

- “Little Italy” neighborhoods are in many major metropolitan areas that boast of authentic Italian restaurants, bakeries, retail goods & organizations
- Italian is the 5th most studied language in higher education (college & masters level)
- Italian consumers are huge soccer fans & ex-pats will go out of their way to find live coverage

| Rank | Top 10 DMAs | Italian Households |
|------|-----------------------------------|--------------------|
| 1 | New York NY | 1,252,960 |
| 2 | Philadelphia PA | 425,271 |
| 3 | Boston MA (Manchester NH) | 329,820 |
| 4 | Chicago IL | 257,427 |
| 5 | Los Angeles CA | 236,209 |
| 6 | Hartford & New Haven CT | 194,015 |
| 7 | San Francisco-Oakland-San Jose CA | 164,471 |
| 8 | Pittsburgh PA | 156,173 |
| 9 | Cleveland-Akron (Canton) OH | 128,611 |
| 10 | Tampa-St.Petersburg (Sarasota) FL | 123,665 |

