



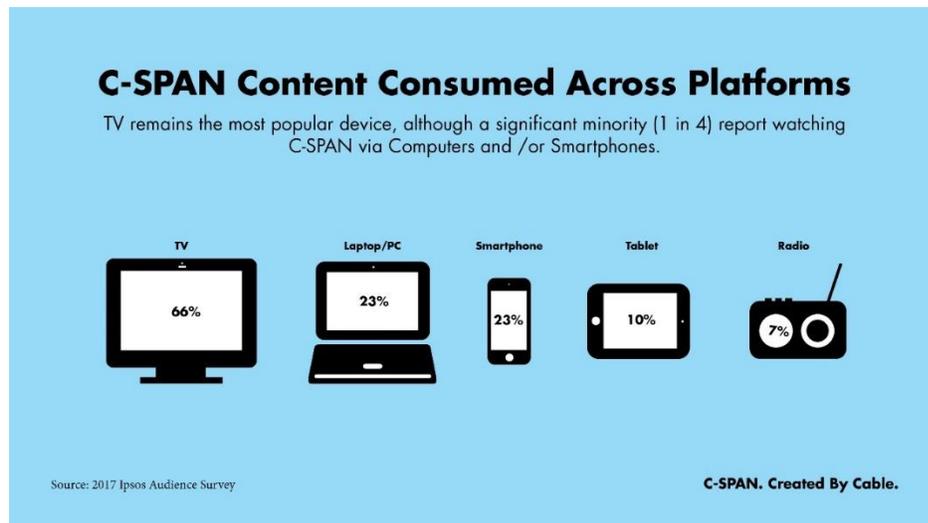
## 2017 C-SPAN Audience Profile

70 million accessed C-SPAN content in past six months  
9.5 million access C-SPAN content several times a week  
Demographically balanced audience

Created by the cable TV industry in 1979 and now in nearly 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD and through C-SPAN Radio. On the web C-SPAN.org offers live coverage of government events and access to the vast video archives of C-SPAN programming. C-SPAN provides video-rich content to its millions of followers on various social media platforms.

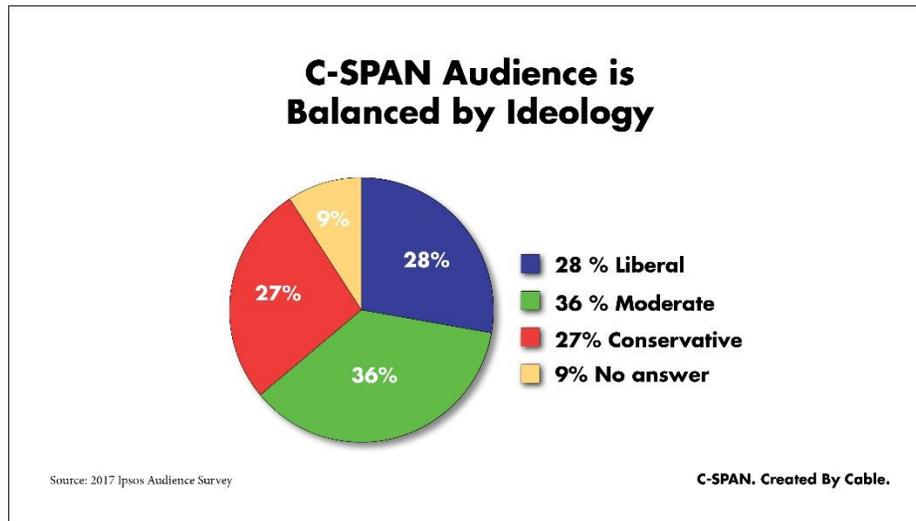
Every four years C-SPAN commissions a survey\* of its audience to learn about demographics, viewership and value. Here's what we learned in 2017:

- An estimated 70 million U.S. adults have accessed C-SPAN content in the past six months, 48 million in the past month, and 9.5 million do so several times a week.
- Platform usage overlaps between TV users and Internet/App users. Two-thirds of C-SPAN content users generally use TV to access C-SPAN. Half of all C-SPAN users access via both platforms.

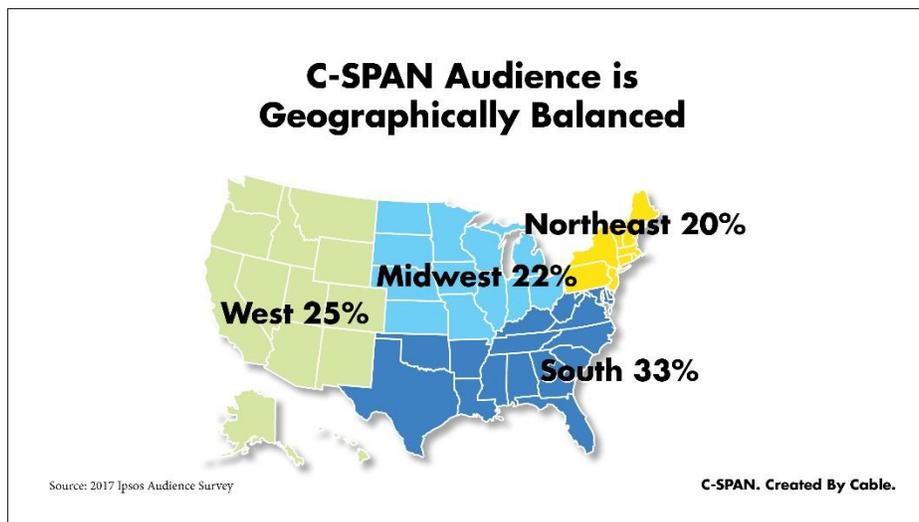


### Demographically balanced audience:

- C-SPAN attracts an ideologically diverse audience, reflecting public affairs content that appeals across the political spectrum. Twenty-eight percent (28%) of all C-SPAN viewers describe themselves as “liberal,” 27% as “conservative” and 36% as “moderate.”



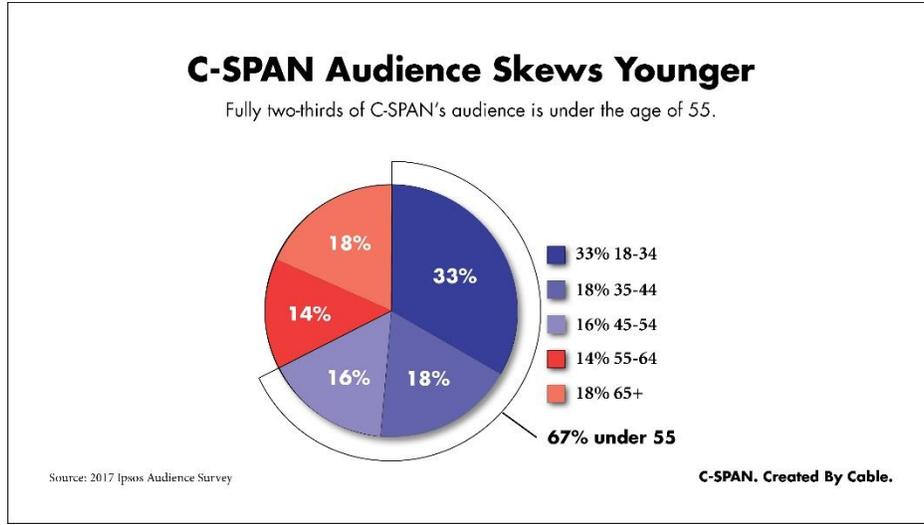
- C-SPAN's audience also is roughly evenly divided across America: 20% from the Northeast, 33% from the South, 22% from the Midwest and 25% from the West.



- C-SPAN's audience is essentially evenly split by gender: 52% male and 48% female.

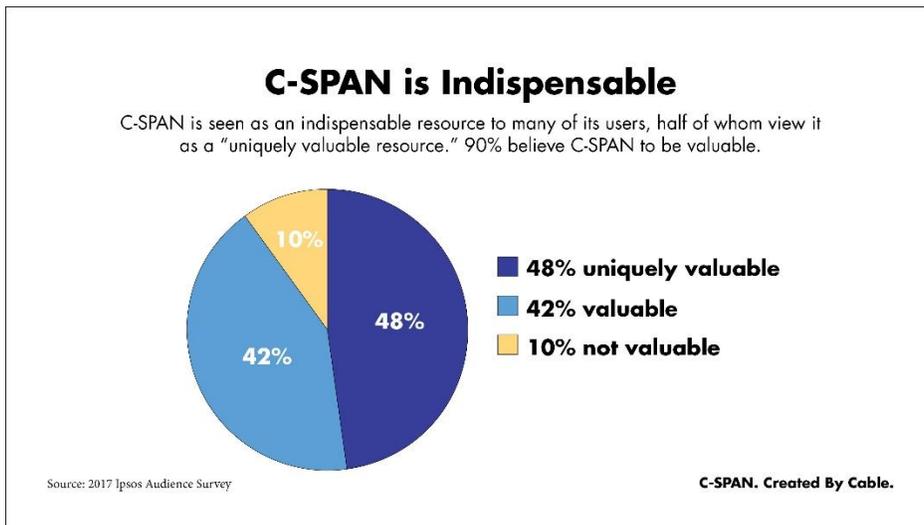
Engaging new and young viewers:

- C-SPAN maintains a loyal audience: Over 40% of C-SPAN viewers are fairly long tenured (5+ years). One in four have been C-SPAN viewers for 10 years or more.
- C-SPAN is attracting new viewers: One in four started watching within the last six months.
- Two-thirds of C-SPAN's audience is below the age of 55.



Valuable core programming:

- C-SPAN is indispensable to many of its users, half of whom view it as a "uniquely valuable resource." Ninety percent (90%) believe C-SPAN is valuable.



- C-SPAN continues to be most well-known for covering Congress: 79% of users give our congressional coverage top ranks.
- In-depth and gavel-to-gavel coverage, characteristics with a foundation in C-SPAN's mission, also rank on top (78% and 71%).
- C-SPAN also gets high marks for providing "unbiased coverage" of the political process (69%) and "hearing all sides" (67%).
- Almost 85% of C-SPAN users are aware of the morning call-in interview program *Washington Journal*.

As consistently reported in past surveys of the C-SPAN audience, C-SPAN viewers are politically active: 70% voted in the 2016 elections.

\*(Data based on Ipsos Audience Survey conducted for C-SPAN February 2017; n = 1,040)