

37.8 Million Americans Watch President Barack Obama's Inauguration

Most Viewers for Inauguration Since 1981

Almost 37.8 million Americans, with a persons rating of 13.2%, watched the full day (10:00 a.m. to 5:00 p.m.) coverage of Barack Obama's Inauguration from their homes on January 20, 2009. This is the most viewed inauguration since the record of 41.8 million viewers and a rating of 37.4 for Ronald Reagan's 1981 inauguration.

This is the first Inaugural since Nielsen began tracking time shifted viewing done with a DVR. Therefore, this year's data is based on Live + Same Day, meaning incremental viewing during the same broadcast day is included in these figures.

The audience estimates in this chart reflect coverage on the combination of (17) broadcast and cable networks between 10:00am and 5:00pm. ET.

	January 20, 2009	
Entire Inaugural 10:00AM- 5:00PM (ET)	Rating	Number of Persons
All Households	25.5	28,906,000
Persons 2+	13.2	37,793,000

One rating point equals 1% of the 114.5 million U.S. TV households. 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.

Date	President	Household Rating % of U.S TV Households Tuned	Number of Households	Number of Persons
January 20, 2009 - Tues	Barack Obama	25.5	28,906,000	37,793,000
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

The 10:00 a.m. to 5:00 p.m. viewing numbers includes programming provided by ABC, CBS, NBC, UNIVISION, BBVA, BET, CNN, FOX News Channel, MSNBC, and TVONE. Contributing to these viewing numbers are TELEMUNDO, CNBC, ESPN, CNN HEADLINE, MTV, MTV2, MTVTR3S who aired programming approximately between 11:30a and 12:30p ET.