CYGNAL

Survey of General Population

Alabama Statewide

September 20 – 23, 2026 | n=600 | ±4.00%

Insights & Analysis

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- APT's brand is strong but not widely known. It has a +40 net favorable rating (49% to 9%), and PBS is at +45, yet 42% have no opinion of APT or have never heard of it.
  - The weaker brand is PBS, not APT. Among men 55+, APT is at +33 while PBS is at only +10. Women 55+ rate both highly, +53 for APT and +56 for PBS.
- 26% of adults watch APT weekly, 28% watch occasionally, and 44% never watch. The heaviest viewers skew Black and lower income.
  - 33% of Black adults watch weekly versus 22% of white adults. So do 31% of those earning under $50k versus 17% above $100k. Women 55+ watch weekly at 32%, compared with 24% of men under 55.
- Unaided recall is weak. 49% refused or could not name any program, and children's programming leads all mentions at only 11%.
  - Parents name children's shows at 17% versus 9% of non-parents. That rises to 33% in households where kids watch APT (a directional finding, since that group is only 10-19% of the sample).
- Educational value is APT's firmest ground. 67% call it valuable to families and students against 17% who don't, and 82% say children's programming should teach phonics.
  - Men 55+ are the softest group, at 60% valuable to 29% not, compared with 73% to 10% among women 55+. Small-town adults (59%) trail urban adults (83%).

Insights & Analysis

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- Perceived bias is a real but minority view: 29% call APT balanced, 20% liberal, and 12% conservative, while 40% are unsure.
  - 26% of men see a liberal lean versus 14% of women. That rises to 40% among men 55+, compared with 12% among women under 55.
  - Those who watch APT are less likely to see bias. Weekly viewers say balanced 49% to 11% liberal, and 49% of all liberal-lean perceptions come from people who don't watch.
- On the legal ban on political advocacy, 36% say APT complies and 21% say it doesn't, a +15 margin, with 43% unsure. News coverage is rated fair rather than unfair, 26% to 12%.
  - Among those alleging a violation, 15% cite liberal bias, 9% cite political ads or campaign coverage, and 8% cite LGBTQ content. 35% gave no specific example.
- APT's own programming outperforms PBS national content on reflecting Alabama values. 39% say APT's does this well versus 10% not well, compared with 38% to 17% for PBS. The gap is concentrated among men.
  - Men give APT-produced programming +21 net on values but PBS only +8. Among men 55+, it is +16 for APT versus -1 for PBS. Women rate the two similarly, +36 and +33.
- Continuing the PBS relationship wins 54% to 18%, a +36 margin
  - Men 55+ are the only major subgroup that prefers ending it, 37% to 35%. Adults 65+ as a whole still back continuing, 44% to 28%.
  - Households where kids watch APT back continuing 79% to 5% (directional). Weekly viewers back it 74% to 10%.

Insights & Analysis

- On state funding, 39% want it increased, 18% kept level, and 14% cut, so 57% support at least current levels. Men 55+, the most skeptical group, favor keeping or increasing it 51% to 22%.
  - Support for cuts comes mostly from non-viewers. 65% of those who want cuts never watch APT, and 21% of non-viewers back cuts versus 8% of weekly viewers.
- Keeping politicians out of programming is a consensus view. 62% want officials to stay out of programming decisions versus 16% who want them to have a say. 48% say tying funding to content gives politicians too much control, versus 23% who favor it.
  - Men 55+ want officials out of programming 58% to 23%, and non-viewers agree 53% to 21%. Men 55+ are nearly split on conditional funding, 36% for to 39% against.
- The programming gap people see is too little education, not too much. 22% say APT offers too little educational programming versus 4% too much, and 39% say it's about right.
  - For children's programming, the top priorities are reading, math, and academics (42%), science (37%), and character (31%). Parents rank character higher than non-parents (39% versus 27%), and men 55+ rank Alabama history higher than average (28%).

Insights & Analysis

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- *Latent Class Analysis Voter Segments*:
  - *Engaged Loyalists* (23%) are APT's base. Half watch weekly, 97% view APT favorably, 95% want to continue PBS, and 76% want more funding. 59% are women and 31% are Black.
  - *Hands-Off Supporters* (22%) mostly never watch (68%), yet 80% back continuing PBS and 64% want more funding. Their support rests on principle: 84% want officials out of programming.
    - They are younger and more affluent than average: 25% are 55+ versus 40% overall, 36% have a college degree, and 37% earn $100k+.
  - *Viewers with Reservations* (20%) watch APT (38% weekly) and like it (67% favorable), but 30% say PBS misses Alabama values. They are more likely than average to be Black (32%) and to earn under $50k (40%).
  - *Disengaged Unsure* (22%): 60% never watch APT, and 86% can't judge whether it leans politically. Most have no position on PBS (11% continue, 6% end). They lean rural (36%) and non-college.
  - *PBS Opponents* (13%) drive nearly all of the opposition. 84% want to end PBS, 57% want funding cut, and 78% see a liberal lean, yet only 37% view APT itself unfavorably.
    - 74% are men, 66% are 55+, and 67% never watch APT.

Age Range

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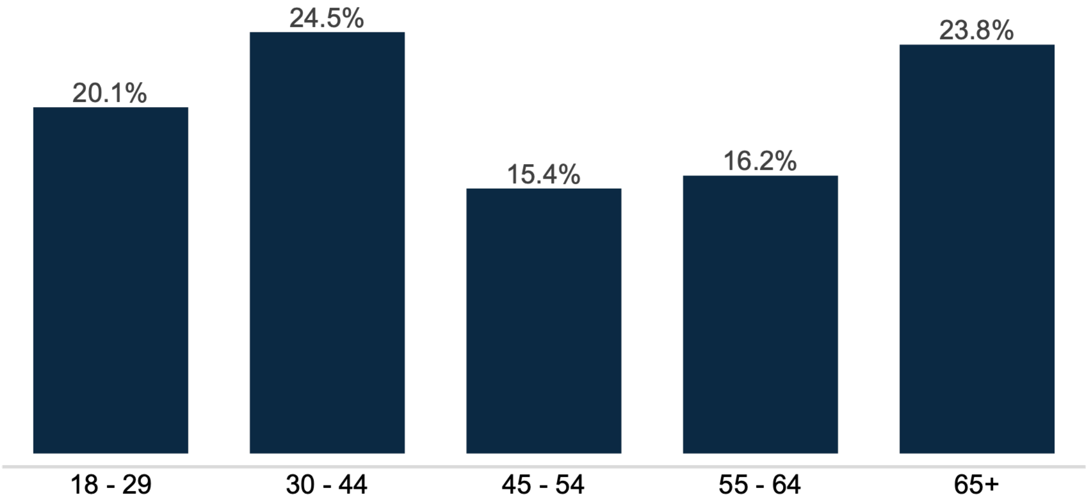
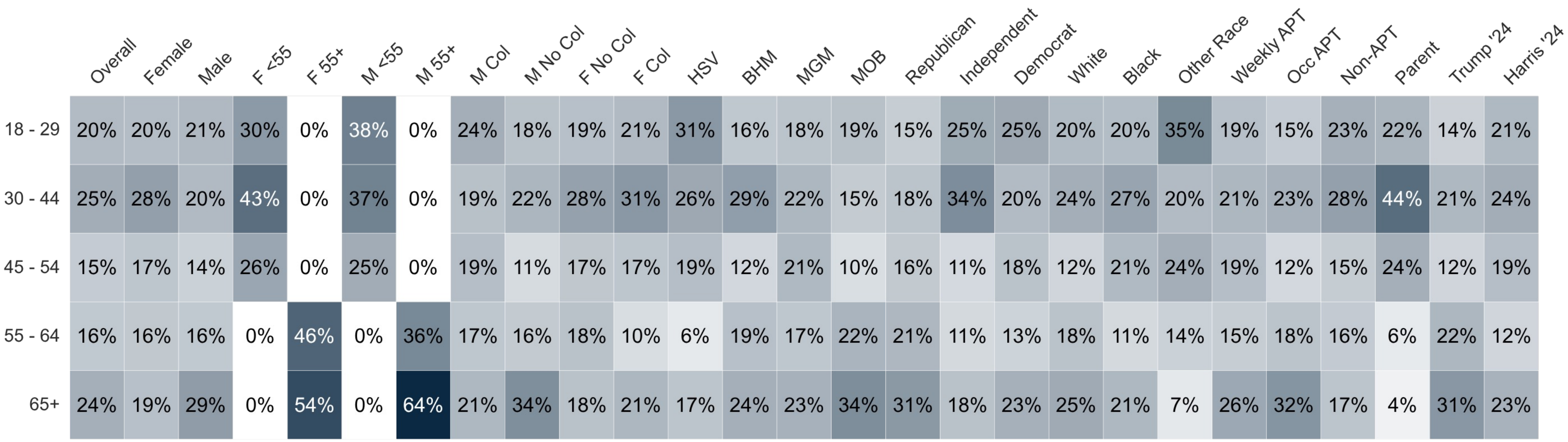
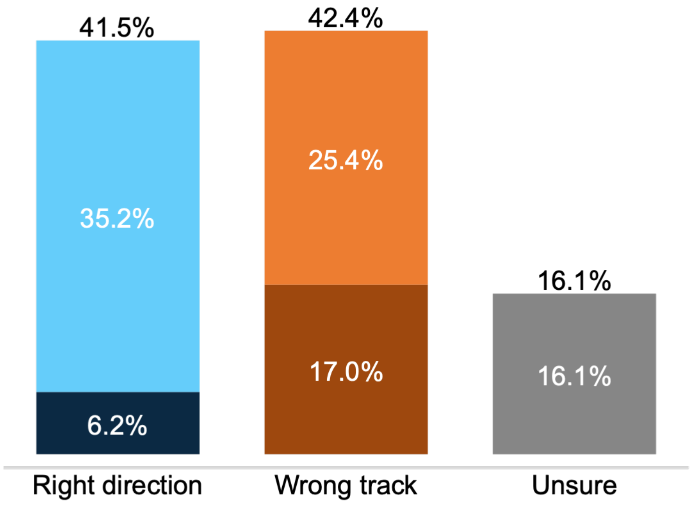




	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
18 - 29	20%	20%	21%	30%	0%	38%	0%	24%	18%	19%	21%	31%	16%	18%	19%	15%	25%	25%	20%	20%	35%	19%	15%	23%	22%	14%	21%
30 - 44	25%	28%	20%	43%	0%	37%	0%	19%	22%	28%	31%	26%	29%	22%	15%	18%	34%	20%	24%	27%	20%	21%	23%	28%	44%	21%	24%
45 - 54	15%	17%	14%	26%	0%	25%	0%	19%	11%	17%	17%	19%	12%	21%	10%	16%	11%	18%	12%	21%	24%	19%	12%	15%	24%	12%	19%
55 - 64	16%	16%	16%	0%	46%	0%	36%	17%	16%	18%	10%	6%	19%	17%	22%	21%	11%	13%	18%	11%	14%	15%	18%	16%	6%	22%	12%
65+	24%	19%	29%	0%	54%	0%	64%	21%	34%	18%	21%	17%	24%	23%	34%	31%	18%	23%	25%	21%	7%	26%	32%	17%	4%	31%	23%

What is your age as of today?

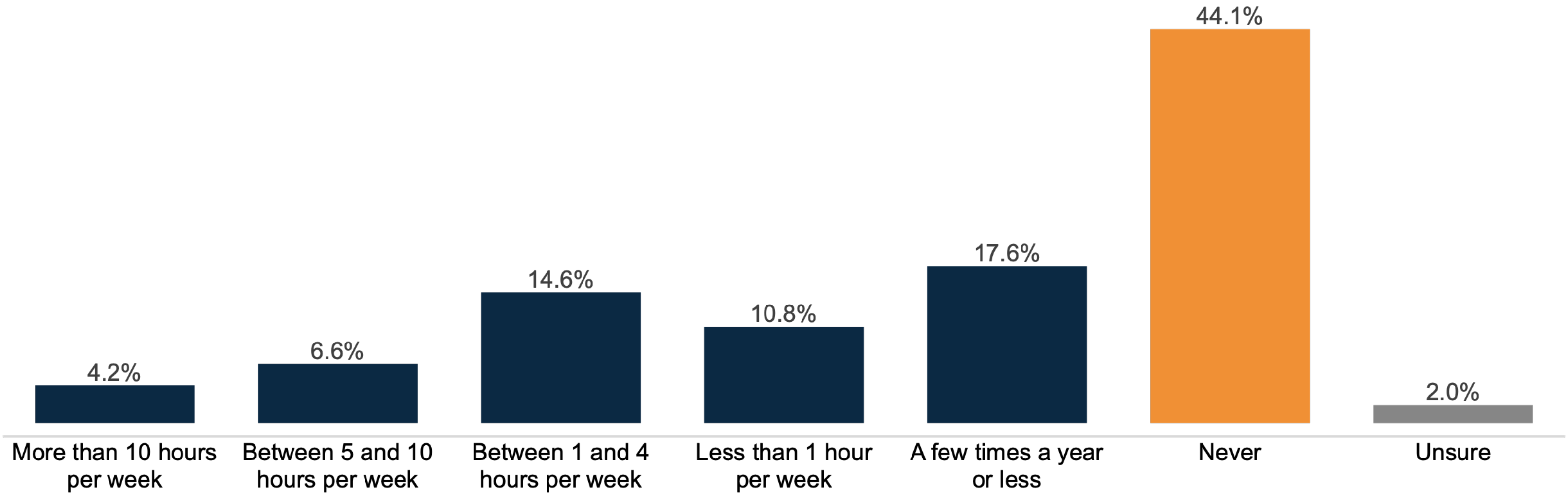
State Direction



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Right direction	41%	37%	46%	34%	44%	37%	57%	46%	46%	37%	35%	43%	40%	38%	47%	63%	37%	15%	50%	24%	37%	28%	47%	46%	39%	63%	12%
Wrong track	42%	43%	42%	49%	32%	51%	31%	45%	40%	40%	53%	39%	43%	43%	44%	24%	49%	66%	38%	54%	35%	50%	39%	40%	44%	25%	75%
Definitely the right direction	6%	5%	8%	4%	7%	5%	11%	6%	9%	5%	2%	8%	7%	2%	8%	10%	4%	3%	7%	5%	3%	4%	6%	8%	7%	10%	1%
Mostly the right direction	35%	33%	38%	30%	38%	32%	46%	41%	37%	32%	33%	35%	33%	36%	39%	53%	33%	12%	43%	19%	34%	24%	41%	39%	32%	53%	10%
Mostly the wrong track	25%	27%	24%	30%	20%	28%	20%	26%	23%	26%	28%	25%	22%	26%	35%	18%	30%	35%	23%	33%	22%	28%	26%	24%	25%	18%	36%
Definitely the wrong track	17%	16%	18%	19%	12%	23%	11%	19%	17%	14%	25%	14%	21%	17%	9%	6%	19%	31%	15%	21%	13%	22%	12%	17%	19%	6%	39%
Unsure	16%	19%	12%	17%	23%	12%	12%	8%	14%	23%	11%	18%	16%	19%	9%	13%	14%	18%	12%	23%	28%	21%	15%	13%	17%	12%	13%

Generally speaking, would you say things in Alabama are headed in the right direction or are they on the wrong track?

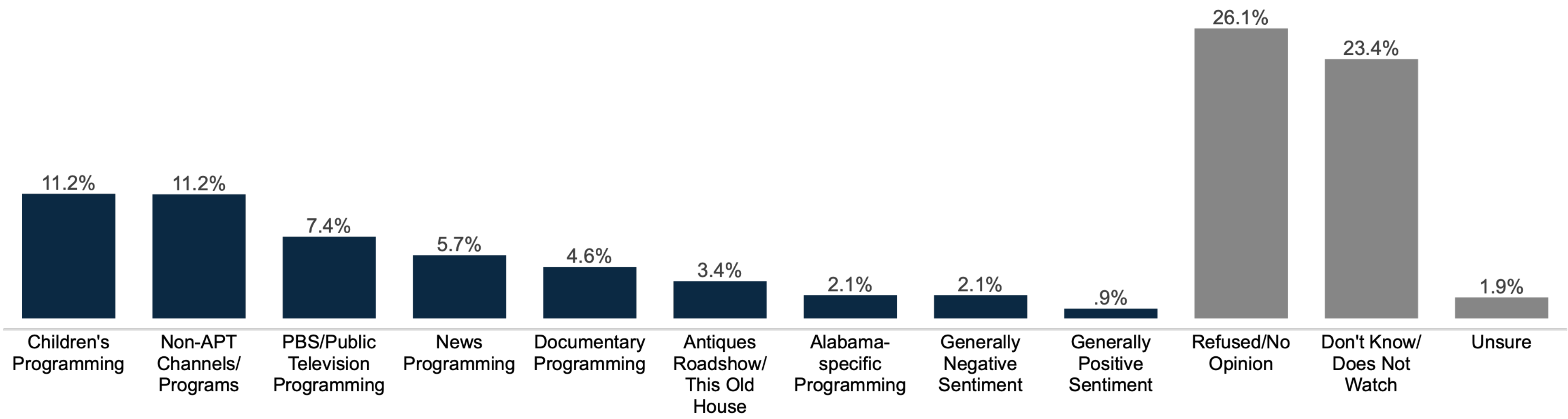
APT Viewing



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Parent	Trump '24	Harris '24
Weekly Viewer	26%	28%	23%	26%	32%	24%	21%	17%	26%	28%	27%	23%	25%	33%	18%	17%	26%	35%	22%	33%	24%	27%	19%	36%
Occasional Viewer	28%	27%	30%	27%	28%	20%	41%	36%	27%	28%	26%	27%	28%	31%	29%	28%	30%	30%	27%	31%	30%	29%	31%	29%
Non-Viewer	44%	42%	46%	45%	36%	54%	37%	47%	46%	41%	46%	48%	43%	37%	51%	53%	43%	33%	49%	32%	44%	43%	50%	32%
More than 10 hours per week	4%	6%	3%	5%	6%	3%	3%	0%	4%	6%	5%	5%	3%	8%	1%	3%	3%	5%	3%	5%	4%	4%	4%	6%
Between 5 and 10 hours per week	7%	9%	4%	7%	11%	4%	5%	4%	5%	10%	5%	7%	8%	6%	3%	4%	8%	7%	6%	8%	0%	8%	3%	11%
Between 1 and 4 hours per week	15%	14%	15%	13%	15%	17%	13%	13%	17%	13%	17%	12%	14%	18%	14%	10%	15%	23%	12%	20%	20%	15%	12%	19%
Less than 1 hour per week	11%	11%	11%	11%	11%	6%	16%	13%	10%	12%	8%	12%	10%	11%	9%	11%	12%	12%	10%	11%	21%	10%	12%	13%
A few times a year or less	18%	16%	19%	16%	17%	14%	25%	23%	17%	16%	18%	15%	17%	19%	20%	17%	18%	19%	17%	20%	10%	18%	18%	17%
Never	44%	42%	46%	45%	36%	54%	37%	47%	46%	41%	46%	48%	43%	37%	51%	53%	43%	33%	49%	32%	44%	43%	50%	32%
Unsure	2%	3%	1%	2%	3%	1%	1%	0%	2%	3%	1%	2%	3%	0%	2%	1%	2%	2%	1%	4%	2%	1%	0%	3%

Alabama Public Television, also called APT, is the statewide public television network that broadcasts on channels across Alabama. In a typical week, about how much time do you spend watching Alabama Public Television?

Unaided Program Recall Open-Ended



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Children's Programming	11%	16%	6%	19%	11%	8%	4%	7%	6%	14%	21%	12%	12%	12%	9%	7%	15%	16%	9%	16%	15%	13%	11%	10%	17%	10%	17%
Non-APT Channels/Programs	11%	10%	13%	12%	5%	15%	10%	7%	16%	11%	5%	8%	12%	13%	10%	8%	8%	18%	8%	17%	21%	21%	10%	6%	9%	7%	12%
PBS/Public Television Programming	7%	5%	10%	3%	9%	7%	13%	10%	10%	6%	3%	6%	8%	6%	8%	8%	10%	5%	8%	5%	3%	14%	10%	2%	5%	6%	9%
News Programming	6%	7%	4%	9%	4%	5%	3%	4%	4%	5%	13%	9%	4%	6%	4%	5%	7%	6%	6%	6%	8%	12%	5%	3%	7%	4%	8%
Documentary Programming	5%	4%	5%	2%	10%	1%	9%	4%	5%	4%	6%	3%	6%	4%	5%	3%	3%	10%	4%	6%	3%	10%	6%	1%	1%	4%	9%
Antiques Roadshow/This Old House	3%	3%	4%	1%	6%	3%	5%	5%	3%	3%	4%	2%	3%	3%	7%	6%	1%	1%	4%	0%	5%	5%	5%	2%	1%	5%	2%
Alabama-specific Programming	2%	1%	3%	0%	3%	3%	3%	4%	3%	1%	2%	2%	3%	2%	2%	2%	1%	2%	3%	0%	0%	3%	3%	1%	1%	3%	2%
Generally Negative Sentiment	2%	2%	3%	2%	1%	3%	3%	2%	3%	1%	2%	2%	3%	2%	1%	2%	3%	0%	2%	0%	0%	0%	0%	4%	2%	3%	2%
Generally Positive Sentiment	1%	1%	0%	1%	2%	1%	0%	0%	1%	2%	0%	1%	0%	2%	0%	0%	2%	1%	0%	2%	0%	3%	0%	0%	1%	0%	1%
Refused/No Opinion	26%	23%	30%	22%	24%	29%	31%	33%	29%	24%	17%	24%	25%	25%	35%	32%	26%	16%	28%	22%	22%	8%	24%	39%	27%	32%	16%
Don't Know/Does Not Watch	23%	24%	22%	25%	23%	24%	20%	23%	22%	25%	23%	26%	24%	24%	16%	27%	21%	22%	25%	22%	20%	8%	23%	32%	25%	24%	21%
Unsure	2%	3%	0%	3%	3%	1%	0%	0%	1%	3%	3%	5%	0%	2%	3%	0%	3%	2%	2%	2%	2%	3%	3%	0%	3%	1%	3%

Thinking about Alabama Public Television, what television programs, if any, come to mind?

Image Tests

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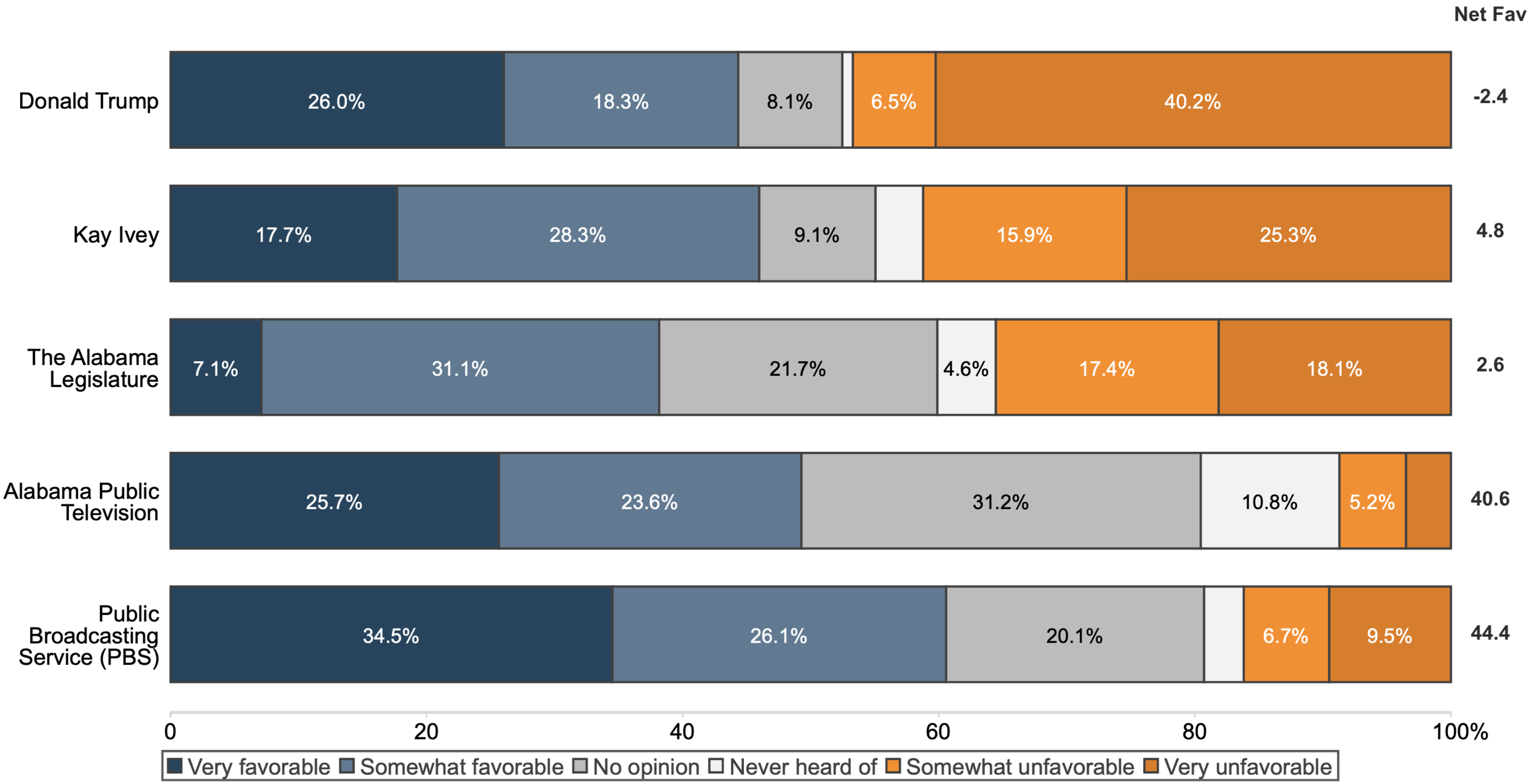
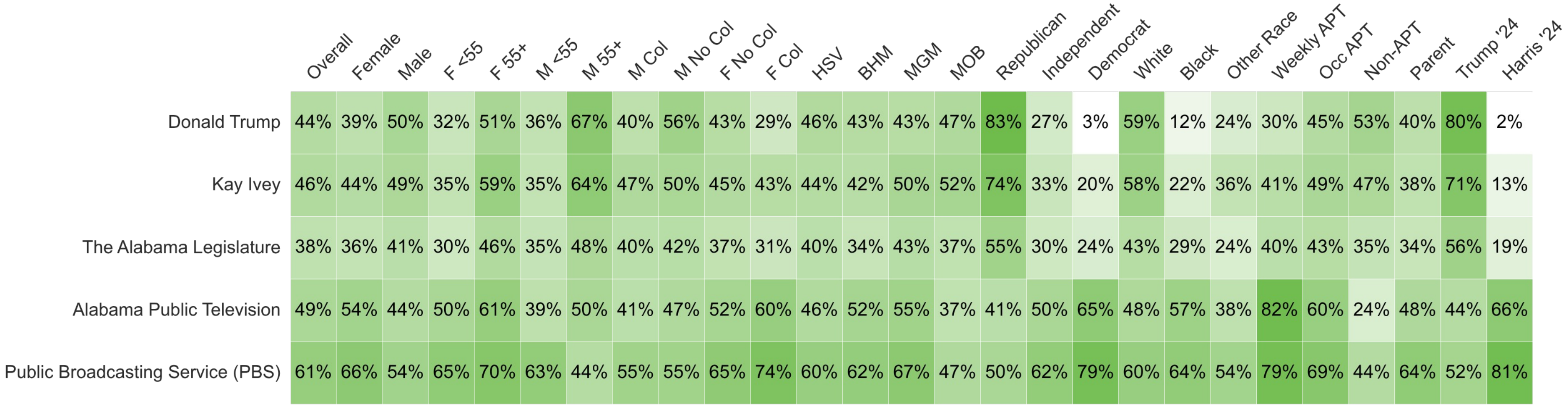


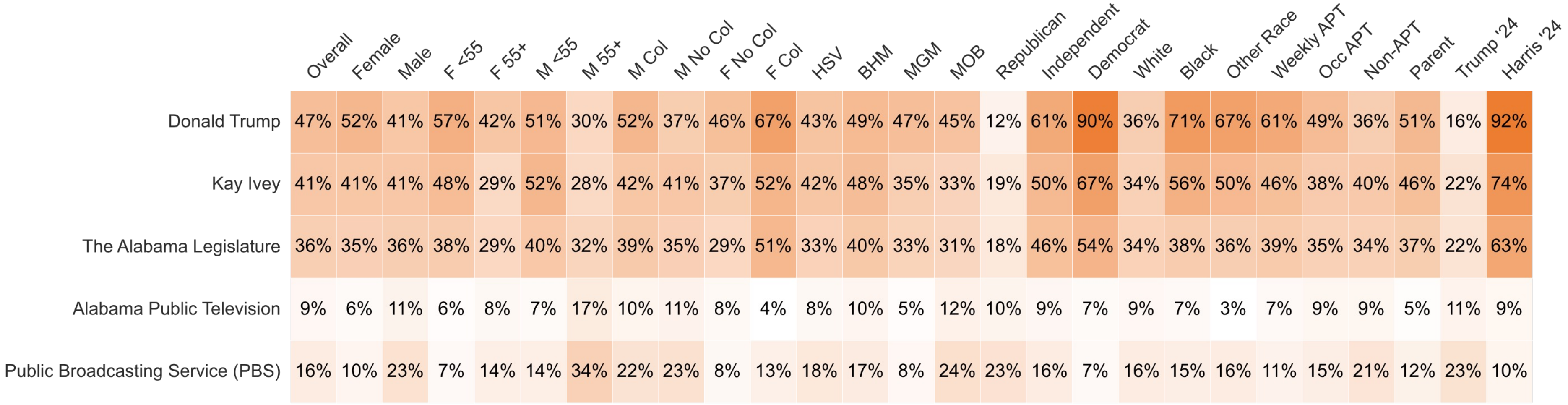
Image Tests Heatmaps

Favorable



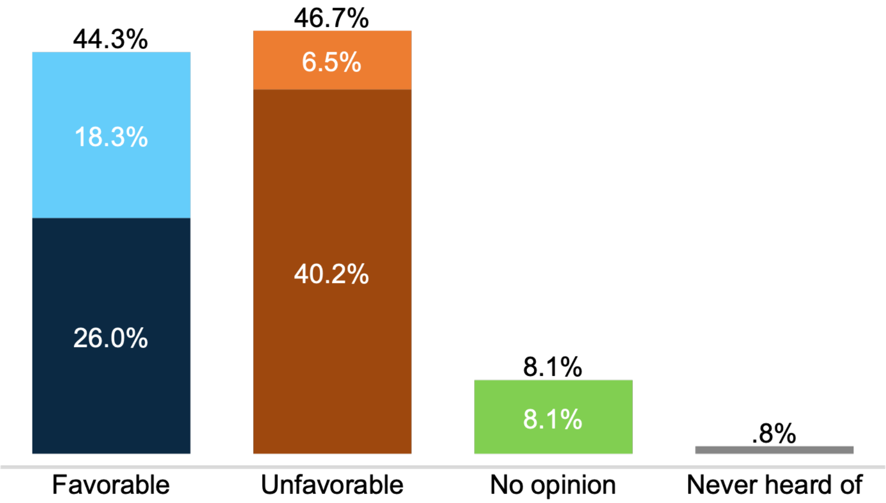
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Donald Trump	44%	39%	50%	32%	51%	36%	67%	40%	56%	43%	29%	46%	43%	43%	47%	83%	27%	3%	59%	12%	24%	30%	45%	53%	40%	80%	2%
Kay Ivey	46%	44%	49%	35%	59%	35%	64%	47%	50%	45%	43%	44%	42%	50%	52%	74%	33%	20%	58%	22%	36%	41%	49%	47%	38%	71%	13%
The Alabama Legislature	38%	36%	41%	30%	46%	35%	48%	40%	42%	37%	31%	40%	34%	43%	37%	55%	30%	24%	43%	29%	24%	40%	43%	35%	34%	56%	19%
Alabama Public Television	49%	54%	44%	50%	61%	39%	50%	41%	47%	52%	60%	46%	52%	55%	37%	41%	50%	65%	48%	57%	38%	82%	60%	24%	48%	44%	66%
Public Broadcasting Service (PBS)	61%	66%	54%	65%	70%	63%	44%	55%	55%	65%	74%	60%	62%	67%	47%	50%	62%	79%	60%	64%	54%	79%	69%	44%	64%	52%	81%

Unfavorable



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Donald Trump	47%	52%	41%	57%	42%	51%	30%	52%	37%	46%	67%	43%	49%	47%	45%	12%	61%	90%	36%	71%	67%	61%	49%	36%	51%	16%	92%
Kay Ivey	41%	41%	41%	48%	29%	52%	28%	42%	41%	37%	52%	42%	48%	35%	33%	19%	50%	67%	34%	56%	50%	46%	38%	40%	46%	22%	74%
The Alabama Legislature	36%	35%	36%	38%	29%	40%	32%	39%	35%	29%	51%	33%	40%	33%	31%	18%	46%	54%	34%	38%	36%	39%	35%	34%	37%	22%	63%
Alabama Public Television	9%	6%	11%	6%	8%	7%	17%	10%	11%	8%	4%	8%	10%	5%	12%	10%	9%	7%	9%	7%	3%	7%	9%	9%	5%	11%	9%
Public Broadcasting Service (PBS)	16%	10%	23%	7%	14%	14%	34%	22%	23%	8%	13%	18%	17%	8%	24%	23%	16%	7%	16%	15%	16%	11%	15%	21%	12%	23%	10%

Image: Donald Trump

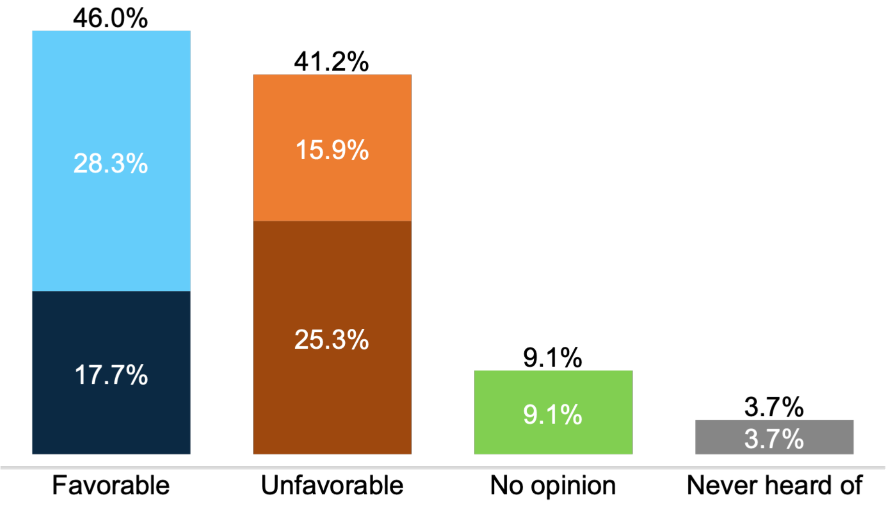


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Favorable Total	44%	39%	50%	32%	51%	36%	67%	40%	56%	43%	29%	46%	43%	43%	47%	83%	27%	3%	59%	12%	24%	30%	45%	53%	40%	80%	2%
Unfavorable Total	47%	52%	41%	57%	42%	51%	30%	52%	37%	46%	67%	43%	49%	47%	45%	12%	61%	90%	36%	71%	67%	61%	49%	36%	51%	16%	92%
Very favorable	26%	21%	32%	16%	30%	17%	50%	24%	35%	24%	12%	25%	27%	22%	32%	51%	14%	2%	34%	7%	21%	12%	27%	34%	20%	51%	1%
Somewhat favorable	18%	18%	19%	17%	21%	19%	18%	16%	20%	19%	17%	20%	17%	20%	16%	32%	13%	1%	25%	5%	3%	18%	17%	19%	20%	29%	1%
Somewhat unfavorable	6%	8%	5%	9%	5%	5%	5%	5%	6%	8%	6%	5%	4%	8%	14%	5%	10%	3%	8%	3%	9%	6%	8%	6%	8%	6%	1%
Very unfavorable	40%	44%	36%	48%	37%	46%	24%	47%	31%	38%	61%	38%	46%	39%	31%	6%	51%	87%	28%	68%	59%	55%	41%	31%	43%	9%	91%
No opinion	8%	8%	8%	9%	6%	12%	3%	9%	7%	9%	4%	10%	7%	9%	8%	5%	12%	6%	5%	15%	9%	8%	7%	9%	8%	4%	5%
Never heard of	1%	1%	0%	2%	1%	0%	0%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%	1%	0%	1%

Do you have a favorable or unfavorable opinion of Donald Trump?

Image: Kay Ivey

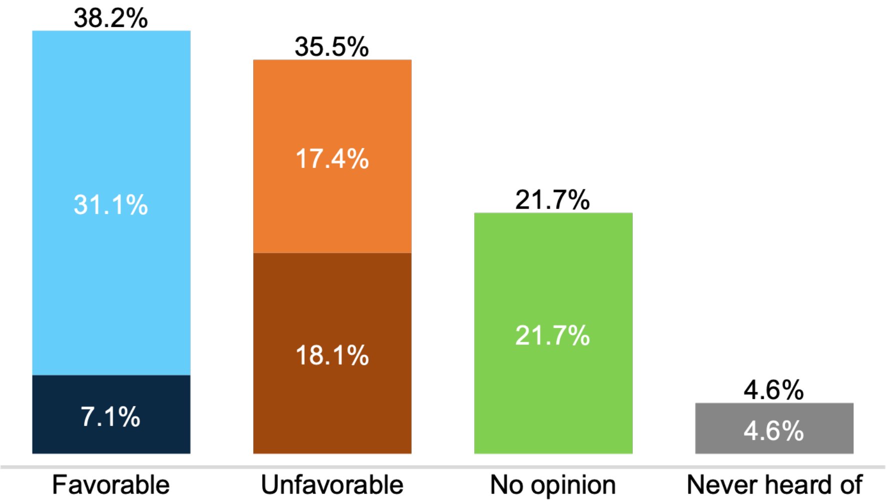
CYGNAL



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Favorable Total	46%	44%	49%	35%	59%	35%	64%	47%	50%	45%	43%	44%	42%	50%	52%	74%	33%	20%	58%	22%	36%	41%	49%	47%	38%	71%	13%
Unfavorable Total	41%	41%	41%	48%	29%	52%	28%	42%	41%	37%	52%	42%	48%	35%	33%	19%	50%	67%	34%	56%	50%	46%	38%	40%	46%	22%	74%
Very favorable	18%	17%	18%	13%	25%	10%	28%	12%	21%	20%	12%	15%	17%	22%	18%	33%	7%	6%	25%	6%	3%	16%	20%	18%	15%	30%	2%
Somewhat favorable	28%	26%	30%	22%	34%	25%	37%	35%	28%	25%	31%	29%	26%	29%	34%	41%	26%	14%	33%	16%	33%	25%	29%	30%	22%	41%	11%
Somewhat unfavorable	16%	16%	16%	19%	10%	19%	12%	16%	16%	14%	18%	14%	19%	11%	17%	7%	22%	22%	14%	21%	15%	15%	14%	17%	17%	9%	21%
Very unfavorable	25%	25%	25%	29%	19%	33%	16%	25%	25%	23%	35%	28%	28%	25%	15%	12%	28%	45%	21%	35%	36%	31%	24%	23%	29%	13%	53%
No opinion	9%	11%	7%	13%	8%	9%	5%	11%	5%	13%	5%	10%	7%	9%	14%	4%	14%	10%	5%	17%	13%	9%	11%	8%	11%	4%	10%
Never heard of	4%	4%	3%	4%	5%	4%	2%	1%	5%	5%	0%	4%	3%	5%	2%	4%	4%	3%	3%	4%	0%	4%	2%	5%	5%	3%	2%

Do you have a favorable or unfavorable opinion of Kay Ivey?

Image: The Alabama Legislature

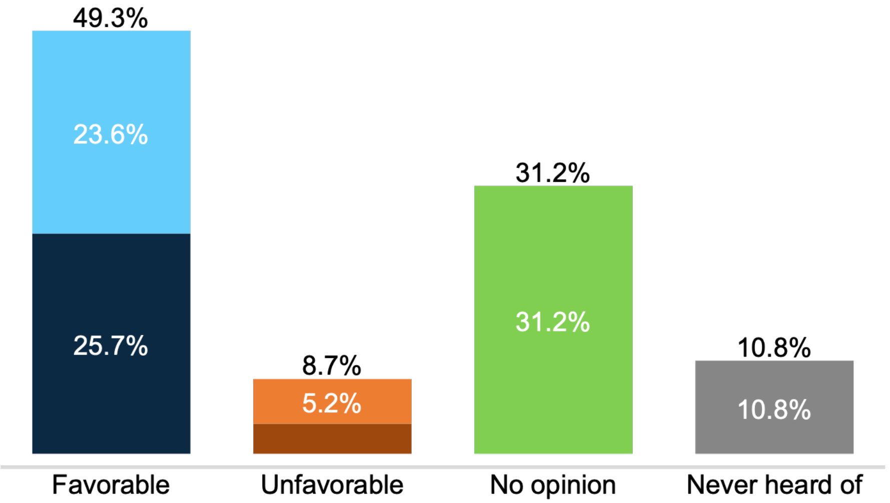


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Favorable Total	38%	36%	41%	30%	46%	35%	48%	40%	42%	37%	31%	40%	34%	43%	37%	55%	30%	24%	43%	29%	24%	40%	43%	35%	34%	56%	19%
Unfavorable Total	36%	35%	36%	38%	29%	40%	32%	39%	35%	29%	51%	33%	40%	33%	31%	18%	46%	54%	34%	38%	36%	39%	35%	34%	37%	22%	63%
Very favorable	7%	5%	9%	4%	7%	8%	10%	4%	11%	6%	3%	6%	7%	8%	7%	10%	5%	5%	8%	7%	0%	8%	6%	7%	9%	12%	4%
Somewhat favorable	31%	30%	32%	25%	39%	27%	39%	36%	31%	30%	28%	34%	27%	35%	31%	44%	25%	18%	35%	22%	24%	32%	37%	28%	24%	44%	15%
Somewhat unfavorable	17%	18%	16%	18%	19%	15%	18%	11%	19%	17%	23%	15%	18%	17%	19%	15%	24%	17%	18%	14%	19%	16%	18%	17%	20%	18%	16%
Very unfavorable	18%	16%	20%	20%	10%	25%	14%	28%	16%	13%	29%	19%	22%	16%	12%	4%	22%	37%	16%	24%	17%	22%	16%	17%	16%	4%	47%
No opinion	22%	26%	17%	27%	23%	18%	17%	20%	16%	29%	15%	21%	21%	21%	27%	23%	21%	17%	20%	26%	28%	18%	21%	24%	24%	20%	14%
Never heard of	5%	4%	5%	6%	1%	7%	3%	1%	7%	5%	2%	6%	4%	3%	5%	4%	4%	5%	3%	7%	12%	3%	1%	6%	6%	3%	3%

Do you have a favorable or unfavorable opinion of The Alabama Legislature?

Image: Alabama Public Television

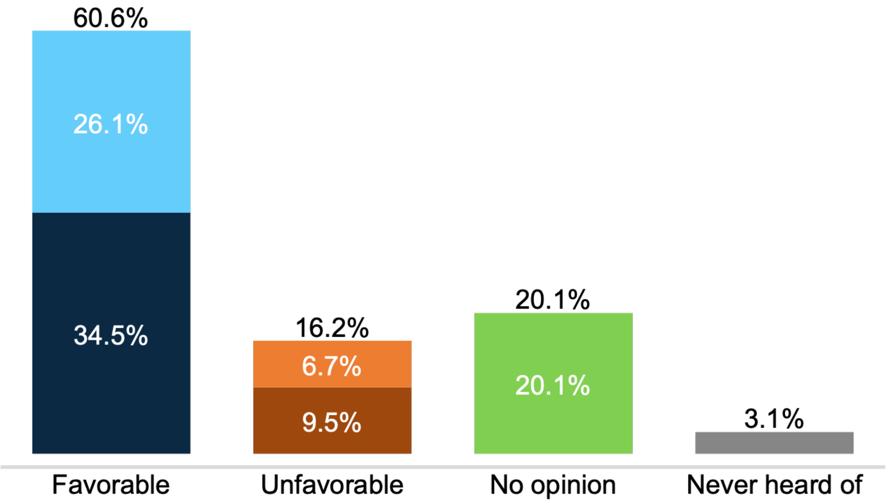
CYGNAL



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Favorable Total	49%	54%	44%	50%	61%	39%	50%	41%	47%	52%	60%	46%	52%	55%	37%	41%	50%	65%	48%	57%	38%	82%	60%	24%	48%	44%	66%
Unfavorable Total	9%	6%	11%	6%	8%	7%	17%	10%	11%	8%	4%	8%	10%	5%	12%	10%	9%	7%	9%	7%	3%	7%	9%	9%	5%	11%	9%
Very favorable	26%	29%	22%	26%	36%	24%	20%	23%	22%	28%	34%	25%	23%	34%	22%	17%	28%	39%	26%	27%	22%	55%	25%	9%	28%	21%	38%
Somewhat favorable	24%	25%	22%	25%	25%	16%	31%	17%	25%	24%	27%	21%	30%	22%	15%	24%	22%	26%	22%	29%	16%	27%	35%	15%	20%	23%	28%
Somewhat unfavorable	5%	4%	6%	3%	7%	4%	9%	8%	6%	5%	3%	6%	6%	2%	8%	7%	4%	4%	6%	3%	3%	4%	7%	5%	1%	8%	4%
Very unfavorable	4%	2%	5%	3%	1%	3%	7%	2%	6%	3%	1%	2%	4%	3%	5%	3%	5%	3%	3%	4%	0%	3%	2%	5%	4%	3%	5%
No opinion	31%	28%	35%	29%	25%	40%	30%	43%	30%	26%	30%	30%	28%	30%	44%	34%	33%	20%	33%	27%	38%	9%	29%	45%	31%	32%	21%
Never heard of	11%	12%	10%	15%	6%	15%	3%	6%	11%	14%	6%	16%	10%	10%	6%	14%	9%	7%	11%	9%	20%	1%	2%	22%	16%	13%	5%

Do you have a favorable or unfavorable opinion of Alabama Public Television?

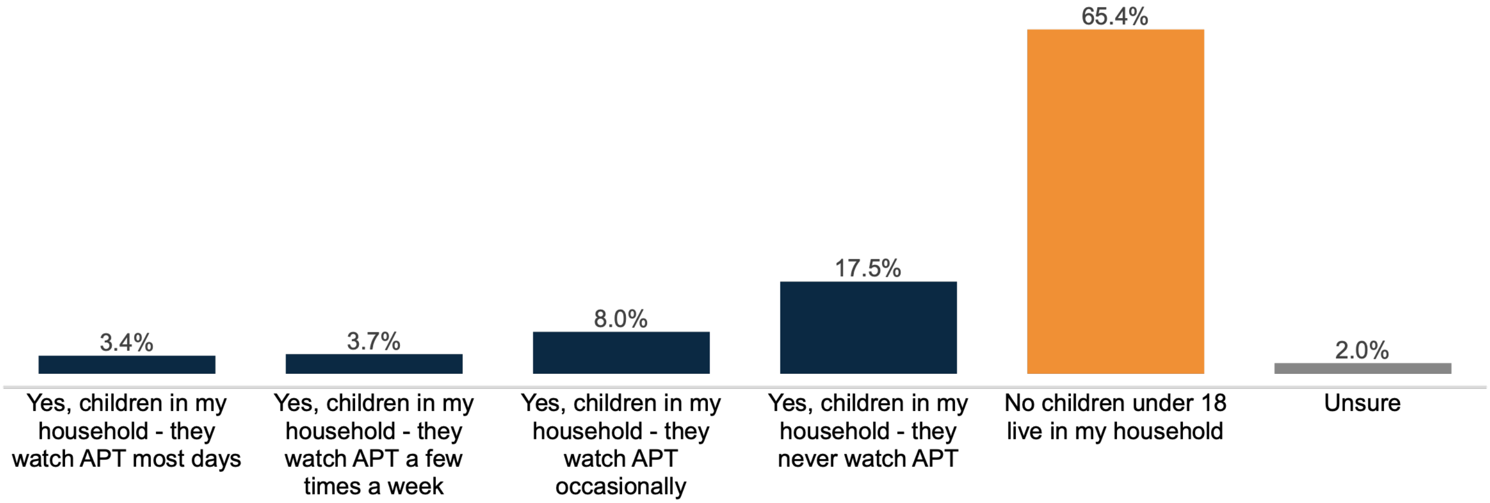
Image: Public Broadcasting Service (PBS)



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Favorable Total	61%	66%	54%	65%	70%	63%	44%	55%	55%	65%	74%	60%	62%	67%	47%	50%	62%	79%	60%	64%	54%	79%	69%	44%	64%	52%	81%
Unfavorable Total	16%	10%	23%	7%	14%	14%	34%	22%	23%	8%	13%	18%	17%	8%	24%	23%	16%	7%	16%	15%	16%	11%	15%	21%	12%	23%	10%
Very favorable	35%	42%	26%	43%	41%	34%	18%	35%	22%	40%	49%	34%	36%	36%	29%	19%	39%	61%	32%	41%	32%	51%	35%	23%	39%	23%	62%
Somewhat favorable	26%	24%	28%	22%	29%	29%	26%	20%	32%	25%	25%	26%	26%	31%	18%	31%	23%	18%	29%	22%	22%	28%	33%	21%	25%	30%	19%
Somewhat unfavorable	7%	4%	10%	2%	8%	8%	12%	8%	11%	3%	6%	6%	9%	2%	9%	8%	9%	3%	7%	6%	6%	4%	8%	7%	6%	9%	5%
Very unfavorable	10%	6%	13%	6%	6%	6%	23%	15%	12%	5%	7%	12%	8%	6%	15%	14%	7%	4%	9%	9%	9%	7%	7%	13%	6%	14%	5%
No opinion	20%	20%	20%	23%	14%	20%	20%	22%	19%	23%	11%	19%	19%	21%	24%	25%	20%	11%	21%	18%	23%	8%	15%	30%	20%	23%	7%
Never heard of	3%	4%	2%	5%	2%	3%	2%	1%	3%	4%	2%	2%	2%	4%	5%	2%	2%	3%	2%	4%	7%	1%	1%	5%	4%	3%	2%

Do you have a favorable or unfavorable opinion of Public Broadcasting Service (PBS)?

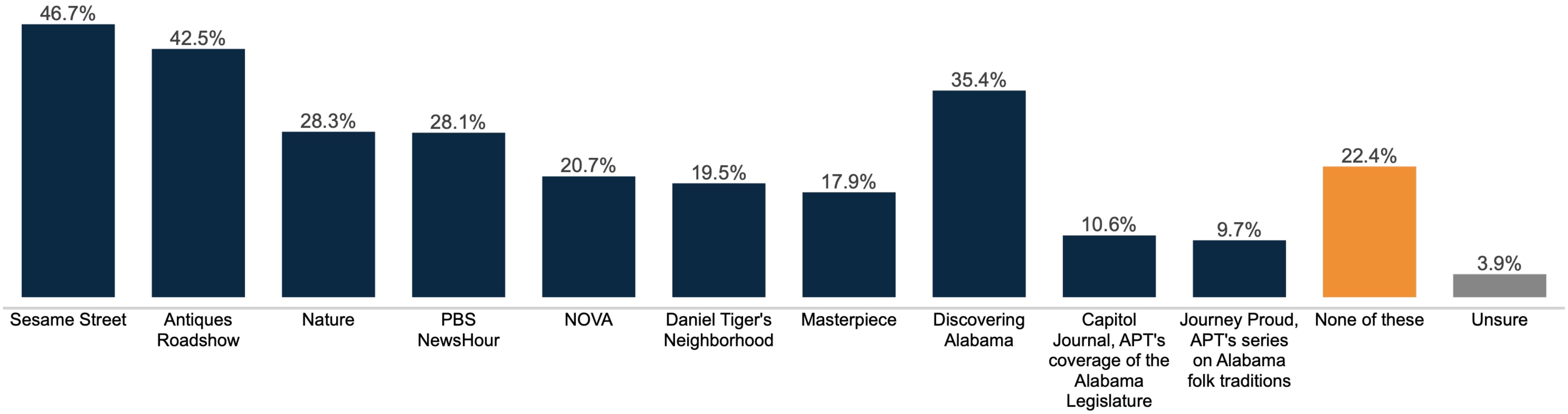
Parents Children's Viewing



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Trump '24	Harris '24
Parent	33%	40%	25%	56%	9%	39%	8%	21%	27%	39%	39%	38%	32%	36%	21%	27%	41%	29%	29%	39%	43%	35%	33%	32%	29%	31%
Yes, children in my household - they watch APT most days	3%	6%	1%	9%	0%	2%	1%	3%	0%	5%	7%	4%	2%	6%	2%	2%	6%	4%	2%	3%	4%	11%	0%	1%	2%	3%
Yes, children in my household - they watch APT a few times a week	4%	5%	2%	6%	3%	4%	1%	1%	3%	4%	7%	5%	3%	5%	2%	2%	6%	4%	3%	6%	4%	10%	3%	0%	3%	6%
Yes, children in my household - they watch APT occasionally	8%	10%	6%	14%	2%	9%	2%	6%	6%	10%	11%	10%	9%	7%	3%	6%	9%	9%	6%	14%	7%	8%	16%	3%	8%	8%
Yes, children in my household - they never watch APT	17%	19%	16%	27%	4%	25%	4%	11%	18%	20%	14%	19%	18%	19%	13%	17%	21%	12%	17%	16%	28%	5%	13%	28%	17%	13%
No children under 18 live in my household	65%	58%	74%	41%	88%	58%	92%	79%	71%	57%	61%	60%	66%	62%	78%	72%	58%	69%	70%	58%	54%	62%	66%	66%	70%	68%
Unsure	2%	3%	1%	3%	2%	3%	0%	0%	2%	4%	0%	2%	2%	2%	2%	1%	1%	2%	1%	3%	3%	3%	0%	2%	1%	1%

Are there any children under the age of 18 living in your household, and if so, how often do they watch Alabama Public Television?

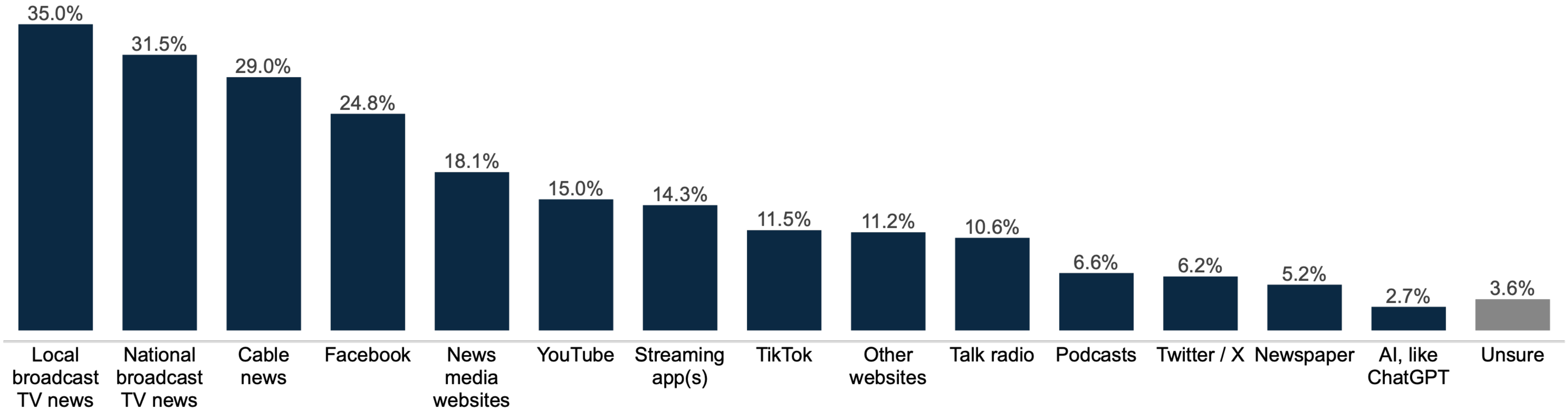
Aided Program Recognition



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
PBS National	71%	76%	66%	75%	78%	66%	66%	64%	67%	75%	82%	80%	71%	68%	65%	68%	74%	77%	70%	75%	69%	84%	80%	59%	76%	70%	81%
APT Original	39%	38%	39%	37%	41%	35%	45%	40%	39%	38%	40%	36%	43%	41%	27%	38%	39%	40%	39%	39%	37%	67%	42%	20%	39%	40%	46%
Sesame Street	47%	56%	37%	65%	38%	48%	24%	39%	37%	55%	58%	58%	46%	43%	40%	39%	53%	55%	44%	53%	56%	55%	46%	43%	60%	41%	61%
Daniel Tiger's Neighborhood	19%	28%	11%	37%	10%	15%	5%	11%	11%	27%	29%	21%	21%	17%	16%	17%	21%	23%	20%	16%	23%	29%	20%	14%	37%	17%	21%
NOVA	21%	19%	22%	15%	27%	14%	32%	25%	21%	19%	22%	21%	24%	17%	19%	18%	24%	23%	21%	18%	33%	36%	20%	13%	18%	20%	29%
Nature	28%	30%	27%	31%	28%	25%	28%	22%	30%	30%	30%	29%	30%	26%	26%	23%	33%	33%	25%	34%	28%	56%	26%	14%	31%	25%	35%
Antiques Roadshow	42%	42%	43%	34%	58%	39%	48%	49%	40%	41%	47%	47%	43%	38%	41%	46%	44%	41%	48%	32%	35%	52%	50%	33%	36%	49%	46%
Masterpiece	18%	23%	12%	16%	36%	8%	17%	20%	9%	22%	27%	16%	22%	16%	15%	12%	20%	27%	16%	21%	18%	32%	18%	10%	17%	15%	31%
PBS NewsHour	28%	29%	28%	29%	27%	29%	25%	39%	22%	26%	39%	29%	30%	28%	22%	17%	32%	48%	22%	43%	35%	53%	31%	12%	28%	19%	48%
Capitol Journal, APT's coverage of the Alabama...	11%	9%	12%	8%	11%	11%	14%	15%	11%	8%	13%	9%	12%	13%	5%	9%	11%	13%	9%	13%	10%	24%	8%	5%	8%	8%	19%
Discovering Alabama	35%	35%	35%	34%	37%	31%	41%	37%	35%	35%	37%	33%	40%	38%	22%	36%	35%	35%	37%	33%	32%	61%	38%	19%	37%	38%	41%
Journey Proud, APT's series on Alabama folk traditions	10%	11%	9%	11%	11%	7%	10%	6%	10%	9%	15%	8%	11%	12%	4%	7%	12%	11%	9%	11%	19%	28%	6%	2%	11%	9%	14%
None of these	22%	20%	25%	21%	18%	25%	26%	23%	26%	20%	17%	18%	21%	23%	29%	25%	20%	16%	25%	17%	22%	11%	16%	33%	19%	24%	14%
Unsure	4%	3%	5%	3%	2%	6%	4%	3%	5%	3%	2%	2%	6%	3%	4%	4%	2%	3%	4%	4%	3%	3%	2%	5%	4%	3%	2%

The following is a list of programs that currently air on Alabama Public Television. Which of these, if any, have you watched at least once? Select all that apply.

News Source

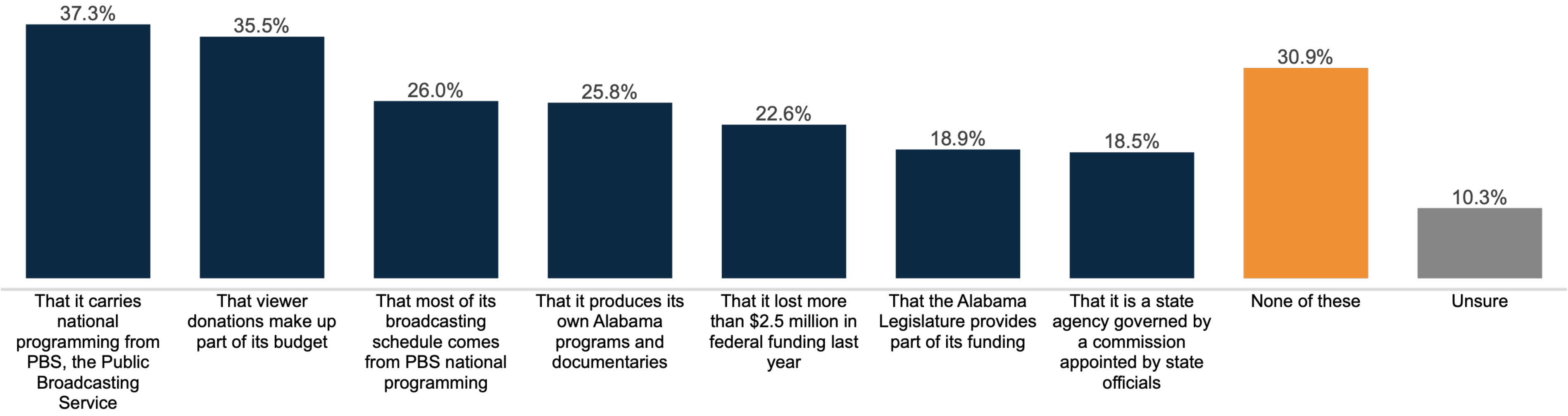


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Social Media	44%	48%	40%	59%	28%	55%	22%	42%	39%	51%	42%	56%	42%	47%	30%	43%	45%	45%	42%	50%	54%	33%	39%	54%	54%	39%	44%
Local broadcast TV news	35%	37%	33%	31%	49%	25%	42%	29%	35%	38%	35%	33%	37%	34%	34%	38%	32%	32%	35%	38%	22%	55%	39%	22%	31%	39%	34%
National broadcast TV news	32%	34%	28%	30%	42%	24%	34%	28%	29%	33%	41%	28%	33%	34%	28%	26%	29%	42%	28%	40%	35%	50%	37%	17%	28%	24%	43%
Cable news	29%	24%	34%	20%	32%	29%	41%	34%	35%	23%	26%	19%	32%	35%	26%	34%	22%	30%	29%	31%	31%	31%	35%	24%	25%	33%	29%
Facebook	25%	33%	15%	40%	20%	23%	6%	10%	18%	36%	26%	32%	21%	30%	17%	28%	20%	21%	24%	26%	30%	21%	19%	29%	35%	23%	19%
News media websites	18%	21%	15%	24%	13%	18%	12%	23%	12%	19%	28%	20%	17%	21%	14%	14%	16%	27%	20%	15%	27%	19%	20%	17%	20%	14%	28%
YouTube	15%	9%	22%	9%	8%	26%	18%	23%	22%	9%	8%	20%	16%	12%	10%	13%	18%	17%	13%	18%	23%	9%	14%	19%	14%	15%	19%
Streaming app(s)	14%	12%	17%	14%	8%	22%	11%	21%	15%	13%	9%	10%	16%	16%	13%	11%	18%	17%	13%	18%	10%	14%	10%	17%	21%	13%	18%
TikTok	11%	16%	6%	24%	2%	10%	2%	4%	8%	17%	11%	15%	12%	11%	7%	7%	12%	15%	8%	19%	13%	8%	9%	15%	19%	4%	16%
Other websites	11%	12%	11%	13%	10%	15%	5%	11%	11%	11%	15%	16%	10%	6%	15%	11%	13%	10%	13%	6%	19%	8%	9%	15%	9%	9%	12%
Talk radio	11%	7%	15%	7%	6%	10%	21%	9%	18%	7%	5%	6%	13%	11%	12%	13%	10%	6%	12%	7%	6%	12%	13%	9%	9%	13%	6%
Podcasts	7%	3%	11%	3%	2%	15%	6%	12%	9%	3%	3%	10%	5%	3%	10%	4%	13%	5%	5%	8%	16%	3%	4%	10%	6%	8%	6%
Twitter / X	6%	3%	9%	4%	2%	15%	3%	11%	8%	3%	4%	10%	4%	5%	7%	5%	8%	7%	7%	5%	9%	3%	4%	10%	6%	5%	5%
Newspaper	5%	6%	5%	6%	6%	5%	4%	6%	4%	6%	2%	6%	6%	6%	1%	4%	6%	5%	5%	5%	11%	8%	4%	5%	6%	5%	6%
AI, like ChatGPT	3%	2%	3%	3%	2%	4%	2%	7%	1%	2%	1%	5%	2%	2%	1%	3%	3%	1%	2%	5%	4%	2%	2%	3%	4%	3%	2%
Unsure	4%	5%	2%	4%	7%	2%	2%	1%	2%	5%	5%	2%	5%	3%	3%	3%	3%	4%	3%	4%	0%	2%	3%	5%	3%	3%	2%

What are your primary sources for news? Select up to three options.

APT Awareness

CYGNAL

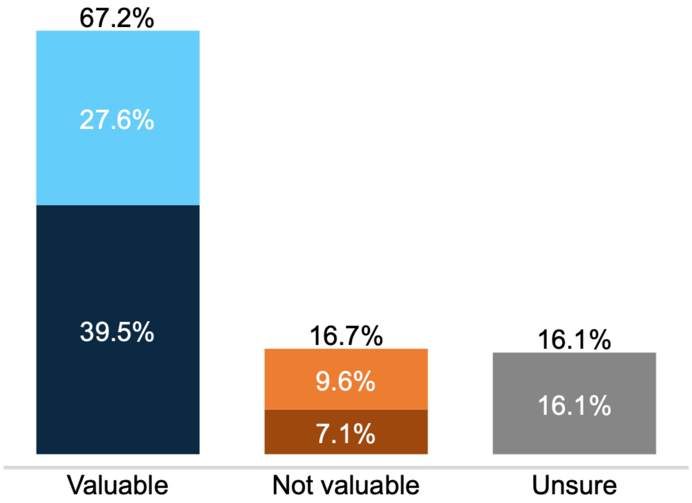


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
That it carries national programming from PBS, the Public Broadcasting Service	37%	37%	37%	35%	40%	36%	39%	45%	34%	33%	48%	37%	41%	31%	39%	32%	43%	45%	39%	36%	29%	54%	41%	26%	33%	33%	54%
That viewer donations make up part of its budget	35%	34%	37%	25%	50%	32%	44%	42%	35%	30%	48%	31%	40%	32%	35%	32%	39%	43%	37%	33%	31%	50%	44%	22%	29%	37%	50%
That most of its broadcasting schedule comes from PBS national programming	26%	25%	27%	26%	25%	27%	27%	35%	23%	25%	27%	28%	26%	26%	22%	21%	27%	37%	25%	29%	19%	40%	29%	16%	22%	23%	39%
That it produces its own Alabama programs and documentaries	26%	26%	25%	25%	30%	25%	25%	31%	23%	25%	30%	23%	32%	23%	18%	21%	26%	37%	28%	25%	14%	43%	29%	15%	24%	23%	38%
That it lost more than $2.5 million in federal funding last year	23%	24%	21%	21%	28%	19%	24%	24%	20%	20%	37%	21%	26%	19%	22%	16%	25%	36%	21%	27%	18%	39%	24%	13%	21%	19%	40%
That the Alabama Legislature provides part of its funding	19%	16%	22%	16%	16%	24%	20%	30%	19%	15%	20%	13%	20%	23%	19%	15%	22%	25%	21%	16%	14%	31%	18%	13%	17%	17%	28%
That it is a state agency governed by a commission appointed by state officials	19%	17%	20%	18%	15%	19%	20%	21%	19%	15%	25%	18%	23%	16%	11%	15%	22%	23%	19%	19%	15%	26%	21%	13%	13%	17%	27%
None of these	31%	29%	33%	36%	18%	35%	30%	27%	35%	33%	19%	34%	28%	32%	33%	36%	28%	23%	32%	26%	41%	10%	21%	49%	37%	34%	18%
Unsure	10%	12%	8%	8%	19%	7%	9%	8%	8%	12%	11%	11%	9%	11%	10%	11%	7%	9%	8%	15%	18%	11%	12%	7%	9%	10%	9%

Before today, which of the following did you know about Alabama Public Television? Select all that apply.

Educational Value

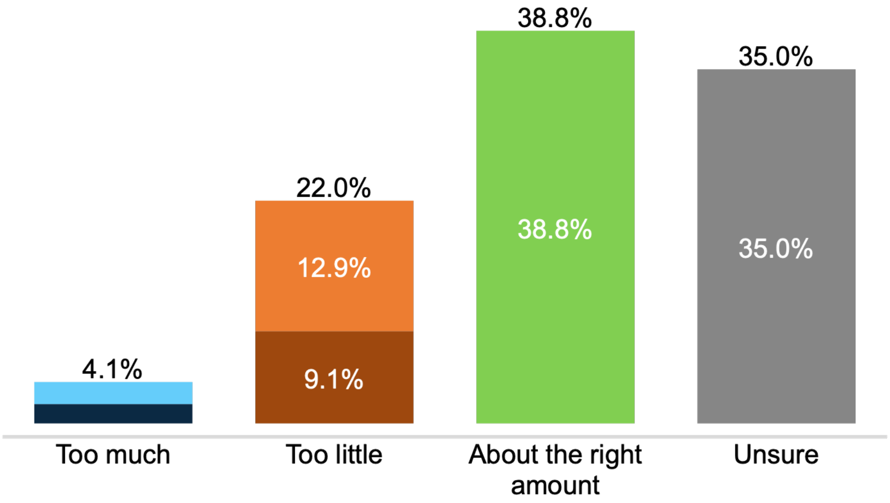
CYGNAL



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Valuable Total	67%	74%	60%	74%	73%	60%	60%	68%	57%	74%	72%	67%	73%	59%	66%	59%	72%	80%	67%	71%	51%	80%	77%	54%	68%	60%	83%
Not valuable Total	17%	9%	25%	8%	10%	22%	29%	23%	26%	9%	11%	14%	16%	18%	20%	23%	17%	8%	19%	12%	12%	11%	13%	23%	15%	23%	7%
Very valuable	40%	46%	32%	49%	40%	38%	26%	39%	30%	44%	55%	35%	44%	40%	33%	22%	46%	66%	36%	50%	26%	54%	41%	31%	45%	26%	66%
Somewhat valuable	28%	28%	28%	25%	33%	22%	34%	29%	27%	30%	18%	32%	28%	19%	33%	37%	27%	14%	31%	21%	24%	26%	36%	23%	23%	34%	17%
Not very valuable	10%	6%	14%	7%	5%	13%	15%	10%	15%	6%	7%	10%	7%	13%	10%	13%	11%	4%	11%	6%	8%	3%	10%	13%	10%	13%	4%
Not valuable at all	7%	3%	11%	2%	5%	9%	14%	12%	11%	3%	4%	4%	9%	5%	11%	10%	6%	4%	8%	6%	4%	8%	3%	9%	5%	10%	3%
Unsure	16%	17%	15%	18%	17%	18%	11%	10%	16%	17%	17%	19%	11%	23%	13%	18%	11%	12%	15%	17%	38%	9%	9%	23%	17%	17%	10%

Under Alabama law, Alabama Public Television exists to make non-commercial educational programming available to Alabama residents. Non-commercial means it carries no paid advertising. How valuable would you say Alabama Public Television is to families and students in Alabama today?

Educational Programming Amount

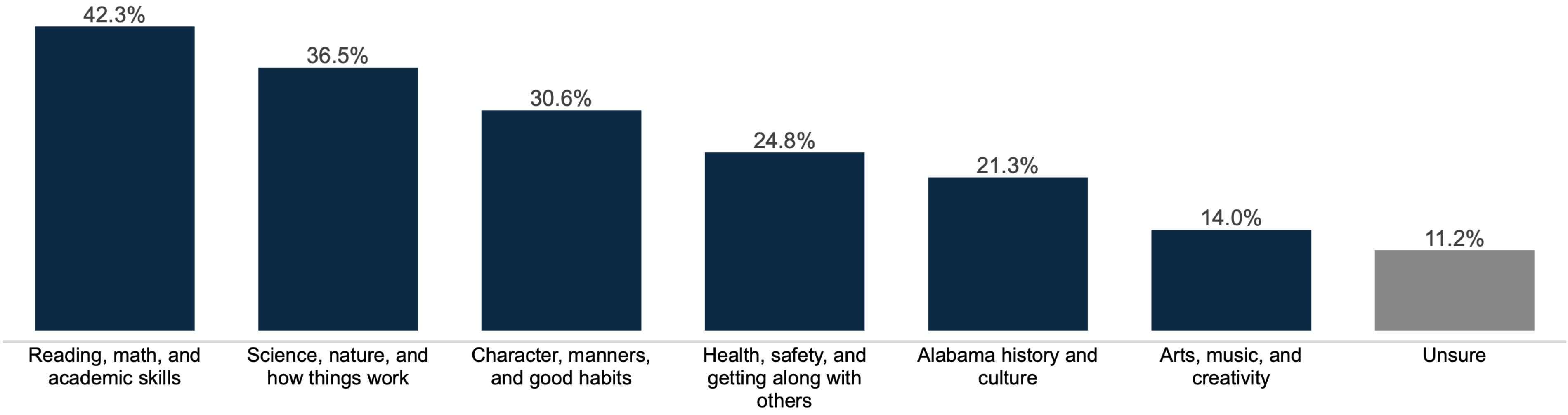


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Too much Total	4%	3%	5%	3%	3%	6%	5%	2%	7%	4%	1%	2%	5%	3%	5%	4%	7%	3%	4%	5%	0%	2%	5%	4%	5%	6%	2%
Too little Total	22%	21%	24%	20%	22%	22%	25%	22%	25%	20%	23%	23%	22%	23%	18%	20%	22%	29%	21%	24%	14%	28%	22%	19%	21%	19%	27%
Far too much educational programming	2%	1%	3%	0%	3%	3%	2%	2%	3%	1%	1%	2%	2%	0%	3%	2%	2%	2%	2%	2%	0%	0%	0%	4%	2%	3%	1%
Somewhat too much educational programming	2%	2%	3%	3%	0%	3%	2%	1%	4%	2%	0%	0%	3%	3%	2%	2%	5%	1%	2%	3%	0%	2%	5%	1%	3%	3%	1%
About the right amount	39%	44%	33%	47%	38%	35%	31%	41%	30%	44%	45%	39%	38%	42%	37%	34%	40%	46%	39%	42%	40%	51%	49%	27%	45%	35%	48%
Somewhat too little educational programming	13%	14%	11%	12%	18%	12%	10%	10%	12%	14%	14%	14%	14%	13%	8%	12%	10%	20%	12%	15%	6%	16%	12%	12%	12%	11%	19%
Far too little educational programming	9%	6%	12%	8%	3%	10%	15%	12%	12%	6%	9%	10%	8%	10%	11%	8%	12%	9%	9%	8%	7%	12%	10%	7%	9%	8%	8%
Unsure	35%	32%	38%	30%	37%	37%	39%	35%	38%	33%	31%	36%	35%	32%	40%	42%	31%	22%	36%	29%	46%	19%	24%	50%	29%	40%	23%

Thinking about the educational programming Alabama Public Television currently offers — children's learning shows, science and history programs, and classroom resources for teachers — would you say it offers too much, about the right amount, or too little programming?

