

# ***Radio Daze: Alcohol Ads Tune in Underage Youth***

The Center on  
**Alcohol Marketing** and *Youth*

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# Youth Heard More Radio Ads for Beer, “Malternatives” and Distilled Spirits

- Underage youth, ages 12-20, heard 8% more beer and ale advertising and 12% more malternative advertising than adults 21 and older in the sample of radio ads aired in the 19 markets in 2001 and 2002.
- The exposure was even greater for the distilled spirits category, where youth heard 14% more advertising.

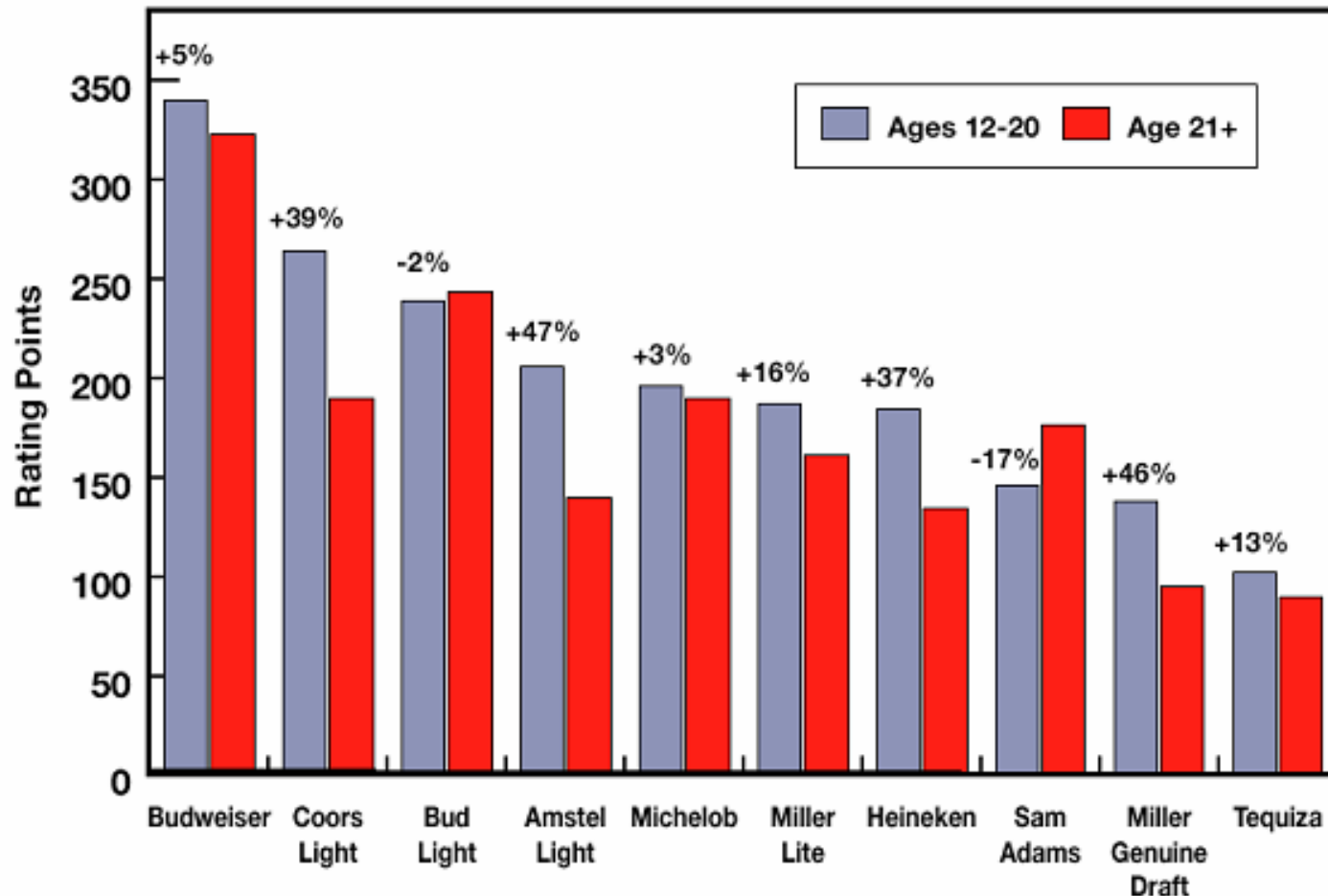
# Youth Routinely Overexposed

<b>Beverage Category*</b>	<b># Ads</b>	<b>12-20 GRPs</b>	<b>21+ GRPs</b>	<b>12-20 : 21+ Ratio</b>
Beer and Ale	51,190	2,689	2,481	1.08
Distilled Spirits	9,740	560	489	1.14
Low-Alcohol Refreshers	6,091	309	277	1.12
Wine	4,673	77	314	0.25

Source: Media Monitors, Arbitron Ratings

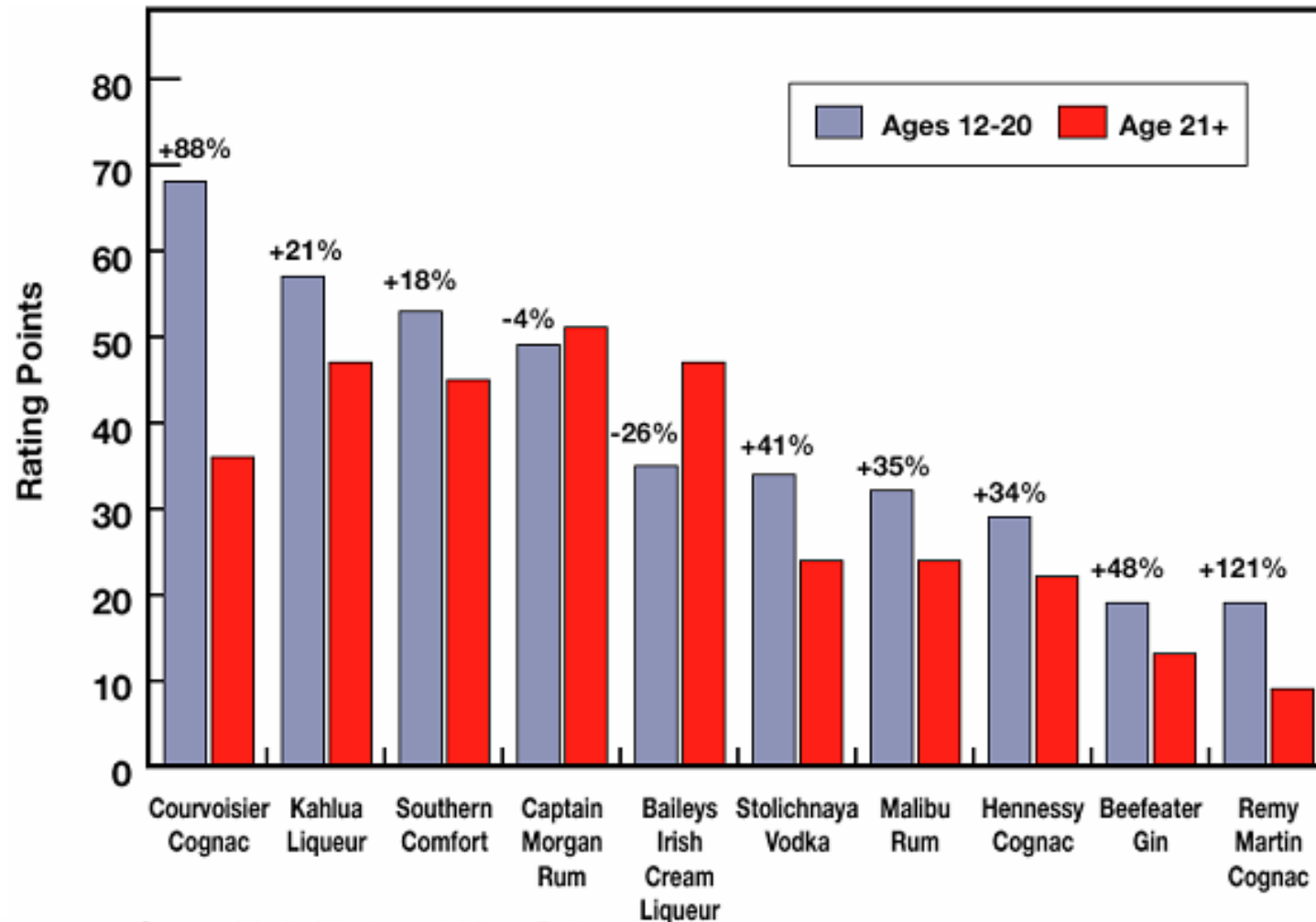
\*includes only commercials within these product categories for which the brand was identified by MMI; excludes commercials for hard cider.

