

Youth Empowerment and Policy Project

**Alcohol Advertising and Underage
Drinking: A Youth Perspective**

**Findings and
Recommendations**

A Youth Research Project

2005

Ideas and suggestions from Maine youth designed to help communities enhance and improve their ability to reduce underage drinking activity.

AdCare Educational Institute, 75 Stone Street, Augusta, Maine 04330

Phone: (20) 626-3615 www.adcare-educational.org

Youth Empowerment and Policy Group
Findings and Recommendations 2005
Alcohol Advertising and Underage Drinking
A Youth Perspective

Introduction

In 2001 the Youth Empowerment and Policy Group (YEP) was formed under the auspices of AdCare Educational Institute of Augusta, Maine. The Maine Office of Substance Abuse (DHHS) funded the project. The concept was to gather a representative group of young people from across the state to study policy questions about substance use and abuse as they relate to youth. After a period of study and research, the group would develop findings and recommendations that would represent a unique youth perspective.

The goal of the project is to change factors in the social, legal, economic and political environment that encourage, enable or support underage drinking. The philosophy of the project is that, because underage drinking is a problem affecting the youth population, the most effective way to analyze and improve the environment is to directly involve the youth in the discussion.

The youth members of the Youth Empowerment and Policy Group certainly support this view. They feel that underage drinking effects everyone in a community. YEP wants to bring alcohol awareness to the forefront of issues in hope that communities start to consider youth consumption of alcohol as a serious problem. Specifically YEP members:

- Believe that underage use of alcohol negatively impacts youth in many ways.
- Have witnessed the effects of underage drinking in their own communities and have seen the problem grow.
- See alcohol as a drug.
- Feel that even though alcohol does not get the negative publicity of tobacco and other drugs, it may be the most damaging drug for youth.
- Are aware of the serious negative health issues associated with alcohol use by people under 21 years of age.

Previous reports developed by the YEP group have dealt with school alcohol and drug policies specific to athletes and extra-curricular events. These documents have had significant impact. The *Athletic Policy Findings and Recommendations* were considered by the Maine Department of Education for inclusion in the Maine Learning Standards and recommended to districts statewide as a model upon which to develop athletic policy. The 2004 report studying the enforcement of underage drinking laws directly led to a joint effort between the Maine Attorney General's Office, the Maine Office of Substance Abuse, local community coalitions, and law enforcement organizations to develop a model policy. This model policy is currently being considered for adoption by law enforcement organizations across the state.

This year YEP worked to provide educated and objective findings and recommendations from a **youth perspective** on the effects of alcohol advertising on the underage population. YEP developed findings and recommendations that address these questions:

- 1) Does alcohol advertising, as it is currently practiced, appeal to underage individuals?
- 2) Does alcohol advertising, as it is currently practiced, encourage underage individuals to drink?

Why is YEP looking at alcohol advertising? Certainly there are other factors that contribute to the underage drinking problem other than alcohol advertising. Whichever factor is most critical, the youth of YEP feel that all factors need to be examined, as everyone shares in the responsibility to reduce underage drinking.

There is general agreement by all parties that alcohol advertising should neither primarily appeal to youth less than 21 years of age nor encourage underage drinking. The alcohol industry also maintains that advertising does not encourage people, much less underage individuals, to drink. Instead it is designed to help legal age consumers to differentiate between brands. The alcohol industry holds that alcohol advertising adheres to the industry's voluntary guidelines that the advertisements target people over 21 years of age. Accepting this at face value, the questions remain, do underage individuals find alcohol advertising appealing and do the ads encourage them to drink?

Many groups are engaged in research projects designed to answer these questions from a variety of different angles adding valuable information to the debate.

One interest group missing from the discussion is the most impacted by the debate-youth. Young people under 21 years of age can provide a special perspective on the appeal and potential impact of alcohol advertising, based on first hand experience. This is the purpose of this project.

