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

TOPLINE
Black adults N=4,271

Note: "Black adults" refers to U.S. adults who are Black alone and non-Hispanic, Black in combination with other races and non-Hispanic, or Black and Hispanic.

All numbers are percentages unless otherwise noted. Percentages greater than zero but less than 0.5% are replaced by an asterisk (*). Rows/columns may not total 100% due to rounding. The questions presented below are part of a larger survey conducted on the American Trends Panel.

"No answer" includes web respondents who do not answer the question as well as telephone respondents who refuse to answer or who say they don't know how to answer.

This survey was conducted primarily online, with some interviews conducted by live telephone. This topline shows the programming language for online administration. For details on how questions were slightly modified for phone administration, visit the questionnaire.

PN = Programming note

	Sample size	Margin of error at 95% confidence level
Black adults	4,271	+/- 2.2 percentage points

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE

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]

How much has each of the following influenced your views about what it means to be a Black man?

		NET A great deal/A fair amount	A great deal	A fair amount	Some	**NET Not much/ Not at all**	Not much	Not at all	No answer
a.	**[PN: ASK IF MARRIED, LIVING WITH A PARTNER, OR IN A COMMITTED RELATIONSHIP (MARITAL=1,2 OR COMMREL=1):]** Your spouse or partner								
	Jun 16-29, 2025	**50**	34	16	23	**26**	12	15	*
b.	Your father								
	Jun 16-29, 2025	**52**	39	13	16	**30**	9	21	1
c.	Your mother								
	Jun 16-29, 2025	**65**	47	18	16	**18**	7	11	1
d.	Your friends								
	Jun 16-29, 2025	**49**	26	23	29	**21**	11	9	1
e.	Your teachers								
	Jun 16-29, 2025	**35**	19	16	25	**39**	18	21	1
f.	Religion or religious leaders								
	Jun 16-29, 2025	**37**	20	17	23	**39**	16	24	1
g.	Other family members								
	Jun 16-29, 2025	**47**	28	19	30	**22**	10	13	1

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]

How much has each of the following influenced your views about what it means to be a Black woman?

		NET A great deal/A fair amount	A great deal	A fair amount	Some	**NET Not much/ Not at all**	Not much	Not at all	No answer
a.	**[PN: ASK IF MARRIED, LIVING WITH A PARTNER, OR IN A COMMITTED RELATIONSHIP (MARITAL=1,2 OR COMMREL=1):]** Your spouse or partner								
	Jun 16-29, 2025	**57**	37	20	21	**22**	10	12	*
b.	Your father								
	Jun 16-29, 2025	**49**	34	16	17	**32**	11	22	1
c.	Your mother								
	Jun 16-29, 2025	**68**	52	16	15	**17**	7	10	1
d.	Your friends								
	Jun 16-29, 2025	**54**	30	24	26	**20**	10	10	*
e.	Your teachers								
	Jun 16-29, 2025	**36**	19	17	26	**38**	17	21	1
f.	Religion or religious leaders								
	Jun 16-29, 2025	**42**	25	17	24	**34**	14	20	*
g.	Other family members								
	Jun 16-29, 2025	**51**	29	22	28	**21**	10	11	*

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?

[RESPONSES WERE USED FOR ILLUSTRATIVE QUOTES BUT HAVE NOT BEEN CODED]

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?

[RESPONSES WERE USED FOR ILLUSTRATIVE QUOTES BUT HAVE NOT BEEN CODED]

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]

How much have each of the following influenced your views about what it means to be a Black man?

		NET A great deal/A fair amount	A great deal	A fair amount	Some	**NET Not much /Not at all**	Not much	Not at all	I don't use entertainment media/use social media/watch or listen to podcasts	No answer
a.	Entertainment media such as television, movies, music, etc.									
	Jun 16-29, 2025	**36**	15	21	28	**32**	15	17	3	1
b.	Social media such as Facebook, Instagram, TikTok, YouTube, etc.									
	Jun 16-29, 2025	**24**	10	14	22	**46**	17	29	7	1
c.	Podcasts									
	Jun 16-29, 2025	**16**	6	10	16	**49**	17	31	18	1

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]

How much have each of the following influenced your views about what it means to be a Black woman?

		NET A great deal/A fair amount	A great deal	A fair amount	Some	**NET Not much /Not at all**	Not much	Not at all	I don't use entertainment media/use social media/watch or listen to podcasts	No answer
a.	Entertainment media such as television, movies, music, etc.									
	Jun 16-29, 2025	**39**	18	21	30	**28**	14	14	2	*
b.	Social media such as Facebook, Instagram, TikTok, YouTube, etc.									
	Jun 16-29, 2025	**31**	15	16	26	**36**	15	21	6	*
c.	Podcasts									
	Jun 16-29, 2025	**18**	7	10	20	**39**	14	25	23	*

ADDITIONAL QUESTIONS PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE