



FOR IMMEDIATE RELEASE

Columbus, OH is the Number One Sports Town in the U.S.
Boston, Buffalo and Pittsburgh Also Leading Sports Cities

NEW YORK (October 1, 2008) – Columbus, OH is the number one sports town in the U.S., according to a recent analysis by sports fan research firm Scarborough Sports Marketing. The analysis aggregated the avid fans* of the 29 sports measured by Scarborough, including the major leagues, motor sports, college sports, minor leagues, the Olympics and more (*for a full list of sports included in the analysis, please see the end of this press release*). Two-thirds (66%) of adults in Columbus are avid sports fans*. Boston, Buffalo and Pittsburgh round-out the top markets for avid sports fans. Sixty-four percent of Boston adults are avid sports fans, as are 63% of those in Buffalo and Pittsburgh. Nationally, 56% of all adults are avid sports fans.

“Each of the leading sports towns typically has one or two major teams that carry the market. In Columbus, it is college football. The Ohio State Buckeyes football team commands a more concentrated fan base than any other NCAA team measured by Scarborough. Additionally, the NHL Blue Jackets and the MLS Crew call Columbus home, and the city is surrounded by other major markets with established histories in professional sports – including Cincinnati and Cleveland,” said Howard Goldberg, senior vice president, Scarborough Sports Marketing. “Columbus sports fans also have the added benefit of close proximity to the NFL Hall of Fame in Canton, OH.”

Scarborough also examined home city fan bases of teams in the top sports towns. While Columbus may be known for having a high percentage of Ohio State college football fans, other leading sports towns are popular for their dominating major league teams. Boston, the #2 sports town in the U.S., has two major league teams with high popularity: the Red Sox (71% of Boston adults are Red Sox fans**) and the New England Patriots (67% of Boston adults are Patriots fans).

The Bills dominate Buffalo, as 66% of its residents are Bills fans. Based on percent of the market, Buffalo also boasts the NHL team with the largest home city fan base in the country: the Sabres. Fifty-nine percent of Buffalo adults are Sabres fans.

In Pittsburgh, it’s all about the Steelers. Seventy-five percent of Pittsburgh adults are Steelers fans. In fact, based on percent of the market, the Steelers command the second largest local fan

base of any team in the country. Green Bay is the city with the highest percentage of fans of a single team. With 81 percent of Green Bay adults being Packers fans, the Packers rank as the sports team with the most concentrated home city fan base in the country.

“Green Bay is a stand-out sports town. Almost the entire market is fans of the Packers, and half are fans of the University of Wisconsin Badgers football team. This illustrates that a city does not need to have a plethora of major league teams to be an outstanding sports market,” said Mr. Goldberg.

Charts follow below.

Scarborough Sports Marketing City Rank: Top Sports Towns in the U.S.

(Adults who are "very" interested in any of the sports measured by Scarborough)

DMA ®	%	DMA ®	%
Columbus, OH	66%	New Orleans, LA	57%
Boston, MA	64%	Baltimore, MD	57%
Buffalo, NY	63%	Knoxville, TN	57%
Pittsburgh, PA	63%	Cincinnati, OH	57%
Green Bay/Appleton, WI	62%	Nashville, TN	57%
Providence/New Bedford, RI	62%	Kansas City, MO	57%
Denver, CO	62%	Richmond/Petersburg, VA	57%
Rochester, NY	62%	Greenville/Spartanburg/Asheville/ Anderson, SC	57%
Louisville, KY	62%	NATIONAL AVERAGE	56%
Cleveland/Akron, OH	62%	Tucson, AZ	56%
San Antonio, TX	62%	Atlanta, GA	56%
Birmingham, AL	62%	Syracuse, NY	56%
Spokane, WA	61%	Honolulu, HI	56%
Dayton, OH	61%	West Palm Beach/Fort Pierce, FL	56%
Jacksonville, FL	61%	Charleston/Huntington, WV	56%
Indianapolis, IN	61%	Raleigh/Durham, NC	56%
Albany/Schenectady/Troy, NY	60%	Memphis, TN	56%
Oklahoma City, OK	60%	Phoenix, AZ	55%
Lexington, KY	60%	Orlando/Daytona Beach/Melbourne, FL	55%
Flint/Saginaw/Bay City, MI	60%	San Diego, CA	55%
Toledo, OH	60%	Sacramento/Stockton/Modesto, CA	55%
Colorado Springs/Pueblo, CO	60%	Fort Myers/Naples, FL	55%
Mobile/Pensacola, FL	60%	Harrisburg/Lancaster/Lebanon/ York, PA	54%
Detroit, MI	60%	Grand Rapids/Kalamazoo/ Battle Creek, MI	54%
Dallas/Fort Worth, TX	59%	Austin, TX	54%
Greensboro/High Point/Winston- Salem, NC	59%	Chattanooga, TN	53%
Norfolk/Portsmouth/Newport News, VA	59%	Wilkes-Barre/Scranton, PA	52%
Minneapolis/St. Paul, MI	59%	Houston, TX	52%
Washington, D.C.	59%	Portland, OR	52%
St. Louis, MO	59%	San Francisco/Oakland/San Jose, CA	51%
Roanoke/Lynchburg, VA	59%	Los Angeles, CA	51%
Des Moines/Ames, IA	59%	Little Rock/Pine Bluff, AR	51%
Tampa/St.Petersburg, FL	58%	Miami/Ft.Lauderdale, FL	51%
Tulsa, OK	58%	New York, NY	50%
Philadelphia, PA	58%	El Paso, TX	49%
Charlotte, NC	58%	Fresno/Visalia, CA	49%
Milwaukee, WI	58%	Wichita/Hutchinson, KS	48%
Las Vegas, NV	58%	Bakersfield, CA	48%
Seattle/Tacoma, WA	58%	Harlingen/Weslaco/Brownsville/ McAllen, TX	43%
Albuquerque/Santa Fe, NM	57%		
Hartford/New Haven, CT	57%		
Chicago, IL	57%		
Salt Lake City, UT	57%		

