

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

**Table W3. Radio Ads by Market for Leading Alcohol Brands, Ads Exceeding 30% Youth Composition Threshold and Cumulative Percentage of Ads exceeding 30%, United States, June-August 2004**

*Markets sorted by percentage of ad placements with >30% 12-20 composition*

Pop Rank	Market	Total Ads	>30% 12-20		Cumulative % Ads >30%
			Ads	% Ads	
84	Wichita	72	67	93%	93%
61	Grand Rapids	323	277	86%	87%
89	Augusta, GA	237	187	79%	84%
34	Charlotte-Gastonia-Rock Hill	388	266	69%	78%
68	Omaha-Council Bluffs	207	106	51%	74%
73	Syracuse	267	120	45%	68%
54	Dayton	315	137	43%	64%
8	Washinton, DC	1,143	432	38%	54%
100	Portland, ME	321	118	37%	52%
86	Lafayette, LA	442	162	37%	50%
28	San Jose	663	241	36%	48%
26	Riverside-San Bernardino	282	95	34%	47%
47	Jacksonville	432	145	34%	46%
16	San Diego	1,944	643	33%	43%
97	Springfield, MO	74	24	32%	42%
20	Denver-Boulder	997	310	31%	41%
85	Colorado Springs	141	41	29%	41%
24	Cincinnati	495	140	28%	40%
10	Detroit	1,068	278	26%	39%
51	Louisville	440	114	26%	38%
94	Shreveport	197	50	25%	38%
27	Kansas City	273	68	25%	38%
99	Savannah	447	103	23%	37%
104	Santa Barbara, CA	319	70	22%	37%
41	New Orleans	674	145	22%	36%
21	Pittsburgh	388	83	21%	35%
62	Ft. Myers-Naples-Marco Island, FL	328	69	21%	35%
13	Seattle-Tacoma	425	87	20%	34%
5	Dallas-Ft. Worth	1,059	207	20%	33%
63	Fresno	1,362	262	19%	32%
37	Norfolk-Virginia Beach-Nwpt News	563	106	19%	32%
32	Providence-Warwick-Pawtucket	712	129	18%	31%
79	Charleston, SC	110	19	17%	31%
64	Wilkes Barre-Scranton	407	69	17%	31%
23	Cleveland	1,176	199	17%	30%
98	Montgomery	486	81	17%	29%
3	Chicago	2,214	366	17%	28%
103	Green Bay	554	87	16%	28%
96	Burlington-Plattsburgh, VT-NY	403	63	16%	28%
83	Mobile	359	56	16%	27%
65	Allentown-Bethlehem	222	33	15%	27%
92	Jackson	630	88	14%	27%
58	McAllen-Brownsville-Harlingen	801	111	14%	26%
43	Raleigh-Durham	964	132	14%	26%
14	Phoenix	654	85	13%	26%
1	New York	3,190	412	13%	24%
2	Los Angeles	1,881	231	12%	24%
7	Houston-Galveston	1,510	168	11%	23%
87	Lexington-Fayette	650	63	10%	23%
6	Philadelphia	1,980	190	10%	22%
15	Minneapolis-St. Paul	1,449	139	10%	21%
33	Columbus, OH	1,001	91	9%	21%
39	Austin	1,087	92	8%	21%
102	Columbus, GA	252	21	8%	21%

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Pop Rank	Market	Total Ads	>30% 12-20		Cumulative % Ads >30%
			Ads	% Ads	
38	Indianapolis	337	28	8%	21%
90	Roanoke-Lynchburg	313	26	8%	21%
35	Orlando	880	73	8%	20%
31	Milwaukee-Racine	517	41	8%	20%
17	Baltimore	713	55	8%	20%
36	Las Vegas	340	24	7%	20%
50	Rochester, NY	436	30	7%	20%
52	Richmond	413	27	7%	20%
9	Boston	2,460	150	6%	19%
82	Spokane	365	21	6%	19%
4	San Francisco	1,367	78	6%	18%
59	Albany-Schenectady-Troy	511	29	6%	18%
11	Atlanta	765	43	6%	18%
42	Nashville	803	43	5%	18%
19	Tampa-St. Petersburg-Clearwater	785	42	5%	18%
40	Greensboro-WS-High Point	643	34	5%	17%
72	Harrisburg-Lebanon-Carlisle	481	23	5%	17%
12	Miami-Ft. Lauderdale-Hollywood	1,719	82	5%	17%
22	Portland, OR	385	17	4%	17%
93	Flint	50	2	4%	17%
25	Sacramento	640	25	4%	17%
46	Hartford-New Britain-Middletown	1,502	54	4%	16%
69	Monterey-Salinas-Santa Cruz	645	23	4%	16%
66	Albuquerque	847	30	4%	16%
55	Greenville-Spartanburg	481	14	3%	16%
48	Buffalo-Niagara Falls	234	5	2%	16%
57	Tucson	195	4	2%	16%
88	Chattanooga	196	4	2%	16%
74	Toledo	208	4	2%	16%
45	Memphis	947	18	2%	15%
53	Birmingham	557	7	1%	15%
29	San Antonio	1,195	14	1%	15%
49	Oklahoma City	368	4	1%	15%
56	Honolulu	138	1	1%	15%
60	Tulsa	501	2	0%	15%
30	Salt Lake City-Ogden-Provo	566	2	0%	15%
76	Greenville-New Bern-Jacksonville, NC	413	1	0%	15%
18	St. Louis	731		0%	14%
44	West Palm Beach-Boca Raton	280		0%	14%
67	Knoxville	569		0%	14%
70	Wilmington, DE	55		0%	14%
71	El Paso	483		0%	14%
75	Baton Rouge	310		0%	14%
77	Little Rock	295		0%	14%
78	Bakersfield	513		0%	14%
80	Columbia, SC	250		0%	14%
81	Des Moines	37		0%	14%
91	Huntsville	94		0%	14%
95	Corpus Christi	667		0%	14%
101	Charleston, WV	226		0%	14%
<b>Total</b>		<b>67,404</b>	<b>9,158</b>	<b>14%</b>	

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems