

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

Table W6. Total, African-American and Hispanic Youth Exposure by Market to Radio Advertising for Leading Alcohol Brands, United States, June-August 2004

Markets ranked by population

Pop Rank	Market	Age 12-20 GRPs*				
		Total	Hispanic	Hispanic/ Total Ratio	African-American	African-American/ Total Ratio
1	New York	1,558	1,689	1.08	1,882	1.21
2	Los Angeles	901	887	0.98	958	1.06
3	Chicago	1,020	919	0.90	1,493	1.46
4	San Francisco	328	547	1.67	228	0.69
5	Dallas-Ft. Worth	655	671	1.02	882	1.35
6	Philadelphia	1,199	1,278	1.07	1,022	0.85
7	Houston-Galveston	554	430	0.78	628	1.13
8	Washington, DC	770	444	0.58	741	0.96
9	Boston	949	464	0.49	446	0.47
10	Detroit	783			844	1.08
11	Atlanta	578	335	0.58	500	0.86
12	Miami-Ft. Lauderdale-Hollywood	733	1,129	1.54	447	0.61
13	Seattle-Tacoma	294	392	1.33	113	0.39
14	Phoenix	398	297	0.75		
15	Minneapolis-St. Paul	1,025			685	0.67
16	San Diego	973	534	0.55	437	0.45
17	Baltimore	631			865	1.37
18	St. Louis	271			244	0.90
19	Tampa-St. Petersburg-Clearwater	503	314	0.62	40	0.08
20	Denver-Boulder	660	408	0.62	228	0.35
21	Pittsburgh	396			493	1.24
22	Portland, OR	196	110	0.56		
23	Cleveland	981			1,297	1.32
24	Cincinnati	490			1,002	2.04
25	Sacramento	304	233	0.77	28	0.09
26	Riverside-San Bernardino	195	138	0.70	-	
27	Kansas City	368	348	0.94	1,330	3.61
28	San Jose	329	445	1.35	189	0.58
29	San Antonio	584	706	1.21	235	0.40
30	Salt Lake City-Ogden-Provo	265	78	0.30		
31	Milwaukee-Racine	281	115	0.41	170	0.61
32	Providence-Warwick-Pawtucket	612	445	0.73		
33	Columbus, OH	843			713	0.85
34	Charlotte-Gastonia-Rock Hill	468			287	0.61
35	Orlando	639	558	0.87	604	0.95
36	Las Vegas	238	181	0.76	81	0.34
37	Norfolk-Virginia Beach-Nwpt News	448			334	0.75
38	Indianapolis	167			59	0.35
39	Austin	603	470	0.78	382	0.63
40	Greensboro-WS-High Point	301			122	0.41
41	New Orleans	595			605	1.02
42	Nashville	384			722	1.88
43	Raleigh-Durham	1,109			757	0.68
44	West Palm Beach-Boca Raton	171	106	0.62	49	0.28
45	Memphis	640			617	0.97
46	Hartford-New Britain-Middletown	574	329	0.57	129	0.22
47	Jacksonville	438			350	0.80
48	Buffalo-Niagara Falls	125			73	0.58
49	Oklahoma City	243			210	0.86
50	Rochester, NY	236			84	0.35
51	Louisville	377			399	1.06
52	Richmond	292			384	1.32
53	Birmingham	431			367	0.85
54	Dayton	543			847	1.56
55	Greenville-Spartanburg	492			141	0.29
56	Honolulu	105				
57	Tucson	172	150	0.88		
58	McAllen-Brownsville-Harlingen	815	796	0.98		
59	Albany-Schenectady-Troy	401				
60	Tulsa	215				

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		Total	Hispanic	Hispanic/ Total Ratio	African-American/ Total Ratio
61	Grand Rapids	329			
62	Ft. Myers-Naples-Marco Island, FL	170	-		
63	Fresno	583	700	1.20	
64	Wilkes Barre-Scranton	327			
65	Allentown-Bethlehem	175			
66	Albuquerque	489	440	0.90	
67	Knoxville	562			
68	Omaha-Council Bluffs	189			
69	Monterey-Salinas-Santa Cruz	214	394	1.84	
70	Wilmington, DE	15			20
71	El Paso	308	298	0.97	
72	Harrisburg-Lebanon-Carlisle	294			
73	Syracuse	283			
74	Toledo	200			15
75	Baton Rouge	160			119
76	Greenville-New Bern-Jacksonville, NC	272			145
77	Little Rock	450			317
78	Bakersfield	252	382	1.52	
79	Charleston, SC	162			88
80	Columbia, SC	213			258
81	Des Moines	15			
82	Spokane	340			
83	Mobile	339			658
84	Wichita	153			
85	Colorado Springs	269	140	0.52	
86	Lafayette, LA	568			36
87	Lexington-Fayette	654			292
88	Chattanooga	235			183
89	Augusta, GA	488			661
90	Roanoke-Lynchburg	387			60
91	Huntsville	143			40
92	Jackson	322			345
93	Flint	55			204
94	Shreveport	231			238
95	Corpus Christi	116	208	1.79	
96	Burlington-Plattsburgh, VT-NY	350			
97	Springfield, MO	67			
98	Montgomery	550			665
99	Savannah	464			397
100	Portland, ME	313			
101	Charleston, WV	222			
102	Columbus, GA	609			1,022
103	Green Bay	406			
104	Santa Barbara, CA	377	675	1.79	
Markets with Hispanic or African-American GRPs > Total GRPs				13	25

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems

Blank cells indicate audience data not available for the demographic and/or rating period analyzed

* 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.