

EXPOSURE OF AFRICAN-AMERICAN YOUTH TO ALCOHOL ADVERTISING, 2003 TO 2004

Executive Summary

Alcohol use is closely tied to the three leading causes of death among African-American youth ages 12 to 20: unintentional injuries (including motor vehicle crashes), homicides and suicides.¹ Yet, despite years of protest from African-American communities, African-American youth² continue to be inundated with more alcohol advertising than youth in the United States in general, even though African-American youth have tended to drink less than youth from other racial and ethnic groups. In 2003, the Center on Alcohol Marketing and Youth (CAMY) issued a report detailing the exposure of African-American youth to alcohol advertising in magazines and on radio and television in 2002.³ That report provided the first-ever comprehensive review of African-American youth exposure to alcohol advertising. This current report analyzes such exposure in 2003 and 2004. Specifically, the current report finds that:

- African-American youth ages 12 to 20 were consistently exposed to substantially more magazine advertising for distilled spirits and beer than were youth in general in 2003 and 2004, even as youth exposure to alcohol advertising in magazines was declining during those years.
- Compared to the per capita exposure of youth in general, African-American youth were exposed to 17% more beer and ale magazine advertising and 43% more distilled spirits magazine advertising per capita in 2003, as well as 21% more beer and ale advertising and 42% more distilled spirits advertising in magazines in 2004.
- In samples of radio advertising for alcohol from the summers of 2003 and 2004, African-American youth heard more radio alcohol advertising per capita than youth in general in nine of the 10 largest radio markets in 2003, and in six of the top 10 markets—New York, Los Angeles, Chicago, Dallas-Fort Worth, Houston-Galveston and Detroit—in 2004.
- African-American youth overexposure to radio advertising for alcohol dropped significantly compared to that of all youth from 2003 to 2004. In 2003, African-American youth heard 60% more alcohol advertising than youth in general, while in 2004 they heard 15% more.
- Advertisements for a single brand, Colt 45 Malt Liquor, delivered nearly a third (32%) of all radio alcohol advertising impressions among African-American youth in the summer 2004 sample.
- Alcohol advertising was placed on all 15 of the most-watched television

¹ National Center for Injury Prevention and Control, "10 Leading Causes of Death, United States: Black, Non-Hispanic, Both Sexes" in *WISQARS: Leading Causes of Death Reports, 1999-2003*. Available at <http://webapp.cdc.gov/sasweb/ncipc/leadcaus10.html> (cited 27 March 2006).

² In this report, unless otherwise noted, youth are defined as persons ages 12 to 20, and adults are defined as persons age 21 and over.

³ Center on Alcohol Marketing and Youth, *Exposure of African-American Youth to Alcohol Advertising* (Washington, DC: Center on Alcohol Marketing and Youth, 2003).

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June 14, 2006

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programs among African-American youth in 2004. Three leading alcoholic beverage brands (Bud Light, Heineken Beer and Miller Genuine Draft) contributed more than half of the nearly \$4.8 million spent on this advertising.

Why the Concern

There is substantial evidence that, although African-Americans may drink less than the general population, they suffer higher rates of alcohol-related problems. Alcohol is the drug most commonly used by African-American youth.⁴ While African-American youth consume less alcohol than their White and other ethnic minority peers, more than a third (37%) of African-American high school students are regular drinkers (i.e. at least once in the past 30 days).⁵ Alcohol use contributes to the three leading causes of death among African-American youth between ages 12 and 20: homicide, unintentional injury (including motor vehicle crashes) and suicide.⁶ In the

African-American population in general, abstention rates are higher than in the general population, but so are prevalence of heavier drinking and levels of alcohol-related health consequences.⁷ Higher prevalence of frequent heavy drinking among African-American 18- to 29-year-olds is a recent development: frequent heavy drinking among 18-to-29-year-old White males declined between 1984 and 1995—from 32% to 16%—but increased among African Americans in that age group—from 17% to 18%.⁸ Meanwhile, the age-adjusted death rate from alcohol-induced causes for African Americans is 10% higher than that for the general population.⁹

Alcohol products and imagery already pervade African-American youth culture. A recent study of alcohol mentions in rap music found that from 1979 to 1997 such references increased five-fold, with a particular increase in appearances of liquor and champagne brands after 1994. From 1994 to 1997, 71% of the rap songs that mentioned

alcohol in this study's sample named a specific alcohol brand.¹⁰ Content analysis of 1,000 of the most popular songs from 1996 and 1997 revealed that this phenomenon is far more pronounced in rap music (47% of rap songs in the sample studied had alcohol references) than in country-western (13%), top 40 (12%), alternative rock (10%) or heavy metal (4%).¹¹ Numerous community-led campaigns have also documented greater out-of-home alcohol advertising in urban African-American communities than in other neighborhoods, and have sought limits on this kind of advertising.¹²

A growing body of research has shown that youth who are exposed to alcohol marketing are more likely to drink and drink heavily, whether the marketing comes via the measured media of broadcast, print and out-of-home;¹³ alcohol-logged apparel;¹⁴ in-store beer displays or beer concessions at sporting and musical events;¹⁵ or placements in movies.¹⁶ The link between exposure to alcohol marketing and early initiation of

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- ⁴ J.M. Wallace et al., "The Epidemiology of Alcohol, Tobacco and Other Drug Use Among Black Youth," *Journal of Studies on Alcohol* 60 (1999): 800-809.
- ⁵ Centers for Disease Control and Prevention, "Youth Risk Behavior Surveillance—United States, 2003," *Morbidity and Mortality Weekly Report* 53, SS-2 (2004): 12.
- ⁶ National Center for Injury Prevention and Control, "10 Leading Causes of Death, United States: Black, Non-Hispanic, Both Sexes" in *WISQARS: Leading Causes of Death Reports, 1999-2003*. Available at <http://webapp.cdc.gov/sasweb/ncipc/leadcaus10.html> (cited 27 March 2006).
- ⁷ F.H. Galvan and R. Caetano, "Alcohol Use and Related Problems Among Ethnic Minorities in the United States," *Alcohol Research & Health* 27, no. 1 (2003): 87-96; R. Caetano and C.L. Clark, "Trends in alcohol consumption patterns among Whites, Blacks and Hispanics: 1984 and 1995," *Journal of Studies on Alcohol* 59 (1998): 659-668.
- ⁸ R. Caetano and C.L. Clark, "Trends in alcohol consumption patterns among Whites, Blacks and Hispanics: 1984 and 1995," *Journal of Studies on Alcohol* 59 (1998): 659-668.
- ⁹ K.D. Kochanek et al., "Deaths: Final Data for 2002," *National Vital Statistics Reports* 53, no. 5 (2004): table 24. Available at http://www.cdc.gov/nchs/data/nvsr/nvsr53/nvsr53_05acc.pdf (cited 4 May 2006). (Excludes unintentional injuries, homicides and other causes indirectly related to alcohol use, as well as deaths from fetal alcohol syndrome.)
- ¹⁰ D. Herd, "Changes in the Prevalence of Alcohol Use in Rap Song Lyrics, 1979-1997," *Addiction* 100 (2005): 1258-69.
- ¹¹ D.F. Roberts et al., *Substance Use in Popular Movies and Music*, Office of National Drug Control Policy and Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, available at http://www.mediacampaign.org/publications/movies/movie_part1.html, (cited June 1, 2006).
- ¹² See, e.g., D. Jernigan and P. Wright, eds., *Making News, Changing Policy: Using Media Advocacy to Change Alcohol and Tobacco Policy* (Rockville, MD: Center for Substance Abuse Prevention, 1994); B. Gallegos, *Chasing the Frogs and Camels out of Los Angeles: The Movement to Limit Alcohol and Tobacco Billboards: A Case Study* (San Rafael, CA: The Marin Institute for the Prevention of Alcohol and Other Drug Problems, 1999).
- ¹³ L.B. Snyder et al., "Effects of Alcohol Advertising Exposure on Drinking Among Youth," *Archives of Pediatrics and Adolescent Medicine* 160 (2006): 18-24.
- ¹⁴ A.C. McClure et al., "Ownership of alcohol-branded merchandise and initiation of teen drinking," *American Journal of Preventive Medicine* 30 (2006): 277-83.
- ¹⁵ P.L. Ellickson, R.L. Collins, K. Hambarsoomians, D.F. McCaffrey, "Does alcohol advertising promote adolescent drinking? Results from a longitudinal assessment," *Addiction* 100 (2005): 235-246.
- ¹⁶ J.D. Sargent et al., "Alcohol use in motion pictures and its relation with early-onset teen drinking," *Journal of Studies on Alcohol* 67 (2006): 54-65.

alcohol use is of particular concern because of numerous studies that have shown that the earlier youth begin

drinking, the more likely they are to become alcohol-dependent¹⁷ and experience other negative consequences of

alcohol use such as violence, motor vehicle crashes or other unintentional injuries.¹⁸

About This Report

The Center on Alcohol Marketing and Youth at Georgetown University (www.camy.org) 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 deaths and injuries 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.

The Center commissioned Virtual Media Resources (VMR) 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.

Analyses for this report were derived from industry-standard sources of data regard-

ing media usage, including TNS Media Intelligence, Mediamark Research Incorporated (MRI), 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, provide a measure of total advertising exposure and incorporate the impact of both reach and frequency. One rating point equals the number of exposures equivalent to 1% of a target population and may include repeat exposures. In advertising math, reach x frequency = GRPs: 75 reach (% of the potential audience exposed to the ad) x 6.8 frequency (average number of times audience members were exposed to the ad) = 510 GRPs or rating points.

GRPs 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 received 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.

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.

Denise Herd, Ph.D., Associate Professor and Associate Dean of Student Affairs, School of Public Health, University of California, Berkeley

Mark S. Robinson, Co-founder, S/R Communications Alliance; Member, Multicultural Marketing Leadership Council of the American Advertising Federation; National Lecturer for the American Advertising Foundation and for the Advertising Education Foundation

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¹⁷ B. Grant and D. Dawson, "Age of Onset of Alcohol Use and Its Association with DSM-IV Alcohol Abuse and Dependence: Results from the National Longitudinal Epidemiologic Survey," *Journal of Substance Abuse* 9 (1997): 103-110.

¹⁸ 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.

I. Introduction

This report is the second time that CAMY has assessed the exposure of African-American youth to alcohol advertising. The high rates of exposure that this report documents are due in part to the age demographics and media habits of African Americans. African-American youth are slightly over-represented in the general youth population (36% of African Americans are under 21, versus only 30% of the general population).¹⁹ They are also more likely to attend to the measured media of television, radio and magazines on which this report focuses. In fact, 27% of African-American teens ages 12 to 17 and 21% of African Americans ages 18 to 20 are among the most frequent magazine readers, versus 18% and 13% of non-African Americans in these age groups.²⁰ African-American teens ages 12 to 17 listen to more than 17 hours of radio per week on average, compared to 13.25 hours for all teens.²¹ And 39% of African-American teens ages 12 to 17 are among the most frequent viewers of cable TV, a fast-growing medium for alcohol advertising, versus 16% of non-African-American teens.²²

In general, most magazines and radio stations appeal to relatively narrow segments of the population.²³ This report's analysis focuses on these two media more than on television, which is a medium whose channels and networks appeal for the most part to much broader (and thus less targeted) audiences.

As described above and in Appendix B, gross rating points (GRPs) are a standard measure of exposure in the advertising research field. In the tables below, ratios of GRPs that are greater than one (1.00) indicate overexposure.²⁴

II. Magazines

- Although overexposure to alcohol advertising in magazines dropped significantly from 2003 to 2004 for both youth in general and African-American youth in specific, African-American youth continued to see over 30% more alcohol magazine advertising per capita than youth in general.
- In 2004, just 22 brands—including six cognac or brandy brands—accounted for more than half of African-American youth exposure but less than a third of total spending on alcohol advertising in magazines.

Measuring youth exposure to alcohol advertising in magazines requires putting data on where alcohol advertising appears together with estimates of what the audiences are for these publications. This report uses data from TNS Media Intelligence for advertising occurrences and data from Mediamark Research, Inc.'s (MRI's) 2004 and 2005 Adult Studies and 2003 and 2004 TwelvePlus studies for audience estimates. MRI is the most widely used source for U.S. magazine audience estimates. Its commercially available market and media research studies draw on responses to a mailed questionnaire sent to a sample of approximately 4,500 teens ages 12 to 19 and a personal interview with approximately 12,700 adults age 18 and over each year. Response rates range from 27% for the

¹⁹ U.S. Census Bureau, "Table 1: Total Population by Age, Race, and Hispanic or Latino Origin for the United States: 2000," in *Population by Age, Sex, Race, and Hispanic or Latino Origin for the United States: 2000 (PHC-T-9)* (3 Oct 2001). Available at <http://www.census.gov/population/www/cen2000/phc-t9.html> (cited 5 May 2006).

²⁰ Simmons Market Research Bureau, Adult Fall 2004 and Teen 2004 National Consumer Surveys.

²¹ Radio Advertising Bureau, *Radio Marketing Guide and Factbook for Advertisers*, 2005-2006 ed. (New York: Radio Advertising Bureau, 2006), 8-9.

²² Simmons Market Research Bureau, Adult Fall 2004 and Teen 2004 National Consumer Surveys.

²³ E. Papazian, ed., *Magazine Dimensions 2005* (New York: Media Dynamics, Inc., 2004), 463; *Radio Marketing Guide & Fact Book for Advertisers*, 2005-2006 ed. (New York: Radio Advertising Bureau, 2006), 9; R. Batra, J.G. Myers, and D.A. Aaker, *Advertising Management* (Upper Saddle River, NJ: Prentice Hall, Inc., 1996), 585.

²⁴ Underage youth are more likely to see on a per capita basis, or be "overexposed" to, a magazine ad for alcohol when it is placed in a publication where the percentage of underage youth in the readership is greater than the percentage of underage youth in the general population. (In 2004, for example, this meant that youth were overexposed to ads in magazines where underage youth were more than 15.3% of the readership.) "More likely to be read by" (as well as percentage measures of youth overexposure and other comparisons of adult and youth exposure to alcohol advertising in this report) is based on gross rating points, which measure how much an audience segment is exposed to advertising per capita. Another way of measuring advertising exposure is gross impressions (the total number of times all members of a given audience are exposed to advertising). The adult population will almost always receive far more gross impressions than youth because there are far more adults in the population than youth. Gross rating points are calculated by dividing gross impressions by the relevant population (e.g., persons age 21 and over) and multiplying by 100. See Appendix B for a glossary of terms used in this report.

2004 teen surveys to 65% for the 2004 adult surveys. These data enable analyses comparing alcohol advertising exposure for African-American youth with exposure for all youth, as well as with exposure for African-American adults.

CAMY has previously reported high levels of overexposure of youth in general to alcohol advertising in national magazines. Table 1 shows that distilled spirits producers placed the lion's share of alcohol advertising in magazines. In 2003, the general population of youth ages 12 to 20 saw 48% more beer advertising, 20% more distilled spirits advertising, and 92% more advertising for alcopops²⁵ per capita than adults of the legal drinking of 21 and above. In 2004, they saw 15% more beer advertising, 10% more distilled spirits advertising, and 33% more alcopops advertising per capita than adults 21 and above.²⁶

In this context of youth overexposure in general, African-American youth had even higher rates of exposure than their peers. As Table 1 shows, while youth overexposure generally fell from 2003 to 2004, the degree to which African-American youth were more heavily exposed than youth in general remained fairly stable. In 2003, African-American youth saw 37% more alcohol advertising per capita in national magazines than youth in general; in 2004, they were exposed to 34% more of this alcohol advertising per capita. The most significant declines from 2003 to 2004 occurred in the beverage categories with the smallest number of ads—alcopops and wine—while the larger categories of beer and distilled spirits advertising remained fairly consistent from year to year.

Table 1: Exposure of African-American Youth and Youth in General to Alcohol Advertising in National Magazines, United States, 2003 and 2004

Beverage Type	Youth Ages 12-20 GRPs						GRP Ratios: African-American Youth / All Youth	
	Number of Ads		African-American Youth, 2003	All Youth, 2003	African-American Youth, 2004	All Youth, 2004	2003	2004
	2003	2004						
Beer and Ale	465	514	2,825	2,425	2,517	2,085	1.17	1.21
Distilled Spirits	2,330	2,224	12,295	8,618	11,266	7,921	1.43	1.42
Alcopops	29	70	305	193	418	443	1.58	0.94
Wine	417	475	532	381	561	578	1.40	0.97
Total	3,241	3,283	15,957	11,616	14,762	11,026	1.37	1.34

Sources: TNS Media Intelligence, 2003, 2004; MRI Spring Adult Studies, 2004, 2005; MRI TwelvePlus, 2003, 2004

Table 2 shows what this level of overexposure meant in practice: more African-American youth were exposed more frequently to magazine advertising for beer and distilled spirits than were youth in general in both 2003 and 2004. For instance, for distilled spirits, the beverage category with the highest levels of spending on magazine advertising, 98% of African-American youth were exposed to an average of 115 ads in magazines in 2004, while 94% of youth in general were exposed to an average of 84 magazine ads.

²⁵ "Alcopops" are also referred to as "low-alcohol refreshers," "malternatives," "flavored malt beverages," or "ready-to-drink flavored alcoholic beverages." Many of the brands in this category, which includes brands such as Mike's Hard Lemonade and Smirnoff Ice, have alcohol contents of between 4% and 6%, similar to most traditional malt beverages. (Alcohol and Tobacco Tax and Trade Bureau [TTB], "Notice No. 4—Flavored Malt Beverages and Related Proposals," Federal Register [March 24, 2003]: 14293.) The alcohol industry treats these as a distinct category of alcoholic beverages. This report follows this industry convention.

²⁶ Center on Alcohol Marketing and Youth, *Youth Exposure to Alcohol Advertising in Magazines, 2001 to 2004: Good News, Bad News* (Washington, DC: Center on Alcohol Marketing and Youth, 2006), 6.

