

Free Report



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1. Top 20 U.S. Markets for fans of Professional and College Sports

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The Media Audit

Top 20 Markets for Professional and College Sports

Professional Football					Professional Baseball				
	Adults 18+	# Fans	% of Adults	Target Index		Adults 18+	# Fans	% of Adults	Target Index
MILWAUKEE-RACINE, WI	1,285,745	1,030,277	80.1	132	BOSTON, MA	4,035,508	3,069,957	76.1	148
PITTSBURGH, PA	1,813,676	1,443,350	79.6	131	CLEVELAND, OH	1,606,683	1,135,875	70.7	138
BOSTON, MA	4,035,508	3,196,756	79.2	130	SOUTHERN NEW HAMPSHIRE, NH	863,129	601,734	69.7	136
INDIANAPOLIS, IN	1,206,530	946,407	78.4	129	ST. LOUIS	2,077,917	1,442,909	69.4	136
JACKSONVILLE, FL	993,383	754,794	76.0	125	LONG ISLAND, NY	2,123,709	1,451,038	68.3	133
BUFFALO, NY	880,371	660,454	75.0	123	PEORIA, IL	268,457	179,235	66.8	130
NEW ORLEANS, LA	837,597	627,637	74.9	123	CHICAGO, IL	6,971,708	4,594,277	65.9	129
COLORADO SPRINGS, CO	428,145	313,013	73.1	120	PHILADELPHIA, PA/NJ	3,914,074	2,546,920	65.1	127
MADISON, WI	431,012	314,560	73.0	120	MINNEAPOLIS-ST. PAUL, MN	2,428,934	1,541,100	63.4	124
SOUTHERN NEW HAMPSHIRE, NH	863,129	617,028	71.5	117	HARTFORD, CT	925,637	586,711	63.4	124
CLEVELAND, OH	1,606,683	1,147,360	71.4	117	MILWAUKEE-RACINE, WI	1,285,745	806,211	62.7	122
ROCHESTER, NY	841,856	594,751	70.6	116	DETROIT, MI	3,462,249	2,155,830	62.3	122
COLUMBUS, OH	1,287,915	906,938	70.4	116	AKRON, OH	541,632	333,111	61.5	120
PHILADELPHIA, PA/NJ	3,914,074	2,741,129	70.0	115	NEW YORK, NY	14,298,267	8,650,323	60.5	118
NORFOLK-VIRGINIA BEACH-N.N.	1,191,420	814,036	68.3	112	HARTFORD-NEW HAVEN, CT	1,578,316	947,890	60.1	117
KANSAS CITY, MO/KS	1,433,745	978,320	68.2	112	DENVER, CO	2,019,115	1,200,315	59.4	116
FORT MYERS-NAPLES, FL	746,683	508,804	68.1	112	COLUMBIA-JEFFERSON CITY, MO	174,224	97,858	56.2	110
TAMPA-ST. PETERSBURG, FL	2,142,211	1,447,230	67.6	111	PHOENIX, AZ	2,841,982	1,593,181	56.1	109
DENVER, CO	2,019,115	1,354,134	67.1	110	NEW HAVEN, CT	652,679	361,180	55.3	108
MINNEAPOLIS-ST. PAUL, MN	2,428,934	1,624,765	66.9	110	SEATTLE-TACOMA, WA	3,020,010	1,666,608	55.2	108

Source: The Media Audit 2008 National Report. Surveys were conducted between January 2008 thru February 2009.
Sports fans are defined as having followed a sport on TV or Radio

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Top 20 Markets for Professional and College Sports

