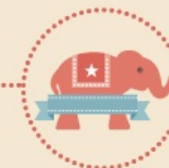




TVISION'S TOP 5 SURPRISING FACTS CONVENTION AUDIENCES



Women paid 19% more attention
to the **DNC** than **RNC**...
but watched 5% more of the **RNC**...



Republicans paid
14.2% more attention
to the **DNC** than **RNC**...



and watched 20% more
of the **DNC**



**Households with
\$100K+ in income**
watched 5% more
of the **RNC**



**Households with
\$100K+ in income**
were in the room roughly
20% more for the **RNC**



But **Households with
\$100K+ in income**
paid 14% more
attention to the **DNC**