

# ASPA COVID-19 PUBLIC EDUCATION CAMPAIGN

A campaign to increase vaccine acceptance and reinforce basic prevention measures



## CET – Annotated Questionnaire

*Note: The questions below are the proposed questions for the first iteration of the Weekly Current Events Tracker. Questions highlighted in yellow will be asked every week; questions highlighted in blue will be rotated into the survey on a monthly basis; and questions highlighted in green are meant to be asked in Wave 1 only. Other potential topics that will be included in subsequent Waves include: misperceptions about COVID-19 and the vaccines, reactions to the COVID-19 vaccine rollout, sources of information about the COVID-19 vaccine, exposure to messages about COVID-19 vaccines, the impact of key events and milestones on attitudes toward COVID-19 and the vaccine, and experiences with and reactions to getting a COVID-19 vaccine.*

*ASPA will provide OMB with updates to the questionnaire for subsequent Waves.*

Standard Questions

Modular Questions

One-Time Questions

### HHS Familiarity & Perceptions

For the next section we would like to talk about current events.

// Page Break //

Item #: Q1

Question type: Single punch

// Soft Prompt: "We would like your response to this question." //

**hhs\_fam**: How familiar are you with the U.S. Department of Health and Human Services (HHS)?

Variable Label: hhs\_fam: Familiarity with HHS

| Value | Value Label         |
|-------|---------------------|
| 1     | Not at all familiar |
| 2     | Slightly familiar   |
| 3     | Moderately familiar |
| 4     | Very familiar       |
| -99   | Refused             |

**//PROGRAMMING NOTE: IF Q1 = 1, SKIP TO Q6//**

// Page Break //

Item #: Q2

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**hhs\_op**. How favorable is your opinion of the U.S. Department of Health and Human Services (HHS)?

Variable Label: hhs\_op: Opinion of HHS

| Value | Value Label        |
|-------|--------------------|
| 1     | Very unfavorable   |
| 2     | Mostly unfavorable |
| 3     | Mostly favorable   |
| 4     | Very favorable     |
| -99   | Refused            |
| -100  | Valid skip         |

// Page Break //

Item #: Q3

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**hhs\_op\_change**. In the past few weeks, how has your opinion of the U.S. Department of Health and Human Services (HHS) changed, if at all?

Variable Label: hhs\_op\_change: Change in Opinion of HHS

| Value | Value Label            |
|-------|------------------------|
| 1     | Much more negative     |
| 2     | Slightly more negative |
| 3     | Stayed the same        |
| 4     | Slightly more positive |
| 5     | Much more positive     |
| -99   | Refused                |
| -100  | Valid skip             |

// Page Break //

Item #: Q4

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**hhs\_job**. How would you rate the job currently being done on the COVID-19 pandemic by the U.S. Department of Health and Human Services (HHS)?

Variable Label: hhs\_job: Job Done by HHS

| Value | Value Label  |
|-------|--------------|
| 1     | Very poor    |
| 2     | Poor         |
| 3     | Good         |
| 4     | Very good    |
| 5     | I don't know |
| -99   | Refused      |
| -100  | Valid skip   |

// Page Break //

Item #: Q5

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**hhs\_trust**. How much trust do you have in the U.S. Department of Health and Human Services (HHS) to provide you with accurate information about the coronavirus or COVID-19?

Variable Label: hhs\_trust: Trust in HHS

| Value | Value Label   |
|-------|---------------|
| 1     | None at all   |
| 2     | Not very much |
| 3     | A fair amount |
| 4     | A great deal  |
| -99   | Refused       |
| -100  | Valid skip    |