Table 2: Reach and Frequency of Exposure of African-American Youth and Youth in General to Alcohol Advertising in National Magazines, United States, 2003 and 2004

2003						
Beverage Type	African-American Youth Ages 12-20			All Youth Ages 12-20		
	Reach	Frequency	GRPs	Reach	Frequency	GRPs
Beer and Ale	91%	30.9	2,825	82%	29.4	2,425
Distilled Spirits	97%	126.8	12,295	91%	94.3	8,618
Alcopops	63%	4.8	305	50%	3.8	193
Wine	65%	8.2	532	43%	8.8	381
Total	98%	163.6	15,957	93%	125.3	11,616
2004						
Beverage Type	African-American Youth Ages 12-20			All Youth Ages 12-20		
	Reach	Frequency	GRPs	Reach	Frequency	GRPs
Beer and Ale	94%	26.8	2,517	85%	24.5	2,085
Distilled Spirits	98%	114.9	11,266	94%	83.8	7,921
Alcopops	59%	7.1	418	50%	8.8	443
Wine	61%	9.2	561	71%	8.1	578
Total	99%	149.6	14,762	97%	113.5	11,026

Sources: TNS Media Intelligence, 2003, 2004; MRI Spring Adult Studies, 2004, 2005; MRI TwelvePlus, 2003, 2004

As compared to African-American adults of the legal drinking age, African-American youth were also overexposed to alcohol advertising in magazines in 2003 and 2004. For distilled spirits advertising, the largest category of magazine advertising for alcohol, while the degree of overexposure of youth in general was cut in half from 2003 to 2004,²⁷ overexposure of African-American youth as compared to African-American adults fell only slightly. In 2003, African-American youth saw 9% more advertising for distilled spirits per capita than African-American adults, and in 2004 they saw 7% more of this advertising.

Table 3: Exposure of African-American Youth and Adults to Alcohol Advertising in National Magazines, United States, 2003 and 2004

Beverage Type	African-American GRPs						GRP Ratios	
	Number of Ads		Youth	Adults	Youth	Adults	Ages 12-20 / Age 21+	
	2003	2004	Ages 12-20, 2003	Age 21+, 2003	Ages 12-20, 2004	Age 21+, 2004	2003	2004
Beer and Ale	465	514	2,825	2,097	2,517	2,042	1.35	1.23
Distilled Spirits	2,330	2,224	12,295	11,331	11,266	10,550	1.09	1.07
Alcopops	29	70	305	176	418	372	1.73	1.12
Wine	417	475	532	1,133	561	1,478	0.47	0.38
Total	3,241	3,283	15,957	14,737	14,762	14,442	1.08	1.02

Sources: TNS Media Intelligence, 2003, 2004; MRI Spring Adult Studies, 2004, 2005; MRI TwelvePlus, 2003, 2004

The overexposure experienced by African-American youth resulted from the advertising placements of a relatively small number of brands. Of the 211 alcohol brands advertising in magazines measured for this report in 2004, 22 brands alone accounted for over 50% of the exposure of African-American youth to alcohol advertising but for just 31% of total magazine alcohol advertising expenditures.

²⁷ Ibid.

Table 4: Leading Alcohol Brands Exposing African-American Youth to Magazine Advertising, United States, 2004

Brand	Number of Ads	Dollars	Cumulative % of African-American Youth Exposure	Cumulative % of Spending	GRPs			GRP Ratios	
					African-American		All Youth Ages 12-20	African-American Youth / All Youth	African-American Youth / African-American Adults
					Youth Ages 12-20	Adults Age 21+			
Jack Daniel's Whiskey	111	\$15,251,636	5.6%	4.2%	824	588	674	1.22	1.40
Miller Genuine Draft	72	\$14,106,794	9.2%	8.1%	539	376	423	1.27	1.43
Crown Royal Whiskey	97	\$9,899,214	12.8%	10.9%	531	362	405	1.31	1.47
Hennessy Very Special Cognac	16	\$866,190	16.3%	11.1%	509	339	119	4.28	1.50
Absolut Flavored Vodkas	85	\$11,331,578	19.5%	14.3%	477	441	383	1.25	1.08
Seagram's Extra Dry Gin	15	\$623,234	22.6%	14.4%	458	397	95	4.82	1.15
Absolut Vodka	130	\$14,757,594	25.6%	18.5%	437	642	268	1.63	0.68
Hennessy Privilege VSOP Cognac	23	\$1,410,998	28.1%	18.9%	365	408	85	4.28	0.90
Christian Brothers Brandy	11	\$363,134	30.2%	19.0%	324	359	56	5.82	0.90
Martell VS Cognac	21	\$1,049,150	32.4%	19.3%	316	430	60	5.25	0.74
Three Olives Vodka	53	\$8,168,157	34.4%	21.6%	292	281	214	1.36	1.04
Remy Red Cognac	26	\$3,065,338	36.3%	22.4%	282	260	196	1.44	1.09
Paul Masson Grande Amber VS Brandy	11	\$421,794	38.2%	22.5%	281	332	49	5.73	0.85
Heineken Beer	18	\$3,306,725	40.0%	23.4%	266	140	171	1.56	1.90
Miller Lite	56	\$7,875,935	41.8%	25.6%	264	213	230	1.15	1.24
Alizé Bleu Liqueur	10	\$706,484	43.5%	25.8%	256	118	75	3.43	2.17
Seagram's Flavored Gins	11	\$530,359	45.0%	26.0%	218	212	51	4.25	1.03
Miller High Life	22	\$2,710,999	46.3%	26.7%	188	108	139	1.36	1.75
Belvedere Vodka	24	\$4,117,519	47.5%	27.9%	182	118	118	1.54	1.54
Miller High Life Light Beer	29	\$3,148,645	48.6%	28.7%	160	101	119	1.34	1.59
Jim Beam White Bourbon Whiskey	21	\$3,452,323	49.6%	29.7%	149	99	112	1.34	1.50
Chivas Regal 12	42	\$5,143,163	50.4%	31.1%	124	149	89	1.40	0.83

Sources: TNS Media Intelligence, 2004; MRI Spring Adult Study, 2005; MRI TwelvePlus, 2004

Exposure of African-American youth to alcohol advertising was concentrated in 14 magazines in 2004. These magazines accounted for 75% of the alcohol advertising seen by African Americans ages 12 to 20. Ten of the 14 were more likely to be read by African-American youth than by youth in general, and 11 were more likely to be read by African-American youth than by African-American adults.

Table 5: National Magazines With Largest African-American Youth Audiences for Alcohol Advertising, United States, 2004

Publication	GRPs			GRP Ratios		Cumulative % of African-American Youth Exposure
	African-American Youth Ages 12-20	All Youth Ages 12-20	African-American Adults Age 21+	African-American Youth / All Youth	African-American Youth / African-American Adults	
<i>Sports Illustrated</i>	2,863	1,880	1,605	1.52	1.78	19%
<i>Jet</i>	1,200	202	1,350	5.95	0.89	28%
<i>Maxim</i>	889	1,158	506	0.77	1.76	34%
<i>Ebony</i>	843	156	882	5.41	0.96	39%
<i>Vibe</i>	797	208	409	3.83	1.95	45%
<i>Stuff</i>	627	441	136	1.42	4.63	49%
<i>Entertainment Weekly</i>	590	440	499	1.34	1.18	53%
<i>The Source</i>	565	147	199	3.84	2.83	57%
<i>GQ</i>	563	252	655	2.23	0.86	61%
<i>Cosmopolitan</i>	493	763	362	0.65	1.36	64%
<i>InStyle</i>	455	344	243	1.32	1.87	67%
<i>Vogue</i>	401	291	270	1.38	1.49	70%
<i>Us Weekly</i>	391	551	388	0.71	1.01	72%
<i>FHM Magazine</i>	365	545	233	0.67	1.56	75%

Sources: TNS Media Intelligence, 2004; MRI Spring Adult Study, 2005; MRI TwelvePlus, 2004

III. Radio

- African-American youth heard 60% more radio advertising for alcohol than youth in general in 2003, but only 15% more in 2004.
- African-American youth were exposed to more alcohol advertising on the radio than were youth in general in nine of the top 10 markets in 2003 and six of the top 10 in 2004.
- A single brand—Colt 45 Malt Liquor—accounted for nearly a third of all African-American youth exposure to radio advertising for alcohol in the sample studied for this report.

Radio is a complex and decentralized medium, and the overwhelming majority of radio alcohol advertising dollars are spent on local—or “spot”—radio advertising.²⁸ Because of the lack of comprehensive sources of detailed occurrence data, a sampling strategy was employed to analyze youth exposure to alcohol advertising on radio. Alcohol advertising data were obtained for the 25 most commonly advertised alcohol products over two six-week periods: from June to July in 2003 and June to July in 2004. These months are historically the ones with the highest levels of alcohol advertising spending on radio.²⁹ Overall in 2003, 297 unique radio advertisements for the 25 most-advertised brands were catalogued by Video Monitoring Service (VMS), and in 2004, 238 unique radio advertisements were catalogued. The audio for each ad was reviewed to distinguish “responsibility” ads from product ads, ensuring that all occurrences in the samples were for product advertising. Monitoring of advertising placements (i.e., the advertisement and the program on which it aired) in 104 markets by Broadcast Verification Services (BVS) yielded samples of 51,883 occurrences of the advertisements identified in 2003, and 67,404 occurrences of the advertisements identified in 2004. Data on radio audiences aged 12 and older were collected by Arbitron Ratings. For the 2003 sample, occurrence data were matched with audience data from the summer of 2002, the most recent comparable ratings period for which data were available. Similarly, occurrence data for 2004 were matched

²⁸ For the years 2003 and 2004, 73% and 79%, respectively, of all radio advertising expenditures for alcohol went to spot radio. TNS Media Intelligence, 2003-2004; Miller Kaplan Associates, 2003-2004.

²⁹ Miller-Kaplan Associates, *Radio Expenditure Data, 2001-2002* (North Hollywood, CA: Miller, Kaplan, Arase and Company LLP, 2003).

with audience data from the summer of 2003. In both instances, these were the industry-standard data that would have been available for use in planning and buying advertising placements for the two time periods studied.

Based on these samples, across all 104 markets African-American youth heard 60% more alcohol advertising per capita than youth in general in 2003, and 15% more in 2004. In terms of individual markets, African-American youth heard more advertising per capita than youth in general in 45 of 104 markets in the summer of 2003, and in 25 of 104 markets in the summer of 2004. In the 10 largest radio markets—which contain approximately 27% of the total U.S. population but approximately 34% of the African-American population—African-American youth heard more alcohol advertising per capita than youth in general in nine of the markets in 2003, and six of the markets—New York, Los Angeles, Chicago, Dallas-Fort Worth, Houston-Galveston and Detroit—in 2004.

Table 6: Exposure of African-American Youth and Youth in General to Radio Advertising for Alcohol in the 10 Largest Markets by Total Population, United States, Summer 2003 and Summer 2004

Rank	Market	Youth Ages 12-20 GRPs						GRP Ratios: African-American Youth / All Youth	
		Number of Ads		African-American Youth, 2003	All Youth, 2003	African-American Youth, 2004	All Youth, 2004	2003	2004
		2003	2004						
1	New York	2,819	3,190	1,821	1,321	1,882	1,558	1.38	1.21
2	Los Angeles	1,314	1,881	1,446	853	958	901	1.70	1.06
3	Chicago	1,362	2,214	1,904	1,049	1,493	1,020	1.82	1.46
4	San Francisco	1,285	1,367	2,311	1,268	228	328	1.82	0.69
5	Dallas-Ft. Worth	757	1,059	721	483	882	655	1.49	1.35
6	Philadelphia	1,254	1,980	1,499	1,156	1,022	1,199	1.30	0.85
7	Houston-Galveston	1,078	1,510	1,586	1,007	628	554	1.58	1.13
8	Washington, DC	1,217	1,143	1,355	1,007	741	770	1.35	0.96
9	Boston	1,180	2,460	297	514	446	949	0.58	0.47
10	Detroit	883	1,068	1,717	856	844	783	2.01	1.08
Top 10 Markets Total		13,149	17,872	1,592	1,020	1,180	978	1.56	1.21
All Other Markets		38,734	49,532	817	514	440	453	1.59	0.97
Total		51,883	67,404	1,125	703	759	662	1.60	1.15

Sources: Broadcast Verification Services, June to July 2003, June to July 2004; Arbitron Ratings, Summer 2002 and Summer 2003

Gross impressions are a standard measure of advertising exposure and represent the total number of advertising exposures for a given population. Having one young person in the audience for a radio advertisement represents a single youth impression; having 100,000 young people in the audience for an advertisement generates 100,000 youth impressions. Table 7 shows the total youth and African-American youth impressions generated by the sample of advertisements analyzed from the summer of 2004. The brands most disproportionately exposing African-American youth as compared to all youth were Colt 45 Malt Liquor and Hennessy Cognacs. In this sample, Colt 45 Malt Liquor alone accounted for nearly a third of the exposure of African-American youth ages 12 to 20 to alcohol advertising on radio.

