

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

Table W8. Total Youth Impressions by Brand and Impressions from Ads Exceeding Various Youth Composition Thresholds, United States, June-August 2004

*Brands sorted by percentage of youth impressions in ads exceeding 30% age 12-20 composition*

Brand	Youth Age 12-20 Advertising Impressions									
	Total (000)	> Proportion than Local Population		Ads >15% 12-20 Composition		Ads >30% 12-20 Composition		Cumulative 12-20 Impressions		
		Imps (000)	% Imps	Imps (000)	% Imps	Imps (000)	% Imps	Total	>30%	% Imps >30%
Bacardi Rums	68.7	68.1	99%	68.1	99%	67.2	98%	69	67	98%
Colt 45 Malt Liquor	16,486.0	15,430.4	94%	15,430.4	94%	15,408.4	93%	16,555	15,476	93%
Corona Extra Beer	5,286.1	4,713.8	89%	4,694.3	89%	3,181.2	60%	21,841	18,657	85%
Hennessy Cognacs	3,407.6	2,765.0	81%	2,612.4	77%	1,819.5	53%	25,248	20,476	81%
Stolichnaya Vodkas	3,489.7	2,605.7	75%	2,605.7	75%	1,760.4	50%	28,738	22,237	77%
Molson Golden	41.2	30.1	73%	29.0	70%	17.2	42%	28,779	22,254	77%
Heineken Beer	6,327.7	4,854.7	77%	4,856.3	77%	2,418.2	38%	35,107	24,672	70%
Bass Ale	257.6	135.9	53%	135.9	53%	96.9	38%	35,365	24,769	70%
Malibu Rum	14,515.5	11,233.1	77%	11,305.5	78%	5,438.3	37%	49,880	30,207	61%
Corona Extra Light Beer	2,650.9	1,989.6	75%	2,058.6	78%	928.3	35%	52,531	31,136	59%
Amstel Light Beer	19,674.7	15,443.1	78%	15,610.2	79%	6,691.6	34%	72,206	37,827	52%
Southern Comfort	3,385.4	2,233.2	66%	2,193.5	65%	1,010.5	30%	75,591	38,838	51%
Miller Lite	6,815.2	4,797.9	70%	4,908.8	72%	1,695.4	25%	82,406	40,533	49%
Miller Genuine Draft	803.7	628.0	78%	618.3	77%	168.4	21%	83,210	40,702	49%
Bud Light	40,355.6	26,098.4	65%	26,582.3	66%	6,701.7	17%	123,566	47,403	38%
Molson Canadian	491.0	182.3	37%	183.6	37%	67.7	14%	124,057	47,471	38%
Santa Margherita Wines	4,512.8	1,783.7	40%	1,712.7	38%	512.6	11%	128,569	47,984	37%
Budweiser Beer	20,083.5	11,166.9	56%	11,824.5	59%	1,956.7	10%	148,653	49,940	34%
Coors Light	6,414.0	4,341.6	68%	4,546.4	71%	589.6	9%	155,067	50,530	33%
Michelob Light Beer	2,574.1	1,729.7	67%	1,828.8	71%	199.2	8%	157,641	50,729	32%
Coors	218.1	86.8	40%	113.9	52%	-	0%	157,859	50,729	32%
Kahlua Liqueurs	705.0	166.8	24%	183.0	26%	-	0%	158,564	50,729	32%
Becks Beer	95.0	16.0	17%	16.0	17%	-	0%	158,659	50,729	32%
Brand Not Specified	3,320.9	1,966.0	59%	2,070.9	62%	607.6	18%	161,980	51,337	32%
<b>Total</b>	<b>161,980.0</b>	<b>114,466.8</b>	<b>71%</b>	<b>116,189.1</b>	<b>72%</b>	<b>51,336.6</b>	<b>32%</b>			

Source: Arbitron Ratings, Summer 2003; Broadcast Verification Systems