

A LOOK AT C-SPAN II VIEWERS

FIVE SPECIAL CALL-IN PROGRAMS ON C-SPAN II. A GLIMPSE OF WHO'S WATCHING THE U.S. SENATE

168 CALLS FROM 38 STATES

- 47 women
- 121 men
- 79% cable viewers (133 calls)
- 21% dish owners (35 calls)

Top 5 C-SPAN II Callers:

1. California (20)
2. Texas (15)
3. Florida (11)
4. Arizona (10)
5. Colorado (8)
- Illinois (8)

Top 5 C-SPAN II Cable Affiliates:

1. California
2. Texas
3. Ohio
4. Florida
5. Illinois

Professions -- at least 60 different mentioned from Methodist Minister to Navy Pilot, Traffic Reporter to Head-Start Teacher, Health Food Store Manager to Reactor Worker.

Our Viewers React...

"I'm a regular C-SPAN junkie. Thank you for doubling my fix."

a woman viewer
Cincinnati, Ohio

"I really feel much more a part of what's going on when I see later on the local news different pieces of debate that I watched earlier in the day."

SMU engineering student
Dallas, Texas

"It doesn't have to be interesting, it doesn't have to be a soap opera. It's our government and the ship's kind of slow and it leaks a little from time to time but it never sunk."

Newsletter publisher
Minneapolis, Minnesota

"I really like the fact that I can actually see these people do something, as opposed to waiting until the elections. This way we don't have to trust that they'll tell it the way it is."

Computer science student
Alamo, California

"I'll tell you I'm watching both of your channels on two sets. I'm watching one on the cable system here in Logan and the other one here on my dish that I put in specifically so I can watch the Senate."

Retired Air Force officer
Logan, Utah

"I think the Senate and the House ought to pass a law that C-SPAN should be carried on every cable system in this country. It is the classic lesson in civics & government."

Satellite dish owner
Martin, Tennessee

"I read in the Dallas Morning News that perhaps the Senate coverage wasn't exciting. I disagree with that...we've already had the Saudi Arms Sale, the Daniel Manion vote, and an impeachment."

Fort Worth, Texas

"As a foreigner, watching your program has increased my appreciation for and envy of the American political system -- more than propaganda like Radio Marti."

Iranian graduate student
New Carrollton, Maryland

"I'm a dish owner and a dish dealer so I got very much into politics this year for the first time. If I hadn't been viewing C-SPAN, I wouldn't really have been aware exactly how the political machine works."

Glendale, Arizona

"Using second and third hand material to explain to our students what it is like in legislative chambers is one thing, but for them to actually see a live, day-to-day situation -- that's the best teaching tool we've had in years."

Social studies teacher
Albuquerque, New Mexico

"I worked for Lowell Weicker when he first ran for the Senate. It's interesting to see him on the tube now."

69 year-old viewer
Westmount, Pennsylvania

"I have C-SPAN on all day and have become more involved. I write letters constantly and I listen for various votes to come up. I also tape it to send to school with my 16 year-old daughter."

Housewife
Littleton, Colorado

"All in all I'm impressed and I think C-SPAN I & II will make citizens more sophisticated about their choices. We'll see thru the cosmetics."

Interior designer
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"Watching the Senate has been really quite interesting because I have never seen such a do-nothing bunch in my life. I've never seen so many quorum calls and maneuvering."

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