Methodology

Project staff designed the survey instrument used for data collection, which was then reviewed and approved by YEP members. The survey was also reviewed by two professional organizations, The Shadow Group and Pan Atlantic Consultants. The survey instrument contained questions about general demographic information, the four types of advertising media (print, point of sale, radio and television) and questions about advertising in general and the effects of alcohol advertising specifically.

In December 2004, project staff met for a weekend retreat with the YEP members to train the youth in the implementation of the research project. As a part of this training YEP members:

- Reviewed and commented on the survey instrument, including the format and questions to be used, and made modifications when needed.
- Learned to conduct surveys and focus groups.
- Reviewed the process of contacting appropriate school officials to obtain permission to enter classrooms to administer the research project.

Implementation Process

The YEP group decided that school classes randomly selected, based on their availability and willingness to participate, would provide a representative sample of Maine youth. Two types of implementation were used:

Implementation 1: Each youth contacted school officials to gain permission to enter classrooms in which the survey would be administered. Each youth member passed out the surveys, answered any questions and collected the completed surveys. Several members of the YEP were able to conduct class “focus groups” to gather information to compare to the survey results .

Implementation 2: Schools with Maine Youth Voices Coordinators were contacted to conduct the surveys in their classrooms.

A total of 493 completed surveys were obtained.

Data Processing and Analysis

The Shadow Group conducted data processing and analysis. Data was entered into an Access Database. Data cleaning and analysis was done using SPSSpc, using standard data processing procedures. Basic frequency distributions and contingency table analysis were prepared and these were reviewed and applied by the YEP group at a retreat in April 2005. The following Findings discuss the conclusions reached by the group upon their interpretation of the results and subsequent Recommendations regarding the findings.

HALLMARK I

Alcohol advertising should not primarily appeal to underage youth.

FINDINGS

- Finding #1** Youth report high exposure to alcohol advertising in all four media outlets youth clearly remember alcohol ads: 73.2% print, 79.5% point of sale, 42.3% for general ads and 60.5% for clubs and bars in radio ads, and 86.5% television.
- Finding #2** The majority of those surveyed (69%) report that alcohol advertising appeals to underage youth. This finding is consistent in all four media outlets (print, point of sale, radio and television).
- Finding #3** 65% (average based on the four media outlets) of the youth surveyed believe that the industry is trying to appeal to youth through alcohol advertising.
- Finding #4** Over 50% of the youth surveyed who saw alcohol advertisements, in magazines and on TV, believed that the people in the ads could be under the age of 21.
- Finding #5** The Youth Empowerment and Policy Group found that the voluntary standards found in the Beer Institute's Advertising and Marketing Code (www.beerinstitute.org) were inadequate in limiting exposure of youth to advertising that has great appeal to underage individuals.

Discussion of the findings:

Finding 1 It seems clear that youth are greatly exposed to alcohol advertising. Youth are active consumers of television, radio and magazines and they frequent retail stores where much alcohol advertising occurs. The placement of alcohol ads thus becomes an issue if we want to decrease exposure to underage youth. Our research shows that youth see alcohol ads across the entire spectrum of television programming, from reality TV, sports, news and so forth.

The most common place people saw alcohol ads in stores was when at beer/alcohol sections, the 2nd most common places was storefront windows, and the 3rd most common place was where they entered the store.

We did not determine **where the beer and alcohol sections were located, although this could be a critical factor. There is ongoing research by other groups on the placement of print ads and the alcohol industry's 30% standard.*

Finding 2 There was amazing consistency regarding the appeal of alcohol advertising to underage individuals. The image often became the message.

The youth surveyed reported **remembering** the following top four themes from alcohol ads:

- A great party was happening
- The people drinking looked attractive or sexy
- The people in the ads looked popular or part of the in-crowd
- The people in the ads were physically attracted to one another.

