Annenberg Public Policy Center of the University of Pennsylvania ASAPH W26 Measles Items

December 18, 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
Y-25	1699	3.5	2.13	2025-08-05	2025-08-18	ASAPH 25	67%	2550
Z-26	1637	3.5	2.05	2025-11-17	2025-12-01	ASAPH 26	65%	2529

^{*} 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.

A26.

A26. The CDC recommends that children get a first dose of the measles, mumps, and rubella vaccine (MMR vaccine) at 12 to 15 months old and a second dose when they are between ages 4 and 6 years old. If a child either between ages 12 to 15 months or between ages 4 and 6 years old in your household were eligible to get the vaccine, how likely, if at all, would you be to recommend that person get an MMR vaccine?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused
(Z) 12/01/25	1637	14 ^v	6	8	86 ^v	24	62	0	е
(V) 11/24/24	1771	10 ^z	5	6	90 ^z	25	64	0	0

A23B.

A23B. As of October 2024, the CDC recommends that those who are 50 or older take a vaccine against pneumonia. If a person aged 50 or older in your family were eligible to get the vaccine, how likely, if at all, would you be to recommend that person get a pneumonia vaccine?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused
(Z) 12/01/25	1637	26	9	17	74	28	47	0	0
(V) 11/24/24	1771	23	7	15	77	29	48	0	0

A24.

A24. The CDC recommends that those who are 50 or older take a vaccine against shingles. If a person aged 50 or older in your family were eligible to get the vaccine, how likely, if at all, would you be to recommend that person get a shingles vaccine?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused
(Z) 12/01/25	1637	22	8	14	78	26	53	0	0
(V) 11/24/24	1771	18	7	11	82	29	53	0	0

A25.

A25. The CDC recommends that children 11 or 12 years old receive the Human Papillomavirus (HPV) vaccine. If a child aged 11 or 12 in your household were eligible to get the vaccine, how likely, if at all, would you be to recommend that person get an HPV vaccine?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused
(Z) 12/01/25	1637	25	11	15	75 ^v	29	45	0	е
(V) 11/24/24	1771	21	9	12	79 ^z	29	50	е	0

A27.

A27. The CDC recommends that children get four doses of the polio vaccine between 2 months and 6 years old. If a child between 2 months and 6 years old in your household were eligible to get the vaccine, how likely, if at all, would you be to recommend that person get a polio vaccine?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused
(Z) 12/01/25	1637	15 ^v	6	9 ^v	85 ^v	22	63	0	е
(V) 11/24/24	1771	12 ^z	5	6 ^z	88 ^z	22	66	е	0

A28.

A28. The CDC recommends that adolescents get a single dose of the Tdap vaccine, which protects against tetanus, diphtheria, and pertussis (also known as whooping cough) at 11 or 12 years old, and then a booster dose every 10 years for all adults. If a child aged 11 or 12 years old in your household or an adult in your family were eligible to get the vaccine, how likely, if at all, would you be to recommend that person get a Tdap vaccine?

Wave	N	NET Unlikely	Not at all likely	Not too likely	NET Likely	Somewhat likely	Very likely	Not sure	Refused
(Z) 12/01/25	1637	17	6	11	83	29	55	0	е
(V) 11/24/24	1771	14	5	9	85	30	56	е	0

SAFEVAX2.

As far as you know, for each of the following vaccines, please indicate how safe, if at all, you think getting it is. – The measles, mumps, and rubella (MMR) vaccine

Wave	N	NET Unsafe	Very unsafe	Somewhat unsafe	NET Safe	Somewhat safe	Very safe	Not sure	Refused
(Z) 12/01/25	1637	8	4	4	83 ⁱ	22	61	8	0
(V) 11/24/24	1771	8	2	6	86 ^p	25	61	6 ^p	0
(P) 10/12/23	1559	9 ⁱ	3	6 ⁱ	81 ^{iv}	24	57 ⁱ	10 ^{iv}	е
(I) 08/23/22	1621	6 ^p	2	4 ^p	88 ^{pz}	25	63 ^p	6 ^p	е

SAFEVAX1.

As far as you know, for each of the following vaccines, please indicate how safe, if at all, you think getting it is. – The human papillomavirus (HPV) vaccine

Wave	N	NET Unsafe	Very unsafe	Somewhat unsafe	NET Safe	Somewhat safe	Very safe	Not sure	Refused
(Z) 12/01/25	1637	11	5	6	72 ^p	27	45	17 ^{ip}	0
(P) 10/12/23	1559	11	5	6	65 ^z	23	42	24 ^z	е
(I) 08/23/22	1621	9	3	6	69	27	43	21 ^z	0

SAFEVAX3.

