# 2022 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL WAVE 118 DECEMBER 2022 DECEMBER 5-11, 2022<sup>1</sup>

## **ASK ALL:**

PODYEAR Have you listened to a podcast in the past 12 months?

- 1 Yes
- 2 No

Soft prompt if left blank: Please provide an answer. If you are sure you want to skip, click Next.



## **ASK IF PODYEAR=1**

PODFREQ

How often do you listen to podcasts? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]

- 1 Nearly every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month
- 5 Less often than once a month



<sup>&</sup>lt;sup>1</sup> Open-end responses are excluded from public datasets to protect the confidentiality of ATP panelists.

PODCOUNT How many different podcasts are you currently listening to?

- 1 None right now
- 2 One
- 3 Two
- Three 4
- 5 Four or more



#### **ASK IF PODYEAR=1**

PODWHY

How much is each of the following a reason why you listen to podcasts? [RANDOMIZE ITEMS; F ALWAYS LAST]

- a. To stay up to date about current events
- b. For entertainment
- c. To have something to listen to while doing something else
- d. To hear other people's opinions
- e. For encouragement or inspiration
- f. To learn [ANCHOR]

- 1 Major reason
- 2 Minor reason
- 3 Not a reason

How much is each of the following a reason why you listen to podcasts?
For entertainment
O Major reason
O Minor reason
O Not a reason
To hear other people's opinions
O Major reason
O Minor reason
O Not a reason
To have something to listen to while doing something else
O Major reason
O Minor reason
O Not a reason
For encouragement or inspiration
O Major reason
O Minor reason
O Not a reason
To stay up to date about current events
O Major reason
O Minor reason
O Not a reason
To learn
O Major reason
O Minor reason
O Not a reason
Previous Next

PODTOPIC Do you regularly listen to podcasts about each of the following topics? [RANDOMIZE ITEMS; SPLIT ITEMS OVER TWO SCREENS]

- a. Politics and government
- b. Entertainment, pop culture, and the arts
- c. Sports
- d. Health and fitness
- e. History
- f. True crime
- g. Religion and spirituality
- h. Science and technology
- i. Race and ethnicity
- j. Self-help and relationships
- k. Money and finance
- I. Comedy

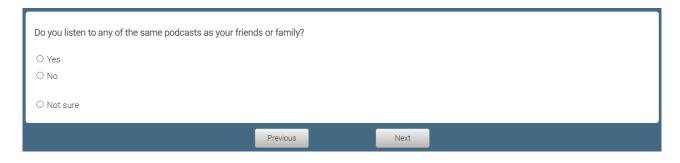
- 1 Yes
- 2 No

Do you regularly listen to podcasts about each of the following topics?
History
O Yes
○ No
Race and ethnicity
○ Yes
○ No
Health and fitness
O Yes
○ No
Self-help and relationships
○ Yes
O No

Sports			
○ Yes			
O No			
True crime			
○ Yes			
○ No			
	Previous	Next	
Do you regularly listen to podcasts about each of the f	following topics?		
Science and technology			
○ Yes			
O No			
Entertainment, pop culture, and the arts			
○ Yes			
○ No			
Comedy			
○ Yes ○ No			
C 140			
Politics and government			
○ Yes			
○ No			
Religion and spirituality			
○ Yes			
○ No			
Money and finance			
○ Yes			
○ No			
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	Previous	Next	

PODFRIENDS. Do you listen to any of the same podcasts as your friends or family?

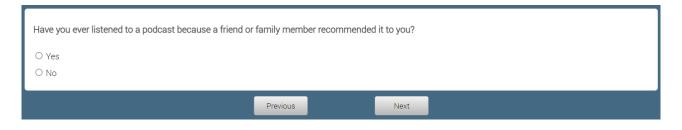
1 Yes 2 No [SPACE] 3 Not sure



## **ASK IF PODYEAR=1**

PODREC1. Have you ever listened to a podcast because a friend or family member recommended it to you?

1 Yes 2 No



## **ASK IF PODYEAR=1**

PODREC2. Have you ever recommended a podcast to someone else?

1 Yes 2 No



PODCONVO

How often do you discuss something you heard on a podcast with others? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]

- 1 Extremely often
- 2 Fairly often
- 3 Sometimes
- 4 Rarely
- 5 Never

How often do you discuss something you heard on a podcast with others?
O Extremely often
O Fairly often
O Sometimes
O Rarely
O Never
Previous Next

## **ASK IF PODYEAR=1**

PODENG1 Have you ever done any of the following? [RANDOMIZE ITEMS]

- a. Followed the social media account of a podcast or its host(s)
- b. Paid for a subscription to a podcast (such as on Patreon)
- c. Bought a podcast's merchandise
- d. Joined an online discussion group or social media group dedicated to a specific podcast (such as on Discord)

- 1 Yes
- 2 No

Have you ever done any of the following?
Bought a podcast's merchandise
O Yes
O No
Followed the social media account of a podcast or its host(s)
O Yes
O No
Joined an online discussion group or social media group dedicated to a specific podcast (such as on Discord)
○ Yes
○ No
Paid for a subscription to a podcast (such as on Patreon)
○ Yes
O No
Previous Next

PODENG2 Have you done any of the following activities because of a podcast that you listened to? [RANDOMIZE ITEMS; KEEP D LAST]

- a. Watched a movie, read a book, or listened to music
- b. Made or tried a lifestyle change (such as a workout routine, a new diet, or journaling)
- c. Bought something because it was promoted or talked about on a podcast
- d. Donated to, volunteered for, or attended an event for a political candidate or cause **[ANCHOR]**

- 1 Yes
- 2 No

Have you done any of the following activities because of a podcast that you listened to?
Made or tried a lifestyle change (such as a workout routine, a new diet, or journaling)
○ Yes
○ No
Watched a movie, read a book, or listened to music
O Yes
○ No
Bought something because it was promoted or talked about on a podcast
○ Yes
○ No
Donated to, volunteered for, or attended an event for a political candidate or cause
○ Yes
O No
Previous Next

PODNEWS Does news ever get discussed on the podcasts you listen to?

1 Yes

2 No



# **ASK IF PODNEWS=1:**

**PODACC** 

Generally, do you expect that the news you hear on the podcasts you listen to will be... **[RANDOMIZE]** 

- 1 Mostly accurate
- 2 Mostly inaccurate



## **ASK IF PODNEWS=1:**

PODTRUST Do you trust the news you get from podcasts... [RANDOMIZE 1 AND 2; KEEP 3 LAST]

- 1 More than the news you get from other sources
- 2 Less than the news you get from other sources
- About the same as the news you get from other sources [ANCHOR]

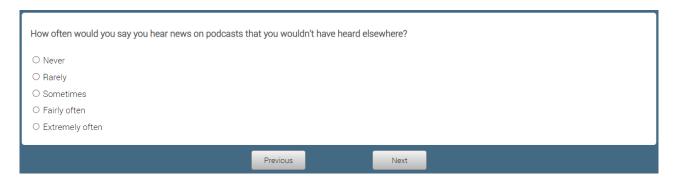


## **ASK IF PODNEWS=1:**

**PODELSE** 

How often would you say you hear news on podcasts that you wouldn't have heard elsewhere? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]

- 1 Extremely often
- 2 Fairly often
- 3 Sometimes
- 4 Rarely
- 5 Never



## **ASK IF PODNEWS=1:**

PODNEWS2 How often do you listen to podcasts that PRIMARILY... [RANDOMIZE ITEMS; RANDOMLY DISPLAY RESPONSE OPTIONS 1-6 OR 6-1 USING SAME ORDER AS PODFREQ]

- a. Summarize the major news stories of the day
- b. Explain a topic or issue in the news in-depth
- c. Feature a host(s) talking about their opinions about the news

- 1 Nearly every day
- 2 A few times a week
- 3 A few times a month
- 4 Once a month
- 5 Less than once a month
- 6 Never

How often do you listen to podcasts that PRIMARILY
Summarize the major news stories of the day
O Never
O Less than once a month
O Once a month
O A few times a month
O A few times a week
O Nearly every day
Explain a topic or issue in the news in-depth
O Never
O Less than once a month
O Once a month
O A few times a month
O A few times a week
O Nearly every day
Feature a host(s) talking about their opinions about the news
O Never
O Less than once a month
O Once a month
O A few times a month
O A few times a week
O Nearly every day
Previous Next

**PODORG** 

As far as you know, are any of the podcasts you listen to connected to a news organization, like a newspaper or news website?

- 1 Yes
- 2 No

# [SPACE]

Not sure



## **ASK IF PODNEWS=1:**

PODFINCORP How much, if at all, do you think that the news that you get from podcasts is influenced by corporations and financial interests? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]

- 1 A great deal
- 2 Quite a bit
- 3 Some
- 4 A little
- 5 Not at all

How much, if at all, do you think that the news that you get from podcasts is influenced by corporations and financial interests?
O Not at all
O A little
O Some
O Quite a bit
O A great deal
Previous Next

PODCOMM

How often do any of the podcasts you listen to include the host's or guest's opinions about government and politics? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]

- 1 Extremely often
- 2 Fairly often
- 3 Sometimes
- 4 Rarely
- 5 Never

How often do any of the podcasts you listen to include the host's or guest's opinions about government and politics?
O Never
○ Rarely
O Sometimes
○ Fairly often
○ Extremely often
Previous Next

## **ASK IF PODCOMM=1-4:**

**PODLINEUP** 

In the podcasts you listen to, would you say the host's or guest's opinions about government and politics you hear mostly ... **[RANDOMIZE 1 AND 2; KEEP 3 LAST]** 

- 1 Line up with your own opinions
- 2 Do not line up with your own opinions
- 3 Are about an even mix [ANCHOR]

In the podcasts you listen to, would you say the host's or guest's opinions about government and politics you hear mostly
O Do not line up with your own opinions  Unine up with your own opinions
○ Are about an even mix
Previous Next

# **ASK IF PODCOUNT=2-5:**

**PODMAIN** 

Which podcast do you currently listen to the most? (If you can think of more than one podcast, pick one)

- 1 [OPEN END TEXT BOX]
- 2 None / I can't think of one

Soft prompt if left blank: If you can't think of the podcast you listen to most, please choose "None / I can't think of one." If you would like to skip, click Next.



# ASK THOSE WHO PROVIDED A VERBATIM RESPONSE TO PODMAIN (PODMAIN=1):

PODMTOPIC What's the main topic of the podcast you listen to the most? [RANDOMIZE; KEEP 13 LAST]

- 1 Politics and government
- 2 Entertainment, pop culture, and the arts
- 3 Sports
- 4 Health and fitness
- 5 History
- 6 True crime
- 7 Religion and spirituality
- 8 Science and technology
- 9 Race and ethnicity
- 10 Self-help and relationships
- 11 Money and finance
- 12 Comedy
- 13 Something else [ANCHOR]



# ASK THOSE WHO PROVIDED A VERBATIM RESPONSE TO PODMAIN (PODMAIN =1):

PODMNEWS Does news ever get discussed in the podcast you listen to the most, even if the podcast isn't primarily about news?

- 1 Yes
- 2 No

Does news ever get discussed in the podcast you liste	en to the most, even if the podcast isn't primarily about news?	
○ Yes ○ No		
	Previous Next	

# ASK THOSE WHO PROVIDED A VERBATIM RESPONSE TO PODMAIN (PODMAIN =1):

PODMHOST

How personally connected do you feel to the host(s) of the podcast you listen to the most? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODFREQ]

- 1 Extremely connected
- 2 Very connected
- 3 Somewhat connected
- 4 A little connected
- 5 Not at all connected

How personally connected do you feel to the host(s) of the podcast you listen to the most?
O Not at all connected
O A little connected
O Somewhat connected
O Very connected
O Extremely connected
Previous Next

# DISPLAY IF LISTENED TO A PODCAST IN THE PAST 12 MONTHS (PODYEAR=1):

On another topic...

#### ASK ALL:

AMDREAM1. The term "American Dream" can mean different things to different people.

However you define it, do you believe... [RANDOMIZE RESPONSE OPTIONS]

- 1 You have achieved the American Dream
- 2 You're on your way to achieving the American Dream
- 3 The American Dream is out of reach for you



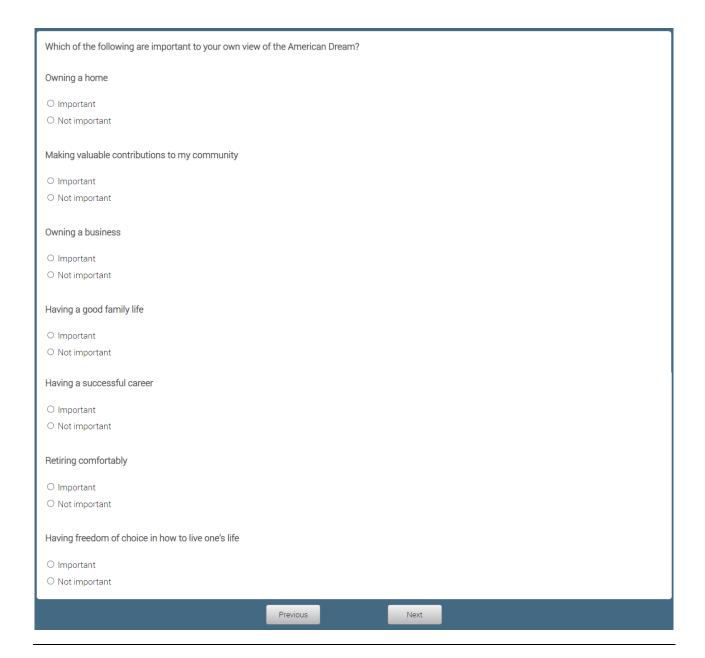
AMDREAM2. Which of the following are important to your own view of the American Dream? [RANDOMIZE ITEMS]

- a. Having freedom of choice in how to live one's life
- b. Having a good family life
- c. Retiring comfortably
- d. Making valuable contributions to my community
- e. Owning a home
- f. Having a successful career

# NO ITEMS g-h

i. Owning a business

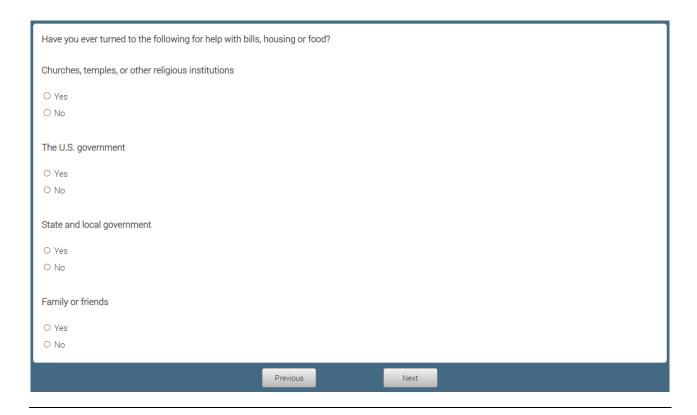
- 1 Important
- 2 Not important



FINASSIST\_MOD\_ASN. Have you ever turned to the following for help with bills, housing or food? **[RANDOMIZE ITEMS]** 

- a. The U.S. government
- b. Churches, temples, or other religious institutions
- c. State and local government
- d. Family or friends

- 1 Yes
- 2 No



FRIENDS\_MOD. How many of your friends are the same religion as you?

- 1 All of them
- 2 Most of them
- 3 Some of them
- 4 Hardly any of them
- 5 None of them



MARRYOUTSIDE. Would you feel comfortable if a close family member married someone who is...

- a. Not the same race as you
- b. Not the same religion as you

## **RESPONSE OPTIONS**

- 1 Yes
- 2 No

Would you feel comfortable if a close family member married someone who is
Not the same race as you
O Yes
O No
Not the same religion as you
O Yes
O No
Previous Next

[DISPLAY CMMONCULTR1\_mod\_a - CMMONCULTR1\_mod\_d ON SAME PAGE; RANDOMIZE THE ORDER OF QUESTIONS WITH CMMONCULTR1\_mod\_a ALWAYS FIRST; RANDOMIZE RESPONSE OPTIONS IN THE SAME ORDER FOR EACH ITEM]

Please choose the statement that comes closer to your own views – even if neither is exactly right.

[Please select one item from each pair]

#### **ASK ALL:**

CMMONCULTR1\_mod\_a.

- 1 Asians in the U.S. share a common culture.
- 2 Asians in the U.S. have many different cultures.

### **ASK ALL:**

CMMONCULTR1\_mod\_b.

- 1 Blacks in the U.S. share a common culture.
- 2 Blacks in the U.S. have many different cultures.

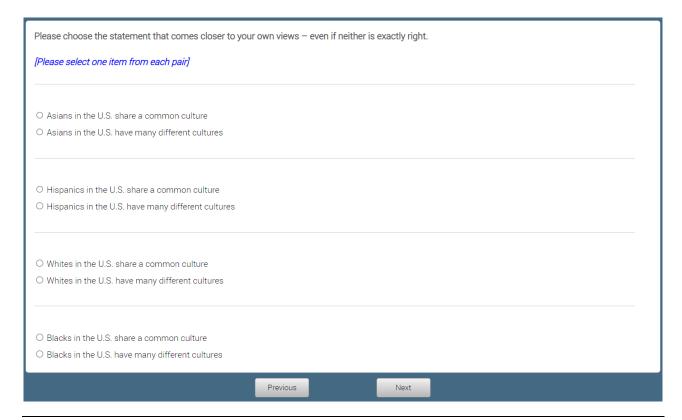
#### **ASK ALL:**

 ${\sf CMMONCULTR1\_mod\_c}.$ 

- 1 Whites in the U.S. share a common culture.
- Whites in the U.S. have many different cultures.

CMMONCULTR1\_mod\_d.

- 1 Hispanics in the U.S. share a common culture.
- 2 Hispanics in the U.S. have many different cultures.



## **ASK ALL:**

TRUEAM1.

Some people say that the following things are important for being truly American. Others say that they are not important.

Do you think each of the following is important to being truly American? [RANDOMIZE ITEMS. DISPLAY ALL ON ONE PAGE.]

- a. Believing in individual freedoms
- b. Accepting people of diverse racial and religious backgrounds
- c. Respecting U.S. political institutions and laws
- d. Being able to speak English
- e. Being a Christian
- f. Having been born in the U.S.
- g. Being a U.S. citizen

- 1 Yes
- 2 No

Some people say that the following things are important for being truly American. Others say that they are not important.
Do you think each of the following is important to being truly American?
Having been born in the U.S.
O Yes
○ No
Being able to speak English
○ Yes
○ No
Being a Christian
○ Yes
○ No
Respecting U.S. political institutions and laws
○ Yes
○ No
Believing in individual freedoms
○ Yes
○ No
Accepting people of diverse racial and religious backgrounds
○ Yes
○ No
Being a U.S. citizen
O Yes
○ No
Previous Next

IMSHAREV.

Do you think that immigrants from each of the following regions share the same values as people born in the U.S?  $[RANDOMIZE\ ITEMS]$ 

- a. Asia
- b. Latin America
- c. Africa
- d. Middle East
- e. Europe

- 1 All of them do
- 2 Most of them do
- 3 Some of them do
- 4 Hardly any of them do
- 5 None of them do

Do you think that immigrants from each of the following regions share the same values as people born in the U.S?
Europe
O All of them do
O Most of them do
○ Some of them do
O Hardly any of them do
O None of them do
Asia
O All of them do
O Most of them do
O Some of them do
O Hardly any of them do
O None of them do
Africa
O All of them do
O Most of them do
O Some of them do
O Hardly any of them do
O None of them do
Latin America
O All of them do
O Most of them do
O Some of them do
O Hardly any of them do
O None of them do



MODELMINORITY1. Have you heard of the term "model minority"?

# **RESPONSE OPTIONS**

- 1 Yes
- 2 No



ASK IF HAVE HEARD OF TERM MODEL MINORITY OR REFUSED (MODELMINORITY1 = 1, 99)

MODELMINORITY2. Do you think using the term "model minority" to describe Asians in the U.S. is...

