

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 (14) 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-Winston-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/>