

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE
January 8, 1985

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---NATIONAL SURVEY FINDS C-SPAN's AUDIENCE

"POLITICALLY AWARE" AND "INCREASING IN SIZE"--

WASHINGTON, D.C. -- The most extensive national survey of the C-SPAN audience ever conducted estimates that the Cable-Satellite Public Affairs Network is watched in 7.6 million homes each month -- a potential audience of 20.5 million viewers per month.

The survey was conducted by Dr. Michael Robinson, director of the Media Analysis Project of George Washington University and funded by a grant from the Washington-based Benton Foundation. More than 900 randomly-selected cable homes in 41 states were contacted for the survey in mid-November 1984.

This survey was intended to measure the size, composition and political awareness of the C-SPAN audience. Dr. Robinson's findings conclude:

ON VIEWERSHIP:

- Sixty-one percent of those surveyed had heard of C-SPAN.
- Thirty-eight percent of the respondents watch at least one hour of C-SPAN per month.
- Average C-SPAN viewing time per month is 12 hours.
- In houses where C-SPAN is available, forty-two percent of the men watch; thirty-five percent of the women watch.

ON POLITICAL INTEREST/ AWARENESS:

- Ninety-three percent of the C-SPAN viewers surveyed voted in the 1984 elections.
- C-SPAN viewers are high consumers of news; on average, they spend six hours per week reading newspapers and 10 hours per week watching TV news: Fifty percent more time than non-viewing cable subscribers.

(more)

POLITICAL AWARENESS/ACTIVITY (CONT.)

- C-SPAN viewers were more than four times as likely to correctly identify Congressional party leaders than were non-viewers.
- Nineteen percent of the C-SPAN-available audience watched some of the Republican National Convention on C-SPAN.
- Twenty-two percent of the C-SPAN-available audience watched part of the Democratic Convention on C-SPAN.

ON VIEWER DEMOGRAPHICS:

In cable homes where C-SPAN is available,

- Forty-seven percent of the households with incomes of \$50,000 or more do watch C-SPAN programming.
- Fifty-nine percent of those in the C-SPAN-available audience who have advanced degrees watch the network.

Survey analyst Robinson said that by comparison with earlier surveys (Janet Boakes, University of Pennsylvania-1982 and Arbitron-1983), the C-SPAN audience is increasing in size and continues to reflect the higher levels of civic participation traditionally associated with C-SPAN viewing.

Nearly two thousand cable systems across the country currently make C-SPAN's round-the-clock public affairs programming available to their subscribers, reaching 20 million American cable households. C-SPAN has been televising public events from Washington since March 1979, when it began carrying live sessions of the U.S. House of Representatives. C-SPAN is a non-profit cooperative effort of the cable television industry.

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enter on computer for Susan Swain Done 8/19/83

FILE:

al

Press (I) INDUSTRY Stories

1) Wayne Masley
Cablevision Magazine
2500 Curtis Street

EDITOR
8) Electronic Media
740 Rush Street
Chicago, IL 60611

Sent to:

Miles Benson
Robert Boyd
William F. Buckley
Lou Cannon
Richard Cohen
M. Stanton Evans
Rowland Evans
Jack Germond
Georgis Anne Geyer
Paul Harvey
Smith Hempstone
Reed Irvine
James J. Kilpatrick
Michael Kinsley
Joseph Kraft
Monton Kondracke
Victor Lasky
Lewis Lapham
Anthone Lewis
John Lofton
Coleman McCarthy
Marianne Means
Cord Meyer
Michael Novak
Kevin Phillips
Otis Pike
Jody Powell
James Reston
Barbara Reynolds
John McLaughlin
Jack Nelson
Nicholas Von Hoffman
Donald Lambro
George Will
Ben Wattenberg

118

118

enter on computer for Susan Swann Done 8/19/83

FILE:

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Press I INDUSTRY Stories

1) Wayne Masley
Cablevision Magazine
2500 Curtis Street
Denver, CO 80205

2) Harry Jessel
Broadcasting Magazine
1735 De Sales St., NW
Washington, DC 20036

4) Tom Southwick
Managing Editor
Multichannel News
300 S. Jackson
Denver, CO 80209

5) Howard Fields
Cable Age
716 S. Wayne Street
Arlington, VA 22204

6) Mary Crowley, Associate Editor
Communications Daily
1836 Jefferson Place, NW
Washington, DC 20036

7) James E. Roper
Editor & Publisher
1295 National Press Bldg
Washington, DC 20045

8) ^{EDITOR} Electronic Media
740 Rush Street
Chicago, IL 60611

9) Bob Phillips, editor
ON Cable Magazine
Box 239
Norwalk, CT 06855

10) Bruce Kinnaird, Sr. Editor
SAT GUIDE
P.O. Box 1048
Haily, IDAHO _____

11) John Goudas
Cable Key
25 W. 43rd Street, # 1118
New York, NY 10036

12) Bob Brewin, editor
Village Voice
842 Broadway
New York, NY 10023

13) R.L. Fenstermacher, publisher
Videophile
P.O. Box 11374
Indianapolis, IN 46201

14) Variety

21) Katherine Winton Evans
Washington Journalism Review
2233 Wisconsin Ave, NW
Washington, DC 20001

22) —

15) Michael Pollan, Sr. Editor
Channels
1515 Broadway
New York, NY 10036

16) Jane Gordon, editor
View
150 E. 58th Street
New York, NY 10155

17) Ellis Simon, Sr. Editor
Cable Marketing
352 Park Ave. South
New York, NY 10010

18) Domenico Serafini, editor
Video Age International
211 E. 51st Street
New York, NY 10022

19) Videotech Update editor
Advertising Age
740 Rush Street
Chicago, IL 60611

20) Geoffrey Precourt, editor
AD Week
820 Second Ave.
New York, NY 10017

File on Computer for Susan Swain

Done 8/19/83

al

File name: Press ^(P) Personnel Stories

- 1) "Fates & Fortunes"
Broadcasting
1735 De Sales, NW
Washington, DC 20036
- 2) "Media People"
Advertising Age
740 Rush Street
Chicago, IL 60611
- 3) "Personnel Changes"
Ad Week
820 Second Ave
New York, NY 10017
- 4) "Appointments"
Cable Age
1270 Ave. of the Americas
New York, NY 10020
- 5) "People"
Cable Marketing
352 Park Ave., South
New York, NY 10010
- 6) "People"
Cablevision
2500 Curtis Street
Denver, Co 80205
- 7) "People" Section
Cardiff Publishing
Suite 205 / 1900 L Street, NW
Washington, DC 20036
- 8) "Who's News"
Electronic Media
740 Rush Street
Chicago, IL 60611
- 9) "People"
Multichannel News
300 S. Jackson
Denver, Co 80209
- 10) "People in the News"
Video Age
211 E. 51st Street
New York, NY 10022
- 11) "Corner Office"
View
150 E. 58th
New York, NY 10155
- 12) "People" News
TV Digest, INC.
475 Fifth Ave.
New York, NY 10017

~~Please type labels~~

COMPUTER - NEW FILE ^{p.r.}
~~SPAN~~ - NAT'L POLITICS

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Political Desk

ASSOCIATED PRESS

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20005

Clay Richards

National Political Correspondent
UNITED PRESS INTERNATIONAL
1400 Eye Street, NW
20005

Steven Komarow

ASSOCIATED PRESS
City Wire
2021 K Street, NW # 606
20006

Brian Wallace, Mgr.

UPI City Wire
1400 Eye Street, NW
20005

Edgar Prina, Bureau Chief

Copley News Service
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20045

Don Campbell

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Gannett News Service
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Washington, 20044

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News Desk
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20004

Loye Miller, Jr.

Political Correspondent
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Peter Brown

Political Correspondent
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1110 Vermont Ave, NW #610

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Asst. Managing Editor, National Desk
WASHINGTON POST
1150 15th Street, NW
Washington 20071

Ron Cordray, National Editor

WASHINGTON TIMES
3600 New York Ave, NE
20002

Laurence Barrett

Political Correspondent
TIME
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20006

POLITICAL UNIT

U.S. NEWS & WORLD REPORT
2300 N Street, NW
20037

Howard Fineman

Political Correspondent
NEWSWEEK
1750 Pennsylvania Ave, NW
20006

National Desk

NEW YORK TIMES
229 W. 43rd Street
New York, NY 10036

Political Desk

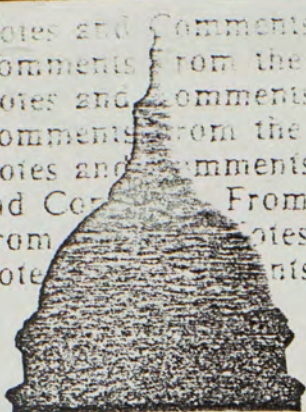
New York Times Washington Bureau
1000 Connecticut Ave, NW
20036

Political Desk

WALL STREET JOURNAL
1025 Connecticut Ave., NW
20036

* All with just zip codes are Washington D.C.

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Thurs. at 2?



CHIEF DEPUTY MAJORITY WHIP

FOR IMMEDIATE RELEASE
January 8, 1985

WASHINGTON -- A new study of Americans who watch daily televised proceedings of the House indicates that Republicans are "shooting themselves in the foot" with their repeated attacks on Speaker O'Neill and House Democrats, according to U.S. Representative Bill Alexander (D-Arkansas), the Democrat's Chief Deputy Whip. The study, commissioned by the Cable Satellite Public Affairs Network (C-SPAN), found that its viewers tended to vote Democratic more frequently than the average voter in the 1984 elections.

THE C-SPAN AUDIENCE AFTER FIVE YEARS:

A National Survey

Prepared by:

Michael Robinson

Maura Clancey

January, 1985

We thank the Benton Foundation
for their support
in funding this project.

The contents of this report
reflect the opinions of the authors
and not those of
the Benton Foundation.

IN THE BEGINNING

In the beginning there was nothing--nothing quite like it. Then in 1977, 25 publicly spirited cable companies met and created plans for C-SPAN--the Cable Satellite Public Affairs Network. (1) And when the House of Representatives, in pursuance of H.Res. 866, finally began telecasting live signals from the House floor on March 19, 1979, C-SPAN was physically born. (2)

In the beginning the new world of C-SPAN was quite limited in programming, focusing only on House proceedings. But a year and a half later C-SPAN began its daily call-in shows. And in 1981, C-SPAN started its coverage of House and Senate public hearings as well.

In 1984, its fifth year, C-SPAN made a quantum leap forward in scope of programming, offering, exclusively, gavel-to-gavel coverage of the Democratic and Republican nominating conventions. With on-site broadcasts beginning a week before each convention opened, C-SPAN wound up telecasting 253 hours of national politics from San Francisco and Dallas.

This past autumn C-SPAN expanded its programming again, presenting "Grass Roots '84"--204 hours of on-location public affairs programming from 14 cities and concerning the national campaign. And again, "Grass Roots '84" represented more than a 100 percent increase in campaign coverage compared with C-SPAN offerings in 1980.

Programming has not been the only thing expanding at C-SPAN. The original C-SPAN network had but 350 affiliated cable systems in March 1979. By the end of 1984, the number was approaching 2,000. And, as far as potential audience is concerned, the growth pattern has been almost identical to that of affiliated systems--from 3.5

million potential homes in 1979 up to 20 million homes in 1984. (3)

Even in terms of controversy, C-SPAN has grown dramatically. Throughout the 98th Congress, the Democratic and Republican leadership in the House had squared off publicly and loudly over the use and possible misuse of C-SPAN television. By May 1984, Speaker Thomas P. "Tip" O'Neill and a handful of young Republicans in the House had clashed so loudly over C-SPAN's broadcasts of the floor that the Speaker's own remarks were ruled out of order by the parliamentarian and presiding officer, and Newt Gingrich (R-Ga.) became through C-SPAN, a household word in professional Washington in 1984. Gingrich's denunciation of "Camscam" (4) moved him directly from C-SPAN to commercial network news almost overnight.

All three networks, and virtually every major daily, carried articles or commentary about "Camscam," the fight over House TV. And when the imbroglio was over, the practices of House television and the future of Senate television had become the most widely discussed procedural issue of the 98th Congress. (5)

Yet one aspect of C-SPAN has not kept pace with increasing programming, increasing system affiliations, or increasing controversy--our knowledge concerning the real C-SPAN audience. Ratings themselves provide only minimally useful information. Yet we don't even have those crude measures, which commercial broadcasters take for granted.

What we think we know about the actual C-SPAN audience we have culled from C-SPAN's "callers" or from C-SPAN's letter-writers or from three unrelated and nonnational C-SPAN surveys conducted in 1980, 1982, and 1983. So, at this point, despite the fact that C-SPAN has

become a 24-hour, multimode programmer--and has emerged as the single most divisive procedural issue on both sides of the Capitol--we have had to rely on only primitive levels of information concerning the numbers, shape, and behavior patterns of the people who watch.

Beyond simple impressions, what we do know mostly comes to us through the polling research of Terry Hall at the University of Oklahoma (6), Janet Boakes at the the University of Pennsylvania (the Annenberg School) (7), and the Arbitron Company in Laurel, Maryland. (8) But the "Hall survey" in Norman, the "Boakes survey" in Montgomery County (suburban Philadelphia), Pennsylvania, and the "Arbitron survey" in 10 cable-operating locations across the country all fail to tell us anything about the national C-SPAN audience, even though the national audience is the focus (and target) of most political concern.

So, in order to allow audience research to keep pace with the rest of C-SPAN's patterns of growth, The Benton Foundation in Washington provided us with a grant to do a national survey of the C-SPAN audience from coast-to-coast. We began our initial work on this project in July and completed our research in November. Based on a randomly drawn sample of just under 1,000 C-SPAN homes, the findings and figures that appear below in this report provide the first national-scale portrait of the C-SPAN audience, our best look yet at the real C-SPAN audience.

Our data describe the size, composition, practices, and opinions of this unique political audience and do so in more representative fashion than any that have come before. And they represent the first in what we hope will be a continuing series of

surveys, surveys which will do more than tell us simply who comprises the C-SPAN audience and go on to give us some insight into the effects C-SPAN has on those who watch. For now, information about the basic nature of the live C-SPAN audience.

METHODOLOGY

Starting this past July, the staff of the Media Analysis Project at George Washington University began phase one of sample-building by contacting a randomized group of cable system operators. We chose scientifically from a list of 1,500 cable system operators who do provide C-SPAN to their subscribers. Admittedly it is standard practice to sample homes, not companies. But because we needed to contact only C-SPAN available homes (whether or not those homes were aware of C-SPAN availability), we decided to work through cable operators and not attempt to build a typical sample by random-digit dialing.

Eventually we asked 300 cable companies to provide us with anywhere between two and 28 subscribers, the assigned number reflecting the relative size of each company's list of subscribers. More than 90 percent of the companies we contacted eventually agreed to provide the names and to follow the randomizing procedures we gave to them for selecting the names we needed from their list.

All told, cable companies presented to us in September and October 959 home phone numbers and names, representing 41 of the 50 states. One week following the election in November, we phoned those 959 homes from our offices in Washington. Fewer than 17 percent of those phoned refused to answer any questions, a rate of refusal lower than most national surveys suffer.

Our research strategy produced a sample that reflects the general population surprisingly well. Although cable audiences typically possess a more "up-scale" demography (as did ours), on several central dimensions our sample was where it should have been. Fifty-three percent of our respondents were male; 37 percent had voted for Mondale-Ferraro; appropriate percentages came from each of the states (12 percent from California, 7 percent from Florida and from Texas, 4 percent from New Jersey, 2 percent from Iowa, etc.). Given our "response rate" and the profile of our respondents, we have confidence in the representativeness of our findings in this first national, randomized C-SPAN poll.

FINDINGS

1. Size

No question about any audience titillates more than "size." Virtually every article and item about C-SPAN appearing in the popular press in 1984 mentioned the number of homes in the potential C-SPAN audience. Audience size and level of penetration are as much a compulsion with producers as politicians, or with political scientists. "Hall," "Boakes," and "Arbitron" all made audience size a seminal concern in their earlier C-SPAN surveys.

So did we. In fact, we measured size and penetration in three separate ways. At the very outset of the interview we asked each respondent whether he or she had "heard of C-SPAN." Then we asked those who said "yes" whether they had "ever seen any of the [C-SPAN] programs." And continuing with those who had done both, we asked "about how many hours, per month, on average would you say you spend

watching C-SPAN?" On all three items, the responses suggest a level of visibility and penetration that is substantial, and given the earlier C-SPAN surveys, probably growing at least a little (see Table 1). [....Table 1 near here.....]

Six in 10 of the relevant population had heard of C-SPAN; almost four in 10 claim to have watched. More noteworthy, perhaps, is the amount of time C-SPAN viewers ("C-SPANers") say they spend during an average month watching C-SPAN programming. The most "typical" C-SPANer watches two hours per month--22 percent of the total C-SPAN audience. But because well more than 10 percent watch 20 hours per month, or more, the mean viewing time is just more than 12 hours.

Our numbers also imply quite clearly a "three-tiered" C-SPAN audience: (a) those who estimate watching one to five hours per month (52 percent of the total); (b) those who fall between six hours and 20 (35 percent); and the rest, (c) those who watch between 20 and 100(!) hours per month. Janet Boakes found a very similar pattern--a group of "heavy users" representing about 11 percent of her sample and watching at least 16 hours each month. (9) In Congress, where C-SPAN is a day-to-day concern, these "heavy users" have been saddled with a more colorful description--in Rep. Dan Lungren's unguarded expression, they are "C-SPAN nuts." (10)

"C-SPAN Nuts"

Our own poll does not provide any definitive political or demographic pattern for C-SPAN "nuts." "C-SPAN nuts" generally spend more time with all sorts of news media, not just C-SPAN. They know more about politics, too. But C-SPAN nuts are no more or less likely to be male or female, rich or poor, college-educated or no. We do

find a tendency for the older viewers to be heavier users, and for college teachers as well, but C-SPAN nuts do not have a set profile that permits us to characterize them as anything but interested in politics and with lots of time for viewing.

Whatever the "profile" of a "C-SPAN nut" there is no denying their loyalty and determination, and not just measured in hours watching the C-SPAN network. We found a handful of C-SPANers who were actively challenging their local cable companies in order to get more hours of C-SPAN--to get, in other words, the 24-hour package. And in El Paso, C-SPAN has its own "Miss Lillian," a senior so devoted to C-SPAN that she investigated about C-SPAN availability before moving from Texas to Arizona, telling us, in effect, that un-C-SPANed retirement isn't worth living. Indeed, the only thing keeping our Miss Lillian from watching more than 60 hours per month is that her local system, she regrets, switched to business news in the mid-afternoon.

Cross-Time Comparisons: Moving Up

By themselves, our statistics and case-studies of C-SPAN viewership are neither impressive nor impuissant; they merely are. But when these results are grafted to those findings from the surveys that came before, the implication is hard to deny--C-SPAN is increasing its visibility and its penetration within the American public.

The "Hall" data have to be set aside. With but 80 respondents in total, the Hall survey makes a poor benchmark. The Boakes survey is also local, but it was based on more than 200 subscribers in a more representative setting. And the Arbitron poll, while not randomly drawn, provides us with our best available benchmark.

Using Boakes, Arbitron, and our own data, a pattern begins to emerge, at least on the two most comparable dimensions: awareness of C-SPAN and the likelihood of having ever watched C-SPAN programming. Figure 1 implies that penetration and visibility have been increasing, not all that surprising given the expanding political coverage and expanding political debate associated with C-SPAN in 1984.

[.....Figure 1 near here.....]

The same neat pattern does not exist on the third measure of audience size--hours of C-SPAN watched per month. Extrapolating from Boakes we estimate that in 1982 the average C-SPANer in that survey watched only four hours per month (11), compared with our finding of 12 hours per month in 1984, an almost exponential increase. But Arbitron's figures suggest an average of 15 hours per month in 1983 (12), a less than linear pattern across the three years and the three surveys.

Frankly, we do not have a substantive explanation for these last

figures, other than to admit that the three surveys did have different populations and that the questions were different in each case. Still, using Arbitron and our surveys as the most likely to reflect audience behavior nationwide, the preponderance of evidence implies that the size of the C-SPAN audience is increasing, in absolute and percentage terms. And methodological concerns notwithstanding, in our research the existence of a subpopulation of "C-SPAN nuts" is definitely confirmed.

Special Events: Heavy Viewing in 1984

To this point, all our data pertain to "total" viewing. But the C-SPAN audience had, in 1984, three special, on-going events that they could also watch: the national nominating conventions and "Grass Roots '84," a video-tour of the United States during the general campaign. And, as before, C-SPAN penetration is noteworthy.

Our poll found that 59 percent of the general C-SPAN audience watched some of the Democratic convention, which works out to 22 percent of the total sample. As expected, a smaller percentage of both subsamples tuned in to the Republican convention in Dallas, reflecting, of course, the public's realization that less was happening in Dallas than in San Francisco. Still, 51 percent of the C-SPAN audience--19 percent of the entire sample--watched at least some of the C-SPAN coverage out of Dallas.

A smaller proportion tuned in on "Grass Roots '84," even though "Grass Roots" offered more C-SPAN programming than either convention. Just 39 percent--only 15 percent of the total sample--watched any of the special programming in Grass Roots '84.

The same applies when comparing the totals and averages of hours watching each of the three "specials." Among those tuning in to San Francisco, the average time spent with C-SPAN was more than eight hours (8.2 hours). The figure for Dallas was a little less, 7.4 hours of audience exposure among those who watched at all.

Our poll also suggests that "Grass Roots" was least popular of the three series (see below). But, that fact ought not to detract from what appears to be a substantial number of contact hours for each of the three ventures. In the case of the two conventions, the figures on average home viewing are comparable with the number of hours the general public spends watching network convention coverage. (13) Of course, those Nielsen figures represent the average for the entire television viewing population, not a subsample like ours. Still, C-SPAN coverage of the conventions attracted a large audience that watched for extended periods, and, as we see in short order, attracted an audience that liked the unusual way in which C-SPAN chose to cover the two conventions.

2. Audience Composition: "Up-Scale"

The C-SPAN audience continues to have a demographic profile that is disproportionately male, disproportionately wealthy, and disproportionately educated. In short, the C-SPAN audience remains an "up-scale" audience. And that up-scale quality distinguishes C-SPANers not just from the general population, but from the cable population as well.

We can demonstrate the special demography of the C-SPAN audience by making straightforward comparisons with percentages and pro-

portions. In our sample 58 percent of those holding graduate degrees (19 percent of the C-SPANers do hold graduate degrees!) tune in to C-SPAN. Only 18 percent of those with a grade-school education can be classified as C-SPANers. Boakes and Arbitron found this same sort of relationship between formal education and exposure to C-SPAN. (14)

The pattern hold for income too--the wealthier the home, the greater the likelihood of watching C-SPAN. Almost half of the households having an income of \$50,000 or more (17 percent of the C-SPAN households earned more than \$50,000 in 1983) manage to watch some C-SPAN. Fewer than 10 percent of those households earning less than \$10,000 a year bother to watch. (Nine percent of the cable audience has an income of \$10,000 or less.) Again, this "income effect" has almost always been the case with C-SPAN viewership. (15) There is nothing surprising in either of these patterns: education and income consistently "explain" exposure patterns to most sources of news and public affairs, and for fairly obvious reasons.

More controversial, perhaps, is the weak, but statistically significant relationship between gender and C-SPAN: 42 percent of the men and 35 percent of the women are C-SPANers. The gender-based pattern is consistent with what Boakes and Arbitron discovered. (16)

By using correlation coefficients, it is possible to gain a little insight into the relative impact of each demographic variable. Using a single correlation statistic (gamma), we find pretty much what we expected: education correlates best with viewership (.39); income correlates less powerfully (.19); sex does correlate, but least of all (.14). (17) Education almost always is the most powerful demographic variable in audience research.

It is almost mandatory for professional pollsters to test demographics in viewership surveys. We have done so. But demography is not destiny. So, while these correlations do indicate that basic census-style demographics have some explanatory power, their predictive power represents only a fraction of the information we would need to understand the C-SPAN audience completely. Nonetheless, with 44 percent of our C-SPANers holding college or graduate degrees, and with 48 percent having household incomes greater than \$30,000 a year, politicians are correct in assuming that C-SPAN people are an up-scale lot. (18) Nor is the up-scale quality of the C-SPAN audience showing any sign of letting up.

3. News Practices: An "Advertent Audience"

Another "must" in viewership surveys involves the general news practices of the specialized audience. For C-SPAN audiences this topic is particularly intriguing.

Academic research into commercial news audiences suggests that network audiences are, in the main, watching news for nonpolitical reasons. (19) One of the authors of this report has labelled television news audience "the inadvertent audience," (20) an audience that watches out of motivations having more to do with television than with news. Network news audiences are filled with people who rarely read news but love television.

What about the C-SPAN audience? Are C-SPANers merely an inadvertent audience for cable television? Given what we already know about their demographic profile, chances of that seem remote. But the litmus test involves news practices within other news sources--not mere demographics. And, our poll shows unambiguously that C-SPAN

audiences are not inadvertent, but very much "advertent."

They are, in a word, the "discriminating audience," watching C-SPAN in a premeditated way, looking expressly for political information.

We asked all respondents how much TV news they watch each week--TV news of all types. For non-C-SPANers the weekly mean was 6.5 hours--no "mean" total. For C-SPANers, however, the mean was 9.7 hours--almost 50 percent more.

While interesting, that comparison does not, in and of itself, tell us much about the level of advertency. The 9.7 hours might mean only that C-SPANers watch more television across the board, not that they consume more news across the board.

But our second "practices" question produces evidence that fairly well indicates that C-SPANers have a genuinely greater interest in news other than broadcast. We asked respondents how many hours per week they spent reading newspapers. For non-C-SPANers the mean figure was 4.6 hours. For C-SPANers the figure was 6.5 hours.

C-SPANers consume more news, not just more television news, and not just more television per se. C-SPANers are, in our study, more likely to read and to watch, and more likely to do so in about equal proportion--almost 50 percent more likely in either case. Once again, we relearned what Boakes and Arbitron had learned before: compared with network news audiences, C-SPANers "practice" more news. (21)

C-SPANers are the soul of audience advertency.

4. Political Practices

Involvement

Up-scale demography and news practices are not the only "historic" aspects of C-SPAN audiences. Typically, C-SPANers score high in political involvement. The Boakes survey found, for example, that C-SPANers were substantially more likely than nonusers to contact public officials, to contribute to political campaigns, and to vote. (22) The Arbitron people found dramatic differences, too, on a host of factors--attending rallies, signing petitions, contacting Congress, lobbying, and so forth. (23)

So well-established is the relationship, we decided to limit our involvement items to one: voting in the 1984 general election. And, as expected, C-SPANers practiced an extraordinarily high level of turnout. Ninety-three (!) percent claim to have voted in this past presidential election--18 percentage points higher than the nonusers and 40 points higher than the nation at large. C-SPANer turnout was even extraordinary when compared with past C-SPAN levels. Arbitron found participation in 1980 among C-SPANers to have been 83 percent--10 points lower than our figure. (24)

We have no way of measuring causation in this one-time-only poll, but the very fact that more than nine in 10 C-SPANers voted in 1984 is, on its face, one of the more remarkable findings from this survey.

Political Knowledge

We were more interested in knowledge than in involvement--political knowledge being one of those realms that C-SPAN research had rarely entered.

What we found conforms with the stereotype of C-SPAN viewers--

an audience widely more knowledgeable.

We included three current events "quiz" questions in our survey. We asked everyone to tell us who currently serves as Speaker of the House. We then asked everyone to name a party leader in the House other than the Speaker. Finally, we asked a question we had asked of a national probability sample late last spring--who is Ed Meese and why has he been in the news lately. (25) The first two items were related directly to C-SPAN and its mission. The third item--the Meese item--was included so that we could compare C-SPAN viewers not just with cable-available homes but also with findings from the nation as a whole.

The differences in "knowledge" between C-SPANers and non-C-SPANers, regardless of item, are apparently even greater than the differences on questions about "involvement." (See Table 2.)

[.....Table 2 near here.....]

The differences on the O'Neill question approach 40 percent. The differences on the leadership item are nearly exponential-- a ratio of four and a half to one, in favor of C-SPAN viewers.

And as far as the Meese identification question is concerned, the evidence is crystal. (See Figure 2.) Across the three categories (general public, cable-users, C-SPANers) it is readily apparent that C-SPANers know most, and in areas only tangentially related to C-SPAN programming, in this case the identity and news relevance of Ed Meese.

[....Figure 2 goes near here....]