Children's Programming Emphasis

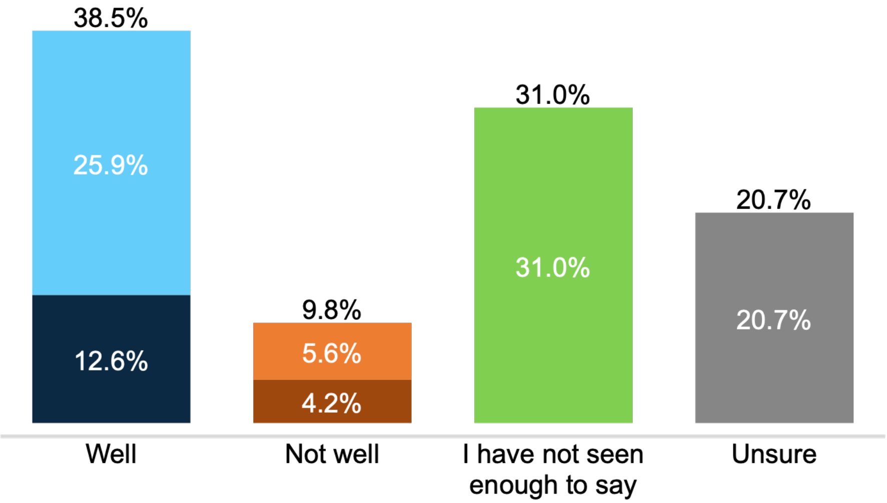
CYGNAL



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Reading, math, and academic skills	42%	42%	42%	41%	45%	38%	48%	48%	40%	43%	39%	45%	42%	40%	41%	46%	40%	47%	39%	48%	40%	43%	41%	44%	40%	47%	45%
Science, nature, and how things work	37%	32%	42%	31%	33%	46%	36%	49%	39%	31%	37%	45%	36%	30%	37%	36%	45%	33%	40%	30%	30%	35%	39%	37%	39%	39%	36%
Character, manners, and good habits	31%	34%	27%	37%	29%	31%	22%	23%	29%	34%	37%	30%	32%	33%	25%	36%	26%	27%	33%	22%	48%	33%	26%	33%	39%	33%	22%
Health, safety, and getting along with others	25%	27%	23%	29%	23%	24%	21%	17%	26%	25%	31%	23%	24%	29%	22%	19%	27%	33%	21%	36%	31%	31%	24%	22%	24%	15%	36%
Alabama history and culture	21%	16%	28%	10%	25%	27%	28%	25%	29%	15%	17%	21%	18%	24%	26%	28%	20%	15%	26%	13%	14%	22%	26%	18%	15%	29%	14%
Arts, music, and creativity	14%	16%	12%	15%	18%	13%	10%	18%	9%	15%	19%	16%	13%	13%	16%	6%	18%	24%	14%	13%	8%	14%	18%	11%	13%	7%	27%
Unsure	11%	12%	10%	14%	9%	7%	13%	6%	11%	13%	7%	7%	12%	12%	13%	11%	8%	7%	10%	13%	9%	9%	8%	14%	11%	10%	7%

Which two of the following should Alabama Public Television emphasize most in its programming for children? Select up to two.

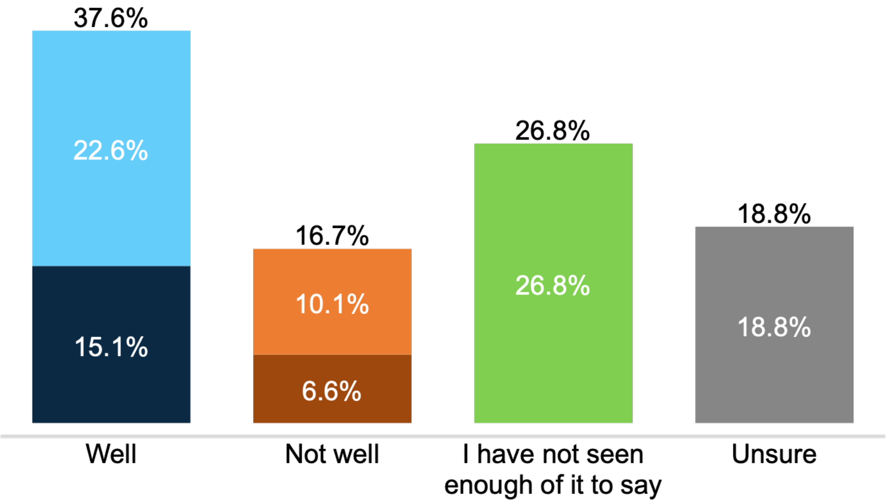
APT Values Alignment



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Well Total	39%	43%	34%	41%	46%	33%	35%	30%	36%	41%	47%	35%	40%	44%	30%	32%	37%	52%	38%	44%	29%	68%	45%	18%	40%	34%	49%
Not well Total	10%	7%	13%	5%	11%	8%	19%	12%	14%	6%	10%	8%	9%	11%	12%	11%	8%	10%	9%	9%	10%	9%	10%	10%	12%	13%	10%
Very well	13%	16%	9%	17%	13%	11%	7%	12%	8%	17%	15%	11%	11%	17%	11%	8%	12%	21%	12%	17%	0%	28%	12%	4%	18%	9%	18%
Somewhat well	26%	27%	25%	24%	33%	22%	28%	17%	29%	25%	33%	24%	29%	27%	19%	24%	25%	31%	26%	28%	29%	40%	34%	13%	23%	25%	31%
Not very well	6%	4%	8%	2%	7%	6%	10%	7%	8%	4%	2%	5%	5%	5%	8%	7%	5%	4%	5%	6%	6%	6%	7%	5%	5%	7%	6%
Not well at all	4%	3%	5%	3%	3%	2%	9%	4%	6%	2%	8%	3%	4%	6%	4%	5%	3%	5%	3%	3%	4%	3%	3%	6%	7%	6%	4%
I have not seen enough to say	31%	30%	32%	34%	23%	41%	22%	40%	29%	32%	24%	39%	31%	28%	25%	34%	34%	25%	34%	24%	34%	12%	28%	45%	31%	32%	27%
Unsure	21%	20%	21%	20%	20%	19%	24%	19%	21%	20%	19%	18%	20%	17%	33%	22%	22%	13%	20%	22%	27%	12%	17%	27%	17%	21%	14%

How well would you say the programming produced by Alabama Public Television itself reflects the values of most Alabamians?

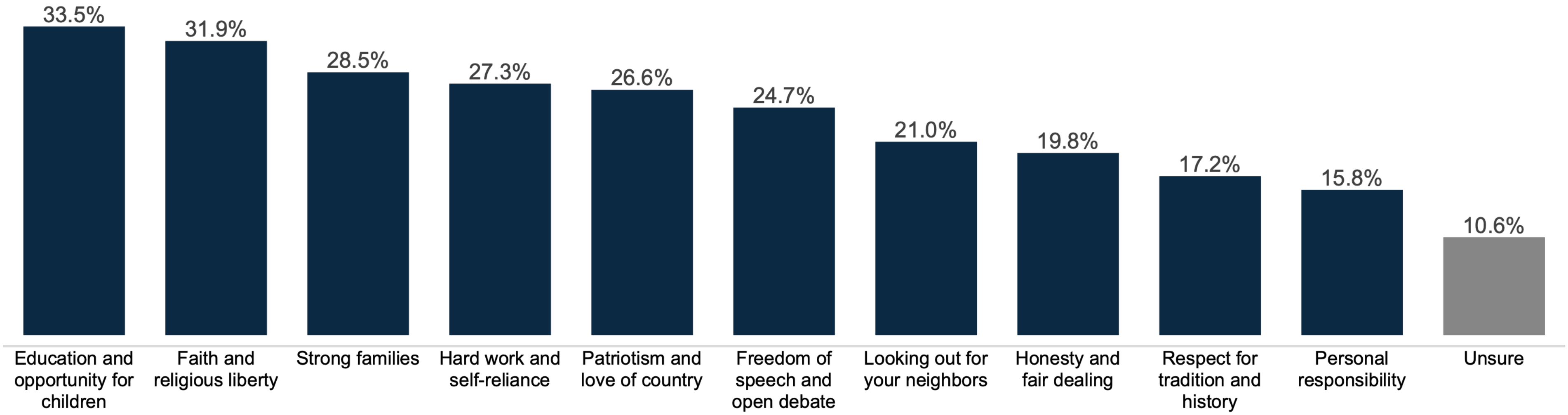
PBS Values Alignment



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Well Total	38%	44%	31%	47%	39%	29%	33%	27%	33%	45%	43%	38%	39%	40%	30%	27%	40%	53%	35%	47%	42%	66%	48%	15%	39%	31%	54%
Not well Total	17%	11%	23%	8%	17%	15%	34%	26%	22%	8%	20%	15%	14%	17%	24%	22%	14%	14%	18%	13%	6%	12%	16%	20%	17%	22%	10%
Very well	15%	20%	9%	22%	17%	11%	7%	8%	10%	21%	16%	16%	16%	16%	9%	9%	17%	23%	13%	21%	7%	34%	12%	6%	20%	12%	24%
Somewhat well	23%	24%	21%	25%	22%	17%	26%	18%	23%	24%	26%	22%	23%	24%	20%	18%	23%	30%	21%	26%	35%	32%	35%	10%	19%	20%	30%
Not very well	10%	7%	14%	4%	11%	10%	19%	15%	14%	5%	13%	11%	7%	13%	15%	14%	7%	8%	12%	7%	6%	10%	10%	10%	10%	14%	5%
Not well at all	7%	4%	9%	4%	5%	5%	14%	11%	8%	3%	8%	5%	8%	5%	10%	8%	7%	6%	6%	6%	0%	2%	6%	10%	7%	9%	5%
I have not seen enough of it to say	27%	23%	31%	23%	23%	39%	21%	35%	29%	26%	16%	31%	28%	23%	25%	32%	24%	21%	30%	19%	32%	10%	20%	42%	28%	30%	21%
Unsure	19%	22%	16%	22%	21%	18%	13%	12%	16%	21%	21%	16%	19%	20%	21%	18%	22%	12%	17%	21%	19%	12%	16%	23%	15%	17%	16%

How well would you say the PBS national programming carried by Alabama Public Television reflects the values of most Alabamians?

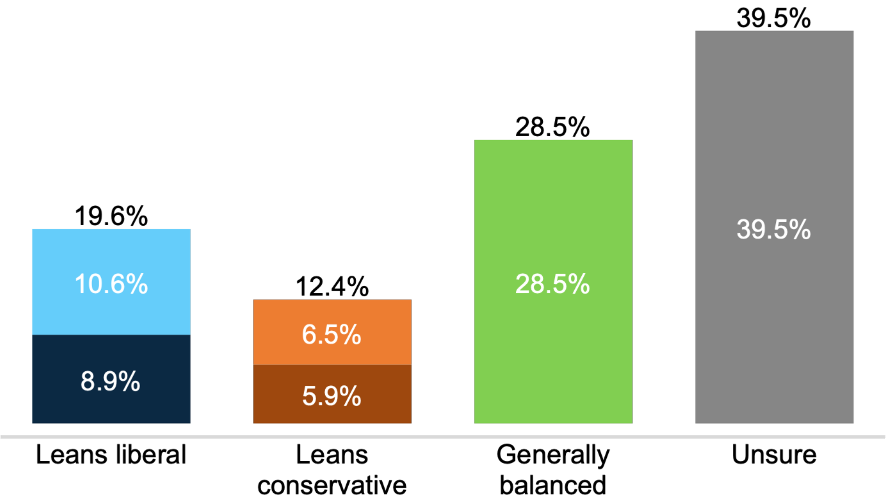
Alabama Values



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Education and opportunity for children	33%	41%	25%	44%	35%	29%	20%	30%	23%	39%	48%	34%	42%	29%	18%	19%	37%	56%	29%	45%	23%	42%	35%	27%	41%	20%	58%
Faith and religious liberty	32%	34%	29%	33%	38%	26%	33%	27%	30%	35%	37%	36%	24%	37%	39%	41%	30%	22%	34%	26%	43%	31%	31%	33%	32%	41%	22%
Strong families	29%	26%	31%	25%	29%	32%	30%	32%	31%	26%	29%	31%	26%	30%	30%	33%	31%	22%	28%	28%	33%	21%	30%	32%	30%	34%	25%
Hard work and self-reliance	27%	24%	31%	22%	26%	34%	28%	35%	30%	24%	23%	26%	26%	22%	40%	28%	35%	22%	28%	26%	20%	23%	27%	31%	27%	29%	22%
Patriotism and love of country	27%	22%	32%	16%	32%	23%	43%	30%	33%	20%	27%	26%	25%	24%	35%	45%	20%	8%	33%	9%	49%	18%	25%	34%	19%	44%	5%
Freedom of speech and open debate	25%	24%	26%	26%	21%	27%	24%	24%	26%	24%	23%	26%	26%	25%	18%	19%	31%	30%	24%	28%	10%	33%	23%	21%	23%	20%	35%
Looking out for your neighbors	21%	21%	21%	26%	12%	24%	17%	25%	19%	20%	28%	19%	24%	19%	17%	15%	25%	29%	24%	16%	23%	23%	25%	18%	19%	15%	35%
Honesty and fair dealing	20%	20%	19%	21%	19%	22%	16%	23%	17%	22%	15%	22%	20%	19%	17%	17%	17%	29%	20%	20%	13%	23%	20%	18%	17%	15%	26%
Respect for tradition and history	17%	14%	20%	13%	17%	22%	19%	23%	19%	14%	14%	17%	17%	16%	20%	20%	16%	14%	18%	16%	26%	19%	13%	18%	15%	21%	13%
Personal responsibility	16%	12%	20%	7%	22%	18%	22%	18%	20%	12%	11%	17%	16%	12%	20%	18%	15%	15%	16%	16%	4%	15%	16%	17%	13%	21%	11%
Unsure	11%	13%	8%	15%	8%	9%	7%	5%	9%	13%	8%	9%	9%	15%	10%	8%	5%	11%	8%	16%	15%	11%	10%	9%	14%	6%	9%

People describe Alabama values in different ways. From the following list, which do you personally consider the most important Alabama values? Select up to three.

Perceived Political Lean

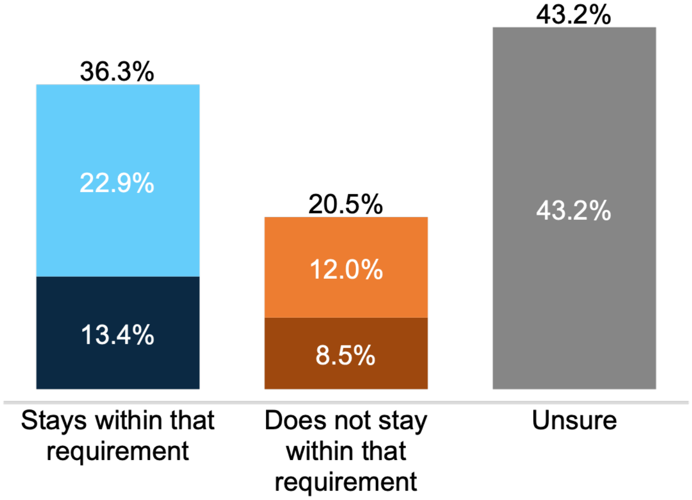


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Leans liberal Total	20%	14%	26%	12%	17%	14%	40%	26%	26%	12%	19%	22%	18%	19%	21%	33%	13%	8%	24%	7%	24%	11%	25%	22%	17%	33%	8%
Leans conservative Total	12%	12%	13%	13%	11%	17%	7%	11%	13%	12%	13%	14%	15%	11%	7%	6%	18%	19%	9%	20%	14%	16%	13%	11%	14%	7%	19%
Leans strongly liberal	9%	5%	13%	3%	10%	4%	23%	13%	13%	4%	8%	7%	7%	11%	13%	15%	7%	3%	11%	3%	5%	6%	9%	11%	5%	17%	3%
Leans somewhat liberal	11%	8%	13%	9%	7%	10%	17%	13%	13%	8%	10%	15%	11%	8%	8%	19%	6%	5%	13%	4%	19%	5%	16%	10%	12%	16%	6%
Generally balanced	29%	31%	26%	34%	25%	28%	23%	30%	24%	30%	33%	24%	30%	32%	27%	20%	36%	38%	27%	34%	25%	49%	32%	15%	34%	21%	42%
Leans somewhat conservative	7%	7%	6%	7%	5%	6%	7%	4%	8%	6%	7%	8%	7%	6%	3%	4%	7%	11%	6%	8%	3%	9%	7%	5%	7%	4%	9%
Leans strongly conservative	6%	6%	6%	6%	6%	11%	1%	8%	5%	5%	6%	6%	7%	5%	5%	2%	11%	9%	3%	12%	11%	7%	5%	6%	7%	3%	11%
Unsure	39%	43%	35%	41%	47%	41%	29%	33%	37%	45%	36%	40%	38%	39%	45%	40%	33%	35%	40%	38%	37%	24%	31%	53%	35%	39%	31%

Based on what you have seen or heard, would you say the programming on Alabama Public Television leans politically liberal, leans politically conservative, or is generally balanced?