The youth surveyed reported that the ads made them **feel or think** the following ways about drinking alcohol:

- Drinking is important for a real good party
- Drinking is fun or funny
- Drinking is a good way to get good looking girls or guys
- Drinking will make you popular

The consistency of the ranking of these themes through all media sources was significant. The YEP members strongly felt that these themes, while they may appeal to older people, were overly appealing to the underage youth and that other more appropriate themes could be utilized.

It is important to acknowledge that **drink responsibly** appeared in the top four of remembered messages in three (print, point of sale, and radio) of the mediums. Additionally, youth consistently listed the “negative health impact” or “waiting until age 21 to drink” in the bottom three of what they remembered or felt. Based on these rankings, the YEP group concluded that the “drink responsibly” message is mostly being interpreted as referring to drinking and driving versus the other negative health effects of alcohol on youth.

Finding 3 The significance of the third finding rests in the fact that regardless of intent, young people feel that alcohol ads are targeted at them (65% average across all four mediums). The consistency of themes that appeal to underage individuals only supports this belief.

Finding 4 This finding related to the apparent age of the people depicted in alcohol ads, relates to the previous two finding. The YEP members felt that since it gets special treatment in the industry’s voluntary codes, it rated its own finding and recommendation. The Beer Institute Advertising and Marketing Code, Guidelines #3 e: *To help insure that the people shown in beer advertising are and appear to be above the legal purchase age, models and actors employed should be a minimum of 25 years old, substantiated by proper identification, and should reasonably appear to be over 21 years of age.* The fact that slightly more than 50% of the youth surveyed could mistake actors and models for underage people, suggests that the current industry efforts are falling short of their stated goal.

Finding 5 The YEP group feels the Beer Institute Advertising and Marketing Code’s policy of waiting for public complaints on specific ads, then forwarding these complaints to the alcohol manufacturer, does not provide timely or effective protection for youth (*The Beer Institute Advertising and Marketing Code, Code Compliance and*

Dissemination). This is supported by the exposure rates and the consistent youth related themes cited in the survey results.

RECOMMENDATIONS

YEP Recommendations reflect the belief that the “alcohol industry” initiates alcohol advertising by spending vast sums of money. Therefore, they have the primary responsibility for adopting changes that will protect young people from the negative effects of underage drinking. At the same time, YEP members recognize that storeowners, media executives and magazine owners share in this responsibility and can take action on their own to change the current over-exposure of young people to alcohol advertising. This problem will be best addressed if all involved parties are in agreement.

Recommendation #1 Stores should place signs away from children and youth, for example by avoiding placing ads near or around candy/snack aisles and below four feet high.

Recommendation #2 The placement of alcohol ads in magazines should be reviewed since today’s youth have changing interests and are reading a wide variety of magazines such as *Sports Illustrated* and *Cosmopolitan*.

Recommendation #3 The Beer Institute Advertising and Marketing Code section 3 d states that *alcohol ads will only be placed in magazines, on television, or on radio where at least 70% of the audience is expected to be adults of legal purchase age*. Given the high rate of exposure to alcohol advertising described in Finding #1, the YEP group suggests the Beer Institute Advertising and Marketing Code increase this percentage to reflect the actual age demographics of the 10-20 year old age group likely to be in the audience.

Recommendation #4 The placement of alcohol ads on television should also be reviewed. Alcohol ads should be placed during a time that would minimize exposure to those under age.

Recommendation #5 The YEP group considered the Beer Institute Advertising and Marketing Code section 3A, which states that alcohol advertising, *should not have a “primary appeal” to persons under the legal purchase age*. The Code further states that advertising has “primary appeal” to persons under the legal purchase age if it *has special attractiveness to such persons beyond the general attractiveness it has for persons above the legal purchase age*. The YEP group found that alcohol advertising has great appeal to underage individuals. Therefore the recommendation of the YEP group regarding appeal is for the Beer Institute, in collaboration with national prevention specialists, to conduct research to determine what appeals to underage youth as well as to persons over 21 years of age and compare the results. They should then take their findings and design advertisements to appeal to older individuals more so than to underage individuals.

