

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

Table W2. Proportion of Radio Alcohol Advertisements for Leading Alcohol Brands Heard by Underage Youth Attributed to Advertisements Placed in Programming that Exceeded Selected Thresholds for Underage Youth Audience Composition, by Market - United States, June-August 2004

Markets ranked by population

Pop Rank	Market	Percent of local market population aged 12-20 years	Youth Age 12-20 Advertising Impressions						
			Total (000)	> Proportion than local population		Ads >15%		Ads >30%	
				Imps (000)	% Imps	Imps (000)	% Imps	Imps (000)	% Imps
1	New York	14.4%	33,906.2	23,623.9	70%	22,583.4	67%	13,283.5	39%
2	Los Angeles	16.8%	15,778.7	11,925.4	76%	12,110.4	77%	5,430.4	34%
3	Chicago	15.8%	12,078.3	8,853.6	73%	9,478.0	78%	4,582.3	38%
4	San Francisco	13.8%	2,684.5	1,186.5	44%	1,085.7	40%	291.4	11%
5	Dallas-Ft. Worth	16.9%	4,875.4	4,341.9	89%	4,374.9	90%	1,733.5	36%
6	Philadelphia	15.5%	7,859.7	5,706.1	73%	5,706.1	73%	2,393.5	30%
7	Houston-Galveston	17.9%	4,016.6	1,977.7	49%	2,086.6	52%	1,453.0	36%
8	Washington, DC	14.5%	4,387.5	3,832.9	87%	3,832.9	87%	1,506.1	34%
9	Boston	14.1%	5,123.8	3,538.4	69%	3,429.2	67%	1,008.8	20%
10	Detroit	15.1%	4,500.1	2,816.6	63%	2,816.6	63%	2,663.0	59%
11	Atlanta	16.1%	3,360.8	2,789.4	83%	2,855.9	85%	161.9	5%
12	Miami-Ft. Lauderdale-Hollywood	14.6%	3,602.0	2,014.9	56%	2,014.9	56%	257.6	7%
13	Seattle-Tacoma	15.3%	1,380.5	1,183.2	86%	1,183.2	86%	592.4	43%
14	Phoenix	16.4%	1,775.7	1,247.4	70%	1,247.4	70%	235.0	13%
15	Minneapolis-St. Paul	16.6%	4,261.4	3,067.2	72%	3,067.2	72%	953.1	22%
16	San Diego	16.3%	3,836.9	2,917.6	76%	3,002.3	78%	2,060.3	54%
17	Baltimore	15.3%	2,107.5	1,926.2	91%	1,926.2	91%	661.3	31%
18	St. Louis	15.9%	937.1	270.9	29%	270.9	29%	-	0%
19	Tampa-St. Petersburg-Clearwater	12.9%	1,390.9	905.3	65%	898.3	65%	143.9	10%
20	Denver-Boulder	15.9%	2,212.4	1,619.3	73%	1,628.9	74%	1,267.5	57%
21	Pittsburgh	13.9%	1,104.5	645.5	58%	577.1	52%	318.3	29%
22	Portland, OR	15.3%	560.5	440.5	79%	440.5	79%	28.6	5%
23	Cleveland	15.2%	2,670.1	2,108.8	79%	2,108.8	79%	1,130.7	42%
24	Cincinnati	17.0%	1,376.1	1,081.3	79%	1,081.3	79%	584.9	43%
25	Sacramento	16.4%	781.7	661.1	85%	661.1	85%	36.2	5%
26	Riverside-San Bernardino	18.6%	544.4	321.2	59%	455.6	84%	217.0	40%
27	Kansas City	16.0%	868.7	767.1	88%	847.1	98%	243.3	28%
28	San Jose	14.4%	694.7	668.2	96%	668.2	96%	285.9	41%
29	San Antonio	17.1%	1,456.3	803.7	55%	950.0	65%	48.6	3%
30	Salt Lake City-Ogden-Provo	20.7%	778.2	211.4	27%	570.5	73%	3.0	0%
31	Milwaukee-Racine	16.4%	647.5	392.6	61%	464.0	72%	73.3	11%
32	Providence-Warwick-Pawtucket	15.7%	1,302.8	1,129.8	87%	1,139.8	87%	434.0	33%
33	Columbus, OH	15.4%	1,744.1	1,123.4	64%	1,123.4	64%	542.3	31%
34	Charlotte-Gastonia-Rock Hill	14.6%	896.9	838.4	93%	838.4	93%	823.4	92%
35	Orlando	15.6%	1,288.9	1,073.8	83%	1,161.4	90%	405.9	31%
36	Las Vegas	14.8%	454.3	211.2	46%	211.2	46%	30.0	7%
37	Norfolk-Virginia Beach-Nwpt News	16.1%	913.3	517.7	57%	517.7	57%	275.9	30%
38	Indianapolis	15.6%	324.9	235.2	72%	235.2	72%	73.5	23%
39	Austin	16.3%	1,111.9	810.6	73%	810.6	73%	239.5	22%
40	Greensboro-WS-High Point	14.1%	458.8	130.5	28%	121.4	26%	63.0	14%
41	New Orleans	17.1%	1,081.4	720.4	67%	820.9	76%	351.0	32%
42	Nashville	15.9%	648.7	340.1	52%	340.1	52%	70.3	11%
43	Raleigh-Durham	14.0%	1,640.4	1,204.3	73%	1,045.3	64%	242.8	15%
44	West Palm Beach-Boca Raton	12.2%	215.8	186.1	86%	185.4	86%	-	0%
45	Memphis	17.1%	1,101.6	836.6	76%	895.1	81%	24.2	2%
46	Hartford-New Britain-Middletown	14.9%	852.6	516.2	61%	516.2	61%	84.5	10%
47	Jacksonville	15.5%	667.9	504.7	76%	504.7	76%	274.9	41%
48	Buffalo-Niagara Falls	14.7%	178.8	131.4	73%	131.4	73%	12.6	7%
49	Oklahoma City	16.2%	359.4	215.2	60%	281.3	78%	12.4	3%
50	Rochester, NY	16.4%	353.0	241.7	68%	270.7	77%	24.4	7%
51	Louisville	15.4%	521.2	371.7	71%	371.7	71%	136.8	26%
52	Richmond	15.7%	395.5	357.1	90%	357.1	90%	35.7	9%
53	Birmingham	15.0%	540.7	337.5	62%	337.5	62%	9.9	2%
54	Dayton	16.2%	726.4	626.1	86%	626.1	86%	554.0	76%
55	Greenville-Spartanburg	14.7%	568.4	501.6	88%	501.6	88%	35.5	6%
56	Honolulu	14.7%	115.0	92.8	81%	88.8	77%	1.2	1%
57	Tucson	15.4%	196.4	141.0	72%	141.0	72%	2.0	1%

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58	McAllen-Brownsville-Harlingen	21.9%	1,326.0	544.8	41%	955.5	72%	289.7	22%	
59	Albany-Schenectady-Troy	15.2%	448.1	152.5	34%	200.6	45%	39.2	9%	
60	Tulsa	17.0%	259.0	82.7	32%	93.9	36%	1.0	0%	
61	Grand Rapids	18.4%	413.5	397.9	96%	400.5	97%	385.9	93%	
62	Ft. Myers-Naples-Marco Island, FL	11.2%	126.0	116.8	93%	116.4	92%	31.9	25%	
63	Fresno	20.0%	774.2	468.2	60%	573.2	74%	253.0	33%	
64	Wilkes Barre-Scranton	14.9%	321.8	256.6	80%	256.6	80%	34.5	11%	
65	Allentown-Bethlehem	14.7%	162.2	147.1	91%	110.8	68%	6.6	4%	
66	Albuquerque	15.9%	467.0	147.4	32%	147.4	32%	20.4	4%	
67	Knoxville	14.3%	480.5	198.8	41%	198.8	41%	-	0%	
68	Omaha-Council Bluffs	16.7%	181.7	157.6	87%	157.6	87%	157.6	87%	
69	Monterey-Salinas-Santa Cruz	16.7%	203.1	148.5	73%	148.5	73%	7.3	4%	
70	Wilmington, DE	15.9%	12.9	5.7	44%	5.7	44%	-	0%	
71	El Paso	21.1%	358.4	134.9	38%	224.6	63%	-	0%	
72	Harrisburg-Lebanon-Carlisle	14.3%	226.4	142.9	63%	81.3	36%	9.8	4%	
73	Syracuse	17.5%	265.5	171.4	65%	189.4	71%	104.5	39%	
74	Toledo	17.1%	175.3	68.7	39%	117.0	67%	8.8	5%	
75	Baton Rouge	18.8%	151.4	7.6	5%	92.0	61%	-	0%	
76	Greenville-New Bern-Jacksonville, NC	15.6%	210.8	24.9	12%	46.7	22%	0.4	0%	
77	Little Rock	16.4%	363.7	290.6	80%	290.6	80%	-	0%	
78	Bakersfield	20.2%	247.8	103.6	42%	147.5	60%	-	0%	
79	Charleston, SC	16.9%	127.3	122.0	96%	122.0	96%	22.9	18%	
80	Columbia, SC	16.6%	164.2	108.5	66%	149.5	91%	-	0%	
81	Des Moines	16.5%	11.6	0.8	7%	0.8	7%	-	0%	
82	Spokane	16.4%	253.0	225.7	89%	227.1	90%	19.5	8%	
83	Mobile	16.2%	248.8	226.9	91%	226.9	91%	22.4	9%	
84	Wichita	16.8%	115.6	115.0	99%	115.0	99%	114.1	99%	
85	Colorado Springs	18.3%	218.3	218.3	100%	218.3	100%	55.3	25%	
86	Lafayette, LA	19.8%	475.2	337.7	71%	380.0	80%	304.1	64%	
87	Lexington-Fayette	16.4%	446.7	338.4	76%	385.2	86%	83.5	19%	
88	Chattanooga	15.1%	144.4	67.8	47%	67.8	47%	5.2	4%	
89	Augusta, GA	17.9%	353.7	327.5	93%	327.5	93%	320.7	91%	
90	Roanoke-Lynchburg	14.6%	227.6	124.1	55%	124.1	55%	29.7	13%	
91	Huntsville	15.7%	86.2	63.7	74%	63.7	74%	-	0%	
92	Jackson	18.1%	212.6	110.8	52%	110.8	52%	70.5	33%	
93	Flint	16.2%	31.7	22.3	70%	22.3	70%	1.7	5%	
94	Shreveport	17.7%	133.2	97.0	73%	125.0	94%	50.8	38%	
95	Corpus Christi	18.1%	66.0	6.8	10%	10.7	16%	-	0%	
96	Burlington-Plattsburgh, VT-NY	16.9%	178.6	155.1	87%	161.5	90%	85.8	48%	
97	Springfield, MO	13.9%	26.5	21.1	80%	21.1	80%	9.6	36%	
98	Montgomery	16.5%	252.4	190.8	76%	190.8	76%	114.9	46%	
99	Savannah	17.3%	199.8	94.3	47%	102.7	51%	59.4	30%	
100	Portland, ME	14.8%	106.9	90.3	84%	90.3	84%	66.9	63%	
101	Charleston, WV	13.1%	62.1	33.8	54%	33.8	54%	-	0%	
102	Columbus, GA	17.1%	214.6	194.0	90%	196.4	92%	39.9	19%	
103	Green Bay	16.3%	127.9	77.2	60%	77.2	60%	66.0	52%	
104	Santa Barbara, CA	15.3%	102.0	86.8	85%	86.8	85%	35.1	34%	
Total			161,980.0	114,466.8	71%	116,189.1	72%	51,336.6	32%	

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems