

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 171: Survey of Parents on Kids' Tech Use
MAY 13-26, 2025**

QUESTIONNAIRE

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

TXT

SAMPLE SOURCE FOR SURVEY PROGRAMMING LOGIC

X_PANEL

1=ATP (SSRS SampSource=7)

2=SSRS OP (SSRS SampSource=2)

 -----**MAIN QUESTIONNAIRE BEGINS HERE**-----

QUE: KIDSAGEGRP**ASK ALL:**

[PN: PROGRAM A NUMERIC TEXT BOX TO THE RIGHT OF EACH AGE RANGE; VALID RANGE FOR RESPONDENT=0-9; VALID RANGE FOR PROGRAM=0-99; NO LETTERS OR DECIMALS]

[PN: IF WEB AND BLANK, SOFT PROMPT: "Please enter a number in each box. If you would like to skip, click Next." ALLOW TO CONTINUE IF SKIP AGAIN WITHOUT A RESPONSE; IF CATI, INTERVIEWERS MUST ENTER A RESPONSE FOR EACH AGE RANGE, OR SELECT DK OR REFUSED]

[PN: IF ENTERS A NUMBER GREATER THAN 9, BUT LESS THAN 100 SOFT PROMPT: "If you have more than 9 children in this age group, please enter 9 and click Next."]

[PN: IF ENTERS A NUMBER GREATER THAN 99 HARD PROMPT: "The number you entered is too large"]

In a previous survey, you indicated that you have one or more children. Part of this survey will ask questions about your experience as a parent. Just to confirm...

How many children do you have in the following age groups?

[PN: IF WEB:] *[Enter number of children in each age category. Enter 0 if none]*

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

- 1 0 to 4 years old [PN: PROGRAM NUMERIC TEXT BOX]
- 2 5 to 12 years old [PN: PROGRAM NUMERIC TEXT BOX]
- 3 13 to 17 years old [PN: PROGRAM NUMERIC TEXT BOX]
- 4 18 years or older [PN: PROGRAM NUMERIC TEXT BOX]
- 98 [PN: IF CATI:] **(DO NOT READ)** Don't know
- 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] **(DO NOT READ)** Refused

[PN: CREATE DOV_KIDS0TO12 WHERE: DOV_KIDS0TO12 = KIDSAGEGRP_1 + KIDSAGEGRP_2

(TREAT ANY REFUSALS IN KIDSAGEGRP_1 OR KIDSAGEGRP_2 AS ZERO. DO NOT INCLUDE KIDSAGRP_3 OR KIDSAGEGRP_4 IN CALCULATION.)

PANELIST MUST HAVE AT LEAST 1 CHILD AGE 0 TO 12 (DOV_KIDS0TO12>0) TO QUALIFY FOR REMAINING QUESTIONS. IF NO CHILDREN BETWEEN THE AGES OF 0 TO 12 OR REFUSED THE QUESTION (DOV_KIDS0TO12=0), PANELIST WILL NOT BE ASKED ANY ADDITIONAL QUESTIONS.

FOR ATP (X_PANEL=1), RESPONDENT WILL STILL COUNT AS A COMPLETE FOR ADMINISTRATIVE PURPOSES, SO PROPER INCENTIVE IS AWARDED, BUT SHOULD NOT BE INCLUDED IN THE FINAL COMPLETES DATASET. THEY SHOULD ONLY BE INCLUDED IN THE SOFT LAUNCH DATA AND THE "ALL SAMPLED" DATASET. FOR DISPOSITIONS AND IN THE ALL-SAMPLED FILES, THEY SHOULD BE CONSIDERED A SURVEY SCREENOUT.

FOR OP (X_PANEL=2), RESPONDENT WILL COUNT AS A SCREENOUT AND SHOULD NOT RECEIVE A REWARD. FOR DISPOSITIONS AND IN THE ALL-SAMPLED FILES, THEY SHOULD BE CONSIDERED A SURVEY SCREENOUT.]

[PN: CREATE 4 KIDSAGEGRP_REFUSED VARIABLES, ONE FOR EACH AGE RANGE]

TXT:

[PN: IF DOV_KIDS0TO12>0, CONTINUE]

[PN: IF DOV_KIDS0TO12=0, THANK AND TERMINATE AND SHOW THE FOLLOWING SCREENOUT TEXT ON A SCREENOUT PAGE WITH THE "BACK" BUTTON DISABLED:]

- **FOR ATP (X_PANEL=1):** "Thank you! That completes this survey. The rest of the questions explore views among certain groups of people, which do not apply to you based on your responses. Even though this survey was short, you'll still receive your payment as a thank you for your time. As always, thank you for being a valued member of the American Trends Panel." **IF INCENT_PREF=1, REDIRECT TO VI LANDING PAGE AND SEND INCENTIVE EMAIL.**
- **FOR OP (X_PANEL=2):** "Sorry, you do not qualify for this survey. Thanks for trying! Your willingness to participate means a lot to us, and we'll be sure to invite you to future surveys soon. Keep an eye on your email for your next opportunity! [PN: IF WEB:] If you have any questions, feel free to reach out to our Panel Manager at jamie.miller@ssrs.com. Thanks again for being a valued panelist!" **DO NOT REDIRECT AND DO NOT SEND INCENTIVE.**

TXT:

[PN: IF RESPONDENT DID NOT REFUSE KIDSAGEGRP BUT HAS NO CHILDREN 12 OR UNDER ((KIDSAGEGRP_1_REFUSED=0 OR KIDSAGEGRP_2_REFUSED=0) AND DOV_KIDS0TO12=0), CODE AS DISPO CODE 50 (SCREENOUT)]

[PN: IF RESPONDENT REFUSED KIDSAGEGRP_1 AND KIDSAGEGRP_2 (KIDSAGEGRP_1_REFUSED=99 AND KIDSAGEGRP_2_REFUSED=99), CODE AS DISPO CODE 43 (SCREENING REFUSAL)]

OTHER QUESTIONS PREVIOUSLY RELEASED.

QUE: PARFORUM

ASK ALL:

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

How often, if ever, do you visit places online where parents talk about their experiences raising children, like on social media or online discussion forums?

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

- | | |
|----|---|
| 1 | Every day |
| 2 | A few times a week |
| 3 | A few times a month |
| 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 |

TXT:

[PN: DISPLAY FORUMINF, FORUMCONF, AND FORUMCONN ON SAME PAGE; RANDOMIZE ORDER OF QUESTIONS; INCLUDE RANDOMIZATION IN DATA FILE]

TXT:**DISPLAY IF VISITS PARENTING SITES (PARFORUM =1-4):**

Thinking about the places you visit online where other parents talk about raising children, how much do they make you feel each of the following?

QUE: FORUMINF**ASK IF VISIT PARENTING SITES (PARFORUM=1-4):**

[PN: ROTATE RESPONSE OPTIONS 1-4/4-1, HOLDING 5, 98 AND 99 LAST, IN SAME ORDER AS FORUMCONF AND FORUMCONN; INCLUDE ROTATION IN DATA FILE]

[PN: IF WEB:] Informed about being a parent

[PN: IF CATI:] (First/Next), Informed about being a parent

[PN: IF CATI:] **(RE-READ QUESTION STEM IF NECESSARY:** Thinking about the places you visit online where other parents talk about raising children, how much do they make you feel informed about being a parent?)

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

- 1 A lot more informed
- 2 A little more informed
- 3 A little less informed
- 4 A lot less informed
- 5 Doesn't have much impact
- 98 [PN: IF CATI:] **(DO NOT READ)** Don't know
- 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] **(DO NOT READ)** Refused

QUE: FORUMCONF**ASK IF VISIT PARENTING SITES (PARFORUM=1-4):**

[PN: ROTATE RESPONSE OPTIONS 1-4/4-1, HOLDING 5, 98 AND 99 LAST, IN SAME ORDER AS FORUMINF AND FORUMCONN; INCLUDE ROTATION IN DATA FILE]

[PN: IF WEB:] Overwhelmed by all the things you need to know

[PN: IF CATI:] (First/Next), Overwhelmed by all the things you need to know

[PN: IF CATI:] **(RE-READ QUESTION STEM IF NECESSARY:** Thinking about the places you visit online where other parents talk about raising children, how much do they make you feel overwhelmed by all the things you need to know?)

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

- 1 A lot more overwhelmed
- 2 A little more overwhelmed
- 3 A little less overwhelmed
- 4 A lot less overwhelmed
- 5 Doesn't have much impact
- 98 [PN: IF CATI:] **(DO NOT READ)** Don't know
- 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] **(DO NOT READ)** Refused

QUE: FORUMCONN**ASK IF VISIT PARENTING SITES (PARFORUM=1-4):**

[PN: ROTATE RESPONSE OPTIONS 1-4/4-1, HOLDING 5, 98 AND 99 LAST, IN SAME ORDER AS FORUMINF AND FORUMCONF; INCLUDE ROTATION IN DATA FILE]

[PN: IF WEB:] Connected to other parents

[PN: IF CATI:] First/Next), Connected to other parents

[PN: IF CATI:] **(RE-READ QUESTION STEM IF NECESSARY:** Thinking about the places you visit online where other parents talk about raising children, how much do they make you feel connected to other parents?)

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

- 1 A lot more connected
- 2 A little more connected
- 3 A little less connected
- 4 A lot less connected
- 5 Doesn't have much impact
- 98 [PN: IF CATI:] **(DO NOT READ)** Don't know
- 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] **(DO NOT READ)** Refused

QUE: PARPOST**ASK IF VISITS PARENTING SITES (PARFORUM=1-4):**

Do you ever post or comment online about your own parenting experiences?

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

- 1 Yes, often
- 2 Yes, occasionally
- 3 No
- 98 [PN: IF CATI:] **(DO NOT READ)** Don't know
- 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] **(DO NOT READ)** Refused