

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 168 MULTI-TOPIC SURVEY  
FINAL QUESTIONNAIRE  
APRIL 14 – 20, 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**

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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

**BAT: NEWSEXP****ASK ALL:**

**[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 BASED ON ROTATION\_GEN; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]**

**[ PN: IF WEB: ]** For the next few questions, we'd like you to consider people you get news from who are not your family or friends.

**[ PN: IF WEB: ]** How important is it that the people you get news from...

**[ PN: IF CATI: READ FOR FIRST ITEM: ]** For the next few questions, we'd like you to consider people you get news from who are not your family or friends. How important is it that the people you get news from **(INSERT ITEM)? (READ LIST)**

**[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ]** Next, **(INSERT ITEM)**. **(READ AS NECESSARY: How important is it that the people you get news from (INSERT ITEM)? (READ LIST IF NECESSARY))**

**BATTERY ITEMS:**

EMPL Are employed by a news organization

DEG Have a college or university degree in journalism

KNOW Have deep knowledge of the topics they cover

**RESPONSE CATEGORIES:**

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: NEWSTRAITS**

{new}

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

**[ PN: IF WEB: ]** Is it important that the people you get news from display each of these personal traits in their work?

**[ PN: IF CATI: READ FOR FIRST ITEM: ]** Is it important that the people you get news from display each of these personal traits in their work? First, **(INSERT ITEM)**. **(READ LIST)**

**[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ]** Next, **(INSERT ITEM)**.  
**(READ AS NECESSARY: Is it important that the people you get news from display (INSERT ITEM) in their work? (READ LIST))**

**BATTERY ITEMS:**

KIND Kindness

HUM Humor

AUTH **[ PN: IF WEB: ]** Authenticity (being their true selves) **[ PN: IF CATI: ]** Authenticity, that is, being their true selves

HON Honesty

CHAR Charisma **[ PN: IF CATI: (PRONO: kuh-riz-muh) ]**

INTEL Intelligence

POP Popularity

**RESPONSE CATEGORIES:**

1 Yes, it's important

2 No, it's not important

**[ PN: INSERT LINE OF SPACE ]**3 **[ 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: NEWSFUNCTIONS****ASK ALL:**

[ PN: RANDOMIZE ITEMS; SHOW ITEMS ACROSS TWO SCREENS WITH 4 ITEMS ON EACH SCREEN; ROTATE RESPONSE OPTIONS 1-5/5-1; 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 the people you get news from should do each of the following in their daily work?

[ **PN: IF CATI: **READ FOR FIRST ITEM:**** ] Do you think the people you get news from should do each of the following in their daily work? First, (**INSERT ITEM**). (**READ LIST**)

[ **PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:**** ] Next, (**INSERT ITEM**). (**READ AS NECESSARY:** Do you think the people you get news from should do this in their daily work? (**READ LIST IF NECESSARY**))

**BATTERY ITEMS:**

ACC Report the news accurately  
 POWER Keep an eye on powerful people  
 VOICE Give a voice to people who are often underrepresented in the news  
 ADV Advocate for the communities they cover  
 FALSE Correct false or misleading information from public figures  
 OPIN Express their personal opinion about current events  
 INFO Provide the information you need to make decisions  
 AUD Seek out audience input and ideas

**RESPONSE CATEGORIES:**

1 Definitely should do this  
 2 Probably should do this  
 3 No opinion either way  
 4 Probably should not do this  
 5 Definitely should not do this  
 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: CONF\_b**

**ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-4/4-1 HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]**

How much confidence, if any, do you have in journalists to act in the best interests of the public?

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

- 1 A great deal of confidence
  - 2 A fair amount of confidence
  - 3 Not too much confidence
  - 4 No confidence at all
  - 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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**BAT: ISJOURMED**

**ASK ALL:**

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

**[ PN: IF WEB: ]** Would you consider each of the following to be a journalist? Someone who...

**[ PN: IF CATI: READ FOR FIRST ITEM: ]** Would you consider each of the following to be a journalist? First, someone who **(INSERT ITEM)**. **(READ LIST)**

**[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ]** Next, someone who **(INSERT ITEM)**. **(READ AS NECESSARY: Would you consider someone who (INSERT ITEM) to be a journalist? (READ LIST))**

**BATTERY ITEMS:**

- PAP Writes for a newspaper or news website
- TV Reports on or hosts a TV news show
- RAP Reports on or hosts a radio news show
- POD Reports on or hosts a news podcast
- LET Writes their own newsletter about news
- SM Makes their own videos or posts about news on social media

**RESPONSE CATEGORIES:**

- 1 Yes
- 2 No
- [ PN: INSERT LINE OF SPACE ]**
- 3 **[ 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: ISJOURCONT****ASK ALL:**

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

[ PN: IF WEB: ] Would you consider each of the following to be a journalist? Someone who primarily...

