

## Diagram 1: Socio-Economic Circumstances

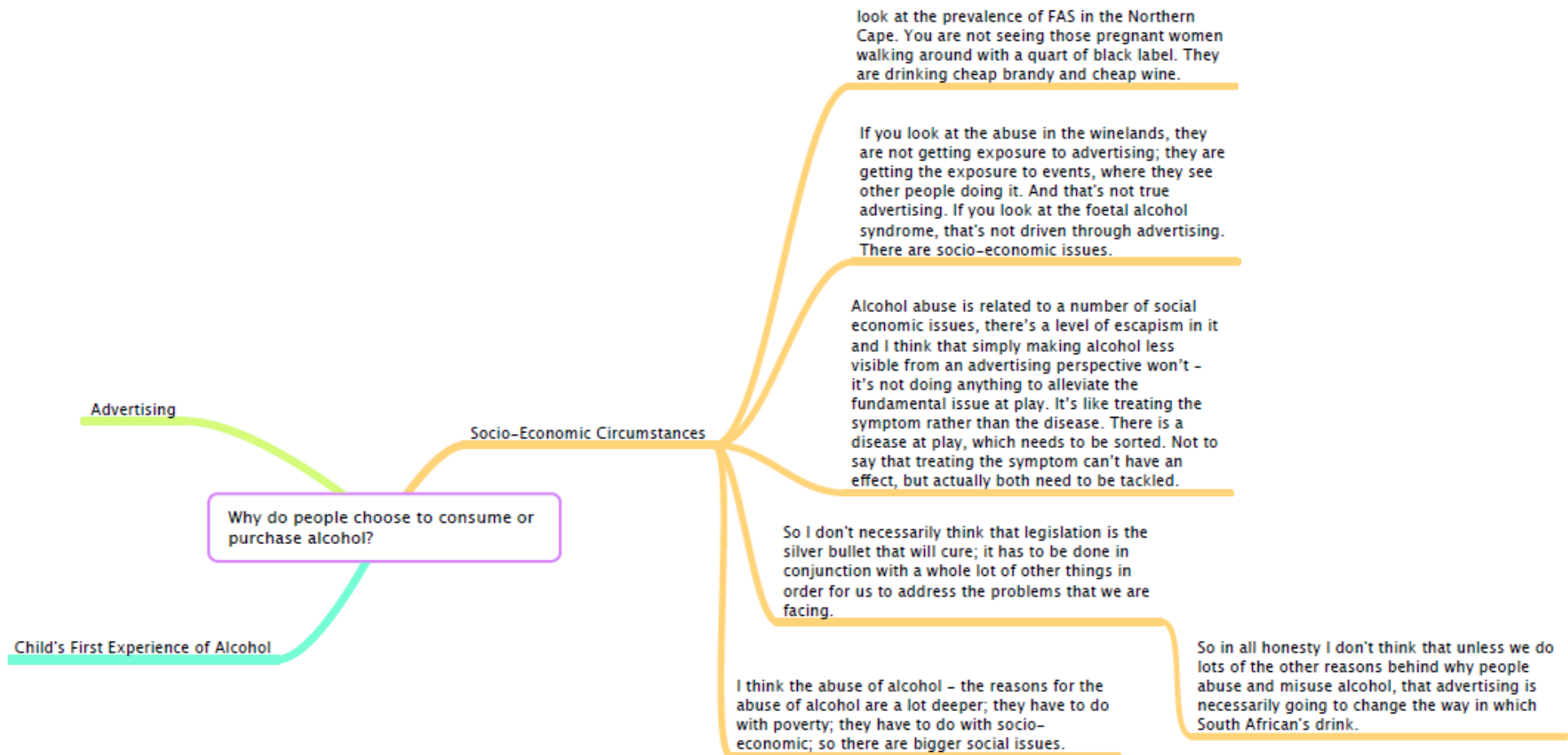
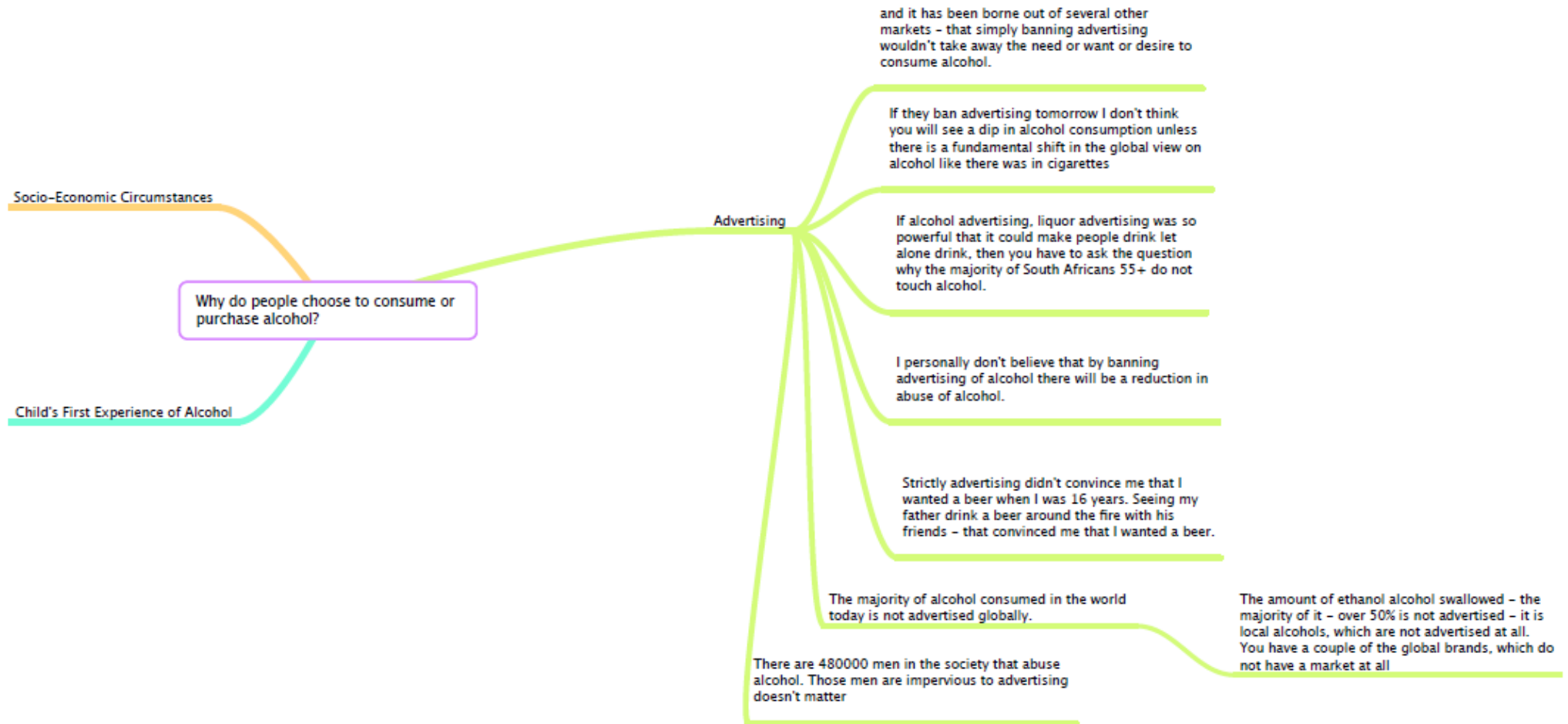
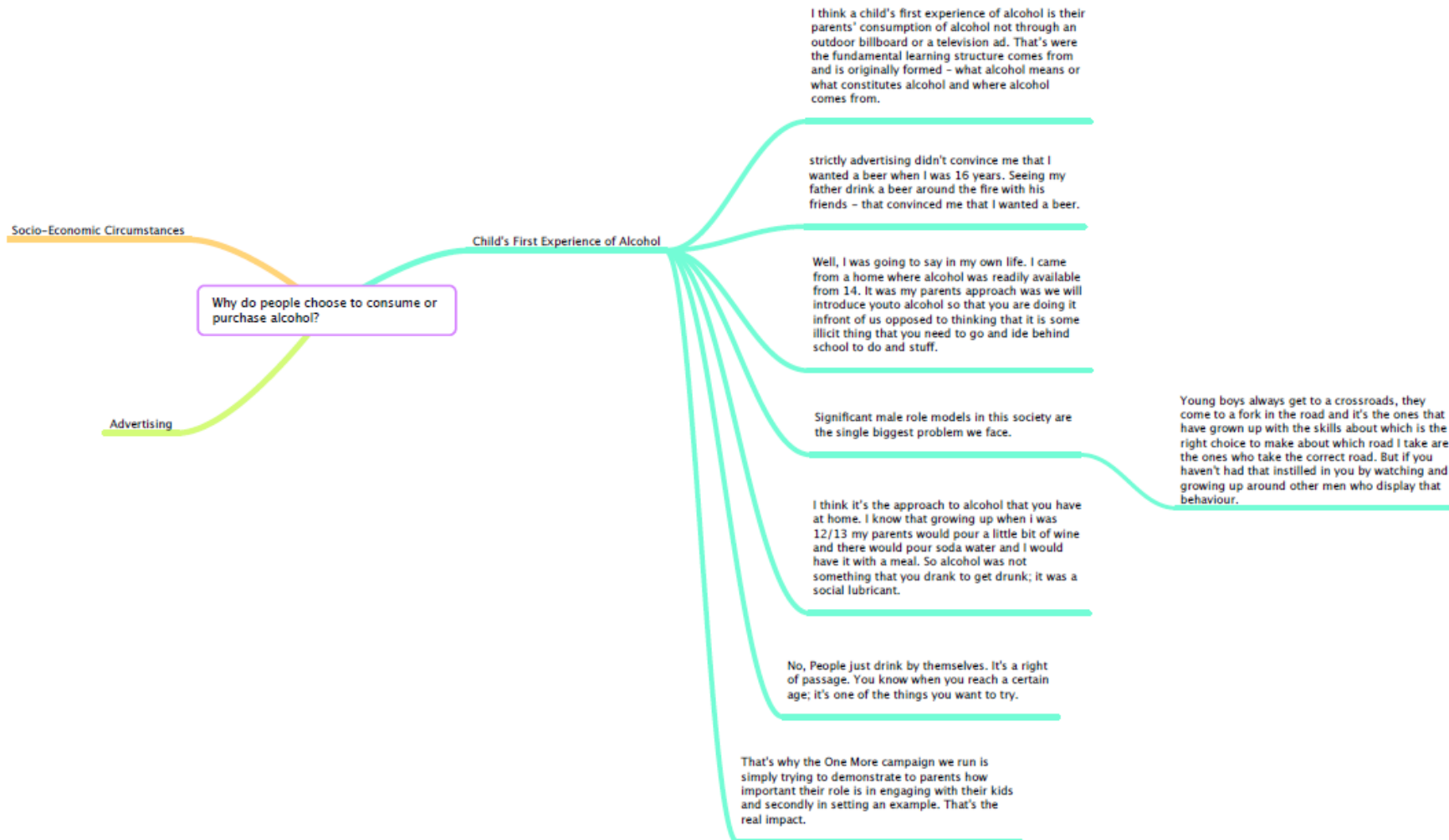


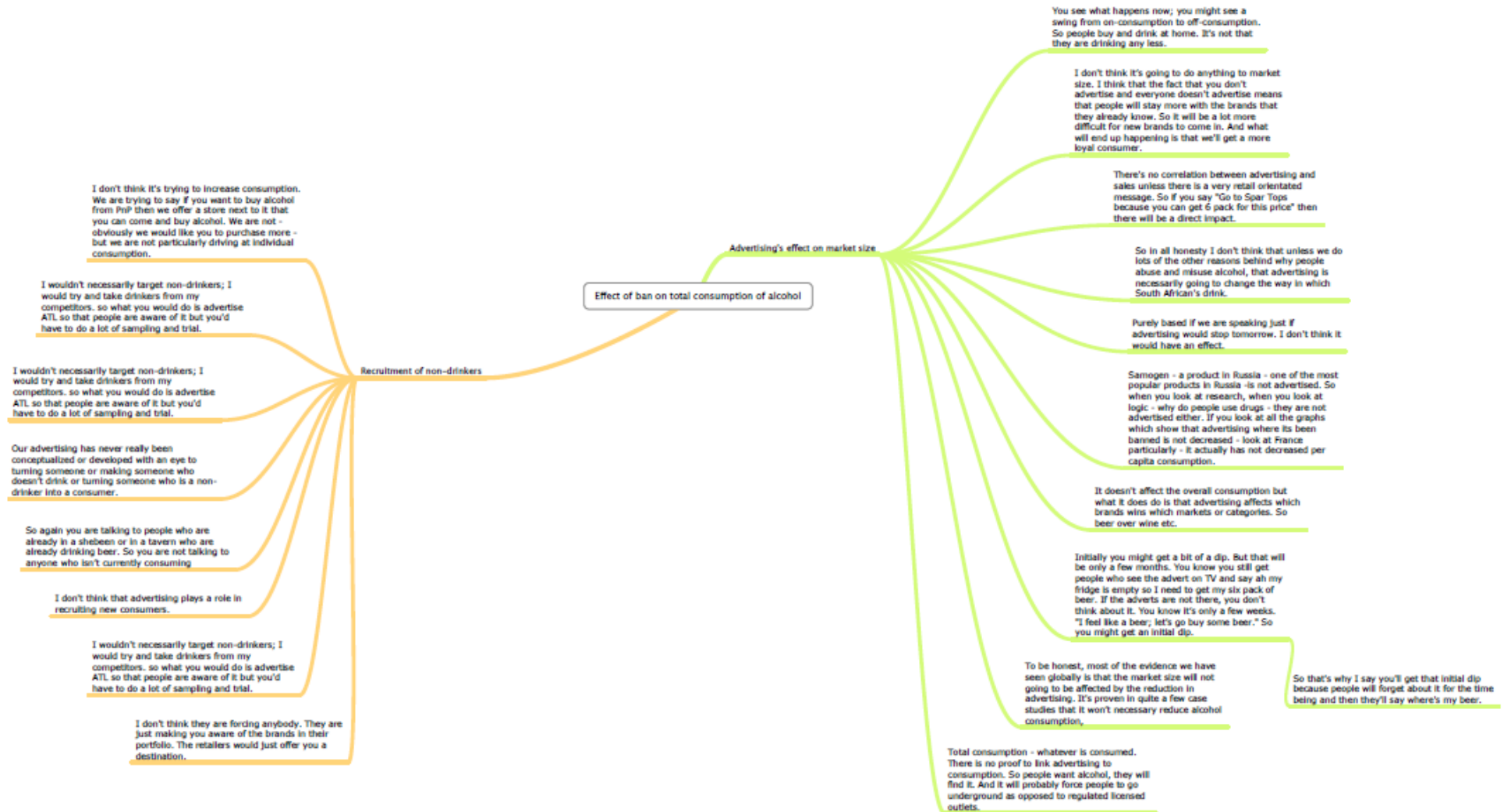
