



## Media Advisory

### 69.9 Million Watch the 2008 Vice Presidential Debate

Senator Biden and Governor Palin –October 2, 2008

**New York** — The sole debate between Vice Presidential candidates Governor Sarah Palin of Alaska and Sen. Joseph Biden of Delaware was telecast on Thursday October 2, 2008 from approximately 9:00 to 10:30 PM and was carried live on ABC, CBS, FOX, NBC, Telefutera, Telemundo, BBC-America, CNBC, CNN, FOX News Channel, and MSNBC. The sum of debate audience on these 11 networks was 69,989,000.

For comparison the audience for Vice Presidential debates from 2004 between VP Dick Cheney and Sen. John Edwards and from 1984 between then-VP George H.W. Bush and Rep. Geraldine Ferraro are shown below.

For historical information on previous debates and additional political information from the current campaign, please visit the Nielsen Newswire at: <http://blog.nielsen.com/nielsenwire/category/politics/>

### 2008 Vice Presidential Debate

Sum of Networks Live + Same Day

	October 2, 2008	
	Rating	Number
All Households	41.7	47,795,000
Persons 2+	24.0	69,989,000
Males 18+	28.1	30,409,000
Females 18+	30.7	35,706,000
African American P2+ *	21.8	8,067,000
Hispanic P2+ *	10.2	4,394,000
White P2+ *	26.7	56,779,000
	2004 VP Debate – October 5, 2004	
Households	28.1	30,900,000
Persons 2+	15.7	43,600,000
	1984 VP Debate –October 11, 1984	
Households	43.6	37,000,000
Persons 2+	25.5	56,700,000

Source: The Nielsen Company

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

2008 Networks Included:

ABC, CBS, FOX, NBC, Telefutera, Telemundo, BBC-America, CNBC, CNN, FOX News, MSNBC

2004 Networks Included:

ABC, CBS, NBC, CNN, FOX News, MSNBC

1984 Networks Included:

ABC, CBS, NBC

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