

# Exposure to Televised Alcohol Ads and Subsequent Adolescent Alcohol Use

Alan W. Stacy, PhD; Jennifer B. Zogg, MA; Jennifer B. Unger, PhD  
Clyde W. Dent, PhD

---

**Objective:** To assess the impact of televised alcohol commercials on adolescents' alcohol use. **Methods:** Adolescents completed questionnaires about alcohol commercials and alcohol use in a prospective study. **Results:** A one standard deviation increase in viewing television programs containing alcohol commercials in seventh grade was associated with an excess risk of beer use (44%), wine/liquor use (34%), and 3-drink episodes (26%)

in eighth grade. The strength of associations varied across exposure measures and was most consistent for beer. **Conclusions:** Although replication is warranted, results showed that exposure was associated with an increased risk of subsequent beer consumption and possibly other consumption variables.

**Key words:** alcohol, advertising, adolescence, longitudinal  
*Am J Health Behav.* 2004;28(6):498-509

---