

Annenberg Public Policy Center of the University of Pennsylvania

ASAPH W24 - Maternal Health Items

July 28, 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

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.

MEAS3.

MEAS3. Please indicate if medical professionals recommend or do NOT recommend that a person who is pregnant and has not yet taken the vaccine take the vaccine during their pregnancy. / Measles vaccine (No)

Wave	N	Yes, medical professionals recommend most people who are pregnant should take this vaccine	No, medical professionals do NOT recommend most people who are pregnant take this vaccine	Not sure	Refused
(X) 04/28/25	1653	29	11	60	0
(S) 04/25/24	1522	32	12	57	e

MEAS3_6_4.

MEAS3_6_4. For each of the following vaccines, please indicate if medical professionals recommend or do NOT recommend that a person who is pregnant and has not yet taken the vaccine take the vaccine during their pregnancy...? – Tdap vaccine (YES)

Wave	N	Yes, medical professionals recommend most people who are pregnant should take this vaccine	No, medical professionals do NOT recommend most people who are pregnant take this vaccine	Not sure	Refused
(X) 04/28/25	1653	37 ^s	6	57 ^s	0
(S) 04/25/24	1522	43 ^x	5	52 ^x	0

MEAS3_6_5.

MEAS3_6_5. For each of the following vaccines, please indicate if medical professionals recommend or do NOT recommend that a person who is pregnant and has not yet taken the vaccine take the vaccine during their pregnancy...? – Flu vaccine (YES)

Wave	N	Yes, medical professionals recommend most people who are pregnant should take this vaccine	No, medical professionals do NOT recommend most people who are pregnant take this vaccine	Not sure	Refused
(X) 04/28/25	1653	55 ^s	6	39 ^s	e
(S) 04/25/24	1522	60 ^x	6	34 ^x	0

MEAS3_6_6.

MEAS3_6_6. For each of the following vaccines, please indicate if medical professionals recommend or do NOT recommend that a person who is pregnant and has not yet taken the vaccine take the vaccine during their pregnancy...? – RSV vaccine (YES)

Wave	N	Yes, medical professionals recommend most people who are pregnant should take this vaccine	No, medical professionals do NOT recommend most people who are pregnant take this vaccine	Not sure	Refused
(X) 04/28/25	1653	47 ^s	5	47	e
(S) 04/25/24	1522	52 ^x	4	44	0

MEAS3- MEAS3_6_6. For each of the following vaccines, please indicate if medical professionals recommend or do NOT recommend that a person who is pregnant and has not yet taken the vaccine take the vaccine during their pregnancy...?

BY GENDER/AGE AND WAVE

	Vaccine	Wave	N	Yes, medical professionals recommend most people who are pregnant should take this vaccine	No, medical professionals do NOT recommend most people who are pregnant take this vaccine	Not sure	Refused
(A) Women 18-49	Flu	4/28/2025	431	60	7	32 ^b	0
(B) Men 18+ & Women 50+	Flu	4/28/2025	1201	53	5 ^c	42 ^{acd}	e
(C) Women 18-49	Flu	4/25/2024	376	60	10 ^{bd}	29 ^b	0
(D) Men 18+ & Women 50+	Flu	4/25/2024	1133	60	5 ^c	35 ^b	0
(A) Women 18-49	MMR	4/28/2025	431	34	15 ^b	52 ^b	0
(B) Men 18+ & Women 50+	MMR	4/28/2025	1201	28	9 ^a	63 ^{ac}	0
(C) Women 18-49	MMR	4/25/2024	376	36	14	50 ^{bd}	0
(D) Men 18+ & Women 50+	MMR	4/25/2024	1133	30	11	59 ^c	0
(A) Women 18-49	RSV	4/28/2025	431	52 ^c	8 ^d	40 ^{bd}	0
(B) Men 18+ & Women 50+	RSV	4/28/2025	1201	45	5	50 ^{ac}	e
(C) Women 18-49	RSV	4/25/2024	376	62 ^{ad}	6	32 ^{bd}	0
(D) Men 18+ & Women 50+	RSV	4/25/2024	1133	48 ^c	3 ^a	49 ^a	0
(A) Women 18-49	Tdap	4/28/2025	431	52 ^{bd}	10 ^{bd}	39 ^{bd}	0
(B) Men 18+ & Women 50+	Tdap	4/28/2025	1201	31 ^{ac}	5 ^a	64 ^{acd}	0
(C) Women 18-49	Tdap	4/25/2024	376	57 ^{bd}	6	37 ^{bd}	0
(D) Men 18+ & Women 50+	Tdap	4/25/2024	1133	38 ^{ac}	5 ^a	57 ^{abc}	0

D1TOD37_D222.

D1TOD37_D222. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Untreated high blood pressure increases the likelihood that someone who is pregnant will have a stroke (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	4	e	4	73	45	27	23	e
(S) 04/25/24	1522	5	1 ⁿ	4	76	48	28	19	0
(N) 06/06/23	1586	6	e ^s	5	73	46	27	21	0

D1TOD37_D223.

