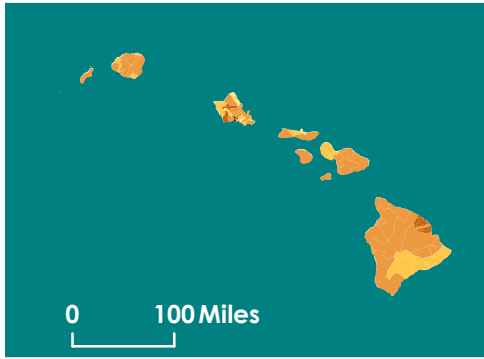
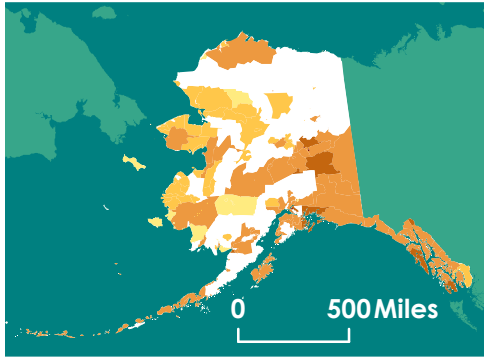




Market Potential Index
for Pro Football
TV Viewership
by ZIP Code

100=National Average

- Very High (Greater than 126)
- High (110 to 126)
- Average (93 to 109)
- Low (75 to 92)
- Very Low (Less than 75)
- 0

Source:
Esri Updated Demographics
(2010), GfK MRI;

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