

29.2% of TV Households in 56 Largest Markets Tuned to President Obama Inaugural Events

The combined overall household rating for the inauguration of President Barack Obama in the top 56 local television markets where Nielsen maintains electronic TV meters was 29.2%.

The audience estimate reflects live coverage on the combination of (16) broadcast and cable networks throughout the day's events from 10:00AM to 5:00PM (ET) with 2 additional networks (CNBC and ESPN) airing the inauguration from 11:30a-1p. (Nielsen's audience measurement is based only on viewing in the home, so these figures do not include viewing that occurred in offices, schools, and other public spaces. That holds true for previous inaugurations as well.)

Among the top 56 local metered markets, the Raleigh-Durham market had the largest TV audience, with a household rating of 51.2, while the Seattle-Tacoma market had the lowest household rating: 18.8. The 56 metered markets combined represent approximately 70% of all U.S. TV households.

One rating point equals 1% of the total TV households in a given market.

| Rank by HH Rating | Market Name | Market Rank - by Number of TV Households | Household Rating - % of TV households in market tuned to Inaugural |
|--------------------------|---|---|---|
| 1 | Raleigh-Durham (Fayetteville) | 27 | 51.2 |
| 2 | Washington, DC (Hagrstwn) | 9 | 47.7 |
| 3 | Norfolk-Portsmouth-Newport News | 43 | 46.7 |
| 4 | Baltimore | 26 | 44.3 |
| 5 | Greensboro-High Point-W.Salem | 46 | 42.3 |
| 6 | Charlotte | 24 | 40.8 |
| 7 | West Palm Beach-Ft. Pierce | 38 | 39.6 |
| 8 | Memphis | 48 | 39.4 |
| 9 | Richmond-Petersburg | 58 | 37.2 |
| 10 | Greenville-Spartanburg-Asheville-Anderson | 36 | 35.9 |
| 11 | Birmingham (Anniston and Tuscaloosa) | 40 | 35.7 |
| 12 | Miami-Ft. Lauderdale | 16 | 35.5 |
| 13 | Knoxville | 59 | 35.3 |
| 14 | Ft. Myers-Naples | 62 | 33.8 |
| 15 | Kansas City | 31 | 32.9 |
| 16 | Philadelphia | 4 | 32.5 |
| 17 | Nashville | 29 | 31.6 |
| 18 | Columbus, OH | 32 | 31.3 |
| 19 | New Orleans | 53 | 31.3 |
| 20 | Buffalo | 51 | 31.0 |
| 21 | Detroit | 11 | 30.8 |
| 22 | Pittsburgh | 23 | 30.8 |

| | | | |
|----|----------------------------|----|------|
| 23 | Providence-New Bedford | 52 | 30.0 |
| 24 | New York | 1 | 29.9 |
| 25 | Dayton | 64 | 29.9 |
| 26 | Indianapolis | 25 | 29.9 |
| 27 | Louisville | 50 | 29.7 |
| 28 | Atlanta | 8 | 29.3 |
| 29 | Hartford & New Haven | 30 | 29.3 |
| 30 | Oklahoma City | 45 | 29.2 |
| 31 | San Antonio | 37 | 28.9 |
| 32 | Jacksonville | 47 | 28.6 |
| 33 | Cincinnati | 34 | 28.6 |
| 34 | Albuquerque-Santa Fe | 44 | 28.4 |
| 35 | Orlando-Daytona Bch-Melbrn | 19 | 28.3 |
| 36 | Las Vegas | 42 | 28.3 |
| 37 | Tampa-St. Pete (Sarasota) | 13 | 28.0 |
| 38 | St. Louis | 21 | 27.9 |
| 39 | Chicago | 3 | 27.8 |
| 40 | Cleveland-Akron (Canton) | 17 | 27.2 |
| 41 | Houston | 10 | 26.9 |
| 42 | Tulsa | 61 | 25.8 |
| 43 | Milwaukee | 35 | 25.7 |
| 44 | Boston (Manchester) | 7 | 25.4 |
| 45 | Austin | 49 | 25.1 |
| 46 | Dallas-Ft. Worth | 5 | 24.6 |
| 47 | San Diego | 28 | 24.2 |
| 48 | Minneapolis-St. Paul | 15 | 23.6 |
| 49 | Salt Lake City | 33 | 23.4 |
| 50 | Los Angeles | 2 | 22.2 |
| 51 | Phoenix (Prescott) | 12 | 22.2 |
| 52 | Denver | 18 | 21.3 |
| 53 | Sacramnto-Stkton-Modesto | 20 | 21.2 |
| 54 | San Francisco-Oak-San Jose | 6 | 20.2 |
| 55 | Portland, OR | 22 | 20.2 |
| 56 | Seattle-Tacoma | 14 | 18.8 |

The inauguration of President Obama aired live on ABC, CBS, NBC, FOX, TELEMUNDO, AZTECA, UNIVISION, CNN, FOX News Channel, MSNBC, BET, TVOne, BBCA, MTVTres, MTV, MTV2, CNBC (11:30a-1p) and ESPN (11:30a-1p).

As a point of reference, national audience estimates for previous presidential inaugurals follow.

| Date | President | Household Rating % of U.S TV Households Tuned | Number of Households | Number of Persons |
|---------------------------|---------------------|--|---------------------------------|------------------------------|
| January 20, 1981-Tue | Ronald Reagan | 37.4 | 29,100,000 | 41,800,260 |
| January 20, 1969 - Mon | Richard Nixon | 33.5 | 18,870,000 | 27,007,700 |
| January 20, 1977-Thu | Jimmy Carter | 31.5 | 22,430,000 | 34,127,090 |
| January 20, 1973-Sat | Richard Nixon | 28.5 | 18,470,000 | 32,950,900 |
| January 20, 1993-Wed | Bill Clinton | 24.5 | 22,758,111 | 29,721,041 |
| January 20, 1985-Sun | Ronald Reagan | 22.3 | 18,925,556 | 25,053,886 |
| January 20, 2001-Sat | George W. Bush | 20.8 | 21,346,400 | 29,008,200 |
| January 20, 1989-Fri | George H.W. Bush | 20.0 | 18,106,000 | 23,316,325 |
| January 20, 1997-Mon | Bill Clinton | 17.1 | 16,515,000 | 21,583,000 |
| January 20, 2005-Thu | George W. Bush | 11.8 | 12,928,709 | 15,536,652 |

For more historical information on previous inaugurations, please see:
<http://blog.nielsen.com/nielsenwire/category/politics/>