

# ASPA COVID-19 PUBLIC EDUCATION CAMPAIGN

A campaign to increase vaccine acceptance and reinforce basic prevention measures



## CET – Annotated Questionnaire (Wave 23)

*Note: The questions below are the proposed questions for the twenty-third wave of the Weekly Current Events Tracker (CET). 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 23 only or are being asked again to update data on a variable of interest. We will be fielding the Public Health Information & Messaging module, and new questions around perceptions of FDA approval, health behaviors, vaccination program outcomes, as well as knowledge of one-dose outcomes. ASPA will provide OMB with updates to the questionnaire for subsequent Waves.*

### Standard Questions

### Modular Questions

### One-Time or Repeat Questions Being Asked Again to Update Data

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

// Page Break //

//BASE: All respondents//

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             |

// Page Break //

//BASE: hhs\_fam= 2, 3, 4, OR -99//

Item #: Q2

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 //

//BASE: All respondents//

Item #: Q3

Question Type: Single punch

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

beh1\_cet. Food and Drug Administration (FDA)-authorized vaccines to prevent COVID-19 are 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 //

//BASE: beh1\_cet =0 OR -99//

Item #: Q4

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                     |
| -100  | Valid Skip                  |

// Page Break //

//BASE: beh1\_cet =1//

Item #: Q5

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 //**

**//BASE: beh1\_cet =0 OR -99//**

**Item #: Q6**

**Question Type:** Single punch

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

**beh3a\_cet.** Food and Drug Administration (FDA)-authorized vaccines to prevent COVID-19 are 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: beh1\_cet =1//**

**Item #: Q7**

**Question Type:** Single punch

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

**beh3b\_cet.** Food and Drug Administration (FDA)-authorized vaccines to prevent COVID-19 are 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 //

//BASE beh3a\_cet =2//

Item #: Q8-Q10

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 BEH4\_1\_CET-BEH4\_10\_CET

| Variable Name | Variable Text  | Variable Label                              |
|---------------|--|---|
| beh4_1_cet    | I will wait because of my age.   | beh4_1_cet: Age                             |
| beh4_2_cet    | I will wait because of my health status, allergies, or medical history.  | beh4_2_cet: Health                          |
| beh4_12_cet   | I want to know if the vaccines are effective at preventing COVID-19 in the short-term.   | beh4_12_cet: Short-term effectiveness       |
| beh4_13_cet   | I want to know if the vaccines are effective at preventing COVID-19 in the long-term (i.e., whether booster shots will be required). | beh4_13_cet: Long-term effectiveness        |
| beh4_14_cet   | I do not trust the vaccines.   | beh4_14_cet: Lack of trust                  |
| beh4_15_cet   | I do not think I am at risk of getting COVID-19.   | beh4_15_cet: Lack of COVID-19 concern       |
| beh4_16_cet   | I want to know if the vaccines are effective at protecting people from COVID-19 variants.  | beh4_16_cet: Effectiveness against variants |
| 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 side effects.  | 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         |
| -99   | Refused     |
| -100  | Valid skip  |

// Page Break //

//BASE: All respondents//

Item #: Q11

Question Type: Single punch

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

**vaccine\_attitudes**. How do you feel about vaccines, in general?

Variable Label: vaccine\_attitudes: CDC vaccine attitude question

| Value | Value Label       |
|-------|-------------------|
| 1     | 1 – Very negative |
| 2     | 2 –               |
| 3     | 3 –               |
| 4     | 4 –               |
| 5     | 5 –               |
| 6     | 6 –               |
| 7     | 7 – Very positive |
| -99   | Refused           |

// Page Break //

//PROGRAMMING NOTE: All respondents

Item #: Q12-Q15

Question Type: Grid

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

**info\_source**. On average, how often do you seek out information about the COVID-19 pandemic and/or information about COVID-19 vaccines from the following sources (e.g., by visiting a website or social media page, following their updates or Tweets, turning on the TV, opening a newspaper, turning on a podcast, etc.)?

