



Media Advisory

52.7 Million Watch President's Address on Economy Rescue

Friday September 26, 2008 - On Wednesday September 24, 2008 President George W. Bush spoke to the nation about the economy and the administration's rescue plan currently being discussed in Congress. The address was carried live from approximately 9:00 to 9:15 P.M. (ET) on ABC, CBS, FOX, NBC, Telemundo, Univision, CNBC, CNN, FOX News Channel, MSNBC. The multi-network combined audience for the speech was 52,653,000.

For historical information on selected presidential addresses and other major news events, please visit the Nielsen blog at:

http://blog.nielsen.com/nielsenwire/media_entertainment/bush-economic-address/

President Bush Address on Economy Rescue Plan Wednesday September 24, 2008 – Approximately 9-9:15PM (ET)		
	Rating	Average Audience Number
Households	33.2	38,031,000
Persons 2+	18.2	52,653,000

Note: Sum of audience estimates for ABC, CBS, FOX, NBC, Telemundo, Univision, CNBC, CNN, FOX News Channel and MSNBC.

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