

# Annenberg Public Policy Center of the University of Pennsylvania

## ASAPH W24 SIDS Items

June 26, 2025

## 1 Overview

These studies were conducted for the Annenberg Public Policy Center of the University of Pennsylvania via web and telephone by SSRS, an independent research company. Interviews were conducted among a nationally representative probability sample drawn from SSRS's Opinion panel. Data were weighted to represent the target U.S. adult population. Summaries of the sample size, field dates, and estimated design effects (Deff) of the particular waves can be found in the table below.

ASAPH panelists are quarantined from other survey panel membership to avoid being affected by the content of other surveys. Data used in Wave 11, however, contains 19 respondents who self-reported membership in other opinion panels. Diagnostics revealed no significant differences in the responses of these 19 panelists and the results presented in this report are unaffected by their exclusion.

Wave	n	MOE	Deff	Fielded	Closed	Survey	RR	N
A-1	1941	2.9	1.76	2021-03-30	2021-04-19	ASAPH 1	56%	3480
B-2	1719	3.2	1.83	2021-06-09	2021-06-22	ASAPH 2	89%	1941
C-3	1669	3.2	1.83	2021-08-16	2021-09-05	ASAPH 3	86%	1940
D-4	1672	3.3	1.86	2021-11-03	2021-11-09	ASAPH 4	86%	1940
E-5	1656	3.3	1.86	2022-01-11	2022-01-17	ASAPH 5	85%	1937
F-6	1638	3.3	1.87	2022-03-29	2022-04-04	ASAPH 6	85%	1932
G-7	1580	3.2	1.82	2022-07-12	2022-07-18	ASAPH 7	82%	1928
H-8	1584	3.4	1.86	2022-08-02	2022-08-08	CIVICS 1	83%	1907
I-9	1621	3.3	1.87	2022-08-16	2022-08-23	ASAPH 8	85%	1907
J-10	1646	3.2	1.80	2022-10-11	2022-10-18	ASAPH 9	86%	1905
K-11	1641	3.2	1.77	2023-01-10	2023-01-16	ASAPH 10	82%	2029
L-12	1638	3.2	1.75	2023-02-22	2023-02-28	ASK 2023	81%	2025
M-13	1622	3.2	1.76	2023-03-23	2023-03-29	BINGE	80%	2024
N-14	1586	3.3	1.83	2023-05-31	2023-06-06	ASAPH 11	79%	1997
O-15	1482	3.5	1.88	2023-08-09	2023-08-15	ASAPH 12	75%	1979
P-16	1559	3.4	1.91	2023-10-05	2023-10-12	ASAPH 13	79%	1976
Q-17	1538	3.3	1.73	2023-11-14	2023-11-20	CLIMATE	78%	1975
R-18	1555	3.4	1.89	2024-02-06	2024-02-12	ASK 2024	79%	1963
S-19	1522	3.5	1.89	2024-04-18	2024-04-25	ASAPH 19	78%	1962
T-20	1496	3.6	1.96	2024-07-11	2024-07-18	ASAPH 20	76%	1961
U-21	1744 *	3.5	2.26	2024-09-13	2024-09-30	ASAPH 21	67%	2616
V-22	1771	3.3	2.02	2024-11-14	2024-11-24	ASAPH 22	68%	2589
W-23	1716	3.4	2.02	2025-01-30	2025-02-10	ASAPH 23	67%	2578
X-24	1653	3.4	2.04	2025-04-15	2025-04-28	ASAPH 24	64%	2568

\* To account for attrition, a small replenishment sample was recruited prior to W21 using a random probability sampling design. This replenishment added 360 respondents to the sample.

## 2 Topline

The remaining portion of this document provides the topline results reported in the release. All figures are rounded to the nearest whole number and may not add to 100%. Combined subcategories may not add to totals in topline and text due to rounding. A lowercase e stands in for values that round to 0, but are not exactly 0. Aggregated NET categories are highlighted in grey. Superscript letters indicate statistically significant differences with the corresponding wave.

### MAT6.

MAT6. As far as you know, how should you ordinarily put a new baby down to sleep?

Wave	N	On the infant's side	On the infant's back (CORRECT)	On the infant's stomach	Not sure	Refused
(X) 04/28/25	1653	12	65	9	13	0
(S) 04/25/24	1522	11	66 <sup>n</sup>	9	14	0
(N) 06/06/23	1586	12	62 <sup>s</sup>	11	15	0

### MAT6.

MAT6. As far as you know, how should you ordinarily put a new baby down to sleep? [Wave 24, (X) 04/28/25, subgroups by gender and age]

Group	N	On the infant's side	On the infant's back (CORRECT)	On the infant's stomach	Or are you not sure?	Refused
(a) Women 18–49 yrs	431	5 <sup>bcd</sup>	76 <sup>bcd</sup>	7 <sup>d</sup>	12	0
(b) Women 50+ yrs	451	17 <sup>a</sup>	66 <sup>ad</sup>	8 <sup>d</sup>	9 <sup>d</sup>	0
(c) Men 18–49 yrs	322	13 <sup>a</sup>	64 <sup>a</sup>	8 <sup>d</sup>	16	0
(d) Men 50+ yrs	428	14 <sup>a</sup>	54 <sup>ab</sup>	16 <sup>abc</sup>	16 <sup>b</sup>	0

### D231.

D231. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Smoking in the home of a baby increases the chances that the baby will die from sudden infant death syndrome (SIDS) (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	15	4	11	56	33	23 <sup>n</sup>	29	e
(S) 04/25/24	1522	15 <sup>n</sup>	4	10 <sup>n</sup>	55	34	21	30	0
(N) 06/06/23	1586	18 <sup>s</sup>	4	14 <sup>s</sup>	51	34	18 <sup>x</sup>	30	0

## D231.

D231. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Smoking in the home of a baby increases the chances that the baby will die from sudden infant death syndrome (SIDS) (TRUE) [Wave 24, (X) 04/28/25, subgroups by gender and age]

Group	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Or are you not sure?	web blank
(a) Women 18–49 yrs	431	10 <sup>bd</sup>	2 <sup>d</sup>	8 <sup>d</sup>	67 <sup>bd</sup>	36	31 <sup>bd</sup>	23 <sup>d</sup>	e
(b) Women 50+ yrs	451	18 <sup>ac</sup>	5	13	53 <sup>acd</sup>	31	23 <sup>ad</sup>	28 <sup>d</sup>	e
(c) Men 18–49 yrs	322	10 <sup>bd</sup>	3	7 <sup>d</sup>	64 <sup>bd</sup>	37 <sup>d</sup>	27 <sup>d</sup>	26 <sup>d</sup>	0
(d) Men 50+ yrs	428	24 <sup>ac</sup>	6 <sup>a</sup>	18 <sup>ac</sup>	36 <sup>abc</sup>	27 <sup>c</sup>	9 <sup>abc</sup>	40 <sup>abc</sup>	0