

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

Table W4. Youth and Adult Exposure by Market to Radio Advertising for Leading Alcohol Brands, United States, June-August 2004

Markets sorted by ratio of youth to adult exposure

Pop Rank	Market	Total GRPs*		
		Age 12-20	Age 21+	12-20/21+ GRP Ratio
84	Wichita	153	52	2.97
34	Charlotte-Gastonia-Rock Hill	468	181	2.59
61	Grand Rapids	329	143	2.30
54	Dayton	543	273	1.99
89	Augusta, GA	488	254	1.92
85	Colorado Springs	269	143	1.88
62	Ft. Myers-Naples-Marco Island, FL	170	91	1.86
28	San Jose	329	178	1.85
97	Springfield, MO	67	38	1.75
17	Baltimore	631	393	1.61
27	Kansas City	368	230	1.60
79	Charleston, SC	162	107	1.51
8	Washington, DC	770	510	1.51
13	Seattle-Tacoma	294	197	1.49
43	Raleigh-Durham	1,109	748	1.48
52	Richmond	292	201	1.45
20	Denver-Boulder	660	463	1.43
102	Columbus, GA	609	427	1.43
104	Santa Barbara, CA	377	265	1.42
24	Cincinnati	490	348	1.41
56	Honolulu	105	76	1.38
47	Jacksonville	438	329	1.33
35	Orlando	639	487	1.31
16	San Diego	973	754	1.29
55	Greenville-Spartanburg	492	383	1.29
51	Louisville	377	297	1.27
100	Portland, ME	313	248	1.26
32	Providence-Warwick-Pawtucket	612	487	1.26
23	Cleveland	981	781	1.26
11	Atlanta	578	461	1.25
5	Dallas-Ft. Worth	655	534	1.23
33	Columbus, OH	843	691	1.22
6	Philadelphia	1,199	986	1.22
77	Little Rock	450	376	1.20
94	Shreveport	231	193	1.20
87	Lexington-Fayette	654	549	1.19
82	Spokane	340	285	1.19
65	Allentown-Bethlehem	175	147	1.19
3	Chicago	1,020	877	1.16
10	Detroit	783	683	1.15
64	Wilkes Barre-Scranton	327	287	1.14
44	West Palm Beach-Boca Raton	171	153	1.12
2	Los Angeles	901	803	1.12
26	Riverside-San Bernardino	195	175	1.12
86	Lafayette, LA	568	511	1.11
1	New York	1,558	1,403	1.11
83	Mobile	339	308	1.10
68	Omaha-Council Bluffs	189	172	1.10
80	Columbia, SC	213	195	1.09
73	Syracuse	283	259	1.09
9	Boston	949	886	1.07
25	Sacramento	304	295	1.03
21	Pittsburgh	396	385	1.03
41	New Orleans	595	586	1.01
99	Savannah	464	460	1.01
19	Tampa-St. Petersburg-Clearwater	503	506	0.99
22	Portland, OR	196	199	0.98
67	Knoxville	562	577	0.97
90	Roanoke-Lynchburg	387	397	0.97

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		Age 12-20	Age 21+	12-20/21+ GRP Ratio
31	Milwaukee-Racine	281	289	0.97
57	Tucson	172	177	0.97
15	Minneapolis-St. Paul	1,025	1,062	0.97
39	Austin	603	637	0.95
50	Rochester, NY	236	251	0.94
37	Norfolk-Virginia Beach-Nwpt News	448	482	0.93
38	Indianapolis	167	185	0.91
103	Green Bay	406	451	0.90
48	Buffalo-Niagara Falls	125	139	0.90
69	Monterey-Salinas-Santa Cruz	214	238	0.90
53	Birmingham	431	488	0.88
12	Miami-Ft. Lauderdale-Hollywood	733	831	0.88
96	Burlington-Plattsburgh, VT-NY	350	398	0.88
74	Toledo	200	227	0.88
63	Fresno	583	667	0.87
91	Huntsville	143	166	0.87
88	Chattanooga	235	273	0.86
36	Las Vegas	238	278	0.86
42	Nashville	384	451	0.85
46	Hartford-New Britain-Middletown	574	677	0.85
4	San Francisco	328	395	0.83
14	Phoenix	398	486	0.82
45	Memphis	640	781	0.82
76	Greenville-New Bern-Jacksonville, NC	272	333	0.82
93	Flint	55	68	0.81
30	Salt Lake City-Ogden-Provo	265	348	0.76
72	Harrisburg-Lebanon-Carlisle	294	395	0.74
49	Oklahoma City	243	334	0.73
29	San Antonio	584	812	0.72
59	Albany-Schenectady-Troy	401	559	0.72
66	Albuquerque	489	695	0.70
58	McAllen-Brownsville-Harlingen	815	1,163	0.70
7	Houston-Galveston	554	791	0.70
101	Charleston, WV	222	317	0.70
98	Montgomery	550	791	0.70
40	Greensboro-WS-High Point	301	437	0.69
70	Wilmington, DE	15	21	0.68
78	Bakersfield	252	383	0.66
71	El Paso	308	528	0.58
18	St. Louis	271	470	0.58
75	Baton Rouge	160	279	0.57
81	Des Moines	15	28	0.56
92	Jackson	322	740	0.43
60	Tulsa	215	506	0.43
95	Corpus Christi	116	521	0.22

Markets with Youth GRPs > Adult GRPs

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems

*** Gross Rating Points**

Gross rating points, or GRPs, provide a measure of total advertising exposure. One rating point equals the number of exposures equivalent to 1% of a target population, and it may include repeat exposures.

In advertising math, reach x frequency = GRPs: 75 reach (% of the potential audience) x 6.8 frequency (average number of exposures) = 510 GRPs or rating points.