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## C-SPAN Releases Polling Data on Awareness of America's Most Famous Home

*Survey Part of Network's Upcoming "White House Week," Beginning December 14<sup>th</sup> at 9:00 PM*

**WASHINGTON (October 28, 2008)** –80 percent of American adults polled have never visited the White House, according to a survey released today by C-SPAN. That all changes on December 14 at 9:00 pm (ET) when C-SPAN's **White House Week** begins.

An original documentary, ***The White House: Inside America's Most Famous Home***, will kick off the weeklong series about the national icon that 50 percent of those polled believe most represents the United States.

C-SPAN asked Zogby International to learn more about America's interest in the White House as part of the network's upcoming series in December. More than half (53 percent) of those polled would be most interested in seeing the Oval Office if offered a tour of the White House; 19 percent would want to visit the private residence; and 15 percent the Lincoln Bedroom.

During C-SPAN's White House Week, a television event airing December 14-20, Americans will have access not only to the anticipated Oval Office, but also to the newly refurbished Lincoln Bedroom, the private residence, as well as the working areas of the White House.

Viewers will take an exclusive tour of the building—and history—with seven nights of rare footage, behind-the-scenes video, and extended interviews with historians, White House staff and other experts, all providing an unprecedented look into the public spaces of the White House and the private home of our nation's First Families.

Increased security measures since September 11, 2001, have restricted the number of visitors to the White House by 80 percent, from approximately 5,000 people a day to only around 1,000. With fewer people having access to the nation's "First Building," C-SPAN's series brings this treasured landmark alive for viewers across the country.

"Our survey indicates that a number of Americans-- 44 Percent – are more interested in visiting Washington, DC as a result of this year's election," said C-SPAN President, Susan Swain. "White House Week will answer much of the public's curiosity by enabling Americans to take an in-depth look inside the White House, while learning how the building has transformed and mirrored American culture throughout history."

## **About White House Week**

***The White House: America's Most Famous Home* premieres December 14 at 9 p.m. ET on C-SPAN. White House Week continues nightly at 9 p.m. ET through December 20.**

- *The White House: Inside America's Most Famous Home*, which headlines the weeklong original series, recounts highlights of America's most famous home – from George Washington's first design decisions to an exclusive tour of the private residence given by First Lady Laura Bush. After the premiere, six additional nights of special White House programming will air on C-SPAN. Programs will feature rare footage, behind-the-scenes video, and extended interviews with historians, White House staff and other experts.
- Produced with assistance from First Lady Laura Bush and the White House Historical Association, this weeklong series is the most comprehensive look at the White House ever offered in video.
- The latest in a series of original productions from C-SPAN, White House Week provides the kind of educational resource that has made C-SPAN a nationally renowned information source. Recorded in high-definition video to capture the beauty of the White House, this presentation airs on C-SPAN in standard definition and letterbox format.
- The public can get inside the White House ahead of time and bookmark [www.c-span.org/whitehouse](http://www.c-span.org/whitehouse) today. The site will feature interviews with historians, footage from the documentary and content from the C-SPAN archives. Visitors can sign up to be one of the first to see new content as it is available.

## **About C-SPAN**

C-SPAN, the political network of record, was created by America's cable companies as a public service in 1979. C-SPAN programs three public affairs television networks; C-SPAN Radio, a Washington, D.C. radio station distributed nationally by XM Satellite Radio; and a video-rich website. C-SPAN is currently available in over 92 million cable and satellite households. For more information, visit [www.c-span.org](http://www.c-span.org).

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