

Alcohol Advertising in Sports on TV

“We need to sever the tie between college sports and drinking. Completely, absolutely, and forever.”

Donna Shalala
Former Secretary
U.S. Department of Health and Human Services

- **93% of youth ages 8-17 were exposed to sports programming in media (88% on television) and 28% used sports media daily in 2001**
Source: Amateur Athletic Foundation and ESPN. (2001). *AAF/ESPN Children & Sports Media Study*.
Online: <http://www.aafla.org/9arr/ResearchReports/AAF-ESPNCMSMR2001.pdf>
- **Alcohol producers spent \$991 million on television advertising in 2002 – 60% of that was on sports programming**
- **Alcohol producers spent \$596 million advertising on sports programming in 2002, an increase of more than 22% over 2001**
- **In 2001 and 2002, Budweiser and Bud Light spent more than 87% of their combined television advertising budgets on sports programming**
- **Non-beer brands increased spending on sports programs significantly from 2001 to 2002: distilled spirits sports TV spending increased 168%; alcopops increased 138%**
- **Beer marketers spent \$58 million in 2002 for 6,251 ads in college sports programs**
- **In 2002, alcohol advertising represented 5.3% of all advertising dollars on college sports, compared to only 2.0% of all advertising on television**
- **In 2002, beer producers spent \$27 million advertising on the NCAA basketball tournament, which had as many alcohol ads (939) as the Super Bowl, World Series, College Bowl Games and NFL Monday Night Football combined (925)**
- **Bud Light, Miller Lite, Coors Light and Budweiser accounted for 58% of college sports advertising dollars by the alcoholic-beverage industry in 2002**

Source: The Center on Alcohol Marketing and Youth (www.camy.org). *Alcohol Advertising on Sports Television 2001 and 2002*.

For more information on sports and alcohol advertising, please visit:

www.cspinet.org/booze/FactSheets/0311SportsAdsYouth.pdf

College Students and Alcohol Use

“Universities are often afraid to reveal that they have a problem with alcohol, although everyone knows it anyway.”

Robert L. Carothers
President
University of Rhode Island

- **2 of 5 college students are binge drinkers**
- **31% of college students met criteria for a diagnosis of alcohol abuse and 6% for alcohol dependence in the past 12 months**
- **1,700 college students die each year from alcohol-related injuries, including motor vehicle crashes**
- **599,000 students are injured under the influence of alcohol each year**
- **More than 97,000 students are victims of alcohol-related sexual assault or date rape**
- **More than 150,000 students each year develop an alcohol-related health problem**
- **2.1 million students drove under the influence of alcohol in the last year**
- **110,000 students are arrested for an alcohol-related violation such as public drunkenness or driving under the influence**

Source: NIAAA Fact Sheet. *A Snapshot of Annual High-Risk College Drinking Consequences*. 9/05

For more information on college students and alcohol use, please visit:
www.cspinet.org/booze/FactSheets/0311CollegeStudents.pdf

Youth and Alcohol Use

“Alcohol is the #1 drug of choice among our nation’s youth.”

Monitoring the Future 2002
Overview of Key Findings

- **Underage drinkers consume as much as 20% of all alcohol in the United States**
- **Underage drinking costs the country \$53 billion per year**
- **More than 20% of eighth-graders and 44% of tenth-graders have been drunk at least once**
- **About 12% of eighth-graders, 22% of tenth-graders, and 29% of twelfth-graders report binge drinking in the last two weeks**
- **40% of ninth-graders reported having consumed alcohol before they were age 13**
- **More than 40% of those who begin drinking before 13 will develop alcohol abuse or alcohol dependency in their lives**
- **Alcohol is a significant factor in the four leading causes of death among persons ages 10 to 24: motor-vehicle crashes, unintentional injuries, homicide, and suicide**
- **59% of sixth- through twelfth-graders who consumed alcohol in the last year reported having trouble with police**
- **Alcohol-related teen violence and delinquency cost an estimated \$29 billion annually**

For more information on youth and alcohol use, please visit:
www.cspinet.org/booze/FactSheets/0311Youth&Alcohol.pdf