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NEWS FROM:

C-SPAN AMERICA'S NETWORK

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

C-SPAN SURVEY RESULTS

The following are questions and results from C-SPAN's viewer survey conducted by the University of Maryland's Survey Research Center.

1. Have you heard of the cable satellite public affairs networks C-SPAN or C-SPAN II, the channels that cablecast the U.S. House of Representatives and the U.S. Senate? (non-cable audience)

no	74%
yes	26%

2. Do you consider cable television to be a good value for your money?

	Total Cable	C-SPAN	Cable Non-C-SPAN
no	18%	15%	20%
yes	80%	84%	77%
don't know	2%	3%	3%

3. Have you heard of the cable satellite public affairs networks, C-SPAN or C-SPAN II? (cable audience)

no	74%
yes	26%

4. Have you watched C-SPAN or C-SPAN II in the last twelve months?

no	82%
yes	18%

5. How many hours, on the average, do you watch C-SPAN?

- 40% watch less than one hour per week
- 12% watch five hours or more per week
- mean viewing time is 2.3 hours per week

6. How many hours, on the average, do you watch C-SPAN II?

- 57% watch less than one hour per week
- 8% watch five hours or more per week
- mean viewing time is 1.8 hours per week

**** 34% of all viewers tune into both channels****

CABLE SATELLITE PUBLIC AFFAIRS NETWORK

7. Did you watch C-SPAN's gavel-to-gavel coverage of either the Democratic National Convention, the Republican National Convention, or both this past summer?

neither	34%
Democratic	7%
Republican	7%
both	51%
don't know	1%

8. About how many hours of C-SPAN's coverage of the Democratic National Convention did you watch?

-mean viewing time was 8.6 hours

9. About how many hours of C-SPAN's coverage of the Republican National Convention did you watch?

-mean viewing time was 7.6 hours

10. Have you ever changed your opinion on an issue because of information you received from C-SPAN programming?

no	75%
yes	23%
don't know	2%

11. Did information you received from C-SPAN programming have an impact on your choice of a candidate to support in the 1988 presidential election?

no	73%
yes	26%
don't know	1%

12. Were you registered to vote in the 1988 presidential election?

no	16%
yes	84%

13. Did you vote in the 1988 presidential election?

no	8%
yes	92%

14. Do you consider yourself a Democrat, a Republican, an Independent, or what?

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
Democrat	32%	33%
Republican	33%	33%
Independent	23%	23%
other	2%	2%
no preference	10%	9%

15. How often do you discuss politics with your family and friends? Would you say every day, three times a week, once or twice a week, less than once a week, or never?

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
everyday	9%	9%
three times a week	14%	9%
once or twice a week	32%	21%
less than once a week	35%	36%
never	9%	24%
don't know	1%	1%

16. Are you employed on a paid job?

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
no	30%	38%
yes	70%	62%

17. Of those not employed:

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
retired	41%	43%
homemaker	33%	32%
student	12%	11%
unemployed	6%	6%
disabled	2%	6%
other	6%	2%

18. Respondents' age.

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
18-24	14%	13%
25-34	32%	31%
35-44	21%	19%
45-54	13%	13%
55-64	11%	10%
65+	9%	14%

19. Which of the following best describes your race or ethnic background?

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
white	87%	84%
black	8%	10%
Hispanic	3%	2%
oriental	1%	1%
other	1%	3%

20. What is the highest grade in school you have completed?

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
0-8 grade	1%	4%
9-11 grade	6%	9%
high school grad	33%	37%
some college	28%	25%
college grad	21%	16%
graduate school	11%	9%

21. Was the total income of all family members who live with you last year?

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
under \$10,000	5%	10%
\$10,000-20,000	12%	19%
\$20,000-30,000	23%	20%
\$30,000-50,000	30%	28%
\$50,000-75,000	15%	10%
over \$75,000	7%	4%
don't know	8%	9%

22. Sex:

	<u>C-SPAN</u>	<u>Non-C-SPAN</u>
male	49%	38%
female	51%	62%

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C-SPAN AMERICA'S NETWORK

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

Release:

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National Survey Shows C-SPAN Audience Nearly Doubled In 1988 As it Grew Broader, Younger, More Diverse

Washington, D.C. -- The C-SPAN audience increased by 97 percent in 1988 to some 21.6 million households, with new viewers likely to be younger and more representative of the general public, according to a new nationwide survey.

Conducted by the University of Maryland Survey Research Center, this first major examination of the C-SPAN audience since Fall 1987 also showed that viewers in 53 percent of homes where C-SPAN is available watched some programming on one of C-SPAN's two public affairs channels.

The national telephone poll of 2,379 randomly-selected households found that viewers are watching more of the network's public affairs programming:

- Average household viewing time for C-SPAN was 9.9 hours per month, compared with 9.5 hours in 1987.
- Average household viewing time for C-SPAN II was 7.7 hours per month, compared with 6.5 hours in 1987.

Shifting Demographics

The latest survey showed that the influx of new viewers has brought the C-SPAN audience closer to national norms in behavior and demographics.

"The demographic characteristics that once set C-SPAN viewers apart -- very high levels of education and income, and a preponderance of older and male viewers -- are disappearing," said researcher Maura Clancey, who directed the 1988 C-SPAN survey.

The most notable audience shift was a decreasing average age of viewers from 1987, when 42% of C-SPAN viewers surveyed were 45 and older. In the 1988 survey:

- Fifty-four percent of all C-SPAN viewers are between the ages of 25 and 44.
- Fourteen percent are between 18 and 24 years old.
- Nine percent are 65 or older.

-More-

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Almost as dramatic as the drop in viewers' ages is the shift that has occurred in gender. The new survey found 51 percent of the C-SPAN audience is female and 49 percent male, while in 1987, 54% of viewers were male.

The 1988 C-SPAN survey reveals an audience closer to national income levels than any previous study has. The national survey found:

- Forty-two percent have household incomes of \$30,000 or more.
- Fourteen percent of all respondents have household incomes of \$50,000 or more.
- Ten percent have household incomes of less than \$10,000.

The study also found that the education level of C-SPAN viewers is increasingly like that of the general public. In 1987, 95 percent of C-SPAN viewers were high school graduates, 67 percent had some college background and 12 percent had advanced degrees. In the 1988 survey:

- Eighty-two percent of C-SPAN viewers are high school graduates.
- Forty-nine percent have some college background and 11 percent have advanced degrees.

Impact on Politics

The survey found that C-SPAN viewers continue to be especially active in political affairs:

- Eighty-four percent were registered to vote.
- Seventy-eight percent voted in the 1988 national election.
- Twenty-three percent discuss politics with family and friends at least three times a week.

Twenty-three percent of C-SPAN viewers said they had changed an opinion on an issue because of information obtained from C-SPAN programming. Twenty-six percent said C-SPAN programs had had an impact on their choice of presidential candidate .

Additional statistics from the survey, analyzing the relationship between C-SPAN viewers and Congress, will be available by March 1989. C-SPAN began operating in 1979 when it started televising House floor proceedings. C-SPAN II has been televising Senate floor action since 1986.

C-SPAN, a non-profit public service of the cable television industry, is now available in 41.5 million households through 3,100 cable system affiliates nationwide and around the world via satellite.

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less than once a week	35%	36%
never	9%	24%
don't know	1%	1%

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