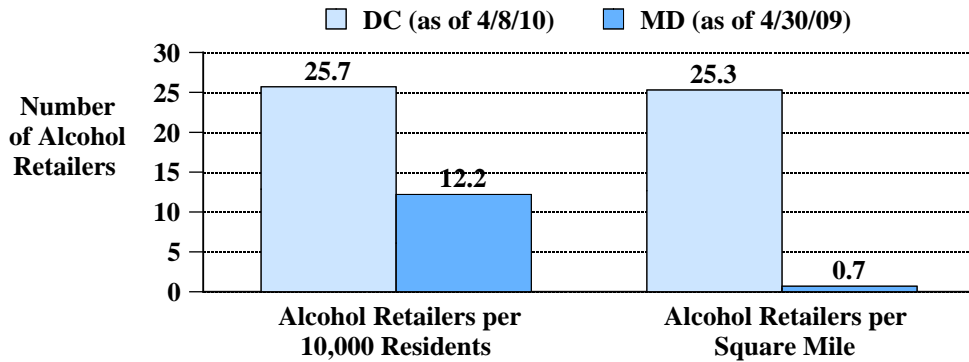


How Are DC Youth Exposed to Alcohol?¹



- There are twice as many alcohol retailers per resident in DC than in Maryland and 36 times more alcohol retailers per square mile in the District. A recent study concluded that “alcohol outlet density may play a significant role in initiation of underage drinking during early teenage years, especially when youths have limited mobility.”²
- In addition to alcohol retailers, DC youth are exposed to alcohol through the use of their peers (see *District Youth in Brief*, Vol. 2, Issue 1) as well as that of their parents and other adults. In 2006 & 2007, 63% of DC adults aged 18 and older drank in the past month and 30% reported binge drinking.³

Alcohol Advertising

- A recent review of research concluded that “alcohol advertising and promotion increases the likelihood that adolescents will start to use alcohol, and to drink more if they are already using alcohol.”⁴ Celebrity endorsement of alcoholic products, such as that of Ciroc vodka by the popular rapper Sean “Diddy” Combs, only serve to make these alcohol ads more appealing to youth.
- While alcohol advertisements are banned on Metro trains and buses, there are no restrictions on the placement of alcohol ads on billboards.⁵
- Approximately one-half of national radio alcohol advertising in 2004 occurred during programs which have disproportionately large youth audiences.⁶
- Between 2001 and 2007, U.S. youth were 22 times more likely to see an alcohol product advertisement on television than a “responsibility” message funded by the alcohol industry.⁷
- Nearly 45% of magazine alcohol advertisements in 2001 to 2005 were placed in magazines with a disproportionately large youth readership.⁸

Alcohol and the Internet

- A recent study of Facebook found “tens of thousands of alcohol-related Pages, Applications, Events, and Groups (that are hardly subject to any guidelines).” Only 50% of the Pages and none of the Applications, Events, or Groups had age restrictions.⁹
- Alcohol companies are increasingly turning to digital marketing, including promoting their products on social networking sites such as Facebook and Twitter.¹⁰ In 2009, Southern Comfort whiskey became the first known alcohol company to dedicate its entire advertising budget to digital online venues.¹¹

Data Notes & Sources: ¹DC Alcohol Beverage Regulation Administration, the Comptroller of Maryland, and the US Census Bureau 2009 estimates. DC data does not include wholesalers or caterers. ²Chen, MJ, Grube, JW, Gruenewald, PJ, “Community Alcohol Outlet Density and Underage Drinking,” *Addiction* 105(2):270-78, 2010. ³Aggregate data from the 2006 and 2007 National Survey on Drug Use and Health (NSDUH), Substance Abuse and Mental Health Services Administration. ⁴Anderson, P, de Bruijn, A, Angus, K, Gordon, R, Hastings, G, “Impact of Alcohol Advertising and Media Exposure on Adolescent Alcohol Use: A Systematic Review of Longitudinal Studies,” *Alcohol & Alcoholism* 44(3):229-243, 2009. ⁵DC Construction Codes, Title 12A, Section 3107. ⁶CDC, “Youth Exposure to Alcohol Advertising on Radio—United States, June–August 2004,” *MMWR* 55(34):937-940, 2006. ⁷The Center on Alcohol Marketing and Youth, *Youth Exposure to Alcohol Advertising on Television, 2001 to 2007*, 2008. ⁸CDC, “Youth Exposure to Alcohol Advertising in Magazines—United States, 2001-2005,” *MMWR* 56(30):763-766, 2007. ⁹Mart, S., Mergendoller, J., Simon, M. “Alcohol Promotion on Facebook,” *The Journal of Global Drug Policy and Practice*, 3(3), 2009. ¹⁰Chester, J, Montgomery, K, Dorfman, L, Alcohol Marketing in the Digital Age, Berkeley Media Studies Group, 2010. ¹¹Mullman, J, Southern Comfort Pours Entire Media Budget Into Digital, Advertising Age, July 29, 2009.