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Washington, DC 20009
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Sample: 1001 registered voters nationwide
Interview dates: January 4-8, 2017

FINAL

Study #12102
PBS Voter Survey
January 2017

47 Male
53 Female
[109]

Please note: all results are shown as percentages unless otherwise stated.

S1a. Are you currently registered to vote at this address?

Yes	100	CONTINUE	[138]
No	-	TERMINATE	
Not sure	-		

S1bc. How would you describe your overall point of view in terms of the political parties? Would you say that you are **(ROTATE DEMOCRATIC AND REPUBLICAN:)** mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican? **(IF "COMPLETELY INDEPENDENT," ASK:)** Do you think of yourself as closer to **(ROTATE:)** the Democratic Party or the Republican Party?

Mostly Democratic	31	[143]
Leaning Democratic	8	
Independent/closer to Democratic Party	5	
Completely independent	8	
Independent/closer to Republican Party	5	
Leaning Republican	9	
Mostly Republican.....	29	
Do not know/refused	-	
Not sure	5	
Total Democratic	44	
Total Republican	43	

S2. To ensure we have a representative sample, would you please tell me how old you are? **(IF "REFUSED," ASK:)** Well would you tell me which age group you belong to? **(READ LIST.)**

18-24	10	[144-145]
25-29	6	
30-34	8	
35-39	7	
40-44	9	
45-49	8	
50-54	9	
55-59	11	
60-64	8	
65-69	9	
70-74	6	
75 and over.....	9	
Refused	-	

S3ab. For statistical purposes only, are you from a Hispanic or Spanish-speaking background? (IF "NO, NOT HISPANIC" OR "NOT SURE," ASK:) To ensure that we have a representative sample, what is your race--white, black or African American, Asian, or something else?

White	74	[148]
Black/African American	12	
Hispanic.....	9	
Asian	1	
Other	3	
Not sure/refused	1	

1. I am going to mention some organizations and institutions in the United States. For each one, please tell me whether you feel very positive, somewhat positive, neutral, somewhat negative, or very negative toward it. If you do not know the name, just tell me that.

THE TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY POSITIVE

	Total Positive	Total Negative	<u>Very Positive</u>	<u>Somewhat Positive</u>	<u>Neutral</u>	<u>Somewhat Negative</u>	<u>Very Negative</u>	<u>Don't Know Name</u>	<u>Not Sure</u>	
PBS or Public Television	69	7	43	26	20	4	3	2	2	[149]
Commercial broadcast television networks, such as ABC, CBS, and NBC.....	51	20	20	31	27	12	8	1	1	[150]
Cable television networks, such as CNN, MSNBC, and FOX News	43	25	15	28	28	15	10	1	3	[152]
Newspaper publishing companies.....	38	20	14	24	30	14	6	6	6	[151]

2ab. Next I'm going to mention a few services that are provided by the federal government and at least partially funded using tax dollars. For each one, please tell me whether you think that service is an excellent, good, not too good, or poor value for your tax dollars.

THE TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY EXCELLENT/GOOD

	Total Excellent/Good	<u>Excellent</u>	<u>Good</u>	<u>Not Too Good</u>	<u>Poor</u>	<u>Not Sure</u>	
The country's military defense*	83	43	40	8	7	2	[154]
Social Security**	79	40	39	9	10	2	[159]
Highways, roads, and bridges*	73	33	40	15	10	2	[155]
Public television	72	24	48	14	10	4	[153/158]
Environmental protection**	70	29	41	13	13	4	[160]
Federal aid to college students*	67	31	36	15	11	7	[156]
Unemployment benefits*	67	18	49	16	9	8	[157]
Agricultural subsidies**	57	13	44	18	11	14	[161]
Foreign aid**	45	8	37	28	19	8	[162]

* Asked of one-half the respondents (FORM A).
** Asked of one-half the respondents (FORM B).

3. Do you think that public television gets too much, too little, or the right amount of funding from the federal government?

Too much.....	18	[163]
Too little.....	28	
The right amount	28	
Not sure.....	26	

4. How important do you think it is for the country to have a strong public television system--is it very important, fairly important, just somewhat important, or not that important?

Very important.....	47	[164]
Fairly important.....	19	
Just somewhat important.....	21	
Not that important.....	12	
Not sure.....	1	

5. Looking forward, do you think that the federal government should increase funding for public television, decrease funding, or keep the amount of funding it provides to public television the same?

Increase funding.....	32	[165]
Decrease funding.....	13	
Keep funding the same.....	44	
No government funding (VOL).....	1	
Not sure.....	10	

6. Some elected officials have proposed eliminating federal funding for public television. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating federal funding for public television?

Strongly favor	8	[166]
Somewhat favor.....	14	
Somewhat oppose.....	29	
Strongly oppose.....	44	
Not sure.....	5	
Total Favor	22	
Total Oppose	73	

7. Now let me give you a little more information: public broadcasting receives about fifteen percent of its funding from the federal government. That comes out to about one dollar and thirty-five cents per American each year and represents a very small fraction of the total federal budget--about a penny for every hundred dollars of federal spending. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating federal funding for public broadcasting?

Strongly favor	9	[167]
Somewhat favor.....	13	
Somewhat oppose.....	23	
Strongly oppose.....	53	
Not sure.....	2	
Total Favor	22	
Total Oppose	76	

8ab. Next I'm going to read you two statements about the proposal to eliminate federal funding for public television, and please tell me which statement comes closer to your point of view. **(ROTATE ITEMS.)**

Public television may be important, but there are many other needs that are more important. We have to make difficult decisions and reduce government spending where we can, including funding for public television, so we can pay for these other government programs.....	29	[168/169]
Public television provides a valuable public service at a very low cost to ALL Americans. It receives only a very small fraction of the total federal budget and we should not eliminate funding for this very important resource.....	68	
Neither/other (VOL).....	1	
Both (VOL).....	1	
Not sure (VOL).....	1	

9. If your U.S. senator or congressperson asked your opinion about eliminating federal funding for public television, which of the following would you tell them to do?

Vote to eliminate all federal funding for public television....	14	[170]
Find other places in the budget to save money.....	83	
Neither/other (VOL).....	1	
Both (VOL).....	1	
Not sure (VOL).....	1	

10. I'm going to mention a few things that could happen if Congress votes to eliminate federal funding for public television. For each one, please tell me how much it would concern you if that happened. If public television had to (READ ITEM)--would that concern you a great deal, a fair amount, just some, or concern you very little?

THE TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY A GREAT DEAL/FAIR AMOUNT

	<u>A Great Deal/Fair Amount</u>	<u>A Great Deal</u>	<u>A Fair Amount</u>	<u>Just Some</u>	<u>Very Little</u>	<u>Not Sure</u>	
Eliminate public safety communication services at the local and national levels, including severe weather advisories, amber alerts, and other life-saving advisories	84	71	13	7	8	1	[178]
Significantly cut back on the educational shows that help children prepare for success in school	76	62	14	10	13	1	[173]
Significantly cut back on content and resources for use in the classroom by teachers and students.	74	60	14	11	13	2	[177]
Close your local public television station.....	70	55	15	13	16	1	[171]
Produce fewer shows that open up the worlds of science, history, and culture	70	51	19	15	14	1	[176]
Significantly cut back on in-depth reporting and analysis of news and current events.....	65	45	20	17	17	1	[175]
Eliminate some of its family-oriented programming.....	62	43	19	16	20	2	[174]
Close public television stations in other cities besides yours.....	61	43	18	16	21	2	[172]

11. If eliminating federal funding forces public television to cut programming and forces the closure of several public television stations, eliminating service to many Americans, would you consider it a very significant loss, a significant loss, just a modest loss, or not really a loss for (READ ITEM)?

THE TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY SIGNIFICANT OR SIGNIFICANT LOSS

	Very Significant <u>Loss</u>	Significant <u>Loss</u>	Just A Modest <u>Loss</u>	Not Really <u>A Loss</u>	Not <u>Sure</u>	
The country.....	41	32	17	9	1	[208]
Your community.....	38	31	16	13	2	[180]
You and your family.....	34	26	20	20	-	[179]

12 AND 13 ARE ROTATED.

12. I'm going to mention some reasons people give for why Congress should protect federal funding for public television. For each one, tell me whether you think it is a very convincing reason, a fairly convincing reason, just a somewhat convincing reason, or not a convincing reason why Congress should protect federal funding for public television.

THE TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR FAIRLY CONVINCING

	Total Very/Fairly Convincing	Very <u>Convincing</u>	Fairly <u>Convincing</u>	Just Somewhat <u>Convincing</u>	Not <u>Convincing</u>	Not <u>Sure</u>	
Public television provides more than one hundred twenty thousand trusted learning tools and free resources for teachers, parents, and caregivers to use in the classroom and at home, that reach forty million children across the country.....	76	64	12	14	10	-	[213]
As the number one source of children's educational media, public television is America's largest classroom. Research shows that children's shows such as Daniel Tiger's Neighborhood, Super Why! And Peg Plus Cat teach important skills, such as social-emotional skills, early literacy, and math.....	73	59	14	15	11	1	[209]
Public television is the only non-commercial television network available for free to ALL Americans, whether or not they have cable TV. More than two hundred million Americans connect through more than three hundred fifty public television stations, as well as through the web, mobile devices, in the classroom, and at in-person events.....	73	58	15	14	12	1	[210]
Public television provides trusted, family-oriented programming for all ages that does not include violence or sexual content.....	72	57	15	16	11	1	[212]
Public television is a smart investment. At a time when schools are cutting funding for music and art, public television helps keep the arts alive for children and adults.....	71	57	14	15	13	1	[211]

13. I'm going to mention some reasons people give for why Congress should eliminate federal funding for public television. For each one, tell me whether you think it is a very convincing reason, a fairly convincing reason, just a somewhat convincing reason, or not a convincing reason why Congress should eliminate federal funding for public television.

THE TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VERY OR FAIRLY CONVINCING

	Total Very/Fairly Convincing	<u>Very Convincing</u>	<u>Fairly Convincing</u>	<u>Just Somewhat Convincing</u>	<u>Not Convincing</u>	<u>Not Sure</u>	
Public television has a number of very popular shows, such as Downton Abbey and Daniel Tiger's Neighborhood. It can easily make up the federal funding it receives through other sources of revenue, such as licensing and selling dvds and other merchandise	26	14	12	25	48	1	[216]
Today, virtually everyone has cable, Netflix, or some other streaming service, and commercial television offers viewers literally hundreds of channels to watch. America no longer needs public television funded by taxpayers	24	15	9	18	57	1	[217]
Public television promotes a biased, liberal agenda that does not represent the views or values of most Americans	21	15	6	14	63	2	[215]
Other government spending priorities are more important and public television is a luxury that we cannot afford right now	21	13	8	19	59	1	[214]

14. Sometimes people's opinions change over the course of a survey. Thinking about everything we've discussed, some elected officials have proposed eliminating federal funding for public television. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating federal funding for public television?

	Q.14	Initial Response (Q.6)	
Strongly favor	8	8	[218]
Somewhat favor	9	14	
Somewhat oppose.....	22	29	
Strongly oppose	60	44	
Not sure.....	1	5	
Total Favor	17	22	
Total Oppose	82	73	

Switching topics now...

15. To help meet our country's growing need for wireless access for cell phones, Internet, GPS, and other wireless functions, the federal government is overseeing a process by which airwaves used to broadcast TV signals--called spectrum--are purchased from some TV stations and then sold to broadband carriers, such as AT&T, Verizon, and T-Mobile. This process is called the Spectrum Auction. How much have you heard or read about the Spectrum Auction--a great deal, a fair amount, a little, or nothing at all?

