



Media Advisory

Audience Estimates for the 2008 Republican National Convention Television Audience Estimates

New York, September 5, 2008 —Day four of the Republican National Convention on Thursday September 4, 2008 featured the acceptance speech by Presidential nominee Sen. John McCain. The convention was carried live during prime time on eight networks – ABC, CBS, NBC, CNN, FOX News Channel, MSNBC, Telemundo and Univision. Coverage varied by network, all eight 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. 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		Day 4-Sept 4, 2008	
	Rating	Number in Thousands	Rating	Number in Thousands	Rating	Number in Thousands	Rating	Number in Thousands
All Households			14.2	16,235	23.5	26,933	24.6	28,298
Persons 2+			7.3	21,528	12.9	37,244	13.4	38,933
Women 18+			9.7	11,200	16.8	19,511	16.5	19,193
Men 18+			8.8	9,519	15.2	16,426	16.6	17,933
Persons 12-17			1.4	220	2.2	557	3.4	836
Persons 18-34			3.7	2,508	8.1	5,459	9.0	6,108
Persons 18-49			5.4	7,226	10.7	14,119	11.5	15,218
Persons 55+			16.1	11,427	25.2	17,920	25.2	17,977
African American P2+ *			5.8	2,133	8.2	3,011	8.3	3,063
Hispanic P2+ *			1.8	847	3.2	1,377	9.9	4,297
White P2+ *			8.5	18,045	15.0	31,905	15.0	32,210
2004 Republican National Convention Viewing – Live Only								
	Day 1-Aug 30, 2004 3-Networks		Day 2 –Aug 31,2004 6 -Networks		Day 3 –Sept 1, 2004 6-Networks		Day 4-Sept 2, 2004 6-Networks	
Persons 2+	2.0	5984	8.0	22,168	7.0	18,704	8.8	27,568

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		Day 4 –Aug 28, 2008	
	Rating	Number in Thousands	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	24.5	27,716
Persons 2+	7.8	22,297	9.0	25,974	8.4	24,029	13.4	38,379
Women 18+	10.8	12,452	12.4	14,311	11.0	12,609	17.5	19,894
Men 18+	8.2	8,945	9.9	10,525	8.9	9,573	15.3	16,205
Persons 12-17	1.7	417	1.9	439	1.9	440	4.5	1,132
Persons 18-34	4.6	3,156	4.7	3,110	4.7	3,131	9.9	6,689
Persons 18-49	5.9	7,678	6.6	8,646	6.2	8,153	12.2	16,025
Persons 55+	16.6	10,080	20.0	13,829	18.1	12,509	23.7	16,507
African American P2+ *	12.0	4,316	12.7	4,592	12.2	4,413	21.0	7,542
Hispanic P2+ *	2.6	1,084	3.2	1,350	2.7	1,159	12.5	5,209
White P2+ *	7.6	16,582	9.0	19,622	8.4	18,125	12.4	26,953
2004 Democratic National Convention Viewing – Live Only								
	Day 1-July 26 2004 6-Networks		Day 2 –July 27,2004 3 -Networks		Day 3 –July 28,2004 6-Networks		Day 4-July 29, 2004 6-Networks	
Persons 2+	6.7	18,487	2.2	5,859	6.6	17,986	8.9	24,434

Republican Average	3-Day Average 2008 - Live + Same Day		4-Day Average 2004 - Live Only	
	Rating	Number in Thousands	Rating	Number in Thousands
All Households	21.9	25,126	15.3	16809
Persons 2+	11.9	34,489	n/a	22629
Women 18+	15.2	17,598	n/a	n/a
Men 18+	14.2	15,345	n/a	n/a
Persons 12-17	2.6	645	n/a	n/a
Persons 18-34	7.7	5,255	n/a	n/a
Persons 18-49	10.0	13,246	n/a	n/a
Persons 55+	22.9	16,284	n/a	n/a
African American P2+*	7.5	2,771	n/a	n/a
Hispanic P2+*	9.3	4,056	n/a	n/a
White P2+*	13.3	28,387	n/a	n/a

Democratic Average	4-Day Average 2008 - Live + Same Day		4-Day Average 2004 - Live Only	
	Rating	Number in Thousands	Rating	Number in Thousands
All Households	19.9	22,489	14.3	15,537
Persons 2+	10.5	30,227	7.4	20,407
Women 18+	14.0	16,011	n/a	n/a
Men 18+	11.5	12,340	n/a	n/a
Persons 12-17	3.0	722	n/a	n/a
Persons 18-34	7.0	4,716	n/a	n/a
Persons 18-49	8.8	11,549	n/a	n/a
Persons 55+	20.5	14,220	n/a	n/a
African American P2+*	14.4	5,213	n/a	n/a
Hispanic P2+*	11.3	4,735	n/a	n/a
White P2+*	10.0	21,647	n/a	n/a

Source: The Nielsen Company

* 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, 3 - ABC, CBS, NBC, CNN, FOX News, MSNBC

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

2004 Networks Included:

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

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. Regularly scheduled programs on ABC, CBS, NBC.

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