Professional Basketball					Professional Hockey				
	Adults 18+	# Fans	% of Adults	Target Index		Adults 18+	# Fans	% of Adults	Target Index
SAN ANTONIO, TX	1,446,604	1,035,798	71.6	176	BUFFALO, NY	880,371	615,528	69.9	308
CLEVELAND, OH	1,606,683	1,069,087	66.5	163	DETROIT, MI	3,462,249	2,214,030	63.9	282
BOSTON, MA	4,035,508	2,547,621	63.1	155	PITTSBURGH, PA	1,813,676	1,134,238	62.5	276
DETROIT, MI	3,462,249	2,066,540	59.7	146	ANN ARBOR, MI	272,514	126,581	46.4	205
SALT LAKE CITY, UT	1,460,989	850,153	58.2	143	DENVER, CO	2,019,115	861,903	42.7	188
AKRON, OH	541,632	314,464	58.1	142	MINNEAPOLIS-ST. PAUL, MN	2,428,934	1,024,401	42.2	186
PHOENIX, AZ	2,841,982	1,640,028	57.7	141	PHILADELPHIA, PA/NJ	3,914,074	1,559,175	39.8	176
SOUTHERN NEW HAMPSHIRE, NH	863,129	480,692	55.7	137	LONG ISLAND, NY	2,123,709	787,513	37.1	163
NEW ORLEANS, LA	837,597	445,984	53.2	131	BOSTON, MA	4,035,508	1,494,716	37.0	163
DALLAS-FT. WORTH, TX	4,440,679	2,275,271	51.2	126	SAN JOSE, CA	1,327,377	471,747	35.5	157
LOS ANGELES, CA	9,731,060	4,897,662	50.3	123	ROCHESTER, NY	841,856	287,556	34.2	151
AUSTIN, TX	1,183,599	583,934	49.3	121	GRAND RAPIDS, MI	633,435	206,064	32.5	143
FRESNO, CA	642,024	314,878	49.0	120	DALLAS-FT. WORTH, TX	4,440,679	1,412,572	31.8	140
LEXINGTON, KY	408,536	195,459	47.8	117	TAMPA-ST. PETERSBURG, FL	2,142,211	673,433	31.4	139
HARTFORD, CT	925,637	440,980	47.6	117	SOUTHERN NEW HAMPSHIRE, NH	863,129	270,687	31.4	138
HOUSTON-GALVESTON, TX	4,124,880	1,964,218	47.6	117	ST. LOUIS	2,077,917	633,415	30.5	134
ANN ARBOR, MI	272,514	128,369	47.1	115	RALEIGH-DURHAM, NC	1,114,794	323,727	29.0	128
GRAND RAPIDS, MI	633,435	297,133	46.9	115	NASHVILLE, TN	1,074,490	303,957	28.3	125
HARTFORD-NEW HAVEN, CT	1,578,316	733,425	46.5	114	COLORADO SPRINGS, CO	428,145	120,756	28.2	124
ORANGE COUNTY, CA	2,266,462	1,050,021	46.3	114	COLUMBUS, OH	1,287,915	350,710	27.2	120

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College Football					College Basketball				
	Adults 18+	# Fans	% of Adults	Target Index		Adults 18+	# Fans	% of Adults	Target Index
COLUMBUS, OH	1,287,915	1,017,335	79.0	170	LEXINGTON, KY	408,536	324,061	79.3	213
COLUMBIA-JEFFERSON CITY, MO	174,224	127,475	73.2	157	RALEIGH-DURHAM, NC	1,114,794	726,446	65.2	175
OMAHA-COUNCIL BLUFFS, NE/IA	561,447	395,045	70.4	151	MEMPHIS, TN	957,739	611,515	63.8	172
ANN ARBOR, MI	272,514	186,448	68.4	147	LOUISVILLE, KY	853,131	520,543	61	164
BIRMINGHAM, AL	800,804	544,960	68.1	146	SYRACUSE, NY	499,295	291,999	58.5	157
LEXINGTON, KY	408,536	267,880	65.6	141	KANSAS CITY, MO/KS	1,433,745	825,173	57.6	155
OKLAHOMA CITY, OK	988,662	648,087	65.6	141	COLUMBUS, OH	1,287,915	715,882	55.6	149
COLUMBIA, SC	458,571	298,366	65.1	140	GREENSBORO-WINSTON SALEM-H.P.	1,045,263	577,143	55.2	148
LITTLE ROCK, AR	480,699	311,472	64.8	139	HARTFORD, CT	925,637	510,558	55.2	148
BOISE, ID	410,710	266,080	64.8	139	COLUMBIA, SC	458,571	245,976	53.6	144
JACKSONVILLE, FL	993,383	643,314	64.8	139	INDIANAPOLIS, IN	1,206,530	637,021	52.8	142
NEW ORLEANS, LA	837,597	541,794	64.7	139	WILMINGTON, NC	229,626	119,707	52.1	140
TULSA, OK	671,381	432,346	64.4	138	CHARLOTTE-GASTONIA-ROCK HILL	1,698,363	874,559	51.5	138
MADISON, WI	431,012	276,256	64.1	138	HARTFORD-NEW HAVEN, CT	1,578,316	803,609	50.9	137
ATLANTA, GA	3,836,109	2,322,873	60.6	130	GRAND RAPIDS, MI	633,435	322,030	50.8	137
SYRACUSE, NY	499,295	299,949	60.1	129	OMAHA-COUNCIL BLUFFS, NE/IA	561,447	285,029	50.8	136
KANSAS CITY, MO/KS	1,433,745	859,648	60.0	129	BIRMINGHAM, AL	800,804	401,767	50.2	135
EUGENE-SPRINGFIELD, OR	273,166	162,259	59.4	128	LITTLE ROCK, AR	480,699	240,633	50.1	135
RALEIGH-DURHAM, NC	1,114,794	658,315	59.1	127	PEORIA, IL	268,457	131,225	48.9	131
MEMPHIS, TN	957,739	560,915	58.6	126	COLUMBIA-JEFFERSON CITY, MO	174,224	84,188	48.3	130

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