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Sample: 804 registered voters nationwide
Interview dates: February 11-13, 2010

FINAL

Study #10194
PBS Voter Survey
February 2011

47 Male
53 Female
[109]

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

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

Yes, registered.....	100	CONTINUE	[138]
No, not registered	-	TERMINATE	
Not sure/refused	-		

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

18-24	8	[139-140]
25-29	9	
30-34	5	
35-39	4	
40-44	9	
45-49	11	
50-54	10	
55-59	12	
60-64	11	
65 -69	7	
70-74	5	
75 and over.....	8	
Refused	1	

3. And again, just to ensure we have a representative sample, are you from a Hispanic, Latino, or Spanish-speaking background? (IF "NO," ASK:) What is your race--white, black, Asian, or something else?

White.....	74	[141-142]
Black	12	
Hispanic/Latino	9	
Asian.....	1	
Other.....	3	
Not sure/refused	1	

4. To start, I'm going to mention a few organizations and institutions in the United States, and please tell me whether you trust each one a great deal, somewhat, not very much, or not at all. (ITEMS RANDOMIZED)

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY TRUST A GREAT DEAL OR SOMEWHAT

	Trust A Great Deal	Trust Somewhat	Do Not Trust Very Much	Do Not Trust At All	Not Sure	
PBS, public television.....	44	35	8	8	5	[143/148]
Courts of law *.....	22	57	11	7	3	[147]
Commercial broadcast television networks, such as ABC, CBS, FOX, and NBC.....	15	54	18	10	3	[144/149]
Newspaper publishing companies *	10	57	19	11	3	[145]
The federal government *.....	7	59	17	15	2	[146]
Cable television networks **.....	9	50	20	14	7	[150]
Major business corporations **.....	7	44	26	19	4	[151]
U.S. Congress **.....	7	42	29	19	3	[152]

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

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

5. Next I'm going to mention a few services that are provided by the federal government and funded using tax dollars. For each one, please say whether you think that service is an excellent, good, not too good, or poor value for your tax dollars. (ITEMS RANDOMIZED)

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY EXCELLENT OR GOOD VALUE

	Excellent Value	Good Value	Not Too Good A Value	Poor Value	Not Sure	
The country's military defense *.....	36	45	12	4	3	[154]
PBS, public television	26	47	12	10	5	[153/158]
Highways, roads, and bridges *.....	22	50	16	10	2	[155]
Monitoring the safety of food *.....	23	46	19	9	3	[157]
Monitoring the safety of prescription drugs **.....	21	46	19	11	3	[162]
Social Security **.....	24	42	17	15	2	[159]
Federal aid to college students *.....	19	47	17	11	6	[156]
Environmental protection **.....	21	42	18	16	3	[160]
Agricultural subsidies **.....	10	37	27	17	9	[161]

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

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

6. Currently, PBS public television stations receive about fifteen percent of their funding from the federal government. That comes out to about one dollar per American each year. Do you believe that PBS public television stations should receive more government funding, less government funding, or the same amount of government funding that they do today?

More government funding.....	30	[163]
Less government funding.....	14	
The same amount of government funding	49	
No government funding (VOL).....	5	
Not sure	2	

As you may know, the United States currently has a budget deficit of around one point five trillion dollars annually. . .

7. Compared to other issues, how much of a priority do you think it should be for the United States to reduce the budget deficit--an absolute top priority, a high priority, just somewhat of a priority, or a lower priority?

Absolute top priority	42	[164]
High priority	40	
Just somewhat of a priority	14	
Lower priority	3	
Not sure	1	

8. When it comes to reducing the national budget deficit, which of the following two approaches do you prefer? **(STATEMENTS ROTATED)**

Cutting all funding for some programs without reducing funding in other areas ...	32	[165]
Making broader, across-the-board cuts from every part of the budget	50	
Both (VOL)	7	
Prefer raising taxes (VOL)	2	
Not sure	9	

9. In order to help reduce the budget deficit, some members of Congress have proposed eliminating government funding for public broadcasting, which includes public television and public radio. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating government funding for public broadcasting?

Strongly favor	13	[166]
Somewhat favor	14	
Somewhat oppose	27	
Strongly oppose	42	
Not sure	4	
Total Favor	27	
Total Oppose	69	

10. Elected officials from both political parties have suggested different ways to reduce the federal budget deficit. Suppose your U.S. senator or congressperson asked your opinion about eliminating government funding for public broadcasting, which of the following would you tell them to do? **(STATEMENTS ROTATED)**

Vote to eliminate all government funding for public broadcasting	20	[167]
Find other places in the budget to save money	68	
Neither/other (VOL)	4	
Both (VOL)	3	
Not sure	5	

11. Next I'm going to read you two statements about the proposal to cut government funding for public broadcasting, and please tell me which statement comes closer to your point of view. **(STATEMENTS ROTATED)**

Public broadcasting may be important, but with the nation facing a huge budget deficit we need to make difficult decisions and reduce government spending everywhere we can, including funding for PBS and NPR	31	[168]
Reducing the nation's budget deficit is an important goal, but public broadcasting provides a valuable public service at a very low cost to taxpayers. There are many better ways to reduce government spending than by eliminating funding for this important priority	61	
Neither/other (VOL)	2	
Both (VOL)	2	
Not sure	4	

12. I'm going to mention a few things that some people say they appreciate about PBS public television, and for each one, please tell me whether that is something that you and your family value a great deal, a fair amount, just some, or not at all. (ITEMS RANDOMIZED)

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY VALUE A GREAT DEAL OR FAIR AMOUNT

	Value A Great Deal	Value A Fair Amount	Value Some	Do Not Value At All	Not Sure	
Trusted, high-quality educational programs for children, such as Sesame Street.....	62	15	10	11	2	[169]
Unique shows that open up the worlds of science, history, and culture.....	58	17	15	8	2	[172]
Educational children's media content that preschool teachers rely on and improve literacy.....	60	14	12	10	4	[174]
Family-oriented programming that does not include violence or sexual content.....	59	15	13	11	2	[170]
A broad range of programs for every genre, age, and interest.....	46	20	20	11	3	[175]
Enriching shows about music, dance, theater, and art that are not available anywhere else.....	44	21	19	14	2	[173]
In-depth reporting and analysis of news and current events.....	44	19	19	16	2	[171]

13. As I mentioned earlier, PBS public television stations currently receive about fifteen percent of their funding from the federal government. If Congress voted to eliminate that funding, it could force PBS to eliminate some programming and jeopardize some PBS public television stations. If that happened, would you consider it a massive loss, a significant loss, just a modest loss, or not really a loss for (READ ITEM)? (ITEMS RANDOMIZED)

	Massive Loss	Significant Loss	Just A Modest Loss	Not Really A Loss	Not Sure	
You and your family.....	20	32	23	23	2	[176]
The country.....	24	37	23	13	3	[177]

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

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY CONCERN A GREAT DEAL OR FAIR AMOUNT

	Concern A Great Deal	Concern A Fair Amount	Concern Just Some	Concern Very Little	Not Sure	
Significantly cut back on the educational shows that help children prepare for success in school.....	56	16	11	16	1	[180]
Close your local PBS public television station.....	53	14	12	20	1	[178]
Produce fewer shows that open up the worlds of science, history, and cultures.....	45	20	16	17	2	[210]
Eliminate some of its family-oriented programming.....	39	23	17	20	1	[208]
Close public television stations in other cities besides yours.....	41	19	15	23	2	[179]
Significantly cut back on in-depth reporting and analysis of news and current events.....	38	19	17	25	1	[209]
Eliminate some shows that ensure access to the worlds of music, dance, theater, and art.....	32	21	22	24	1	[211]

15. Thinking about everything we've discussed, in order to help reduce the budget deficit, some members of Congress have proposed eliminating government funding for public broadcasting, which includes public television and public radio. Do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose eliminating government funding for public broadcasting?

	(Q.15)	Initial Preference (Q.9)	
Strongly favor.....	14	13	[212]
Somewhat favor.....	10	14	
Somewhat oppose.....	19	27	
Strongly oppose.....	54	42	
Not sure.....	3	4	
Total Favor	24	27	
Total Oppose	73	69	

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

F1a. A lot of people are unable to get out and vote for many reasons. Did you happen to vote in the elections for U.S. Congress last November?

Yes, voted.....	83	CONTINUE	[213]
No, did not vote.....	15	Skip to Q.F1c	
Not sure.....	2		

(ASK ONLY OF RESPONDENTS WHO SAY THEY VOTED IN Q.F1a)

F1b. In the election for U.S. Congress from your district, did you vote for the Democratic candidate or the Republican candidate?

Voted for the Democratic candidate.....	41	[214]
Voted for the Republican candidate.....	45	
Voted for other candidate (VOL).....	3	
Don't remember (VOL).....	3	
Not sure/refused.....	8	

F1c. And did you happen to vote in the 2008 election for president?

Yes, voted.....	91	CONTINUE	[215]
No, did not vote.....	7	Skip to Q.F2	
Not sure.....	2		

(ASK ONLY OF RESPONDENTS WHO SAY THEY VOTED IN Q.F1c)

F1d. For whom did you vote Barack Obama or John McCain?

Voted for Barack Obama.....	51	[216]
Voted for John McCain.....	45	
Voted for other candidate (VOL).....	4	
Not sure/refused.....	-	

F2. What is the last grade that you completed in school?

Grade school.....	1	[217-218]
Some high school	4	
High school graduate	27	
Some college, no degree	19	
Vocational training/2-year college	10	
4-year college/bachelor's degree	23	
Some postgraduate work, no degree	2	
2 or 3 years' postgraduate work/master's degree	10	
Doctoral/law degree	2	
Not sure/refused	2	

F3. I'm going to list some media resources, and for each one, please tell me whether that is something you have in your home. Do you have **(READ ITEM)**?

Cable television.....	63	[219]
Satellite television	30	>
Access to the Internet	78	
A digital video recorder such as TiVo or DVR.....	45	
HDTV	50	
None of these (VOL)	2	
Not sure	2	

F4. Thinking about your general approach to issues, do you consider yourself to be liberal, moderate, or conservative?

Liberal.....	20	[220]
Moderate	35	
Conservative.....	38	
Not sure.....	7	

F5. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties? Would you say that you are mostly Democratic, leaning Democratic, completely independent, leaning Republican, or mostly Republican?

Mostly Democratic.....	25	[221]
Leaning Democratic.....	12	
Completely independent	21	
Leaning Republican.....	13	
Mostly Republican	23	
Not sure.....	6	

F6. Do you consider yourself a member or supporter of the Tea Party movement, or not?

Yes, member/supporter of the Tea Party	24	[222]
No, not member/supporter of the Tea Party.....	65	
Not sure	11	

F7. Do you have any children under the age of 18 currently living in your household?

Yes, children in household	31	[223]
No, no children in household	66	
Not sure.....	3	

F8a. Have you made a donation to a public television station in the past year?

Yes, have donated in past year	21	[224]
No, have not donated in past year....	75	
Not sure.....	4	

F8b. On average, how often do you or someone in your household watch PBS—never, a few times a year, a few times a month, or a few times a week or more?

Never watch PBS.....	11	[225]
Watch PBS a few times a year	16	
Watch PBS a few times a month	21	
Watch PBS a few times a week or more.....	47	
Not sure	5	

F9. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, or would the total be more than that?

Less than \$20,000	10	[226]
Between \$20,000 and \$30,000.....	10	
Between \$30,000 and \$40,000.....	9	
Between \$40,000 and \$50,000.....	8	
Between \$50,000 and \$75,000.....	16	
Between \$75,000 and \$100,000.....	12	
More than \$100,000	17	
Not sure/refused	18	