// Page Break //

Item #: Q6/Q7

Question Type: Grid

// Soft Prompt: "We would like your response to this question." //

**ATT8\_CET**. Do you think COVID-19 is transmitted in the following ways? *Select yes or no for each item.*

//PROGRAMMING NOTE: RANDOMIZE ATT8\_1\_CET-ATT8\_6

//INTERNAL NOTE: Counts as two questions.//

| Variable Name     | Variable Text                                                                            | Variable Label                                                |
|-------------------|------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <b>ATT8_1_CET</b> | Close contact with an infected person who has symptoms                                   | ATT8_1_CET: Close contact with symptomatic, infected person   |
| <b>ATT8_2_CET</b> | Close contact with an infected person even if they are not showing symptoms of infection | ATT8_2_CET: Close contact with asymptomatic, infected person  |
| <b>ATT8_3_CET</b> | Contact with surfaces that an infected person has touched                                | ATT8_3_CET: Contact with surfaces infected person has touched |
| <b>ATT8_4_CET</b> | Contact with someone who previously had COVID-19                                         | ATT8_4_CET: Contact with someone who had COVID-19             |
| <b>ATT8_5_CET</b> | Through the air while outdoors and in close contact with an infected person              | ATT8_5_CET: Through the air outdoors                          |
| <b>ATT8_6_CET</b> | Through the air while indoors and in close contact with an infected person               | ATT8_6_CET: Through the air indoors                           |

| Value | Value Label |
|-------|-------------|
|-------|-------------|

|     |         |
|-----|---------|
| 0   | No      |
| 1   | Yes     |
| -99 | Refused |

**// Page Break //**

**Item #: Q8**

**Question Type:** Grid

**// Soft Prompt: “We would like your response to this question.” //**

**ATT\_CET.** How much do you agree or disagree with the following statements?

**//PROGRAMMING NOTE: RANDOMIZE ATT2\_3\_CET-ATT4\_3\_CET**

|            |                                                                                       |                                                                    |
|------------|---------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| ATT2_3_CET | Wearing a face mask helps reduce the spread of COVID-19.                              | ATT2_3_CET: Wearing mask helps reduce COVID-19                     |
| ATT3_3_CET | Maintaining a social distance helps reduce the spread of COVID-19.                    | ATT3_3_CET: Social distancing helps reduce COVID-19                |
| ATT1_3_CET | Getting all of the recommended vaccines helps reduce the spread of COVID-19.          | ATT1_3_CET: Getting all recommended vaccines helps reduce COVID-19 |
| ATT4_3_CET | Washing hands with soap and water for 20 seconds helps reduce the spread of COVID-19. | ATT4_3_CET: Washing hands helps reduce COVID-19                    |

| Value | Value Label                |
|-------|----------------------------|
| 1     | Strongly disagree          |
| 2     | Disagree                   |
| 3     | Neither agree nor disagree |
| 4     | Agree                      |
| 5     | Strongly agree             |

|     |         |
|-----|---------|
| -99 | Refused |
|-----|---------|

// Page Break //

Item #: Q9

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**hhs\_confid**. How much confidence do you have in the U.S. Department of Health and Human Services (HHS) to continue to confirm the effectiveness and safety of current and future COVID-19 vaccines prior to releasing them to the public?

Variable Label: hhs\_confid: Confidence in HHS

| Value | Value Label   |
|-------|---------------|
| 1     | None at all   |
| 2     | Not very much |
| 3     | A fair amount |
| 4     | A great deal  |
| -99   | Refused       |
| -100  | Valid skip    |

// Page Break //

Item #: Q10

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**BEH1\_CET**. A Food and Drug Administration (FDA)-authorized vaccine to prevent COVID-19 is now available at no cost. Have you received a COVID-19 vaccine?

Variable Label: BEH1: Vaccination behavior

| Value | Value Label                                                          |
|-------|----------------------------------------------------------------------|
| 0     | No, I have not received a COVID-19 vaccine                           |
| 1     | Yes, but I have only received one shot out of the two required shots |
| 2     | Yes, I have received all of the required shots                       |
| -99   | Refused                                                              |

// Page Break //

**//PROGRAMMING NOTE: DISPLAY IF Q10=0 OR -99//**

Item #: Q11

**Question Type:** Single punch

**// Soft Prompt: "We would like your response to this question." //**

**BEH2a CET.** What is the likelihood that you will get a COVID-19 vaccine?

**Variable Label:** BEH2a: Intention to get vaccinated

| Value | Value Label                 |
|-------|-----------------------------|
| 1     | Very unlikely               |
| 2     | Somewhat unlikely           |
| 3     | Neither likely nor unlikely |
| 4     | Somewhat likely             |
| 5     | Very likely                 |
| -99   | Refused                     |

