

Epi Data Brief

New York City Department of Health and Mental Hygiene

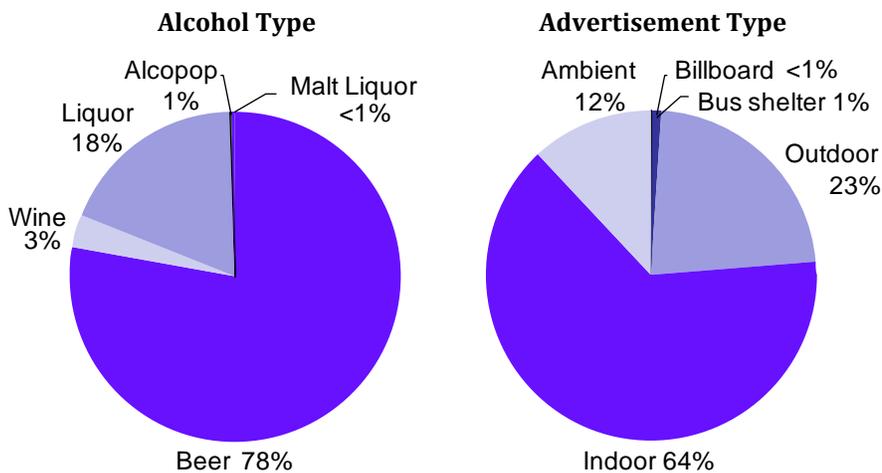
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Alcohol advertising visible from the street in retail-dense areas of New York City

Most ads are in store windows and promote beer

- There are an estimated 10,500 above-ground, stationary alcohol advertisements in areas with many stores and other retail outlets (retail-dense areas) of New York City.
- Beer is the most common alcohol type in advertisements visible at the street level in retail-dense areas of the city, with an estimated 8,240 beer advertisements, compared with 1,827 liquor, 383 wine, 49 alcopop, and 16 malt liquor advertisements.
- Approximately two thirds (64%) of alcohol advertising visible from the street in retail-dense areas of NYC is placed inside store windows (indoors: 6,727), compared with 2,374 outdoor, 1,287 ambient (non-traditional ads, such as beverage coasters or flags), 111 bus shelter, and 16 billboard advertisements.

Alcohol advertisements in retail-dense areas



NYC retail-dense areas, Nov-Dec 2010

Note: Citywide estimates of wine cooler advertisements could not be estimated due to zero wine cooler advertisements in the sampled zip codes.

A majority of zip codes and many retail-dense street blocks within them have at least one alcohol ad

- Nine of every ten zip codes are estimated to have alcohol advertisements on at least one retail-dense block.
- More than one third (39%) of retail-dense blocks are estimated to contain at least one alcohol advertisement.

Methodology Overview

The objective of this alcohol ad count study was to assess above-ground, stationary alcohol advertisements in retail-dense areas of 30 randomly selected NYC zip codes. Data were collected during a single ad cycle (one month) in fall 2010. Data were weighted to create citywide estimates for retail-dense areas, which are presented here.

Definitions

Alcohol types include beer, wine, liquor/spirits, malt liquor, wine cooler, and "alcopops", which are flavored malt beverages.

The five advertisement types are:

1) indoor ads placed on the inside of retail windows and visible on the street, such as posters and neon signage; 2) outdoor ads on phone booths, subway entrances, sides of buildings, storefront outdoors, or café umbrellas; 3) billboards; 4) bus shelters; and 5) ambient ads, which are non-traditional ads, such as beverage coasters or flags.

Retail-dense blocks are street blocks where: 1) at least 50% of all lots are retail (not residential) on both sides of street, or; 2) at least 75% of all lots are retail on one side, or; 3) if on the border of a zip code, at least 50% of all lots are retail on the side within the selected zip code.

Sampling Strategy

The block sample was created by selecting every third retail-dense block from any set of three or more retail-dense blocks within the randomly selected zip codes. Isolated or paired retail-dense blocks were excluded from the selection process.

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- To read the expanded report detailing this study, visit <http://www.nyc.gov/html/doh/downloads/pdf/epi/databrief6.pdf>
 - Visit EpiQuery – the Health Department’s online, interactive health data system at www.nyc.gov/health/EpiQuery
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