[ PN: IF CATI: **READ FOR FIRST ITEM:** ] Would you consider each of the following to be a journalist? First, someone who primarily **(INSERT ITEM)**. **(READ LIST)**

[ PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:** ] Next, someone who primarily **(INSERT ITEM)**.

**(READ AS NECESSARY:** Would you consider someone who primarily **(INSERT ITEM)** to be a journalist? **(READ LIST)**)

**BATTERY ITEMS:**

NEW Conducts their own reporting on current events  
 OPIN Offers opinions or commentary on current events  
 AGG Compiles and shares other people's reporting on current events

**RESPONSE CATEGORIES:**

1 Yes  
 2 No

[ PN: INSERT LINE OF SPACE ]

3 [ 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

**QUE: NEWSJOUR****ASK ALL:**

[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 4, AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]

As far as you know, does your news mostly come from...

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

1 People you think are journalists  
 2 People you do not think are journalists  
 3 Roughly an even split

[ PN: INSERT LINE OF SPACE ]

4 [ 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

**QUE: NEWSJOURPREF****ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]**

Which of the following comes closer to your view, even if neither is exactly right?

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

- 1 **[ PN: IF WEB: ]** I prefer to get news from people I think are journalists **[ PN: IF CATI: ]** You prefer to get news from people you think are journalists
- 2 **[ PN: IF WEB: ]** I prefer to get news from people I do not think are journalists **[ PN: IF CATI: ]** You prefer to get news from people you do not think are journalists
- [ PN: INSERT LINE OF SPACE ]**
- 3 **[ PN: IF WEB: ]** I don't have a preference **[ PN: IF CATI: ]** Or do you not have a preference?
- 98 **[ PN: IF CATI: ] (DO NOT READ)** Don't know
- 99 **[ PN: IF WEB: ]** Web blank / **[ PN: IF CATI: ] (DO NOT READ)** Refused

**QUE: JOURTRAINING****ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]**

Which of the following comes closer to your view, even if neither is exactly right?

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

- 1 People should have to go through formal training to be a journalist
- 2 People should not have to go through formal training to be a journalist
- [ PN: INSERT LINE OF SPACE ]**
- 3 **[ 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

**QUE: JOURSOCIETY****ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-5/5-1 BASED ON ROTATION\_GEN; INCLUDE ROTATION IN DATA FILE ]**

Overall, how important do you think journalists are to the well-being of society?

**[ 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

**QUE: JOURINFL****ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]**

Do you think journalists in general are...

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

- 1 Gaining influence in society
- 2 Losing influence in society
- 3 Neither gaining nor losing influence in society
- 98 **[ PN: IF CATI: ] (DO NOT READ)** Don't know
- 99 **[ PN: IF WEB: ]** Web blank / **[ PN: IF CATI: ] (DO NOT READ)** Refused

**BAT: JOURCHAR****ASK ALL:**

**[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 98 AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]**

**[ PN: IF WEB: ]** In general, how would you say each of the following describes most journalists?

**[ PN: IF CATI: READ FOR FIRST ITEM: ]** In general, how would you say each of the following describes most journalists? First, **(INSERT ITEM)**. **(READ LIST)**

**[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ]** Next, **(INSERT ITEM)**. **(READ AS NECESSARY: In general, would you say this describes most journalists well or does not describe most journalists well?)**

**BATTERY ITEMS:**

- INT Intelligent
- REL Relatable
- DISH Dishonest
- ELITE Elitist
- BIAS Biased
- WELL Well-intentioned

**RESPONSE CATEGORIES:**

- 1 Describes most journalists well
- 2 Does not describe most journalists well
- 98 **[ PN: IF CATI: ] (DO NOT READ)** Don't know
- 99 **[ PN: IF WEB: ]** Web blank / **[ PN: IF CATI: ] (DO NOT READ)** Refused



**QUE: JOURSEPARATE****ASK ALL:**

[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]

Which of the following comes closer to your view, even if neither is exactly right?

