

**2022 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 118 DECEMBER 2022
DECEMBER 5-11, 2022¹**

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.

⚠ Please provide an answer. If you are sure you want to skip, click Next.

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

☐ Yes

☐ No

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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

How often do you listen to podcasts?

☐ Less often than once a month

☐ Once a month

☐ A few times a month

☐ A few times a week

☐ Nearly every day

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¹ Open-end responses are excluded from public datasets to protect the confidentiality of ATP panelists.

ASK IF PODYEAR=1

PODCOUNT How many different podcasts are you currently listening to?

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

How many different podcasts are you currently listening to?

☐ None right now
☐ One
☐ Two
☐ Three
☐ Four or more

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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]**

RESPONSE OPTIONS

- 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

- ☐ Major reason
- ☐ Minor reason
- ☐ Not a reason

To hear other people's opinions

- ☐ Major reason
- ☐ Minor reason
- ☐ Not a reason

To have something to listen to while doing something else

- ☐ Major reason
- ☐ Minor reason
- ☐ Not a reason

For encouragement or inspiration

- ☐ Major reason
- ☐ Minor reason
- ☐ Not a reason

To stay up to date about current events

- ☐ Major reason
- ☐ Minor reason
- ☐ Not a reason

To learn

- ☐ Major reason
- ☐ Minor reason
- ☐ Not a reason

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ASK IF PODYEAR=1

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
- l. Comedy

RESPONSE OPTIONS

- 1 Yes
- 2 No

Do you regularly listen to podcasts about each of the following topics?

History

- ☐ Yes
- ☐ No

Race and ethnicity

- ☐ Yes
- ☐ No

Health and fitness

- ☐ Yes
- ☐ No

Self-help and relationships

- ☐ Yes
- ☐ No

Sports

- ☐ Yes
☐ No

True crime

- ☐ Yes
☐ No

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Do you regularly listen to podcasts about each of the following topics?

Science and technology

- ☐ Yes
☐ No

Entertainment, pop culture, and the arts

- ☐ Yes
☐ No

Comedy

- ☐ Yes
☐ No

Politics and government

- ☐ Yes
☐ No

Religion and spirituality

- ☐ Yes
☐ No

Money and finance

- ☐ Yes
☐ No

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ASK IF PODYEAR=1

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

- 1 Yes
- 2 No
- [SPACE]**
- 3 Not sure

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

☐ Yes

☐ No

☐ Not sure

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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

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

☐ Yes

☐ No

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ASK IF PODYEAR=1

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

- 1 Yes
- 2 No

Have you ever recommended a podcast to someone else?

☐ Yes

☐ No

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ASK IF PODYEAR=1

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?

☐ Extremely often
☐ Fairly often
☐ Sometimes
☐ Rarely
☐ Never

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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)

RESPONSE OPTIONS

- 1 Yes
- 2 No

Have you ever done any of the following?

Bought a podcast's merchandise

☐ Yes
☐ No

Followed the social media account of a podcast or its host(s)

☐ Yes
☐ 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
☐ No

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ASK IF PODYEAR=1

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]

RESPONSE OPTIONS

- 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

☐ 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
☐ No

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ASK IF PODYEAR=1

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

- 1 Yes
2 No

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

☐ Yes
☐ No

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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

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

- ☐ Mostly inaccurate
- ☐ Mostly accurate

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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
- 3 About the same as the news you get from other sources **[ANCHOR]**

Do you trust the news you get from podcasts...

- ☐ Less than the news you get from other sources
- ☐ More than the news you get from other sources
- ☐ About the same as the news you get from other sources

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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

How often would you say you hear news on podcasts that you wouldn't have heard elsewhere?

- ☐ Never
- ☐ Rarely
- ☐ Sometimes
- ☐ Fairly often
- ☐ Extremely often

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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

RESPONSE OPTIONS

- 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

☐ Never
☐ Less than once a month
☐ Once a month
☐ A few times a month
☐ A few times a week
☐ Nearly every day

Explain a topic or issue in the news in-depth

☐ Never
☐ Less than once a month
☐ Once a month
☐ A few times a month
☐ A few times a week
☐ Nearly every day

Feature a host(s) talking about their opinions about the news

☐ Never
☐ Less than once a month
☐ Once a month
☐ A few times a month
☐ A few times a week
☐ Nearly every day

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ASK IF PODYEAR=1

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]

3 Not sure

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

☐ Yes

☐ No

☐ Not sure

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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?

☐ Not at all

☐ A little

☐ Some

☐ Quite a bit

☐ A great deal

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ASK IF PODYEAR=1

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?

☐ Never
☐ Rarely
☐ Sometimes
☐ Fairly often
☐ Extremely often

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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...

☐ Do not line up with your own opinions
☐ Line up with your own opinions
☐ Are about an even mix

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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.

⚠ 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.

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

☐ None / I can't think of one.

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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]**

What's the main topic of the podcast you listen to the most?

- ☐ History
- ☐ Politics and government
- ☐ Race and ethnicity
- ☐ Religion and spirituality
- ☐ Comedy
- ☐ Money and finance
- ☐ True crime
- ☐ Science and technology
- ☐ Sports
- ☐ Health and fitness
- ☐ Self-help and relationships
- ☐ Entertainment, pop culture, and the arts
- ☐ Something else

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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 listen to the most, even if the podcast isn't primarily about news?

☐ Yes
☐ No

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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?

☐ Not at all connected
☐ A little connected
☐ Somewhat connected
☐ Very connected
☐ Extremely connected

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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]**

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

On another topic...

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

However you define it, do you believe...

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

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ASK ALL:

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

RESPONSE OPTIONS

- 1 Important
- 2 Not important

Which of the following are important to your own view of the American Dream?

Owning a home

☐ Important

☐ Not important

Making valuable contributions to my community

☐ Important

☐ Not important

Owning a business

☐ Important

☐ Not important

Having a good family life

☐ Important

☐ Not important

Having a successful career

☐ Important

☐ Not important

Retiring comfortably

☐ Important

☐ Not important

Having freedom of choice in how to live one's life

☐ Important

☐ Not important

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ASK ALL:

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

RESPONSE OPTIONS

- 1 Yes
- 2 No

Have you ever turned to the following for help with bills, housing or food?

Churches, temples, or other religious institutions

☐ Yes

☐ No

The U.S. government

☐ Yes

☐ No

State and local government

☐ Yes

☐ No

Family or friends

☐ Yes

☐ No

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ASK ALL:

FRIENDS_MOD. How many of your friends are the same religion as you?

RESPONSE OPTIONS

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

How many of your friends are the same religion as you?

☐ All of them

☐ Most of them

☐ Some of them

☐ Hardly any of them

☐ None of them

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ASK ALL:

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

☐ Yes

☐ No

Not the same religion as you

☐ Yes

☐ No

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[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:

CMMONCULTR1_mod_c.

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

ASK ALL:

COMMONCULTR1_mod_d.

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

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

[Please select one item from each pair]

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

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

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

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

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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

RESPONSE OPTIONS

- 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.

- ☐ 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

- ☐ Yes
☐ No

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ASK ALL:

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

RESPONSE OPTIONS

- 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

- ☐ All of them do
- ☐ Most of them do
- ☐ Some of them do
- ☐ Hardly any of them do
- ☐ None of them do

Asia

- ☐ All of them do
- ☐ Most of them do
- ☐ Some of them do
- ☐ Hardly any of them do
- ☐ None of them do

Africa

- ☐ All of them do
- ☐ Most of them do
- ☐ Some of them do
- ☐ Hardly any of them do
- ☐ None of them do

Latin America

- ☐ All of them do
- ☐ Most of them do
- ☐ Some of them do
- ☐ Hardly any of them do
- ☐ None of them do

Middle East

- ☐ All of them do
- ☐ Most of them do
- ☐ Some of them do
- ☐ Hardly any of them do
- ☐ None of them do

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ASK ALL:

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

RESPONSE OPTIONS

- 1 Yes
- 2 No

Have you heard of the term "model minority"?

- ☐ Yes
- ☐ No

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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...

RESPONSE OPTIONS

- 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...

- ☐ A good thing
- ☐ A bad thing
- ☐ Neither a good nor bad thing
- ☐ Not sure

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ASK ALL:

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...

- ☐ Very serious problem
- ☐ Somewhat serious problem
- ☐ Not too serious problem
- ☐ Not a problem at all

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ASK ALL:

DISCRIM 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

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

White people

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

Hispanic people

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

Black people

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

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Please tell us how much discrimination there is against each of these groups in our society today.

Jews

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

Evangelical Christians

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

Hindus

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

Muslims

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

Buddhists

- ☐ A lot
- ☐ Some
- ☐ Only a little
- ☐ None at all

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ASK ALL:

POLICY_AA1. Have you ever heard the phrase “affirmative action”?

RESPONSE OPTIONS:

- 1 Yes
- 2 No

Have you ever heard the phrase "affirmative action"?

- ☐ Yes
☐ No

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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

Do you think affirmative action is...

- ☐ A good thing
☐ A bad thing
☐ Don't know

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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

RESPONSE OPTIONS:

- 1 Yes
 2 No

Should colleges consider each of the following when deciding which students to accept to their school?

Gender

☐ Yes

☐ No

Race or ethnicity

☐ Yes

☐ No

Standardized tests scores (*for example: the SAT*)

☐ Yes

☐ No

High school grades

☐ Yes

☐ No

Family income

☐ Yes

☐ No

Athletic ability

☐ Yes

☐ No

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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

RESPONSE OPTIONS:

- 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

- ☐ Major factor
- ☐ Minor factor
- ☐ Not a factor

Athletic ability

- ☐ Major factor
- ☐ Minor factor
- ☐ Not a factor

Gender

- ☐ Major factor
- ☐ Minor factor
- ☐ Not a factor

Standardized tests scores (*for example: the SAT*)

- ☐ Major factor
- ☐ Minor factor
- ☐ Not a factor

High school grades

- ☐ Major factor
- ☐ Minor factor
- ☐ Not a factor

Race or ethnicity

- ☐ Major factor
- ☐ Minor factor
- ☐ Not a factor

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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

Just a few last questions...

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

- ☐ Yes, I use social media sites
- ☐ No, I do not use social media sites

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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

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

- ☐ Yes, I do
- ☐ No, I do not

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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?

- ☐ Not at all important
- ☐ A little important
- ☐ Somewhat important
- ☐ Very important
- ☐ Extremely important

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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

☐ Almost all the time

☐ Most of the time

☐ Some of the time

☐ A little of the time

☐ Not at all

That you should only post or share things if they portray you in a positive light

☐ Almost all the time

☐ Most of the time

☐ Some of the time

☐ A little of the time

☐ Not at all

Like you cannot post or share certain views because you will be judged

☐ Almost all the time

☐ Most of the time

☐ Some of the time

☐ A little of the time

☐ Not at all

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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.