

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 160 JANUARY 2025
SOCIAL AND DEMOGRAPHIC TRENDS
SURVEY OF LGBTQ ADULTS
FINAL QUESTIONNAIRE
JANUARY 8 – 19, 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

SAMPLE SOURCE FOR SURVEY PROGRAMMING LOGIC

X_PANEL

1=ATP (SSRS SampSource=7)

2=SSRS OP (SSRS SampSource=2)

3=Ipsos KP

SSRS will program survey for ATP and OP (X_PANEL=1,2)

Ipsos will program survey for KP (X_PANEL=3)

NOTE: The ATP and SSRS OP samples comprise of individuals on the respective panels who self-identified in a previous survey as Gay, Lesbian, Bisexual or Transgender. The Ipsos KP sample comprises of individuals on KP who self-identified as (1) Gay, Lesbian or Bisexual, and are married or living with a partner, or (2) Transgender.

-----**MAIN QUESTIONNAIRE BEGINS HERE**-----
-----**QUE: GENDERMOD1****ASK ALL:**

Are you...

[PN: IF CATI:] (READ LIST)

- 1 A man
- 2 A woman
- 3 Nonbinary

[PN: INSERT A LINE OF SPACE]

- 4 **[PN: IF CATI:]** Or do you describe yourself in some other way (please specify): **[PN: INSERT SINGLE LINE TEXT BOX]** **[PN: IF WEB:]** I describe myself in some other way (please specify): **[PN: INSERT SINGLE LINE TEXT BOX]**
- 98 **[PN: IF CATI:]** (DO NOT READ) Don't know
- 99 **[PN: IF CATI:]** (DO NOT READ) Refused / **[PN: IF WEB:]** Web blank

QUE: TRANSIDMOD**ASK ALL:**

Are you transgender?

[PN: IF CATI:] (READ LIST)

- 1 Yes
- 2 No

[PN: INSERT A LINE OF SPACE]

- 3 **[PN: IF CATI:]** Or are you not sure? **[PN: IF WEB:]** Not sure
- 99 **[PN: IF CATI:]** (DO NOT READ) Refused / **[PN: IF WEB:]** Web blank

QUE: ORIENTATIONMOD2**ASK ALL:**

Are you...

[PN: IF CATI:] (READ LIST)

- 1 Gay or lesbian
- 2 Bisexual
- 3 Straight
- 4 Something else

[PN: INSERT A LINE OF SPACE]

- 5 **[PN: IF CATI:]** Or are you not sure? **[PN: IF WEB:]** Not sure
- 99 **[PN: IF CATI:]** (DO NOT READ) Refused / **[PN: IF WEB:]** Web blank

QUE: ORIENTATIONQ

ASK ALL WHO ARE TRANSGENDER, NOT SURE OR SKIP TRANSIDMOD, OR DO NOT INDICATE THEY ARE STRAIGHT (TRANSIDMOD=1,3,99 OR ORIENTATIONMOD2=1,2,4,5,99):

Do you think of yourself as queer?

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

- 1 Yes
- 2 No

[PN: INSERT A LINE OF SPACE]

- 3 [PN: IF CATI:] Or are you not sure? [PN: IF WEB:] Not sure
- 99 [PN: IF CATI:] (DO NOT READ) Refused / [PN: IF WEB:] Web blank

TXT:

[PN: SCREENING FOR ATP AND OP (X_PANEL=1,2) HAPPENS HERE.]

[PN: IF X_PANEL=1,2: ELIGIBLE IF TRANSGENDER, GAY, LESBIAN, BISEXUAL, OR QUEER (TRANSIDMOD=1 OR ORIENTATIONMOD2=1,2 OR ORIENTATIONQ=1).]

[PN: IF X_PANEL=1,2: NOT ELIGIBLE IF NOT TRANSGENDER, GAY, LESBIAN, BISEXUAL OR QUEER (TRANSIDMOD=2-99 AND ORIENTATIONMOD2=3-99 AND ORIENTATIONQ=2-99).]

- FOR ATP (X_PANEL=1), RESPONDENT WILL STILL COUNT AS A COMPLETE FOR ADMINISTRATIVE PURPOSES, SO PROPER INCENTIVE IS AWARDED, BUT WILL NOT BE INCLUDED BY DP IN THE FINAL DATA SET OF COMPLETES, WHICH IN THIS CASE, IS THOSE WHO ARE TRANSGENDER, GAY, LESBIAN, BISEXUAL, OR QUEER. 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]

TXT:

[PN: IF X_PANEL=1,2 AND (TRANSIDMOD=1 OR ORIENTATIONMOD2=1,2 OR ORIENTATIONQ=1), CONTINUE]

[PN: IF X_PANEL=1,2 AND TRANSIDMOD=2-99 AND ORIENTATIONMOD2=3-99 AND ORIENTATIONQ=2-99, THANK AND TERMINATE AND SHOW THE FOLLOWING SCREENOUT TEXT ON A SCREENOUT PAGE WITH THE "BACK" BUTTON DISABLED:

- **INSERT IF X_PANEL=1 (ATP); THEN IF INCENT_PREF=1, REDIRECT TO VI LANDING PAGE AND SEND INCENTIVE EMAIL:** "Thank you! That completes this survey. The rest of the questions delve into views among certain demographic groups 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.
- **INSERT IF X_PANEL=2 (OP) AND DO NOT REDIRECT AND DO NOT SEND INCENTIVE:** Thank you. Unfortunately, you do not qualify for this study. The rest of the questions delve into views among certain demographic groups which do not apply to you based on your responses. Thank you for your time, and we look forward to inviting you to future surveys. As always, thank you for being a valued member of the SSRS Opinion Panel.

TXT:

[PN: IF X_PANEL=1,2 AND TRANSIDMOD=2 AND ORIENTATIONMOD2=3,4 AND ORIENTATIONQ=2, THEN CODE AS DISPO CODE 50 (SCREENOUT)]

[PN: IF X_PANEL=1,2 AND NOT (TRANSIDMOD=1 OR ORIENTATIONMOD2=1,2 OR ORIENTATIONQ=1) AND NOT (TRANSIDMOD=2 AND ORIENTATIONMOD2=3,4 AND ORIENTATIONQ=2), THEN CODE AS DISPO CODE 43 (SCREENING REFUSAL)]

TXT:

[PN: CREATE DATA ONLY VARIABLE "DOV_SOGI" AS FOLLOWS:

- **RESPONDENT WHO IS GAY OR LESBIAN AND NOT TRANSGENDER** (TRANSIDMOD=2,3,99 AND ORIENTATIONMOD2=1), THEN DOV_SOGI=1 (Code labeled as "Gay/Lesbian and not transgender").
- **RESPONDENT WHO IS BISEXUAL AND NOT TRANSGENDER** (TRANSIDMOD=2,3,99 AND ORIENTATIONMOD2=2), THEN DOV_SOGI=2 (Code labeled as "Bisexual and not transgender").
- **RESPONDENT WHO IS QUEER AND NOT TRANSGENDER, GAY, LESBIAN, OR BISEXUAL** (TRANSIDMOD=2,3,99 AND ORIENTATIONMOD2=3,4,5,99 AND ORIENTATIONQ=1), THEN DOV_SOGI=3 (Code labeled as "Queer and not transgender, gay, lesbian, or bisexual").
- **RESPONDENT WHO IS TRANSGENDER** (TRANSIDMOD=1), THEN DOV_SOGI=4 (Code labeled as "Transgender").]

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE

QUE: IDHISTORY1

ASK ALL:

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS IDCOMMUNITY; INCLUDE ROTATION IN DATA FILE]

When it comes to the history of LGBTQ people in the U.S., do you consider yourself...

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

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

BAT: IDHISTORY2

ASK IF THEY INDICATE THEY ARE AT LEAST A LITTLE INFORMED ABOUT THE HISTORY OF LGBTQ PEOPLE (IDHISTORY1=1-4):

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS IDACCEPT3; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE]

[PN: IF WEB:] How much of what you know about the history of LGBTQ people in the U.S. did you learn from...

[PN: IF CATI: READ FOR FIRST TWO ITEMS:] How much of what you know about the history of LGBTQ people in the U.S. did you learn from... **(INSERT ITEM)? (READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about from... **(INSERT ITEM)? (READ IF NECESSARY: How much of what you know about the history of LGBTQ people in the U.S. did you learn from... (INSERT ITEM)? (READ LIST))**

BATTERY ITEMS:

- a Other LGBTQ people you know
- b What you learned in school
- c What you've seen on television or in movies
- d What you've read about in books
- e What you've read or seen on the internet or social media

RESPONSE CATEGORIES:

- 1 A great deal
- 2 A fair amount
- 3 Some
- 4 Not much
- 5 Nothing at all
- 98 **[PN: IF CATI:]** (DO NOT READ) Don't know
- 99 **[PN: IF CATI:]** (DO NOT READ) Refused / **[PN: IF WEB:]** Web blank

QUE: PRIDE1**ASK ALL:**

As you may know, June is Pride Month, celebrating the lives and contributions of LGBTQ people in the U.S.

Have you ever participated in LGBTQ-related events during Pride Month?

[PN: IF CATI:] (READ LIST)

- 1 Yes, more than once
- 2 Yes, once
- 3 No, never
- 98 **[PN: IF CATI:]** (DO NOT READ) Don't know
- 99 **[PN: IF CATI:]** (DO NOT READ) Refused / **[PN: IF WEB:]** Web blank

BAT: PRIDE2**ASK ALL:**

[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS IN SAME ORDER AS IDACCEPT2; INCLUDE ROTATION AND RANDOMIZATION IN DATA FILE]

Some companies and organizations promote Pride Month through public statements, advertising, or merchandise.

[PN: IF WEB:] In your view, how many of the companies or organizations that promote Pride Month do so for each of the following reasons?

[PN: IF CATI: READ FOR FIRST ITEM:] In your view, how many of the companies or organizations that promote Pride Month do so for each of the following reasons? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] Next, **(INSERT ITEM)**. **(READ IF NECESSARY)**: In your view, how many of the companies or organizations that promote Pride Month do so for this reason? **(READ LIST)**

BATTERY ITEMS:

- a Genuine desire to celebrate LGBTQ people
- b They think it will help their business
- c They feel pressure to support LGBTQ people

RESPONSE CATEGORIES:

- 1 All
- 2 Most
- 3 Some
- 4 Only a few
- 5 None
- 98 **[PN: IF CATI:]** (DO NOT READ) Don't know
- 99 **[PN: IF CATI:]** (DO NOT READ) Refused / **[PN: IF WEB:]** Web blank

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 163 SOCIAL AND DEMOGRAPHIC TRENDS
FINAL QUESTIONNAIRE
FEB. 10 – 17, 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_W160NONSAMPLE

- 1 Not sampled for W160
- 2 Sampled for W160

Note: Flag to identify panelists who were not sampled for W160, for PRIDE1 and PRIDE2.

MAIN QUESTIONNAIRE BEGINS HERE

ADDITIONAL QUESTIONS HELD FOR FUTURE RELEASE OR PREVIOUSLY RELEASED

QUE: PRIDE1

ASK ALL WHO WERE NOT SAMPLED FOR W160 (X_W160NONSAMPLE=1):

As you may know, June is Pride Month, celebrating the lives and contributions of LGBTQ people in the U.S.

Have you ever participated in LGBTQ-related events during Pride Month?

[PN: IF CATI:] (READ LIST)

- 1 Yes, more than once
 - 2 Yes, once
 - 3 No, 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: PRIDE2**ASK ALL WHO WERE NOT SAMPLED FOR W160 (X_W160NONSAMPLE=1):****[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1; INCLUDE ROTATION AND RANDOMIZATION IN DATA FILE]**

Some companies and organizations promote Pride Month through public statements, advertising, or merchandise.

[PN: IF WEB:] In your view, how many of the companies or organizations that promote Pride Month do so for each of the following reasons?

[PN: IF CATI: READ FOR FIRST ITEM:] In your view, how many of the companies or organizations that promote Pride Month do so for each of the following reasons? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] Next, **(INSERT ITEM)**. **(READ IF NECESSARY: In your view, how many of the companies or organizations that promote Pride Month do so for this reason? (READ LIST))**

BATTERY ITEMS:

- a Genuine desire to celebrate LGBTQ people
- b They think it will help their business
- c They feel pressure to support LGBTQ people

RESPONSE CATEGORIES:

- 1 All
- 2 Most
- 3 Some
- 4 Only a few
- 5 None
- 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 OR PREVIOUSLY RELEASED
