



## Media Advisory

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

**New York** —Day two of the Republican National Convention was Tuesday September 2, 2008. 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 10-11PM (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	
	Rating	Number in Thousands	Rating	Number in Thousands
All Households			14.2	16,235
Persons 2+	No Common Coverage Due to Hurricane Gustav		7.3	21,528
Women 18+			9.7	11,200
Men 18+			8.8	9,519
Persons 12-17			1.4	220
Persons 18-34			3.7	2,508
Persons 18-49			5.4	7,226
Persons 55+			16.1	11,427
African American P2+ *			5.8	2,133
Hispanic P2+ *			1.8	847
White P2+ *			8.5	18,045
			Day 1-Aug 30, 2004 3-Networks	
Persons 2+	2.0	5984	8.0	22,168

### 2008 Democratic National Convention

Sum of Networks Live + Same Day

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

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 – 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

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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