



Ipsos 2023 C-SPAN Audience Profile

New survey shows tens of millions of Americans access C-SPAN content weekly

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 Now video app, [C-SPAN.org](https://www.c-span.org), and various digital and social media platforms. The public service, funded primarily through fees paid by cable and satellite companies, also hosts the online C-SPAN Video Library, an archive of more than 285,000 hours of C-SPAN programming.

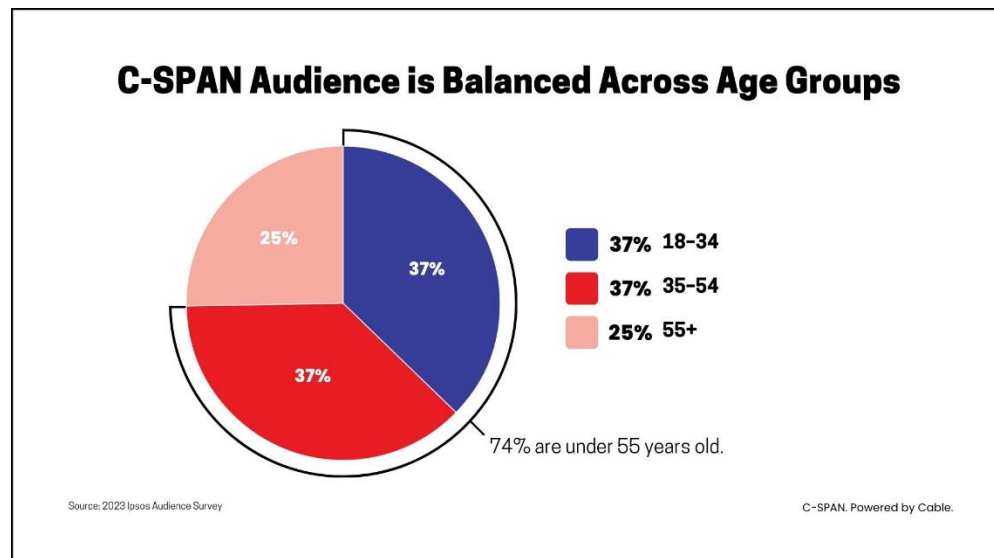
C-SPAN's survey, conducted by Ipsos in the first quarter of 2023, details the network's demographics, viewership and value. Here's what we learned this year:

39 Million Americans Access C-SPAN Weekly

- An estimated 67 million, 29% of internet-connected U.S. adults accessed C-SPAN content across all platforms in the past six months, 54 million (23%) in the past month, and 39 million (17%) in the past week.

C-SPAN Is Engaging Younger Audience

- In 2023, over a third of the C-SPAN audience is under 35.
- Three-quarters of the C-SPAN audience is under 55.



C-SPAN Audience Is Multiplatform

- C-SPAN users 55+ are more likely to say they typically consume C-SPAN on the TV channels while those 18- to 34-year-olds are more likely to watch on C-SPAN's digital platforms or social media.
- While it is most common for C-SPAN viewers to consume via their television, C-SPAN videos online and on social media are all popular ways to consume.

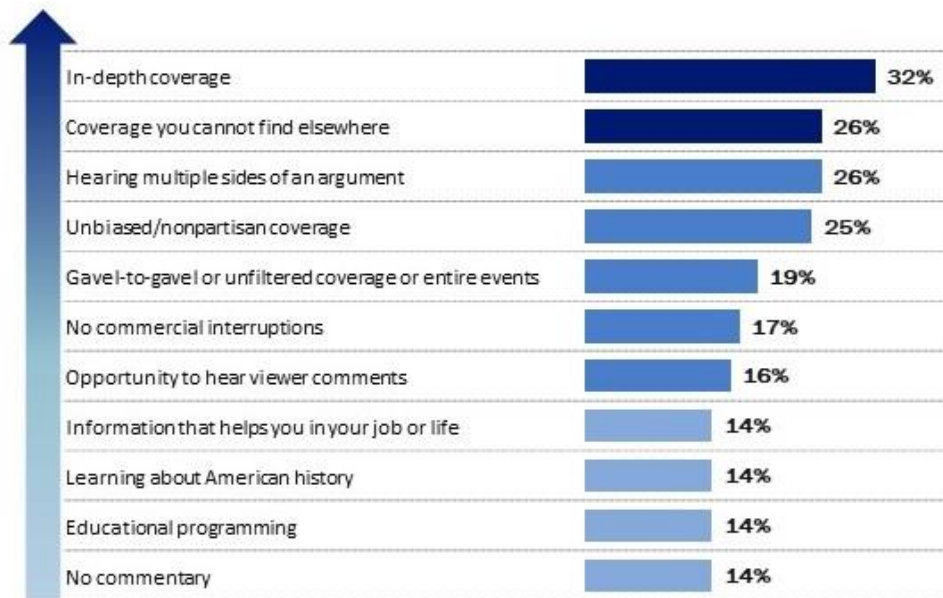
C-SPAN Is Attracting a New Audience

- A third of C-SPAN consumers have discovered C-SPAN within the last year.

C-SPAN's Audience Values Unique Journalism

- 90% believe C-SPAN is a valuable resource, with over half saying the network offers indispensable coverage and access.
- C-SPAN is most valued for its in-depth and exclusive coverage, as well as presentation of multiple sides of an argument.
- 18- to 34-year-olds are most likely versus other age groups to value our programming as educational; those age 35-54 are the group most likely to value in-depth coverage (versus younger generations), while those 55+ are the most likely to value C-SPAN's unbiased/nonpartisan coverage.

Most Valued Aspects of C-SPAN Coverage



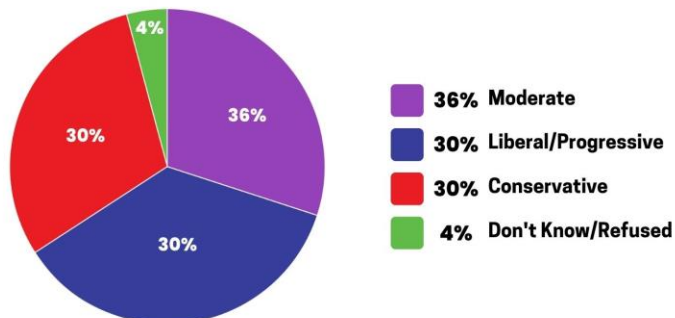
Source: 2023 Ipsos Audience Survey

C-SPAN. Powered by Cable.

C-SPAN Attracts an Ideologically Balanced Audience

- C-SPAN continues to attract an ideologically diverse audience, a testament to our commitment to balanced, nonbiased programming. 36% of all C-SPAN users describe themselves as “moderate,” 30% as “liberal” and 30% as “conservative.”

C-SPAN Audience is Balanced by Political Ideology

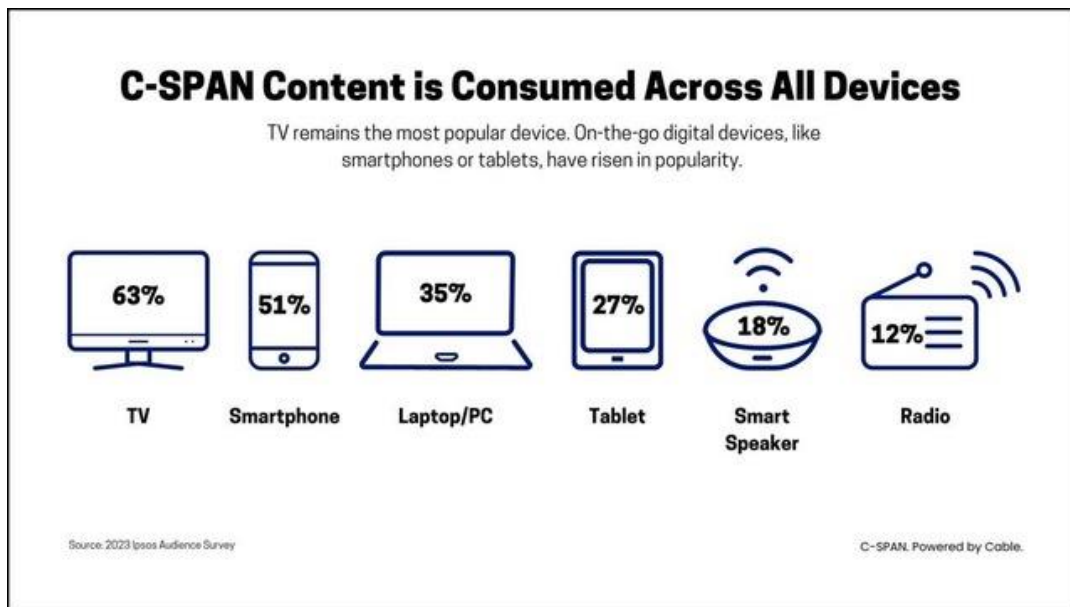


Source: 2023 Ipsos Audience Survey

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Consumption Across All Platforms

- Of those that access C-SPAN content weekly, 63% watch C-SPAN on television, 35% on a laptop or personal computer, and 51% access via a smartphone.

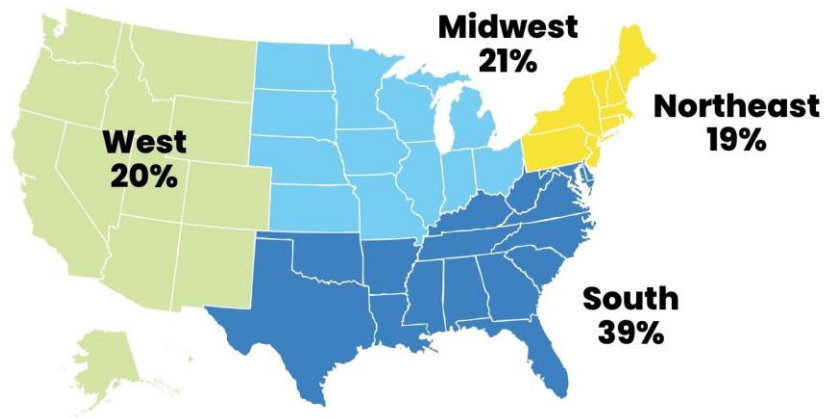


Reaching a Demographically Balanced Audience

- Across gender lines, C-SPAN's audience is nearly equal between male (49%) and female (51%).
- The average household income of a C-SPAN content user is \$98.1K.
- Geographically, C-SPAN's audience numbers closely parallel U.S. Census population counts. Of C-SPAN users, 19% are from the Northeast; 39% are from the South, which includes Washington, D.C.; 21% are from the Midwest; and 20% are from the West.

C-SPAN Audience is Geographically Balanced

C-SPAN's viewership by region closely mirrors the U.S. Census' population breakdown.



Source: 2023 Ipsos Audience Survey

C-SPAN. Powered by Cable.

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.
 - 96% are aware of C-SPAN's presidential coverage.
 - 95% are aware of C-SPAN's Supreme Court coverage.
 - 94% are aware of C-SPAN's Campaign 2024 election-related coverage.
 - 86% are aware of C-SPAN's morning call-in program *Washington Journal*.

Data based on Ipsos Audience Survey conducted for C-SPAN February-March 2023; 2,608 adults 18+ in the United States online, and n=750 C-SPAN viewers. Results may not add to 100% due to rounding.