



Ipsos 2021 C-SPAN Audience Profile

A new survey shows that C-SPAN’s audience has grown 21% since 2017, our audience continues to be ideologically balanced and we are attracting more younger users than ever before.

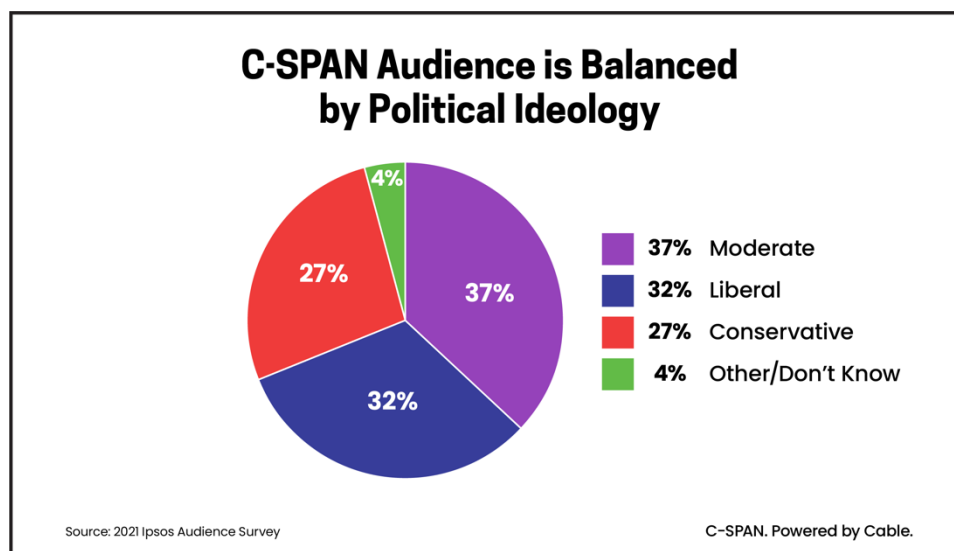
Created by the cable television industry in 1979, C-SPAN delivers robust public affairs programming through three commercial-free television networks, C-SPAN Radio, the C-SPAN Radio app, c-span.org, and various digital and social media platforms. The public service, funded through fees paid by cable and satellite companies, is available to millions of Americans anytime on air and also online through the C-SPAN Video Library, an archive of more than 268,000 hours of previously aired video.

C-SPAN’s quadrennial survey, conducted by Ipsos in the first quarter of 2021, details the network’s demographics, viewership and value. Here’s what we learned:

- An estimated 85 million – or 38% – of U.S. adults accessed C-SPAN content across all platforms in the past six months, 73 million in the past month and 60 million in the past week.
- Past-six-month users grew from 70 million in 2017, a 21% increase.

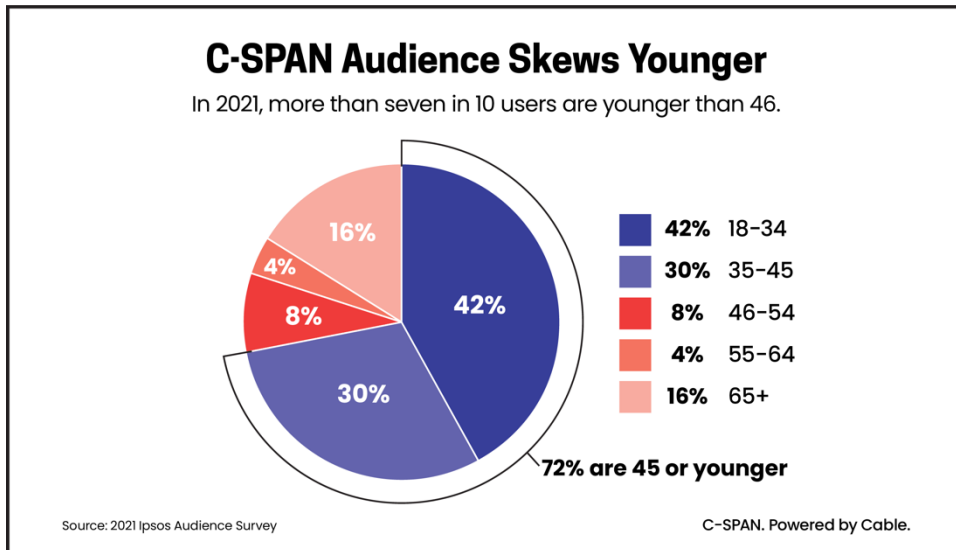
Attracting an ideologically balanced audience