C-SPANers were about twice as likely as the public at large to get the Meese question right, even though Ed Meese has been, comparatively speaking, out of the news since the summer months. And

C-SPANers were more than twice as likely to identify Meese when compared with their cable-subscribing counterparts who do not watch C-SPAN.

To argue that C-SPAN viewing, alone, has caused these differences would be, in a word, jejune. In fact, we accept the basic premise that those who decide to watch C-SPAN are politically "exceptional" at the outset: that the higher level of interest and awareness causes viewing more than viewing causes interest or awareness.

Nevertheless, C-SPAN does show the Speaker and the leadership on an almost daily basis to those who tune in. Mr. Meese's tribulations did receive considerable attention on C-SPAN. To argue that C-SPAN does not inform or educate is at least as specious an argument as asserting that C-SPAN has done it all. But until we collect evidence over a course of time, all these arguments about the relative impact of C-SPAN on knowledge or interest or involvement remain speculation, despite their intriguing quality.

5. Political Orientation

For a host of reasons--some more justifiable than others--the political orientation of the C-SPAN audience has not been too frequently assessed. The "Hall survey" barely touches the topic. Boakes devotes only a paragraph or two to the topic. And Arbitron conspicuously ignores it outright, asking respondents only if they voted, not for whom.

We too have asked but one question about political orientation, but it is the major one--providing perhaps the single most important new bit of information to emanate from this research, and certainly,

to our minds, the most surprising.

We asked everyone we phoned how he or she had voted in the 1984 presidential election. We suspect that having asked so soon after the election that "recall" was fairly accurate. On the other hand, given the landslide proportion of the vote, we also suspected, as we conducted our poll, that there might be a "halo effect"--a higher percentage of Reagan vote in recall than in reality. And, in fact, perhaps reflecting both a "halo effect" and an up-scale demography, our entire cable sample gave 63 percent of its two-party vote to Reagan-Bush. That figure represents a vote preference four points more Republican than the national figures.

But the C-SPAN audience did not vote that way. In fact, the C-SPAN audience proved to be significantly less Republican in its presidential voting than the non-C-SPANers, and less Republican than the nation at large. Among two-party voters, "only" 55 percent of our C-SPAN sample voted for Reagan-Bush--about thirteen percentage points less than the rest of our cable audience.

The young conservative Republican leadership in the House considers C-SPAN among its most important tools in reaching outside the House. The Conservative Opportunity Society (COS) regards C-SPAN a major part of its campaign to become the majority party in Congress. (26) In fact, the Democratic leadership, in its recent attempts to limit television coverage of the House, implies directly that the Democrats think the Republicans are succeeding, at least a little, in reaching the people through C-SPAN. (27)

Our data do not tell us enough to know for certain whether C-SPAN helps or hurts Democrats or Republicans, let alone COS. Nor

can our survey answer directly the Speaker's anxiety concerning COS utilization of House TV. What we do know, however, is that exposure to C-SPAN programming, in 1984, taken in its entirety, did not produce a subpopulation more supportive of the national Republican ticket. If anything, the evidence slides gently in the other direction.

6. Attitudes Toward C-SPAN: "Upbeat"

Janet Boakes was the first person to ask viewers directly whether they were satisfied with C-SPAN; the "satisfied" outnumbered the rest by a ratio of 10 to one. (28) We did not ask about "satisfaction," but we did ask C-SPAN users a series of indirect "evaluative" questions. We found that those who watch have few fundamental or substantive complaints. In fact, the most frequent complaint is that C-SPAN isn't carried enough, isn't on all the time, or at a convenient time. Most dissatisfaction involves not C-SPAN but the cable operators themselves, who decide, for whatever reason, to interrupt service during the day or night.

Let's be objective. More than half the potential audience never watches C-SPAN. They vote "no" with their eyes and channel selectors. In a manner, they are "dissatisfied." And three-fourths of those told us that nothing would bring them into the C-SPAN audience: the plurality of these people say they have no interest in political broadcasting.

A tenth of the nonviewers mention "mechanical" things that keep them away--no night telecasts, no advance scheduling, things of that kind. But by and large nonviewers are neither unhappy with C-SPAN nor unable to watch. They just prefer not. But among those who fall into

the C-SPAN audience, satisfaction may be an understatement.

We used three indirect tests of viewer appreciation. First, we asked those who had watched the conventions on C-SPAN to tell us what they'd like C-SPAN to do in covering the conventions in 1988. Do the same thing? Be more like the networks? etc. Eleven times as many want the format to stay as it was in 1984 than want to see a commercial network approach in 1988. Two-thirds of those responding want no changes whatever in 1988. The format of sound-and-video only was surprisingly popular with the audience.

As we have already mentioned, C-SPANers tended to like convention coverage more than "Grass Roots '84." One woman called "Grass Roots" "tiresome," and she was not unique. But when we asked about the six different formats used in "Grass Roots" more than twice as many people could identify something they liked as opposed to something they didn't like. Although "city tours" were the least popular format, nothing on C-SPAN, even in "Grass Roots," was unpopular. And as for the most popular form of programming, call-ins proved to be the favorite format.

One final question suggests a C-SPAN audience that is not only satisfied but also appreciative. We asked the 259 people who watch C-SPAN if they would be willing to answer a printed questionnaire we would send them through the mail twice a year. Three in 10 agreed--agreed to give their personal addresses, over the phone to a stranger, to take part in an on-going national poll. We consider that sort of response indicative of an appreciative following.

In the last analysis, and for a number of reasons, the C-SPAN audience is almost the flipside of the network news audience. The

commercial news audiences are extremely large but in many ways suspicious of their news sources. (A recent ABC News poll indicates that 35 percent of the public believes network reporters "to be pro-Communist in their views"!) (29) On a day-to-day basis the C-SPAN audience is comparatively tiny, but is also pretty much enamored with their network. And the network news audience seems to be leveling off in size; the C-SPAN audience seems to be growing. And because C-SPAN audiences virtually never blame C-SPAN for what appears on the programming, that growth has not come at the expense of viewer dissatisfaction. At present C-SPAN, "America's Network," is the "Teflon-coated" news network as well.

CONCLUSIONS

When one begins these sorts of projects, the supposition is, of course, that there will be no surprise findings: that the political sociology of American news audiences is a known commodity and that each new survey corroborates what we knew before. This survey does have its share of "expecteds."

But this survey has had its share of surprises, too. So it seems appropriate to divide our conclusions into two sections--the expected and the unexpected.

Expecteds

Clearly we expected that C-SPAN viewers would have a unique demography--and they do. Having seen the 1983 Arbitron data that show C-SPANers more likely to affiliate with American Express or to own a foreign car, we had expected what we found--an up-scale C-SPAN audience.

We also anticipated a more participatory C-SPAN audience; we got what we expected. And, given the usual relationship between demographics, participation, and political knowledge, we had suspected a distinctly more knowledgeable C-SPAN population. And, as usual, there is a very robust relationship between C-SPAN viewing and knowledge about Congress, Washington, and the political process in general.

Unexpecteds

But then come the surprises. First, the size of the C-SPAN audience as we found it to be. We had not expected to find as many "C-SPAN nuts" as we did--almost one-sixth of the C-SPAN audience

watching between 20 and 100 hours a month. Nor had we predicted a viewership that would watch, on average, 15 hours of convention coverage, when that coverage, for the most part, was an uninterrupted audiovideo feed without explanation.

And then the second surprise--the gross numbers surprise. Based on an extrapolation from our own findings and the public record, the C-SPAN audience is a surprise.

We know that the United States has 85,000,000 households. Thanks to Nielsen, we know too that 37,000,000 of those homes receive cable, about 44 percent of the total. And, according to their own records, C-SPAN now reaches 20,000,000 households. We find 38 percent of our sample homes watched C-SPAN at least sometime during the month--that's 7.6 million homes having some contact.

The statistical abstract of the United States says the average American home has 2.7 people living there. Loosely, that all translates to 20.5 million C-SPAN on-going, if short-term, contacts.

Estimates of this sort are not the sort of thing on which anybody would want to bet his or her political career. But underestimating the size of the C-SPAN audience could be as big a mistake as exaggeration. Knowing how thick the armor, we are somewhat impressed with the way C-SPAN has penetrated the shield of national political indifference.

And the last surprise--the political orientation of the C-SPAN audience. There were at the outset only two reasons to believe that C-SPANers would be more Democratic than the non-C-SPAN audience. The first was the Boakes survey--the only one to uncover a slightly Democratic orientation in the C-SPAN audience. (30) The second was the

fact that since 1979 Democrats have maintained control of the House but have since then lost the Senate and the White House twice. Since 1981 the Democrats have controlled only the House. So, "selective exposure"--the tendency to watch those programs or people one expects to reinforce his point of view--could have predicted a disproportionately Democratic share of the C-SPAN audience.

But several other factors led us to believe that C-SPANers would be more Republican. Cable costs money. And money, as a rule, correlates with Republicanism. So does letter-writing, and political participation, and all the rest of the patterns of behavior we measured in C-SPANers. So, combined with money there were a host of behavioral characteristics associated with C-SPAN that would have predicted a pro-Republican audience.

Even the recent history of C-SPAN implied that C-SPANers would be skewed toward the G.O.P. It has been the Republicans in COS who have been more eager to practice the politics of C-SPAN--during one-minute speeches at day's opening and during "special orders," at the day's close. The House Republicans have adopted C-SPAN more as a national public forum and have been open in the acknowledgment that C-SPAN audiences were for them a special concern. It was Republican use of C-SPAN in May 1984 that triggered Speaker O'Neill's highly controversial decision to pan the floor and show the nation that Congressman Bob Walker was speaking to a near empty House.

We had not at the outset believed that the Republicans had, through C-SPAN, persuaded many viewers to become Republican, or conservative. But we had expected "selective exposure" to produce a Republican audience looking forward to reinforcing messages that

Republican spokespersons could provide.

All this interpretation came a cropper. Using one sure test of political opinion in 1984 we find that "only" 55 percent of the C-SPAN viewers voted for Reagan/Bush, but that 68 percent of the nonviewing cable subscribers voted that way. In other words C-SPAN people were approximately four points less likely to vote Republican than the rest of the country and 13 points less likely than the remaining cable subscribers of voting G.O.P. The probability that this difference would happen by chance alone is less than one in a thousand. Instead of being significantly more Republican in their vote choice in 1984, C-SPANers were significantly less Republican. In essence, the C-SPANers have, to a degree, denied their demography and confounded our predictions.

That C-SPAN viewers seem disproportionately Democratic does not mean that the Republicans have failed, so much as it means that they need to be careful. They face an audience that is not all that sympathetic. But a similar warning applies to the Democrats. Boakes's evidence indicates C-SPAN viewers are consistently more independent in their political behavior than the rest of the population. (31) Any attempt to gag the Republicans or restrict C-SPAN coverage might alienate Democratic leadership from its C-SPAN audience. For Tip O'Neill and for COS Republicans, the advice may be the same: careful with both partisan rhetoric and with partisan procedural rulings. Nothing, however, is as unexpected, or potentially as politically useful as the finding that C-SPAN is not a measurably Republican audience. It seems to be ever-so-slightly Democratic.

In the end it may not be Tip O'Neill or Newt Gingrich who has the

most to enjoy in these findings. It is the people who work at C-SPAN and provide the programming. Their work seems to be paying off. The audience is up-scale in composition and up-beat in its attitudes toward the network they watch, and watch increasingly. At a time in which the commercial networks have had to wonder about the increasing number of no-shows and declining respect, C-SPAN has increased its audience and with no evidence whatever of declining public esteem.

Notes

1. For a short history of the creation of C-SPAN, see "C-SPAN," published by Cable Satellite Public Affairs Network, 1978.
2. For a short history of the congressional deliberations concerning broadcasting from the floor see U.S. Congress, House Committee on Rules, Broadcasting the Proceedings of the House, H.Rept. 95-881, 95th Cong., 2d sess., Feb. 15, 1978.
3. C-SPAN marketing figures obtained from C-SPAN.
4. "Camscam" was the neologism symbolizing the controversy which broke over the Speaker's decision to order the House TV cameras to pan the House floor during a May 10 speech given by Congressman Robert Walker (R-Pa.). O'Neill violated his own previous rule prohibiting cameras from panning the House chamber so that he could reveal to C-SPAN audiences that Walker's denunciation of Democratic "arrogance" was being given to a nearly empty House.
5. For a lengthy compilation of press reaction to "Camscam," see C-SPAN, Congress on Cable: C-SPAN's Recent Press Clips, Washington, DC, May 31, 1984.
6. Terry Hall, "Congress on the Tube: Who's Watching?" Bureau of Government Research, University of Oklahoma, Norman, OK, xerox, 1980.
7. Janet Carol Boakes, "A Study of Television Viewership on Congressional Proceedings Carried on C-SPAN," M.A. Thesis, University of Pennsylvania: Annenberg School of Communication, Philadelphia, PA, xerox, 1983.
8. Arbitron Ratings, "C-SPAN Special Cable Study," Laurel, MD, xerox, Feb. 1983.
9. Janet Boakes, "A Study of Television Viewership," pp. 23-24.
10. T. R. Reid and Margaret Shapiro, "House Thwarts O'Neill's Bid for Fund Rise to Warm Poor," Washington Post, Jan. 25, 1984, p. A4.
11. Boakes, "Television Viewership."
12. Arbitron Ratings, "C-SPAN Special Cable Study," estimated from data on p. 26.
13. Average viewing for the 1980 conventions was a little more than eight hours per viewing household, which is about one-half the time the average C-SPAN household spent watching in 1984. For the history of American viewing patterns for the national nominating conventions, see Warren Isensee, "Convention Viewing Down," USA Today, July 17, 1984, p. 1.

14. Boakes, "Television Viewership," pp. 35-37, and Arbitron, "C-SPAN Special Cable Study," p. 68.
15. Boakes, pp. 38-39, and Arbitron, pp. 72-73.
16. Boakes, pp. 28-29, and Arbitron, p. 22.
17. Through an administrative oversight, our survey does not include an "age" item. Age has consistently proven to be a reasonably strong predictor of C-SPAN viewing and our oversight is a costly one.
18. For example, according to the U.S. Bureau of the Census, C-SPAN audiences are more than twice as likely than the public at large to hold a college degree.
19. C. Richard Hofstetter, "Television and Civic Education: Popular Views, Uses, and Impact of Video News in the 1982 Campaign," American Enterprise Institute Report, mimeo, 1972. See also Edward J. Epstein, News from Nowhere, New York: Random House, 1973, pp. 95-96.
20. Michael J. Robinson, "Television and American Politics, 1956-1976," Public Interest, Summer 1977, pp. 3-39.
21. Boakes, "Television Viewership," p. 48, and Arbitron, "C-SPAN Special Cable Study," p. 62.
22. Boakes, pp. 49-55.
23. Arbitron, p. 56.
24. Arbitron, p. 55.
25. Michael J. Robinson and Maura E. Clancey, "Teflon Politics," Public Opinion, April/May 1984, pp. 14-18.
26. T. R. Reid, "Minority Objector Conscientiously Flays Foes with House Rules," Washington Post, March 21, 1984.
27. "Democrats to Consider House Rules Changes," Congressional Quarterly Weekly Report, Nov. 24, 1984, p. 2984.
28. Boakes, "Television Viewership," p. 28.
29. For an excellent review of attitude toward network news among the general public, see "Viewpoint Poll on Television News," the ABC News poll no. 0121, New York, 1984. The statistic on "pro-Communist views" appears on p. 3.
30. Boakes, "Television Viewership," p. 56.
31. Boakes, pp. 57-59.

Table 1

Percentage of English-speaking Respondents Who
"Have Heard of C-SPAN" and Who "Have Watched C-SPAN"

Heard of C-SPAN	61 %
-----------------	------

Ever Watched C-SPAN	38 %
---------------------	------

(N = 690)

Figure 1

Percent of Those Aware of C-SPAN and Percent Having Ever Watched;
1982 (Boakes); 1983 (Arbitron); 1984 (Benton)

