



CYGNAL

Survey of General Population

Alabama Statewide

September 20 – 23, 2026 | n=600 | $\pm 4.00\%$

Q1. State Direction: Generally speaking, would you say things in Alabama are headed in the right direction or are they on the wrong track?

	Freq.	%
<u>Right Direction</u>	249	41.5%
Definitely the right direction	37	6.2%
Mostly the right direction	211	35.2%
<u>Wrong Track</u>	255	42.4%
Mostly the wrong track	153	25.4%
Definitely the wrong track	102	17.0%
Unsure	96	16.1%
Total	600	100.0%

Q2. APT Viewing: 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?

	Freq.	%
<u>Weekly Viewer</u>	153	25.5%
More than 10 hours per week	25	4.2%
Between 5 and 10 hours per week	40	6.6%
Between 1 and 4 hours per week	88	14.6%
<u>Occasional Viewer</u>	170	28.4%
Less than 1 hour per week	65	10.8%
A few times a year or less	106	17.6%
<u>Never</u>	265	44.1%
Unsure	12	2.0%
Total	600	100.0%

Q3. Unaided Program Recall Open-Ended: Thinking about Alabama Public Television, what television programs, if any, come to mind?

See Verbatim File.

	Freq.	%
Children's Programming	67	11.2%
Non-APT Channels/Programs	67	11.2%
PBS/Public Television Programming	44	7.4%
News Programming	34	5.7%
Documentary Programming	28	4.6%
Antiques Roadshow/This Old House	20	3.4%
Alabama-specific Programming	13	2.1%
Generally Negative Sentiment	13	2.1%
Generally Positive Sentiment	5	0.9%
Don't Know/Does Not Watch	140	23.4%
Unsure	11	1.9%
Refused/No Opinion	157	26.1%
Total	600	100.0%



Q4 - Q8. Image: For each of the following, please indicate if you have heard of the person or organization, and if you have, whether you have a favorable or unfavorable opinion of them. If you haven't heard of a name, choose so.

	Fav	Very Fav	Unfav	Very Unfav	No Opinion	NHO	NET Fav
Donald Trump	<u>44.3%</u> 266	26.0% 156	<u>46.7%</u> 280	40.2% 241	8.1% 49	0.8% 5	-2.4%
Kay Ivey	<u>46.0%</u> 276	17.7% 106	<u>41.2%</u> 247	25.3% 152	9.1% 55	3.7% 22	+4.8%
The Alabama Legislature	<u>38.2%</u> 229	7.1% 43	<u>35.5%</u> 213	18.1% 109	21.7% 130	4.6% 27	+2.6%
Alabama Public Television	<u>49.3%</u> 296	25.7% 154	<u>8.7%</u> 52	3.5% 21	31.2% 187	10.8% 65	+40.6%
Public Broadcasting Service: (PBS)	<u>60.6%</u> 363	34.5% 207	<u>16.2%</u> 97	9.5% 57	20.1% 121	3.1% 19	+44.4%

Q9. Parents Children's Viewing: Are there any children under the age of 18 living in your household, and if so, how often do they watch Alabama Public Television?

	Freq.	%
<u>Parent/Guardian</u>	<u>196</u>	<u>32.6%</u>
Yes, children in my household - they watch APT most days	21	3.4%
Yes, children in my household - they watch APT a few times a week	22	3.7%
Yes, children in my household - they watch APT occasionally	48	8.0%
Yes, children in my household - they never watch APT	105	17.5%
<u>No children under 18 live in my household</u>	<u>392</u>	<u>65.4%</u>
Unsure	12	2.0%
Total	600	100.0%

Q10. Aided Program Recognition: 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.

	Freq.	%
<u>PBS National</u>	<u>427</u>	<u>71.1%</u>
Sesame Street	280	46.7%
Daniel Tiger's Neighborhood	117	19.5%
NOVA	124	20.7%
Nature	170	28.3%
Antiques Roadshow	255	42.5%
Masterpiece	108	17.9%
PBS NewsHour	169	28.1%
<u>APT Original</u>	<u>232</u>	<u>38.7%</u>
Capitol Journal, APT's coverage of the Alabama Legislature	63	10.6%
Discovering Alabama	212	35.4%
Journey Proud, APT's series on Alabama folk traditions	58	9.7%
<u>None of these</u>	<u>134</u>	<u>22.4%</u>
Unsure	24	3.9%
Total	600	100.0%



Q11. News Source: What are your primary sources for news? Select up to three options.

	Freq.	%
National broadcast television news (e.g. NBC, ABC, CBS)	189	31.5%
Local broadcast television news	210	35.0%
Cable news (e.g. Fox News, MSNBC / MS NOW, CNN)	174	29.0%
Streaming app(s) (e.g. YouTube TV, Hulu)	86	14.3%
<u>Social Media</u>	266	44.4%
TikTok	69	11.5%
Facebook	149	24.8%
Twitter / X	37	6.2%
YouTube	90	15.0%
Newspaper	31	5.2%
Talk radio	64	10.6%
Podcasts	39	6.6%
AI, like ChatGPT	16	2.7%
News media websites	109	18.1%
Other websites	67	11.2%
Unsure	21	3.6%
Total	600	100.0%

Q12. APT Awareness: Before today, which of the following did you know about Alabama Public Television? Select all that apply.

	Freq.	%
That it carries national programming from PBS, the Public Broadcasting Service	224	37.3%
That viewer donations make up part of its budget	213	35.5%
That most of its broadcasting schedule comes from PBS national programming	156	26.0%
That it produces its own Alabama programs and documentaries	155	25.8%
That it lost more than \$2.5 million in federal funding last year	135	22.6%
That the Alabama Legislature provides part of its funding	114	18.9%
That it is a state agency governed by a commission appointed by state officials	111	18.5%
None of these	185	30.9%
Unsure	62	10.3%
Total	600	100.0%

Q13. Educational Value: 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?

	Freq.	%
<u>Valuable</u>	403	67.2%
Very valuable	237	39.5%
Somewhat valuable	166	27.6%
<u>Not Valuable</u>	100	16.7%
Not very valuable	58	9.6%
Not valuable at all	43	7.1%
Unsure	97	16.1%
Total	600	100.0%



Q14. Educational Programming Amount: 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?

	Freq.	%
<u>Too much educational programming</u>	25	4.1%
Far too much educational programming	11	1.9%
Somewhat too much educational programming	13	2.2%
<u>About the right amount</u>	233	38.8%
<u>Too little educational programming</u>	132	22.0%
Somewhat too little educational programming	77	12.9%
Far too little educational programming	55	9.1%
Unsure	210	35.0%
Total	600	100.0%

Q15. Children's Programming Emphasis: Which two of the following should Alabama Public Television emphasize most in its programming for children? Select up to two.

	Freq.	%
Reading, math, and academic skills	254	42.3%
Science, nature, and how things work	219	36.5%
Character, manners, and good habits	184	30.6%
Health, safety, and getting along with others	149	24.8%
Alabama history and culture	128	21.3%
Arts, music, and creativity	84	14.0%
Unsure	67	11.2%
Total	600	100.0%

Q16. APT Values Alignment: How well would you say the programming produced by Alabama Public Television itself reflects the values of most Alabamians?

	Freq.	%
<u>Well</u>	231	38.5%
Very well	75	12.6%
Somewhat well	156	25.9%
<u>Not Well</u>	59	9.8%
Not very well	34	5.6%
Not well at all	25	4.2%
<u>I have not seen enough to say</u>	186	31.0%
Unsure	124	20.7%
Total	600	100.0%

Q17. PBS Values Alignment: How well would you say the PBS national programming carried by Alabama Public Television reflects the values of most Alabamians?

	Freq.	%
<u>Well</u>	226	37.6%
Very well	90	15.1%
Somewhat well	135	22.6%
<u>Not Well</u>	100	16.7%
Not very well	61	10.1%
Not well at all	39	6.6%



<u>I have not seen enough of it to say</u>	161	26.8%
Unsure	113	18.8%
Total	600	100.0%

Q18. Alabama Values: 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.

	Freq.	%
Education and opportunity for children	201	33.5%
Faith and religious liberty	191	31.9%
Strong families	171	28.5%
Hard work and self-reliance	164	27.3%
Patriotism and love of country	160	26.6%
Freedom of speech and open debate	148	24.7%
Looking out for your neighbors	126	21.0%
Honesty and fair dealing	119	19.8%
Respect for tradition and history	103	17.2%
Personal responsibility	95	15.8%
Unsure	64	10.6%
Total	600	100.0%

Q19. Perceived Political Lean: 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?

	Freq.	%
<u>Liberal</u>	117	19.6%
Leans strongly liberal	53	8.9%
Leans somewhat liberal	64	10.6%
<u>Generally balanced</u>	171	28.5%
<u>Conservative</u>	75	12.4%
Leans somewhat conservative	39	6.5%
Leans strongly conservative	36	5.9%
Unsure	237	39.5%
Total	600	100.0%

Q20. Political Advocacy: 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?

	Freq.	%
<u>Stays within that requirement</u>	218	36.3%
It definitely stays within that requirement	81	13.4%
It probably stays within that requirement	137	22.9%
<u>Does not stay within that requirement</u>	123	20.5%
It probably does not stay within that requirement	72	12.0%
It definitely does not stay within that requirement	51	8.5%
Unsure	259	43.2%
Total	600	100.0%



Q21. Advocacy Open End: What specifically have you seen on Alabama Public Television that shaped your answer its political engagement?

See Verbatim File.

	Freq.	%
Perceived As Unbiased/Balanced	33	9.7%
Perceived Liberal/Democrat Bias	24	6.9%
PBS/APT News Programming	23	6.7%
Political Ads/Campaign Coverage	16	4.7%
General Political Commentary (Non-Specific)	14	4.1%
Educational Programming	13	3.9%
Transgender/LGBTQ/'Woke' Concerns	13	3.9%
Alabama/Local Policy Coverage	12	3.5%
Children's Programming	11	3.1%
Perceived Conservative/Republican Bias	8	2.4%
News Reporting Quality	8	2.3%
Transparent/Fact-based Reporting	7	2.2%
NA	1	0.3%
Don't Know/Nothing	70	20.4%
Unsure	18	5.4%
Refused/No Opinion	70	20.5%
Total	342	100.0%

Q22. News Fairness: 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?

	Freq.	%
<u>Fair And Even-Handed</u>	158	26.3%
Very fair and even-handed	70	11.7%
Somewhat fair and even-handed	88	14.6%
<u>Unfair Or One-Sided</u>	73	12.2%
Somewhat unfair or one-sided	47	7.9%
Very unfair or one-sided	26	4.3%
<u>I do not watch news programming on APT</u>	202	33.7%
Unsure	167	27.8%
Total	600	100.0%

Q23. Programming Independence: 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.

	Freq.	%
<u>Agree Elected Officials Should Have A Say In Programming</u>	99	16.5%
Strongly agree elected officials should have a say in programming	31	5.2%
Somewhat agree elected officials should have a say in programming	68	11.3%
<u>Agree Officials Should Stay Out Of Programming Decisions</u>	371	61.9%
Somewhat agree officials should stay out of programming decisions	88	14.6%
Strongly agree officials should stay out of programming decisions	284	47.3%



Unsure	130	21.7%
Total	600	100.0%

Q24. PBS Affiliation Support: 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?

	Freq.	%
<u>Continue The Relationship With PBS</u>	325	54.2%
Definitely continue the relationship with PBS	212	35.3%
Probably continue the relationship with PBS	114	18.9%
<u>End The Relationship With PBS</u>	106	17.7%
Probably end the relationship with PBS	54	9.0%
Definitely end the relationship with PBS	52	8.7%
Unsure	169	28.1%
Total	600	100.0%

Q25. State Funding Level: 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...

	Freq.	%
<u>Increased</u>	234	39.0%
Increased significantly	115	19.1%
Increased somewhat	119	19.8%
<u>Kept about the same</u>	105	17.5%
<u>Decreased</u>	85	14.2%
Decreased somewhat	36	6.0%
Decreased significantly	50	8.3%
Unsure	175	29.2%
Total	600	100.0%

Q26. Funding Conditionality: 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.

