

Table 1: Drunk Driving Prevention - Television, Top 30 Markets, February 1998

Market	Households	Media Value	Number (#) of		Late Night			Early Morning			Day			Early Fringe			Prime			Late Fringe			HH Coverage	
			Spots	Stations	#	Rating	GRPs	#	Rating	GRPs	#	Rating	GRPs	#	Rating	GRPs	#	Rating	GRPs	#	Rating	GRPs	Program	PSAs
1 New York	6,755,510	\$9,876	17	1	6	2.2	10.8	1	5	5.0	8	5	40.0	2	7.5	14.0	0	11	0.0	0	6.3	0.0	32.4	8.6
2 Los Angeles	5,009,230	6,521	10	2	5	2.1	9.0	0	4	0.0	1	4	4.0	2	7.5	14.0	0	11	0.0	2	6	10.0	31.5	10.4
3 Chicago	3,140,460	2,290	8	1	3	2.7	6.3	2	4	8.0	0	5	0.0	0	7.3	0.0	0	11	0.0	3	7.5	18.0	23.0	6.4
4 Philadelphia	2,659,260	1,663	2	2	1	2.3	1.8	0	6	0.0	0	5	0.0	1	9.7	9.0	0	12	0.0	0	6.5	0.0	11.8	3.7
5 San Francisco	2,297,880	9,990	23	3	2	1.4	2.2	3	4	12.0	5	3	15.0	3	7.5	21.0	0	11	0.0	10	4	30.0	51.6	17.9
6 Boston	2,174,300	15,817	23	3	6	2.0	8.4	0	4	0.0	3	4	12.0	10	7.5	70.0	2	11	22.0	2	5.5	8.0	64.7	25.3
7 Washington DC	1,928,290	6,181	11	3	4	1.8	5.6	0	4	0.0	3	3	9.0	4	7.6	28.0	0	11	0.0	0	5	0.0	35.3	10.9
8 Dallas	1,899,330	1,163	10	2	10	2.4	18.0	0	5	0.0	0	5	0.0	0	7.9	0.0	0	11	0.0	0	6.8	0.0	10.2	1.5
9 Detroit	1,781,710	1,357	6	2	3	2.6	6.3	1	6	6.0	0	5	0.0	1	9.5	9.0	0	11	0.0	1	7.3	6.0	25.8	8.4
10 Atlanta	1,674,700	6,146	16	3	11	1.9	15.4	0	6	0.0	1	4	4.0	1	9.5	9.0	1	10	10.0	2	5.3	8.0	35.2	11.6
11 Houston	1,624,340	572	5	2	5	2.7	10.5	0	5	0.0	0	5	0.0	0	8.5	0.0	0	11	0.0	0	7.5	0.0	8.7	1.7
12 Seattle	1,513,900	10,221	38	3	22	1.8	30.8	0	4	0.0	4	3	12.0	6	8.2	48.0	2	11	22.0	4	5	16.0	63.8	24.5
13 Cleveland	1,469,010	35,041	118	5	46	2.3	82.8	13	4	42.0	22	4	88.0	23	9.1	207.0	11	12	132.0	3	6.5	15.0	93.7	66.1
14 Minneapolis-St.Paul	1,448,100	0	0	0	0	0.0	0.0	0	0	0.0	0	0	0.0	0	8.1	0.0	0	0	0.0	0	8.3	0.0	0.0	0.0
15 Tampa	1,435,520	2,469	4	2	2	1.9	2.8	1	6	6.0	0	5	0.0	0	9.8	0.0	1	13	13.0	0	5.3	0.0	21.2	6.9
16 Miami	1,385,940	18,535	23	3	2	1.4	2.2	0	4	0.0	0	4	0.0	9	7.8	63.0	5	10	50.0	7	4	21.0	68.5	27.3
17 Phoenix	1,289,210	1,627	10	2	8	2.2	14.4	0	4	0.0	0	3	0.0	1	6.5	6.0	1	11	11.0	0	6.3	0.0	23.7	6.6
18 Denver	1,198,580	9,230	28	2	8	2.7	16.8	2	5	10.0	2	3	6.0	7	7.5	49.0	5	12	60.0	4	7.5	24.0	72.4	30.2
19 Pittsburgh	1,140,330	1,956	11	2	11	2.8	23.1	0	5	0.0	0	5	0.0	0	9.7	0.0	0	13	0.0	0	7.8	0.0	12.7	1.8
20 St. Louis	1,108,930	0	0	0	0	0.0	0.0	0	0	0.0	0	0	0.0	0	10.1	0.0	0	0	0.0	0	9.8	0.0	0.0	0.0
21 Sacramento	1,126,990	223	3	1	3	1.8	4.2	0	4	0.0	0	4	0.0	0	9.2	0.0	0	11	0.0	0	5	0.0	3.0	0.6
22 Orlando	1,041,380	122	1	1	0	2.3	0.0	1	8	8.0	0	5	0.0	0	12.6	0.0	0	13	0.0	0	6.5	0.0	8.0	2.5
23 Baltimore	988,040	1,638	6	1	2	2.0	2.8	2	6	12.0	0	5	0.0	1	9.4	9.0	0	11	0.0	1	5.5	4.0	24.4	7.6
24 Portland, OR	976,190	71	1	1	0	1.8	0.0	0	4	0.0	1	3	3.0	0	8.5	0.0	0	12	0.0	0	5	0.0	3.0	0.9
25 Indianapolis	957,050	172	3	1	3	1.9	4.2	0	5	0.0	0	4	0.0	0	8.5	0.0	0	11	0.0	0	5.3	0.0	3.2	0.6
26 San Diego	924,190	1,086	2	2	1	1.9	1.4	1	3	3.0	0	3	0.0	0	7.5	0.0	0	11	0.0	0	5.3	0.0	4.8	1.5
27 Hartford-New Haven	915,770	0	0	0	0	0.0	0.0	0	0	0.0	0	0	0.0	0	8.5	0.0	0	0	0.0	0	5.3	0.0	0.0	0.0
28 Charlotte	840,290	157	3	1	2	1.9	2.8	0	6	0.0	1	5	5.0	0	9.3	0.0	0	10	0.0	0	5.3	0.0	7.5	2.1
29 Cincinnati	797,230	2,147	12	2	11	2.3	19.8	0	5	0.0	0	5	0.0	0	8.4	0.0	1	12	12.0	0	6.5	0.0	20.7	5.1
30 Raleigh	826,010	221	4	2	2	1.2	1.4	0	4	0.0	2	3	6.0	0	8.7	0.0	0	8	0.0	0	3.3	0.0	8.0	2.6
Totals Top 30	52,327,670	\$146,492	398	55	179		10.3	27		3.9	53		10.3	71		19.4	29		9.1	39		6.2	28.9	10.5