

**2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 173: Artificial Intelligence/Religious Radio/Health and Wellness
JUNE 9-15, 2025**

QUESTIONNAIRE

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_FORM

1 Form 1

2 Form 2

Note: Flag to randomly assign panelists to one of two forms (Form 1, Form 2) and weight within form
Source: Randomly assigned for each survey.

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

OTHER QUESTIONS PREVIOUSLY RELEASED

TXT:

[PN: DISPLAY TO ALL:]

Next, we're going to ask some questions about health and wellness. This can include topics like medical care for yourself and others, fitness and diet, mental health, or tips about living a healthier lifestyle.

BAT: HWINFO

ASK ALL:

[PN: RANDOMIZE ITEMS; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: IF WEB:] Do you ever get health and wellness information from any of the following sources?

[PN: IF CATI: READ FOR FIRST ITEM:] Do you ever get health and wellness information from any of the following sources? First, **(INSERT ITEM)**. Do you ever get health and wellness advice from this source? **(READ LIST AS NECESSARY)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEM:] What about from **(INSERT ITEM)**? **(READ AS NECESSARY: Do you ever get health and wellness advice from this source? (READ LIST AS NECESSARY))**

BATTERY ITEMS:

| | |
|--------|---|
| SOCMED | [PN: IF WEB:] Social media influencers (that is, individuals on social media with a lot of followers) [PN: IF CATI:] Social media influencers, that is, individuals on social media with a lot of followers |
| POD | Podcasts |

RESPONSE CATEGORIES:

| | |
|----|--|
| 1 | Yes |
| 2 | No |
| 98 | [PN: IF CATI:] (DO NOT READ) Don't know |
| 99 | [PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused |

BAT: HWCAT**ASK IF GET HEALTH/ WELLNESS CONTENT FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1):**

[PN: RANDOMIZE ITEMS OVER TWO SCREENS, KEEPING HWCAT_MODMED ALWAYS RIGHT BEFORE HWCAT_ALTMED AND ON THE SAME SCREEN TOGETHER, AND WITH HWCAT_OTH ALWAYS LAST; INCLUDE RANDOMIZATION 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:] How often do you hear about the following health and wellness topics from podcasts or social media influencers?

[PN: IF CATI: **READ FOR FIRST ITEM:**] How often do you hear about the following health and wellness topics from podcasts or social media influencers? First, **(INSERT ITEM)**. How often do you hear about this from podcasts or social media influencers? **(READ LIST)**

[PN: IF CATI: **READ FOR SUBSEQUENT ITEMS:**] What about from **(INSERT ITEM)**? **(READ AS NECESSARY:** How often do you hear about this from podcasts or social media influencers? **(READ LIST))**

BATTERY ITEMS:

| | |
|--------|---|
| FIT | Fitness |
| WEIGHT | Weight loss |
| BEAUTY | Beauty or personal appearance |
| MODMED | Mainstream medicine, such as drugs, surgeries and tests used by doctors and other health care providers |
| ALTMED | Therapies outside of mainstream medicine, such as acupuncture or herbal remedies |
| MENTAL | Mental health and wellbeing |
| DIET | Dietary supplements, detoxes or cleanses |
| OTH | Anything else related to living a healthier lifestyle |

RESPONSE CATEGORIES:

| | |
|----|---|
| 1 | Often |
| 2 | Sometimes |
| 3 | Rarely |
| 4 | Never |
| 98 | [PN: IF CATI:] (DO NOT READ) Don't know |
| 99 | [PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused |

QUE: HWGET**ASK IF GET HEALTH/WELLNESS CONTENT FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1):****[PN: ROTATE RESPONSE OPTIONS 1-2/2-1, HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE]**

Which statement best describes how you get health and wellness information from podcasts or social media influencers?

[PN: IF CATI:] (READ LIST)

- 1 **[PN: IF WEB:]** I mostly get it because I'm looking for it **[PN: IF CATI:]** You mostly get it because you're looking for it
- 2 **[PN: IF WEB:]** I mostly get it because I happen to come across it **[PN: IF CATI:]** You mostly get it because you happen to come across it
- 98 **[PN: IF CATI:] (DO NOT READ)** Don't know
- 99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused

BAT: HWREASON**ASK IF GET HEALTH/WELLNESS CONTENT FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1):****[PN: RANDOMIZE ITEMS; INCLUDE RANDOMIZATION IN DATA FILE]**

[PN: IF WEB:] How much of a reason are each of these for why you get health and wellness information from podcasts or social media influencers?

[PN: IF CATI: READ FOR FIRST ITEM:] How much of a reason are each of these for why you get health and wellness information from podcasts or social media influencers? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] Next, **(INSERT ITEM)**. **(READ AS NECESSARY: How much of a reason is this for why you get health and wellness information from podcasts or social media influencers? (READ LIST))**

BATTERY ITEMS:

ENT For entertainment

DOC **[PN: IF WEB:]** To learn about things that I don't want to ask my doctor about**[PN: IF CATI:]** To learn about things that you don't want to ask your doctor aboutPERS **[PN: IF WEB:]** To hear from people who share my beliefs or background **[PN:****IF CATI:]** To hear from people who share your beliefs or backgroundCHANGE **[PN: IF WEB:]** To make a change to my health or lifestyle **[PN: IF CATI:]**

To make a change to your health or lifestyle

RESPONSE CATEGORIES:

1 Major reason

2 Minor reason

3 Not a reason

98 **[PN: IF CATI:] (DO NOT READ)** Don't know99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused

QUESTION HELD FOR FUTURE RELEASE

QUE: HWTRUST**ASK IF GET HEALTH/WELLNESS CONTENT FROM INFLUENCERS OR PODCASTS****(HWINFO_SOCMED=1 OR HWINFO_POD=1):****[PN: ROTATE RESPONSE OPTIONS 1-5/5-1, HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE]**

Thinking about all of the health and wellness information you get from podcasts or social media influencers, how much of it do you trust?

[PN: IF CATI:] (READ LIST)

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

QUESTION HELD FOR FUTURE RELEASE

2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL**Wave 182: Health & Wellness (Science and Society)****October 20-26, 2025****QUESTIONNAIRE**

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_FORM**

1 Form 1

2 Form 2

Note: Flag to randomly assign panelists to one of two forms (Form 1, Form 2) and weight within form

Source: Randomly assigned for each survey.

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

OTHER QUESTIONS PREVIOUSLY RELEASED

TXT:

[PN: DISPLAY TO ALL:]

Next, we're going to ask some questions about health and wellness. This can include topics like medical care for yourself and others, fitness and diet, mental health, or tips about living a healthier lifestyle.

BAT: HWINFO

ASK ALL:

[PN: RANDOMIZE ITEMS; INCLUDE RANDOMIZATION IN DATA FILE]

[PN: IF WEB:] Do you ever get health and wellness information from any of the following sources?

[PN: IF CATI: READ FOR FIRST ITEM:] Do you ever get health and wellness information from any of the following sources? First, **(INSERT ITEM)**. Do you ever get health and wellness advice from this source? **(READ LIST AS NECESSARY)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEM:] What about from **(INSERT ITEM)**?

(READ AS NECESSARY: Do you ever get health and wellness advice from this source? (READ LIST AS NECESSARY))

BATTERY ITEMS:

SOCMED **[PN: IF WEB:]** Social media influencers (that is, individuals on social media with a lot of followers) **[PN: IF CATI:]** Social media influencers, that is, individuals on social media with a lot of followers

POD Podcasts

RESPONSE CATEGORIES:

- 1 Yes
 - 2 No
 - 98 [PN: IF CATI:] (DO NOT READ) Don't know
 - 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused
-

QUE: HW_INFORMED

ASK IF GETS HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS (HWINFO_SOCMED=1 OR HWINFO_POD=1):

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 98, AND 99 LAST; INCLUDE ROTATION IN DATA FILE]

Would you say health and wellness influencers or podcasts have...

[PN: IF CATI:] (READ LIST)

- 1 Helped you better understand how to be healthy
 - 2 Made you more confused about how to be healthy
 - 3 Not made much of a difference
 - 98 [PN: IF CATI:] (DO NOT READ) Don't know
 - 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused
-

TXT:

[PN: DISPLAY HW_WORRIED AND HW_INFO_DIFF ON SAME SCREEN, IN ORDER]

TXT:

[PN: DISPLAY IF GETS HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS (HWINFO_SOCMED=1 OR HWINFO_POD=1):]

Thinking about the health and wellness information you get from health and wellness influencers or podcasts...

QUE: HW_WORRIED

ASK IF GETS HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS (HWINFO_SOCMED=1 OR HWINFO_POD=1):

[PN: ROTATE RESPONSE OPTIONS 1-2/2-1 HOLDING 3, 98, AND 99 LAST; INCLUDE ROTATION IN DATA FILE]

Would you say that this information makes you feel...

[PN: IF CATI:] (READ LIST)

- 1 More worried about your overall health
- 2 Less worried about your overall health
- 3 Not made much of a difference
- 98 **[PN: IF CATI:] (DO NOT READ)** Don't know
- 99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:] (DO NOT READ)** Refused

QUE: HW_INFO_DIFF

ASK IF GETS HEALTH/WELLNESS INFO FROM INFLUENCERS OR PODCASTS (HWINFO_SOCMED=1 OR HWINFO_POD=1):

[PN: ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS CHILDVAXVIEWS, HOLDING 98 AND 99 LAST; INCLUDE ROTATION IN DATA FILE]

How different is this information from the information you get from health care providers?

[PN: IF CATI:] (READ LIST)

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

OTHER QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE

QUE: INSURANCE**ASK ALL:**

Are you, yourself, now covered by any form of health insurance or health plan or do you not have health insurance at this time?

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

- 1 Covered by health insurance
- 2 Not covered by health insurance
- 98 [PN: IF CATI:] (DO NOT READ) Don't know
- 99 [PN: IF WEB:] Web blank / [PN: IF CATI:] (DO NOT READ) Refused