**Scarborough Sports Marketing Ranking:
Top 25 Sports Teams with the Highest Percentage of Fans** in their Home City**

Team	Home Market (DMA®)	Sport	% adult fans in home market**
Packers	Green Bay	NFL	81%
Steelers	Pittsburgh	NFL	75%
Cardinals	Saint Louis	MLB	72%
Colts	Indianapolis	NFL	72%
Ohio State Buckeyes	Columbus	NCAA Football	71%
Red Sox	Boston	MLB	71%
Green Bay Packers	Milwaukee	NFL	71%
Saints	New Orleans	NFL	70%
Spurs	San Antonio	NBA	68%
New England Patriots	Boston	NFL	67%
		NCAA	
Kentucky Wildcats	Lexington	Basketball	66%
Bills	Buffalo	NFL	66%
Indians	Cleveland	MLB	66%
Boston Red Sox	Providence	MLB	65%
New England Patriots	Providence	NFL	65%
Bengals	Cincinnati	NFL	63%
Chiefs	Kansas City	NFL	63%
Cowboys	Dallas/Fort Worth	NFL	62%
Tigers	Detroit	MLB	62%
Browns	Cleveland	NFL	62%
Broncos	Denver	NFL	62%
	Minneapolis/		
Minnesota Vikings	Saint Paul	NFL	61%
Bears	Chicago	NFL	61%
Tennessee Volunteers	Knoxville	NCAA Football	60%
Sabres	Buffalo	NHL	59%

Definitions and Sourcing

*AVID FANS/Top Sports Towns Definition: Avid sports fans are those adults who indicated in the Scarborough study that they are “very” interested in any of the 29 sports measured by Scarborough Sports Marketing:

- Major leagues: NFL, NBA, NHL, MLS, MLB, WNBA PGA TOUR, LPGA Tour
- College sports: college football, college basketball
- Motor sports: NASCAR, NHRA, monster trucks, IndyCar Series, Supercross/Motocross, CART/Champ Car (data collection dates reflect time period when league was still operating)
- Minor league/other: pro rodeo, minor league baseball, AFL, AVP, high school sports, WWE, WTA, ATP, horse racing, extreme/action sports, PBR
- Olympics: Summer Olympics, Winter Olympics

**TEAM FANS: Team fans in this press release are defined as those consumers in a local market who: watched a team game on broadcast or cable television during the past year; listened to a team game on the radio during the past year; or attended a team game during the past year.

SOURCE: Scarborough Sports Marketing: Scarborough Multi-Market Release 1 2008 and select Local Market Studies Release 1 2008. All local market is based on DMA, or Designated Market Area, which is a trademark of Nielsen Media Research.

About Scarborough Sports Marketing

Scarborough Sports Marketing (www.scarborough.com, info@scarborough.com) measures local and national consumer and lifestyle information by surveying over 220,000 adults (18+) in 81 Top-Tier Markets, including all professional sports markets. Scarborough sports measurements include fan avidity; multi-media measures including sports viewing and listening; corporate sponsorship information including fans' shopping and product/service usage; and leisure activities. Scarborough delivers twice-yearly updates of its local market reports to a diverse client base, spanning all major media, advertisers and their agencies. Scarborough Sports Marketing is a division of Scarborough Research, which is a joint venture between Arbitron Inc. and The Nielsen Company.

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