//PROGRAMMING NOTE: RANDOMIZE info\_source1-info\_source20//

| Variable Name | Variable Text  | Variable Label   |
|---------------|--|--|
| info_source1  | Your State Government  | info_source1: Source of Vaccine: Your State Government |
| info_source2  | The U.S. Department of Health and Human Services (HHS)             | info_source2: HHS                                      |
| info_source3  | The Centers for Disease Control and Prevention (CDC)               | info_source3: CDC                                      |
| info_source4  | U.S. Federal public health officials                               | info_source4: Federal health officials                 |
| info_source5  | The U.S. Food and Drug Administration (FDA)                        | info_source5: FDA                                      |
| info_source6  | Pharmaceutical companies   | info_source6: Pharma                                   |
| info_source7  | Local public health officials (e.g., state, county, city, or town) | info_source7: Local public health officials            |
| info_source8  | The American Medical Association                                   | info_source8: AMA                                      |
| info_source9  | Medical websites, like WebMD or the Mayo Clinic                    | info_source9: Medical websites                         |
| info_source10 | Celebrities or social media influencers                            | info_source10: Influencers                             |
| info_source11 | The White House  | info_source11: White House                             |
| info_source12 | Cable TV news (e.g., CNN, Fox News, MSNBC)                         | info_source12: Cable TV news                           |
| info_source13 | Your local TV news station(s)                                      | info_source13: Local TV                                |
| info_source14 | Your local newspaper(s)  | info_source14: Local newspaper(s)                      |
| info_source15 | Large national newspaper(s) (e.g.,                                 | info_source15: National newspapers                     |

|               |   |                                    |
|---------------|---|------------------------------------|
|               | Washington Post, Wall Street Journal, New York Times)   |                                    |
| info_source16 | Digital or print magazines (e.g., National Geographic, The Atlantic, Newsweek, Reader's Digest, etc.) | info_source16: Magazines           |
| info_source17 | Radio (e.g., news stations, talk shows)   | info_source17: Radio               |
| info_source18 | Podcasts  | info_source18: Podcasts            |
| info_source19 | Your local hospital leadership (e.g., Chief Medical Officer)  | info_source19: Hospital leadership |
| info_source20 | Other (Please specify)  | info_source20: Other               |

| Value | Value Label             |
|-------|-------------------------|
| 1     | Never                   |
| 2     | Once or twice a month   |
| 3     | Once a week             |
| 4     | A couple times per week |
| 5     | Once a day              |
| 6     | A couple times per day  |
| -99   | Refused                 |
| -100  | Valid skip              |

**// Page Break //**

**//BASE: All respondents//**

**Item #:** Q16

**Question Type:** Single punch

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

**info\_frequency.** Compared to other public health issues, how often do you seek out information about the COVID-19 pandemic and/or COVID-19 vaccines?

**Variable Label:** info\_frequency: Frequency of information seeking

| Value | Value Label    |
|-------|----------------|
| 1     | Much less      |
| 2     | Slightly less  |
| 3     | About the same |
| 4     | Slightly more  |
| 5     | Much more      |
| -99   | Refused        |

**// Page Break //**

**//BASE: All respondents//**

**Item #:** Q17

**Question Type:** Single punch

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

**campaign.** How familiar are you with the U.S. Department of Health and Human Services' (HHS) COVID-19 Public Education Campaign "We Can Do This"?

**Variable Label:** campaign: Familiarity with "We Can Do This" campaign

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

// Page Break //

//BASE: campaign=2-4//

Item #: Q18

Question Type: Single punch

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

**campaign\_source**. Where have you seen or heard information about the U.S. Department of Health and Human Services' (HHS) COVID-19 Public Education Campaign "We Can Do This"? Please select all that apply.

Variable Label: campaign\_source: Campaign information source

| Value | Value Label  |
|-------|--------------|
| 1     | Radio        |
| 2     | Website      |
| 3     | Television   |
| 4     | Social media |
| 5     | Podcast      |
| 6     | Billboard    |
| 7     | Other        |
| -99   | Refused      |
| -100  | Valid skip   |

// Page Break //

//BASE: All respondents//

Item #: Q19

Question Type: Multi punch

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

**parent**. Are you the parent of a child or children in the following age groups?

Variable Label: parent: Parent of children in following age groups

| Value | Value Label   |
|-------|---|
| 1     | Younger than 6 months old   |
| 2     | 6 months to <2 years old  |
| 3     | 2 to 5 years old  |
| 4     | 6 to 11 years old   |
| 5     | 12 to 15 years old  |
| 6     | 16 to 17 years old  |
| 99    | None of the above, I do not have children in those age groups [EXCLUSIVE] |
| -99   | Refused   |

// Page Break //

//BASE: Parent= 5-6//

Item #: Q20

Question Type: Single punch grid

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

**child\_vaxxed\_2**. Has your child(ren) in the following age group(s) received a COVID-19 vaccine?

*Note: If you have more than one child in the same age group, please answer for at least one of them.*

Variable Label: child\_vaxxed\_2: Child vaccinated

//PROGRAMMING NOTE: PIPE 5 AND/OR 6 responses from parent//

| Value            | Value Label        |                                    |
|------------------|--------------------|------------------------------------|
| child_vaxxed_2_5 | 12 to 15 years old | child_vaxxed_5: 12 to 15 years old |
| child_vaxxed_2_6 | 16 to 17 years old | child_vaxxed_6: 16 to 17 years old |
| -99              | Refused            |                                    |

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

// Page Break //

// BASE: All respondents//

Item #: Q21

Question Type: Single punch grid

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

**approval2**. Pfizer and Moderna have recently applied for full approval from the FDA for their COVID-19 vaccines. In order to granted full approval from the FDA, six months of safety data is reviewed, more manufacturing controls are put in place, and routine inspections of vaccine production facilities are conducted.

Please indicate how much you agree or disagree with the following statements.

//PROGRAMMING NOTE: RANDOMIZE ORDER OF SUBITEMS IN THE GRID.//

| Variable Name      | Variable Text  | Variable Label                  |
|--------------------|--|---------------------------------|
| <b>approval2_1</b> | I think the FDA approval process for the COVID-19 vaccines is independent and free of outside pressure or political influence. | approval2_1: Independent review |
| <b>approval2_2</b> | If a COVID-19 vaccine is fully approved by   | approval2_2: Mandates           |



|             |   |   |
|-------------|---|---|
|             | the FDA, companies, businesses, and schools should be allowed to impose vaccination mandates.   | allowed                                     |
| approval2_3 | Because six months of safety data is required for full FDA approval (compared to two months for an Emergency Use Authorization), I would have more confidence that there are not long-term side effects from the COVID-19 vaccines. | approval2_3: Confidence in long-term safety |
| approval2_4 | The FDA should move quicker to approve the COVID-19 vaccines.   | approval2_4: FDA move quicker               |
| approval2_5 | I think more people will get vaccinated when the FDA fully approves the COVID-19 vaccines.  | approval2_5: Increase uptake                |

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

// Page Break //

// BASE: All respondents//

Item #: Q22

Question Type: Single punch grid

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

**vacc\_prog\_eval.** An analysis of the U.S. COVID-19 vaccination campaign was recently conducted by The Commonwealth Fund, an independent health care research organization. Please indicate how positively or negatively you feel about the following findings from their report.

//PROGRAMMING NOTE: RANDOMIZE ORDER OF SUBITEMS IN THE GRID.//

| Variable Name    | Variable Text  | Variable Label                      |
|------------------|--|-------------------------------------|
| vacc_prog_eval_1 | Without a vaccination program, by the end of June 2021 there would have been approximately 279,000 additional deaths and up to 1.25 million additional hospitalizations.   | vacc_prog_eval_1: Additional deaths |
| vacc_prog_eval_2 | If the U.S. had achieved only half the actual pace of vaccination, there would have been nearly 121,000 additional deaths and more than 450,000 additional hospitalizations.   | vacc_prog_eval_2: Half efficacy     |
| vacc_prog_eval_3 | If there had been no vaccination program, daily deaths from COVID-19 potentially would have jumped to nearly 4,500 deaths per day during a second "2021 spring surge" — eclipsing the observed daily peak of 4,000 during the first 2020 winter surge. | vacc_prog_eval_3: Deaths per day    |
| vacc_prog_eval_4 | There would have been an additional 26   | vacc_prog_eval_4: Additional        |

|                  |  |                                      |
|------------------|--|--------------------------------------|
|                  | million cases in the absence of a vaccination program, or nearly 22 million additional cases if the pace had been half as effective as it actually was.  | cases                                |
| vacc_prog_eval_5 | As of July 2, the U.S. had administered more than 328 million vaccine doses, with 67 percent of adults having received at least one dose. The number of cases has fallen from more than 300,000 per day at the apex of the pandemic in January 2021 to less than 20,000 per day in mid-June. | vacc_prog_eval_5: Doses administered |

| Value | Value Label     |
|-------|-----------------|
| 1     | Very negatively |
| 2     | Negatively      |
| 3     | Neutral         |
| 4     | Positively      |
| 5     | Very positively |
| -99   | Refused         |

// Page Break //

// BASE: All respondents//

Item #: Q23

Question Type: Single punch grid

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

health\_beh. Please indicate how often you engage in the following behaviors.

//PROGRAMMING NOTE: RANDOMIZE ORDER OF SUBITEMS IN THE GRID.//

| Variable Name | Variable Text   | Variable Label                    |
|---------------|---|-----------------------------------|
| health_beh_1  | Getting a seasonal flu shot.  | health_beh_1: Flu shot            |
| health_beh_2  | Eating vegetables at least once per day.                              | health_beh_2: Eating healthy      |
| health_beh_3  | Getting at least 30 minutes of moderate or vigorous exercise per day. | health_beh_3: Getting exercise    |
| health_beh_4  | Getting a good night's sleep.   | health_beh_4: Getting good sleep  |
| health_beh_5  | Going to regular doctor's checkups and examinations.                  | health_beh_5: Going to the doctor |

| Value | Value Label             |
|-------|-------------------------|
| 1     | Never or almost never   |
| 2     | Sometimes               |
| 3     | Often                   |
| 4     | Always or almost always |
| -99   | Refused                 |

// Page Break //

// BASE: All respondents//

Item #: Q24

Question Type: Single punch grid

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

onedose. Please indicate how much you agree or disagree with the following statements.

//PROGRAMMING NOTE: RANDOMIZE ORDER OF SUBITEMS IN THE GRID.//

| Variable Name | Variable Text   | Variable Label                |
|---------------|---|-------------------------------|
| onedose_1     | Two doses of an mRNA COVID-19 vaccine are required in order for it to be effective. | onedose_1: Two doses required |
| onedose_2     | If someone has had COVID-19 already, they only need one dose of an mRNA vaccine.    | onedose_2: Already had COVID  |

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

// Page Break //

// BASE: All respondents//

Item #: Q25

Question Type: Single punch grid

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

ptn\_w23

We are interested in your opinion of a few messages about COVID-19 vaccination.

For each of the below messages, please indicate how much you agree or disagree with the following statement:

**"I would share the information in the message with a friend or family member who wants to know more about COVID-19 vaccines."**

//PROGRAMMING NOTE: RANDOMIZE ORDER OF SUBITEMS IN THE GRID.//

| Variable Name | Variable Text   | Variable Label                                   |
|---------------|---|--|
| ptn_w23_1     | Nearly all cases of COVID-19 occurring now —99 out of every 100 new infections—are among people who have not gotten a vaccine.                | ptn_w23_1: 99 out of 100                         |
| ptn_w23_2     | Even young and healthy people who get COVID are at risk of health problems such as losing sense of smell and extreme fatigue for many months. | ptn_w23_2: Young people have symptoms            |
| ptn_w23_3     | 18-29-year-olds are now more likely to get COVID than any other age group.  | ptn_w23_3: Young people most likely to get COVID |
| ptn_w23_4     | If you've already had COVID-19, vaccination strengthens your protection against reinfection and the Delta variant.                            | ptn_w23_4: Vaccination fights Delta              |
| ptn_w23_5     | The Delta variant is a serious risk to the  | ptn_w23_5: Delta is a serious                    |

|  |   |      |
|--|---|------|
|  | health of people who haven't been vaccinated against COVID. | risk |
|--|---|------|

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