Political Advocacy

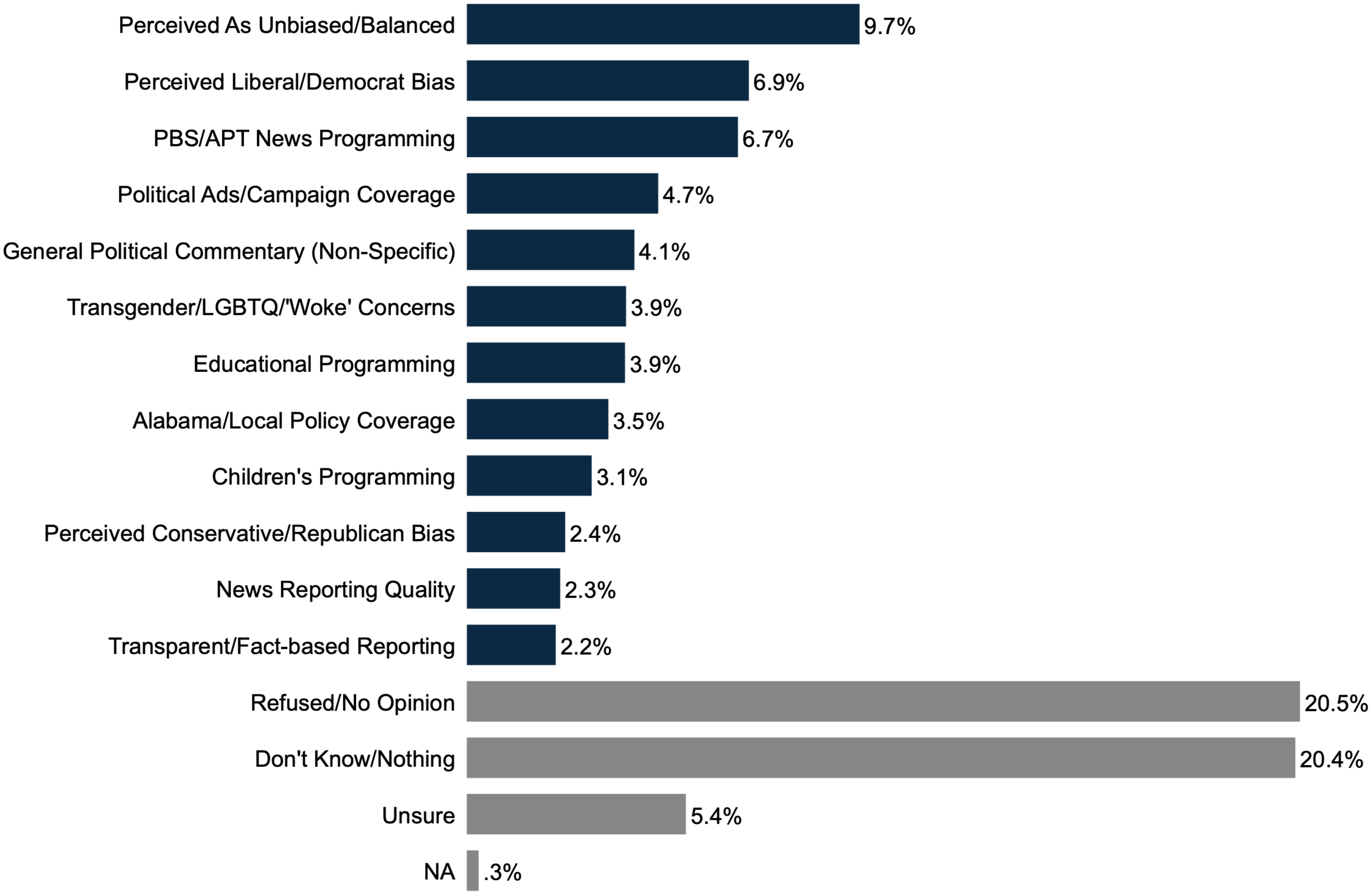
CYGNAL



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Stays within that requirement	36%	38%	35%	39%	36%	32%	37%	40%	33%	38%	38%	38%	37%	38%	30%	31%	35%	53%	36%	40%	29%	59%	46%	17%	36%	29%	52%
Does not stay within that requirement	21%	19%	22%	20%	18%	19%	26%	20%	23%	20%	19%	20%	20%	22%	20%	24%	23%	14%	21%	21%	17%	17%	22%	22%	23%	25%	18%
It definitely stays within that requirement	13%	14%	13%	15%	11%	14%	13%	22%	9%	11%	22%	13%	15%	12%	13%	7%	18%	23%	13%	15%	7%	25%	15%	6%	16%	8%	26%
It probably stays within that requirement	23%	24%	22%	24%	25%	19%	25%	18%	24%	26%	16%	25%	22%	26%	17%	24%	17%	30%	22%	25%	22%	34%	31%	11%	20%	21%	26%
It probably does not stay within that requirement	12%	11%	13%	12%	11%	13%	12%	10%	14%	12%	10%	13%	11%	12%	13%	14%	12%	8%	13%	11%	14%	9%	14%	13%	13%	14%	9%
It definitely does not stay within that requirement	9%	8%	9%	8%	7%	6%	13%	10%	9%	8%	9%	8%	9%	9%	7%	10%	11%	6%	8%	10%	2%	8%	8%	10%	10%	12%	10%
Unsure	43%	43%	43%	41%	46%	49%	37%	40%	44%	43%	43%	42%	43%	41%	50%	46%	42%	33%	44%	39%	54%	24%	32%	61%	41%	45%	30%

Alabama law says the activities of Alabama Public Television shall not include carrying on propaganda, attempting to influence legislation, or engaging in political campaigns. Based on what you have personally seen on Alabama Public Television, would you say its programming generally stays within that requirement, or not?

Advocacy Open End



What specifically have you seen on Alabama Public Television that shaped your answer its political engagement?

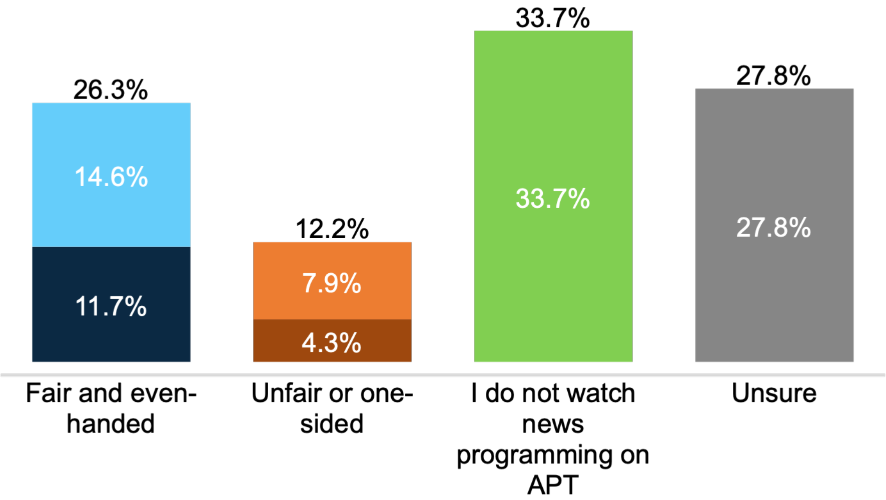
Advocacy Open End

CYGNAL

	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Perceived As Unbiased/Balanced	10%	11%	8%	11%	10%	11%	6%	10%	8%	11%	10%	10%	13%	4%	8%	8%	8%	14%	11%	5%	8%	14%	13%	2%	10%	10%	12%
Perceived Liberal/Democrat Bias	7%	4%	11%	1%	8%	5%	17%	10%	11%	3%	7%	3%	8%	6%	12%	11%	8%	1%	10%	0%	0%	2%	7%	13%	4%	13%	2%
PBS/APT News Programming	7%	6%	8%	3%	11%	7%	9%	8%	8%	8%	0%	2%	7%	7%	15%	6%	5%	9%	7%	6%	6%	9%	7%	3%	4%	7%	6%
Political Ads/Campaign Coverage	5%	6%	4%	7%	2%	7%	1%	1%	5%	6%	5%	4%	5%	4%	7%	2%	7%	8%	3%	9%	7%	7%	3%	4%	7%	1%	9%
General Political Commentary (Non-Specific)	4%	5%	3%	6%	2%	4%	3%	6%	2%	7%	0%	3%	3%	7%	5%	1%	7%	3%	2%	8%	0%	4%	4%	4%	5%	2%	4%
Transgender/LGBTQ/'Woke' Concerns	4%	4%	3%	6%	2%	2%	5%	0%	5%	2%	11%	3%	3%	8%	0%	8%	3%	0%	6%	0%	0%	3%	2%	8%	8%	7%	1%
Educational Programming	4%	5%	3%	4%	6%	3%	3%	4%	3%	6%	2%	3%	3%	7%	2%	5%	2%	5%	2%	8%	0%	7%	3%	2%	8%	4%	3%
Alabama/Local Policy Coverage	3%	2%	5%	1%	4%	7%	3%	7%	4%	2%	1%	3%	6%	2%	0%	3%	5%	3%	2%	8%	0%	6%	3%	2%	1%	2%	4%
Children's Programming	3%	4%	3%	5%	1%	4%	1%	4%	2%	3%	4%	3%	3%	2%	5%	2%	3%	5%	3%	4%	6%	1%	4%	4%	4%	3%	4%
Perceived Conservative/Republican Bias	2%	1%	4%	1%	1%	5%	3%	5%	3%	1%	2%	2%	2%	2%	5%	1%	4%	2%	2%	3%	15%	1%	2%	4%	0%	1%	2%
News Reporting Quality	2%	2%	2%	1%	5%	3%	2%	3%	2%	2%	3%	2%	4%	1%	1%	2%	2%	3%	2%	2%	0%	4%	2%	1%	1%	2%	3%
Transparent/Fact-based Reporting	2%	2%	3%	2%	1%	3%	2%	3%	2%	2%	3%	1%	2%	4%	3%	0%	4%	4%	3%	2%	0%	4%	2%	0%	2%	0%	7%
Refused/No Opinion	21%	23%	18%	27%	13%	18%	18%	23%	15%	23%	22%	25%	18%	23%	17%	22%	22%	15%	22%	20%	11%	16%	19%	27%	23%	22%	19%
Don't Know/Nothing	20%	20%	20%	19%	23%	18%	22%	13%	24%	19%	23%	29%	20%	16%	16%	22%	17%	21%	17%	24%	47%	15%	23%	23%	21%	18%	18%
Unsure	5%	6%	5%	4%	10%	4%	6%	1%	7%	6%	6%	5%	5%	7%	3%	8%	3%	5%	7%	3%	0%	7%	6%	3%	3%	7%	4%
NA	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%

What specifically have you seen on Alabama Public Television that shaped your answer its political engagement?

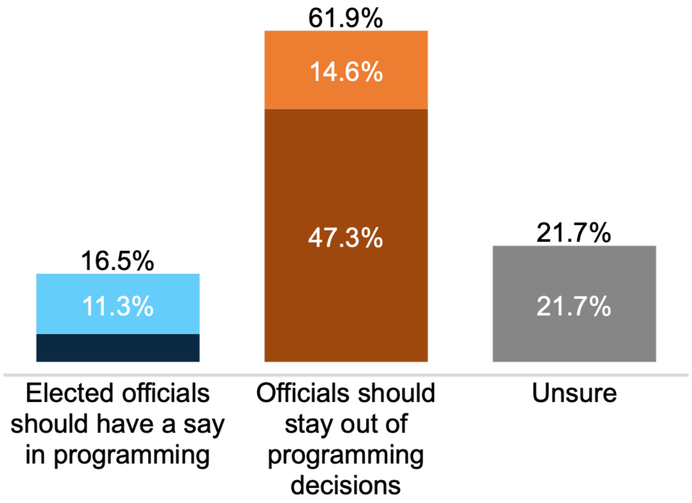
News Fairness



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Fair and even-handed Total	26%	25%	28%	25%	25%	28%	28%	34%	25%	24%	27%	22%	30%	26%	25%	19%	29%	40%	24%	35%	15%	50%	28%	12%	29%	19%	41%
Unfair or one-sided Total	12%	10%	15%	8%	13%	11%	21%	12%	17%	10%	10%	13%	9%	12%	18%	14%	13%	9%	11%	16%	11%	12%	17%	8%	9%	15%	13%
Very fair and even-handed	12%	12%	11%	13%	10%	11%	12%	20%	7%	10%	16%	10%	13%	12%	9%	9%	11%	19%	11%	14%	3%	23%	12%	5%	12%	8%	21%
Somewhat fair and even-handed	15%	13%	17%	12%	15%	17%	16%	15%	18%	14%	10%	12%	16%	13%	16%	10%	18%	21%	13%	20%	12%	27%	16%	7%	17%	11%	20%
Somewhat unfair or one-sided	8%	6%	10%	5%	8%	6%	14%	6%	12%	7%	5%	11%	5%	9%	8%	9%	8%	5%	7%	10%	9%	9%	10%	6%	5%	10%	6%
Very unfair or one-sided	4%	3%	5%	3%	5%	4%	7%	6%	5%	3%	4%	3%	4%	3%	10%	5%	6%	3%	4%	7%	2%	4%	8%	2%	4%	5%	7%
I do not watch news programming on APT	34%	36%	31%	36%	36%	34%	28%	35%	29%	36%	37%	39%	35%	30%	29%	38%	31%	31%	38%	20%	40%	19%	29%	46%	34%	36%	27%
Unsure	28%	30%	26%	32%	26%	28%	23%	18%	29%	31%	27%	25%	26%	32%	28%	29%	26%	20%	27%	29%	33%	18%	25%	34%	28%	31%	19%

Alabama Public Television airs news and public affairs programs, including PBS NewsHour and Capitol Journal, its own coverage of the Alabama Legislature. Thinking only about those news programs, how fair and even-handed would you say the coverage is?

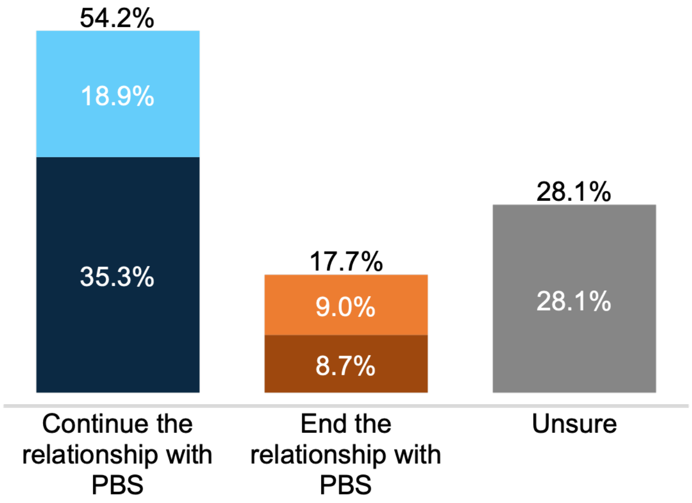
Programming Independence



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Elected officials should have a say in programming	16%	11%	23%	10%	13%	23%	23%	22%	23%	9%	17%	18%	14%	16%	22%	25%	14%	8%	19%	10%	20%	11%	15%	21%	15%	23%	5%
Officials should stay out of programming decisions	62%	64%	59%	62%	69%	60%	58%	60%	60%	65%	62%	61%	67%	60%	52%	54%	68%	74%	61%	65%	52%	71%	67%	53%	62%	56%	79%
Strongly agree elected officials should have a say in programming	5%	3%	7%	3%	3%	9%	6%	6%	8%	3%	3%	5%	4%	7%	7%	6%	6%	4%	6%	5%	0%	3%	5%	7%	6%	6%	4%
Somewhat agree elected officials should have a say in programming	11%	7%	15%	6%	10%	14%	17%	16%	15%	5%	14%	13%	10%	10%	14%	19%	8%	4%	13%	6%	20%	8%	10%	15%	8%	17%	2%
Somewhat agree officials should stay out of programming decisions	15%	18%	11%	18%	18%	9%	13%	6%	13%	19%	13%	17%	18%	12%	6%	20%	12%	11%	15%	15%	0%	12%	22%	12%	16%	17%	13%
Strongly agree officials should stay out of programming decisions	47%	46%	49%	43%	51%	51%	45%	54%	47%	46%	50%	44%	49%	47%	46%	34%	56%	63%	46%	50%	52%	59%	45%	41%	46%	39%	66%
Unsure	22%	25%	18%	29%	19%	17%	19%	18%	17%	26%	21%	22%	19%	24%	26%	21%	18%	17%	19%	25%	28%	18%	18%	25%	23%	21%	15%

Which of the following comes closer to your view? Some people say that because Alabama Public Television receives state funding, elected officials should have a say in what programs it airs. Other people say political officials should stay out of programming decisions so that public television stays independent.

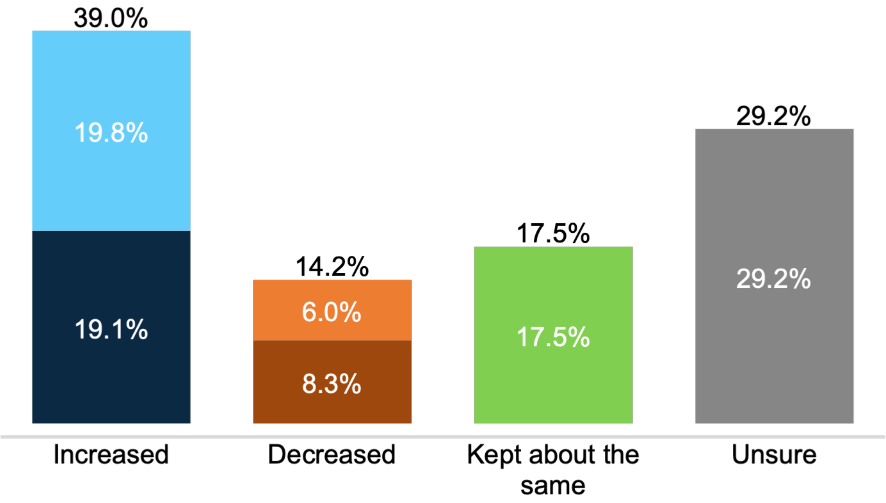
PBS Affiliation Support



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Continue the relationship with PBS	54%	61%	47%	65%	53%	56%	35%	54%	44%	62%	59%	54%	57%	56%	45%	37%	64%	76%	52%	64%	46%	74%	59%	41%	59%	38%	81%
End the relationship with PBS	18%	9%	27%	6%	14%	19%	37%	23%	29%	7%	16%	18%	17%	14%	26%	29%	14%	5%	21%	6%	23%	10%	16%	24%	12%	29%	3%
Definitely continue the relationship with PBS	35%	40%	30%	44%	33%	39%	18%	37%	26%	40%	44%	34%	34%	38%	36%	19%	46%	55%	32%	44%	22%	54%	36%	24%	40%	19%	61%
Probably continue the relationship with PBS	19%	21%	17%	21%	20%	17%	17%	16%	17%	23%	15%	20%	23%	18%	9%	19%	18%	21%	20%	20%	23%	20%	22%	17%	20%	19%	20%
Probably end the relationship with PBS	9%	5%	14%	4%	7%	9%	20%	12%	15%	3%	10%	10%	9%	6%	11%	14%	7%	4%	10%	5%	13%	6%	11%	10%	6%	13%	2%
Definitely end the relationship with PBS	9%	5%	13%	3%	8%	9%	18%	11%	14%	4%	5%	8%	7%	8%	14%	15%	7%	1%	11%	2%	10%	4%	5%	14%	6%	17%	1%
Unsure	28%	30%	26%	28%	33%	26%	27%	23%	27%	30%	26%	29%	26%	30%	30%	34%	22%	19%	27%	29%	31%	16%	25%	35%	29%	33%	16%

Alabama Public Television pays annual fees to PBS for national programming, which makes up roughly 80 to 90 percent of what it broadcasts. Ending that relationship would free up those fees, but it would also mean replacing most of the current lineup, including children's programming, from other sources. Should Alabama Public Television continue its relationship with PBS, or end it?