Recommendation #6 When developing the content of alcohol advertisements, the YEP group suggests setting the ads in adult oriented settings.

Recommendation #7 Focus more on brand recognition than the overall appeal of alcohol. The alcohol industry claims the goal of advertising is for brand recognition. As evidenced by survey results, brand recognition is ranked as one of the lowest remembered themes. Therefore the YEP group suggests incorporating brand names more in the ads and limiting other themes, such as sexual passion.

Recommendation #8 When including “drink responsibly” in advertising, expand the definition to include other health issues. The alcohol industry should produce advertisements that include health risks associated with drinking by youth. Ads should encourage waiting until the age of 21 to drink. Clearly list health effects of underage drinking, including facts regarding increased risk for those under 21 years of age for alcoholism, diabetes, and other health effects related to the ongoing adolescent development of the brain and other organs. Clearly state that underage drinking is against the law and dangerous, designated driver notwithstanding.

Recommendation #9 Advertising agencies for the alcohol industry should employ actors/actress who are at the minimum of 30 years old, so they look no younger than the age of 25. They will still obtain a youthful look while avoiding the under age population.

Recommendation #10 The Beer Institute Advertising and Marketing Code and the Distilled Spirits Council of the US code should be more specific, making it more likely that the guidelines would be followed, resulting in less room for error or manipulation.

Recommendation #11 The Beer Institute and the Distilled Spirits Council of the US should review all alcohol advertisements prior to the release to television, print, radio and point of sale, to ensure that they meet the minimum standards of their codes.

HALLMARK II

Alcohol advertising should not encourage underage youth to drink alcohol.

Finding #1 Youth are experimenting with and consuming alcohol in large numbers. Survey results indicate that 45% of 13 year olds have had an alcoholic drink and 82% of 18 year olds have had an alcoholic drink.

Finding #2 Thirty-three (33%) of youth surveyed believe that alcohol ads encourage them to drink alcohol. A much higher percentage (68%) feels that alcohol ads encourage other underage youth to drink. Significantly, this last number is almost the same percent (65% average based on the four media outlets) that reported that alcohol ads are trying to appeal youth.

Finding #3 Youth ranked trying a product as the number one reason why companies advertise; therefore alcohol ads encourage youth to drink when the youth report that the alcohol ads are appealing to them.

Finding #4 Brand recognition did not rank high as a remembered theme when youth were asked to rank it with the other things they remembered about alcohol ads.

Discussion of the Finding

Finding 1 The significance of Finding #1 is that underage drinking represents a serious problem that threatens youth. Alcohol advertisers must assume their share of the responsibility for both the cause and solution.

Finding 2 This finding gets to the heart of the question. The fact that youth are exposed to alcohol ads and that these ads appeal to them is only significant if the ads influence the underage individual to drink. The survey results clearly show that the sizable percentage of youth believe that these ads do have a negative impact on them and over two-thirds believe that ads influence others to drink.

Finding 3 Youth have a clear understanding of the purpose of advertising in general. They know that a principle reason companies advertise is to get people to try their product (86% of 408 respondents to this question). They also believe that advertising can get people to buy something they would not otherwise buy (62.2% of 296 respondents). Of the 475 respondents, 79% admit to having been influenced by advertising to buy a product. The YEP group felt that the same logic would apply to alcohol advertising.

Finding 4 This finding also supports Finding #2 and deserves its own status primarily because of the alcohol industry's contention that brand recognition is their primary reason for advertising and that they do not intend to encourage drinking, particularly with underage youth. The survey results suggest that they are not achieving their intended goal.