A great deal	3	[219]
A fair amount	5	
A little.....	19	
Nothing at all.....	72	
Not sure.....	1	

16. Participation in the Spectrum Auction is totally voluntary. Every public television station is locally owned and operated and will make its own decision about whether to participate. Most public television stations will NOT participate in the auction and will not receive any money, but some public television stations will participate and could make a lot of money--hundreds of millions of dollars in a few cases--if some or all of their spectrum is purchased.

Does this information make you feel that federal funding for public television should be eliminated, should not be eliminated, or does it not affect your opinion either way?

Should be eliminated	9	[220]
Should not be eliminated	25	
Does not affect opinion either way....	62	
Not sure	4	

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1a. Many people were not able to vote in last November's elections for U.S. president, Congress, and other offices. How about you? Did you get a chance to vote in last November's election, or not?

Yes, voted	93	CONTINUE	[224]
No, did not vote	7	(Skip to Q.F3)	
Not sure	-		

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.F1a.)

F1b. **(IF "YES," ASK:)** In the election for president, did you vote for **(ROTATE FIRST TWO ONLY:)** Hillary Clinton, the Democrat, Donald Trump, the Republican, Gary Johnson, the Libertarian, or Jill Stein, the Green Party candidate?

(IF RESPONDENT DECLINES TO SAY HOW HE/SHE VOTED, SAY:) This survey is being done for research purposes only. Your willingness to say how you voted is really important for ensuring the accuracy of our research, and we promise that we will always maintain the privacy and confidentiality of your responses.

Hillary Clinton	44	[224]
Donald Trump	41	
Gary Johnson	3	
Jill Stein	1	
Did not vote for president (VOL)	2	
Refuse to say/not sure (VOL)	9	

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.F1a.)

F1c. And in the election for U.S. Congress in your district, did you vote for **(ROTATE:)** the Republican candidate or the Democratic candidate?

(IF RESPONDENT DECLINES TO SAY HOW HE/SHE VOTED, SAY:) This survey is being done for research purposes only. Your willingness to say how you voted is really important for ensuring the accuracy of our research, and we promise that we will always maintain the privacy and confidentiality of your responses.

Republican candidate	44	[227]
Democratic candidate	43	
Did not vote for congressperson (VOL)	1	
Other/not sure (VOL)	12	

F2. Thinking about your general approach to issues, do you consider yourself to be very conservative, somewhat conservative, middle of the road, somewhat liberal, or very liberal?

Very conservative	17	[228]
Somewhat conservative	24	
Middle of the road	32	
Somewhat liberal	14	
Very liberal.....	11	
Not sure.....	2	

F3. What is the last grade that you completed in school? (DO NOT READ CHOICES.)

Grade school	1	[229-230]
Some high school	4	
High school graduate.....	25	
Some college, no degree.....	18	
Vocational training/2-year college.....	11	
4-year college/bachelor's degree.....	24	
Some postgraduate work, no degree.....	3	
2 or 3 years' postgraduate work/master's degree	12	
Doctoral/law degree.....	2	
Not sure/refused	-	

F4a. Are you the parent or guardian of any children under age eighteen currently living in your home?

Yes.....	30	CONTINUE	[231]
No	70	(Skip to Q.F5)	
Not sure/refused	-		

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.F4a.)

F4b. What are the ages of the children under age eighteen who live in your home? If you have more than one child under age eighteen in your home please provide the ages of all of them. **(RECORD AGES OF ALL CHILDREN AGE ZERO TO SEVENTEEN.)**

Less than 1 year old	4	[232-242]
1	9	>
2	7	
3	9	
4	12	
5	8	
6	8	
7	12	
8	12	
9	13	
10	9	
11	8	
12	12	
13	12	
14	15	
15	8	
16	11	
17	17	
Refused	8	

F5. How would you describe the area where you live?

Urban.....	22	[243]
Suburban.....	31	
Small town.....	24	
Rural.....	23	
Not sure.....	-	

F6. On average, how often do you or someone in your household watch PBS or your local public television stations, through any method, including broadcast TV, cable, and streaming--never, a few times a year, a few times a month, or a few times a week or more?

Never.....	11	[244]
A few times a year.....	15	
A few times a month.....	22	
A few times a week or more.....	51	
Not sure.....	1	