As far as you know, for each of the following vaccines, please indicate how safe, if at all, you think getting it is. – The flu vaccine

Wave	N	NET Unsafe	Very unsafe	Somewhat unsafe	NET Safe	Somewhat safe	Very safe	Not sure	Refused
(Z) 12/01/25	1637	14 ⁱ	5 ⁱ	9	80 ⁱ	28	52	7	0
(V) 11/24/24	1771	11	4	7	83	29	54	5 ^p	0
(P) 10/12/23	1559	11	4	7	81	29	52	8 ^{iv}	е
(I) 08/23/22	1621	10 ^z	3 ^z	7	85 ^z	29	56	5 ^p	е

SAFEVAX4.

As far as you know, for each of the following vaccines, please indicate how safe, if at all, you think getting it is. – The COVID–19 vaccine

Wave	N	NET Unsafe	Very unsafe	Somewhat unsafe	NET Safe	Somewhat safe	Very safe	Not sure	Refused
(Z) 12/01/25	1637	25 ⁱ	15 ⁱ	10	65 ⁱ	27	38 ⁱ	10	е
(V) 11/24/24	1771	25 ⁱ	13 ⁱ	12 ⁱ	65 ⁱ	28	37 ⁱ	9	е
(P) 10/12/23	1559	24 ⁱ	12	12 ⁱ	66 ⁱ	25	41	10	0
(I) 08/23/22	1621	18 ^{pvz}	10 ^{vz}	8 ^{pv}	73 ^{pvz}	27	46 ^{vz}	9	0

EFFECTVAX2.

As far as you know, for each of the following vaccines, please indicate how effective, if at all, you think getting it is – The measles, mumps, and rubella (MMR) vaccine

Wave	N	NET Ineffective	Very ineffective	Somewhat ineffective	NET Effective	Somewhat effective	Very effective	Not sure	Refused
(Z) 12/01/25	1637	7 ⁱ	3	4	83 ^{iv}	20	63	11	е
(V) 11/24/24	1771	5	2	3	86 ^z	21	65 ^p	9	0
(P) 10/12/23	1559	8 ⁱ	4 ⁱ	4	83 ⁱ	23	59 ^{iv}	10	е
(I) 08/23/22	1621	4 ^{pz}	2 ^p	3	87 ^{pz}	20	67 ^p	9	0

EFFECTVAX1.

As far as you know, for each of the following vaccines, please indicate how effective, if at all, you think getting it is – The human papillomavirus (HPV) vaccine

Wave	N	NET Ineffective	Very ineffective	Somewhat ineffective	NET Effective	Somewhat effective	Very effective	Not sure	Refused
(Z) 12/01/25	1637	9 ⁱ	4 ⁱ	5 ⁱ	64	29	36	26 ^p	0
(V) 11/24/24	1771	9 ⁱ	4 ⁱ	5 ⁱ	65	26	38	26 ^p	е
(P) 10/12/23	1559	8 ⁱ	3	4	61 ⁱ	25	36	32 ^{vz}	е
(I) 08/23/22	1621	5 ^{pvz}	2 ^{vz}	3 ^{vz}	66 ^p	27	39	29	е

EFFECTVAX3.

As far as you know, for each of the following vaccines, please indicate how effective, if at all, you think getting it is – The flu vaccine

Wave	N	NET Ineffective	Very ineffective	Somewhat ineffective	NET Effective	Somewhat effective	Very effective	Not sure	Refused
(Z) 12/01/25	1637	20 ^{ip}	8 ⁱ	12	72 ⁱ	43	29 ⁱ	8	е
(V) 11/24/24	1771	18 ⁱ	7 ⁱ	12	75 ⁱ	48	28 ⁱ	6 ^p	е
(P) 10/12/23	1559	15 ^z	5 ⁱ	10	75 ⁱ	47	28 ⁱ	10 ^{iv}	0
(I) 08/23/22	1621	13 ^{vz}	3 ^{pvz}	10	81 ^{pvz}	45	37 ^{pvz}	6 ^p	е

EFFECTVAX4.

As far as you know, for each of the following vaccines, please indicate how effective, if at all, you think getting it is – The COVID–19 vaccine

Wave	N	NET Ineffective	Very ineffective	Somewhat ineffective	NET Effective	Somewhat effective	Very effective	Not sure	Refused
(Z) 12/01/25	1637	28	16	12	61 ⁱ	35	26 ⁱ	11 ⁱ	е
(V) 11/24/24	1771	26	16	10	65	40	25 ⁱ	10	е
(P) 10/12/23	1559	25	13	12	65	37	28	10 ⁱ	е
(I) 08/23/22	1621	24	13	11	69 ^z	39	30 ^{vz}	7 ^{pz}	е

EFFECTVAX5.

As far as you know, for each of the following vaccines, please indicate how effective, if at all, you think getting it is – The shingles vaccine

Wave	N	NET Ineffective	Very ineffective	Somewhat ineffective	NET Effective	Somewhat effective	Very effective	Not sure	Refused
(Z) 12/01/25	1637	8 ⁱ	3 ⁱ	5	72	29	43	20	0
(V) 11/24/24	1771	6	2	4	74	31	43	20	0
(P) 10/12/23	1559	8 ⁱ	3 ⁱ	4	73	31	42	19	0
(I) 08/23/22	1621	5 ^{pz}	1 ^{pz}	4	74	30	44	21	е

EFFECTVAX6.

As far as you know, for each of the following vaccines, please indicate how effective, if at all, you think getting it is – The pneumonia vaccine

Wave	N	NET Ineffective	Very ineffective	Somewhat ineffective	NET Effective	Somewhat effective	Very effective	Not sure	Refused
(Z) 12/01/25	1637	10 ⁱ	3 ⁱ	7	70	37 ⁱ	33 ⁱ	21	е
(V) 11/24/24	1771	9 ⁱ	3 ⁱ	6	71	34	37 ⁱ	20	0
(P) 10/12/23	1559	8	3 ⁱ	4	69 ⁱ	34	35 ⁱ	23	0
(I) 08/23/22	1621	6 ^{vz}	1 ^{pvz}	4	74 ^p	31 ^z	43 ^{pvz}	20	е

D04M.

Please indicate if you believe the statement below is true, false, or if you aren't sure. – It's safer to get the measles, mumps, and rubella (MMR) vaccine than to get measles, mumps, or rubella (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	10	5	4	76	20	56 ^r	14	0
(W) 02/10/25	1716	10	6	4	75	21	54	14	е
(R) 02/12/24	1555	10	6	5	75	24	51 ^z	15	е

D04.

Please indicate if you believe the statement below is true, false, or if you aren't sure. – It's safer to get the COVID-19 vaccine than to get COVID-19 (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	23 ^r	13	10	61	20	41	15	0
(W) 02/10/25	1716	23 ^r	11	12 ^r	60	23	37	17	е
(R) 02/12/24	1555	19 ^{wz}	10	9 ^w	63	22	41	18	0

D04B.

Please indicate if you believe the statement below is true, false, or if you aren't sure. – It's safer to get the mRNA COVID-19 vaccine than to get COVID-19 (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	23 ^r	12	11	56 ^r	20	36 ^r	21 ^r	е
(W) 02/10/25	1716	22 ^r	11	12 ^r	54	22	32	23 ^r	е
(R) 02/12/24	1555	17 ^{wz}	9	8 ^w	50 ^z	20	30 ^z	33 ^{wz}	0

D04F.

Please indicate if you believe the statement below is true, false, or if you aren't sure. – It's safer to get the flu vaccine than to get the flu (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	16	7	8	72 ^w	28	44 ^w	12 ^w	0
(W) 02/10/25	1716	17	7	10	67 ^z	29	38 ^z	16 ^z	0
(R) 02/12/24	1555	17	6	10	68	29	39	15	е

D04R1ALL.

D04R1ALL. Please indicate if you believe the statement below is true, false, or if you aren't sure. – It's safer for [older adults/people over the age of 60] to get the RSV vaccine than to get RSV

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	10	5	5 ^r	70 ^{rw}	29	41 ^r	20 ^{rw}	е
(W) 02/10/25	1716	9	4	5	65 ^z	28	38	25 ^z	е
(R) 02/12/24	1555	12	4	7 ^z	63 ^z	29	34 ^z	25 ^z	е

D04R2.

Please indicate if you believe the statement below is true, false, or if you aren't sure. – It's safer for pregnant people to get the RSV vaccine than to get RSV (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	12	5	7	58 ^{rw}	25	33 ^{rw}	30 ^w	е
(W) 02/10/25	1716	12	4	7	53 ^z	26	27 ^z	35 ^z	0
(R) 02/12/24	1555	13	5	8	52 ^z	25	28 ^z	35	е

MP3I2.

How worried, if at all, are you about you or someone in your family contracting measles in the next 3 months?

Wave	N	NET Unworried	Not at all worried	Not too worried	NET Worried	Somewhat worried	Very worried	Not sure	Refused
(Z) 12/01/25	1637	87 ^x	49	37	13 ^x	11	2 ^x	0	0
(Y) 08/18/25	1699	87 ^x	46	40	13 ^x	10	3	0	0
(X) 04/28/25	1653	83 ^{yz}	45	38	17 ^{yz}	13	4 ^z	0	0

MP3A2.

How worried, if at all, are you about you or someone in your family contracting COVID-19 in the next 3 months?

Wave	N	NET Unworried	Not at all worried	Not too worried	NET Worried	Somewhat worried	Very worried	Not sure	Refused
(Z) 12/01/25	1637	75	29 ^y	46	25 ^x	21 ^{xy}	4	0	0
(Y) 08/18/25	849	79	37 ^z	42	21	16 ^z	5	0	е
(X) 04/28/25	1653	79	31	48	20 ^z	17 ^z	4	е	е

MP3H2.

How worried, if at all, are you about you or someone in your family contracting whooping cough in the next 3 months?

Wave	N	NET Unworried	Not at all worried	Not too worried	NET Worried	Somewhat worried	Very worried	Not sure	Refused
(Z) 12/01/25	1637	87	42	44	13	9	4	0	е
(Y) 08/18/25	1699	86	41	45	14	11	3	0	0
(X) 04/28/25	1653	85	42	43	15	11	4	0	0

MP3J2.

How worried, if at all, are you about you or someone in your family contracting H5N1, also known as bird flu, in the next 3 months?

Wave	N	NET Unworried	Not at all worried	Not too worried	NET Worried	Somewhat worried	Very worried	Not sure	Refused
(Z) 12/01/25	1637	85	39 ^x	45	15	12 ^x	3	0	е
(Y) 08/18/25	1699	85 ^x	37	49	15 ^x	12 ^x	3	0	0
(X) 04/28/25	1653	81 ^y	34 ^z	47	19 ^y	15 ^{yz}	3	е	е

D108F.

Think about how bad it would be for you to have each of the following illnesses. – Measles

Wave	N	NET Bad	Extremely bad	Very bad	NET Not Bad	Somewhat bad	Not bad at all	Not sure	Refused
(Z) 12/01/25	1637	68 ^j	31 ^j	36	25 ^j	23 ^j	2 ^j	7	0
(J) 10/18/22	1646	58 ^z	22 ^z	36	35 ^z	31 ^z	4 ^z	7	е

D108A.

Think about how bad it would be for you to have each of the following illnesses. – Seasonal flu

Wave	N	NET Bad	Extremely bad	Very bad	NET Not Bad	Somewhat bad	Not bad at all	Not sure	Refused
(Z) 12/01/25	1637	25	5	20 ^j	70 ^j	58	12 ^j	5	е
(J) 10/18/22	1646	21	5	16 ^z	74 ^z	58	16 ^z	4	е

D108C.

Think about how bad it would be for you to have each of the following illnesses. – Skin Cancer

Wave	N	NET Bad	Extremely bad	Very bad	NET Not Bad	Somewhat bad	Not bad at all	Not sure	Refused
(Z) 12/01/25	1637	80 ^j	47	32 ^j	15 ^j	13 ^j	1	6	е
(J) 10/18/22	1646	76 ^z	48	27 ^z	19 ^z	18 ^z	1	5	е

D108D.

Think about how bad it would be for you to have each of the following illnesses. – Long COVID

Wave	N	NET Bad	Extremely bad	Very bad	NET Not Bad	Somewhat bad	Not bad at all	Not sure	Refused
(Z) 12/01/25	1637	68	36	32	21 ^j	17 ^j	3	11 ^j	е
(J) 10/18/22	1646	67	33	34	25 ^z	22 ^z	4	8 ^z	0

D108E.

Think about how bad it would be for you to have each of the following illnesses. – Polio

Wave	N	NET Bad	Extremely bad	Very bad	NET Not Bad	Somewhat bad	Not bad at all	Not sure	Refused
(Z) 12/01/25	1637	87	66 ^j	21 ^j	6	5 ^j	1	7	е
(J) 10/18/22	1646	85	59 ^z	26 ^z	8	7 ^z	1	8	0

D108G.

Think about how bad it would be for you to have each of the following illnesses. – COVID–19

Wave	N	NET Bad	Extremely bad	Very bad	NET Not Bad	Somewhat bad	Not bad at all	Not sure	Refused
(Z) 12/01/25	1637	42	14	28	51	41	10	6	е
(J) 10/18/22	1646	42	16	25	53	43	10	5	е

APPCMSG1.

Please indicate if you believe the statement below is true, false, or if you aren't sure. – Vaccines are the best defense we have against measles, chickenpox, polio, and COVID–19 (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(Z) 12/01/25	1637	10	5	5	78	26	52	13	е
(U) 09/30/24	1744	11	4	6	76	28	48	13	0