

Annenberg Public Policy Center of the University of Pennsylvania

ASAPH W24 Measles Items

May 12, 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.

D01B.

D01B. Please indicate if you believe the statement below is true, false, or if you aren't sure. Vaccines given to children for diseases like measles, mumps, and rubella cause autism (FALSE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	67 ^b	42 ^b	25	14 ^b	11 ^b	3	19	e
(U) 09/30/24	1744	66 ^{bi}	41 ^b	25	12	9	3	22 ^{bip}	0
(T) 07/18/24	1496	70	42 ^b	28	11	9	2	19	0
(P) 10/12/23	1559	70	43	27	12 ^b	10 ^b	2	18 ^u	0
(I) 08/23/22	1621	71 ^u	44	27	11	9	2	17 ^u	e
(B) 06/22/21	1719	74 ^{ux}	47 ^{lux}	27	9 ^{px}	7 ^{px}	2	18 ^u	e

MMRRISK.

MMRRISK. Overall, do you think:

Wave	N	The benefits of childhood vaccines for measles, mumps, and rubella outweigh the risks	The risks of childhood vaccines for measles, mumps, and rubella outweigh the benefits	Not sure	Refused
(X) 04/28/25	1653	83 ^{no}	17 ^{no}	e	e
(O) 08/15/23	1482	89 ^x	11 ^x	0 ⁿ	e
(N) 06/06/23	1586	87 ^x	12 ^x	1 ^o	e

D400.

D400. Which statement comes closer to your views about childhood vaccines for measles, mumps, and rubella (MMR), even if neither is exactly right?

Wave	N	Parents should be able to decide whether or not to vaccinate their children who attend public schools, even if ...	Healthy children should be required to be vaccinated in order to attend public schools because of the potential ...	Not sure	Refused
(X) 04/28/25	1653	18 ^{ko}	70 ^{ko}	13	e
(O) 08/15/23	1482	22 ^x	63 ^{nx}	15	0
(N) 06/06/23	1586	20	67 ^{ko}	13	0
(K) 01/16/23	1641	22 ^x	63 ^{nx}	15	0

VAXNORC4.

VAXNORC4. Please indicate if you believe the statement below is true, false, or if you aren't sure. Medical professionals recommend that those who are able to be safely vaccinated take the measles vaccine even if their chances of exposure are low. (TRUE)

Wave	N	NET False	Definitely false	Probably false	NET True	Probably true	Definitely true	Not sure	Refused
(X) 04/28/25	1653	4	1	3	81 ^s	32	49 ^s	16 ^s	e
(S) 04/25/24	1522	5	1	4	74 ^x	34	41 ^x	20 ^x	e

MEAS12_1.

MEAS12_1. As far as you know, which of the following complications is a person who gets infected with measles while pregnant more likely to experience? – Low birth weight baby (YES)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	34	8 ^s	57	e
(S) 04/25/24	1522	38	6 ^x	56	e

MEAS12_2.

MEAS12_2. As far as you know, which of the following complications is a person who gets infected with measles while pregnant more likely to experience? – Early delivery (YES)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	34	9	57	e
(S) 04/25/24	1522	37	7	56	e

MEAS12_3.

MEAS12_3. As far as you know, which of the following complications is a person who gets infected with measles while pregnant more likely to experience? – Diabetes (NO)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	7	35	57	e
(S) 04/25/24	1522	7	37	56	e

MEAS12_4.

MEAS12_4. As far as you know, which of the following complications is a person who gets infected with measles while pregnant more likely to experience? – Blurred vision (NO)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	11	31	57	e
(S) 04/25/24	1522	11	33	56	e

MEAS12_5.

MEAS12_5. As far as you know, which of the following complications is a person who gets infected with measles while pregnant more likely to experience? – Death (NO)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	16 ^s	26 ^s	57	e
(S) 04/25/24	1522	12 ^x	31 ^x	56	e

MAT1A_1.

MAT1A_1. Which vaccines does the U.S. Centers for Disease Control and Prevention (CDC) recommend that individuals NOT get during pregnancy? – Measles vaccine

Wave	N	Selected	NOT selected	None of these	Not sure	Refused
(X) 04/28/25	1653	15	9	13	63	e

MEAS13.

MEAS13. As far as you know, are the number of cases of measles in the US so far this year more, less, or about the same as the number of cases last year during the same time period, or are you not sure?

Wave	N	More	Less	About the same	Not sure	Refused
(X) 04/28/25	1653	58	5	11	27	0

MEAS1_2.

MEAS1_2. As far as you know, by which of the following ways can measles be spread? – Touching a contaminated surface and then touching your nose or mouth or eyes (YES)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	66 ^s	11	23 ^s	0
(S) 04/25/24	1522	59 ^x	13	28 ^x	e

MEAS1_1.

MEAS1_1. As far as you know, by which of the following ways can measles be spread? – By coughing or sneezing (YES)

Wave	N	Selected	NOT selected	Not sure	Refused
(X) 04/28/25	1653	63	14	23 ^s	0
(S) 04/25/24	1522	59	13	28 ^x	e

MEAS2.

MEAS2. Thinking about people who have measles, just your best estimate, for how much time can they spread the infection before they develop a measles rash?

Wave	N	Two weeks	One week	Four days (YES)	Only 24 hours	Those who have measles can only spread it when they have a measles rash	Not sure	Refused
(X) 04/28/25	1653	9	12	14	5	4	55	0
(S) 04/25/24	1522	10	12	12	5	6	55	0

MEAS10.

MEAS10. Think about 100 people who get measles. Just your best estimate, how many of the hundred will experience hospitalization as a result of infection with measles?

Wave	N	Underestimate	Accurate	Overestimate	Not sure	Refused
(X) 04/28/25	1653	17	13	36	33	1 ^s
(S) 04/25/24	1522	17	13	37	34	e ^x

MEAS7.

MEAS7. Think about 100 people who get measles. Just your best estimate, how many of the hundred will experience diarrhea as a result of infection with measles?

Wave	N	Underestimate	Accurate	Overestimate	Not sure	Refused
(X) 04/28/25	1653	7	4	33 ^s	54 ^s	2 ^s
(S) 04/25/24	1522	7	5	40 ^x	48 ^x	e ^x

MP3I2.

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
(X) 04/28/25	1653	83	45	38	17	13	4	0	0

MEAS14.

MEAS14. As far as you know, which of the following statements is the most accurate? Taking Vitamin A every day

Wave	N	...increases the chances you will get measles	...helps protect you against getting measles	...has no effect one way or the other on whether you will get measles [TRUE]	Not sure	Refused
(X) 04/28/25	1653	e	9	46	45	e

MEAS15.

MEAS15. As far as you know, which of the following statements is the most accurate? Taking a large amount of cod liver oil every day

Wave	N	...increases the chances you will get measles	...helps protect you against getting measles	...has no effect one way or the other on whether you will get measles [TRUE]	Not sure	Refused
(X) 04/28/25	1653	1	4	47	48	e

MEAS16.

MEAS16. As far as you know, which of the following statements is the most accurate? Taking a large amount of cod liver oil every day is likely to

Wave	N	...have no effect one way or the other on your health	...improve your health	...harm your health	Not sure	Refused
(X) 04/28/25	1653	22	16	15	48	e