**Table 7: Radio Impressions for African-American Youth and Youth In General:
Sample of Most-Advertised Brands, United States, Summer 2004**

Brand	Number of Ads	Youth Ages 12-20 Impressions		% of Total Impressions	
		African-American	All Youth	African-American Youth Ages 12-20	All Youth Ages 12-20
Colt 45 Malt Liquor	1,244	9,953,925	16,486,000	31.7%	10.2%
Bud Light	20,892	7,053,556	40,355,600	22.5%	24.9%
Budweiser Beer	12,577	3,931,621	20,083,500	12.5%	12.4%
Hennessy Cognacs	1,077	2,261,875	3,407,600	7.2%	2.1%
Corona Extra Beer	1,500	1,606,525	5,286,100	5.1%	3.3%
Amstel Light Beer	6,025	1,365,950	19,674,700	4.4%	12.1%
Malibu Rum	4,617	1,152,175	14,515,500	3.7%	9.0%
Heineken Beer	1,797	1,117,200	6,327,700	3.6%	3.9%
Michelob Light Beer	1,421	635,500	2,574,100	2.0%	1.6%
Santa Margherita Wines	1,065	547,850	4,512,800	1.7%	2.8%
Miller Lite	4,142	414,951	6,815,200	1.3%	4.2%
Southern Comfort	1,409	398,375	3,385,400	1.3%	2.1%
Corona Extra Light Beer	1,206	291,275	2,650,900	0.9%	1.6%
Coors Light	3,515	179,400	6,414,000	0.6%	4.0%
Stolichnaya Vodkas	759	100,200	3,489,700	0.3%	2.2%
Kahlua Liqueurs	395	48,050	705,000	0.2%	0.4%
Miller Genuine Draft	237	27,325	803,700	0.1%	0.5%
Molson Canadian	380	9,825	491,000	0.0%	0.3%
Bass Ale	105	9,075	257,600	0.0%	0.2%
Molson Golden	61	7,250	41,200	0.0%	0.0%
Beck's Beer	33	1,900	95,000	0.0%	0.1%
Coors	208	1,775	218,100	0.0%	0.1%
Bacardi Rums ³⁰	53	0	68,700	0.0%	0.0%
Brand Not Specified ³¹	2,686	255,933	3,320,900	0.8%	2.1%
Total	67,404	31,371,511	161,980,000	100.0%	100.0%

Sources: Broadcast Verification Services, June to July 2004; Arbitron Ratings, Summer 2003

IV. Television

When it examined alcohol industry marketing practices and young people in 1999, the Federal Trade Commission listed the programs most popular with teens (ages 12 to 17), and asked alcohol companies if they had placed advertising on these programs. The 1999 FTC report found that alcohol ads appeared on “at least three of the 15 television shows reported to have the largest teen audiences.”³²

In its first report on the exposure of African-American youth to alcohol advertising, CAMY used a similar approach as one means of assessing the exposure of youth (ages 12 to 20) to television alcohol advertising. From a list of the 15 television programs most popular with African-American youth during a week from the 2002 television season that was equivalent to that used by the FTC in its analysis, CAMY found that alcohol advertising had appeared on all 15 programs at some point in 2002.

This exercise was repeated for 2003 and 2004 and it was once again determined that alcohol advertising appeared during both years on all 15 of the most-watched television programs during one-month periods each year for African-American youth ages 12 to 20. Alcohol companies spent nearly \$6.5 million in 2003 and almost \$4.8 million in 2004 to place these alcohol ads.

³⁰ All 53 advertising occurrences for Bacardi Rums were in markets for which Arbitron Ratings does not provide African-American audience estimates.

³¹ Of the 25 brands tracked in 2004, occurrences for 23 brands were verified by Broadcast Verification Services; advertisements for one or more brands were reported as “Brand Not Specified” by BVS.

³² 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), 9.

Table 8: 15 Television Programs Most Popular with African-American Youth, United States, 2003 and 2004

2003					
Rank	Program	Network	Network Alcohol Ad Dollars	Spot Alcohol Ad Dollars	Total Dollars
1	THE BERNIE MAC SHOW	FOX	\$1,128,400	\$382,439	\$1,510,839
2	ALL OF US	UPN	\$42,000	\$7,753	\$49,753
3	ONE ON ONE	UPN	\$370,600	\$68,573	\$439,173
4	EVE	UPN	\$96,000	\$11,999	\$107,999
5	GIRLFRIENDS	UPN	\$348,900	\$203,404	\$552,304
6	HALF & HALF	UPN	\$459,600	\$114,706	\$574,306
7	THE SIMPSONS	FOX	\$0	\$772,806	\$772,806
8	MALCOLM IN THE MIDDLE	FOX	\$0	\$256,183	\$256,183
9	ROCK ME BABY	UPN	\$26,800	\$3,521	\$30,321
10	THE PARKERS	UPN	\$523,200	\$59,028	\$582,228
11	MY WIFE AND KIDS	ABC	\$0	\$279,647	\$279,647
12	KING OF THE HILL	FOX	\$0	\$436,720	\$436,720
13	WWE SMACKDOWN	UPN	\$0	\$65,468	\$65,468
14	SMALLVILLE	WB	\$0	\$815,939	\$815,939
15	WHAT I LIKE ABOUT YOU	WB	\$0	\$22,480	\$22,480
Total			\$2,995,500	\$3,500,666	\$6,496,166
2004					
Rank	Program	Network	Network Alcohol Ad Dollars	Spot Alcohol Ad Dollars	Total Dollars
1	GIRLFRIENDS	UPN	\$495,300	\$119,140	\$614,440
2	AMERICA'S NEXT TOP MODEL	UPN	\$67,600	\$94,851	\$162,451
3	HALF & HALF	UPN	\$477,000	\$112,253	\$589,253
4	ONE ON ONE	UPN	\$76,000	\$25,401	\$101,401
5	SECOND TIME AROUND	UPN	\$0	\$2,311	\$2,311
6	EVE	UPN	\$46,200	\$2,788	\$48,988
7	ALL OF US	UPN	\$39,300	\$10,007	\$49,307
8	WWE SMACKDOWN	UPN	\$0	\$7,397	\$7,397
9	KEVIN HILL	UPN	\$0	\$10,356	\$10,356
10	THE SIMPSONS	FOX	\$0	\$291,078	\$291,078
11	CSI: CRIME SCENE INVESTIGATION	CBS	\$1,338,700	\$464,238	\$1,802,938
12	EXTREME MAKEOVER: HOME EDITION	ABC	\$0	\$95,449	\$95,449
13	WITHOUT A TRACE	CBS	\$356,900	\$310,814	\$667,714
14	DESPERATE HOUSEWIVES	ABC	\$229,400	\$54,862	\$284,262
15	THE WORLD'S CRAZIEST VIDEOS	FOX	\$43,000	\$6,191	\$49,191
Total			\$3,169,400	\$1,607,136	\$4,776,536

Sources: TNS Media Intelligence, 2003, 2004; UPN

In 2004, only a few alcohol brands accounted for the majority of the advertising dollars spent on these top 15 programs. Furthermore, the top three brands' advertisers bought advertising that cost more than 50% of the total dollars spent, and the spending of the top seven advertisers comprised more than 80% of the total.

Table 9: Leading Alcohol Brands Advertising on the 15 Television Programs Most Popular with African-American Youth, United States, 2004

Brand	Alcohol Ad Dollars			% of Dollars	Cumulative % of Dollars
	Network TV	Spot TV	Total		
Bud Light	\$875,700	\$27,703	\$903,403	19%	19%
Heineken Beer	\$883,100	\$19,233	\$902,333	19%	38%
Miller Genuine Draft	\$819,900	\$2,815	\$822,715	17%	55%
Coors Light	\$229,400	\$501,569	\$730,969	15%	70%
Arbor Mist Wines	\$274,100	\$0	\$274,100	6%	76%
Aspen Edge Low-Carb Light Beer	\$0	\$131,117	\$131,117	3%	79%
Mike's Light	\$0	\$81,972	\$81,972	2%	81%
Coors	\$0	\$80,830	\$80,830	2%	82%
Corona Extra Light Beer	\$0	\$79,981	\$79,981	2%	84%
Kahlua Liqueurs	\$0	\$79,078	\$79,078	2%	86%
Beck's Beer	\$0	\$74,319	\$74,319	2%	87%
Kahlua White Russian Cocktail	\$0	\$71,590	\$71,590	1%	89%
Amstel Light Beer	\$0	\$67,206	\$67,206	1%	90%
Bass Ale	\$0	\$66,339	\$66,339	1%	91%
Subtotal of Brands	\$3,082,200	\$1,283,752	\$4,365,952	91%	91%
All Other Brands	\$87,200	\$323,384	\$410,584	9%	100%
Total	\$3,169,400	\$1,607,136	\$4,776,536	100%	100%

Source: TNS Media Intelligence, 2004

CAMY has documented elsewhere a rapid and substantial rise in alcohol advertising on cable television from 2001 to 2004.³³ Therefore, CAMY examined spending for alcohol advertising on BET (Black Entertainment Television), a cable television network targeting African-American audiences. Alcohol ad expenditures on the ten BET programs generating the greatest youth exposure to alcohol advertising increased from 2003 to 2004, while alcohol ad spending on BET increased in total from 2001 to 2004 (see Table 10), as it did on other cable TV networks.

Table 10: BET Cable Network Alcohol Advertising by Year, United States, 2001-2004

Year	Alcohol Ad Dollars	Annual % Increase
2001	\$1,335,124	
2002	\$1,724,836	29%
2003	\$2,567,000	49%
2004	\$2,879,505	12%

Source: TNS Media Intelligence, 2001-2004

As Table 11 shows, 73% of alcohol advertising spending on BET in 2003—and 72% in 2004—was on programming with large youth audiences. All these programs were more likely to be seen by youth per capita than by adults. In fact, on average, youth were nearly twice as likely in 2003 and more than twice as likely in 2004 to be in the audience of these programs as adults of the legal drinking age. Advertising on one program popular with youth—*Comic View*—accounted for 41% of alcohol advertising dollars spent on BET programs in 2003, and 30% in 2004.

³³ Center on Alcohol Marketing and Youth, *Alcohol Advertising on Television, 2001-2004: The Move to Cable* (Washington, DC: Center on Alcohol Marketing and Youth, 2005).

Table 11: Top Ten Programs on BET Cable Network with the Most Youth Alcohol Advertising Exposure, United States, 2003-2004