RECOMMENDATIONS

Recommendation #1 The alcohol advertising industry, media executives, consumers and lawmakers need to acknowledge: 1) the real reason people advertise products, 2) the great appeal of current alcohol advertising to underage individuals, and 3) the real over exposure of youth to alcohol advertising. The claims of the various alcohol industry representatives and their voluntary codes need to pass the "straight face" test for effectiveness in protecting youth.

Recommendation #2 The recommendations in Hallmark I need to be adopted.

Recommendation #3 In the absence of better more effective “voluntary” guidelines, government and lawmakers need to address this serious health and safety problem.

Summary Conclusions

The Youth Empowerment and Policy Group undertook this project with two questions – does alcohol advertising as it is currently practiced, appeal to underage individuals and does it encourage them to drink. The group, composed of high school and college aged youth, had previous real life exposure to alcohol advertising. As part of their preparation for the project, they became more familiar with selected advertisements as well as materials from both under age drinking prevention proponents and the several alcohol industry institutes. The YEP group was able to hypothesize that many alcohol advertisements had appeal to under age individuals.

However, even if this hypothesis proved true, it was meaningless unless the ads also encouraged underage individuals to consume alcohol. This was the question that required a broader inquiry. When you put aside all of the special interests and perspectives that adults bring to the table, what would be the perspective of the group most likely to know?

The survey was administered to approximately 500 young people aged 13-18 representing all regions across the state, including urban and rural areas. Middle school youth (grades 7 & 8) represented about 19% of the sample; with high school students composing the remainder. Males represented 52.2% of those surveyed.

The survey questions about alcohol advertising and its appeal to youth were asked in four sections each representing a different medium, television, radio, print and point of sale. Similar questions were asked with similar available responses, allowing the group to draw general, as well as specific conclusions about alcohol advertising and its appeal to youth.

The most striking aspect about the results is the consistency between themes remembered about alcohol ads and the feelings and thoughts generated by these ads; Great parties, attractive people, getting the guy or girl and being popular were themes remembered by both genders and across the age range. Older youth had a slightly higher recognition rate, most likely caused by the growing importance of these themes to older adolescents. Since not all alcohol advertisements contain these themes, it seems particularly significant that youth primarily remember and respond to them. Regardless of the alcohol industry’s intent in advertising, it seems clear that under age youth are exposed to many ads depicting themes that are important in their lives.

The fact that almost two thirds of all the youth responding felt that the alcohol ads they saw were trying to appeal to them is also of great importance. One of the keys of good advertising and marketing is to get the attention of your target audience. They must

believe the ad is talking to them. Clearly many underage individuals believe that the alcohol ads they see and remember are addressing them.

The critical question, “does alcohol advertising encourage underage individuals to drink”, was complicated by the human instinct to believe that somehow advertisements do not influence us as individuals. Indeed, when asked if alcohol advertising influenced the survey takers themselves, 71% said no. However, when asked if alcohol ads would influence other underage youth 80% said yes. Equally significant are the results for the two questions about advertising making them more likely to drink (33%) and more likely to make other underage youth to drink (68%).

Throughout the survey approximately two thirds of the respondents indicated they felt that alcohol advertising was directed toward underage individuals, that advertising in general was designed to get you to try a product and that advertising as it is now practiced encourages them and other youth to drink. The conclusions from a youth perspective are:

- Yes, alcohol advertising appeals to underage individuals.
- Yes, alcohol advertising encourages underage individuals to drink.

The YEP group’s findings and recommendations are based on these conclusions and reflect the youth belief that the industry needs to change its message and approach to advertising if it wants to meet its self-proclaimed goal of not encouraging youth to drink.

