



## Media Advisory

### Audience Estimates for the 2008 Republican National Convention Television Audience Estimates

**New York, September 4, 2008** —Day three of the Republican National Convention on Wednesday September 3, 2008 featured the acceptance speech by Vice Presidential nominee Gov. Sarah Palin. The convention was carried live during prime time on six networks – ABC, CBS, NBC, CNN, FOX News Channel, and MSNBC. Coverage varied by network, all six aired live coverage from approximately 10-11:15 PM (ET). The chart below shows the sum of the audiences for these networks during common coverage.

Viewership to the 2004 Republican National Convention is shown at the end of the chart. In addition, figures from the Democratic National Convention are shown for comparison. For additional political information, please visit the Nielsen Newswire at <http://blog.nielsen.com/nielsenwire/category/politics/>

### 2008 Republican National Convention

Sum of Networks Live + Same Day

	Day 1-Sept. 1 2008		Day 2-Sept 2, 2008		Day 3-Sept 3, 2008	
	Rating	Number in Thousands	Rating	Number in Thousands	Rating	Number in Thousands
All Households	No Common Coverage Due to Hurricane Gustav		14.2	16,235	23.5	26,933
Persons 2+	No Common Coverage Due to Hurricane Gustav		7.3	21,528	12.9	37,244
Women 18+	No Common Coverage Due to Hurricane Gustav		9.7	11,200	16.8	19,511
Men 18+	No Common Coverage Due to Hurricane Gustav		8.8	9,519	15.2	16,426
Persons 12-17	No Common Coverage Due to Hurricane Gustav		1.4	220	2.2	557
Persons 18-34	No Common Coverage Due to Hurricane Gustav		3.7	2,508	8.1	5,459
Persons 18-49	No Common Coverage Due to Hurricane Gustav		5.4	7,226	10.7	14,119
Persons 55+	No Common Coverage Due to Hurricane Gustav		16.1	11,427	25.2	17,920
African American P2+ *	No Common Coverage Due to Hurricane Gustav		5.8	2,133	8.2	3,011
Hispanic P2+ *	No Common Coverage Due to Hurricane Gustav		1.8	847	3.2	1,377
White P2+ *	No Common Coverage Due to Hurricane Gustav		8.5	18,045	15.0	31,905
	Day 1-Aug 30, 2004 3-Networks-Live Only		Day 2 –Aug 31,2004 6 –Networks-Live Only		Day 3 –Sept 1, 2004 6-Networks-Live Only	
Persons 2+	2.0	5984	8.0	22,168	7.0	18,704

### 2008 Democratic National Convention

Sum of Networks Live + Same Day

	Day 1-Aug 25, 2008		Day 2-Aug 26,2008		Day 3-Aug 27, 2008	
	Rating	Number in Thousands	Rating	Number in Thousands	Rating	Number in Thousands
All Households	15.1	17,112	17.8	20,066	16.4	18,481
Persons 2+	7.8	22,297	9.0	25,974	8.4	24,029
Women 18+	10.8	12,452	12.4	14,311	11.0	12,609
Men 18+	8.2	8,945	9.9	10,525	8.9	9573
Persons 12-17	1.7	417	1.9	439	1.9	440
Persons 18-34	4.6	3,156	4.7	3,110	4.7	3,131
Persons 18-49	5.9	7,678	6.6	8,646	6.2	8,153
Persons 55+	16.6	10,080	20.0	13,829	18.1	12,509
African American P2+ *	12.0	4,316	12.7	4,592	12.2	4,413
Hispanic P2+ *	2.6	1,084	3.2	1,350	2.7	1,159
White P2+ *	7.6	16,582	9.0	19,622	8.4	18,125
	Day 1-July 26 2004 6-Networks Live Only		Day 2 –July 27,2004 3 –Networks Live Only		Day 3 –July 28,2004 6-Networks Live Only	
Persons 2+	6.7	18,487	2.2	5,859	6.6	17,986

\* Persons ratings for African American, Hispanic are % of African American/ Hispanic persons age 2+ in TV homes watching the convention coverage.

Republican Convention Notes:

2008 Networks Included

Day 2 – CNN, FOX News, MSNBC, ABC, CBS, NBC

Day 3 – CNN, FOX News, MSNBC, ABC, CBS, NBC

2004 Networks Included:

Day 1 CNN, FOX News, MSNBC. ABC, CBS, NBC regularly scheduled programs.

Days, 2, 3, 4 – ABC, CBS, NBC, CNN, FOX News, MSNBC

Democratic Convention Notes:

2008 Networks Included:

Days 1, 2, 3 - ABC, CBS, NBC, CNN, FOX News, MSNBC, BET, TV One

Day 4 - ABC, CBS, NBC, CNN, FOX News, MSNBC, BET, TV One, Univision, Telemundo

2004 Networks Included:

Days 1, 3, 4 – ABC, CBS, NBC, CNN, FOX News, MSNBC

Day 2 - CNN, FOX News, MSNBC. ABC, CBS, NBC regularly scheduled programs.

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