

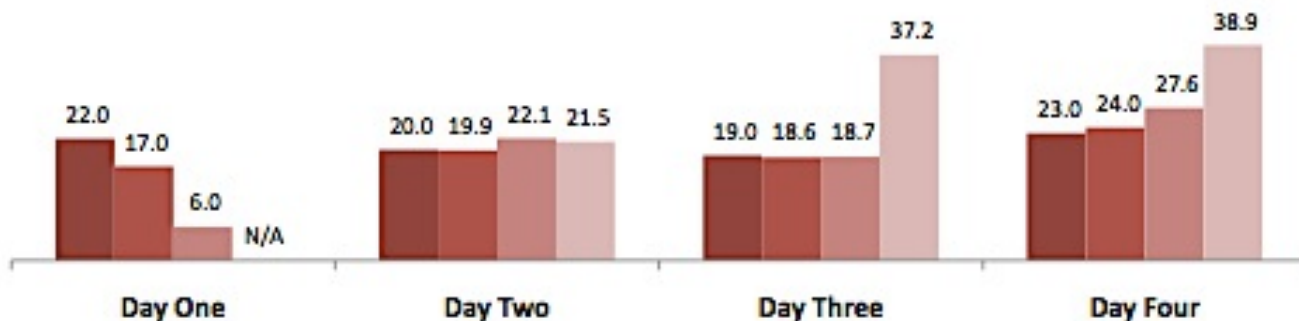
A Look at Number of Convention Viewers: A record number of Americans watched the Republican and Democratic National Conventions in 2008, especially during the final two days. Both parties saw more viewers than the previous year almost every night (not counting the first night of the RNC), with the most viewers on the final nights in the each of the four past conventions. Slightly more people watched John McCain accept the nomination (38.9 million), compared to Barack Obama (38.4 million), but both parties saw the number of viewers increase on their last night, especially at the RNC, whose viewers almost doubled from the year earlier.

2012 is on track to break viewership records as well. On the second day of this year's RNC (most recent numbers available) 22.3 million Americans watched Ann Romney and Chris Christie give their speeches, surpassing the number of viewers on the comparable* day for Republicans in 1996, 2000, 2004, and 2008.

Republican Convention Viewership, 1996-2008

(Millions of Viewers, Source: Nielsen)

■ 1996 ■ 2000 ■ 2004 ■ 2008



Democratic Convention Viewership, 1996-2008

(Millions of Viewers, Source: Nielsen)

■ 1996 ■ 2000 ■ 2004 ■ 2008



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