- C-SPAN continues to attract an ideologically diverse audience, a testament to our commitment to balanced, nonbiased programming. 37% of all C-SPAN users describe themselves as “moderate,” 32% as “liberal” and 27% as “conservative.”



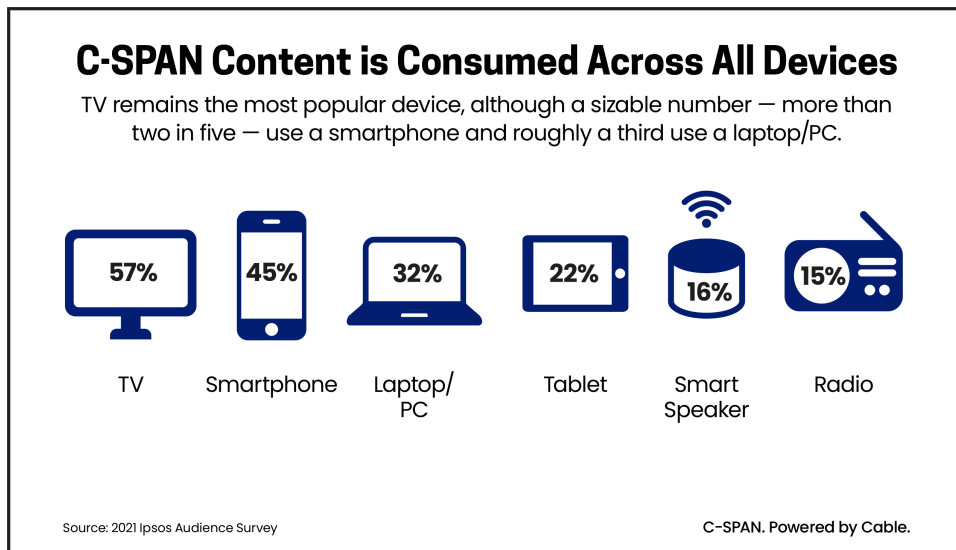
Engaging new and younger audience

- C-SPAN is attracting new content users. 72% of C-SPAN users are 45 or younger, including 42% who are 18-34 – a 9 percentage point increase from 2017.



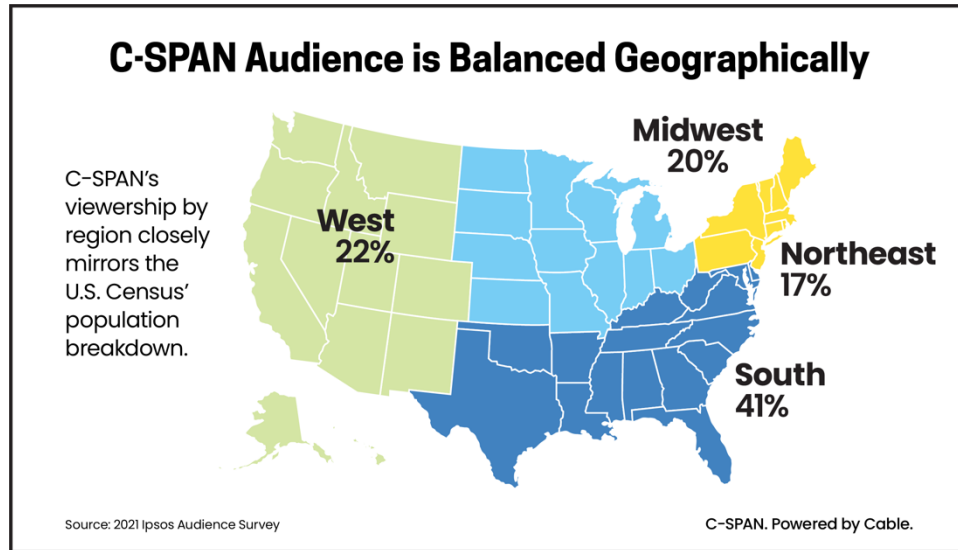
Increasing consumption on digital platforms