- 1 A good thing
- 2 A bad thing
- 3 Neither a good nor bad thing
- 4 Not sure

Do you think using the term "model minority" to describe Asians in the U.S. is
O A good thing
O A bad thing
O Neither a good nor bad thing
O Not sure
Previous Next

**DISCRPROB** 

In the U.S., do you think discrimination against people based on their race or ethnicity is a...

#### **RESPONSE OPTIONS**

- 1 Very serious problem
- 2 Somewhat serious problem
- 3 Not too serious problem
- 4 Not a problem at all

In the U.S., do you think discrimination against people based on their race or ethnicity is a
O Very serious problem
O Somewhat serious problem
O Not too serious problem
O Not a problem at all
Previous Next

## **ASK ALL:**

**DISCRRIM** 

Please tell us how much discrimination there is against each of these groups in our society today. [SPLIT ITEMS INTO 2 PAGES; RANDOMIZE ITEMS ON EACH PAGE; RANDOMIZE ORDER OF SCREENS]

#### **SCREEN A**

- a. Black people
- b. Hispanic people
- c. White people
- d. Asian people

## NO ITEM e

## **SCREEN B**

- f. Jews
- g. Muslims
- h. Evangelical Christians
- i. Buddhists
- j. Hindus

## **RESPONSE CATEGORIES:**

- 1 A lot
- 2 Some
- 3 Only a little
- 4 None at all

Please tell us how much discrimination there is against each of these groups in our society today.
Asian people
O A lot
○ Some
O Only a little
O None at all
White people
O A lot
O Some
○ Only a little
O None at all
Hispanic people
○ A lot
O Some
○ Only a little
O None at all
Black people
○ A lot
O Some
O Only a little
O None at all
Previous Next

Please tell us how much discrimination there is against each of these groups in our society today.
Jews
O A lot
O Some
○ Only a little
○ None at all
Evangelical Christians
○ A lot
O Some
O Only a little
O None at all
Hindus
O A lot
○ Some
○ Only a little
O None at all
Muslims
O A lot
○ Some
○ Only a little
O None at all
Buddhists
○ A lot
O Some
○ Only a little
O None at all
Previous Next

POLICY\_AA1. Have you ever heard the phrase "affirmative action"?

- 1 Yes
- 2 No



# ASK IF HEARD ABOUT AFFRIMATIVE ACTION OR REFUSED (POLICY\_AA1 = 1, 99)

POLICY\_AA2. Do you think affirmative action is...

# **RESPONSE OPTIONS:**

- 1 A good thing
- 2 A bad thing
- 3 Don't know



# ASK FORM 1 (XFORM=1):

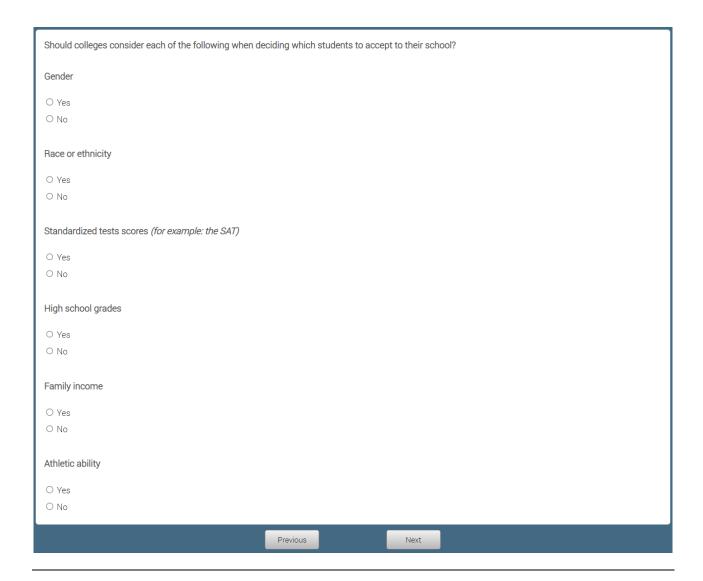
ADMISSION\_MOD1. Should colleges consider each of the following when deciding which students to accept to their school? [RANDOMIZE ITEMS]

- a. Race or ethnicity
- b. Gender
- c. Athletic ability
- d. High school grades
- e. Standardized tests scores (for example: the SAT)

## **NO ITEM f**

g. Family income

- 1 Yes
- 2 No



## ASK FORM 2 (XFORM=2):

ADMISSIONS\_MOD For each of the following, please indicate whether it should be a major factor, a minor factor or not a factor, when colleges are deciding which students to accept to their school. [RANDOMIZE ITEMS]

- a. Race or ethnicity
- b. Gender
- c. Athletic ability
- d. High school grades
- e. Standardized tests scores (for example: the SAT)

#### NO ITEM f

g. Family income

- 1 Major factor
- 2 Minor factor
- 3 Not a factor

For each of the following, please indicate whether it should be a major factor, a minor factor or not a factor, when colleges are deciding which students to accept to their school.
Family income
O Major factor
O Minor factor
O Not a factor
Athletic ability
O Major factor
O Minor factor
O Not a factor
Gender
O Major factor
O Minor factor
O Not a factor
Standardized tests scores (for example: the SAT)
O Major factor
O Minor factor
O Not a factor
High school grades
O Major factor
O Minor factor
O Not a factor
Race or ethnicity
O Major factor
O Minor factor
O Not a factor
Previous Next

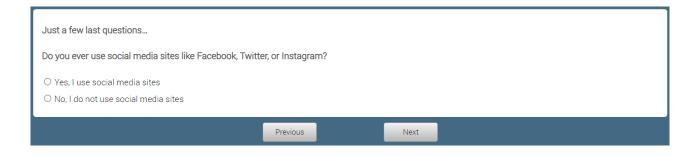
# **SHOW IF INTERNET USER (XTABLET=2)**

Just a few last questions...

# ASK IF INTERNET USER (XTABLET=2):

SNSUSE Do you ever use social media sites like Facebook, Twitter, or Instagram?

- 1 Yes, I use social media sites
- 2 No, I do not use social media sites



# ASK IF SOCIAL MEDIA USER (SNSUSE=1):

SMPOST Do you ever post or share things on social media sites?

- 1 Yes, I do
- 2 No, I do not



## **ASK IF POSTS ON SOCIAL MEDIA (SMPOST=1):**

**SMEXPRESS** 

How important are social media sites to you as a way to express yourself via what you post or share? [RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 USING SAME ORDER AS PODCONVO. IF NOT ASKED PODCONVO, RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]

- 1 Extremely important
- 2 Very important
- 3 Somewhat important
- 4 A little important
- 5 Not at all important

How important are social media sites to you as a way to express yourself via what you post or share?
O Not at all important
○ A little important
○ Somewhat important
O Very important
O Extremely important
Previous Next

# ASK IF POSTS ON SOCIAL MEDIA (SMPOST=1):

SMFEEL In general, how often does your experience on social media sites make you feel... [RANDOMIZE ITEMS]

- a. Like you cannot post or share certain views because you will be judged
- b. That you should only post or share things if they portray you in a positive light
- c. That what you post or share reflects who you really are

# **RESPONSE OPTIONS:**

- 1 Almost all the time
- 2 Most of the time
- 3 Some of the time
- 4 A little of the time
- 5 Not at all

In general, how often does your experience on social media sites make you feel
That what you post or share reflects who you really are
O Almost all the time
O Most of the time
O Some of the time
O A little of the time
O Not at all
That you should only post or share things if they portray you in a positive light
O Almost all the time
O Most of the time
O Some of the time
O A little of the time
O Not at all
Like you cannot post or share certain views because you will be judged
O Almost all the time
O Most of the time
O Some of the time
O A little of the time
O Not at all
Previous Next

### \*CODEBOOK FOR ATP SAMPLE VARIABLES TO BE USED IN SURVEY PROGRAMMING LOGIC\*

# **XTABLET**

- 1 Tablet HH
- 2 Non-tablet HH

Note: Flag to identify internet households in SNSUSE.