2003							
Rank	Program	Number of Ads	Dollars	% of Dollars	Youth Ages 12-20 GRPs	Adults Age 21+ GRPs	GRP Ratio: Youth / Adults
1	COMIC VIEW *	563	\$1,052,223	41%			
2	MIDNIGHT LOVE	188	\$317,098	12%			
3	BET NIGHTLY NEWS	96	\$178,651	7%			
4	HOW I'M LIVING	41	\$76,268	3%			
5	HOLIDAY HEART	16	\$30,359	1%			
6	106 & PARK **	16	\$32,984	1%			
7	THE PARKERS	19	\$51,217	2%			
8	ACCESS GRANTED	15	\$30,235	1%			
9	BET LATE	29	\$48,046	2%			
10	HEY MORRIE	31	\$55,425	2%			
	Top Ten Total	1,014	\$1,872,506	73%	334	174	1.92
	All other BET Programs	364	\$694,494	27%	119	62	1.92
	TOTAL	1,378	\$2,567,000	100%	453	235	1.92
2004							
Rank	Program	Number of Ads	Dollars	% of Dollars	Youth Ages 12-20 GRPs	Adults Age 21+ GRPs	GRP Ratio: Youth / Adults
1	COMIC VIEW *	453	\$876,901	30%			
2	MIDNIGHT LOVE	185	\$336,538	12%			
3	106 & PARK **	108	\$193,874	7%			
4	THE PARKERS	54	\$140,162	5%			
5	BET NIGHTLY NEWS	101	\$181,098	6%			
6	UNCUT	56	\$114,843	4%			
7	BET NOW	26	\$43,427	2%			
8	BONES	17	\$33,788	1%			
9	MAAD SPORTS	42	\$74,216	3%			
10	BET STYLE	36	\$65,382	2%			
	Top Ten Total	1,078	\$2,060,229	72%	328	141	2.33
	All other BET Programs	409	\$819,276	28%	110	54	2.04
	TOTAL	1,487	\$2,879,505	100%	438	195	2.25

Sources: TNS Media Intelligence, 2003-2004; Nielsen Media Research, 2003-2004

* includes CLUB COMIC VIEW, CLUB COMIC VIEW PRESENTS, and CLASSIC COMIC VIEW

** includes 106 & PARK: BET'S TOP 10

V. Conclusion

African-American youth grow up in communities that are more likely to abstain from drinking than is the norm in the United States, and the benefit of this shows up in the lower prevalence of underage drinking in this population. But, at the same time, African-American youth culture is increasingly filled with the images of alcohol brands and their promotions. In the targeted measured media of magazines and radio, African-American youth continue to be exposed to substantially more alcohol advertising per capita than youth in general and are also often exposed to more alcohol advertising than African-American adults. Evidence is growing that exposure to alcohol advertising puts young people at greater risk of early initiation into alcohol use, and that such early initiation in turn increases the chances that youth will become alcohol-dependent or suffer other negative consequences of alcohol use. Although African Americans drink less than the general population, the fact that their age-adjusted death rate for alcohol-induced causes is 10% higher than that of the general population shows that they tend to suffer disproportionately from alcohol-related problems, particularly as they age.

The combination of all these findings should prompt increased attention to the exposure of African-American youth to alcohol advertising and promotion and its probable impact on them. In May of 2006, 20 state attorneys general called on the Federal Trade Commission to "...explore with the industry and others reduction of the industry standard from 30% to 15%, which standard would require that alcohol advertising be limited to media where no more than 15% of the audience is age 12-20."³⁴ As the attorneys general pointed out, this approach would echo the recommendation made by the National Research Council and Institute of Medicine in 2003,³⁵ and would lead to substantial reductions in overall youth exposure to alcohol advertising.³⁶

African-American parents, teachers, policymakers and other community leaders have a history of protesting the actions of alcohol advertisers toward their community and toward African-American youth. The findings of this report suggest that those battles are far from over.

³⁴ RE: Alcohol Reports, Paperwork Comment, FTC File No. P064505. A Communication from the Chief Legal Officers of the Following States: Arizona, Connecticut, Delaware, Hawaii, Idaho, Illinois, Iowa, Maine, Maryland, New Jersey, New Mexico, New York, Ohio, Oregon, Rhode Island, Utah, Vermont, Washington, Wyoming [California subsequently signed on], 8 May 2006.

³⁵ 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), 138-140.

³⁶ For quantification of reduction in television exposure, see D. Jernigan, J. Ostroff, C. Ross, "Alcohol advertising and youth: a measured approach," *Journal of Public Health Policy* 26 (2005): 312-325.

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 magazines and for network and cable television were used, along with spot television advertising on affiliate stations in local markets. TNS data are reported at the brand level. Only advertising occurrences classified as product advertising were included in the brand totals.

Local/“Spot” Radio

Broadcast Verification Services (BVS) was used to capture spot radio occurrences in 104 radio markets during the periods of June to July of 2003 and June to July of 2004 for advertising by 25 leading brands using radio creative in both Spanish and English for which the first occurrence was 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 African-American and total youth exposure to ads in 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.

The MRI studies were used to compare the African-American and total youth populations for youth ages 12 to 20 with respect to alcohol advertising exposure in magazines, as well as to compare African-American youth and adult exposure to alcohol advertising in magazines.

Radio

Arbitron Ratings measures African-American audiences in approximately half of the 300 markets it surveys between two and four times per year. The Arbitron surveys were used to compare the African-American and the total youth populations for ages 12 to 20 with respect to alcohol advertising exposure on radio.

Methodology

Magazine Occurrences and Exposure

Data generated by TNS for alcohol product advertising occurrences in calendar years 2003 and 2004 were merged with average-issue magazine audience data from the 2003 TwelvePlus and 2004 Spring Adult Studies (for 2003 occurrence data) and the 2004 TwelvePlus and 2005 Spring Adult Studies (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 calculated by applying the aggregated audiences at the brand, category and total levels to the respective populations. (GRPs are defined in Appendix B.) 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 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 (African-American and total populations ages-12-to-20 and age 21+). For radio markets that were not surveyed by Arbitron during the summer ratings period, ratings from the preceding spring survey period were used. 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 network and brand, as well as by market.

Rankings of leading TV programs were based on the largest program audiences for the African-American population ages 12 to 20 during October 27-November 30, 2003 and November 1-28, 2004 (excluding special events or one-time-only programs.)

Appendix B: Glossary of Advertising Terms

Advertising exposure is most commonly measured in terms of reach, frequency and rating points. This report makes use of publication readership data, which are based on audiences, not magazine circulation. Circulation refers to the number of issues purchased or distributed; audience refers to the average number of readers, typically three to 10 times greater than circulation.

Target Audience(s)

The target audience for advertising provides a description of the demographics (age, gender, income, etc.) of the people the advertiser seeks to reach with its message.

Reach

Reach is used to describe the number or 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.

Gross Rating Points

Gross rating points, or GRPs, provide a measure of total advertising exposure

and incorporate the impact of 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: 75 reach (% of the potential audience) x 6.8 frequency (average number of exposures) = 510 GRPs or rating points.

Composition

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