



## Campaign for Alcohol-Free Sports TV



### Alcohol Advertising in College 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 \$879.1 million on television advertising in 2003 — 61.5% of that was on sports programming\***
- **Alcohol producers spent \$540.8 million to place 90,817 ads on sports programming in 2003\***
- **Alcohol advertising accounted for more than three times as much spending on sports programming in 2003 than on TV programming in general, and appeared eight times as often\***
- **Beer marketers spent \$52.2 million in 2003 for 4,747 ads in college sports programs\***
- **Alcohol advertising made up more than twice the percentage of ad spending on college sports as on all other television programs — in 2003 it was 4.5% of all advertising dollars on college sports, compared to only 1.7% of all advertising dollars on television\***
- **In 2003, beer producers spent \$21.1 million advertising on the NCAA basketball tournament games — 40% of all the beer ad dollars spent on college sports\***
- **Three companies — Anheuser-Busch, SABMiller, and Coors — accounted for at least 85% of college sports advertising dollars by the alcoholic-beverage industry in 2003\***

\*The Center on Alcohol Marketing and Youth ([www.camy.org](http://www.camy.org)). *Alcohol Advertising on Sports Television 2001 to 2003*.

For more information on alcohol advertising and sports, please visit: [www.BeerFreeSportsTV.org](http://www.BeerFreeSportsTV.org)



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### 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 each year 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*. September 2005

**For more information on college students and alcohol use, please visit:**  
[www.cspinet.org/booze/FactSheets/0311CollegeStudents.pdf](http://www.cspinet.org/booze/FactSheets/0311CollegeStudents.pdf)



## Youth and Alcohol Use

*“Alcohol use remains extremely widespread among today’s teenagers.”*

Monitoring the Future 2006  
Overview of Key Findings

- Underage drinkers consume as much as 20% of all alcohol in the United States
- Underage drinking costs the country \$62 billion per year
- More than 19% of eighth-graders, 41% of tenth-graders, and 56% of twelfth-graders have been drunk at least once
- About 11% of eighth-graders, 22% of tenth-graders, and 25% of twelfth-graders report binge drinking in the last two weeks
- In 2006, 63% of eighth-graders, 81% of tenth-graders, and 93% of twelfth-graders said that alcohol is or would be fairly easy or very easy to get
- 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
- 69% of high school students (9<sup>th</sup>-12<sup>th</sup> graders) who consumed alcohol in 2005-2006 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](http://www.cspinet.org/booze/FactSheets/0311Youth&Alcohol.pdf)