**Appendix A
Survey Results**

DEMOGRAPHICS OF SURVEY RESPONDENTS

School	Number	Percent
Bucksport	38	7.7
Carrabec	33	6.7
Cony	28	5.7
East Grand	42	8.5
Edward Little	40	8.1
Lubec	43	8.7
Poland	32	6.5
Rangley	54	11.0
Shed	39	7.9
St. Peter	17	3.4
Wells	48	9.7
Windham	79	16.0

Total 493 100.0

Grade	Number	Percent
Seventh	24	5.0
Eighth	67	14.0
Ninth	96	20.1
Tenth	121	25.4
Eleventh	65	13.6
Twelve	104	21.8

Total 477 100.0

Age	Number	Percent
12	13	2.7
13	40	8.4
14	77	16.2
15	110	23.2
16	86	18.1
17	82	17.3
18	62	13.1
19	5	1.1

Total 475 100.0

Gender	Number	Percent
Male	248	52.2
Female	227	47.8
Total	475	100.0

DRINKING BEHAVIOR

Have you ever had an alcoholic drink (don't count religious or family celebrations where you might have had just a few sips)?(q38)

Response	Number	Percent
Yes	297	62.4
No	179	37.6
Total	476	100.0

ADVERTISING IN GENERAL

If you see an ad that catches your attention do you think of wanting the product? (q28)

Response	Number	Percent
Yes	311	64.5
No	171	35.5
Total	482	100.0

Why do people or companies advertise? (q29)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
To recognize a product	351	73.9	2
To try a product	408	85.7	1
To get people to buy something they would not	296	62.2	3
Other	17	3.6	4

Are you ever influenced by advertising to buy a product? (q30)

Response	Number	Percent
Yes, very often	51	10.7
Yes, sometimes	159	33.5
Not very often	167	35.2
Never	98	20.6
Total	475	100.0

ALCOHOL ADVERTISING

What Respondents Said About Themselves

Does alcohol advertising, as it is currently practiced, appeal to YOU? (q32)

Response	Number	Percent
Yes	166	34.7
No	312	65.3
Total	478	100.0

Do you think YOU are influenced by alcohol advertising? (q34)

Response	Number	Percent
Yes	139	28.9
No	342	71.1
Total	481	100.0

Do you think alcohol ads make it more or less likely for you to drink? (q36)

Response	Number	Percent
More Likely	57	12.0
Somewhat More Likely	99	20.8
No Difference	221	46.4
Somewhat Less Likely	24	5.0
Much Less Likely	75	15.8
Total	476	100.0

What Respondents Said About Other Underage Youth

Do you think that alcohol advertising, as it is currently practiced, appeals to OTHER UNDERAGE YOUTH? (q33)

Response	Number	Percent
Yes	382	79.7
No	97	20.3
Total	479	100.0

Do you think OTHER UNDERAGE YOUTH are influenced by alcohol advertising? (q35)

Response	Number	Percent
Yes	381	80.2
No	94	19.8
Total	475	100.0

Do you think alcohol ads make it more or less likely that OTHER UNDERAGE YOUTH might try drinking? (q37)

Response	Number	Percent
More Likely	116	24.5
Somewhat More Likely	206	43.6
No Difference	108	22.8
Somewhat Less Likely	21	4.4
Much Less Likely	22	4.7
Total	473	100.0

SECTION 1: PRINT ADS

Do you read or look at magazines? (q1)

Response	Number	Percent
Yes	432	87.8
No	60	12.2
Total	492	100.0

Can you recall seeing ads for alcohol in any of these magazines? (q2)

Response	Number	Percent
Yes	319	73.2
No	117	26.8
Total	436	100.0

For those ads that had people, did anyone in the ad look like they could be under 21 years of age? (q4)

Response	Number	Percent
Yes	195	50.6
No	190	49.4
Total	385	100.0

What do you remember about any of these ads you saw? (q5)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
The ad included an animal or cartoon-like characters	100	26.5	9
The people drinking looked attractive or sexy	271	71.7	1
A great party was happening	242	64.0	2
The male and female actors who were drinking were physically attracted to one another	200	52.9	4
The people drinking looked like they had strength and athletic ability	163	43.2	7
The people in the ads looked popular or part of the in-crowd	222	58.7	3
The ads were funny or amusing	141	37.3	8
The ads portrayed drinking as a great way to meet people	169	44.7	6
The ads discussed contests and prizes	78	20.6	10
I remember the alcohol brand	182	48.1	5
Other	27	7.1	11

