

Table 2: Drunk Driving Prevention - Television, Top 30 Markets, March 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	\$9,913	20	2	3	2.2	5.4	0	5	0.0	16	5	80.0	1	7.5	7.0	0	11	0.0	0	6.3	0.0	35.7	9.7
2 Los Angeles	5,009,230	11,423	19	4	11	2.1	19.8	1	4	4.0	3	4	12.0	3	7.5	21.0	0	11	0.0	1	6	5.0	44.1	15.1
3 Chicago	3,140,460	8,841	30	4	24	2.7	50.4	3	4	12.0	2	5	10.0	0	7.3	0.0	1	11	11.0	0	7.5	0.0	44.4	12.7
4 Philadelphia	2,659,260	522	2	2	1	2.3	1.8	0	6	0.0	1	5	5.0	0	9.7	0.0	0	12	0.0	0	6.5	0.0	7.1	2.3
5 San Francisco	2,297,880	8,561	22	2	7	1.4	7.7	2	4	8.0	3	3	9.0	3	7.5	21.0	0	11	0.0	7	4	21.0	43.1	13.6
6 Boston	2,174,300	19,335	27	3	6	2.0	8.4	0	4	0.0	6	4	24.0	7	7.5	49.0	5	11	55.0	3	5.5	12.0	72.5	30.9
7 Washington DC	1,928,290	9,746	13	4	7	1.8	9.8	0	4	0.0	3	3	9.0	0	7.6	0.0	1	11	11.0	2	5	8.0	32.5	10.9
8 Dallas	1,899,330	3,878	15	3	11	2.4	19.8	0	5	0.0	3	5	15.0	0	7.9	0.0	1	11	11.0	0	6.8	0.0	33.2	9.8
9 Detroit	1,781,710	598	4	2	3	2.6	6.3	1	6	6.0	0	5	0.0	0	9.5	0.0	0	11	0.0	0	7.3	0.0	11.8	3.4
10 Atlanta	1,674,700	12,072	35	2	12	1.9	16.8	0	6	0.0	9	4	36.0	4	9.5	36.0	2	10	20.0	8	5.3	32.0	63.9	23.0
11 Houston	1,624,340	244	2	2	2	2.7	4.2	0	5	0.0	0	5	0.0	0	8.5	0.0	0	11	0.0	0	7.5	0.0	5.3	1.7
12 Seattle	1,513,900	11,350	34	4	13	1.8	18.2	0	4	0.0	8	3	24.0	3	8.2	24.0	4	11	44.0	6	5	24.0	70.1	29.3
13 Cleveland	1,469,010	21,935	85	6	34	2.3	61.2	6	4	24.0	17	4	68.0	8	9.1	72.0	8	12	96.0	12	6.5	60.0	91.7	74.5
14 Minneapolis-St.Paul	1,448,100	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	1,335	8	3	3	1.9	4.2	0	6	0.0	5	5	25.0	0	9.8	0.0	0	13	0.0	0	5.3	0.0	22.6	7.2
16 Miami	1,385,940	23,221	29	4	6	1.4	6.6	1	4	4.0	1	4	4.0	7	7.8	49.0	8	10	80.0	6	4	18.0	76.3	34.6
17 Phoenix	1,289,210	3,135	17	3	10	2.2	18	0	4	0.0	2	3	6.0	2	6.5	12.0	0	11	0.0	3	6.3	15.0	38.5	12.5
18 Denver	1,198,580	7,933	54	3	34	2.7	71.4	0	5	0.0	3	3	9.0	4	7.5	28.0	4	12	48.0	9	7.5	54.0	74.8	31.9
19 Pittsburgh	1,140,330	2,628	15	2	12	2.8	25.2	1	5	5.0	2	5	10.0	0	9.7	0.0	0	13	0.0	0	7.8	0.0	24.3	6.3
20 St. Louis	1,108,930	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	1,122	18	3	17	1.8	23.8	0	4	0.0	1	4	4.0	0	9.2	0.0	0	11	0.0	0	5	0.0	13.8	2.9
22 Orlando	1,041,380	217	14	4	3	2.3	5.4	1	8	8.0	3	5	15.0	2	12.6	24.0	4	13	52.0	1	6.5	5.0	68.3	29.9
23 Baltimore	988,040	2,977	5	3	1	2.0	1.4	0	6		1	5	5.0	1	9.4	9.0	1	11	11.0	1	5.5	4.0	28.9	9.8
24 Portland, OR	976,190	217	5	3	2	1.8	2.8	0	4	0.0	1	3	3.0	2	8.5	16.0	0	12	0.0	0	5	0.0	21.6	7.1
25 Indianapolis	957,050	340	9	1	4	1.9	5.6	0	5	0.0	1	4	4.0	0	8.5	0.0	4	11	44.0	0	5.3	0.0	30.8	9.3
26 San Diego	924,190	2,734	6	4	2	1.9	2.8	0	3	0.0	2	3	6.0	1	7.5	7.0	1	11	11.0	0	5.3	0.0	25.3	8.5
27 Hartford-NewHaven	915,770	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	98	1	1	0	1.9	0	0	6	0.0	1	5	5.0	0	9.3	0.0	0	10	0.0	0	5.3	0.0	5.0	1.6
29 Cincinnati	797,230	1,294	11	2	10	2.3	18	0	5	0.0	1	5	5.0	0	8.4	0.0	0	12	0.0	0	6.5	0.0	13.9	2.9
30 Raleigh	826,010	295	4	2	0	1.2	0	0	4	0.0	3	3	9.0	0	8.7	0.0	0	8	0.0	1	3.3	2.0	8.4	2.9
Totals Top 30	52,327,670	\$165,964	504	78	238		14.6	16		2.7	98		20.7	48		13.0	44		13.8	60		7.9	36.2	13.7