

# EXPOSURE OF HISPANIC YOUTH TO ALCOHOL ADVERTISING, 2003-2004

**“If you’re going to succeed in the beer business, you have to succeed in the Hispanic market.”**

— Dow Jones Newswires, quoting Paul Mendieta, Molson Coors Brewing Co. director of Hispanic marketing<sup>1</sup>

**“The [Hispanic] segment is important not just to us, but to the industry.”**

— Henry Dominguez, Anheuser-Busch vice president of Latino marketing<sup>2</sup>

## Executive Summary

In August 2005, the Spanish-language television station WXTV in New York made headlines when it drew more prime-time viewers in the key demographic category of 18- to 49-year-olds than the stations owned by the big three networks of ABC, CBS and NBC.<sup>3</sup> Spanish-language TV was the fastest-growing category of advertising spending in the first six months of 2005.<sup>4</sup> Advertisers are catching up with what the U.S. Census revealed in

2000: Hispanics are the fastest-growing ethnic group in the United States.<sup>5</sup> And, they are younger than the general population: 40% of Hispanics were under 21 in 2002, compared to only 30% of the general population.<sup>6</sup>

Alcohol producers, like most other consumer product industries, are seeking their share of the Hispanic market. The allure of this market is clear, given one estimate that Hispanic purchasing

power in 2004 reached nearly \$700 billion and will approach \$1 trillion by 2010.<sup>7</sup> One example of the alcohol industry’s recognition of the importance of Hispanics is the recent move by Anheuser-Busch, makers of Budweiser and the nation’s largest brewer, to create a new vice presidential post to oversee Hispanic marketing in August of 2005.<sup>8</sup> Dow Jones Newswires reported on other recent marketing initiatives to the Hispanic

<sup>1</sup> G. Edwards, “U.S. Brewers Woo Loyal And Growing Hispanic Drinkers,” *Dow Jones Newswires*, Friday, 16 September 2005.

<sup>2</sup> *Ibid.*

<sup>3</sup> S. Elliot, “A Growing Passion For the Latino Market,” *New York Times*, Wednesday, 31 August 2005, sec. C, p. 8.

<sup>4</sup> *Ibid.*; K. Bachman, “Nielsen: Spanish, Cable TV Ads Up in 2005,” *Adweek*, 30 August 2005. Available at [http://www.adweek.com/aw/national/article\\_display.jsp?vnu\\_content\\_id=1001051092](http://www.adweek.com/aw/national/article_display.jsp?vnu_content_id=1001051092) (cited 20 Sept 2005).

<sup>5</sup> U.S. Census Bureau, “Table 4: Difference in Population by Race and Hispanic or Latino Origin, for the United States: 1990 to 2000,” in *Population by Race and Hispanic or Latino Origin for the United States: 1990 and 2000 (PHC-T-1)*, 2 April 2001. Available at <http://www.census.gov/population/www/cen2000/phc-t1.html>, (cited 27 Sept 2005).

<sup>6</sup> U.S. Census Bureau, “Table 1.1: Population by Sex, Age, Hispanic Origin, and Race: March 2002,” March 2002. Available at <http://www.census.gov/population/socdemo/hispanic/pp1-165/tab01-1.txt> (cited 19 Sept 2005).

<sup>7</sup> HispanTelligence, “Hispanic Purchasing Power Surges to \$700 Billion,” May 2004. Available at <http://www.hispanicbusiness.com/news/newsbyid.asp?id=16041> (cited 11 October 2005).

<sup>8</sup> “Anheuser-Busch shakes up marketing department,” *Advertising Age*, 8 August 2005, p. 1.

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community by U.S. beer makers:

- In addition to the Anheuser-Busch move, Molson Coors Brewing Co. has named a vice president charged with coordinating sales and marketing to Hispanics.
- SABMiller's Miller Brewing Co. has agreed to a \$100-million advertising package over three years with Spanish-language broadcaster Univision Communications Inc.<sup>9</sup>

In 2003 and 2004, 10 alcohol brands spent close to \$160 million to advertise on Spanish-language television.<sup>10</sup> However, younger Hispanics are more likely to use English- than Spanish-language media.<sup>11</sup> The Center on Alcohol Marketing and Youth (CAMY) commissioned Virtual Media Resources (VMR) to analyze the exposure of Hispanic youth, ages 12 to 20, to alcohol advertising in English-language magazines, on English- and Spanish-language radio stations, and on the television programming in both languages

most popular with Hispanic youth in 2003 and 2004. Using standard advertising industry databases, VMR analyzed Hispanic youth exposure to the alcohol advertising in 106 magazines in 2003 and in 114 magazines in 2004; 51,883 radio alcohol ad occurrences in 2003 and 67,404 radio alcohol ad occurrences in 2004 in 104 markets; and alcohol advertising on the 15 television programs most popular with Hispanic youth in November 2003 and November 2004, using a database of 551,689 product advertising occurrences on TV in 2003 and 2004.

The findings from these analyses show that Hispanic youth, like youth in general, are exposed to substantial amounts of alcohol advertising on a per capita basis and that in several instances the exposure of Hispanic youth exceeds that of youth in general on a per capita basis.

- In 2004, compared to all youth, Hispanic youth ages 12 to 20 saw

20% more alcohol advertising per capita in English-language magazines than youth in general.

- For the 10 brands with the most exposure among Hispanic youth in English-language magazines, Hispanic youth saw between 33% and 74% more advertising per capita than did all youth ages 12 to 20.
- In the summer of 2003, in six of the top 20 markets by Hispanic population, Hispanic youth heard more radio alcohol advertising than youth in general. In the summer of 2004, this occurred in seven of the top 20 markets by Hispanic population.
- In those 20 markets in 2004, three brands – Beck's, Budweiser and Coors – exposed Hispanic youth to substantially more radio advertising per capita than youth in general.
- On television, alcohol advertising appeared on 14 of the 15 programs most popular with Hispanic youth in 2003 and 2004, up from 12 programs in 2002.

## Center on Alcohol Marketing and Youth

[www.camy.org](http://www.camy.org)

The Center on Alcohol Marketing and Youth at Georgetown University monitors the marketing practices of the alcohol industry to focus attention and action on industry practices that jeopardize the health and safety of America's youth. Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among young people requires using the public health strategies of limiting the access to and the appeal of alcohol to underage persons.

The Center is supported by grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.

### Virtual Media Resources

The Center commissioned Virtual Media Resources to conduct this analysis. Virtual Media Resources is a media research, planning, market analysis and consulting firm based in Natick, Massachusetts, serving communications organizations and marketers in a wide variety of market segments and media. VMR was established in 1992 to provide an independent research firm serving advertising agencies, and has grown to service over 100 clients across the United States and Canada, including retail, publishing, financial, automotive, public health and other fields.

### Acknowledgements

The Center on Alcohol Marketing and Youth would like to thank the following researchers for their independent review of this report. The opinions expressed in this report are those of the authors and do not necessarily reflect those of the funders or reviewers.

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<sup>9</sup> G. Edwards, "U.S. Brewers Woo Loyal And Growing Hispanic Drinkers."

<sup>10</sup> TNS Media Intelligence, 2003-2004.

<sup>11</sup> See section below on Hispanic youth and the media.

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## About This Report

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Analyses for this report were derived from industry-standard sources of data regarding media usage, including TNS Media Intelligence, Mediamark Research Incorporated (MRI), Hispanic Magazine Monitor, Nielsen Media Research and Arbitron Ratings. The measures in this report are standard to the advertising research field but may not be familiar to the general reader. “Reach” refers to the percentage of a target population that has the potential to see an ad or a campaign through exposure to selected media. “Frequency” indicates the number of times individuals are exposed to an ad or campaign, and is most often expressed as an average number of exposures. “Gross rating points,” or “GRPs,” measure how much advertising exposure is going to a

particular population on a per capita basis. For example, 100 GRPs indicate that the population received an average of one exposure per person (although this could have come from 1% of the population seeing the advertising 100 times). GRPs are the product of reach and frequency: if the reach is 80% and the average frequency is 2.5, then the GRPs total 200. GRPs thus provide a comparative measure of per capita advertising exposure. They incorporate both how much advertising exposure exists and how much of a particular population was likely to have viewed that exposure. Further information on sources and methodology may be found in Appendix A, and a glossary of advertising research terminology is included as Appendix B.

## Introduction

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Alcohol is the drug most commonly used by young people of all ethnicities.<sup>12</sup> In 2004, 10.8 million U.S. young people ages 12 to 20 reported drinking in the past month, and nearly 7.4 million reported binge drinking.<sup>13</sup> Hispanic youth are more likely to drink and get drunk at an earlier age than non-Hispanic white or black young people.<sup>14</sup> They are substantially more likely to report binge drinking in the past two weeks in eighth grade than either white or black youth, and are slightly more likely to do so in 10th grade.<sup>15</sup> This pattern is particularly prevalent among Mexican and Central or South American 12- to 17-year-olds, who are more likely to binge drink than the general population in that age group.<sup>16</sup> Mexican Americans are 67% of all Hispanics in the United States.<sup>17</sup> According to one study of young people in five Southwestern states, Mexican-American seventh- to 12th-graders are significantly more likely to be binge drinkers than their white peers. The differences were greatest for seventh- and eighth-grade girls, and for seventh-, ninth- and 12th-grade boys.<sup>18</sup>

Such patterns of heavy alcohol consumption are of concern because the earlier young people begin to drink, the greater the consequences later in life. Research into the development of the adolescent brain has shown that heavy alcohol use in these years impairs brain activity and leads to lower scores on a variety of skills tests.<sup>19</sup> Young people who begin drinking before the age of 15 are four times more likely to become alcohol dependent than those who wait until they are 21, seven times more likely to be in a motor vehicle crash because of drinking, and at least 10 times more likely to be in a physical fight after drinking.<sup>20</sup>

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<sup>12</sup> National Research Council and Institute of Medicine, *Reducing Underage Drinking: A Collective Responsibility*, R.J. Bonnie and M.E. O’Connell, eds (Washington, DC: National Academies Press, 2004), 35.

<sup>13</sup> Substance Abuse and Mental Health Services Administration, *Results from the 2004 National Survey on Drug Use and Health: National Findings* (Rockville, MD: Office of Applied Studies, 2005), 2.

<sup>14</sup> L.D. Johnson, P.M. O’Malley, J.G. Bachman, and J.E. Schulenberg, *Monitoring the Future National Survey Results on Drug Use, 1975-2004: Volume I, Secondary School Students* (Bethesda, MD: National Institute on Drug Abuse, 2005), tables D-63 and D-66.

<sup>15</sup> *Ibid.*, tables D-69 and D-70.

<sup>16</sup> Substance Abuse and Mental Health Services Administration, *Results from the 2004 National Survey on Drug Use and Health: Detailed Tables* (Rockville, MD: Office of Applied Studies, 2005), table 2.68B.

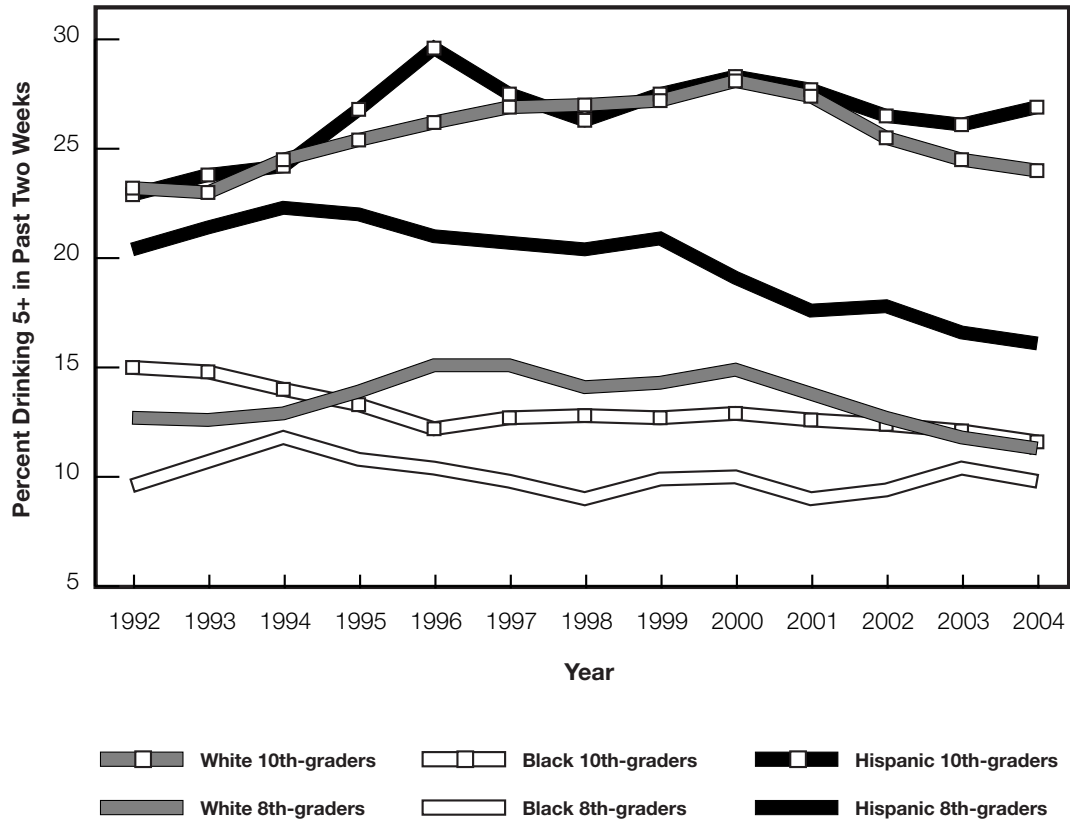
<sup>17</sup> U.S. Census Bureau, *The Hispanic Population in the United States: March 2002* (Washington, DC: U.S. Census Bureau, 2003), 1.

<sup>18</sup> R.C. Swaim, J.C. Wayman, and J. Chen, “Alcohol Use Among Mexican American and Non-Hispanic White 7th-12th-Grade Students in the Southwestern United States,” *Journal of Child & Adolescent Substance Abuse* 14, no. 2 (2004): 1-18.

<sup>19</sup> S.A. Brown and S.F. Tapert, “Health Consequences of Adolescent Alcohol Involvement,” in *Reducing Underage Drinking: A Collective Responsibility, Background Papers*, [CD-ROM] (Washington, DC: National Academies Press, 2004), 383-401.

<sup>20</sup> B.F. Grant, D.A. Dawson, “Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey,” *Journal of Substance Abuse* 9 (1997): 103-110; R. Hingson and D. Kenkel, “Social, Health, and Economic Consequences of Underage Drinking,” in *Reducing Underage Drinking: A Collective Responsibility, Background Papers*, [CD-ROM] (Washington, DC: National Academies Press, 2004), 363.

**Figure 1: Binge Drinking (5+ Drinks on a Single Occasion) in the Past Two Weeks, Eighth- and 10th-Graders: White, Black and Hispanic**



Source: Monitoring the Future, 2004

A longitudinal study of more than a thousand African-American and Hispanic high school students in Brooklyn confirmed what studies of the general population have found: early initiation into alcohol use is associated with numerous adverse consequences. The Brooklyn study found that students who reported being drunk in the seventh grade were more likely than their abstaining peers to report alcohol use, binge drinking, being drunk and having an alcohol or drug problem by the 10th grade. They also had had greater numbers of sexual partners, and were more likely to have had unprotected sex, become pregnant, or been drunk or high during sex.<sup>21</sup>

In 1999, a Federal Trade Commission (FTC) report concluded that, “While many factors influence an underage person’s drinking decisions, including among other things parents, peers, and the media, there is reason to believe that advertising also plays a role.”<sup>22</sup> Since that time, the research evidence on the role of advertising in underage drinking has become even stronger. Longitudinal studies have found significant relationships between youth drinking behavior and exposure to alcohol advertising on television;<sup>23</sup> exposure to in-store beer displays, alcohol advertising in magazines and beer concession stands at sports or music events;<sup>24</sup> as well as the

<sup>21</sup> A. Stueve and L.N. O’Donnell, “Early Alcohol Initiation and Subsequent Sexual and Alcohol Risk Behaviors Among Urban Youths,” *American Journal of Public Health* 95, no. 5 (2005): 887-893.

<sup>22</sup> Federal Trade Commission, *Self-Regulation in the Alcohol Industry: A Review of Industry Efforts to Avoid Promoting Alcohol to Underage Consumers* (Washington, DC: Federal Trade Commission, 1999), 4.

<sup>23</sup> A.W. Stacy, J.B. Zogg, J.B. Unger, and C.W. Dent, “Exposure to Televised Alcohol Ads and Subsequent Adolescent Alcohol Use,” *American Journal of Health Behavior* 28, no. 6 (2004): 498-509.

<sup>24</sup> P.L. Ellickson, R.L. Collins, K. Hambarsoomians, and D.F. McCaffrey, “Does alcohol advertising promote underage drinking? Results from a longitudinal assessment,” *Addiction* 100, no. 2 (2005): 235-246.

overall presence of alcohol advertising in young people's environments.<sup>25</sup> Imaging studies have found that, when shown alcoholic beverage advertisements, teens with alcohol use disorders have increased activity in areas of the brain previously linked to reward, desire, positive affect and episodic recall. Brain response was highest in the youths that drank the most.<sup>26</sup>

When the FTC released a follow-up report on alcohol advertising and youth in September of 2003, the Distilled Spirits Council of the United States (DISCUS) and the Beer Institute announced changes in their voluntary codes of good marketing practice. Among these changes was a reduction in the maximum permissible percentage of youth in the viewing, reading or listening audiences for alcohol advertising — from 50% to 30%, the level adopted by the Wine Institute in 2000.<sup>27</sup> As CAMY has elsewhere discussed,<sup>28</sup> a 30% threshold still permits companies to expose the at-risk population of youth ages 12 to 20 at twice the level of adults 21 and over, since 12- to 20-year-olds comprise only approximately 15% of the general population 12 and above.<sup>29</sup>

## Hispanic Youth and the Media

Hispanic youth are substantially more likely to be acculturated than their elders<sup>30</sup> and to pay attention to English- rather than Spanish-language media. For instance, in the 10 radio markets with the largest Hispanic populations, 12- to 20-year-olds spent only 32% of their radio listening time tuned in to Spanish-language stations, as compared to 57% for 21- to 34-year-olds, and 58% for those over 35 (see Table 1).

**Table 1: Percent of Listening Hours Spent With Spanish-Language Radio by the Hispanic Population in the 10 Markets with the Largest Hispanic Populations, 2003**

Radio Market	% of Hispanic Population Listening to Spanish-Language Formats		
	Ages 12-20	Ages 21-34	Age 35+
Los Angeles	32%	60%	62%
New York	32%	51%	62%
Miami-Ft. Lauderdale-Hollywood	19%	36%	62%
Chicago	36%	73%	56%
Houston-Galveston	39%	63%	59%
San Francisco	26%	54%	35%
Dallas-Ft. Worth	38%	67%	49%
San Antonio	13%	33%	38%
Phoenix	36%	61%	41%
McAllen-Brownsville-Harlingen	38%	51%	66%
<b>Weighted Average of 10 Markets</b>	<b>32%</b>	<b>57%</b>	<b>58%</b>

Source: Arbitron Ratings, Fall 2003

Simmons Market Research Bureau provides data on Hispanic media usage for radio, reading, and watching television, as well as language preference for communication outside the home. These data are available only for Hispanics age 18 and older, but again the acculturation of younger Hispanics (ages 18 to 20) and their preference for English-language media are evident, as shown in Table 2.

<sup>25</sup> L.B. Snyder, F.F. Milici, H. Sun, Y. Stritzhakova, and M. Slater, *The effects of alcohol advertising on youth drinking in the U.S.*, Poster presentation, American Public Health Association Annual Meeting; Washington, DC, 8 November 2004.

<sup>26</sup> S.F. Tapert et al., "Neural Response to Alcohol Stimuli in Adolescents With Alcohol Use Disorder," *Archives of General Psychiatry* 60, no. 7 (2003): 727-735.

<sup>27</sup> Distilled Spirits Council of the United States, *Code of Responsible Practices for Beverage Alcohol Advertising and Marketing* (Washington, DC: DISCUS, 2003); Beer Institute, *Advertising and Marketing Code* (Washington, DC: Beer Institute, 2003); Wine Institute, *Code of Advertising Standards*, December 2000. Available at [http://www.wineinstitute.org/communications/statistics/Code\\_of\\_Advertising.htm](http://www.wineinstitute.org/communications/statistics/Code_of_Advertising.htm) (cited 20 Sept 2005).

<sup>28</sup> Center on Alcohol Marketing and Youth, *Striking a Balance: Protecting Youth From Overexposure to Alcohol Ads and Allowing Alcohol Companies to Reach the Adult Market* (Washington, DC: Center on Alcohol Marketing and Youth, 2005), 4-10.

<sup>29</sup> U.S. Census Bureau, "Summary File 1," *2000 Census of Population and Housing*.

<sup>30</sup> See, e.g., J. Russell, "Language and Markets in the U.S.," *HispanicBusiness.com*, December 2002. Available at <http://www.hispanicbusiness.com/news/newsbyid.asp?id=7969> (cited 9 October 2005).

**Table 2: Media and Language Preferences of Hispanics Age 18 and Older, Fall 2004**

Activity	Primary Language	Total 18+	Ages 18-20	Age 21+
Listening to Radio	Mostly/Only English	45.0%	55.6%	43.9%
	Mostly/Only Spanish	49.5%	37.4%	50.8%
	Other	0.5%	0.0%	0.6%
Reading	Mostly/Only English	51.3%	67.1%	49.7%
	Mostly/Only Spanish	45.0%	27.2%	46.8%
	Other	0.4%	0.6%	0.4%
Watching TV	Mostly/Only English	53.6%	65.6%	52.4%
	Mostly/Only Spanish	42.2%	29.3%	43.6%
	Other	0.2%	0.1%	0.2%
Spoken Outside the Home	Mostly/Only English	47.9%	63.6%	46.3%
	Mostly/Only Spanish	41.9%	24.1%	43.8%
	Both Equally	6.8%	8.5%	6.6%
	Other	0.2%	0.0%	0.2%

Source: Simmons Fall 2004 NHCS Adult Full Year Unified Study

## Alcohol Advertising Spending in English- and Spanish-Language Media

Alcohol companies have been active advertisers in both English- and Spanish-language media. In 2003 and 2004, the companies spent more than \$3.5 billion on advertising in the measured (i.e., where advertising expenditures are measured and reported) media of magazines, radio, television and outdoor. As Table 3 illustrates, the vast majority of this spending was for English-language media.

**Table 3: Total Alcohol Ad Expenditures, 2003-2004 (Millions of \$)**

Media Type	2003			2004		
	Spanish-Language	English-Language	Total Spending	Spanish-Language	English-Language	Total Spending
Network TV	\$68.6	\$521.3	\$589.9	\$47.9	\$558.5	\$606.4
Cable TV	N/A	\$236.1	\$236.1	N/A	\$306.4	\$306.4
Spot TV	\$23.3	\$141.5	\$164.9	\$25.0	\$109.5	\$134.5
Magazines	\$1.7	\$400.4	\$402.2	\$2.0	\$462.5	\$464.5
Spot Radio	not broken out		\$159.1	not broken out		\$139.9
Outdoor	not broken out		\$147.1	not broken out		\$156.9
<b>Total</b>	<b>\$93.6</b>	<b>\$1,299.4</b>	<b>\$1,699.2</b>	<b>\$74.9</b>	<b>\$1,437.0</b>	<b>\$1,808.7</b>

Sources: TNS, Miller Kaplan Associates (spot radio), Hispanic Magazine Monitor (spanish-language and Hispanic magazines)

Ten brands accounted for nearly three-quarters of all alcohol company spending in magazines termed “Hispanic” by Hispanic Magazine Monitor, as shown in Table 4.

**Table 4: Top 10 Alcohol Brands in Hispanic Magazines, 2003-2004**

Brand	2003	2004	2-Year Total	Cumulative % of Total Spending
Budweiser Beer	\$531,046	\$814,681	\$1,345,727	24%
Crown Royal Whiskey	\$356,170	\$183,495	\$539,665	33%
Chivas Regal 12	\$101,426	\$402,523	\$503,949	42%
Dewar's Special Reserve 12	\$140,354	\$205,055	\$345,409	48%
Jose Cuervo Especial Tequila	\$35,050	\$285,040	\$320,090	54%
Bud Light	\$113,420	\$175,260	\$288,680	59%
Grey Goose Vodka	\$94,440	\$140,564	\$235,004	63%
Remy Red Cognac	\$52,500	\$171,700	\$224,200	67%
Don Julio Tequilas	\$0	\$194,792	\$194,792	70%
Miller Lite	\$89,335	\$88,800	\$178,135	73%
All Others	\$795,040	\$732,450	\$1,527,490	100%
<b>Total</b>	<b>\$2,308,781</b>	<b>\$3,394,360</b>	<b>\$5,703,141</b>	

Source: Hispanic Magazine Monitor, 2003-2004. Note: Includes both Spanish- and some English-language Hispanic-targeted magazines.

Comprehensive youth audience data for Spanish-language magazines and television were not available for this report. However, Tables 1 and 2 illustrate how much more likely Hispanic youth are to attend to English-language media, while Table 3 illustrates that the overwhelming majority of 2003 and 2004 alcohol ad spending (90% of network television dollars, 84% of spot television dollars, more than 99% of magazine dollars) was in English-language media. These media are the primary vehicles for exposure of Hispanic youth to alcohol advertising.

## Alcohol Advertising in Magazines Reaching Hispanic Youth

Magazine exposure is measured in reach – the percentage of a population that had the opportunity to see an ad – and frequency – how often they saw it. Table 5 below gives the reach and frequency for the exposure of Hispanic youth and all youth to alcohol advertising in magazines, along with gross rating points (GRPs), the product of reach and frequency, which provide a comparable measure of media exposure across different demographic segments.

**Table 5: Alcohol Advertising Reach and Frequency in Magazines, 2003 and 2004**

Beverage Type	2003								
	Hispanic Youth Ages 12-20			All Youth Ages 12-20			Hispanic Adults Age 21+		
	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs
Beer and Ale	84%	30.9	2,594	82%	29.4	2,425	80%	22.6	1,800
Distilled Spirits	94%	97.6	9,135	91%	94.3	8,618	93%	79.8	7,456
Alcopops	55%	3.8	208	50%	3.8	193	34%	3.6	124
Wine	43%	10.5	458	43%	8.8	381	59%	15.8	937
<b>Total</b>	<b>95%</b>	<b>130.9</b>	<b>12,395</b>	<b>93%</b>	<b>125.3</b>	<b>11,616</b>	<b>96%</b>	<b>107.9</b>	<b>10,317</b>
Beverage Type	2004								
	Hispanic Youth Ages 12-20			All Youth Ages 12-20			Hispanic Adults Age 21+		
	Reach	Freq	GRPs	Reach	Freq	GRPs	Reach	Freq	GRPs
Beer and Ale	85%	31.2	2,663	85%	24.5	2,085	79%	22.3	1,751
Distilled Spirits	95%	98.4	9,321	94%	83.8	7,921	87%	75.2	6,578
Alcopops	62%	8.8	544	50%	8.8	443	50%	7.2	354
Wine	63%	11.8	744	71%	8.1	578	59%	18.2	1,064
<b>Total</b>	<b>96%</b>	<b>138.4</b>	<b>13,273</b>	<b>97%</b>	<b>113.5</b>	<b>11,026</b>	<b>91%</b>	<b>106.6</b>	<b>9,747</b>

Sources: Mediemark Research Inc. and TNS Media Intelligence.

As these figures show, Hispanic youth ages 12 to 20 were more likely per capita than youth in general to see alcohol advertising in magazines in 2003 and 2004. This was true across all types of alcohol. As is also evident from Table 5, the reach of alcohol advertising is about the same for both youth in general and Hispanic youth, and the main difference is in how frequently the alcohol advertising is reaching Hispanic youth. Whereas Hispanic youth saw slightly more alcohol advertising per capita in magazines than other youth in 2003, Tables 5 and 6 show that they saw substantially more in 2004.

**Table 6: Youth Exposure to Alcohol Advertising in English-Language Magazines by Beverage Type, 2003-2004**

Beverage Type	2003				Ratio Hisp 12-20/ All 12-20
	Ads	Dollars	Hisp 12-20 GRPs	All 12-20 GRPs	
Beer and Ale	465	\$54,893,009	2,594	2,425	1.07
Distilled Spirits	2,330	\$228,207,697	9,135	8,618	1.06
Alcopops	29	\$3,009,913	208	193	1.08
Wine	417	\$39,947,891	458	381	1.20
<b>Total</b>	<b>3,241</b>	<b>\$326,058,509</b>	<b>12,395</b>	<b>11,616</b>	<b>1.07</b>

Beverage Type	2004				Ratio Hisp 12-20/ All 12-20
	Ads	Dollars	Hisp 12-20 GRPs	All 12-20 GRPs	
Beer and Ale	514	\$64,674,633	2,663	2,085	1.28
Distilled Spirits	2,224	\$239,121,482	9,321	7,921	1.18
Alcopops	70	\$10,468,580	544	443	1.23
Wine	475	\$46,700,395	744	578	1.29
<b>Total</b>	<b>3,283</b>	<b>\$360,965,090</b>	<b>13,273</b>	<b>11,026</b>	<b>1.20</b>

Sources: Mediamark Research Inc. and TNS Media Intelligence.

The overwhelming majority of alcohol brands exposed Hispanic youth more per capita to their magazine advertising than all youth (in 2004, 155 of 211 brands did so). Table 7 shows the 20 brands with the highest levels of exposure among Hispanic youth in 2004.

**Table 7: Youth Exposure to Alcohol Magazine Advertising by Brand, 2004**

Brand	Hisp 12-20 GRPs	All 12-20 GRPs	Ads	Dollars	Ratio Hisp 12-20/ All 12-20
Jack Daniel's Whiskey	757	674	111	\$15,251,636	1.12
Rums of Puerto Rico	638	495	87	\$7,558,700	1.29
Miller Genuine Draft	526	423	72	\$14,106,794	1.24
Skyy Vodka	500	414	39	\$6,213,623	1.21
Crown Royal Whiskey	433	405	97	\$9,899,214	1.07
Absolut Flavored Vodkas	430	383	85	\$11,331,578	1.12
Michelob Ultra Light Beer	345	263	106	\$8,982,566	1.31
Skyy Flavored Vodkas	341	277	24	\$3,172,134	1.23
Miller Lite	326	230	56	\$7,875,935	1.42
Bacardi Flavored Rums	318	255	48	\$4,608,126	1.25
Absolut Vodka	291	268	130	\$14,757,594	1.09
Skyy Sport	249	193	29	\$3,665,709	1.29
Ketel One Vodka	221	194	125	\$7,020,631	1.14
Cointreau Liqueur	216	193	33	\$4,902,398	1.11
Remy Red Cognac	212	196	26	\$3,065,338	1.08
Three Olives Vodka	209	214	53	\$8,168,157	0.98
Smirnoff Twisted Five Malt Beverage	207	177	35	\$5,532,964	1.17
Captain Morgan Spiced Rum	205	151	32	\$3,280,886	1.36
Heineken Beer	196	171	18	\$3,306,725	1.15
Jose Cuervo Especial Tequila	195	140	35	\$3,760,682	1.39

Sources: Mediamark Research Inc. and TNS Media Intelligence



Although VMR was able to access audience and occurrence data for alcohol advertising in 106 magazines in 2003 and 114 magazines in 2004, Hispanic youth exposure to alcohol advertising in magazines was concentrated in a small number of these magazines. In 2003, alcohol advertising in 11 magazines accounted for nearly 80% of Hispanic youth exposure; in 2004, again nearly 80% of Hispanic youth exposure resulted from the alcohol advertising in just 15 magazines, shown in Table 8.

**Table 8: Leading Publications Exposing Hispanic Youth to Magazine Alcohol Advertising, 2004**

Publication	GRPs		% of Hispanic Youth Exposure	Cumulative % of Hispanic Youth Exposure	Youth Audience Composition (12-20 as % of 12+)
	Hisp Youth Ages 12-20	All Youth Ages 12-20			
<i>Maxim</i>	1,873	1,158	14%	14%	21.8%
<i>Sports Illustrated</i>	1,695	1,880	13%	27%	21.7%
<i>FHM Magazine</i>	1,068	545	8%	35%	21.2%
<i>Cosmopolitan</i>	728	763	5%	40%	24.7%
<i>Us Weekly</i>	717	551	5%	46%	22.2%
<i>Stuff</i>	694	441	5%	51%	25.1%
<i>In Style</i>	553	344	4%	55%	20.3%
<i>People</i>	544	424	4%	59%	15.6%
<i>Entertainment Weekly</i>	505	440	4%	63%	18.4%
<i>Playboy</i>	453	400	3%	67%	10.7%
<i>Rolling Stone</i>	401	372	3%	70%	29.7%
<i>GQ</i>	338	252	3%	72%	14.7%
<i>Glamour</i>	331	276	2%	75%	21.7%
<i>Vogue</i>	285	291	2%	77%	23.5%
<i>Vibe</i>	278	208	2%	79%	37.4%

Sources: Mediamark Research Inc. and TNS Media Intelligence

## Alcohol Advertising on Radio: Market by Market

To estimate the exposure of youth to alcohol advertising on the radio, VMR tracked advertising occurrences for 25 leading alcohol brands in 104 markets during six weeks of the summer in 2003 and in 2004. This sampling methodology yielded a total of 51,883 alcohol ad occurrences in 2003 and 67,404 occurrences in 2004. The analyses below are based on this sample.

Radio is primarily a local medium, with most advertising purchased at the local or “spot” market level. Because the demographics of each market are different, these analyses are either based on individual markets or aggregations of sets of markets (e.g., the 20 markets with the largest Hispanic populations). In the 20 markets with the largest Hispanic populations, Hispanic youth overall heard almost as much alcohol advertising per capita as other youth (the average GRP ratio was .90 in 2003, .95 in 2004). However, in six of the top 20 markets in 2003 and in seven of the top 20 markets in 2004, Hispanic youth heard more alcohol advertising than all youth.

