

Center on Alcohol Marketing and Youth: Youth Exposure to Alcohol Advertising on Radio

Table W1. Number and Percentage of Radio Alcohol Advertisements by Underage Youth Audience Composition and Market - United States, June-August 2004

Markets ranked by population

Pop Rank	Market	Percent of local market population aged 12-20	Number and % of advertisements placed in programming that exceeded youth audience composition threshold						
			Total Ads	> Proportion than local population		>15% 12-20		>30% 12-20	
				Ads	% Ads	Ads	% Ads	Ads	% Ads
1	New York	14.4%	3,190	1,402	44%	1,333	42%	412	13%
2	Los Angeles	16.8%	1,881	945	50%	995	53%	231	12%
3	Chicago	15.8%	2,214	1,138	51%	1,275	58%	366	17%
4	San Francisco	13.8%	1,367	453	33%	411	30%	78	6%
5	Dallas-Ft. Worth	16.9%	1,059	691	65%	721	68%	207	20%
6	Philadelphia	15.5%	1,980	1,135	57%	1,135	57%	190	10%
7	Houston-Galveston	17.9%	1,510	366	24%	405	27%	168	11%
8	Washington, DC	14.5%	1,143	792	69%	792	69%	432	38%
9	Boston	14.1%	2,460	1,346	55%	1,304	53%	150	6%
10	Detroit	15.1%	1,068	303	28%	303	28%	278	26%
11	Atlanta	16.1%	765	585	76%	604	79%	43	6%
12	Miami-Ft. Lauderdale-Hollywood	14.6%	1,719	709	41%	709	41%	82	5%
13	Seattle-Tacoma	15.3%	425	302	71%	302	71%	87	20%
14	Phoenix	16.4%	654	313	48%	313	48%	85	13%
15	Minneapolis-St. Paul	16.6%	1,449	604	42%	604	42%	139	10%
16	San Diego	16.3%	1,944	1,106	57%	1,227	63%	643	33%
17	Baltimore	15.3%	713	437	61%	437	61%	55	8%
18	St. Louis	15.9%	731	162	22%	162	22%		0%
19	Tampa-St. Petersburg-Clearwater	12.9%	785	347	44%	343	44%	42	5%
20	Denver-Boulder	15.9%	997	566	57%	578	58%	310	31%
21	Pittsburgh	13.9%	388	180	46%	144	37%	83	21%
22	Portland, OR	15.3%	385	285	74%	285	74%	17	4%
23	Cleveland	15.2%	1,176	671	57%	671	57%	199	17%
24	Cincinnati	17.0%	495	338	68%	338	68%	140	28%
25	Sacramento	16.4%	640	408	64%	408	64%	25	4%
26	Riverside-San Bernardino	18.6%	282	144	51%	208	74%	95	34%
27	Kansas City	16.0%	273	229	84%	249	91%	68	25%
28	San Jose	14.4%	663	505	76%	505	76%	241	36%
29	San Antonio	17.1%	1,195	277	23%	411	34%	14	1%
30	Salt Lake City-Ogden-Provo	20.7%	566	151	27%	353	62%	2	0%
31	Milwaukee-Racine	16.4%	517	316	61%	358	69%	41	8%
32	Providence-Warwick-Pawtucket	15.7%	712	546	77%	566	79%	129	18%
33	Columbus, OH	15.4%	1,001	407	41%	407	41%	91	9%
34	Charlotte-Gastonia-Rock Hill	14.6%	388	271	70%	271	70%	266	69%
35	Orlando	15.6%	880	477	54%	550	63%	73	8%
36	Las Vegas	14.8%	340	158	46%	158	46%	24	7%
37	Norfolk-Virginia Beach-Nwpt News	16.1%	563	206	37%	206	37%	106	19%
38	Indianapolis	15.6%	337	102	30%	102	30%	28	8%
39	Austin	16.3%	1,087	514	47%	514	47%	92	8%
40	Greensboro-WS-High Point	14.1%	643	73	11%	66	10%	34	5%
41	New Orleans	17.1%	674	388	58%	461	68%	145	22%
42	Nashville	15.9%	803	244	30%	244	30%	43	5%
43	Raleigh-Durham	14.0%	964	587	61%	481	50%	132	14%
44	West Palm Beach-Boca Raton	12.2%	280	164	59%	163	58%		0%
45	Memphis	17.1%	947	464	49%	509	54%	18	2%
46	Hartford-New Britain-Middletown	14.9%	1,502	885	59%	885	59%	54	4%
47	Jacksonville	15.5%	432	276	64%	276	64%	145	34%
48	Buffalo-Niagara Falls	14.7%	234	66	28%	66	28%	5	2%
49	Oklahoma City	16.2%	368	152	41%	225	61%	4	1%
50	Rochester, NY	16.4%	436	239	55%	297	68%	30	7%
51	Louisville	15.4%	440	318	72%	318	72%	114	26%
52	Richmond	15.7%	413	345	84%	345	84%	27	7%
53	Birmingham	15.0%	557	291	52%	291	52%	7	1%
54	Dayton	16.2%	315	189	60%	189	60%	137	43%
55	Greenville-Spartanburg	14.7%	481	328	68%	328	68%	14	3%

