

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

Table W7. Total Radio Ads by Brand, and Ads Exceeding Various Youth Composition Thresholds for Leading Brands, United States, June-August 2004

Brands sorted by percentage of ad placements exceeding 30% age 12-20 composition

Brand	Total Ads	> Proportion than Local Population		>15% 12-20		>30% 12-20	
		Ads	% Ads	Ads	% Ads	Ads	% Ads
Bacardi Rums	53	51	96%	51	96%	48	91%
Colt 45 Malt Liquor	1,244	1,090	88%	1090	88%	1,088	87%
Hennessy Cognacs	1,077	598	56%	584	54%	395	37%
Bass Ale	105	50	48%	50	48%	31	30%
Molson Golden	61	21	34%	20	33%	17	28%
Miller Genuine Draft	237	175	74%	167	70%	63	27%
Corona Extra Light Beer	1,206	692	57%	731	61%	252	21%
Stolichnaya Vodkas	759	451	59%	451	59%	158	21%
Heineken Beer	1,797	1,155	64%	1163	65%	359	20%
Corona Extra Beer	1,500	919	61%	914	61%	257	17%
Southern Comfort	1,409	690	49%	685	49%	225	16%
Miller Lite	4,142	2,200	53%	2320	56%	653	16%
Malibu Rum	4,617	2,460	53%	2503	54%	681	15%
Amstel Light Beer	6,025	3,508	58%	3596	60%	827	14%
Bud Light	20,892	10,080	48%	10772	52%	2,415	12%
Budweiser Beer	12,577	4,714	37%	5363	43%	975	8%
Coors Light	3,515	1,708	49%	1852	53%	259	7%
Santa Margherita Wines	1,065	237	22%	263	25%	52	5%
Michelob Light Beer	1,421	597	42%	641	45%	65	5%
Molson Canadian	380	104	27%	109	29%	17	4%
Becks Beer	33	10	30%	10	30%		0%
Coors	208	68	33%	85	41%		0%
Kahlua Liqueurs	395	74	19%	80	20%		0%
Brand Not Specified	2,686	1,148	43%	1303	49%	321	12%
Total	67,404	32,800	49%	34,803	52%	9,158	14%

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems