2025 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
Wave 174: National Survey of Black Americans (NSBA)
June 16-29, 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

TXT
SAMPLE SOURCE FOR SURVEY PROGRAMMING LOGIC

X_PANEL
1=ATP (SSRS SampSource=7)
2=SSRS OP (SSRS SampSource=2)

CODEBOOK FOR GENERIC ROTATION VARIABLE TO BE USED IN SURVEY PROGRAMMING LOGIC

ROTATION_GEN
1 Scale in ascending order (1-5)
2 Scale in descending order (5-1)
Note: Flag created by programmers to assign panelists' rotation orders for the following questions: FAMFINHURT, FAMFINHELP, BLK_LEARNMAN, BLK_LEARNWOMAN, BLK_MEDIAMAN, BLK_MEDIAWOMAN, PRESMAN, PRESWOMAN, DATINGINFL
Source: Created by programmers and randomly assigned to all sampled panelists.

TXT:
CODEBOOK FOR ATP SAMPLE VARIABLES TO BE USED IN SURVEY PROGRAMMING LOGIC

X_ATPBLACK
1 ATP Black
2 ATP non-Black
Note: Flag to identify ATP Black and non-Black panelists for welcome and closing messages.
Source: Frame file variable F_RACEMOD_2. If F_RACEMOD_2=1, X_ATPBLACK=1. Otherwise X_ATPBLACK=2.

X_GENDER
1 A man
2 A woman
3 In some other way
99 Refused
Note: Flag to identify gender among ATP panelists only.
Source: Frame file variable F_GENDER_ORIG. Same codes as F_GENDER_ORIG.

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

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE

BAT: BLK_LEARNMAN
ASK IF BLACK AND MAN ((ATPBLACK=1 OR X_PANEL=2) AND (X_GENDER=1 OR GENDER=1)):
[PN: RANDOMIZE ITEMS, ALWAYS DISPLAY ITEM G LAST; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS ROTATION_GEN HOLDING 6, 98, AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE]

[PN: IF WEB:] How much has each of the following influenced your views about what it means to be a Black man?

[PN: IF CATI: READ FOR FIRST ITEM:] How much has each of the following influenced your views about what it means to be a Black man? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about **(INSERT ITEM)**?
(READ AS NECESSARY: How much have they influenced your views about what it means to be a Black man? **(READ LIST IF NECESSARY))**

BATTERY ITEMS:
a **[PN: ASK IF MARRIED, LIVING WITH A PARTNER, OR IN A COMMITTED RELATIONSHIP (MARITAL=1,2 OR COMMREL=1):]** Your spouse or partner
b Your father
c Your mother
d Your friends
e Your teachers
f Religion or religious leaders
g Other family members

RESPONSE CATEGORIES:
1 A great deal
2 A fair amount
3 Some
4 Not much
5 Not at all
98 **[PN: IF CATI:]** **(DO NOT READ)** Don't know
99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:]** **(DO NOT READ)** Refused

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BAT: BLK_LEARNWOMAN
ASK IF BLACK AND WOMAN ((ATPBLACK=1 OR X_PANEL=2) AND (X_GENDER=2 OR GENDER=2)):
[PN: RANDOMIZE ITEMS, ALWAYS DISPLAY ITEM G LAST; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS ROTATION_GEN HOLDING 6, 98, AND 99 LAST; INCLUDE RANDOMIZATION AND ROTATION IN DATA FILE]

[PN: IF WEB:] How much has each of the following influenced your views about what it means to be a Black woman?

[PN: IF CATI: READ FOR FIRST ITEM:] How much has each of the following influenced your views about what it means to be a Black woman? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about **(INSERT ITEM)**?
(READ AS NECESSARY: How much have they influenced your views about what it means to be a Black woman? **(READ LIST IF NECESSARY))**

BATTERY ITEMS:
a **[PN: ASK IF MARRIED, LIVING WITH A PARTNER, OR IN A COMMITTED RELATIONSHIP (MARITAL=1,2 OR COMMREL=1):]** Your spouse or partner
b Your father
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RESPONSE CATEGORIES:
1 A great deal
2 A fair amount
3 Some
4 Not much
5 Not at all
98 **[PN: IF CATI:]** **(DO NOT READ)** Don't know
99 **[PN: IF WEB:]** Web blank / **[PN: IF CATI:]** **(DO NOT READ)** Refused

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QUE: BLKINFL_OEMAN
ASK IF BLACK AND MAN ((ATPBLACK=1 OR X_PANEL=2) AND (X_GENDER=1 OR GENDER=1)):

In a few words, what is the most important thing about being a Black man that you learned from those who influenced you?

__ **[PN: PROGRAM OPEN END TEXT BOX WITH NO CHARACTER LIMIT]**
98 **[PN: IF CATI:]** **(DO NOT READ)** Don't know
99 **[PN: IF WEB:]** Web blank **/ [PN: IF CATI:]** **(DO NOT READ)** Refused

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QUE: BLKINFL_OEWOMAN
ASK IF BLACK AND WOMAN ((ATPBLACK=1 OR X_PANEL=2) AND (X_GENDER=2 OR GENDER=2)):

In a few words, what is the most important thing about being a Black woman that you learned from those who influenced you?

__ **[PN: PROGRAM OPEN END TEXT BOX WITH NO CHARACTER LIMIT]**
98 **[PN: IF CATI:]** **(DO NOT READ)** Don't know
99 **[PN: IF WEB:]** Web blank **/ [PN: IF CATI:]** **(DO NOT READ)** Refused

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BAT: BLK_MEDIAMAN
ASK IF BLACK AND MAN ((ATPBLACK=1 OR X_PANEL=2) AND (X_GENDER=1 OR GENDER=1)):
[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS ROTATION_GEN HOLDING 6, 98, AND 99 LAST; RECORD RANDOMIZATION AND ROTATION IN DATA FILE]

[PN: IF WEB:] How much have each of the following influenced your views about what it means to be a Black man?

[PN: IF CATI: READ FOR FIRST ITEM:] How much have each of the following influenced your views about what it means to be a Black man? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about **(INSERT ITEM)**?
(READ AS NECESSARY: How much have **(INSERT ITEM)** influenced your views about what it means to be a Black man? **(READ LIST IF NECESSARY))**

BATTERY ITEMS:
a Entertainment media such as television, movies, music, etc.
b Social media such as Facebook, Instagram, TikTok, YouTube, etc.
c Podcasts

RESPONSE CATEGORIES:
1 A great deal
2 A fair amount
3 Some
4 Not much
5 Not at all
[PN: INSERT A LINE OF SPACE]
6 **[PN: IF WEB:]** I don't **[PN: IF BLK_MEDIAMAN_a**: use entertainment media**; IF BLK_MEDIAMAN_b**: use social media**; IF BLK_MEDIAMAN_c**: watch or listen to podcasts **] [PN: IF CATI:]** You don't **[PN: IF BLK_MEDIAMAN_a**: use entertainment media**; IF BLK_MEDIAMAN_b**: use social media**; IF BLK_MEDIAMAN_c**: watch or listen to podcasts **]**
98 **[PN: IF CATI:] (DO NOT READ)** Don't know
99 **[PN: IF WEB:]** Web blank **/ [PN: IF CATI:] (DO NOT READ)** Refused

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BAT: BLK_MEDIAWOMAN
ASK IF BLACK AND WOMAN ((ATPBLACK=1 OR X_PANEL=2) AND (X_GENDER=2 OR GENDER=2)):
[PN: RANDOMIZE ITEMS; ROTATE RESPONSE OPTIONS 1-5/5-1 IN SAME ORDER AS ROTATION_GEN HOLDING 6, 98, AND 99 LAST; RECORD RANDOMIZATION AND ROTATION IN DATA FILE]

[PN: IF WEB:] How much have each of the following influenced your views about what it means to be a Black woman?

[PN: IF CATI: READ FOR FIRST ITEM:] How much have each of the following influenced your views about what it means to be a Black woman? First, **(INSERT ITEM)**. **(READ LIST)**

[PN: IF CATI: READ FOR SUBSEQUENT ITEMS:] What about **(INSERT ITEM)**?
(READ AS NECESSARY: How much have **(INSERT ITEM)** influenced your views about what it means to be a Black woman? **(READ LIST IF NECESSARY))**

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a Entertainment media such as television, movies, music, etc.
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RESPONSE CATEGORIES:
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[PN: INSERT A LINE OF SPACE]
6 **[PN: IF WEB:]** I don't **[PN: IF BLK_MEDIAWOMAN_a:** use entertainment media**; IF BLK_MEDIAWOMAN_b:** use social media**; IF BLK_MEDIAWOMAN_c:** watch or listen to podcasts **] [PN: IF CATI:]** You don't **[PN: IF BLK_MEDIAWOMAN_a:** use entertainment media**; IF BLK_MEDIAWOMAN_b:** use social media**; IF BLK_MEDIAWOMAN_c:** watch or listen to podcasts **]**
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