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56	Honolulu	14.7%	138	108	78%	100	72%	1	1%
57	Tucson	15.4%	195	82	42%	82	42%	4	2%
58	McAllen-Brownsville-Harlingen	21.9%	801	255	32%	461	58%	111	14%
59	Albany-Schenectady-Troy	15.2%	511	166	32%	203	40%	29	6%
60	Tulsa	17.0%	501	105	21%	119	24%	2	0%
61	Grand Rapids	18.4%	323	283	88%	284	88%	277	86%
62	Ft. Myers-Naples-Marco Island, FL	11.2%	328	246	75%	245	75%	69	21%
63	Fresno	20.0%	1,362	677	50%	814	60%	262	19%
64	Wilkes Barre-Scranton	14.9%	407	273	67%	273	67%	69	17%
65	Allentown-Bethlehem	14.7%	222	206	93%	173	78%	33	15%
66	Albuquerque	15.9%	847	233	28%	233	28%	30	4%
67	Knoxville	14.3%	569	279	49%	279	49%		0%
68	Omaha-Council Bluffs	16.7%	207	106	51%	106	51%	106	51%
69	Monterey-Salinas-Santa Cruz	16.7%	645	295	46%	295	46%	23	4%
70	Wilmington, DE	15.9%	55	19	35%	19	35%		0%
71	El Paso	21.1%	483	105	22%	194	40%		0%
72	Harrisburg-Lebanon-Carlisle	14.3%	481	286	59%	209	43%	23	5%
73	Syracuse	17.5%	267	173	65%	191	72%	120	45%
74	Toledo	17.1%	208	47	23%	99	48%	4	2%
75	Baton Rouge	18.8%	310	19	6%	125	40%		0%
76	Greenville-New Bern-Jacksonville, NC	15.6%	413	28	7%	95	23%	1	0%
77	Little Rock	16.4%	295	199	67%	199	67%		0%
78	Bakersfield	20.2%	513	177	35%	273	53%		0%
79	Charleston, SC	16.9%	110	91	83%	91	83%	19	17%
80	Columbia, SC	16.6%	250	147	59%	229	92%		0%
81	Des Moines	16.5%	37	4	11%	4	11%		0%
82	Spokane	16.4%	365	311	85%	313	86%	21	6%
83	Mobile	16.2%	359	177	49%	177	49%	56	16%
84	Wichita	16.8%	72	70	97%	70	97%	67	93%
85	Colorado Springs	18.3%	141	141	100%	141	100%	41	29%
86	Lafayette, LA	19.8%	442	183	41%	230	52%	162	37%
87	Lexington-Fayette	16.4%	650	448	69%	541	83%	63	10%
88	Chattanooga	15.1%	196	94	48%	94	48%	4	2%
89	Augusta, GA	17.9%	237	191	81%	191	81%	187	79%
90	Roanoke-Lynchburg	14.6%	313	144	46%	144	46%	26	8%
91	Huntsville	15.7%	94	49	52%	49	52%		0%
92	Jackson	18.1%	630	171	27%	171	27%	88	14%
93	Flint	16.2%	50	30	60%	30	60%	2	4%
94	Shreveport	17.7%	197	72	37%	152	77%	50	25%
95	Corpus Christi	18.1%	667	7	1%	15	2%		0%
96	Burlington-Plattsburgh, VT-NY	16.9%	403	143	35%	207	51%	63	16%
97	Springfield, MO	13.9%	74	47	64%	47	64%	24	32%
98	Montgomery	16.5%	486	134	28%	134	28%	81	17%
99	Savannah	17.3%	447	138	31%	150	34%	103	23%
100	Portland, ME	14.8%	321	202	63%	202	63%	118	37%
101	Charleston, WV	13.1%	226	56	25%	56	25%		0%
102	Columbus, GA	17.1%	252	131	52%	137	54%	21	8%
103	Green Bay	16.3%	554	143	26%	143	26%	87	16%
104	Santa Barbara, CA	15.3%	319	213	67%	213	67%	70	22%
Total			67,404	32,800	49%	34,803	52%	9,158	14%

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems