

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 165 MEDIA BRANDS SURVEY  
FINAL QUESTIONNAIRE  
MARCH 10-16, 2025**

**Note:** The questions presented below are part of a larger survey conducted on the American Trends Panel. For all questions, the 98 ("don't know" in phone mode) and 99 (refusal in phone mode and no answer in web mode) codes are combined in the data for analytical purposes.

**PN = Programming note  
R = RESPONDENT**

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**\*CODEBOOK FOR ATP SAMPLE VARIABLES TO BE USED IN SURVEY PROGRAMMING LOGIC\***

**X\_NONINTERNET**

- 1 Non-internet user
- 2 Internet user
- 99 Refused

Note: Flag to identify internet users in PAYWALL1.

Source: Frame file F\_INTFREQ. If F\_INTFREQ=6, X\_NONINTERNET=1. If F\_INTFREQ=1-5, X\_NONINTERNET=2.

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-----**MAIN QUESTIONNAIRE BEGINS HERE**-----  
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**ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**

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**QUE: FOLNEWS**  
**ASK ALL:**

Would you say you follow the news...

[ PN: IF CATI: ] (READ LIST)

- 1 All or most of the time
  - 2 Some of the time
  - 3 Only now and then
  - 4 Hardly ever
  - 98 [ PN: IF CATI: ] (DO NOT READ) Don't know
  - 99 [ PN: IF WEB: ] Web blank / [ PN: IF CATI: ] (DO NOT READ) Refused
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**QUE: SEEKNEWS**

**ASK ALL:**

[ PN: ROTATE RESPONSE OPTIONS 1-5/5-1, HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]

How often would you say you intentionally seek out news?

[ PN: IF CATI: ] (READ LIST)

- 1 Extremely often
- 2 Often
- 3 Sometimes
- 4 Rarely
- 5 Never
- 98 [ PN: IF CATI: ] (DO NOT READ) Don't know
- 99 [ PN: IF WEB: ] Web blank / [ PN: IF CATI: ] (DO NOT READ) Refused

**BAT: WINTOPICS**

**ASK ALL:**

[ PN: RANDOMIZE ITEMS ACROSS TWO SCREENS; ROTATE RESPONSE OPTIONS 1-4/4-1, HOLDING 5 AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]

[ PN: SHOW "READ FOR FIRST ITEM" AND "READ FOR SUBSEQUENT ITEMS" ON THE FIRST SCREEN; ON THE FIRST SCREEN, BETWEEN THE QUESTION TEXT AND THE GRID, INCLUDE AN INTERVIEWER INSTRUCTION: "[**INTERVIEWER NOTE: QUESTION CONTINUES ON NEXT PAGE**]"; ONLY SHOW "READ FOR SUBSEQUENT ITEMS" ON THE SECOND SCREEN ]

[ PN: IF WEB: ] Do you think of each of the following as "news?"

[ PN: IF CATI: **READ FOR FIRST ITEM:** ] Do you think of each of the following as "news?" First, (**INSERT ITEM**). Do you think this is (**READ LIST**)?

[ PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:** ] Next, (**INSERT ITEM**). (**READ IF NECESSARY:** Do you think this is (**READ LIST**)?)

**BATTERY ITEMS:**

- a Election updates and information
- b Notable achievements about local people in your community
- c Major car accidents or motor vehicle crashes
- d Celebrities and their lives
- e A company reporting financial results
- f [ PN: IF WEB: ] Sports information (scores, trades, injuries) [ PN: IF CATI: ] Sports information such as scores, trades, and injuries
- g Information about the war in Gaza

**RESPONSE CATEGORIES:**

- 1 Definitely news
- 2 Probably news
- 3 Probably not news
- 4 Definitely not news

[ PN: INSERT A LINE OF SPACE ]

5 [ PN: IF WEB: ] Not sure [ PN: IF CATI: ] Or are you not sure?

99 [ PN: IF WEB: ] Web blank / [ PN: IF CATI: ] (**DO NOT READ**) Refused

**BAT: WINFACTOR****ASK ALL:**

[ PN: RANDOMIZE ITEMS; INCLUDE RANDOMIZATION IN DATA FILE ]

[ PN: IF WEB: ] Thinking about what does and does not count as “news,” how much of a factor is each of the following?

[ PN: IF CATI: **READ FOR FIRST ITEM:** ] Thinking about what does and does not count as “news,” how much of a factor is each of the following? First, **(INSERT ITEM)**. Is this a **(READ LIST)**?

[ PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:** ] Next, **(INSERT ITEM)**. **(READ IF NECESSARY:** Thinking about what does and does not count as “news,” how much of a factor is **(INSERT ITEM)**? Is this a **(READ LIST)?**)

**BATTERY ITEMS:**

- a Whether it is factual
- b Whether it is up to date
- c [ PN: IF WEB: ] Whether it is interesting or relevant to me personally [ PN: IF CATI: ] Whether it is interesting or relevant to you personally
- d Whether it is important to society
- e Whether it is unbiased

**RESPONSE CATEGORIES:**

- 1 Major factor in whether something is news
- 2 Minor factor in whether something is news
- 3 Not a factor in whether something is news
- 98 [ PN: IF CATI: ] **(DO NOT READ)** Don't know
- 99 [ PN: IF WEB: ] Web blank / [ PN: IF CATI: ] **(DO NOT READ)** Refused

**ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**

**QUE: WINPOL**

**ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS SEEKNEWS, HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]**

How important is it to you that your news sources share your political views?

**[ PN: IF CATI: ] (READ LIST)**

- 1 Extremely important
  - 2 Very important
  - 3 Somewhat important
  - 4 Not too important
  - 5 Not at all important
  - 98 **[ PN: IF CATI: ] (DO NOT READ)** Don't know
  - 99 **[ PN: IF WEB: ]** Web blank / **[ PN: IF CATI: ] (DO NOT READ)** Refused
- 

**BAT: WINFEELING**

**ASK ALL:**

**[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS SEEKNEWS, HOLDING 98 AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]**

**[ PN: IF WEB: ]** Thinking about the news you get, how often does it make you feel...

**[ PN: IF CATI: READ FOR FIRST ITEM: ]** Thinking about the news you get, how often does it make you feel **(INSERT ITEM)? (READ LIST)**

**[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ]** Next, how often does it make you feel **(INSERT ITEM)?**

**(READ IF NECESSARY: Thinking about the news you get, how often does it make you feel (INSERT ITEM)? (READ LIST))**

**BATTERY ITEMS:**

- a Scared
- b Confused
- c Sad
- d Angry
- e Happy
- f Hopeful
- g Informed
- h Empowered

**RESPONSE CATEGORIES:**

- 1 Extremely often
- 2 Often
- 3 Sometimes
- 4 Rarely
- 5 Never
- 98 **[ PN: IF CATI: ] (DO NOT READ)** Don't know
- 99 **[ PN: IF WEB: ]** Web blank / **[ PN: IF CATI: ] (DO NOT READ)** Refused

**ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE**

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