



FIRST LADIES Influence & Image

THE WHITE HOUSE®
HISTORICAL ASSOCIATION

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New C-SPAN/Penn, Schoen and Berland Associates Poll:

American Attitudes On Role of A First Lady

Should a First Lady Be Paid? Have an Outside Job? Advocate for Policy?

Women Much More Likely To Say First Lady Should Be Advocate for Policy

Poll Timed For President's Day and Debut of C-SPAN's First Ladies Series

(For Immediate Release: Feb. 15, 2013) – In a new national poll timed for President's Day and the Feb. 18 premiere of C-SPAN's new, two-season original series: "First Ladies: Influence and Image," two-thirds (65%) of American voters say it's acceptable for a First Lady to hold an outside job while her husband is President. However, just 40% say a First Lady should receive a government salary.

On the question of whether First Ladies should use their platform to advocate for important political and policy issues, overall voters are split on the issue 53%-47%. However, the poll reveals a sharp 16-point gap on whether First Ladies should use their platform to advocate. A solid majority (60%) of women say yes to advocacy by First Ladies while 56% of men disagree.

Results from a Penn Schoen Berland (PSB) national survey conducted online for C-SPAN from Feb, 13-14, 2013, among 1,049 U.S. likely voters (margin of error +/- 3%):

1. How does your **opinion of a First Lady influence your opinion of her husband**, the President?
Major impact 23% (Male: 23%; Female: 24%)
Minor impact 40% (Male: 36%; Female: 45%)
No impact 36% (Male: 42%; Female: 32%)
2. How acceptable would it be for a **First Lady to hold an outside job** while her husband is President?
Acceptable 65% (Male: 59%; Female: 69%)
Not acceptable 35% (Male: 41% ; Female: 30%)

3. Should a **First Lady receive a government salary** since a significant amount of her daily schedule is dedicated to public events?
Yes 40% (Male: 41%; Female: 39 %)
No 60% (Male: 60%; Female : 61%)

4. Should First Ladies use their platform to **advocate for important political and policy issues**?
Yes 53% (Male: 44%; Female:60%)
No 47% (Male: 56%; Female: 40%)

The poll release coincides with the debut of C-SPAN's new series on First Ladies on President's Day. Each week beginning February 18, 2013, "First Ladies: Influence and Image" will tell the stories of the women who served in the role of first lady over 44 administrations. The 90-minute programs will air live Mondays at 9pm ET on C-SPAN and C-SPAN 3, C-SPAN Radio, and via livestreaming on c-span.org. C-SPAN and its partner in the series, the White House Historical Association, also are collaborating on a [video-rich website to accompany the series](#).

About C-SPAN

Created by the cable TV industry and now in 100 million TV households, C-SPAN programs three public affairs television networks in both SD and HD; C-SPAN Radio, heard in Washington DC and nationwide via XM Satellite Radio; and a video-rich website which hosts the C-SPAN Video Library. Visit <http://www.c-span.org/>.