

**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

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.

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

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

TXT:

DISPLAY TO ALL:

On another topic...

QUE: SOURCEHEARD

ASK ALL:

[PN: ITEMS ARE DISPLAYED IN A 3X5 GRID (3 ROWS OF 5 ITEMS EACH) ON DESKTOP. ITEMS SHOULD BE A CLICKABLE IMAGE WHERE RESPONDENTS CAN CLICK ANYWHERE WITHIN THE FIELD FOR THE ITEM TO BE SELECTED. AFTER SELECTING THE ITEM, A BLUE HIGHLIGHT SHOULD BORDER THE IMAGE; ALL TEXT OF THE SOURCE NAMES UNDER THE LOGOS SHOULD BE THE SAME FONT AND SAME SIZE FOR ALL QUESTIONS IN THIS SERIES (SOURCEHEARD-SOURCEUSE2); FIELD SHOULD BE BIG ENOUGH SO FONT AND LOGO ARE EASILY READ BOTH ON DESKTOP AND MOBILE. IF NAME IS TOO LONG, WRAP ONTO SECOND LINE. IMAGES OF THE LOGOS SHOULD ROUGHLY ALL BE THE SAME SIZE. SIZE OF THE FIELD SHOULD BE THE SAME FOR EACH SOURCE.]

[PN: ACCEPT MULTIPLE RESPONSES. CODES 98 AND 99 ARE EXCLUSIVE]

[PN: RANDOMIZE ORDER OF SCREEN 1 AND SCREEN 2; RANDOMIZE ITEMS WITHIN EACH SCREEN; INCLUDE RANDOMIZATIONS 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:**] Please click or tap on all of the sources that you have heard of, regardless of whether you use them or not.

[**PN: IF WEB:**] *Select all that apply. If you are unsure, please do not click it.*

[**PN: IF CATI: **READ FOR FIRST ITEM:****] Have you heard of each of the following sources, regardless of whether you use them or not? First, have you heard of (**INSERT ITEM**)?

[**PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:****] Next, have you heard of (**INSERT ITEM**)?

[**PN: IF CATI:**] [**INTERVIEWER: FOR EACH ITEM, IF R SAYS YES THEY HAVE HEARD OF THE SOURCE, CLICK ON THE IMAGE OF THE SOURCE. IF R SAYS NO THEY HAVE NOT HEARD OF THE SOURCE, DO NOT MAKE ANY SELECTIONS. IF R SAYS THEY ARE UNSURE, DO NOT MAKE ANY SELECTIONS. ONLY SELECT THE DON'T KNOW OPTION IF R SAID THEY DON'T KNOW FOR ALL ITEMS. ONLY SELECT THE REFUSED OPTION IF R SAID THEY REFUSED FOR ALL ITEMS.**]

SCREEN 1:

NPR NPR

98 [**PN: IF CATI:**] (**DO NOT READ**) Don't know

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

SCREEN 2:

PBS PBS

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: SOURCETRUST2

ASK IF SELECTED ANY SOURCES IN SOURCEHEARD (SOURCEHEARD NE 98 OR 99):

[PN: ACCEPT MULTIPLE RESPONSES. CODES 98 AND 99 ARE EXCLUSIVE]

[PN: SHOW ALL SOURCES SELECTED IN SOURCEHEARD; RANDOMIZE ITEMS IN SAME ORDER AS SOURCEHEARD, MOVING ITEMS FROM SCREEN 2 TO SCREEN 1 AS SPACE PERMITS, UP TO A MAX OF 15 ITEMS ON SCREEN 1; IF 15 OR FEWER ITEMS WERE SELECTED IN SOURCEHEARD, SHOW ALL ITEMS ON ONE SCREEN; IF MORE THAN 15 ITEMS WERE SELECTED IN SOURCEHEARD, SPLIT SELECTED ITEMS EQUALLY OVER TWO SCREENS; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: SHOW "READ FOR FIRST ITEM" AND "READ FOR SUBSEQUENT ITEMS" ON THE FIRST SCREEN; IF SOURCETRUST2 WILL GO ONTO A SECOND 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:] Of the sources you have heard of, click or tap on all that you generally trust as sources of news.

[PN: IF WEB:] *Select all that apply. If you are unsure, please do not click it.*

[PN: IF CATI: **READ FOR FIRST ITEM:**] Of the sources you have heard of, which do you generally trust as sources of news? First, do you trust (INSERT ITEM)?

[PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:**] Next, do you trust (INSERT ITEM)?

[PN: IF CATI:] [INTERVIEWER: FOR EACH ITEM, IF R SAYS YES THEY TRUST THE SOURCE, CLICK ON THE IMAGE OF THE SOURCE. IF R SAYS NO THEY DO NOT TRUST THE SOURCE, DO NOT MAKE ANY SELECTIONS. IF R SAYS THEY ARE UNSURE, DO NOT MAKE ANY SELECTIONS. ONLY SELECT THE DON'T KNOW OPTION IF R SAID THEY DON'T KNOW FOR ALL ITEMS. ONLY SELECT THE REFUSED OPTION IF R SAID THEY REFUSED FOR ALL ITEMS.]

NPR ASK IF HEARD OF NPR (SOURCEHEARD_NPR=1): NPR

PBS ASK IF HEARD OF PBS (SOURCEHEARD_PBS=1): PBS

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: SOURCEDISTRUST2

ASK IF SELECTED ANY SOURCES IN SOURCEHEARD AND DON'T TRUST AT LEAST ONE SOURCE ((SOURCEHEARD NE 98 OR 99) AND (SOURCETRUST2=0 FOR ONE OR MORE ITEMS)):

[PN: ACCEPT MULTIPLE RESPONSES. CODES 98 AND 99 ARE EXCLUSIVE]

[PN: SHOW ALL SOURCES SELECTED IN SOURCEHEARD & NOT SELECTED IN SOURCETRUST2. RANDOMIZE ITEMS IN SAME ORDER AS SOURCEHEARD, MOVING ITEMS FROM SCREEN 2 TO SCREEN 1 AS SPACE PERMITS, UP TO A MAX OF 15 ITEMS ON SCREEN 1; IF 15 OR FEWER ITEMS WERE SELECTED IN SOURCEHEARD AND NOT SELECTED IN SOURCETRUST, SHOW ALL ITEMS ON ONE SCREEN; IF MORE THAN 15 ITEMS WERE SELECTED IN SOURCEHEARD AND NOT SELECTED IN SOURCETRUST, SPLIT SELECTED ITEMS EQUALLY OVER TWO SCREENS; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: SHOW "READ FOR FIRST ITEM" AND "READ FOR SUBSEQUENT ITEMS" ON THE FIRST SCREEN; IF SOURCETRUST2 WILL GO ONTO A SECOND 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:] Now, click or tap on all that you generally distrust as sources of news.

[PN: IF WEB:] *Select all that apply. If you are unsure, please do not click it.*

[PN: IF CATI: **READ FOR FIRST ITEM:**] Of the sources you have heard of, which do you generally distrust as sources of news? First, do you distrust (INSERT ITEM)?

[PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:**] Next, do you distrust (INSERT ITEM)?

[PN: IF CATI:] [INTERVIEWER: FOR EACH ITEM, IF R SAYS YES THEY DISTRUST THE SOURCE, CLICK ON THE IMAGE OF THE SOURCE. IF R SAYS NO THEY DO NOT DISTRUST THE SOURCE, DO NOT MAKE ANY SELECTIONS. IF R SAYS THEY ARE UNSURE, DO NOT MAKE ANY SELECTIONS. ONLY SELECT THE DON'T KNOW OPTION IF R SAID THEY DON'T KNOW FOR ALL ITEMS. ONLY SELECT THE REFUSED OPTION IF R SAID THEY REFUSED FOR ALL ITEMS.]

NPR ASK IF HEARD OF & DON'T TRUST NPR (SOURCEHEARD_NPR=1 & SOURCETRUST2_NPR NE 1): NPR

PBS ASK IF HEARD OF & DON'T TRUST PBS (SOURCEHEARD_PBS=1 & SOURCETRUST2_PBS NE 1): PBS

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: SOURCEUSE2

ASK IF SELECTED ANY SOURCES IN SOURCEHEARD (SOURCEHEARD NE 98 OR 99):

[PN: ACCEPT MULTIPLE RESPONSES. CODES 98 AND 99 ARE EXCLUSIVE]

[PN: SHOW ALL SOURCES SELECTED IN SOURCEHEARD. RANDOMIZE ITEMS IN SAME ORDER AS SOURCEHEARD, MOVING ITEMS FROM SCREEN 2 TO SCREEN 1 AS SPACE PERMITS, UP TO A MAX OF 15 ITEMS ON SCREEN 1; IF 15 OR FEWER ITEMS WERE SELECTED IN SOURCEHEARD, SHOW ALL ITEMS ON ONE SCREEN; IF MORE THAN 15 ITEMS WERE SELECTED IN SOURCEHEARD, SPLIT SELECTED ITEMS EQUALLY OVER TWO SCREENS; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: SHOW "READ FOR FIRST ITEM" AND "READ FOR SUBSEQUENT ITEMS" ON THE FIRST SCREEN; IF SOURCETRUST2 WILL GO ONTO A SECOND 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:] Please click or tap on all of the sources that you regularly get news from (regardless of whether you access them digitally or not).

[PN: IF WEB:] *Select all that apply. If you are unsure, please do not click it.*

[PN: IF CATI: **READ FOR FIRST ITEM:**] Of the sources you have heard of, which do you regularly get news from? This is regardless of whether you access them digitally or not. First, do you regularly get news from (INSERT ITEM)?

[PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:**] Next, do you regularly get news from (INSERT ITEM)?

[PN: IF CATI:] **[INTERVIEWER: FOR EACH ITEM, IF R SAYS YES THEY REGULARLY GET NEWS FROM THE SOURCE, CLICK ON THE IMAGE OF THE SOURCE. IF R SAYS NO THEY DO NOT REGULARLY GET NEWS FROM THE SOURCE, DO NOT MAKE ANY SELECTIONS. IF R SAYS THEY ARE UNSURE, DO NOT MAKE ANY SELECTIONS. ONLY SELECT THE DON'T KNOW OPTION IF R SAID THEY DON'T KNOW FOR ALL ITEMS. ONLY SELECT THE REFUSED OPTION IF R SAID THEY REFUSED FOR ALL ITEMS.]**

NPR **ASK IF HEARD OF NPR (SOURCEHEARD_NPR=1):** NPR
PBS **ASK IF HEARD OF PBS (SOURCEHEARD_PBS=1):** PBS
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

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE

QUE: FUNDNPRPBS

ASK ALL:

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

As you may know, a bill has been introduced in Congress that would stop federal government funding for public media organizations like NPR and PBS.

From what you've seen and heard, do you think...

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

- 1 Congress should remove federal government funding from NPR and PBS
- 2 NPR and PBS should continue to receive funding from the federal government

[PN: INSERT A 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
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ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE