

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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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.

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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.

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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.