D1TOD37_D223. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Pregnant persons should be tested for diabetes (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	5	2	3	80	31	48	16	e
(S) 04/25/24	1522	4	1	3	81	31	50	15	0
(N) 06/06/23	1586	6	2	4	78	32	46	16	0

D1TOD37_D224.

D1TOD37_D224. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Drinking wine or beer while pregnant is safe (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	84	63	21	9	7	3	7	e
(S) 04/25/24	1522	84	62	23	8	6	2	8	e
(N) 06/06/23	1586	85	63	23	9	6	3	6	0

D1TOD37_D225.

D1TOD37_D225. Please indicate if you believe the statement below is true, false, or if you aren't sure. – How well a person takes care of their health before getting pregnant affects the health of their baby (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	5	1	4	86 ⁿ	34	51	9 ⁿ	e
(S) 04/25/24	1522	5	2 ⁿ	4	86 ⁿ	30	56	9	0
(N) 06/06/23	1586	4	1 ^s	4	89 ^{sx}	34	55	6 ^x	0

D1TOD37_D225. Please indicate if you believe the statement below is true, false, or if you aren't sure. – How well a person takes care of their health before getting pregnant affects the health of their baby (FALSE)

BY GENDER/AGE AND WAVE

	Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(A) Women 18-49	04/28/25	431	9 ^{bd}	1	7 ^{bd}	75 ^{bde}	34	40 ^{bde}	17 ^{bde}	0
(B) Men 18+ & Women 50+	04/28/25	1201	4 ^{ac}	1	3 ^a	89 ^{acf}	34	55 ^{ac}	6 ^{acf}	e
(C) Women 18-49	04/25/24	376	10 ^{bde}	3	7	78 ^{de}	34	44 ^{bd}	12 ^{bd}	0
(D) Men 18+ & Women 50+	04/25/24	1133	4 ^a	2	2 ^{acf}	89 ^{acf}	29 ^{ef}	60 ^{acef}	7 ^{acf}	0
(E) Women 18-49	06/06/23	410	5 ^c	1	4	86 ^{acf}	37 ^d	49 ^{df}	8 ^{af}	0
(F) Men 18+ & Women 50+	06/06/23	1161	9	1	7	75 ^{bde}	34 ^d	40	17 ^{bde}	0

D1TOD37_D226.

D1TOD37_D226. Please indicate if you believe the statement below is true, false, or if you aren't sure. – How well a person takes care of their health during their pregnancy affects the health of their baby (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	3	1	2	91	19	72	6	0
(S) 04/25/24	1522	2	1	1 ⁿ	91	16	75	7 ⁿ	e
(N) 06/06/23	1586	4	1	2 ^s	92	15	76	4 ^s	e

D1TOD37_D227.

D1TOD37_D227. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Because babies are born with natural immunity, they don't need to be vaccinated ... until they are likely to be exposed ... (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	69	44	25	15	12	4	16	0
(S) 04/25/24	1522	67	44	22	19	15	4	14	e
(N) 06/06/23	1586	67	42	25	16	13	3	17	0

D1TOD37_D228.

D1TOD37_D228. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Smoking during pregnancy increases the chances that the baby will be born early (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	7 ^{ns}	1	5 ^{ns}	77 ⁿ	40	38 ^{ns}	16	0
(S) 04/25/24	1522	4 ^{nx}	1	3 ^{nx}	81 ⁿ	38	43 ^{nx}	15	e
(N) 06/06/23	1586	10 ^{sx}	2	8 ^{sx}	72 ^{sx}	42	30 ^{sx}	18	e

D1TOD37_D229.

D1TOD37_D229. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Smoking during pregnancy increases the chances that the baby will have birth defects (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	7	1	6	82	37	45	11	e
(S) 04/25/24	1522	8	2	6	83	36	46	10	0
(N) 06/06/23	1586	8	2	6	83	36	47	9	0

D1TOD37_D231.

D1TOD37_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 ⁿ	29	e
(S) 04/25/24	1522	15 ⁿ	4	10 ⁿ	55	34	21	30	0
(N) 06/06/23	1586	18 ^s	4	14 ^s	51	34	18 ^x	30	0

D1TOD37_D232.

D1TOD37_D232. Please indicate if you believe the statement below is true, false, or if you aren't sure. – Those who are or who may become pregnant should take a daily vitamin that contains folic acid, which is a B vitamin (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	3	1	2	71 ⁿ	30 ⁿ	41	27 ⁿ	e
(S) 04/25/24	1522	3	1	3	73	30	43	24	0
(N) 06/06/23	1586	3	e	2	76 ^x	34 ^x	41	22 ^x	0

MAT2.

MAT2. As far as you know, does breastfeeding benefit the breastfed baby, the breastfeeding parent, both the breastfed baby and the breastfeeding parent, neither, or are you not sure?

Wave	N	The baby	The parent	Both the baby and the parent (CORRECT)	Neither	Not sure	Refused
(X) 04/28/25	1653	12 ⁿ	1	77 ⁿ	1	10	0
(S) 04/25/24	1522	15	1	74	1	9	e
(N) 06/06/23	1586	17 ^x	1	71 ^x	1	11	e

MAT3.

MAT3. As far as you know, does smoking during pregnancy:

Wave	N	Increase the chances that the smoker's baby will be overweight at birth	Increase the chances that the smoker's baby will be underweight at birth	Have no effect on the smoker's baby's weight at birth	Not sure	Refused
(X) 04/28/25	1653	1	81 ⁿ	2	15 ⁿ	e
(S) 04/25/24	1522	2	79	3	16 ⁿ	e
(N) 06/06/23	1586	2	76 ^x	2	20 ^{sx}	e

MAT4.

MAT4. As far as you know, which of the following statements is the most accurate?

Wave	N	Someone who wants to get pregnant should stop drinking alcohol before and during pregnancy (Most Accurate)	Someone who wants to get pregnant should stop drinking alcohol as soon as they learn they are pregnant	Someone who wants to get pregnant should restrict their alcohol intake while pregnant to no more than two drinks a day	Not sure	Refused
(X) 04/28/25	1653	64	23	4	9	e
(S) 04/25/24	1522	62	23	5	10 ⁿ	e
(N) 06/06/23	1586	65	25	4	6 ^s	e

MAT4. As far as you know, which of the following statements is the most accurate?

BY GENDER/AGE AND WAVE

	Wave	N	Someone who wants to get pregnant should stop drinking alcohol before and during pregnancy (Most Accurate)	Someone who wants to get pregnant should stop drinking alcohol as soon as they learn they are pregnant	Someone who wants to get pregnant should restrict their alcohol intake while pregnant to no more than two drinks a day	Not sure	Refused
(A) Women 18-49	4/28/2025	431	58 ^b	25 ^c	3	14 ^{bef}	0
(B) Men 18+ & Women 50+	4/28/2025	1201	66 ^a	22	4	7 ^a	e
(C) Women 18-49	4/25/2024	376	63	17 ^{adef}	7	13 ^{bef}	0
(D) Men 18+ & Women 50+	4/25/2024	1133	63	25 ^c	4	9	e
(E) Women 18-49	6/6/2023	410	64	26 ^c	4	6 ^{ac}	0
(F) Men 18+ & Women 50+	6/6/2023	1161	65	25 ^c	4	6 ^{ac}	e

MAT5.

MAT5. As far as you know, should a person of normal weight before pregnancy:

Wave	N	Try not to gain weight during pregnancy	Gain between 5 and 10 pounds during pregnancy	Gain between 25 and 35 pounds during pregnancy	Not sure	Refused
(X) 04/28/25	1653	3	25	46	25	0
(S) 04/25/24	1522	5	26	46	23	0
(N) 06/06/23	1586	5	24	45	26	0

MAT8.

MAT8. As far as you know, which of the following statements is the most accurate?

Wave	N	If someone finds out they are pregnant, they should immediately stop taking any medications they regularly take	If someone finds out they are pregnant, they should talk to their doctor before starting or stopping any medications	Not sure	Refused
(X) 04/28/25	1653	5	87	8 ⁿ	e
(S) 04/25/24	1522	6	85 ⁿ	9 ⁿ	e
(N) 06/06/23	1586	5	90 ^s	5 ^{sx}	0

MAT8. As far as you know, which of the following statements is the most accurate?

BY AGE/GENDER AND WAVE

	Wave	N	If someone finds out they are pregnant, they should immediately stop taking any medications they regularly take	If someone finds out they are pregnant, they should talk to their doctor before starting or stopping any medications	Not sure	Refused
(A) Women 18-49	4/28/2025	431	7	78 ^{bdef}	15 ^{bdef}	0
(B) Men 18+ & Women 50+	4/28/2025	1201	4	91 ^{ace}	5 ^{ac}	0
(C) Women 18-49	4/25/2024	376	8	78 ^{bef}	14 ^{bdef}	0
(D) Men 18+ & Women 50+	4/25/2024	1133	5	88 ^{ac}	7 ^{ac}	0
(E) Women 18-49	6/6/2023	410	8 ^f	86 ^{abcf}	6 ^{ac}	0
(F) Men 18+ & Women 50+	6/6/2023	1161	4 ^e	91 ^{ace}	4 ^{ac}	0

MAT10.

MAT10. As far as you know, which statement comes closer to the recommendation made by the U.S. Centers for Disease Control and Prevention (CDC):

Wave	N	Those who are pregnant SHOULD take an iron supplement every day.	Those who are pregnant SHOULD take an iron supplement IF their health care provider finds that they are anemic.	Those who are pregnant should NOT take an iron supplement.	Not sure	Refused
(X) 04/28/25	1653	19	42	1	39	0
(S) 04/25/24	1522	18	46	1	35	0