



Creative Testing Survey

Welcome

You have been selected to take this survey about COVID-19. The primary purpose of this survey is to help assess, among a large group of U.S. adults, perceptions of potential COVID-19 public education media that looks like what you would see in an advertisement. The survey will also assess experience and behaviors, and trusted information sources related to COVID-19.

Most people take about 20 minutes to complete the survey.

As mentioned, this survey will show you potential COVID-19 media and then ask you some questions about it. The media will require you to listen and/or view the media content—please make sure you have the volume of your device turned to a level that will allow you to hear the content clearly.

We also have some additional information available to you about this survey. Select the additional pages you would like to read below, if any. You will then be shown a privacy statement before proceeding with the survey.

[Checkbox] Frequently Asked Questions

[Checkbox] Contact Us

Thank you for your time and participation.

[Continue]

For question or concerns about this survey, visit:

https://prodegesupport.zendesk.com/hc/en-us/requests/new?ticket_form_id=360001213252

Privacy Advisory

This survey does NOT collect or use personally identifiable information (PII) such as your name, date of birth, or contact information. Responding to this survey is voluntary. Your responses will be treated as confidential and will be maintained in a secure dataset. There is no penalty to you if you choose not to respond. However, we encourage you to answer all questions so that the data will be complete and will represent typical attitudes and beliefs of all Americans.

Frequently Asked Questions (FAQ)

//FAQs should link to their corresponding page positions below. "TOP" buttons should link back to top of FAQ//

[Why is this study being conducted?](#)

[Why should I participate?](#)

[Do I have to answer all questions?](#)

[Can I save my answers and return to the survey later?](#)

[Will my answers be kept private?](#)

[Can I withdraw answers once I have started the survey?](#)

[What are the costs and benefits of participating?](#)

[How will my responses be used?](#)

[Will I see the results of the survey?](#)

Why is this study being conducted? [Top](#)

- This study is being conducted to understand people's opinions of, experience with, and behaviors related to COVID-19 as well as reactions to advertisements about the COVID-19 vaccines.

Why should I participate? [Top](#)

- You may learn more about COVID-19 and ways you can help slow its spread as a result of information you learn by taking part in this survey.

Do I have to answer all questions? [Top](#)

- No, it is not necessary to answer every question. Your participation in this study is completely voluntary. This means that you are free to withdraw from this survey at any time or to skip any questions. There is no penalty to you if you choose not to respond.
- Some questions in this survey will ask about your personal experiences with COVID-19, which may be uncomfortable to answer. You have the right to skip these questions. Additionally, if you experience any distress taking this survey, you may contact the 1) SAMHSA Disaster Distress Helpline (1-800-985-5990) or the 2) Suicide Prevention Lifeline (1-800-273-8255), which both offer free 24/7 support services.
- At the bottom of your survey screen, you have one control button: *Continue* (>>). Use this button to navigate through the survey or skip questions.

Will my answers be kept private? [Top](#)

Responses will remain private to the extent allowable by law. None of the information you provide will be used to contact you for or will be used in future research or distributed to another investigator for future studies. Survey responses will be aggregated (combined), and only group statistics will be reported. You will not be identified even if the results of this study are published.

Can I withdraw answers once I have started the survey? [Top](#)

- If you wish to withdraw your answers, please notify the survey helpdesk by visiting: https://prodegessupport.zendesk.com/hc/en-us/requests/new?ticket_form_id=360001213252.

What are the costs and benefits of participating? [Top](#)

- There is no cost to you for participating in this study.

- This study is for research purposes only. There is no direct benefit to you for taking part in this study. Any compensation you receive is a small token to thank you for participating, if you choose to do so.
- If you decide to participate, you will receive \$5.00 for your time.

How will my responses be used? [Top](#)

- Your responses will be used to inform a public education campaign on scientifically proven behaviors on how to decrease COVID-19 infection rates. This is your chance to be heard on issues that directly affect you. While your survey responses will be kept confidential, summarized responses may be released to the public.