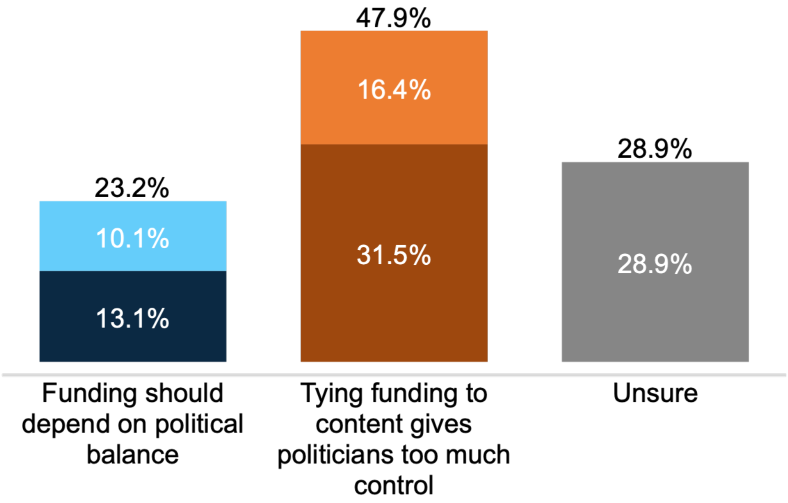
State Funding Level



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Increased Total	39%	40%	38%	40%	41%	43%	32%	50%	32%	37%	53%	34%	44%	40%	32%	26%	41%	62%	38%	44%	35%	52%	44%	29%	34%	25%	68%
Decreased Total	14%	9%	19%	9%	10%	17%	22%	16%	22%	10%	8%	14%	15%	10%	18%	19%	14%	8%	16%	10%	7%	8%	10%	21%	13%	19%	6%
Increased significantly	19%	19%	20%	21%	15%	25%	13%	30%	15%	15%	32%	22%	18%	21%	15%	10%	22%	34%	19%	21%	11%	32%	17%	14%	20%	9%	39%
Increased somewhat	20%	21%	18%	19%	26%	18%	19%	20%	17%	22%	21%	12%	26%	19%	17%	16%	19%	28%	19%	23%	24%	20%	26%	15%	14%	16%	29%
Kept about the same	18%	18%	17%	17%	19%	15%	20%	15%	18%	17%	19%	18%	16%	16%	21%	22%	19%	12%	20%	12%	11%	21%	20%	15%	21%	23%	9%
Decreased somewhat	6%	5%	7%	6%	5%	6%	7%	4%	8%	6%	5%	5%	8%	4%	6%	8%	6%	3%	6%	5%	7%	3%	6%	7%	5%	7%	3%
Decreased significantly	8%	4%	13%	3%	5%	11%	15%	12%	14%	4%	3%	9%	8%	6%	11%	12%	8%	5%	9%	6%	0%	4%	4%	14%	8%	12%	3%
Unsure	29%	32%	26%	34%	30%	25%	27%	19%	28%	36%	21%	33%	24%	34%	29%	33%	27%	18%	26%	34%	48%	20%	26%	35%	31%	33%	17%

Alabama Public Television receives an annual appropriation from the state Education Trust Fund, and last year it also lost more than two and a half million dollars in federal support. Thinking about state funding for Alabama Public Television going forward, do you think it should be…

Funding Conditionality

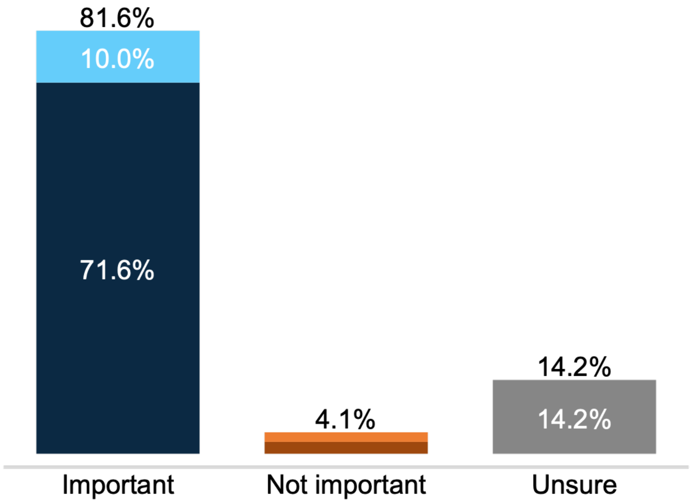


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Funding should depend on political balance	23%	18%	29%	16%	22%	24%	36%	31%	29%	17%	23%	22%	23%	21%	28%	29%	22%	20%	23%	20%	34%	25%	27%	20%	19%	29%	20%
Tying funding to content gives politicians too much control	48%	49%	47%	52%	42%	54%	39%	47%	48%	46%	56%	49%	50%	46%	42%	39%	53%	63%	47%	51%	38%	52%	45%	48%	50%	40%	63%
Strongly agree funding should depend on political balance	13%	9%	18%	7%	12%	16%	21%	21%	17%	8%	13%	15%	14%	12%	11%	17%	11%	12%	13%	13%	16%	12%	16%	13%	12%	17%	13%
Somewhat agree funding should depend on political balance	10%	9%	11%	8%	10%	8%	15%	10%	12%	9%	10%	7%	10%	9%	17%	12%	11%	8%	10%	7%	18%	13%	11%	8%	7%	11%	7%
Somewhat agree tying funding to content gives politicians too much control	16%	18%	15%	21%	12%	12%	18%	12%	16%	20%	12%	17%	17%	16%	14%	16%	15%	21%	15%	19%	15%	16%	19%	14%	19%	17%	13%
Strongly agree tying funding to content gives politicians too much control	31%	31%	32%	31%	29%	42%	21%	35%	31%	27%	44%	32%	33%	30%	27%	22%	38%	42%	32%	32%	23%	36%	26%	33%	31%	23%	49%
Unsure	29%	34%	24%	32%	36%	23%	25%	22%	24%	37%	22%	29%	26%	33%	30%	32%	25%	18%	29%	28%	29%	23%	28%	32%	31%	31%	18%

Which of the following comes closer to your view? Some people say state funding for public television should depend on whether its programming is politically balanced. Other people say tying funding to program content would give politicians control over what the public gets to watch.

Education Basics Importance

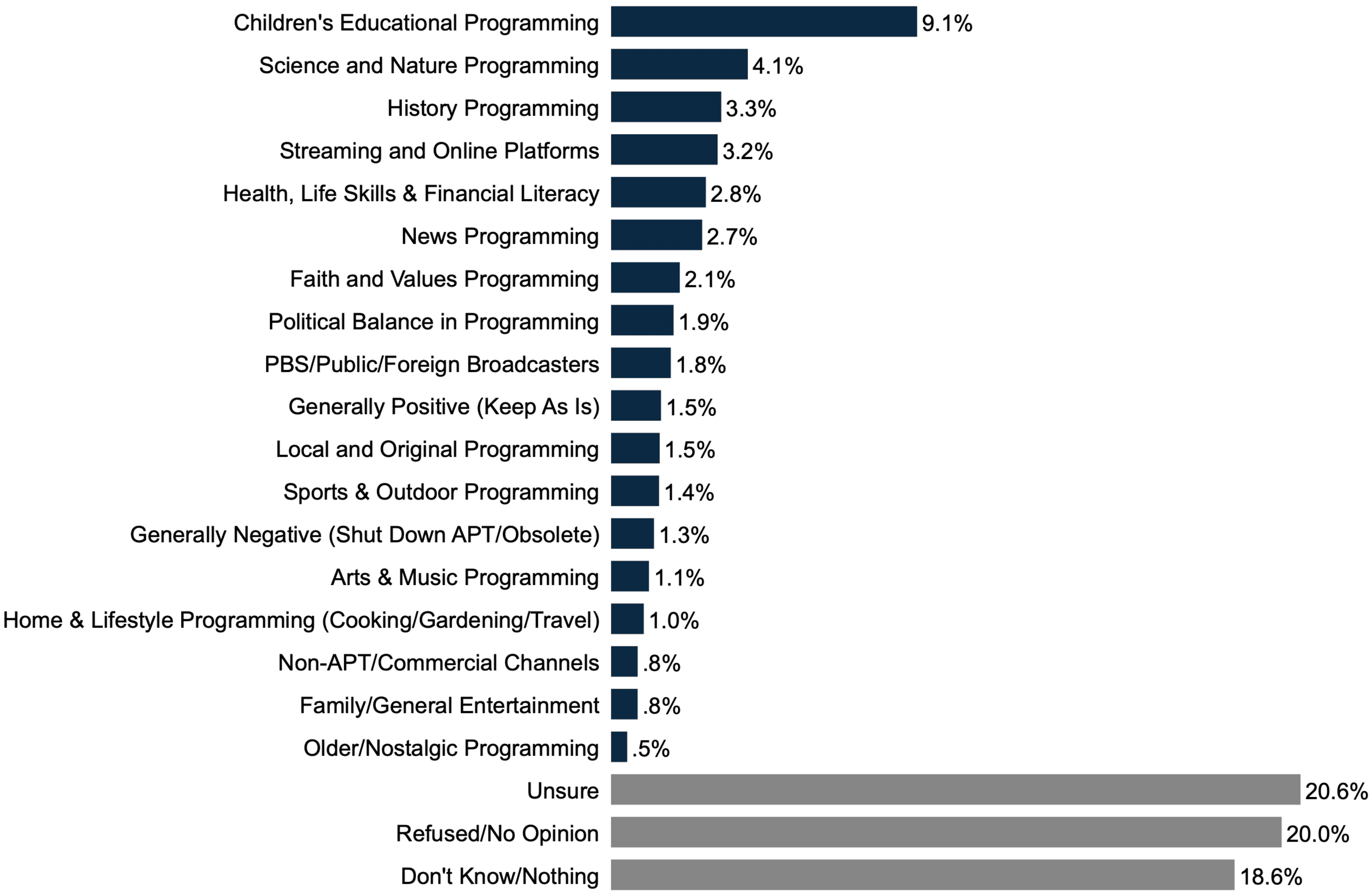
CYGNAL



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Important Total	82%	81%	82%	80%	84%	81%	83%	88%	80%	80%	86%	81%	80%	85%	82%	81%	84%	89%	84%	78%	87%	87%	83%	79%	79%	82%	90%
Not important Total	4%	1%	7%	2%	1%	6%	8%	5%	8%	2%	1%	3%	5%	5%	2%	5%	5%	4%	3%	6%	0%	4%	4%	4%	7%	5%	1%
Very important	72%	72%	71%	73%	70%	70%	73%	77%	69%	69%	84%	70%	72%	72%	75%	69%	75%	81%	72%	72%	74%	77%	72%	71%	69%	71%	81%
Somewhat important	10%	9%	11%	7%	15%	12%	10%	10%	11%	11%	3%	11%	8%	13%	8%	12%	9%	8%	12%	5%	13%	10%	12%	8%	10%	12%	9%
Not very important	2%	1%	3%	0%	1%	4%	2%	2%	4%	0%	1%	1%	2%	3%	0%	2%	2%	3%	1%	4%	0%	4%	1%	1%	4%	1%	1%
Not important at all	2%	1%	4%	1%	0%	2%	6%	4%	4%	1%	0%	2%	3%	2%	2%	3%	3%	1%	2%	2%	0%	0%	3%	3%	4%	4%	1%
Unsure	14%	17%	11%	19%	15%	12%	9%	7%	12%	18%	13%	17%	15%	10%	15%	15%	12%	7%	13%	16%	13%	9%	12%	17%	13%	13%	9%

How important do you believe it is for Alabama Public Television's programming for children include the basics of Science of Reading and phonics?

Alternative Sources Open-End



What alternative sources of programming would be appropriate for public television?

Alternative Sources Open-End

	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	HSV	BHM	MGM	MOB	Republican	Independent	Democrat	White	Black	Other Race	Weekly APT	Occ APT	Non-APT	Parent	Trump '24	Harris '24
Children's Educational Programming	9%	12%	6%	12%	12%	7%	5%	4%	7%	12%	14%	6%	11%	12%	4%	8%	12%	9%	8%	14%	9%	14%	5%	9%	13%	9%	11%
Science and Nature Programming	4%	3%	5%	3%	3%	4%	6%	7%	4%	3%	5%	5%	3%	4%	5%	4%	6%	2%	4%	4%	4%	3%	6%	4%	3%	5%	4%
History Programming	3%	1%	5%	1%	1%	3%	8%	3%	7%	1%	2%	2%	3%	3%	5%	3%	4%	3%	3%	4%	2%	3%	3%	3%	1%	3%	5%
Streaming and Online Platforms	3%	2%	4%	3%	0%	8%	1%	5%	4%	1%	4%	4%	3%	3%	1%	3%	4%	2%	3%	3%	10%	2%	4%	3%	5%	3%	4%
Health, Life Skills & Financial Literacy	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	2%	2%	5%	3%	0%	3%	3%	3%	3%	1%	3%	4%	5%	1%	3%	3%	2%
News Programming	3%	2%	3%	3%	2%	1%	5%	2%	3%	3%	0%	1%	4%	3%	1%	3%	3%	2%	3%	3%	0%	4%	2%	3%	3%	3%	3%
Faith and Values Programming	2%	2%	2%	1%	5%	2%	1%	0%	3%	2%	4%	2%	1%	4%	1%	2%	1%	2%	2%	2%	11%	1%	1%	3%	2%	2%	2%
Political Balance in Programming	2%	2%	2%	2%	1%	1%	4%	2%	2%	2%	1%	2%	1%	2%	2%	2%	3%	0%	2%	1%	3%	2%	3%	2%	0%	3%	1%
PBS/Public/Foreign Broadcasters	2%	1%	2%	2%	1%	3%	1%	4%	1%	1%	3%	3%	1%	2%	2%	1%	2%	3%	1%	3%	8%	2%	3%	1%	2%	1%	3%
Generally Positive (Keep As Is)	1%	2%	1%	3%	0%	1%	1%	0%	1%	2%	2%	1%	3%	1%	0%	1%	2%	2%	1%	3%	5%	3%	2%	0%	4%	0%	3%
Local and Original Programming	1%	1%	2%	0%	3%	2%	1%	3%	1%	1%	2%	0%	3%	1%	1%	0%	1%	3%	2%	1%	0%	2%	0%	2%	1%	1%	3%
Sports & Outdoor Programming	1%	1%	2%	0%	1%	3%	1%	1%	3%	1%	0%	2%	1%	1%	1%	2%	1%	2%	2%	1%	0%	2%	2%	1%	1%	2%	0%
Generally Negative (Shut Down APT/Obsolete)	1%	1%	2%	1%	0%	2%	2%	2%	2%	1%	0%	0%	2%	1%	1%	1%	3%	0%	1%	0%	2%	0%	0%	2%	2%	2%	0%
Arts & Music Programming	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	0%	1%	2%	0%	0%	1%	2%	1%	2%	0%	0%	1%	1%	1%	1%	2%	2%
Home & Lifestyle Programming...	1%	2%	0%	2%	2%	0%	1%	0%	1%	1%	3%	3%	0%	0%	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	1%	2%	1%
Non-APT/Commercial Channels	1%	1%	0%	2%	0%	0%	1%	0%	1%	2%	0%	0%	1%	0%	1%	1%	0%	2%	0%	1%	0%	1%	1%	0%	1%	0%	2%
Family/General Entertainment	1%	0%	1%	0%	1%	2%	1%	0%	2%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	0%	0%	1%	1%
Older/Nostalgic Programming	0%	0%	1%	0%	0%	0%	2%	2%	0%	0%	0%	0%	0%	1%	1%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%
Unsure	21%	25%	16%	23%	29%	21%	9%	10%	18%	26%	23%	24%	19%	20%	20%	23%	16%	23%	22%	17%	12%	16%	23%	21%	20%	22%	19%
Refused/No Opinion	20%	18%	23%	19%	15%	19%	27%	30%	18%	17%	19%	22%	17%	20%	24%	22%	15%	19%	19%	23%	17%	19%	22%	20%	19%	20%	17%
Don't Know/Nothing	19%	20%	17%	20%	19%	16%	18%	20%	16%	20%	17%	16%	18%	16%	28%	18%	20%	20%	19%	18%	14%	17%	15%	22%	18%	17%	18%

What alternative sources of programming would be appropriate for public television?

Favorability & APT Viewing

CYGNAL

% within each segment · bars scaled to each segment's own highest value per box

Skeptical Base
33%

RIGHT DIRECTION / WRONG TRACK

Right Direction	**70%**
Wrong Track	20%
Unsure	10%

APT VIEWING

Weekly Viewer	14%
Occasional Viewer	26%
Non-Viewer	**60%**
Unsure	1%

IMAGE: DONALD TRUMP

Favorable	**86%**
Unfavorable	10%
No Opinion	3%
Never Heard Of	1%

IMAGE: KAY IVEY

Favorable	**73%**
Unfavorable	22%
No Opinion	2%
Never Heard Of	3%

IMAGE: ALABAMA LEGISLATURE

Favorable	**54%**
Unfavorable	24%
No Opinion	19%
Never Heard Of	2%

IMAGE: ALABAMA PUBLIC TELEVISION

Favorable	32%
Unfavorable	15%
No Opinion	**40%**
Never Heard Of	13%

Soft PBS Supporters
23%

RIGHT DIRECTION / WRONG TRACK

Right Direction	**50%**
Wrong Track	32%
Unsure	18%

APT VIEWING

Weekly Viewer	**36%**
Occasional Viewer	32%
Non-Viewer	32%
Unsure	1%

IMAGE: DONALD TRUMP

Favorable	**45%**
Unfavorable	42%
No Opinion	12%
Never Heard Of	1%

IMAGE: KAY IVEY

Favorable	**55%**
Unfavorable	28%
No Opinion	10%
Never Heard Of	7%

IMAGE: ALABAMA LEGISLATURE

Favorable	**50%**
Unfavorable	21%
No Opinion	23%
Never Heard Of	6%

IMAGE: ALABAMA PUBLIC TELEVISION

Favorable	**65%**
Unfavorable	4%
No Opinion	22%
Never Heard Of	9%

Disengaged & Unsure
15%

RIGHT DIRECTION / WRONG TRACK

Right Direction	22%
Wrong Track	**43%**
Unsure	34%

APT VIEWING

Weekly Viewer	19%
Occasional Viewer	24%
Non-Viewer	**50%**
Unsure	8%

IMAGE: DONALD TRUMP

Favorable	31%
Unfavorable	**47%**
No Opinion	19%
Never Heard Of	3%

IMAGE: KAY IVEY

Favorable	28%
Unfavorable	**40%**
No Opinion	25%
Never Heard Of	7%

IMAGE: ALABAMA LEGISLATURE

Favorable	24%
Unfavorable	29%
No Opinion	**38%**
Never Heard Of	9%

IMAGE: ALABAMA PUBLIC TELEVISION

Favorable	26%
Unfavorable	6%
No Opinion	**49%**
Never Heard Of	19%

Committed Supporters
29%

RIGHT DIRECTION / WRONG TRACK

Right Direction	13%
Wrong Track	**76%**
Unsure	12%

APT VIEWING

Weekly Viewer	**35%**
Occasional Viewer	31%
Non-Viewer	32%
Unsure	2%

IMAGE: DONALD TRUMP

Favorable	2%
Unfavorable	**92%**
No Opinion	5%
Never Heard Of	0%

IMAGE: KAY IVEY

Favorable	16%
Unfavorable	**75%**
No Opinion	9%
Never Heard Of	0%

IMAGE: ALABAMA LEGISLATURE

Favorable	18%
Unfavorable	**64%**
No Opinion	14%
Never Heard Of	4%

IMAGE: ALABAMA PUBLIC TELEVISION

Favorable	**69%**
Unfavorable	7%
No Opinion	19%
Never Heard Of	5%

Programming Awareness & Recognition

CYGNAL

% within each segment · bars scaled to each segment's own highest value per box

Skeptical Base
33%

IMAGE: PBS

Favorable	**37%**
Unfavorable	32%
No Opinion	27%
Never Heard Of	3%

CHILDREN'S VIEWING

Parent (Children Watch APT)	24%
No Children Under 18	**75%**
Unsure	1%

AIDED PROGRAM RECOGNITION

Sesame Street	35%
Daniel Tiger's Neighborhood	11%
NOVA	18%
Nature	21%
Antiques Roadshow	**45%**
Masterpiece	11%
PBS NewsHour	13%
Capitol Journal	9%
Discovering Alabama	33%
Journey Proud	5%
None of These	28%
Unsure	4%