- Device usage overlaps between TV, laptop/PC, mobile, smart device and radio users. More than half of C-SPAN content users generally access C-SPAN via TV.



Reaching a geographically balanced audience

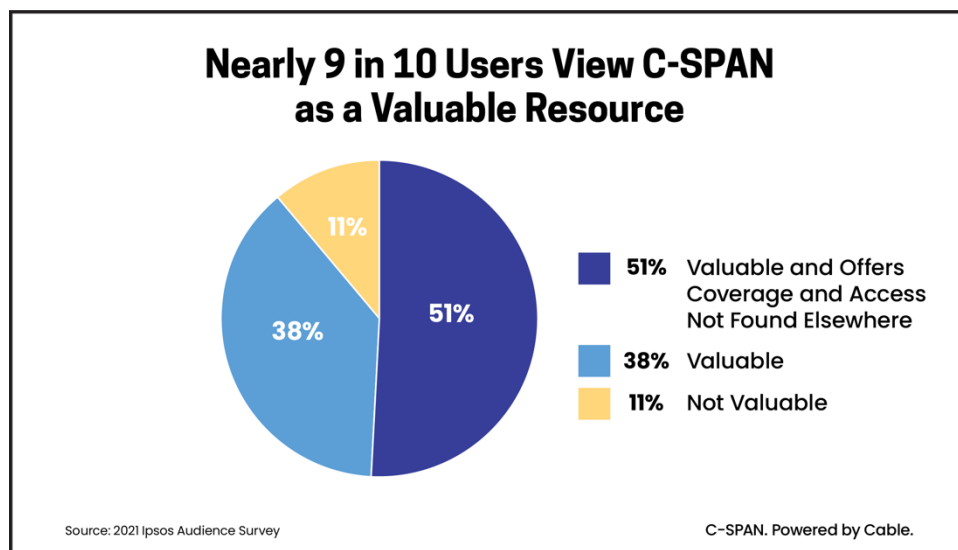
- Geographically, C-SPAN's audience numbers closely parallel U.S. Census population counts. Of C-SPAN users, 17% are from the Northeast; 41% are from the South, which includes Washington, D.C.; 20% are from the Midwest; and 22% are from the West.



- C-SPAN's audience skews slightly more heavily male (58%) than female (42%).

Offering valuable programming

- C-SPAN is indispensable to many of its users. Nine in 10 say C-SPAN is valuable. This includes more than half of users who say C-SPAN offers coverage and access they cannot find anywhere else.



Delivering the content and quality of content C-SPAN is known for

- C-SPAN continues to be most well-known for its coverage of government.
 - 97% are aware of C-SPAN's House and Senate floor coverage and hearings.
 - 97% are aware of C-SPAN's presidential and Campaign 2020/election coverage.
 - 95% are aware of C-SPAN's Supreme Court coverage.
 - 91% are aware of C-SPAN's morning call-in program *Washington Journal*.
- The most valued aspects of C-SPAN's programming include:
 - hearing multiple sides of an argument
 - unbiased/nonpartisan coverage
 - in-depth coverage
 - coverage content users cannot find anywhere else

Attracting a politically engaged audience

As consistently reported in past surveys of the C-SPAN audience, C-SPAN users are politically active. Main activities reported by users include voting in presidential and midterm elections, watching members of Congress on C-SPAN, voicing opinions on social media and contacting members of Congress/public officials.

Data based on Ipsos Audience Survey conducted for C-SPAN March 2021; n = 1,000