

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 168 APRIL 2025
FINAL TOPLINE
APRIL 14-20, 2025
TOTAL N=9,397**

Note: All numbers are percentages unless otherwise noted. Percentages less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer. In cases where "not sure" was offered as an explicit option to web and telephone respondents, the "no answer" category includes only web skips and telephone refusals.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

American Trends Panel surveys conducted between October 2016 and June 2024 were conducted fully online (with tablets and data plans provided to adults without home internet). American Trends Panel surveys conducted prior to October 2016 were conducted primarily online, with some respondents completing by mail. For additional details, visit the methodology.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
U.S. adults	9,397	+/- 1.3 percentage points

FOLNEWS**ASK ALL:**

Would you say you follow the news...

	<u>All or most of the time</u>	<u>Some of the time</u>	<u>Only now and then</u>	<u>Hardly ever</u>	<u>No answer</u>
Apr 14-20, 2025	39	38	15	7	1
Mar 10-16, 2025	39	38	17	6	*
Jul 15-Aug 4, 2024	38	39	16	6	1
Jul 18-Aug 21, 2022	38	33	19	9	*
Jul 26-Aug 8, 2021	37	37	17	9	*
Aug 3-16, 2020	45	35	13	7	*
Aug 7-Sept 29, 2019	46	33	14	7	*
Aug 20-Oct 28, 2018	52	28	13	6	*
Feb 28-Mar 12, 2017	49	32	13	6	*
Oct 5, 2015-Mar 31, 2016	51	31	12	5	*

NEWSEXP**ASK ALL:**

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1]

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...

		<u>Extremely important</u>	<u>Very important</u>	<u>Somewhat important</u>	<u>Not too important</u>	<u>Not at all important</u>	<u>No answer</u>
EMPL	Are employed by a news organization						
	Apr 14-20, 2025	10	20	31	20	17	1
DEG	Have a college or university degree in journalism						
	Apr 14-20, 2025	8	17	29	25	20	1
KNOW	Have deep knowledge of the topics they cover						
	Apr 14-20, 2025	31	39	22	4	3	1

NEWSTRAITS**ASK ALL:****[PN: RANDOMIZE ITEMS]**

Is it important that the people you get news from display each of these personal traits in their work?

		<u>Yes, it's important</u>	<u>No, it's not important</u>	<u>Not sure</u>	<u>No answer</u>
KIND	Kindness Apr 14-20, 2025	66	23	10	1
HUM	Humor Apr 14-20, 2025	35	52	13	*
AUTH	Authenticity (being their true selves) Apr 14-20, 2025	82	10	8	*
HON	Honesty Apr 14-20, 2025	93	3	4	*
CHAR	Charisma Apr 14-20, 2025	33	51	15	1
INTEL	Intelligence Apr 14-20, 2025	89	5	5	*
POP	Popularity Apr 14-20, 2025	11	78	11	1

NEWSFUNCTIONS**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-5/5-1]**

Do you think the people you get news from should do each of the following in their daily work?

		Definitely should <u>do this</u>	Probably should <u>do this</u>	No opinion either <u>way</u>	Probably should <u>not</u> do <u>this</u>	Definitely should <u>not</u> do <u>this</u>	No <u>answer</u>
ACC	Report the news accurately Apr 14-20, 2025	84	8	6	1	1	1
POWER	Keep an eye on powerful people Apr 14-20, 2025	41	31	22	3	2	1
VOICE	Give voice to people who are often underrepresented in the news Apr 14-20, 2025	34	35	22	5	3	1
ADV	Advocate for the communities they cover Apr 14-20, 2025	32	31	26	7	3	1
FALSE	Correct false or misleading information from public figure Apr 14-20, 2025	64	20	9	3	3	1
OPIN	Express their personal opinion about current events Apr 14-20, 2025	8	14	28	27	22	1
INFO	Provide the information you need to make decisions Apr 14-20, 2025	51	29	15	2	1	1
AUD	Seek out audience input and ideas Apr 14-20, 2025	19	33	32	10	4	1

CONF_b**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-4/4-1]**

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

Apr 14-20, <u>2025</u>		Oct 21- 27, <u>2024</u>	Sep 25- Oct 1, <u>2023</u>	Sep 13- 18, <u>2022</u>	Nov 18- 29, <u>2020</u>	Apr 20- 26, <u>2020</u>
5	A great deal of confidence	7	6	6	9	9
39	A fair amount of confidence	38	36	38	37	39
40	Not too much confidence	37	37	36	31	33
14	No confidence at all	19	21	19	23	19
1	No answer	*	*	*	*	*

ISJOURMED**ASK ALL:****[PN: RANDOMIZE ITEMS]**

Would you consider each of the following to be a journalist? Someone who...

		<u>Yes</u>	<u>No</u>	<u>Not sure</u>	<u>No answer</u>
PAP	Writes for a newspaper or news website Apr 14-20, 2025	79	8	13	*
TV	Reports on or hosts a TV news show Apr 14-20, 2025	65	18	17	*
RAP	Reports on or hosts a radio news show Apr 14-20, 2025	59	20	21	1
POD	Reports on or hosts a news podcast Apr 14-20, 2025	46	28	26	*
LET	Writes their own newsletter about news Apr 14-20, 2025	40	34	25	1
SM	Makes their own videos or posts about news on social media Apr 14-20, 2025	26	50	23	*

ISJOURCONT**ASK ALL:****[PN: RANDOMIZE ITEMS]**Would you consider each of the following to be a journalist? Someone who primarily...

		<u>Yes</u>	<u>No</u>	<u>Not sure</u>	<u>No answer</u>
NEW	Conducts <u>their own reporting</u> on current events Apr 14-20, 2025	59	22	19	1
OPIN	Offers opinions or commentary on current events Apr 14-20, 2025	28	51	21	1
AGG	Compiles and shares <u>other people's reporting</u> on current events Apr 14-20, 2025	36	40	23	1

NEWSJOUR**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

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

Apr 14-20,
2025

46	People you think are journalists
8	People you do <u>not</u> think are journalists
32	Roughly an even split
14	Not sure
*	No answer

NEWSJOURPREF**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

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

Apr 14-20,

2025

- | | |
|----|--|
| 59 | I prefer to get news from people I think are journalists |
| 7 | I prefer to get news from people I do <u>not</u> think are journalists |
| 32 | I don't have a preference |
| 1 | No answer |

JOURTRAINING**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

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

Apr 14-20,

2025

- | | |
|----|--|
| 60 | People should have to go through formal training to be a journalist |
| 20 | People should <u>not</u> have to go through formal training to be a journalist |
| 19 | Not sure |
| 1 | No answer |

JOURSOCIETY**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS NEWSEXP]**

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

Apr 14-20,

2025

- | | |
|----|----------------------|
| 25 | Extremely important |
| 34 | Very important |
| 31 | Somewhat important |
| 7 | Not too important |
| 3 | Not at all important |
| 1 | No answer |

JOURINFL**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

Do you think journalists in general are...

Apr 14-20,
2025

15	Gaining influence in society
49	Losing influence in society
36	Neither gaining nor losing influence in society
1	No answer

JOURCHAR**ASK ALL:****[PN: RANDOMIZE ITEM; ROTATE RESPONSE OPTIONS 1-2/2-1]**

In general, how would you say each of the following describes most journalists?

		Describes most <u>journalists well</u>	Does not describe most <u>journalists well</u>	No <u>answer</u>
INT	Intelligent Apr 14-20, 2025	63	34	3
REL	Relatable Apr 14-20, 2025	47	49	4
DISH	Dishonest Apr 14-20, 2025	34	63	3
ELITE	Elitist Apr 14-20, 2025	39	55	6
BIAS	Biased Apr 14-20, 2025	58	39	3
WELL	Well-intentioned Apr 14-20, 2025	58	39	3

JOURSEPARATE**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

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

Apr 14-20,
2025

43	Journalists are largely able to separate their personal views from what they report on
56	Journalists are often unable to separate their personal views from what they report on
2	No answer

[PN: RANDOMIZE ORDER OF JOURREPORT AND JOURSOCIAL]

JOURREPORT**ASK ALL:**

[PN: RANDOMIZE ITEMS IN SAME ORDER AS JOURSOCIAL; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS JOURSOCIAL]

When journalists report on an issue or event, how acceptable is it for them to do each of the following?

		<u>Always acceptable</u>	<u>Usually acceptable</u>	<u>Sometimes acceptable</u>	<u>Rarely acceptable</u>	<u>Never acceptable</u>	<u>No answer</u>
VIEW	Express their political views Apr 14-20, 2025	4	9	30	26	30	1
ADV	Advocate for the communities they cover Apr 14-20, 2025	23	28	34	8	6	1
REL	Express their religious beliefs Apr 14-20, 2025	5	8	29	26	31	1

JOURSOCIAL**ASK ALL:**

[PN: RANDOMIZE ITEMS IN SAME ORDER AS JOURREPORT; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS JOURREPORT]

When journalists post publicly on social media, how acceptable is it for them to do each of the following?

		<u>Always acceptable</u>	<u>Usually acceptable</u>	<u>Sometimes acceptable</u>	<u>Rarely acceptable</u>	<u>Never acceptable</u>	<u>No answer</u>
VIEW	Express their political views Apr 14-20, 2025	8	15	35	20	22	1
ADV	Advocate for the communities they cover Apr 14-20, 2025	26	30	33	6	5	1
REL	Express their religious beliefs Apr 14-20, 2025	8	15	34	20	22	1

JOURALLSIDES**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

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

Apr 14-20,

2025

75	All sides of a story always deserve equal coverage
24	All sides of a story do <u>not</u> always deserve equal coverage
1	No answer

JOURFALSE**ASK ALL:****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1]**

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

Apr 14-20,

2025

7	Report on it without clarifying that it is false or inaccurate
82	Report on it, clarifying that it is false or inaccurate
9	Not report on it
1	No answer

JOURTRANSP**ASK ALL:****[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS NEWSEXP]**

How important do you think it is for journalists to share each of the following with their audiences?

		Extremely <u>important</u>	Very <u>important</u>	Somewhat <u>important</u>	Not too <u>important</u>	Not at all <u>important</u>	No <u>answer</u>
SOURCE	How they find and choose who to include in their stories						
	Apr 14-20, 2025	18	31	35	10	5	1
POL	Whether they support a political party or cause						
	Apr 14-20, 2025	11	14	26	21	25	1
MIST	How they handle mistakes in their work						
	Apr 14-20, 2025	32	34	23	6	4	1