# Beer Brands with Most Youth Advertising



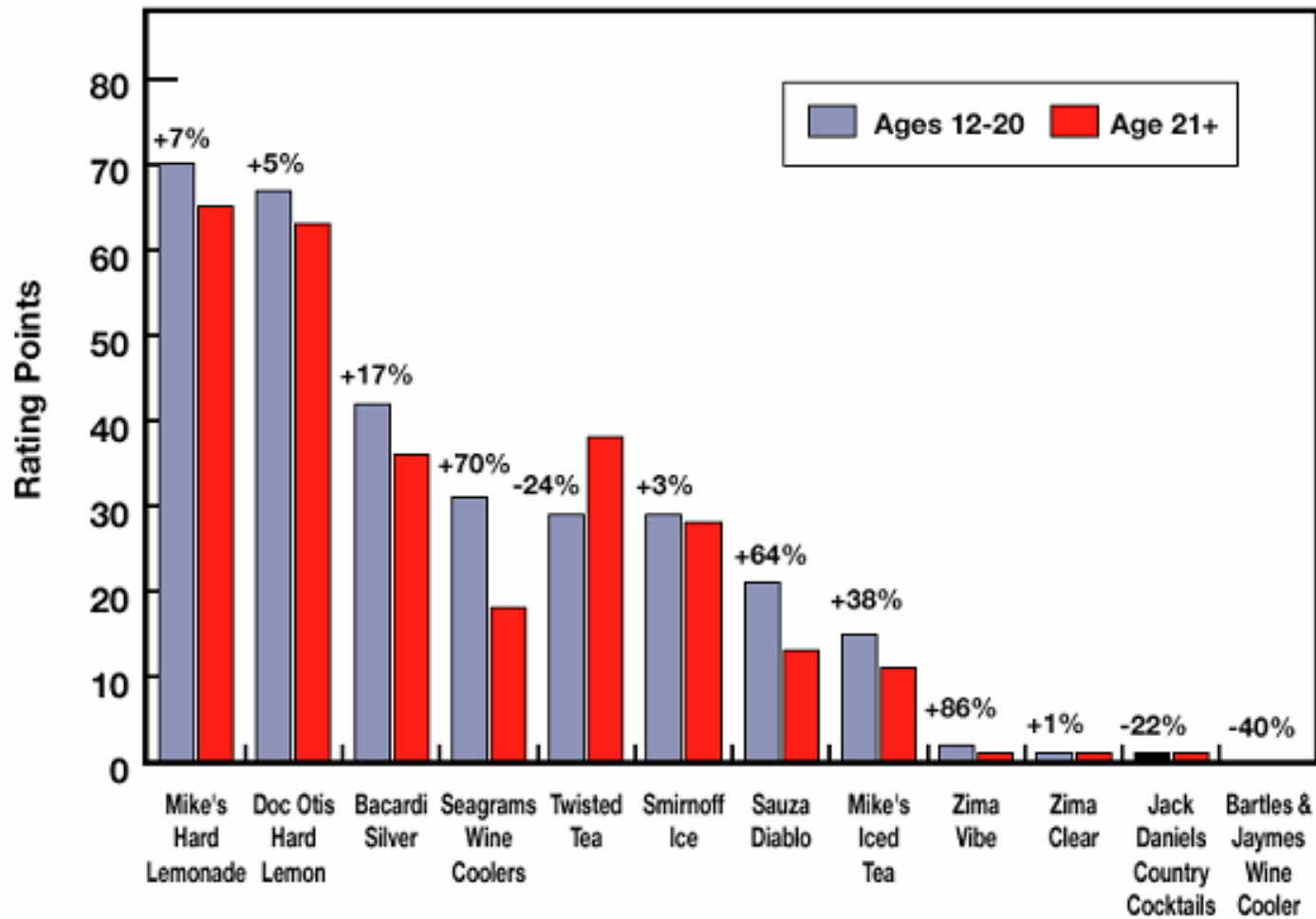
Source: Media Monitors, Arbitron Ratings

# Distilled Spirits Brands with Most Youth Advertising



Source: Media Monitors, Arbitron Ratings

# Low-Alcohol Refresher Brands with Most Youth Advertising

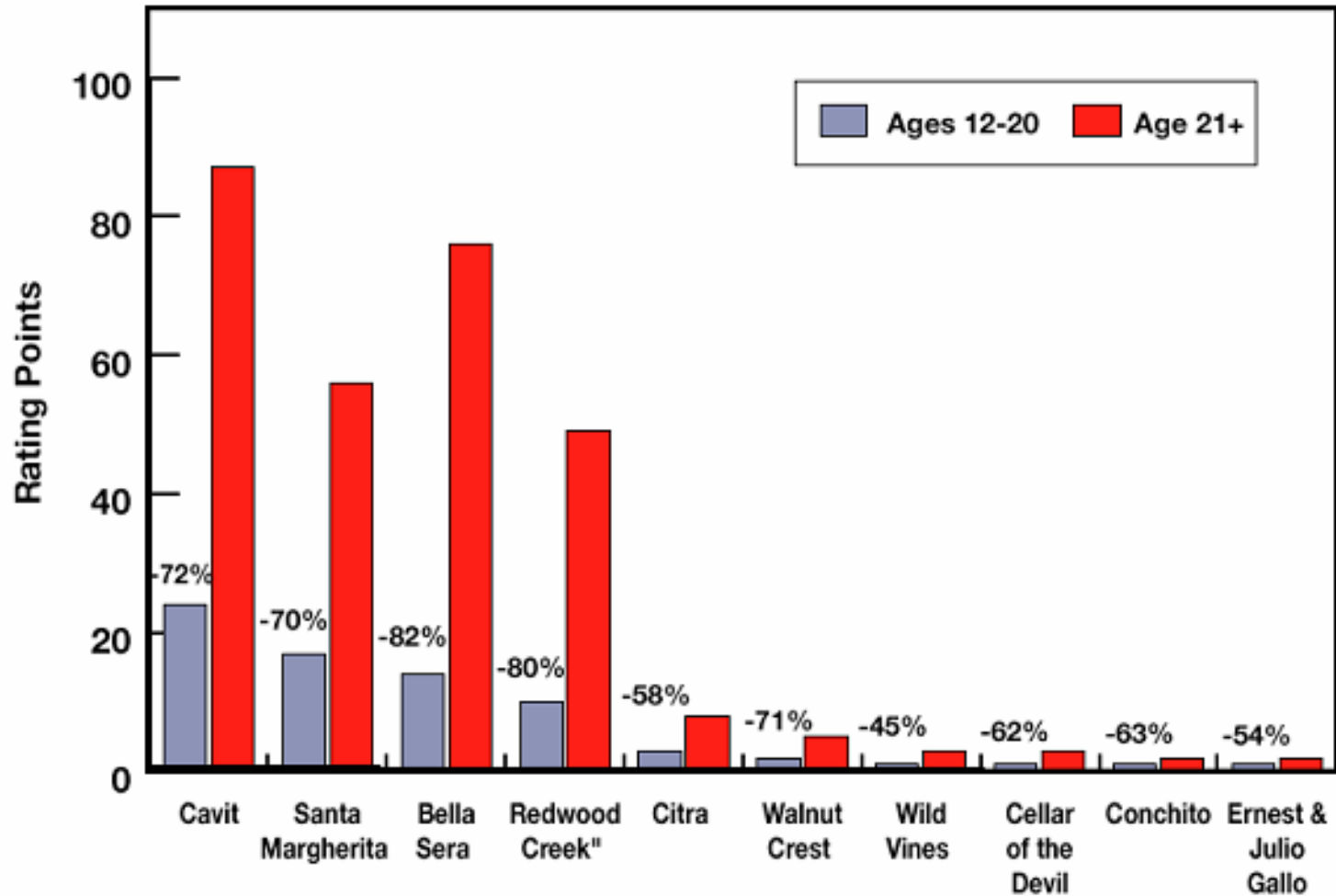


Source: Media Monitors, Arbitron Ratings

# Wine Sings a Different Tune

- Youth heard substantially less radio advertising for wine. The majority of wine ads in 2001-2002 were more effectively delivered to adults than to youth, showing how advertisers can target an adult audience without overexposing youth.
- Of the 10 wine brands with the most advertising that does reach the youth audience, all 10 direct substantially more advertising to adults. For instance, youth hear 82% less advertising for Bella Sera wine than adults.

# Wine Brands with Most Youth Advertising



Source: Media Monitors, Arbitron Ratings



# Alcohol Ads Where Youth Listen

- Alcohol ads were placed on stations with “youth” formats. Seventy-three percent of the alcohol radio advertising in terms of gross ratings points was on four formats that routinely have a disproportionately large listening audience of 12- to 20- year-olds:
  - *Rhythmic Contemporary Hit*
  - *Pop Contemporary Hit*
  - *Urban Contemporary*
  - *Alternative*

# Alcohol Ads Where Youth Listen

## Alcohol Advertising Exposure on Youth Radio Formats

2001-2002 GRPs

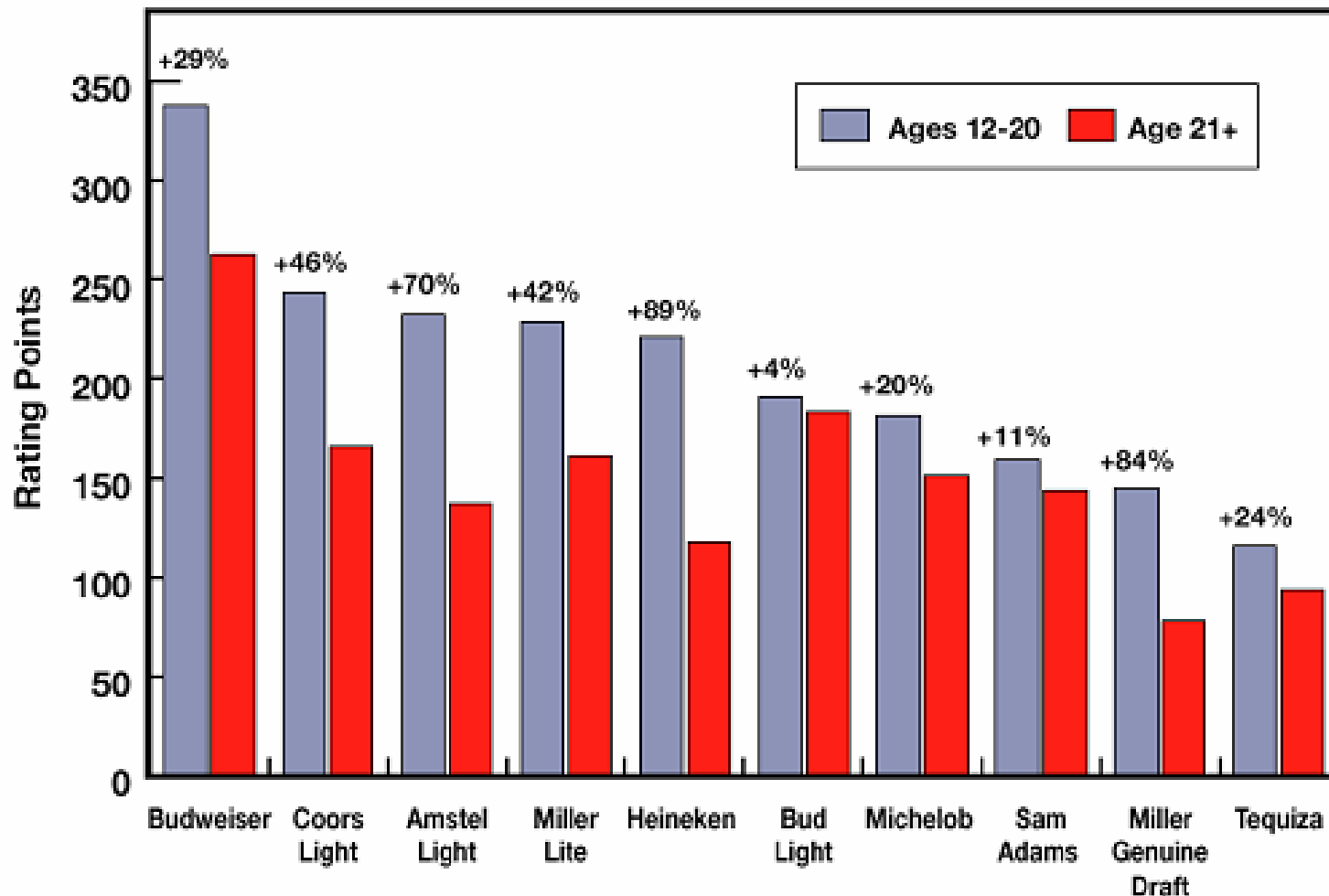
Format	Youth Ages 12-20 % Composition	2001-2002 GRPs			12-20 : 21+ Ratio
		12-20 GRPs	21-34 GRPs	21+ GRPs	
Alternative	21.6%	1,321	1,816	831	1.59
Urban Contemporary	24.4%	688	686	369	1.87
Pop Contemporary Hit Radio	30.5%	559	438	221	2.53
Rhythmic Contemporary Hit	27.0%	514	517	242	2.13
All Formats		4,223	6,515	4,278	0.99
Youth Formats as % of total GRPs		73%	53%	39%	

Source: Media Monitors, Arbitron Ratings

# Hispanic and African-American Youth

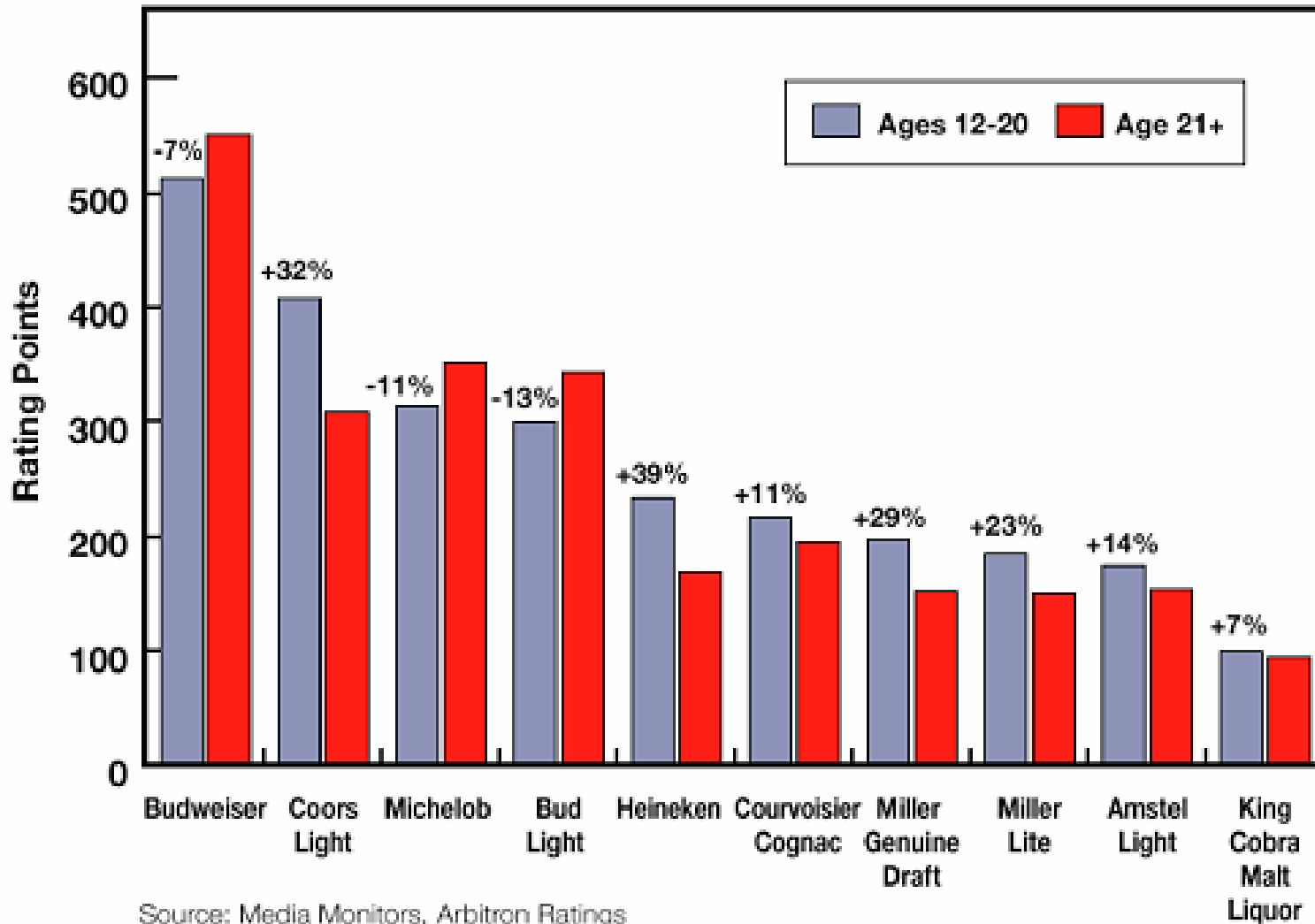
- Youth in African-American and Hispanic communities were overexposed to radio alcohol advertising. Hispanic youth heard 34% more beer and ale advertising on radio than Hispanic adults, and as much beer and ale advertising on radio was delivered to African-American youth as to African-American adults.

# Brands with Most Hispanic Youth Advertising



Source: Media Monitors, Arbitron Ratings

# Brands with Most African-American Youth Advertising



# Teen Radio Listening Habits

- Over 99% of teenagers (ages 12-17) listen to radio every week – a higher percentage than for any other age group – and 80.6% listen to radio every day.
- Over the course of a week, the average teenager listens to 13.5 hours of radio. By comparison, he or she spends 10.6 hours per week watching television, 7.6 hours online, and 3.3 hours reading magazines for pleasure.

# Methodology: Alcohol Ads on Radio in 2001 and 2002

- The Center on Alcohol Marketing and Youth commissioned Virtual Media Resources (VMR) to audit a sample of alcohol radio advertising in 2001 and 2002 and to conduct a case study of alcohol radio advertising in December 2002 and January 2003 to validate the audit findings.

# Methodology: Alcohol Ads on Radio in 2001 and 2002

- The Center's study analyzed a major market sample, drawn by Media Monitors (MMI), of alcohol radio ads in 2001 and 2002 that tracked the actual placement of 87,094 ads in 19 leading markets across the nation and integrated these data with audience information from Arbitron to assess who listened to what and when.
- VMR then conducted an in-depth analysis of 11,712 ad placements for five alcohol brands in 63 markets from December 15, 2002 to January 31, 2003. This case study confirmed and amplified the findings from the nationwide sample.



# Alcohol Advertising and Underage Drinking

- The Federal Trade Commission (FTC) noted in 1999:

“While many factors may influence an underage person’s drinking decisions, including among other things parents, peers and media, there is reason to believe that advertising also plays a role.”

# Alcohol Advertising and Underage Drinking

- A study of 12 year olds found that children who were more aware of beer advertising held more favorable views on drinking and expressed an intention to drink more often as adults than did children who were less knowledgeable about the ads (Grube 1995).
- A 1996 study of children ages nine to eleven found that children were more familiar with Budweiser's television frogs than Kellogg's Tony the Tiger, the Mighty Morphin' Power Rangers, or Smokey the Bear (Leiber 1996).
- A USA Today survey found that teens say ads have a greater influence on their desire to drink in general than on their desire to buy a particular brand of alcohol (Horovitz 1997).

# The Center on Alcohol Marketing and *Youth*

- What:** Monitors the marketing practices of the alcohol industry.
- Focuses attention and action on industry practices that jeopardize the health and safety of America's youth.
- Why:** Reducing high rates of underage alcohol consumption and the suffering caused by alcohol-related injuries and deaths among youth requires using the public health strategies of limiting access to and the appeal of alcohol to underage persons.
- Support:** Grants from The Pew Charitable Trusts and the Robert Wood Johnson Foundation to Georgetown University.