APT AWARENESS

State Agency, Commission-Governed	17%
Carries PBS National Programming	31%
Most Schedule Is PBS National	17%
Legislature Funds It	16%
Lost $2.5M In Federal Funding	16%
Viewer Donations Fund It	34%
Produces Own AL Programs	18%
None of These	**37%**
Unsure	10%

Soft PBS Supporters
23%

IMAGE: PBS

Favorable	**82%**
Unfavorable	6%
No Opinion	11%
Never Heard Of	1%

CHILDREN'S VIEWING

Parent (Children Watch APT)	43%
No Children Under 18	**56%**
Unsure	1%

AIDED PROGRAM RECOGNITION

Sesame Street	**53%**
Daniel Tiger's Neighborhood	31%
NOVA	24%
Nature	39%
Antiques Roadshow	49%
Masterpiece	22%
PBS NewsHour	34%
Capitol Journal	8%
Discovering Alabama	42%
Journey Proud	14%
None of These	16%
Unsure	3%

APT AWARENESS

State Agency, Commission-Governed	18%
Carries PBS National Programming	**44%**
Most Schedule Is PBS National	34%
Legislature Funds It	20%
Lost $2.5M In Federal Funding	20%
Viewer Donations Fund It	38%
Produces Own AL Programs	31%
None of These	22%
Unsure	6%

Disengaged & Unsure
15%

IMAGE: PBS

Favorable	**42%**
Unfavorable	7%
No Opinion	40%
Never Heard Of	11%

CHILDREN'S VIEWING

Parent (Children Watch APT)	40%
No Children Under 18	**53%**
Unsure	7%

AIDED PROGRAM RECOGNITION

Sesame Street	29%
Daniel Tiger's Neighborhood	9%
NOVA	5%
Nature	10%
Antiques Roadshow	21%
Masterpiece	5%
PBS NewsHour	10%
Capitol Journal	3%
Discovering Alabama	15%
Journey Proud	5%
None of These	**41%**
Unsure	10%

APT AWARENESS

State Agency, Commission-Governed	6%
Carries PBS National Programming	8%
Most Schedule Is PBS National	6%
Legislature Funds It	4%
Lost $2.5M In Federal Funding	3%
Viewer Donations Fund It	11%
Produces Own AL Programs	10%
None of These	**55%**
Unsure	24%

Committed Supporters
29%

IMAGE: PBS

Favorable	**80%**
Unfavorable	10%
No Opinion	10%
Never Heard Of	1%

CHILDREN'S VIEWING

Parent (Children Watch APT)	30%
No Children Under 18	**69%**
Unsure	1%

AIDED PROGRAM RECOGNITION

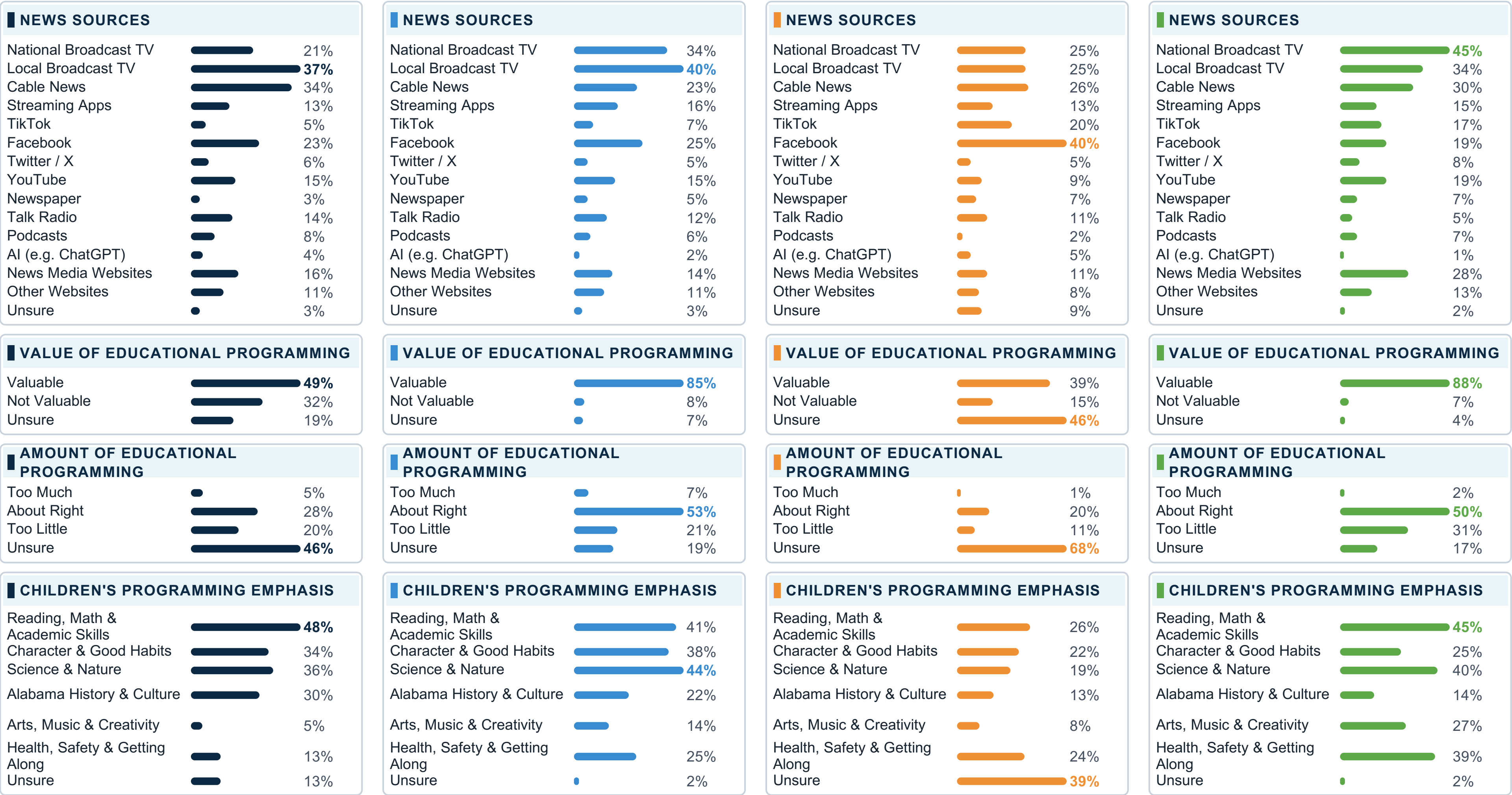
Sesame Street	**64%**
Daniel Tiger's Neighborhood	26%
NOVA	29%
Nature	38%
Antiques Roadshow	46%
Masterpiece	29%
PBS NewsHour	51%
Capitol Journal	18%
Discovering Alabama	44%
Journey Proud	13%
None of These	11%
Unsure	2%

APT AWARENESS

State Agency, Commission-Governed	27%
Carries PBS National Programming	**55%**
Most Schedule Is PBS National	40%
Legislature Funds It	30%
Lost $2.5M In Federal Funding	42%
Viewer Donations Fund It	48%
Produces Own AL Programs	39%
None of These	18%
Unsure	6%

News Sources & Educational Programming

% within each segment · bars scaled to each segment's own highest value per box



NEWS SOURCES

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
National Broadcast TV	21%	34%	25%	**45%**
Local Broadcast TV	**37%**	**40%**	25%	34%
Cable News	34%	23%	26%	30%
Streaming Apps	13%	16%	13%	15%
TikTok	5%	7%	20%	17%
Facebook	23%	25%	**40%**	19%
Twitter / X	6%	5%	5%	8%
YouTube	15%	15%	9%	19%
Newspaper	3%	5%	7%	7%
Talk Radio	14%	12%	11%	5%
Podcasts	8%	6%	2%	7%
AI (e.g. ChatGPT)	4%	2%	5%	1%
News Media Websites	16%	14%	11%	28%
Other Websites	11%	11%	8%	13%
Unsure	3%	3%	9%	2%

VALUE OF EDUCATIONAL PROGRAMMING

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Valuable	**49%**	**85%**	39%	**88%**
Not Valuable	32%	8%	15%	7%
Unsure	19%	7%	**46%**	4%

AMOUNT OF EDUCATIONAL PROGRAMMING

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Too Much	5%	7%	1%	2%
About Right	28%	**53%**	20%	**50%**
Too Little	20%	21%	11%	31%
Unsure	**46%**	19%	**68%**	17%

CHILDREN'S PROGRAMMING EMPHASIS

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Reading, Math & Academic Skills	**48%**	41%	26%	**45%**
Character & Good Habits	34%	38%	22%	25%
Science & Nature	36%	**44%**	19%	40%
Alabama History & Culture	30%	22%	13%	14%
Arts, Music & Creativity	5%	14%	8%	27%
Health, Safety & Getting Along	13%	25%	24%	39%
Unsure	13%	2%	**39%**	2%

Values Alignment & Political Perception

% within each segment · bars scaled to each segment's own highest value per box

APT PROGRAMMING REFLECTS ALABAMA VALUES

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Aligns Well	23%	**61%**	14%	**52%**
Does Not Align	18%	1%	5%	10%
Haven't Seen Enough	**36%**	27%	34%	27%
Unsure	24%	11%	**47%**	11%

PBS PROGRAMMING REFLECTS ALABAMA VALUES

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Aligns Well	15%	**60%**	15%	**58%**
Does Not Align	**34%**	6%	4%	12%
Haven't Seen Enough	**34%**	21%	35%	18%
Unsure	17%	12%	**46%**	12%

MOST IMPORTANT ALABAMA VALUES

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Faith & Religious Liberty	43%	34%	20%	24%
Strong Families	35%	30%	18%	26%
Hard Work & Self-Reliance	31%	31%	20%	23%
Patriotism & Love Of Country	**51%**	24%	9%	10%
Looking Out For Neighbors	13%	23%	9%	35%
Education & Opportunity For Children	12%	**39%**	25%	**58%**
Personal Responsibility	21%	14%	13%	12%
Respect For Tradition & History	24%	17%	9%	14%
Honesty & Fair Dealing	12%	27%	12%	27%
Freedom Of Speech & Open Debate	22%	23%	15%	34%
Unsure	6%	3%	**45%**	4%

PERCEIVED POLITICAL LEAN OF APT

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Leans Liberal	**48%**	6%	0%	8%
Generally Balanced	10%	**49%**	3%	**47%**
Leans Conservative	3%	21%	6%	21%
Unsure	39%	25%	**91%**	25%

APT STAYS WITHIN POLITICAL ADVOCACY LIMITS

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Stays Within Requirement	18%	**57%**	6%	**57%**
Does Not Stay Within	31%	16%	8%	19%
Unsure	**51%**	27%	**86%**	25%

Fairness, Funding & Independence

% within each segment · bars scaled to each segment's own highest value per box

FAIRNESS OF APT NEWS COVERAGE

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Fair	10%	**42%**	5%	**44%**
Unfair	19%	9%	3%	11%
Don't Watch APT News	**40%**	33%	30%	29%
Unsure	31%	16%	**62%**	16%

PROGRAMMING INDEPENDENCE

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Officials Should Have A Say	29%	17%	8%	7%
Officials Should Stay Out	**49%**	**77%**	26%	**83%**
Unsure	22%	6%	**66%**	10%

PBS AFFILIATION SUPPORT

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Continue With PBS	19%	**94%**	8%	**87%**
End Relationship With PBS	**44%**	6%	4%	4%
Unsure	37%	1%	**88%**	8%

STATE FUNDING LEVEL

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Increase Funding	17%	**50%**	3%	**74%**
Keep The Same	19%	37%	1%	9%
Decrease Funding	27%	10%	6%	7%
Unsure	**36%**	3%	**90%**	10%

FUNDING CONDITIONALITY

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Tie Funding To Balance	31%	27%	4%	21%
Too Much Political Control	**37%**	**59%**	21%	**66%**
Unsure	32%	13%	**75%**	13%

IMPORTANCE OF SCIENCE OF READING BASICS

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Important	**81%**	**95%**	38%	**94%**
Not Important	6%	4%	2%	3%
Unsure	13%	1%	**60%**	3%

GENDER

	Skeptical Base 33%	**Soft PBS Supporters** 23%	**Disengaged & Unsure** 15%	**Committed Supporters** 29%
Female	35%	**60%**	**69%**	**57%**
Male	**65%**	40%	31%	43%

Demographics I

% within each segment · bars scaled to each segment's own highest value per box

PARTISANSHIP

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Republican	**87%**	43%	21%	0%
Independent	13%	**45%**	28%	28%
Democrat	0%	5%	21%	**69%**
Unsure	0%	7%	**29%**	2%

IDEOLOGY

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Conservative	**84%**	**51%**	19%	7%
Moderate	15%	39%	16%	36%
Liberal	0%	4%	10%	**50%**
Unsure	1%	6%	**55%**	6%

MARITAL STATUS

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Single	27%	28%	**43%**	**49%**
Married	**60%**	**56%**	35%	38%
Divorced	6%	6%	10%	8%
Widowed	6%	9%	2%	3%
Separated	0%	0%	3%	2%
Unsure	0%	2%	7%	0%

COMMUNITY TYPE

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Rural	**36%**	**35%**	29%	15%
Small Town	35%	**35%**	**51%**	28%
Suburban	22%	19%	12%	**33%**
Urban	7%	12%	7%	24%

HOUSEHOLD INCOME

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Less than $25,000	10%	17%	17%	16%
$25,000 - $49,999	**20%**	**22%**	**22%**	**20%**
$50,000 - $74,999	16%	11%	21%	16%
$75,000 - $99,999	13%	13%	1%	9%
$100,000 - $124,999	12%	15%	10%	13%
$125,000 - $149,999	7%	10%	5%	11%
$150,000 - $249,999	7%	5%	2%	6%
$250,000+	5%	1%	1%	3%
Unsure	11%	5%	**22%**	6%

Demographics II & Geography

CYGNAL

% within each segment · bars scaled to each segment's own highest value per box

RACE / ETHNICITY

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
White or Caucasian	**91%**	**72%**	**43%**	38%
Asian or Pacific Islander	1%	1%	1%	1%
Black or African American	2%	17%	40%	**52%**
Hispanic or Latino	2%	1%	5%	4%
Other	2%	7%	5%	3%
Unsure	2%	1%	7%	1%

2024 RETRO BALLOT

	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Trump	**95%**	**48%**	21%	0%
Harris	0%	1%	14%	**83%**
Another Candidate	1%	13%	0%	2%
Did Not Vote	1%	32%	31%	15%
Unsure	2%	6%	**33%**	1%

EDUCATION

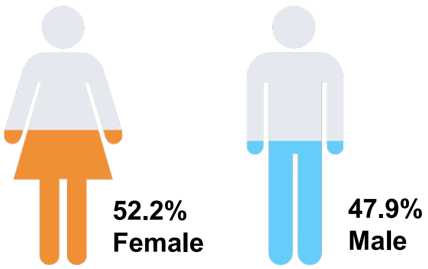
	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
College Degree	26%	22%	17%	44%
No Degree	**74%**	**77%**	**77%**	**56%**
Unsure	0%	2%	7%	0%

DMA

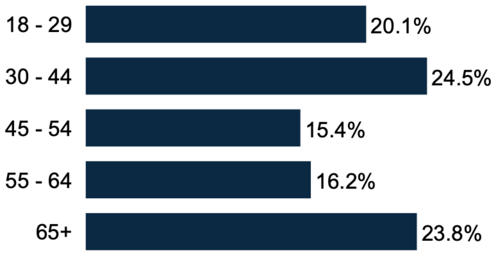
	Skeptical Base 33%	Soft PBS Supporters 23%	Disengaged & Unsure 15%	Committed Supporters 29%
Birmingham	**35%**	**41%**	**32%**	**43%**
Huntsville-Decatur	21%	23%	30%	17%
Mobile-Pensacola	21%	13%	9%	13%
Montgomery	12%	14%	10%	13%
Columbus	5%	6%	6%	7%
Dothan	5%	2%	12%	3%
Meridian	0%	1%	0%	1%
Columbus-Tupelo	0%	0%	1%	0%
Atlanta	1%	0%	0%	1%

Demographics

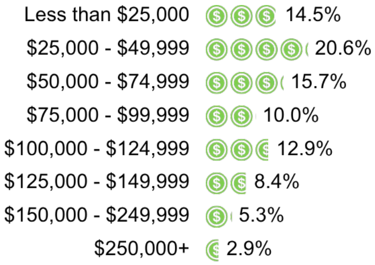
Sex



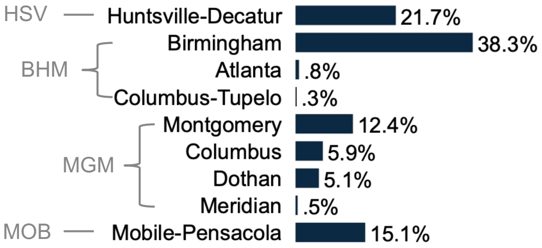
Age Range



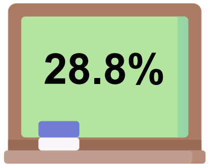
Household Income



Geo - DMA



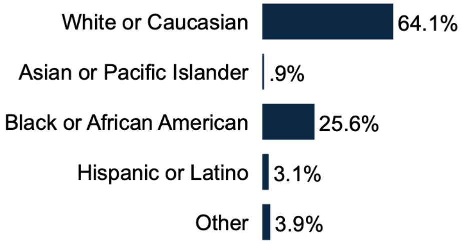
Education



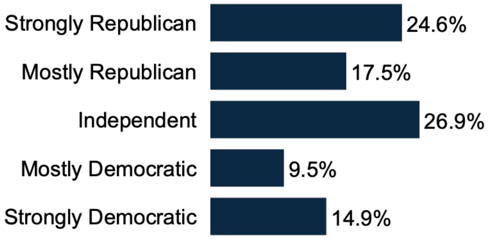
have at least
a College degree

69.8% have no college degree

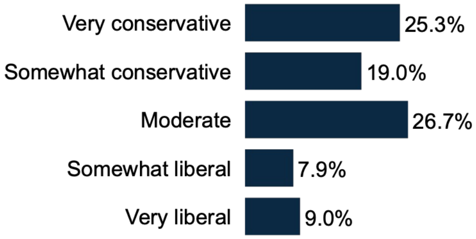
Race/Ethnicity



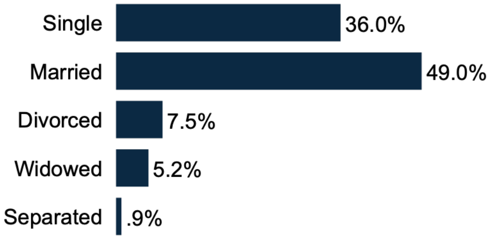
Partisanship



Ideology



Marital Status



Sample size: 600