**// Page Break //**

**//PROGRAMMING NOTE: DISPLAY IF Q10=1//**

**Item #:** Q12

**Question Type:** Single punch

**// Soft Prompt: "We would like your response to this question." //**

**BEH2b CET.** What is the likelihood that you will complete COVID-19 vaccination?

**Variable Label:** BEH2b CET: Intention to complete vaccination

| Value | Value Label                 |
|-------|-----------------------------|
| 1     | Very unlikely               |
| 2     | Somewhat unlikely           |
| 3     | Neither likely nor unlikely |
| 4     | Somewhat likely             |
| 5     | Very likely                 |
| -99   | Refused                     |

**// Page Break //**

**//PROGRAMMING NOTE: DISPLAY IF Q10=0 OR -99//**

**Item #:** Q13

**Question Type:** Single punch

// Soft Prompt: "We would like your response to this question." //

**BEH3a\_CET**. A Food and Drug Administration (FDA)-authorized vaccine to prevent COVID-19 is now available at no cost. How soon will you get vaccinated? *For this question, assume there is enough vaccine so that everyone who wants it can get it.*

**Variable Label:** BEH3a\_CET: Wait to get vaccinated

| Value | Value Label                                          |
|-------|------------------------------------------------------|
| 1     | I will get a vaccine as soon as I can                |
| 2     | I will wait to get a vaccine for one or more reasons |
| 3     | I will never get a COVID-19 vaccine                  |
| -99   | Refused                                              |
| -100  | Valid Skip                                           |

// Page Break //

**//PROGRAMMING NOTE: DISPLAY IF Q10=1//**

**Item #:** Q14

**Question Type:** Single punch

// Soft Prompt: "We would like your response to this question." //

**BEH3b\_CET**. A Food and Drug Administration (FDA)-authorized vaccine to prevent COVID-19 is now available at no cost. How soon will you get the second required dose? *For this question, assume there is enough vaccine so that everyone who wants it can get it.*

**Variable Label:** BEH3b\_CET: Wait to complete vaccination

| Value | Value Label                                                         |
|-------|---------------------------------------------------------------------|
| 1     | I will get the second required dose as soon as I can                |
| 2     | I will wait to get the second required dose for one or more reasons |
| 3     | I will never get the second required COVID-19 dose                  |
| -99   | Refused                                                             |
| -100  | Valid Skip                                                          |

// Page Break //

**//PROGRAMMING NOTE: DISPLAY IF Q13=2//**

**Item #:** Q15

**Question Type:** Single punch

// Soft Prompt: "We would like your response to this question." //

**BEH4\_CET**. You responded that you will wait to get a COVID-19 vaccine. For each of the following statements, is this a reason why you would wait to get a COVID-19 vaccine? Select yes or no for each item.

**Variable Label:** BEH4\_CET: Reasons: Waiting to get vaccinated

**//PROGRAMMING NOTE: RANDOMIZE BEH3\_1\_CET-BEH3\_10\_CET**

| Variable Name | Variable Text             | Variable Label  |
|---------------|---------------------------|-----------------|
| BEH4_1_CET    | I will because of my age. | BEH4_1_CET: Age |

|             |                                                                         |                                   |
|-------------|-------------------------------------------------------------------------|-----------------------------------|
| BEH4_2_CET  | I will because of my health status, allergies, or medical history.      | BEH4_2_CET: Health                |
| BEH4_3_CET  | I want to know if the vaccine is effective first.                       | BEH4_3_CET: Confirm effectiveness |
| BEH4_4_CET  | I am pregnant or expect to become pregnant.                             | BEH4_4_CET: Pregnant              |
| BEH4_5_CET  | I want to talk to my doctor first.                                      | BEH4_5_CET: Talk to doctor first  |
| BEH4_6_CET  | I want to compare the effectiveness of the different vaccines.          | BEH4_6_CET: Compare vaccines      |
| BEH4_7_CET  | I want to see if my friends and family get the vaccine.                 | BEH4_7_CET: Friends/family        |
| BEH4_8_CET  | I want to see if others who get the vaccine first develop any problems. | BEH4_8_CET: Side effects          |
| BEH4_9_CET  | I want to make sure it is safe for people like me first.                | BEH4_9_CET: Confirm safety        |
| BEH4_10_CET | I want to hear from leaders in my community about the vaccine first.    | BEH4_10_CET: Hear from leaders    |
| BEH4_11_CET | Other                                                                   | BEH4_11_CET: Other                |

| Value | Value Label |
|-------|-------------|
| 0     | No          |
| 1     | Yes         |
| 00    | Refused     |
| 100   | Valid skin  |

**// Page Break //**

Item #: **Q16/Q17**

Question Type: Single punch

// Soft Prompt: **"We would like your response to this question." //**

**message\_frames.** Please indicate to what extent you agree or disagree with the following statements:

**Variable Label:** message\_frames: Vaccine Readiness Message Frames

**//PROGRAMMING NOTE: RANDOMIZE message\_frame1-message\_frame7.//**

**//INTERNAL NOTE: Counts as two questions.//**

| Variable Name         | Variable Text                                                                              | Variable Label                        |
|-----------------------|--------------------------------------------------------------------------------------------|---------------------------------------|
| <b>message_frame1</b> | By getting the COVID-19 vaccine, I am helping keep myself healthy.                         | message_frame1: Benefit to Self       |
| <b>message_frame2</b> | By getting the COVID-19 vaccine, I am helping keep my loved ones and my community healthy. | message_frame2: Benefit to Loved Ones |
| <b>message_frame3</b> | Getting the vaccine is important                                                           | message_frame3: Protecting Culture    |



|                |                                                                                                     |                                         |
|----------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------|
|                | because it will help ensure my family can continue our culture and traditions.                      |                                         |
| message_frame4 | Getting the COVID-19 vaccine will help get us one step closer to normal.                            | message_frame4: Hope for Normalcy       |
| message_frame5 | Getting a COVID-19 vaccine will help keep me healthy so I can provide for my loved ones.            | message_frame5: Economic Benefits       |
| message_frame6 | The COVID-19 vaccine is authorized to make sure the vaccine's benefits outweigh any possible risks. | message_frame6: Benefits Outweigh Risks |
| message_frame7 | I trust a COVID-19 vaccine will only be approved if it is safe and effective.                       | message_frame7: Safety/Testing Process  |
| message_frame8 | A few days of feeling flu-like symptoms is worth the benefit of being protected against COVID-19.   | message_frame8: Side Effects            |

| Value | Value Label                |
|-------|----------------------------|
| 1     | Strongly disagree          |
| 2     | Disagree                   |
| 3     | Neither agree nor disagree |
| 4     | Agree                      |
| 5     | Strongly agree             |
| -99   | Refused                    |

// Page Break //

Item #: Q18

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

vacc\_trust. How much trust do you have that an FDA-authorized COVID-19 vaccine may be safe and effective for you to get?

Variable Label: vacc\_trust: Trust in Safety of Vaccine

| Value | Value Label   |
|-------|---------------|
| 1     | None at all   |
| 2     | Not very much |
| 3     | A fair amount |
| 4     | A great deal  |
| -99   | Refused       |

// Page Break //

Item #: Q19

Question Type: Single punch

// Soft Prompt: "We would like your response to this question." //

**vacc\_off**. How much do you trust U.S. federal public health officials to provide reliable information on COVID-19?

**Variable Label:** vacc\_off: Confidence in U.S. public health officials

| Value | Value Label   |
|-------|---------------|
| 1     | None at all   |
| 2     | Not very much |
| 3     | A fair amount |
| 4     | A great deal  |
| -99   | Refused       |

// Page Break //

Item #: Q20/Q21

**Question Type:** Grid

// Soft Prompt: "We would like your response to this question." //

**vacc\_source**. How likely would you be to get the COVID-19 vaccine if each of the following recommended it?

//PROGRAMMING NOTE: RANDOMIZE vacc\_source1-vacc\_source11.//

//INTERNAL NOTE: Counts as two questions.//

| Variable Name        | Variable Text                                                     | Variable Label                                                                   |
|----------------------|-------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <b>vacc_source1</b>  | Your State Government                                             | vacc_source1: Source of Vaccine: Your State Government                           |
| <b>vacc_source2</b>  | The U.S. Department of Health and Human Services (HHS)            | vacc_source2: Source of Vaccine: HHS                                             |
| <b>vacc_source3</b>  | The Centers for Disease Control and Prevention (CDC)              | vacc_source3: Source of Vaccine: CDC                                             |
| <b>vacc_source4</b>  | U.S. Federal public health officials                              | vacc_source4: Source of Vaccine: Federal public health officials                 |
| <b>vacc_source5</b>  | White House officials                                             | vacc_source5: Source of Vaccine: White House officials                           |
| <b>vacc_source7</b>  | The U.S. Food and Drug Administration (FDA)                       | vacc_source7: Source of Vaccine: FDA                                             |
| <b>vacc_source8</b>  | Pharmaceutical companies                                          | vacc_source8: Source of Vaccine: Pharmaceutical companies                        |
| <b>vacc_source9</b>  | Local public health officials (e.g. state, county, city, or town) | vacc_source9: Source of Vaccine: Local public health officials                   |
| <b>vacc_source10</b> | The American Medical Association                                  | vacc_source10: Source of Vaccine: The American Medical Association               |
| <b>vacc_source11</b> | Medical websites, like WebMD or the Mayo Clinic                   | Vacc_source11: Source of Vaccine: Medical websites like WebMD or the Mayo Clinic |

| Value | Value Label |
|-------|-------------|
|-------|-------------|

|     |                   |
|-----|-------------------|
| 1   | Not at all likely |
| 2   | Not very likely   |
| 3   | Somewhat likely   |
| 4   | Very likely       |
| -99 | Refused           |

**// Page Break //**

**Item #:** Q22/Q23

**Question Type:** Grid

**// Soft Prompt: “We would like your response to this question.” //**

**vacc\_source**. How likely would you be to get the COVID-19 vaccine if each of the following recommended it?

**//PROGRAMMING NOTE: RANDOMIZE vacc\_source1-vacc\_source9.//**

**//INTERNAL NOTE: Counts as two questions.//**

| Variable Name     | Variable Text             | Variable Label                                                    |
|-------------------|---------------------------|-------------------------------------------------------------------|
| fam_vacc_source1  | My family physician       | fam_vacc_source1: Source of Vaccine:<br>My family physician       |
| fam_vacc_source2  | Friends                   | fam_vacc_source2: Source of Vaccine:<br>Friends                   |
| fam_vacc_source3  | Immediate family members  | fam_vacc_source3: Source of Vaccine:<br>Immediate family members  |
| fam_vacc_source4  | Extended family members   | fam_vacc_source4: Source of Vaccine:<br>Extended family members   |
| fam_vacc_source5  | Neighbors in my community | fam_vacc_source5: Source of Vaccine:<br>Neighbors in my community |
| fam_vacc_source6  | Local schools             | fam_vacc_source6: Source of Vaccine:<br>Local schools             |
| fam_vacc_source7  | My employer               | fam_vacc_source7: Source of Vaccine:<br>My employer               |
| fam_vacc_source8  | My local government       | fam_vacc_source8: Source of Vaccine:<br>My local government       |
| fam_vacc_source9  | My place of worship       | fam_vacc_source9: Source of Vaccine:<br>My place of worship       |
| fam_vacc_source10 | My pharmacist/pharmacy    | fam_vacc_source10: Source of Vaccine:<br>My pharmacist/pharmacy   |

| Value | Value Label       |
|-------|-------------------|
| 1     | Not at all likely |
| 2     | Not very likely   |
| 3     | Somewhat likely   |
| 4     | Very likely       |

|     |                |
|-----|----------------|
|     |                |
| 99  | Not applicable |
| -99 | Refused        |