Will I see the results of the survey? [Top](#)

- Results from this study might appear in professional journals or scientific conferences or submitted in a report to Congress. No individual participants will be identified or linked to the results. We will not disclose your identity in any report or presentation.

Contact Us

If you have questions or concerns about this survey, please visit https://prodegessupport.zendesk.com/hc/en-us/requests/new?ticket_form_id=360001213252.

An external institutional review board (IRB), which is an independent committee established to help protect the rights of research subjects, has approved this study. If you have any questions about your rights as a research subject, and/or concerns or complaints regarding this research study, contact the IRB at:

By mail:

BRANY IRB
1981 Marcus Avenue, Suite 210
Lake Success, NY 11042

- Or call toll free: 516-318-6877
- Or by email: info@brany.com
- Or by visiting this website: www.branyirb.com/concerns-about-research.

Please reference the following number when contacting the Study Subject Adviser: [21-011-821].

[TERMINATION LANGUAGE]

We're sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible for this study. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer our questions today.

//Programming note: Term at end of screener questions (not at the end of each question) UNLESS NOTED OTHERWISE//

SAMPLE BALANCING

[PROGRAMMING NOTE: DISPLAY TEXT] This first series of questions is for informational purposes and to determine if you are qualified to participate in this study.

Item #: DEM2

Question Type: Single Punch

Variable Name: Gender

Variable Text: What is your gender?

Variable Label: Gender

//PROGRAMMING NOTE: ROTATE RESPONSE OPTIONS 1-2//

Value	Value Label
1	Man
2	Woman
3	Prefer to self-describe (please specify)

Item #: DEM5

Question Type: Numeric Open End

Variable Name: ZIP Code

Variable Text: In what ZIP code do you live?

Variable Label: ZIP

//PROGRAMMING NOTE: ONLY ALLOW FIVE DIGITS, CODE INTO STATE AND CENSUS REGIONS//

Item #: DEM6

Question Type: Numeric Open End

Variable Name: Age

Variable Text: What is your age?

Variable Label: Age

//PROGRAMMING NOTE: SET RANGE AS: 0-115, CONTINUE IF DEM3=18+, OTHERWISE DISPLAY TERMINATION LANGUAGE IMMEDIATELY AND TERMINATE//

//PROGRAMMING NOTE: HARD PROMPT: Please enter your age in years using numbers.//

Item #: DEM11

Question Type: Single Punch

Variable Name: Hispanic/Latino

Variable Text: Are you of Hispanic, Latino, or Spanish origin?

Variable Label: Hispanic/Latino Ethnicity

//PROGRAMMING NOTE: SKIP IF SCREENED_SPANISH=1//

Value	Value Label
1	Yes
2	No

Item #: DEM12

Question Type: Multi Punch

Variable Name: Race

Variable Text: What is your race? Please select all that apply.

Variable Label: Race

Variable Name	Text	Variable Label
RACE_1	White	RACE_1 WHITE
RACE_2	Black or African American	RACE_2 BLACK OR AFRICAN AMERICAN
RACE_3	American Indian or Alaska Native	RACE_3 AMERICAN INDIAN OR ALASKA NATIVE
RACE_4	Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)	RACE_4 ASIAN
RACE_5	Native Hawaiian or other Pacific Islander (e.g., Native Hawaiian Samoan, Chamorro, Tongan, Fijian, Marshallese)	RACE_5 NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER

Value	Value Label
1	Yes
2	No

Item #: DEM13

Question Type: Single Punch

Variable Name: Education

Variable Text: What is the highest level of school you have completed?

Variable Label: Education Completion

Value	Value Label
1	8th grade or less
2	9th grade
3	10th grade
4	11th grade
5	12th grade—no diploma
6	High school diploma

7	High school equivalent (GED)
8	Some college, no degree
9	Associate degree
10	Bachelor's degree
11	Master's degree
12	Professional or doctorate degree

Item #: DEM1

Question Type: Multi Punch

Variable Name: Employment Status

Variable Text: Which statement best describes your current employment status?