How did the ads make you feel about drinking? (q6)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Drinking is a boring thing to do	53	14.3	8
Drinking is a good way to get good-looking girls or guys	124	33.5	4
Drinking is important for a real good party	145	39.2	1
Drinking will make you popular	109	29.5	5
Drinking is fun or funny	141	38.1	2
Drinking could be harmful to your health	82	22.2	6
It is better for people to drink responsibly	132	35.7	3
It is better for people to wait until they are 21 to drink	76	20.6	7
Other	46	12.4	9

Do you think that alcohol ads in magazines you saw are trying to appeal to young people under 21? (q7)

Response	Number	Percent
Yes	253	72.5
No	96	27.5
Total	349	100.0

SECTION 2: POINT OF SALE ADS

Do you remember seeing any ads or promotions for alcoholic beverages in any of the stores where you normally shop? (q8)

Response	Number	Percent
Yes	385	79.5
No	99	20.5
Total	484	100.0

*In what type of stores did you see these ads? (q9)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)*

Response	Number	Percent	Rank
Supermarket	279	67.9	2
Convenience Store	311	75.7	1
Drug Store	141	34.3	4
Gas Station	313	63.5	3
Other	20	4.1	5

*Where did you see the ads? (q10)
(Respondents could indicate more than one response to this question.)*

Response	Number	Percent	Rank
Entry to store	190	46.1	4
On the windows	277	67.2	2
By beer/wine/liquor	336	81.6	1
Near snacks	63	15.3	6
Near soda/juice/water	92	22.3	5
Near candy	37	9.0	7
At the checkout	202	49.0	3
Other	25	6.1	8

*From what you remember, did these store ads include any of the following? (q11)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)*

Response	Number	Percent	Rank
Price of beverage	213	52.9	3
Sports figures	282	70.0	1
Cartoons or animals	64	15.9	6
Attractive Men/Women	214	53.2	2
Parties	165	40.9	4
Candy	18	4.5	8
Celebrities or entertainers	142	35.2	5
Other	22	5.5	7

*As a whole, did the store ads you see make you think that: (q12)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)*

Response	Number	Percent	Rank
Drinking is a boring thing to do	53	13.6	8
Drinking is a good way to get good looking girls or guys	116	29.8	3
Drinking is important for a real good party	151	38.8	1
Drinking will make you popular	109	28.1	4
Drinking is fun or funny	139	25.7	5
Drinking could be harmful to your health	57	14.7	7*
It is better for people to drink responsibly	117	30.1	2
It is better for people to wait until they are 21 to drink	76	19.5	6
Other	57	14.7	7*

Do you think that alcohol ads you saw in stores are trying to appeal to people under 21? (q13)

Response	Number	Percent
Yes	230	63.4
No	133	36.6
Total	363	100.0

SECTION 3: RADIO ADVERTISING

How many hours a day, on average, do you listen to the radio? (Q14)

Response	Number	Percent
Never	26	5.3
Less than one hour	169	34.5
1-2 hours	163	33.3
2-3 hours	52	10.6
More than 3 hours	80	16.3
Total	490	100.0

What type of music do you listen to? (q15)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Country	171	35.6	5
Classic Rock	183	38.1	3
Rap	258	53.8	2
Hip Hop/R&B	266	55.4	1
Alternative	174	36.3	4
Oldies	95	19.8	6
Other	95	19.8	7

Do you recall hearing any ads for alcohol while listening to the radio? (q16)

Response	Number	Percent
Yes	203	42.3
No	277	57.7
Total	480	100.0

Do you remember hearing any ads for places that sell alcohol (clubs and bars) on the stations you most listen to? (q17)