**Table 9: Exposure to Alcohol Radio Ads by Market, Top 20 Markets by Hispanic Population, Summer 2003 and Summer 2004**

Market	Summer 2003				Summer 2004			
	Ads	GRPs		Ratio Hispanic 12-20/ All 12-20	Ads	GRPs		Ratio Hispanic 12-20/ All 12-20
		Hispanic Youth Ages 12-20	All Youth Ages 12-20			Hispanic Youth Ages 12-20	All Youth Ages 12-20	
Los Angeles	1,327	969	870	1.11	1,881	887	901	0.98
New York	2,819	1,510	1,321	1.14	3,190	1,689	1,558	1.08
Miami-Ft. Lauderdale-Hollywood	1,549	1,679	1,729	0.97	1,719	1,129	733	1.54
Chicago	1,371	941	1,053	0.89	2,214	919	1,020	0.90
Houston-Galveston	1,078	849	1,007	0.84	1,510	430	554	0.78
San Francisco	1,325	1,327	1,281	1.04	1,367	547	328	1.67
Dallas-Ft. Worth	766	401	487	0.82	1,059	671	655	1.02
San Antonio	447	528	426	1.24	1,195	706	584	1.21
McAllen-Brownsville-Harlingen	199	335	475	0.71	801	796	815	0.98
Phoenix	860	226	527	0.43	654	297	398	0.75
San Diego	980	521	606	0.86	1,944	534	973	0.55
Riverside-San Bernardino	342	343	399	0.86	282	138	195	0.70
El Paso	259	213	241	0.88	483	298	308	0.97
Washington, DC	1,241	874	1,019	0.86	1,143	444	770	0.58
Denver-Boulder	927	603	709	0.85	997	408	660	0.62
San Jose	558	356	294	1.21	663	445	329	1.35
Fresno	707	304	465	0.65	1,362	700	583	1.20
Austin	292	309	303	1.02	1,087	470	603	0.78
Las Vegas	495	568	617	0.92	340	181	238	0.76
Atlanta	802	480	736	0.65	765	335	578	0.58

Sources: Broadcast Verification Systems; Arbitron Ratings

As shown in Table 10, three brands – Beck's, Budweiser and Coors – substantially exposed Hispanic youth more per capita to their advertising in the summer of 2004 than youth in general. This brand analysis, like the market analysis reported above, also shows how the exposure of Hispanic youth (806 GRPs) to radio advertising was on par with that of youth in general (837 GRPs).

**Table 10: Exposure to Alcohol Radio Ads by Brand in Top 20 Markets by Hispanic Population, Summer 2004\***

Brand	GRPs		GRP Ratio Hispanic 12-20 / All 12-20
	Hispanic 12-20	All 12-20	
Amstel Light Beer	95	128	0.75
Bass Ale	0	2	0.17
Beck's Beer	2	1	3.72
Bud Light	177	197	0.89
Budweiser Beer	191	107	1.78
Colt 45 Malt Liquor	67	81	0.83
Coors	5	2	2.94
Coors Light	18	22	0.83
Corona Extra Beer	15	27	0.53
Corona Extra Light Beer	12	12	0.97
Heineken Beer	42	40	1.06
Hennessy Cognacs	8	14	0.56
Kahlua Liqueurs	2	3	0.64
Malibu Rum	82	92	0.90
Michelob Light Beer	7	10	0.77
Miller Genuine Draft	2	3	0.73
Miller Lite	20	27	0.75
Molson Canadian	0	0	0.56
Molson Golden	0	0	0.31
Santa Margherita Wines	25	31	0.79
Southern Comfort	14	15	0.94
Stolichnaya Vodkas	21	24	0.88
<b>Total</b>	<b>806</b>	<b>837</b>	<b>0.96</b>

\* For this analysis, brand GRPs are based on the sum of impressions across the top 20 markets (ranked by Hispanic population). In some cases, a small number of markets and/or impressions will produce very small GRP numbers, since the population base for this analysis spans all 20 markets. GRPs are rounded to whole numbers for clarity. Columns may not add up to totals due to rounding.

Sources: Broadcast Verification Systems; Arbitron Ratings

## Alcohol Advertising on Television Programs Popular with Hispanic Youth

Hispanic youth are exposed to alcohol advertising on both English- and Spanish-language television. Eleven brands had more than a million dollars in advertising spending on Spanish-language television in 2003 and 2004. Together these brands accounted for 99% of alcohol-company spending on Spanish-language television in those two years.

**Table 11: Leading Alcohol Brands Advertising on Spanish-Language Television in 2003 and 2004**

BRAND	2003 Spanish-Language TV			2004 Spanish-Language TV			2003/04 Total Hispanic TV	Cumulative % of Total
	Network	Spot	Total	Network	Spot	Total		
Miller Lite	\$37,618,797	\$235,875	\$37,854,672	\$13,925,802	\$2,124,043	\$16,049,845	\$53,904,517	33%
Tecate Beer	\$8,849,889	\$1,568,578	\$10,418,467	\$8,885,466	\$1,124,862	\$10,010,328	\$20,428,795	46%
Budweiser Beer	\$7,481,533	\$3,078,736	\$10,560,269	\$4,935,116	\$3,871,822	\$8,806,938	\$19,367,207	57%
Bud Light	\$5,809,982	\$4,787,004	\$10,596,986	\$4,056,687	\$4,694,480	\$8,751,167	\$19,348,153	69%
Heineken Beer	\$3,985,900	\$2,753,657	\$6,739,557	\$4,012,800	\$2,771,244	\$6,784,044	\$13,523,601	78%
Coors Light	\$17,900	\$3,616,467	\$3,634,367	\$3,846,337	\$4,323,523	\$8,169,860	\$11,804,227	85%
Miller Genuine Draft	\$478,585	\$1,866,662	\$2,345,247	\$6,566,305	\$1,350,085	\$7,916,390	\$10,261,637	91%
Corona Extra Beer	\$661,800	\$2,312,166	\$2,973,966	\$556,900	\$2,384,591	\$2,941,491	\$5,915,457	95%
Modelo Especial	\$0	\$1,403,884	\$1,403,884	\$0	\$1,310,858	\$1,310,858	\$2,714,742	96%
Smirnoff Ice Malt Beverage	\$2,336,413	\$18,755	\$2,355,168	\$0	\$0	\$0	\$2,355,168	98%
Bacardi Silver Malt Beverage	\$1,127,400	\$4,001	\$1,131,401	\$146,500	\$0	\$146,500	\$1,277,901	99%
Other Brands	\$191,000	\$1,142,338	\$1,333,338	\$851,800	\$98,482	\$950,282	\$2,283,620	100%
<b>Total</b>	<b>\$68,559,199</b>	<b>\$22,788,123</b>	<b>\$91,347,322</b>	<b>\$47,783,713</b>	<b>\$24,053,990</b>	<b>\$71,837,703</b>	<b>\$163,185,025</b>	

Comprehensive television audience data for Hispanic youth were not available for this report. When the Federal Trade Commission looked at the issue of alcohol advertising and young people in 1999, it used a case study approach to examine the level of youth exposure to alcohol advertising. It took the 15 programs most popular with teens (that is, programs with the largest audiences of 12- to 17-year-olds) during a single week of the 1998 television season, and found that alcohol companies reported advertising on “at least three” of the 15 programs.<sup>31</sup>

VMR reviewed Hispanic audience data to do a similar analysis of Hispanic youth exposure to alcohol advertising on television in 2003 and 2004. It looked at the programs most popular with Hispanic youth ages 12 to 20 on either English- or Spanish-language television during the equivalent weeks of the 2003 and 2004 television seasons. Alcohol advertising appeared in 14 out of 15 of these programs in both 2003 and 2004. The programs included *Bernie Mac*, *Don Francisco Presenta*, *The Simpsons* and *Cristina*.

<sup>31</sup> Federal Trade Commission, *Self-Regulation in the Alcohol Industry*, 9.

**Table 12: Alcohol Advertising on the 15 Programs Most Popular With Hispanic Youth, 2003 and 2004****15 Television Programs Most Popular with Hispanic Youth, 2003**

Rank Program	Network	Network Alcohol Ad Dollars	Spot Alcohol Ad Dollars	Total	
1	<i>Niña Amada Mía</i>	UNI	\$0	\$665,695	\$665,695
2	<i>The Simpsons</i>	FOX	\$0	\$705,384	\$705,384
3	<i>Bernie Mac</i>	FOX	\$1,128,400	\$409,525	\$1,537,925
4	<i>Velo de Novia</i>	UNI	\$0	\$688,387	\$688,387
5	<i>Malcolm in the Middle</i>	FOX	\$0	\$259,284	\$259,284
6	<i>WWE Smackdown!</i>	UPN	\$0	\$71,402	\$71,402
7	<i>La Parodia-Sun</i>	UNI	\$0	\$84,853	\$84,853
8	<i>La Casa de la Risa</i>	UNI	\$0	\$35,473	\$35,473
9	<i>Fear Factor</i>	NBC	\$5,528,500	\$2,726,139	\$8,254,639
10	<i>Sábado Gigante-Sat</i>	UNI	\$0	\$500,889	\$500,889
11	<i>Don Francisco Presenta-We</i>	UNI	\$0	\$678,292	\$678,292
12	<i>Ver para Creer-Sun</i>	UNI	\$0	\$356,223	\$356,223
13	<i>O.C.</i>	FOX	\$0	\$0	\$0
14	<i>Cristina-Mon</i>	UNI	\$0	\$342,720	\$342,720
15	<i>Aquí y Ahora-Thu</i>	UNI	\$0	\$434,182	\$434,182
<b>Total</b>			<b>\$6,656,900</b>	<b>\$7,958,448</b>	<b>\$14,615,348</b>

**15 Television Programs Most Popular with Hispanic Youth, 2004**

Rank Program	Network	Network Alcohol Ad Dollars	Spot Alcohol Ad Dollars	Total	
1	<i>Rubí</i>	UNI	\$0	\$133,209	\$133,209
2	<i>Amor Real</i>	UNI	\$0	\$215,742	\$215,742
3	<i>Lo Veremos Todo: Niurka y Bobby</i>	UNI	\$0	\$0	\$0
4	<i>La Escuelita VIP-Fri</i>	UNI	\$0	\$110,538	\$110,538
5	<i>Cristina-Mon</i>	UNI	\$0	\$328,389	\$328,389
6	<i>Fútbol Liga Mexicana</i>	TF	\$0	\$1,084,211	\$1,084,211
7	<i>Mujer de Madera</i>	UNI	\$0	\$25,406	\$25,406
8	<i>Don Francisco Presenta-We</i>	UNI	\$0	\$828,813	\$828,813
9	<i>The Simpsons</i>	FOX	\$0	\$204,288	\$204,288
10	<i>La Casa de la Risa</i>	UNI	\$0	\$266,825	\$266,825
11	<i>Aquí y Ahora-Thu</i>	UNI	\$0	\$623,792	\$623,792
12	<i>La Hora Pico-Sun</i>	UNI	\$0	\$280,902	\$280,902
13	<i>O.C.</i>	FOX	\$0	\$45,734	\$45,734
14	<i>WWE Smackdown!</i>	UPN	\$0	\$7,410	\$7,410
15	<i>Ver para Creer-Sun</i>	UNI	\$0	\$233,491	\$233,491
<b>Total</b>		<b>\$0</b>	<b>\$4,388,750</b>	<b>\$4,388,750</b>	

Sources: TNS Media Intelligence, Univision

## Conclusion

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The importance of the Hispanic market to the alcohol industry is self-acknowledged. “The segment is important not just to us, but to the industry,” said Henry Dominguez, the vice president for Latino marketing for Anheuser-Busch.<sup>32</sup> It is a combination of age (that the Hispanic population in the United States is younger than the general population) and market potential. Paul Mendieta, a Coors executive, was quoted as saying, “Latinos represent 20% of that ‘sweet spot’ [men ages 21 to 34]” in the United States, and 52% in Los Angeles.<sup>33</sup> A market survey conducted by Deutsche Bank concluded that young Hispanic adults lean toward beer, meaning that in the increasingly competitive beer vs. distilled spirits war for market share, this group will be targeted by both sides.<sup>34</sup>

Whether underage Hispanic youth become a de facto target in these marketplace wars is the question. The 2003 and 2004 data reported here show that Hispanic youth under the age of 21 were exposed to high levels of alcohol advertising in magazines and on radio and television. This is true, as well, for youth in general. At the same time, there are many instances where Hispanic youth received substantially more exposure than youth overall. This shows that current alcohol company practices are subjecting a population that is at higher risk of early initiation of alcohol use and binge drinking to higher levels of exposure to alcohol advertising than their peers in general.

CAMY has recommended that alcohol companies adopt a proportional, 15% threshold for youth audiences for their alcohol advertising.<sup>35</sup> In magazines in 2004, for example, 48% of alcohol-company spending—but 83% of Hispanic youth exposure to alcohol advertising—occurred in magazines with youth audience compositions greater than 15%.<sup>36</sup> The National Research Council and Institute of Medicine recommended in 2003 that the companies immediately adopt a 25% threshold to show good faith, and then move toward a 15% threshold.<sup>37</sup> Adoption of this threshold would help Hispanic families and communities to protect youth from early onset of alcohol use and the harms that can accompany it.

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<sup>32</sup> G. Edwards, “U.S. Brewers Woo Loyal And Growing Hispanic Drinkers.”

<sup>33</sup> *Ibid.*

<sup>34</sup> *Ibid.*

<sup>35</sup> Center on Alcohol Marketing and Youth, *Striking a Balance*, 4-10.

<sup>36</sup> VMR analyzed product alcohol advertising in magazines in 2004 that was monitored by TNS and measured by MRI and found that of 3,283 ad placements in 2004, 1,373 ads had audience compositions for youth ages 12 to 20 that were greater than 15%. These ads accounted for 48% of measured spending, 83.3% of Hispanic youth alcohol exposure and 82.6% of total youth exposure.

<sup>37</sup> National Research Council and Institute of Medicine, *Reducing Underage Drinking*, 138-9.