Variable Label: Employment Status

//PROGRAMMING NOTE: Make DEM1_4 and DEM1_5 exclusive from one another. Also make all working and not working options exclusive from one another.

Variable Name	Text	Variable Label
DEM1_1	Working - as a paid employee	DEM7_1 EMPLOYED PAID
DEM1_2	Working - self-employed	DEM7_2 EMPLOYED SELF
DEM1_3	Not working - on temporary layoff from a job	DEM7_3 TEMP UN
DEM1_4	Not working - looking for work	DEM7_4 LOOKING
DEM1_5	Not working - retired	DEM7_5 RETIRED
DEM1_6	Not working - disabled	DEM7_6 DISABLED
DEM1_7	Not working - other [Specify]	DEM7_7 Other
DEM1_8	Other [Specify]	DEM7_8 OTHER

Value	Value Label
1	Yes
2	No

Item #: DEM14

Question Type: Multi Punch

Variable Name: Employment Type

Variable Text: In the last five years, have you or a member of your immediate family worked in any of the following fields, companies, or organizations? Select all that apply.

Variable Label: Employment Type

//PROGRAMMING NOTE: IF YES TO OPTIONS 1-4, DISPLAY TERMINATION LANGUAGE AND TERMINATE//

Variable Name	Text	Variable Label
DEM14_1	Market or public opinion research	DEM8_1 MARKETING
DEM14_2	An advertising, public relations, or marketing agency	DEM8_2 ADVERTISING
DEM14_3	News, radio, TV, print, media	DEM8_3 MEDIA
DEM14_4	For the U.S. Federal government	DEM8_4 US GOVT
DEM14_5	As a healthcare provider or medical professional (e.g., physician, nurse)	DEM8_5 HEALTH
DEM14_6	At a healthcare company	DEM8_6 HEALTHCARE
DEM14_7	None of these	DEM8_7 NONE

Value	Value Label
1	Yes
2	No

Item #: DEM15

Question Type: Single Punch

Variable Name: Camera

Variable Text: Are you using a desktop or laptop computer with a working web camera?

Variable Label: Camera

Value	Value Label
1	Yes
2	No

Item #: BEH0

Question type: Single punch

Variable Name: BEH0

Variable Text: Have you participated in a COVID-19 vaccine clinical trial?

Variable Label: BEH0: COVID-19 vaccine clinical trial participation

//PROGRAMMING NOTE: IF BEH0=1, DISPLAY TERMINATION LANGUAGE AND TERMINATE//

Value	Value Label
0	No
1	Yes

[PROGRAMMING NOTE: DISPLAY TEXT] The following questions will ask about your actions and beliefs about COVID-19 vaccine(s). The U.S. Food and Drug Administration (FDA) has authorized vaccines that protect against COVID-19, and we want to learn more about your beliefs and plans related to this vaccine. For the following questions, please assume there are enough vaccines so that everyone who wants a COVID-19 vaccine can get one.

Item #: BEH1

Question type: Single punch

Variable Name: BEH1

Variable Text: 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

//PROGRAMMING NOTE: IF BEH1=2, TERMINATE AT END OF SCREENER//

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

Item #: BEH2

Question type: Single punch

Variable Name: BEH2

Variable Text: What is the likelihood you will get a COVID-19 vaccine?

Variable Label: BEH2: Intention to get vaccinated

// PROGRAMMING NOTE: Ask if BEH1 (Vaccination behavior) = 0 "No..." or 1 "Yes, but I have only received one shot..." //

// PIPE: "complete COVID-19 vaccination" to replace "get a COVID-19 vaccine" if BEH1 = 1 //

Value	Value Label
1	Very unlikely
2	Somewhat unlikely
3	Neither likely nor unlikely
4	Somewhat likely
5	Very likely

Item #: BEH3a

Question type: Single punch

Variable Name: BEH3a

Variable Text: 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: Wait to get vaccinated

//Programming Note: Ask if BEH1=0 "No, I have not received a COVID-19 vaccine, TERMINATE if BEH3a=3 "I would never get a COVID-19 vaccine." //

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
3	I will never get a COVID-19 vaccine

Item #: BEH3b

Question type: Single punch

Variable Name: BEH3b

Variable Text: 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: Wait to complete vaccination

// Ask if BEH1 (Vaccination behavior) = "Yes, but I have only received one shot..."//

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

//Programming Note: If participants pass the above questions, show consent form here. If they do not pass, show termination language here.//

Item #: BEH4

Question type: Grid

Variable Name: BEH4

Variable Text: You responded that you would 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.*

//PROGRAMMING NOTE: Ask if BEH3a (Wait to get vaccinated) = 2 (I would wait to get a vaccine for one or more reasons)//

//PROGRAMMING NOTE: Randomize subitems, anchor BEH3_11. For BEH3_11, only force the OE if respondent selects BEH3_11=YES.

Otherwise, the textbox can be left blank.////

Variable Name	Variable Text	Variable Label
BEH4_1	I will because of my age.	BEH4_1: Age
BEH4_2	I will because of my health status, allergies, or medical history.	BEH4_2: Health

BEH4_3	I want to know if the vaccine is effective first.	BEH4_3: Confirm effectiveness
BEH4_4	I am pregnant or expect to become pregnant.	BEH4_4: Pregnant
BEH4_5	I want to talk to my doctor first.	BEH4_5: Talk to doctor first
BEH4_6	I want to compare the effectiveness of the different vaccines.	BEH4_6: Compare vaccines
BEH4_7	I want to see if my friends and family get the vaccine.	BEH4_7: Friends/family
BEH4_8	I want to see if others who get the vaccine first develop any problems.	BEH4_8: Side effects
BEH4_9	I want to make sure it is safe for people like me first.	BEH4_9: Confirm safety
BEH4_10	I want to hear from leaders in my community about the vaccine first.	BEH4_10: Hear from leaders
BEH4_11	Other [Specify]	BEH4_11: Other

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid skip

Item #: BEH4A

Question Type: Grid

Variable Name: BEH4A

Variable Text: You indicated that you would wait to get a vaccine because of your health status, allergies, or medical history. Has a health care provider (e.g., primary care doctor) *ever* told you that you have any of the following conditions? *Select yes or no for each item.*

Variable Label: BEH4A: Health concerns

//PROGRAMMING NOTE: Ask if BEH4_2 (I would because of my health status, allergies, or medical history) = 1 (Yes)//

// PROGRAMMING NOTE: Randomize subitems, anchor BEH3A_12 and BEH3A_13. For BEH4A_12, only force the OE respondent if BEH4A_12=Yes. Otherwise, the textbox can be left blank. BEH4A_13 should not be a yes/no. It should an exclusive punch on its own that disables yes/no from all other rows.//

Variable Name	Variable Text	Variable Label
BEH4A_1	High blood pressure or hypertension	BEH4A_1: High blood pressure
BEH4A_2	Diabetes or high blood sugar	BEH4A_2: Diabetes
BEH4A_3	High blood cholesterol level	BEH4A_3: High cholesterol

BEH4A_4	Cancer or a malignant tumor, excluding minor skin cancer	BEH4A_4: Cancer
BEH4A_5	Lung disease such as chronic bronchitis or emphysema	BEH4A_5: Lung disease
BEH4A_6	A heart attack, coronary heart disease, angina, congestive heart failure, or other heart problems	BEH4A_6: Heart attack
BEH4A_7	A stroke	BEH4A_7: Stroke
BEH4A_8	Asthma	BEH4A_8: Asthma
BEH4A_9	A compromised immune system	BEH4A_9: Compromised immune system
BEH4A_10	Overweight or obesity	BEH4A_10: Overweight/obesity
BEH4A_11	Allergies	BEH4A_11: Allergies
BEH4A_12	Other health concerns, please specify: [TEXTBOX]	BEH4A_12: Other
BEH4A_13	None of the above	BEH4A_13: None of the above

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid skip

Item #: BEH4B

Question Type: Grid

Variable Name: BEH4B

Variable Text: You indicated that you have allergies. Has a health care provider (e.g., primary care doctor) ever told you that you are allergic to any of the following? *Select yes or no for each item.*

Variable Label: BEH4B: Allergies

// PROGRAMMING NOTE: Ask if BEH4A_11 (Allergies) = 1 (Yes). //

// PROGRAMMING NOTE: Randomize subitems, anchor BEH3B_10.

BEH3B_10 should not be a yes/no. It should an exclusive punch on its own that disables yes/no from all other rows. For BEH3B_9, only force the OE if respondent selects BEH3_9=YES. Otherwise, the textbox can be left blank.//

Variable Name	Variable Text	Variable Label
BEH4B_1	Pollen (e.g., seasonal allergies)	BEH4B_1: Seasonal
BEH4B_2	Milk	BEH4B_2: Milk

BEH4B_3	Nuts (e.g., peanuts, tree nuts)	BEH4B_3: Nuts
BEH4B_4	Eggs	BEH4B_4: Eggs
BEH4B_5	Wheat	BEH4B_5: Wheat
BEH4B_6	Mold	BEH4B_6: Mold
BEH4B_7	Pets (e.g., dogs, cats)	BEH4B_7: Pets
BEH4B_8	Penicillin or other antibiotics	BEH4B_8: Antibiotics
BEH4B_9	Other, please specify: [TEXTBOX]	BEH4B_9: Other
BEH4B_10	None of the above	BEH4B_10: None of the above

Value	Value Label
0	No
1	Yes
-99	Refused
-100	Valid skip

Item #: ATT1

Question Type: Grid

Variable Name: ATT1

Variable Text: How much do you agree or disagree with the following statements?
Select one response for each item.

Variable Label: ATT1: Importance: Vaccines

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
ATT1_1	It is important for me to get all of the recommended COVID-19 vaccines.	ATT1_1: Important for me to get all of the recommended COVID-19 vaccines
ATT1_2	It is important for everyone to get all of the recommended COVID-19 vaccines.	ATT1_2: Important for everyone to get all of the recommended COVID-19 vaccines
ATT1_3	Getting all of the recommended vaccines helps to reduce the spread of COVID-19.	ATT1_3: Getting all of the recommended vaccines helps to reduce COVID-19

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

Item #: ATT9

Question Type: Grid

Variable Name: ATT9

Variable text: How much do you agree or disagree with the following statements about COVID-19? *Select one response for each item.*

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
ATT9_1	I would accept a COVID-19 vaccine offered during a regularly scheduled appointment with my health care provider.	ATT9_1: Regular appointment
ATT9_2	I am worried that a COVID-19 vaccine could give me COVID-19.	ATT9_2: Worried vaccine will give me COVID-19
ATT9_3	I would rather build immunity by exposure to an infected individual than receive a COVID-19 vaccine.	ATT9_3: Immunity by exposure
ATT9_4	I would get a COVID-19 vaccine if it would help life return to normal more quickly.	ATT9_4: Life return normal
ATT9_5	I am worried about side effects of a COVID-19 vaccine for myself.	ATT9_6: Worried about side effects
ATT9_6	I am worried that side effects of a COVID-19 vaccine could be worse than COVID-19 itself.	ATT9_7: Side effects worse than COVID-19