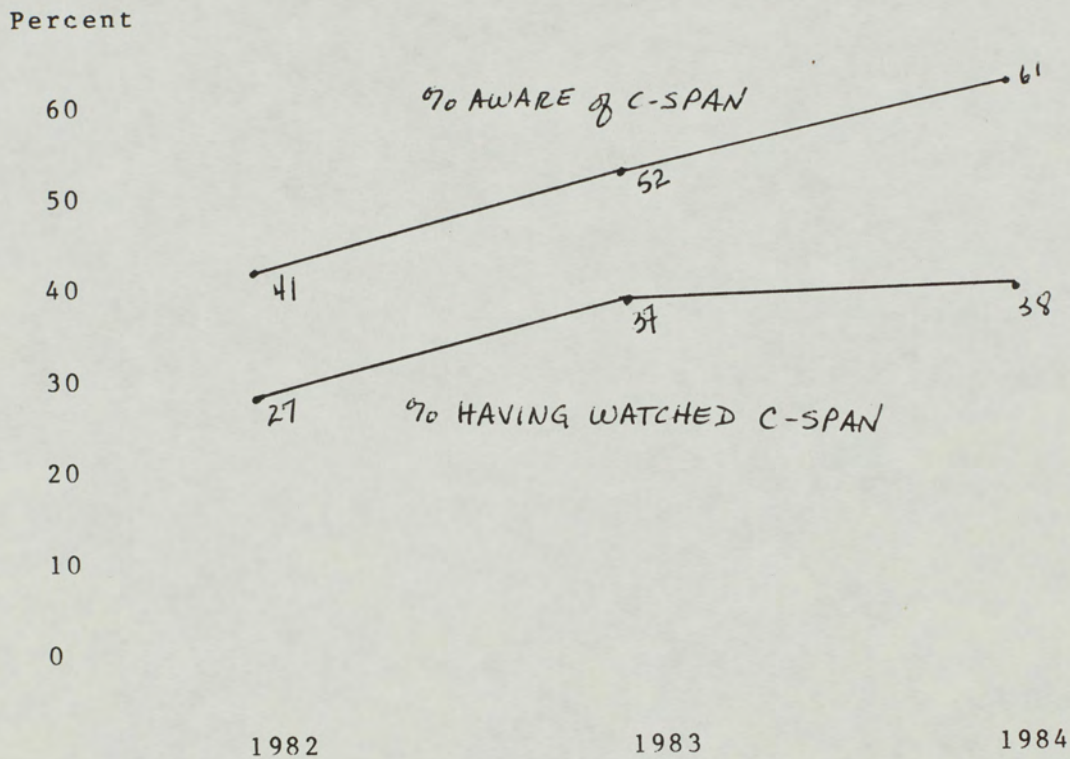


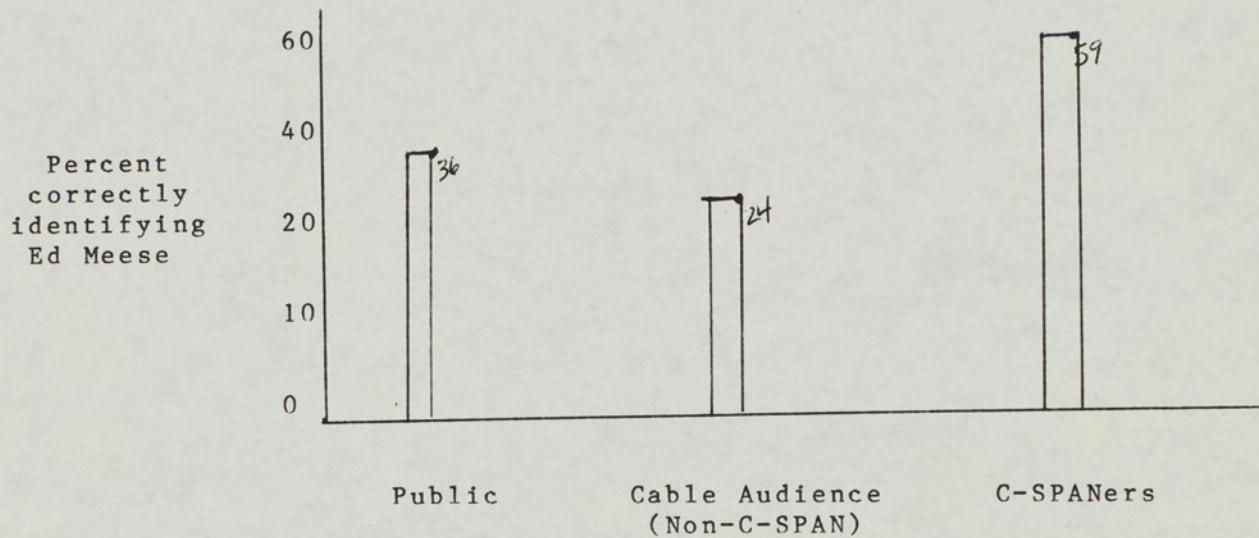
Table 2

Percent Providing "Correct" Answer to Two Leadership Questions,
C-SPANers and Non-C-SPANers

	C-SPANers	Non-C-SPANers
Could Identify Thomas P. "Tip" O'Neill as Speaker	88 %	51 %
Could Correctly Name a Second Party Leader in House	22 %	5 %

Figure 2

Percentage of Respondents Correctly Knowing Why Ed Meese Was in the News, C-SPANers, Non-C-SPANers, and the Public at Large



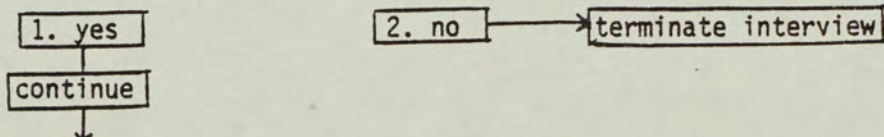
Phone number () - _____
Location _____

Interviewer _____
Date _____

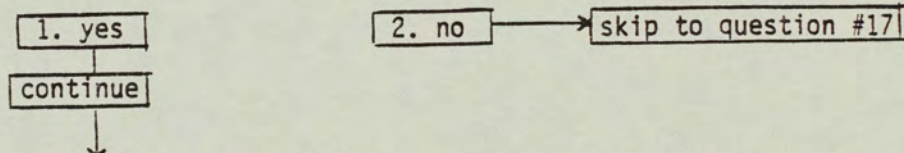
Hello, my name is _____ and I'm calling from Washington, D.C.
We are conducting a brief television survey in your area that will take about
four minutes. We are not selling anything, nor are we working for any political
candidate.

I'd like to speak with _____ (name taken from list).
(If not at home, get time for call-back. Repeat introduction.)

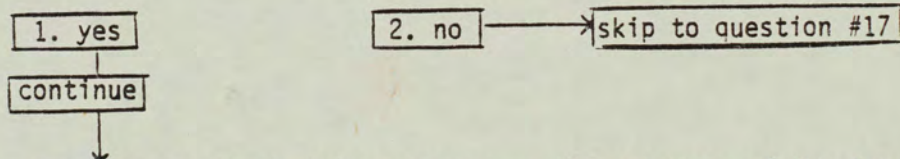
1. Is there a television set in your household with a cable connection?



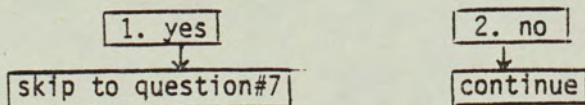
2. The cable company operating in your local community makes available to its subscribers something called the Cable Satellite Public Affairs Network -- more commonly known as C-SPAN. C-SPAN televises live from the House of Representatives in Washington, from congressional hearings, and from its own studios in Washington where it does call-in shows about politics. Have you heard of C-SPAN?



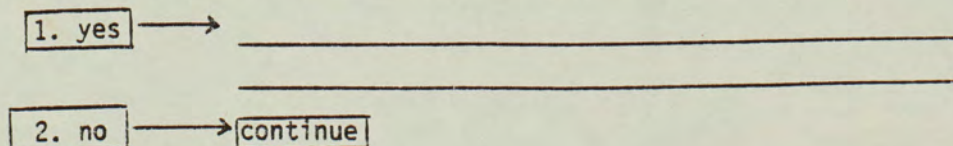
3. Do you happen to know that C-SPAN is available to you as one of the cable channels on your TV?



4. Have you ever seen any of the C-SPAN programs -- the coverage of the Congress, the coverage of the national nominating conventions, "Grass Roots '84," the call-in programs, or whatever?



5. Is there any particular reason for your not having watched C-SPAN programming?



6. Is there anything C-SPAN might do in the future in covering national politics that might make you likely to watch?

↓

skip to question #17

7. About how many hours per month, on average, would you say you spend watching C-SPAN?

continue

8. Did you happen to see any of the C-SPAN live, gavel-to-gavel coverage of the Democratic convention this July -- the convention that nominated Walter Mondale?

1. yes

2. no

→ skip to question #10

continue

9. About how many hours of the C-SPAN Democratic convention coverage would you guess you saw?

continue

10. How about the Republican convention in August, the one that nominated Ronald Reagan. Did you happen to see any of the live, gavel-to-gavel coverage of the Republican convention on C-SPAN?

1. yes

2. no

→ skip to question #12

continue

11. About how many hours of the C-SPAN Republican convention coverage would you guess you saw?

*****FOR THOSE WHO SAW ANY OF EITHER, ASK QUESTION #12. FOR THOSE WHO SAW NEITHER, SKIP TO QUESTION #13.*****

12. In 1988, when the Republicans and Democrats hold their next nominating conventions, would you want C-SPAN to cover those conventions as it did this summer -- with uninterrupted attention on the convention speakers; or would you prefer C-SPAN provide a limited amount of explanation and commentary by the C-SPAN news staff; or would you prefer C-SPAN cover the 1988 conventions the way ABC, CBS, and NBC have tended to cover them -- with lots of interviews, commentaries, and floor reports?

1. cover conventions in 1988 as they did in 1984
2. prefer some limited amount of explanation
3. prefer the way the networks have tended to cover conventions
4. no preference
5. other (specify) _____



13. Did you happen to see any of the C-SPAN coverage of this autumn's general elections campaigns, what C-SPAN called "GRASS ROOTS '84?"

1. yes

2. no → skip to question #17

continue



14. All told, since September, about how many total hours of "Grass Roots '84" coverage would you estimate you watched?

continue



15. As you may recall, "Grass Roots '84" was presented in many different ways -- personality pieces, city tours, round table discussions, debates, call-in shows, and interview shows. Which type, if any, did you like best? Least?

BEST

1. personality pieces
2. city tours
3. round table discussions
4. debates
5. call-in shows
6. interview shows
7. no specific type

LEAST

1. personality pieces
2. city tours
3. round table discussions
4. debates
5. call-in shows
6. interview shows
7. no specific type

16. Was there anything in "Grass Roots '84" campaign coverage that either changed your mind about politics in America or that gave you any new slant or ideas about American politics today?

17. Now just a few items about your interests in news and current events. About how many hours per week would you estimate you spend reading your favorite newspaper?

18. About how many hours a week would you say you spend watching television news programs -- local and national?

19. Can you by chance tell me who the Speaker of the House of Representatives is?

1. Thomas "Tip" O'Neill
2. Other
3. No, no answer

*Don't provide these answers

20. Can you name any other single party leader in the House of Representatives other than the Speaker of the House?

1. Yes, _____ (specify)
2. Yes, but no answer
3. No, no answer

*Don't provide these answers

21. Have you heard the name Ed Meese?

1. yes

2. no

skip to question #23

continue

22. Can you tell me why Mr. Meese has been in the news during the last several months?

1. Yes, but no information as to why
2. Yes, but wrong answer
3. Yes, appointed attorney general; no scandal mention
4. Yes, financial scandal any type
5. Yes, details about financial scandal
6. Yes, "no hunger" remark
7. Yes, other correct
8. Not ascertained
9. _____

*Don't
Provide
These
Answers

23. Finally, a few questions about you. Did you vote in the the 1984 presidential election?

1. yes

2. no

3. refused

continue

skip to question #25

24. Did you vote for the Democratic ticket -- Mondale and Ferraro -- or did you vote for the Republican ticket -- Reagan and Bush?



1. Mondale-Ferraro
2. Reagan-Bush
3. Other _____ (specify)
4. Won't say _____ (comment)

25. What is the last grade of school you completed?



1. high school incomplete
2. high school graduate
3. some college
4. college graduate
5. graduate education
6. not ascertained

*Don't provide these answers

26. Last question. Would you say your total household income in 1983 was:



1. \$10,000 or less
2. between \$10,000 and \$20,000
3. between \$20,000 and \$30,000
4. between \$30,000 and \$50,000
5. more than \$50,000

*Provide these answers

THANK YOU VERY MUCH!

*****For those interviewees who have shown any familiarity with C-SPAN -- who***** have watched at least one or two hours of C-SPAN convention coverage, "Grass Roots '84" coverage, or regular C-SPAN programming -- ask the following question.

27. You seem more interested in C-SPAN than most people. Would you be willing to be one of our C-SPAN national poll? All it would entail would be a short questionnaire mailed to your home once or twice over the next year. We'd really like to know what you think and how C-SPAN can serve you better.

1. yes

2. no



Name _____

Address _____

Telephone _____

G-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

FROM: SMS/ P.R. Dept. *[Signature]*

RE: Our plans for the G.W. University survey newsconference

DATE: December 13, 1984

4-137
Tues. Jan. 8 - 10 AM / Capitol

The following plans are for your perusal concerning the newsconference we'd like to have to release Mike Robinson's survey:

Suggested dates: Wednesday, January 2 (day before congress convenes/ Day after New Year's holiday).

Monday, January 7 or Tuesday, January 8 (Congress back, but nothing happening/ better from trade press)

Place: U.S. Capitol Building. Mike will help with securing a room. Lends more credibility than if we had it here. Attracts more political writers than if held downtown, (like at the Press Club)

targeted attendees: political reporters (esp. those assigned to the Congress)
trade press
t.v. (industry) writers (e.g. Carmody, Ben Brown)

Speakers: intro by Carolyn Sachs on Benton Foundation's reason for underwriting study. (Carolyn can underscore the tv controversy on the Hill, which will make the survey topical for reporters.)

survey results from Michael Robinson & their relevance

Q&A with Robinson, Sachs, and Lamb.

Close of press conference by Sachs.

how to announce: 1) advisory notice mailed on Thursday, Dec. 27

(adjust if date changes) 2) telephone calls on Monday, Dec. 31

3) notice in House & Senate Press Galleries

4) carry in UPI & AP Day books.

5) front page "teaser" box in this week's Update?

details: have sign outside door

have Bruce Hoertel there to take photos

coffee & donuts or other appropriate fare on hand

mike podium

have Nan & Liz check people in; give each a press kit with release

camera ready stats

copy of survey?

photo?

NEWS FROM:

C-SPAN AMERICA'S NETWORK

Suite 155 • 400 N. Capitol Street, N.W., Washington, D.C. 20001

Release: IMMEDIATE
January 8, 1985

Contact: Susan Swain
(202) 737-3220

---NATIONAL SURVEY FINDS C-SPAN'S AUDIENCE

"POLITICALLY AWARE" AND "INCREASING IN SIZE"--

WASHINGTON, D.C. -- The most extensive national survey of the C-SPAN audience ever conducted estimates that the Cable-Satellite Public Affairs Network is watched in 7.6 million homes each month -- a potential audience of 20.5 million viewers per month.

The survey was conducted by Dr. Michael Robinson, director of the Media Analysis Project of George Washington University and funded by a grant from the Washington-based Benton Foundation. More than 900 randomly-selected cable homes in 41 states were contacted for the survey in mid-November 1984.

This survey was intended to measure the size, composition and political awareness of the C-SPAN audience. Dr. Robinson's findings conclude:

ON VIEWERSHIP:

- Sixty-one percent of those surveyed had heard of C-SPAN.
- Thirty-eight percent of the respondents watch at least one hour of C-SPAN per month.
- Average C-SPAN viewing time per month is 12 hours.
- In houses where C-SPAN is available, forty-two percent of the men watch; thirty-five percent of the women watch.

ON POLITICAL INTEREST/ AWARENESS:

- Ninety-three percent of the C-SPAN viewers surveyed voted in the 1984 elections.
- C-SPAN viewers are high consumers of news; on average, they spend six hours per week reading newspapers and 10 hours per week watching TV news: Fifty percent more time than non-viewing cable subscribers.

(more)

POLITICAL AWARENESS/ACTIVITY (CONT.)

- C-SPAN viewers were more than four times as likely to correctly identify Congressional party leaders than were non-viewers.
- Nineteen percent of the C-SPAN-available audience watched some of the Republican National Convention on C-SPAN.
- Twenty-two percent of the C-SPAN-available audience watched part of the Democratic Convention on C-SPAN.

ON VIEWER DEMOGRAPHICS:

In cable homes where C-SPAN is available,

- Forty-seven percent of the households with incomes of \$50,000 or more do watch C-SPAN programming.
- Fifty-nine percent of those in the C-SPAN-available audience who have advanced degrees watch the network.

Survey analyst Robinson said that by comparison with earlier surveys (Janet Boakes, University of Pennsylvania-1982 and Arbitron-1983), the C-SPAN audience is increasing in size and continues to reflect the higher levels of civic participation traditionally associated with C-SPAN viewing.

Nearly two thousand cable systems across the country currently make C-SPAN's round-the-clock public affairs programming available to their subscribers, reaching 20 million American cable households. C-SPAN has been televising public events from Washington since March 1979, when it began carrying live sessions of the U.S. House of Representatives. C-SPAN is a non-profit cooperative effort of the cable television industry.

###

PARTIAL RESULTS OF ARBITRON SURVEY OF
C-SPAN'S AUDIENCE

A demographic survey conducted by The Arbitron Ratings Company reached two major conclusions about the level of interest C-SPAN's viewers have in public affairs.

C-SPAN VIEWERS DEMONSTRATE HIGH LEVELS OF POLITICAL INTEREST:

- 83.3% of C-SPAN viewers said they voted in the 1980 elections.
- C-SPAN viewers are 70% more likely to work for a political party than are non-viewers.
- C-SPAN viewers contact their congressmen. They are 63% more likely to do so than non-viewers surveyed.
- 38.8% of the C-SPAN viewers surveyed attend public meetings.
- C-SPAN viewers are more than twice as likely to attend political rallies. More than one quarter of the viewers surveyed do so, compared with 12.5% of non-viewers.
- C-SPAN viewers are 40% more likely than their non-viewing counterparts to sign a political petition.
- When asked to contribute to political candidates, C-SPAN viewers are more likely to do so than their non-viewing counterparts.

C-SPAN VIEWERS ARE WELL INFORMED:

- 96.6% of the C-SPAN viewers surveyed read daily newspapers.
- C-SPAN viewers are 56% more likely to read news magazines and 65% more likely to read business magazines than non-viewers.
- While nearly as many viewers as non-viewers described themselves as having "some college," C-SPAN viewers are 54% more likely to be college graduates, and 87% more likely to have attended graduate school than non-viewers.

DRAFT LIST OF INVITEES:

TRADE PRESS AND TELEVISION WRITERS

Mary Crowley / *Hollywood Reporter* Communications Daily & TV Digest
 Harry Jessel / Broadcasting
 Paul McCloskey / Cablevision
 Howard Fields / Cable Age
 Teri Robinson / Phillips Publishing (CableNews)
 Hale Montgomery / Cable TV Business
 Craig Leddy / Electronic Media
 Dennis Wharton / Variety

Judy Freeman / *Multichannel*
 Alan Green / *Ad Week - Videography* *city desk 1346 Ct Ave.*

Jack Carmody / Washington Post */ Tom Shales*
 Ben Brown et al / USA Today
 Jeanne Saddler / Wall Street Journal
 Sidney Shaw / UPI
 Bill McCloskey / AP

✓ John Weisman / TV Guide (also copy to Neil Hickey in NY)
 Bob Brewin / Village Voice

David Burnham / NY Times
 / Washington Journalism Review

CONGRESSIONAL/POLITICAL REPORTERS

Jim Worsham / Chicago Tribune
 Diane Granat / Congressional Quarterly
 Margaret Shapiro or Helen Dewar / Washington Post
 Howard Banks / Forbes
 Bob Minzesheimer / Gannett News Service
 / Houston Chronicle
 Sara Fritz / Los Angeles Times
 Gloria Borger / Newsweek
 Tim Clark or Richard Cohen / National Journal
 Patricia O'Brien / Knight Ridder
 Richard Burkhardt / Roll Call
 Neil Mac Neil or *Evan Thomas* *??* / Time
 Steve Roberts / New York Times
 Rita McWilliams or Tom Brandt / Washington Times
 Don Campbell's group / USA Today (perhaps Louis Peck)
 Mary Beth Franklin / UPI
 Doug Harbrecht / Scripps Howard
 David Rogers / Wall Street Journal
 Nancy J. Schwerzler / Baltimore Sun
 Eileen MacNamara / Boston Globe
 Ron Grover / Business Week
 / Public Opinion
 / Conservative Digest
 / John Naisbett's Trend Letter
 Kathryn Johnson / U.S. News

ALSO:

Democratic Caucus Media Staff

• Senate Rules & Admin. staff

• Jim Wirth's staff
 David Alward

Demo. Media Center
 John J
 502 C St. NE

send pre

National Public Radio:
 Cohen Roberts
 Linda Wertheimer

Former info:
 Susan Swain
 Carolyn Sachs

White House press
 office

Benton Foundation
 → *Blurb -*

✓ Danielle Kasser
 ✓ Steve Skardon
 ✓ Aba Roch
 ✓ Gita McWilliams
 ✓ M. Crowley
 Carolyn Sachs
 Karen Menichello
 ✓ Charles Clark
 ✓ Harry Jessell
 ✓ John Brant
 ✓ Sara Fritz
 ✓ Laura Newman
 Randy Mintz
 Steve Whit
 ✓ Bill McCloskey
 Rich Cohen
 Alan McInnell
 Greg Waddell
 ✓ Sid Shaw
 ✓ Jeri Robinson
 Doey Thibault
 G. O. Sullivan
 ✓ Judy Freeman

C.A. Jones (David Crook)

WAMU News
 Cong. Alexander
 VOA
 West Union
 Cerman Daily
 Benton Fed.
 Benton Idn
 Cong. Quarterly
 Broadcasting
 Washington Times
 LA Times
 House Sergeant at Arms
 View Magazine
 NY Times
 AP
 National Journal
 Con West English
 "