[ PN: IF CATI: ] (READ LIST)

- 1 Journalists are largely able to separate their personal views from what they report on
- 2 Journalists are often unable to separate their personal views from what they report on
- 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: RANDOMIZE ORDER OF JOURREPORT AND JOURSOCIAL; INCLUDE RANDOMIZATION IN DATA FILE ]

**BAT: JOURREPORT****ASK ALL:**

[ PN: RANDOMIZE ITEMS IN SAME ORDER AS JOURSOCIAL; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS JOURSOCIAL; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]

[ PN: IF WEB: ] When journalists report on an issue or event, how acceptable is it for them to do each of the following?

[ PN: IF CATI: READ FOR FIRST ITEM: ] When journalists report on an issue or event, how acceptable is it for them to do each of the following? First, (INSERT ITEM). (READ LIST)

[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ] Next, (INSERT ITEM).  
(READ AS NECESSARY: When journalists report on an issue or event, how acceptable is it for them to (INSERT ITEM)? (READ LIST IF NECESSARY))

**BATTERY ITEMS:**

- VIEW Express their political views
- ADV Advocate for the communities they cover
- REL Express their religious beliefs

**RESPONSE CATEGORIES:**

- 1 Always acceptable
- 2 Usually acceptable
- 3 Sometimes acceptable
- 4 Rarely acceptable
- 5 Never acceptable
- 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: RANDOMIZE ORDER OF JOURREPORT AND JOURSOCIAL; INCLUDE RANDOMIZATION IN DATA FILE ]

**BAT: JOURSOCIAL****ASK ALL:**

[ PN: RANDOMIZE ITEMS IN SAME ORDER AS JOURREPORT; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS JOURREPORT; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]

[ PN: IF WEB: ] When journalists post publicly on social media, how acceptable is it for them to do each of the following?

[ PN: IF CATI: **READ FOR FIRST ITEM:** ] When journalists post publicly on social media, how acceptable is it for them to do each of the following? First, **(INSERT ITEM)**. **(READ LIST)**

[ PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:** ] Next, **(INSERT ITEM)**. **(READ AS NECESSARY:** When journalists post publicly on social media, how acceptable is it for them to **(INSERT ITEM)**? **(READ LIST IF NECESSARY))**

**BATTERY ITEMS:**

VIEW Express their political views  
 ADV Advocate for the communities they cover  
 REL Express their religious beliefs

**RESPONSE CATEGORIES:**

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

**QUE: JOURALLSIDES****ASK ALL:**

[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]

Which of the following comes closest to your view, even if neither is exactly right? When journalists report on an issue or event...

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

- 1 All sides of a story always deserve equal coverage
- 2 All sides of a story do not always deserve equal coverage
- 98 [ PN: IF CATI: ] **(DO NOT READ)** Don't know
- 99 [ PN: IF WEB: ] Web blank / [ PN: IF CATI: ] **(DO NOT READ)** Refused

**QUE: JOURFALSE****ASK ALL:**

**[ PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE ]**

If a public figure says something that is false or inaccurate, do you think journalists should generally...

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

- 1 Report on it without clarifying that it is false or inaccurate
- 2 Report on it, clarifying that it is false or inaccurate
- 3 Not report on it
- 98 **[ PN: IF CATI: ] (DO NOT READ)** Don't know
- 99 **[ PN: IF WEB: ]** Web blank / **[ PN: IF CATI: ] (DO NOT READ)** Refused

**BAT: JOURTRANSP****ASK ALL:**

**[ PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 BASED ON ROTATION\_GEN; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE ]**

**[ PN: IF WEB: ]** How important do you think it is for journalists to share each of the following with their audiences?

**[ PN: IF CATI: READ FOR FIRST ITEM: ]** How important do you think it is for journalists to share each of the following with their audiences? First, **(INSERT ITEM)**. **(READ LIST)**

**[ PN: IF CATI: READ FOR SUBSEQUENT ITEMS: ]** Next, **(INSERT ITEM)**.  
**(READ AS NECESSARY: How important do you think it is for journalists to share this with their audiences? (READ LIST IF NECESSARY))**

**BATTERY ITEMS:**

- SOURCE How they find and choose who to include in their stories
- POL Whether they support a political party or cause
- MIST How they handle mistakes in their work

**RESPONSE CATEGORIES:**

- 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