

Free Report



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1. Top U.S. Markets for adults who frequently consume beer (More than six occasions in a two week period).

Source: The Media Audit 2008 National Report

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800.324.9921
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Target	% of Adults who are			Target Index
	Adults 18+	# Frequent Beer Drinkers	Frequent Beer Drinkers	
LIVE IN METRO--OCALA, FL	568,817	71,132	12.5	197
LIVE IN METRO--OMAHA-COUNCIL BLUFFS, NE/IA	561,447	62,133	11.1	174
LIVE IN METRO--RENO, NV	349,969	38,453	11.0	173
LIVE IN METRO--AUSTIN, TX	1,183,599	127,154	10.7	169
LIVE IN METRO--WILMINGTON, NC	229,626	24,055	10.5	165
LIVE IN METRO--MELBOURNE-TITUSVILLE-COCOA, FL	437,310	41,833	9.6	151
LIVE IN METRO--EUGENE-SPRINGFIELD, OR	273,166	26,125	9.6	151
LIVE IN METRO--TOLEDO, OH	464,246	43,577	9.4	148
LIVE IN METRO--DENVER, CO	2,019,115	189,504	9.4	148
LIVE IN METRO--RIVERSIDE-SAN BERNARDINO, CA	2,964,941	273,407	9.2	145
LIVE IN METRO--PEORIA, IL	268,457	24,077	9.0	141
LIVE IN METRO--SEATTLE-TACOMA, WA	3,020,010	268,987	8.9	140
LIVE IN METRO--CINCINNATI, OH	1,574,219	138,636	8.8	139
LIVE IN METRO--LITTLE ROCK, AR	480,699	42,229	8.8	138
LIVE IN METRO--FORT MYERS-NAPLES, FL	746,683	64,541	8.6	136
LIVE IN METRO--ALBANY-SCHENECTADY-TROY, NY	710,065	61,197	8.6	136
LIVE IN METRO--MADISON, WI	431,012	36,978	8.6	135
LIVE IN METRO--PORTLAND, OR	1,850,682	156,977	8.5	133
LIVE IN METRO--ST. LOUIS	2,077,917	171,763	8.3	130
LIVE IN METRO--SOUTHERN NEW HAMPSHIRE, NH	863,129	71,301	8.3	130
LIVE IN METRO--SAN ANTONIO, TX	1,446,604	115,418	8.0	126
LIVE IN METRO--BOISE, ID	410,710	32,318	7.9	124
LIVE IN METRO--SAN DIEGO, CA	2,264,976	177,576	7.8	123
LIVE IN METRO--CLEVELAND, OH	1,606,683	123,050	7.7	121
LIVE IN METRO--MILWAUKEE-RACINE, WI	1,285,745	98,410	7.7	120
LIVE IN METRO--HARTFORD, CT	925,637	70,224	7.6	119
LIVE IN METRO--HARTFORD-NEW HAVEN, CT	1,578,316	119,679	7.6	119
LIVE IN METRO--NEW HAVEN, CT	652,679	49,455	7.6	119
LIVE IN METRO--BUFFALO, NY	880,371	66,669	7.6	119
LIVE IN METRO--ALLENTOWN-BETHLEHEM, PA	632,945	44,553	7.0	111
LIVE IN METRO--ATLANTA, GA	3,836,109	269,538	7.0	111
LIVE IN METRO--NEW ORLEANS, LA	837,597	58,009	6.9	109
LIVE IN METRO--TAMPA-ST. PETERSBURG, FL	2,142,211	147,289	6.9	108
LIVE IN METRO--TUCSON, AZ	746,014	51,267	6.9	108
LIVE IN METRO--SPOKANE, WA	453,923	30,952	6.8	107
LIVE IN METRO--DALLAS-FT. WORTH, TX	4,440,679	302,101	6.8	107
LIVE IN METRO--AKRON, OH	541,632	36,834	6.8	107
LIVE IN METRO--DAYTON, OH	751,080	50,505	6.7	106
LIVE IN METRO--INDIANAPOLIS, IN	1,206,530	81,115	6.7	106
LIVE IN METRO--PHOENIX, AZ	2,841,982	191,063	6.7	106
LIVE IN METRO--BOSTON, MA	4,035,508	270,923	6.7	106
LIVE IN METRO--PHILADELPHIA, PA/NJ	3,914,074	259,364	6.6	104
LIVE IN METRO--TULSA, OK	671,381	44,013	6.6	103
LIVE IN METRO--SACRAMENTO, CA	1,670,234	108,929	6.5	103
LIVE IN METRO--JACKSONVILLE, FL	993,383	64,508	6.5	102
LIVE IN METRO--DAYTONA BEACH, FL	487,012	31,221	6.4	101
LIVE IN METRO--LAS VEGAS, NV	1,385,979	88,224	6.4	100
ADULTS AGE 18+	149,534,048	9,501,089	6.4	100
LIVE IN METRO--CHARLOTTE-GASTONIA-ROCK HILL	1,698,363	107,687	6.3	100
LIVE IN METRO--KANSAS CITY, MO/KS	1,433,745	90,824	6.3	100

Target	% of Adults who are			
	Adults 18+	# Frequent Beer Drinkers	Frequent Beer Drinkers	Target Index
LIVE IN METRO--BIRMINGHAM, AL	800,804	49,864	6.2	98
LIVE IN METRO--CHICAGO, IL	6,971,708	433,889	6.2	98
LIVE IN METRO--GREENSBORO-WINSTON SALEM-H.P.	1,045,263	64,939	6.2	98
LIVE IN METRO--NORFOLK-VIRGINIA BEACH-N.N.	1,191,420	73,988	6.2	98
LIVE IN METRO--COLUMBIA, SC	458,571	28,101	6.1	96
LIVE IN METRO--CHARLESTON, SC	468,117	28,656	6.1	96
LIVE IN METRO--ALBUQUERQUE, NM	623,692	38,095	6.1	96
LIVE IN METRO--COLUMBIA-JEFFERSON CITY, MO	174,224	10,517	6.0	95
LIVE IN METRO--LEXINGTON, KY	408,536	24,650	6.0	95
LIVE IN METRO--JACKSON, MS	353,965	21,262	6.0	95
LIVE IN METRO--MEMPHIS, TN	957,739	57,164	6.0	94
LIVE IN METRO--ORLANDO, FL	1,331,371	79,437	6.0	94
LIVE IN METRO--MINNEAPOLIS-ST. PAUL, MN	2,428,934	143,703	5.9	93
LIVE IN METRO--WASHINGTON, DC	3,794,681	224,481	5.9	93
LIVE IN METRO--LOUISVILLE, KY	853,131	48,831	5.7	90
LIVE IN METRO--RALEIGH-DURHAM, NC	1,114,794	63,236	5.7	89
LIVE IN METRO--SYRACUSE, NY	499,295	27,959	5.6	88
LIVE IN METRO--COLUMBUS, OH	1,287,915	70,903	5.5	87
LIVE IN METRO--LONG ISLAND, NY	2,123,709	116,672	5.5	86
LIVE IN METRO--BALTIMORE, MD	2,027,574	110,705	5.5	86
LIVE IN METRO--ROCHESTER, NY	841,856	45,195	5.4	84
LIVE IN METRO--OKLAHOMA CITY, OK	988,662	52,143	5.3	83
LIVE IN METRO--PITTSBURGH, PA	1,813,676	95,199	5.2	83
LIVE IN METRO--GREENVILLE-SPARTANBURG, SC	768,028	40,298	5.2	83
LIVE IN METRO--NEW YORK, NY	14,298,267	745,922	5.2	82
LIVE IN METRO--SAN FRANCISCO, CA	5,423,191	280,365	5.2	81
LIVE IN METRO--HOUSTON-GALVESTON, TX	4,124,880	211,782	5.1	81
LIVE IN METRO--LOS ANGELES, CA	9,731,060	495,408	5.1	80
LIVE IN METRO--WEST PALM BEACH, FL	1,020,903	49,786	4.9	77
LIVE IN METRO--DETROIT, MI	3,462,249	167,986	4.9	76
LIVE IN METRO--COLORADO SPRINGS, CO	428,145	20,629	4.8	76
LIVE IN METRO--ORANGE COUNTY, CA	2,266,462	106,360	4.7	74
LIVE IN METRO--SAN JOSE, CA	1,327,377	59,516	4.5	71
LIVE IN METRO--NASHVILLE, TN	1,074,490	47,924	4.5	70
LIVE IN METRO--ANN ARBOR, MI	272,514	11,805	4.3	68
LIVE IN METRO--FRESNO, CA	642,024	26,925	4.2	66
LIVE IN METRO--MIAMI-FT. LAUDERDALE, FL	3,193,190	130,550	4.1	64
LIVE IN METRO--SALT LAKE CITY, UT	1,460,989	57,336	3.9	62
LIVE IN METRO--GRAND RAPIDS, MI	633,435	23,131	3.7	57