	Freq.	%
<u>Agree Funding Should Depend On Political Balance</u>	139	23.2%
Strongly agree funding should depend on political balance	79	13.1%
Somewhat agree funding should depend on political balance	61	10.1%
<u>Agree Tying Funding To Content Gives Politicians Too Much Control</u>	287	47.9%
Somewhat agree tying funding to content gives politicians too much control	98	16.4%
Strongly agree tying funding to content gives politicians too much control	189	31.5%
Unsure	173	28.9%
Total	600	100.0%



Q27. Education Basics Importance: How important do you believe it is for Alabama Public Television's programming for children to include the basics of Science of Reading and phonics?

	Freq.	%
<u>Important</u>	490	81.6%
Very important	430	71.6%
Somewhat important	60	10.0%
<u>Not Important</u>	25	4.1%
Not very important	11	1.9%
Not important at all	14	2.3%
Unsure	85	14.2%
Total	600	100.0%

Q28. Alternative Sources Open-End: What alternative sources of programming would be appropriate for public television?

See Verbatim File.

	Freq.	%
Children's Educational Programming	55	9.1%
Science and Nature Programming	24	4.1%
History Programming	20	3.3%
Streaming and Online Platforms	19	3.2%
Health, Life Skills & Financial Literacy	17	2.8%
News Programming	16	2.7%
Faith and Values Programming	12	2.1%
Political Balance in Programming	11	1.9%
PBS/Public/Foreign Broadcasters	11	1.8%
Generally Positive (Keep As Is)	9	1.5%
Local and Original Programming	9	1.5%
Sports & Outdoor Programming	9	1.4%
Generally Negative (Shut Down APT/Obsolete)	8	1.3%
Arts & Music Programming	7	1.1%
Home & Lifestyle Programming (Cooking/Gardening/Travel)	6	1.0%
Family/General Entertainment	5	0.8%
Non-APT/Commercial Channels	5	0.8%
Older/Nostalgic Programming	3	0.5%
Don't Know/Nothing	112	18.6%
Unsure	124	20.6%
Refused/No Opinion	120	20.0%
Total	600	100.0%

Q29. Gender: Are you female or male?

	Freq.	%
Female	313	52.2%
Male	287	47.8%
Total	600	100.0%

Q30. Age Range: What is your age as of today?

	Freq.	%
<u>Under 55</u>	360	60.1%
18 - 29	121	20.1%
30 - 44	147	24.5%
45 - 54	92	15.4%



<u>55 and Over</u>	<u>240</u>	<u>39.9%</u>
55 - 64	97	16.2%
65+	143	23.8%
Total	600	100.0%

Q31. Partisanship by Response: Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

	Freq.	%
<u>Republican</u>	<u>253</u>	<u>42.1%</u>
Strongly Republican	148	24.6%
Mostly Republican	105	17.5%
<u>Independent</u>	<u>161</u>	<u>26.9%</u>
<u>Democratic</u>	<u>146</u>	<u>24.4%</u>
Mostly Democratic	57	9.5%
Strongly Democratic	89	14.9%
Unsure	40	6.7%
Total	600	100.0%

Q32. Ideology: And thinking about your views toward politics and government, would you say you are...

	Freq.	%
<u>Conservative</u>	<u>266</u>	<u>44.4%</u>
Very conservative	152	25.3%
Somewhat conservative	114	19.0%
<u>Moderate</u>	<u>160</u>	<u>26.7%</u>
<u>Liberal</u>	<u>101</u>	<u>16.9%</u>
Somewhat liberal	47	7.9%
Very liberal	54	9.0%
Unsure	73	12.1%
Total	600	100.0%

Q33. Marital Status: What is your current marital status?

	Freq.	%
Single	216	36.0%
Married	294	49.0%
Divorced	45	7.5%
Widowed	31	5.2%
Separated	5	0.9%
Unsure	9	1.5%
Total	600	100.0%

Q34. Community Type: Do you consider the area where you live to be more rural, small town, suburban, or urban?

	Freq.	%
Rural	173	28.8%
Small town	213	35.5%
Suburban	137	22.8%
Urban	77	12.9%
Total	600	100.0%



Q35. Income by Response: What annual household income range do you fall within out of the following options?