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

Item #: ATT10

Question Type: Grid

Variable Name: ATT10

Variable text: How much do you agree or disagree with the following statements? *Select one response for each item.*

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
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ATT10_1	A COVID-19 vaccine will allow me to spend more time with my loved ones.	ATT10_1: More time with loved ones
ATT10_2	A COVID-19 vaccine will allow me to return to normal day-to-day activities.	ATT10_2: Normal day-to-day activities
ATT10_3	A COVID-19 vaccine will improve the economy.	ATT10_3: Improve the economy
ATT10_4	A COVID-19 vaccine will allow schools and businesses to reopen.	ATT10_4: Allow schools/businesses to reopen
ATT10_5	The benefits of a COVID-19 vaccine outweigh any risks associated with it.	ATT10_5: Benefits of vaccine outweigh risks

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

Item #: ATT6

Question Type: Grid

Variable Name: ATT6

Variable Text: How much do you agree or disagree that each of the following actions are effective at keeping you safe from COVID-19? *Select one response for each item.*

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Text
ATT6_1	Wearing a face mask	ATT6_1: Wearing face mask
ATT6_2	Washing your hands	ATT6_2: Washing hands
ATT6_3	Maintaining social distance	ATT6_3: Maintaining social distance
ATT6_4	Receiving a COVID-19 vaccine	ATT6_4: Receiving vaccine

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

Item #: ATT12

Question Type: Grid

Variable Name: ATT12

Variable Text: How much do you agree or disagree with the following statements?

Select one response for each item.

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
ATT12_1	Concerns regarding COVID-19 are overblown.	ATT12_1: Concerns are overblown
ATT12_2	There is currently too much panic around COVID-19.	ATT12_2: Too much panic
ATT12_3	COVID-19 is not as dangerous as the media claim.	ATT12_3: Not as dangerous as media claims
ATT12_4	People should not be worried about COVID-19.	ATT12_4: People shouldn't be worried about COVID-19
ATT12_5	I will go to the hospital if I get infected.	ATT12_5: Will go to hospital if infected
ATT12_6	Someone in my social circle (family, friends, colleagues) will die if they are infected.	ATT12_6: Someone in social circle will die if infected

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

Item #: ATT13a/ ATT13b/ATT14

Question Type: Grid

Variable Text: How much do you agree or disagree with the following statements?

Select one response for each item.

//PROGRAMMING NOTE: Rotate subitems//

Variable Name	Variable Text	Variable Label
ATT13a_1	People who are important to me will <u>receive a COVID-19 vaccine</u> when it is available.	ATT13a_1: Receive a vaccine
ATT13b_1	People who are important to me <u>believe that I should</u> receive a COVID-19 vaccine when it is available.	ATT13b_1: Receive a vaccine
ATT14_1	Getting all recommended vaccines is the right thing to do.	ATT14_1: Get all recommended vaccines

Value	Value Label
1	Strongly disagree

2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
-99	Refused

CREATIVE TESTING

[**PROGRAMMING NOTE: DISPLAY TEXT**] Now, you are going to see some of the COVID-19 public education media. Then, we will ask you some questions about what you viewed.

Click the continue button when you are ready to view the message. You will automatically proceed to the next screen once the message is finished.

//SHOW RANDOMLY ASSIGNED AD//

//Programming note: Each participant will view up to 3 randomly assigned ads. After they view an ad, they will answer the follow up questions before seeing another ad.//

//RANDOMIZE ORDER OF ADS SHOWN//

//DISPLAY THIS SET OF QUESTIONS AFTER EACH AD VIEWED, UPDATE THE XX WITH AD CODE//

Item #: ADXX1

Question type: Single punch

Variable Name: ADXX1

Variable Text: Were you able to see this ad on your computer?