# Appendix A: Sources and Methodology

## Sources

### Advertising Occurrence Data

#### Television and Magazines

TNS Media Intelligence (formerly Competitive Media Reporting or CMR) reports advertising occurrence data for all major media. For this report, TNS occurrence and estimated expenditure data for Spanish-language network television were used, along with spot television advertising on affiliate stations in local markets. In addition, TNS is the source for magazine advertising occurrence data in English-language magazines, except as noted below under “Hispanic Magazines.” TNS data are reported at the brand level. Only advertising occurrences classified as product advertising were included in the brand totals.

#### Hispanic Magazines

Hispanic Magazine Monitor is a service of Media Economics Group, which tracks advertising occurrences and estimated expenditures in over 55 Hispanic-targeted Spanish- and English-language magazines at the brand level. Only product advertising occurrences classified as product advertising were included.

#### Local Radio

Broadcast Verification Systems (BVS) was used to capture spot radio occurrences in 104 radio markets during June and July in 2003 and 2004 for advertising by 25 leading brands using radio creative in both Spanish and English, detected by Video Monitoring Service (VMS).

### Audience Data

#### Magazines

The MRI TwelvePlus 2003/2004 and Adult Spring 2004/2005 national studies were used to estimate Hispanic and total youth exposure to national magazines. Data for teens ages 12 to 17 were combined with data from respondents ages 18 to 20 from the Adult studies to create a population base of youth ages 12 to 20. Both the TwelvePlus and Adult studies are population samples, and the surveys are conducted in English. Respondents to MRI Adult studies self-identify as Hispanic, while teen respondents to the TwelvePlus study identify as living in Spanish-speaking households. The MRI teen Hispanic population is not projected to the total Hispanic population, though the Adult study is. The total Hispanic, ages-

12-to-20 population as reported by the 2004/2005 MRI studies is 5.171 million, or 91% of the 2000 U.S. Census-estimated population for Hispanics ages 12 to 20 of 5.697 million. The MRI estimate is intended to be used as an estimate of the Hispanic youth population within an English-language survey universe, and not the total Hispanic youth population, which awaits more comprehensive future research.

The MRI studies were used to compare the Hispanic and total youth population ages 12 to 20 with respect to alcohol advertising exposure in English-language magazines, and to compare Hispanic youth and adult exposure to alcohol advertising in English-language magazines.

#### SMRB Unified Study

The Fall 2004 SMRB Unified Study is a comprehensive, bilingual media and market survey of the adult population age 18+, including Hispanics. The primary use of this survey was to identify comparisons between youth ages 18 to 20, young adults ages 21 to 34 and adults age 35+ with respect to media and language preferences. It is not a comprehensive study of teen media habits and was not used as such.

#### Arbitron Ratings

Arbitron measures Hispanic audiences in approximately 100 of the 300 markets it surveys between two and four times per year. Hispanic audience data are collected for both English- and Spanish-speaking populations in all markets for which alcohol advertising occurrence data were collected.

The Arbitron surveys were used to compare the Hispanic and the total youth population ages 12 to 20 with respect to exposure to alcohol advertising on radio. In addition, the Arbitron surveys were used to estimate the total amount of listening by Hispanic audiences of different age groups to stations classified as Spanish-language formats, based on an analysis for Fall 2003 listening.

### Methodology

#### Magazine Occurrences and Exposure

TNS-generated data for alcohol product advertising occurrences in calendar 2003 and 2004 were merged with magazine average-issue audience data from the 2003 TwelvePlus and 2004 Spring Adult surveys (for 2003 occurrence data) and the 2004 TwelvePlus and 2005 Spring

Adult surveys (for 2004 occurrence data). The TwelvePlus studies were used for ages-12-to-17 audience data, and the Adult studies were used for ages-18-to-20 and age-21+ audience data. Ages-12-to-17 and ages-18-to-20 audience data were combined to provide estimates for ages 12 to 20. Certain publications were not measured in the TwelvePlus studies, so the ages-12-to-20 audiences may be understated.

Gross rating points (GRPs) were estimated by applying the aggregated audiences at the brand, category and total levels to the respective populations. A GRP is an expression of gross advertising exposures (including any multiple exposures) as a percentage of a universe (e.g., 5 million exposures among a population of 5 million equals 100%, or 100 GRPs).

GRP ratios are comparisons of the exposure of two populations to the same advertising.

#### Radio Occurrences and Exposure

BVS advertising occurrences for summer 2003 and summer 2004 were merged with average quarter-hour radio ratings for the preceding summer Arbitron surveys for 2002 and 2003 in each market (e.g., for summer 2003 occurrences, summer 2002 Arbitron data were used) to create demographic advertising impressions for each occurrence and each demographic (Hispanic and total population, ages 12 to 20 and age 21+). Impressions were aggregated and divided by the respective aggregated populations for individual markets and groups of markets (e.g., top 20 markets) to generate “total universe” GRPs.

#### Television Occurrences, Expenditures and Exposure

TNS advertising occurrences and expenditures were aggregated by Spanish-language network and brand, and by market on local market Spanish-language affiliates.

Rankings of leading TV programs during November 2003 and November 2004 (excluding special events or one-time-only programs) among the U.S. Hispanic population ages 12 to 20, based on industry-standard research sources for Hispanic TV viewing, were obtained from television networks, along with the language in which each program was produced. 2003 and 2004 alcohol advertising occurrences were then matched against this list to identify the advertising expenditures by program.

## Appendix B: Glossary of Advertising Terms

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Advertising exposure is most commonly measured in terms of reach, frequency and rating points. We have provided a glossary of terms for those unfamiliar with this terminology.

For magazines, this report makes use of publication readership data, which are based on audiences, not magazine circulation. Circulation refers to the number of copies sold or distributed; audience refers to the average number of readers, typically three to 10 times as great as circulation.

### Reach

Reach is used to describe the percentage of a target population that has the potential to see an ad or a campaign through readership of selected media.

### Frequency

Frequency indicates the number of times individuals are exposed to an ad or campaign; it is most often expressed as an average number of exposures.

### Rating Points

Rating points, or GRPs (gross rating points), are a measure of total per capita advertising exposure and reflect both reach and frequency. One rating point equals the number of exposures equivalent to 1% of a target population, and it may include repeat exposures. In advertising math, reach x frequency = GRPs:

$$\begin{array}{rcl} & 75 & \text{reach (\% of the potential audience)} \\ \times & 6.8 & \text{frequency (average number of} \\ & & \text{exposures)} \\ \hline = & 510 & \text{GRPs or rating points} \end{array}$$

### Composition

Composition is a measure of audience concentration for a particular demographic. If the 12-to-20 age composition of *Vibe* is 41%, this is a way of stating that 41% of *Vibe's* audience is between the ages of 12 and 20.

### Impressions

When a single person sees or hears an advertisement, that is counted as an advertising impression. If this ad is seen by five different people, that counts as five impressions. If a particular advertising medium, such as a magazine or television program, has an audience of 100,000 people, an ad placed in that magazine or during that program generates a number of impressions equal to the audience size – in this case 100,000 impressions.