	Freq.	%
Less than \$25,000	87	14.5%
\$25,000 - \$49,999	124	20.6%
\$50,000 - \$74,999	94	15.7%
\$75,000 - \$99,999	60	10.0%
\$100,000 - \$124,999	77	12.9%
\$125,000 - \$149,999	50	8.4%
\$150,000 - \$249,999	32	5.3%
\$250,000+	17	2.9%
Unsure	58	9.7%
Total	600	100.0%

Q36. Race/Ethnicity: Which of the following best describes your race or ethnicity?

	Freq.	%
White or Caucasian	385	64.1%
Asian or Pacific Islander	5	0.9%
Black or African American	154	25.6%
Hispanic or Latino	19	3.1%
Other	24	3.9%
Unsure	14	2.4%
Total	600	100.0%

Q37. 2024 Retro Ballot: Thinking back, who did you vote for in the 2024 election for President?

	Freq.	%
Republican Donald Trump	275	45.8%
Democrat Kamala Harris	157	26.1%
Another candidate	24	4.0%
Did not vote in 2024	101	16.8%
Unsure	44	7.3%
Total	600	100.0%

Q38. Education Level: What's the highest level of education you have completed?

	Freq.	%
No degree	419	69.8%
Some high school	22	3.6%
High school diploma/GED	146	24.3%
Technical Certification	38	6.3%
Some college or Associate's Degree	214	35.6%
At least College	173	28.8%
Four-year undergraduate or Bachelor's Degree	102	17.0%
Graduate degree or further	71	11.8%
Unsure	8	1.4%
Total	600	100.0%

Q39. DMA

	Freq.	%
Atlanta	5	0.8%
Birmingham	230	38.3%



Columbus	35	5.9%
Columbus-Tupelo	2	0.3%
Dothan	30	5.1%
Huntsville-Decatur	130	21.7%
Meridian	3	0.5%
Mobile-Pensacola	90	15.1%
Montgomery	75	12.4%
Total	600	100.0%

Q40. Gender + Age

	Freq.	%
F 18 - 29	61	10.2%
F 30 - 44	88	14.7%
F 45 - 54	54	8.9%
F 55 - 64	51	8.5%
F 65+	59	9.8%
M 18 - 29	60	9.9%
M 30 - 44	59	9.8%
M 45 - 54	39	6.5%
M 55 - 64	46	7.7%
M 65+	84	14.0%
Total	600	100.0%

Q41. Partisanship + Gender

	Freq.	%
F GOP	115	19.2%
M GOP	138	22.9%
F DEM	93	15.6%
M DEM	53	8.8%
F Independent	79	13.1%
M Independent	82	13.7%
Unsure	40	6.7%
Total	600	100.0%

Q42. Race + Gender

	Freq.	%
White Female	186	31.0%
White Male	198	33.1%
Asian Female	1	0.1%
Asian Male	4	0.7%
Black Female	93	15.5%
Black Male	60	10.1%
Hispanic Female	10	1.7%
Hispanic Male	9	1.4%
Other Female	16	2.7%
Other Male	8	1.3%
Unsure	14	2.4%
Total	600	100.0%

Q43. Gender + Education

	Freq.	%
Female At least College	77	12.9%



Female No degree	230	38.3%
Male At least College	95	15.9%
Male No degree	189	31.5%
Unsure	8	1.4%
Total	600	100.0%

Q44. Marital Status + Gender

	Freq.	%
Single Male	107	17.9%
Single Female	109	18.1%
Married Male	149	24.9%
Married Female	145	24.2%
Divorced Male	13	2.2%
Divorced Female	31	5.2%
Widowed Male	10	1.7%
Widowed Female	21	3.5%
Separated Male	2	0.4%
Separated Female	3	0.5%
Unsure	9	1.5%
Total	600	100.0%

Methodology

This probabilistic survey was conducted September 20 – 23, 2026, with 600 general population in Alabama Statewide. It has a margin of error of $\pm 4.00\%$. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a general population universe.

About the Firm

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in all 50 states and multiple countries on more than 3,000 corporate, public affairs, and political campaigns.