Diagram 2: Advertising's effect on the decision to consume



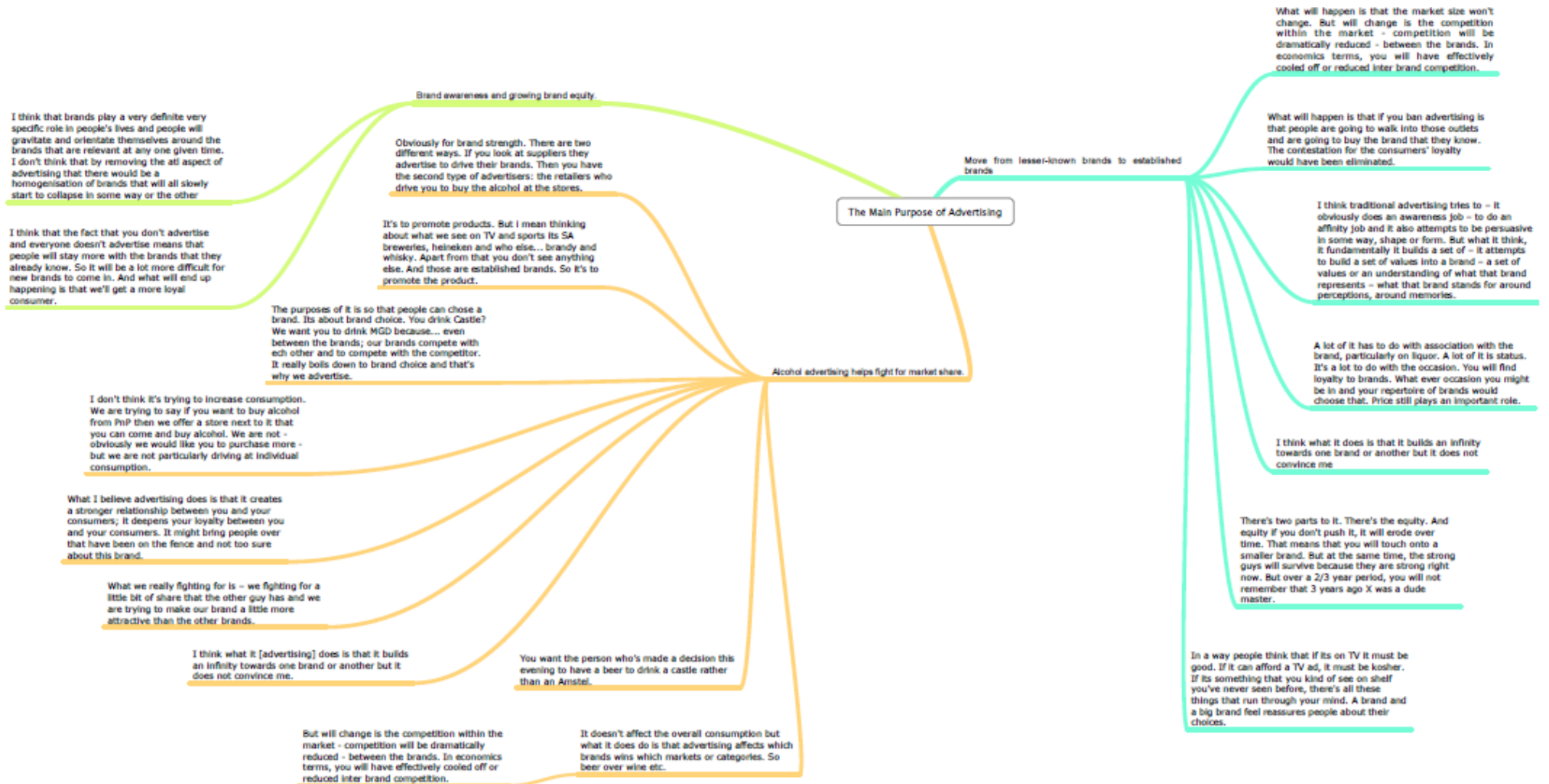
### Diagram 3: Child's first experience of alcohol



## Diagram 4: The effect of advertising on total consumption



## Diagram 5: The Main Purpose of Advertising



## Diagram 6: Changes in Market Share

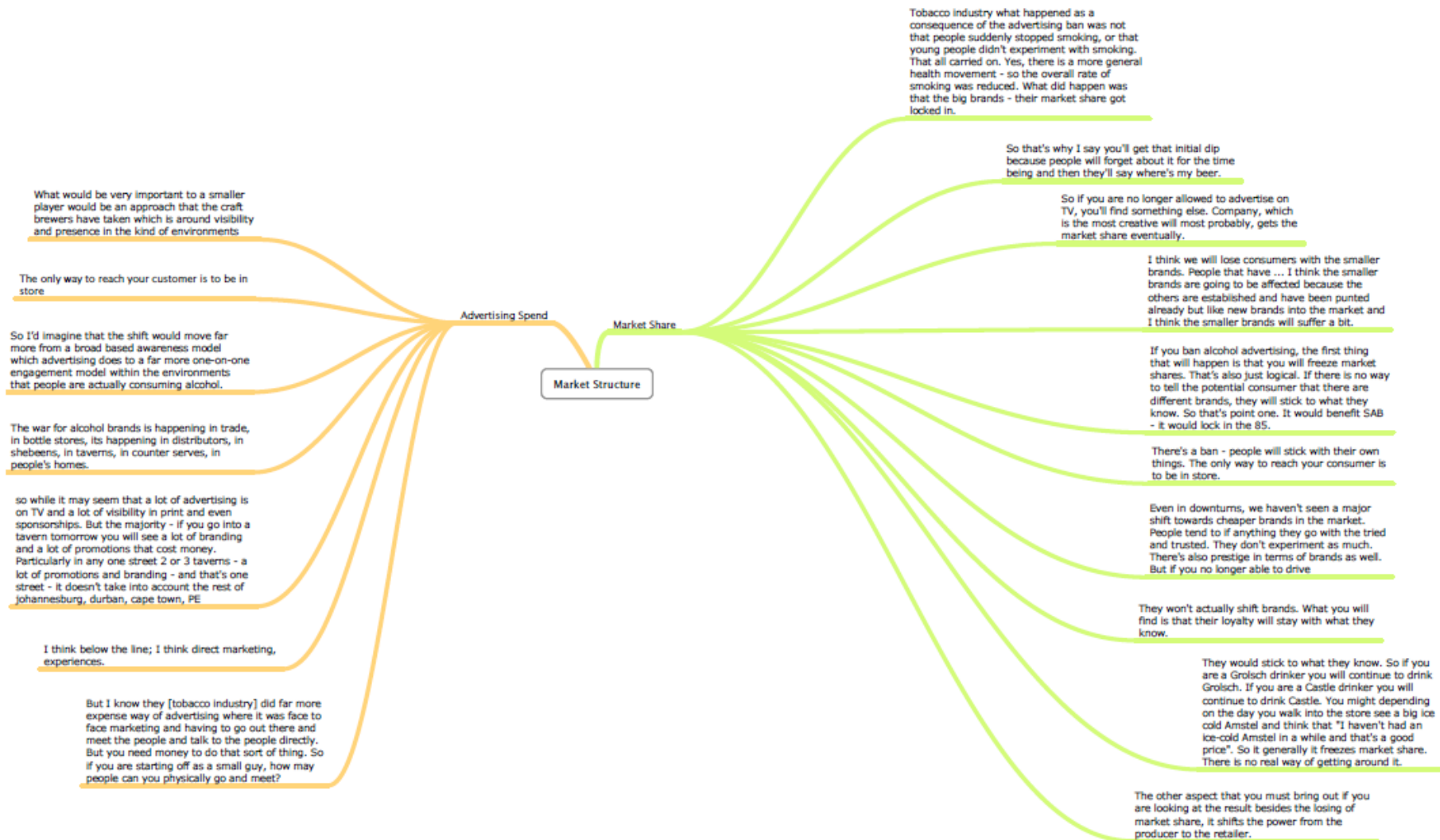


Diagram 7: The effect on competition

