

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

Table W5. Male and Female Youth and Adult Exposure by Market to Radio Advertising for Leading Alcohol Brands, United States, June-August 2004

Markets ranked by population								
Pop Rank	Market	Female GRPs*			Male GRPs*			F12-20/ M12-20 GRP Ratio
		Age 12-20	Age 21+	12-20/21+ GRP Ratio	Age 12-20	Age 21+	12-20/21+ GRP Ratio	
1	New York	1,552	1,218	1.27	1,560	1,614	0.97	0.99
2	Los Angeles	887	759	1.17	908	851	1.07	0.98
3	Chicago	1,004	779	1.29	1,030	984	1.05	0.97
4	San Francisco	341	347	0.98	312	445	0.70	1.09
5	Dallas-Ft. Worth	686	556	1.23	627	512	1.22	1.09
6	Philadelphia	1,023	733	1.39	1,368	1,280	1.07	0.75
7	Houston-Galveston	608	857	0.71	500	723	0.69	1.22
8	Washington, DC	827	433	1.91	708	594	1.19	1.17
9	Boston	777	730	1.06	1,116	1,062	1.05	0.70
10	Detroit	690	400	1.72	873	994	0.88	0.79
11	Atlanta	637	450	1.42	519	473	1.10	1.23
12	Miami-Ft. Lauderdale-Hollywood	792	763	1.04	678	906	0.75	1.17
13	Seattle-Tacoma	217	98	2.21	367	299	1.23	0.59
14	Phoenix	230	282	0.81	540	699	0.77	0.43
15	Minneapolis-St. Paul	852	792	1.08	1,200	1,346	0.89	0.71
16	San Diego	659	553	1.19	1,236	960	1.29	0.53
17	Baltimore	642	330	1.95	615	466	1.32	1.04
18	St. Louis	281	421	0.67	270	525	0.51	1.04
19	Tampa-St. Petersburg-Clearwater	387	287	1.35	606	753	0.80	0.64
20	Denver-Boulder	627	287	2.18	685	642	1.07	0.92
21	Pittsburgh	275	228	1.21	517	566	0.91	0.53
22	Portland, OR	140	75	1.85	238	331	0.72	0.59
23	Cleveland	931	640	1.46	1,013	947	1.07	0.92
24	Cincinnati	447	213	2.10	527	499	1.06	0.85
25	Sacramento	247	247	1.00	349	344	1.01	0.71
26	Riverside-San Bernardino	163	92	1.78	224	261	0.86	0.73
27	Kansas City	383	233	1.64	358	227	1.58	1.07
28	San Jose	166	110	1.52	445	246	1.81	0.37
29	San Antonio	630	710	0.89	548	925	0.59	1.15
30	Salt Lake City-Ogden-Provo	215	176	1.22	311	524	0.59	0.69
31	Milwaukee-Racine	242	248	0.97	299	335	0.89	0.81
32	Providence-Warwick-Pawtucket	756	379	2.00	491	607	0.81	1.54
33	Columbus, OH	664	471	1.41	986	931	1.06	0.67
34	Charlotte-Gastonia-Rock Hill	517	94	5.48	431	272	1.59	1.20
35	Orlando	647	364	1.78	641	618	1.04	1.01
36	Las Vegas	217	189	1.15	258	364	0.71	0.84
37	Norfolk-Virginia Beach-Nwpt News	433	463	0.93	462	504	0.92	0.94
38	Indianapolis	129	129	1.00	209	246	0.85	0.62
39	Austin	604	579	1.04	589	696	0.85	1.03
40	Greensboro-WS-High Point	326	376	0.87	275	505	0.54	1.19
41	New Orleans	483	508	0.95	710	673	1.05	0.68
42	Nashville	448	421	1.06	309	484	0.64	1.45
43	Raleigh-Durham	1,244	548	2.27	968	963	1.00	1.28
44	West Palm Beach-Boca Raton	193	156	1.24	170	149	1.14	1.14
45	Memphis	534	632	0.84	734	952	0.77	0.73
46	Hartford-New Britain-Middletown	773	423	1.83	422	955	0.44	1.83
47	Jacksonville	299	276	1.09	590	387	1.53	0.51
48	Buffalo-Niagara Falls	85	71	1.20	165	217	0.76	0.51
49	Oklahoma City	179	244	0.73	313	431	0.73	0.57
50	Rochester, NY	198	135	1.46	292	375	0.78	0.68
51	Louisville	342	201	1.70	403	406	0.99	0.85
52	Richmond	290	135	2.15	284	276	1.03	1.02
53	Birmingham	452	471	0.96	372	511	0.73	1.21
54	Dayton	545	160	3.40	531	401	1.32	1.03
55	Greenville-Spartanburg	481	319	1.51	485	456	1.06	0.99
56	Honolulu	107	64	1.67	99	88	1.13	1.08
57	Tucson	191	158	1.21	154	199	0.77	1.24
58	McAllen-Brownsville-Harlingen	906	1,055	0.86	741	1,292	0.57	1.22
59	Albany-Schenectady-Troy	331	412	0.80	485	723	0.67	0.68
60	Tulsa	132	228	0.58	276	811	0.34	0.48
61	Grand Rapids	191	59	3.26	489	232	2.11	0.39

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		Age 12-20	Age 21+	12-20/21+ GRP Ratio	Age 12-20	Age 21+	12-20/21+ GRP Ratio	
62	Ft. Myers-Naples-Marco Island, FL	119	49	2.43	204	138	1.47	0.59
63	Fresno	661	556	1.19	524	784	0.67	1.26
64	Wilkes Barre-Scranton	328	248	1.32	339	329	1.03	0.97
65	Allentown-Bethlehem	94	80	1.17	250	223	1.12	0.37
66	Albuquerque	572	659	0.87	403	731	0.55	1.42
67	Knoxville	462	465	0.99	667	708	0.94	0.69
68	Omaha-Council Bluffs	226	115	1.96	144	235	0.61	1.57
69	Monterey-Salinas-Santa Cruz	291	188	1.54	137	284	0.48	2.12
70	Wilmington, DE	26	25	1.03	4	17	0.24	6.27
71	El Paso	290	437	0.66	336	635	0.53	0.86
72	Harrisburg-Lebanon-Carlisle	237	314	0.76	331	486	0.68	0.72
73	Syracuse	225	211	1.07	336	315	1.07	0.67
74	Toledo	56	102	0.55	311	373	0.83	0.18
75	Baton Rouge	202	208	0.97	125	356	0.35	1.61
76	Greenville-New Bern-Jacksonville, NC	220	214	1.03	322	453	0.71	0.68
77	Little Rock	407	313	1.30	482	446	1.08	0.84
78	Bakersfield	302	465	0.65	227	298	0.76	1.33
79	Charleston, SC	165	76	2.16	152	141	1.08	1.09
80	Columbia, SC	271	148	1.83	171	247	0.69	1.58
81	Des Moines	7	19	0.38	22	37	0.58	0.33
82	Spokane	112	107	1.05	547	479	1.14	0.20
83	Mobile	443	260	1.70	244	358	0.68	1.82
84	Wichita	91	29	3.11	211	77	2.75	0.43
85	Colorado Springs	198	49	4.01	342	238	1.43	0.58
86	Lafayette, LA	516	463	1.12	599	568	1.06	0.86
87	Lexington-Fayette	521	444	1.17	759	662	1.15	0.69
88	Chattanooga	231	256	0.90	225	295	0.76	1.03
89	Augusta, GA	524	239	2.20	474	271	1.75	1.11
90	Roanoke-Lynchburg	414	361	1.15	337	441	0.76	1.23
91	Huntsville	46	132	0.35	257	199	1.29	0.18
92	Jackson	313	809	0.39	320	665	0.48	0.98
93	Flint	40	82	0.49	67	52	1.31	0.59
94	Shreveport	210	155	1.36	225	242	0.93	0.93
95	Corpus Christi	112	519	0.22	104	529	0.20	1.08
96	Burlington-Plattsburgh, VT-NY	207	194	1.07	457	613	0.74	0.45
97	Springfield, MO	44	21	2.07	84	57	1.47	0.52
98	Montgomery	447	769	0.58	523	828	0.63	0.85
99	Savannah	354	176	2.01	609	763	0.80	0.58
100	Portland, ME	184	194	0.95	405	314	1.29	0.45
101	Charleston, WV	274	304	0.90	266	320	0.83	1.03
102	Columbus, GA	731	470	1.55	519	382	1.36	1.41
103	Green Bay	147	332	0.44	748	571	1.31	0.20
104	Santa Barbara, CA	270	249	1.08	448	282	1.59	0.60
Markets with Female 12-20 GRPs > Female 21+ GRPs				71				
Markets with Male 12-20 GRPs > Male 21+ GRPs							47	
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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.