UPI
 Phillips Publishing
 SCRIPPS-HOWARD
 World Journal
 Multichannel News
 USA Today
 by courier [Newhouse]
 Newsweek
 Time
 Variety
 (Phila. Inquirer
 cablevision)



SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202 / 737-3220

TO: Brian P. Lamb

FROM: S. Swain *Susan*

RE: Release of Robinson Survey results (Benton Foundation Press Conference)

DATE: Dec. 28, 1984

CC: Michael Robinson, GWU
Carolyn Sachs, Benton
Karen Menichelli, Benton
Bruce Collins, C-SPAN

Timeline and delegation of responsibilities for Benton Foundation Press Conference:

<u>DONE:</u>	<u>DATE:</u>	<u>BY:</u>	<u>TASK:</u>
☒	12/28		meeting w/ Swain, Sachs, Menichelli to arrange logistics

☒	12/31		delivery of project results to C-SPAN/ Benton.
☒	"		confirmation of room in Capitol
☒	"		phone Bruce Hoertel to arrange photographer
☒	"		"teaser" box on front page of Update (published 1/7)

	1/2		write press release to accompany stats.
	"		type and copy stat sheets.
☒	"		print "correspondents advisory" on Foundation stationery

	1/3		print press release on Foundation ^{C-SPAN} stationery.
☒	"		distribute correspondents advisory.
☒	"		hang notices in Capitol press galleries.
☒	1/4		<i>Federal Page — (didn't use)</i>

☒	1/7		hand deliver correspondents advisory to AP/ UPI city wires.
	"		confirm room in Capitol.
	"		confirm coffee arrangements.

THE CABLE SATELLITE PUBLIC AFFAIRS NETWORK

<u>DONE:</u>	<u>DATE:</u>	<u>BY:</u>	<u>TASK:</u>
_____	1/7	_____	reminder phone calls to invitees.
_____	"	_____	phone Jack Carmody (will he print in column?)
_____	"	_____	phone Warren Weaver to tell him about conference. Will send over packet.
_____	"	_____	arrange C-SPAN crew at shoot meeting.
_____	"	_____	assemble packets w/ press release stat sheet 1 stat sheet 2 C-SPAN fact sheet folder other:
_____	1/8	_____	8:45 arrive Capitol to check set up hang sign by door arrange packets at registration desk C-SPAN crew arrives for set up
_____		_____	9:30 coffee arrives sign in guests/ hand them packet
_____		_____	10:00 press conference begins
_____		_____	11:30 courier packets to Carmody/ Weaver

BENTON Foundation Press Conference

PAGE 3

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Howard Fields/ Cable Age
Teri Robinson/ Phillips Publishing (CableNews)
Hale Montgomery/ Cable TV Business
Craig Leddy/ Electronic Media
Dennis Wharton/Variety
Judy Freeman/Multichannel News
Alan Green/ Ad Week
Steve Behrens/ Channels (NYC)
Jack Carmody/ Washington Post -- also Tom Shales (send copy)
Ben Brown et al/ USA Today
Jeanne Saddler/ Wall Street Journal
Sidney Shaw/ UPI
Bill McCloskey/ AP
John Weisman/ TV Guide (also copy to Neil Hickey in NY)
Bob Brewin/ Village Voice
/ Washington Journalism Review
David Burnham/ NY Times

CONGRESSIONAL/POLITICAL REPORTERS

Jim Worsham/ Chicago Tribune
Diane Granat/ Congressional Quarterly
Margaret Shapiro or Helen Dewar / Washington Post
Howard Banks/ Forbes
Bob Minzesheimer/ Gannett News Service
/Houston Chronicle
Sara Fritz/ Los Angeles Times
Gloria Borger/ Newsweek
Tim Clark or Richard Cohen/ National Journal
Patricia O'Brien/ Knight Ridder
Richard Burkhardt/ Roll Call
Neil Mac Neil or /Time
Steve Roberts/ New York Times
Rita McWilliams or Tom Brandt/ Washington Times
Don Campbell's group/ USA Today (perhaps Louis Peck)
Mary Beth Franklin/ UPI
Doug Harbrecht/ Scripps Howard
David Rogers/ Wall Street Journal
Nancy J. Schwerzler/ Baltimore Sun
Eileen MacNamara/ Boston Globe
Ron Grover/ Business Week
/ Public Opinion
/ Conservative Digest
/ John Naisbett's Trend Letter
Kathryn Johnson/ U.S. News
National Public Radio/ Cokie Roberts or Linda Wertheimer
ALSO:
White House Communications Office
Democratic Caucus Media Staff Senate Rules Committee staff (224-6352)
Republican Caucus " " House Telecommunications Subcommittee staff

R+D
Senate Campaign

send copy
Lee Kennedy - Wash Post
newsm

here or in
gallery?

BENTON FOUNDATION Press Conference

Congressional/Political Reporters:

Mike Robinson

9430

✓ Dorothy Collin/ Chicago Tribune <i>oic</i>	785-4930	
✓ Diane Granat/ Congressional Quarterly <i>oic</i>	887-8500	✓ <i>Steven</i>
<i>left me</i> ✓ Helen Dewar & Margaret Shapiro/ Washington Post	334-6000	<i>6554</i> [Howard Fineman]
✓ Howard Banks/ Forbes <i>oic</i>	628-2344	- 10:00
<i>left me</i> ✓ Bob Minzesheimer/ Gannett News Service	276-5814	
✓ Cragg Hines/ Houston Chronicle <i>pos</i>	429-1990	
<i>left me</i> ✓ Sara Fritz/ L.A. Times <i>oic</i>	293-4650	
✓ Gloria Bolger/ Newsweek <i>John</i>	626-2000	
✓ Richard Cohen/ National Journal <i>Tim Clark</i>	857-1400	
✓ Patricia O'Brien/ Knight-Ridder <i>poss</i>	637-3600	
✓ Richard Burkhardt/ Roll Call	546-3080	
<i>left me</i> ✓ Neil MacNeil/ Time	861-4000	
✓ Steve Roberts/ New York Times	862-0300	
✓ Rita McWilliams & Tom Brandt/ Washington Times	636-3000	<i>3167</i>
✓ Louis Peck/ USA Today - <i>Roger Hedges</i>	276-3400	
<i>Spencer</i> ✓ Mary Beth Franklin/ UPI	898-8000	
<i>OK</i> ✓ Doug Harbrecht/ Scripps-Howard	833-9520	
✓ David Rogers/ Wall Street Journal	862-9200	
✓ Nancy J. Schwerzler/ Baltimore Sun	347-8250	
<i>msg</i> ✓ Eileen McNamara/ Boston Globe	393-6020	
<i>msg</i> ✓ Ron Grover/ Business Week	463-1600	
! <i>NO</i> ✓ Karlin Keene/ Public Opinion	862-5906	
✓ Lee Edwards/ Conservative Digest	(703) 893-1411	
<i>msg</i> ✓ John Naisbitt/ John Naisbitt's Trend Letter	333-3228	
✓ Kathryn Johnson/ U.S. News & World Report <i>poss</i>	955-2000	
→ National Public Radio/ Linda Wertheimer <i>Cokee Roberts</i>	822-2000	
Bonnie Erbe/ UPI - Radio	289-0738	
Editorial Staff/ The New Republic	331-7494	
✓ Dave McConnell/ WTOP Radio	364-5800	
Danny Brechner/ Mutual Radio	(703) 685-2090	
<i>Paula Schwed</i> <i>6:40</i> — <i>1750 Penna Ave. NW</i> #320 —		

Also:

Sue Mathis/ White House Media Relations	456-2910
Rep. Tim Wirth (David Aylward)/Telecommunications Subcommittee	225-9304
Rep. Newt Gingrich (Al McConnell)	225-4501
Rep. Bill Alexander/ Chief Deputy Majority Whip's Office <i>Steve</i>	225-0080 ✓
John Franzne/ Democratic Media Center	863-8000
Steve Lauderer, Public Affairs/ National Republican Congressional Cmte	479-7070

Now
Bill Just
Chris Matthews
Mike Johnson
Walker
Glickman

6:40

BENTON FOUNDATION Press Conference

Trade Press & Television Writers:

- ✓ Mary Crowley/ Communications Daily & TV Digest
 - ✓ Harry Jessel/ Broadcasting
 - ✓ ~~Paul McCloskey~~/ Cablevision *Mary Beth Harper not here*
 - ✓ Howard Fields/ Cable Age
 - ✓ Teri Robinson/ Phillips Publishing (CableNews)
 - ✓ Hale Montgomery/ Cable TV Business
 - ✓ Craig Leddy/ Electronic Media
 - ✓ Dennis Wharton/ Variety - *if not here, send survey*
 - ✓ Judy Freeman/ Multichannel News
 - ✓ Alan Green/ Ad Week - *City tel 775-8587*
 - Steve Behrens/ Channels (NYC)
- VIEW - NY

- ✓ Jack Carmody & Tom Shales/ Washington Post - *out of town for 10 days -*
- Calb...* Ben Brown/ USA Today
- ✓ Jeanne Saddler/ Wall Street Journal
- ✓ Sidney Shaw/ UPI
- ✓ Bill McCloskey/ AP ✓ *swain*
- ✓ John Weisman/ TV Guide
- Neil Hickey/ TV Guide - *send in mail*
- Bob Brewin/ Village Voice
- ✓ David Burnham/ New York Times {10 AM}

- ABC News

Dr. Mich

*Jack Carmody phoned from L.A.
4/20*



SUITE 155
400 NORTH CAPITOL STREET, N.W.
WASHINGTON, D.C. 20001
202 / 737-3220

COMPARISON OF C-SPAN SURVEYS INDICATE
GROWTH IN AWARENESS/VIEWERSHIP