Response	Number	Percent
Yes	290	60.5
No	189	39.5
Total	479	100.0

What, if anything, do you remember about any of these radio ads? (q18)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
The voices sounded attractive or sexy	115	35.7	5
It sounded like a great party was happening	200	61.9	1
The ads discussed contests or prizes	144	44.6	3
The ads discussed cheap drinks	168	52.0	2
People in the ad sounded like they were popular or part of the in-crowd	78	24.1	8
The ads were funny or amusing	110	34.1	6
The ads portrayed drinking as a great way to meet people	124	38.4	4
I remember the alcohol brand	92	28.5	7
Other, specify			

What did the radio ads make you think? (q19)
(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Drinking is a boring thing to do	45	14.4	7
Drinking is a good way to get good-looking girls or guys	107	34.2	3
Drinking is important for a real good party	142	45.4	1
Drinking will make you popular or part of the in-crowd	92	29.4	5
Drinking is fun or funny	129	41.2	2
Drinking could be harmful to your health	39	12.5	8
It is better for people to drink responsibly	98	31.3	4
It is better for people to wait until they are 21 to drink	71	22.7	6
Other	22	8.0	9

Do you the ads you heard on the radio are trying to appeal to young people under 21? (q20)

Response	Number	Percent
Yes	166	55.1
No	135	44.9
Total	301	100.0

SECTION 4: TELEVISION ADS

How many hours a day do you watch television? (Q21)

Response	Number	Percent
Never	23	4.8
Less than one hour	84	17.4
1-2 hours	171	35.3
2-3 hours	126	26.0
More than 3 hours	80	16.5
Total	484	100.0

What are your favorite types of television programs? (q22)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Reality TV	214	46.5	3
Music Related	280	61.0	2
Game Shows	107	23.3	6
Talk Shows	80	17.4	8
Sitcoms/Comedy	286	62.2	1
Drama	143	31.1	5
Nature	64	13.9	9
Sports	204	44.3	4
News	86	18.7	7
Other	55	12.0	10

Total

Do you ever see alcohol advertisements while watching TV? (q23)

Response	Number	Percent
Yes	397	86.5
No	62	13.5
Total	459	100.0

*What do you remember about any of these TV ads you saw? (q24)
 (Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)*

Response	Number	Percent	Rank
An animal or cartoon-like character	116	28.4	9
The people drinking looked attractive or sexy	269	65.8	2
A great party was happening	270	66.0	1
The male and female actors who were drinking were physically attracted to each other	225	55.0	3
The people drinking looked like they had strength and athletic ability	187	45.7	7
The people in the ads looked popular or part of the in-crowd	213	52.1	4
The ads were funny or amusing	207	50.6	5
The ads portrayed drinking as a great way to meet people	180	44.0	8
The ads discussed contests and prizes	84	20.5	10
I remember the alcohol brand	199	48.7	6
Other	15	3.7	11

Did anyone in any of the TV ads look like they could be under 21? (q25)

Response	Number	Percent
Yes	213	53.1
No	188	46.9
Total	401	100.0

What did the TV ads make you think? (q26)

(Respondents could indicate more than one response to this question, therefore, percentages do not add to 100%.)

Response	Number	Percent	Rank
Drinking is a boring thing to do	51	12.8	9
Drinking is a good way to get good looking girls or guys	149	37.2	3
Drinking is important for a real good party	169	42.1	1
Drinking would make you popular	146	36.4	4
Drinking was fun or funny	156	38.8	2
Drinking could be harmful to your health	64	15.9	8
It is better for people to drink responsibly	124	30.8	5
It is better for people to wait until they are 21 to drink	70	17.4	7
Other	14	3.5	10
The ad or ads had no effect at all on what I thought or felt	109	27.1	6

Do you think that alcohol ads on television are trying to appeal to young people under 21?(q27)

Response	Number	Percent
Yes	268	68.4
No	124	31.6
Total	392	100.0