Variable Label: ADXX1: Viewing confirmation

Value	Value Label
0	No [GO TO DEMOS AND TERMINATE]
1	Yes
-99	Refused [GO TO DEMOS AND TERMINATE]

//PROGRAMMING NOTE: SHOW ONLY IF PRINT/VIDEO AD//

Item #: ADXX2

Question type: Single punch

Variable Name: ADXX2

Variable Text: Were you able to hear this ad on your computer?

Variable Label: ADXX2: Viewing confirmation

//PROGRAMMING NOTE: SHOW ONLY IF RADIO/VIDEO AD//

Value	Value Label
0	No [GO TO DEMOS AND TERMINATE]
1	Yes
-99	Refused [GO TO DEMOS]

Item #: ADXX11

Question type: Single punch

Variable Name: ADXX11

Variable Text: Had you seen this advertisement before today?

Variable Label: ADXX1: Exposure

Value	Value Label
0	No
1	Yes
2	Unsure
-99	Refused

Item #: ADXX3

Question type: Open-end

Variable Name: ADXX3

Variable Text: What was the main message of this ad? Please be as specific as possible.

Variable Label: ADXX3: OE comprehension

//Limit to 1,000 characters. //

Item #: ADXX4

Question type: Single punch

Variable Name: ADXX4

Variable Text: How difficult was it, if at all, to understand the main message of this ad?

Variable Label: ADXX4: Difficulty of ad

Value	Value Label
1	Not at all difficult
2	Slightly difficult
3	Moderately difficult
4	Very difficult
5	Extremely difficult
-99	Refused

Item #: ADXX5

Question type: Single punch

Variable Name: ADXX5

Variable Text: How complicated would you say the information in the message was, if at all?

Variable Label: ADXX5: Complicated

Value	Value Label
1	Not at all complicated
2	Slightly complicated
3	Moderately complicated
4	Very complicated

5	Extremely complicated
-99	Refused

Item #: ADXX6

Question type: Single punch

Variable Name: ADXX6

Variable Text: How believable, if at all, do you find this message?

Variable Label: ADXX6: Believability

Value	Value Label
1	Not at all believable
2	Not too believable
3	Somewhat believable
4	Very believable
5	Extremely believable
-99	Refused

Item #: ADXX10

Question type: Single punch

Variable Text: How much do you agree or disagree with the following statements?

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
ADXX10_1	This message is for everyone, including me.	ADXX10_1: People like me
ADXX10_2	This message grabbed my attention.	ADXX10_2: Attention
ADXX10_3	This message is powerful.	ADXX10_3: Powerful
ADXX10_4	This message is worth remembering.	ADXX10_4: Remember
ADXX10_5	This message is informative.	ADXX10_5: Informative
ADXX10_6	This message is meaningful to me.	ADXX10_6: Meaningful
ADXX10_7	This message is convincing as a reason to get a COVID-19 vaccine when it is available to me.	ADXX10_7: Convincing
ADXX10_8	This message told me something new.	ADXX10_8: New
ADXX10_9	I like the look of the ad.	ADXX10_9: Look
ADXX10_10	I like the feel of the ad.	ADXX10_10: Feel

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

Item #: ADXX10a

Question type: Open-end

Variable Name: ADXX10a

Variable Text: You **[PIPE IN ANSWER FROM ADXX10_7]** that this ad was convincing as a reason to get a COVID-19 vaccine. Please describe the main reasons why you **[PIPE IN ANSWER FROM ADXX10_7]** with this statement.

Variable Label: ADXX10a: Convincing

//Limit to 1,000 characters. //

Item #: ADXXCredibility

Question type: Single punch

Variable Text: How much do you agree or disagree with the following statements?

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
ADXXReal_1	This message is authentic.	ADXXReal_1:authentic
ADXXReal_2	This message is genuine.	ADXXReal_2:genuine
ADXXReal_3	This message is honest.	ADXXReal_3:honest
ADXXReal_4	This message is unbiased.	ADXXReal_4:unbiased
ADXXReal_5	The person featured in this message has experience with COVID-19.	ADXXReal_5:exp
ADXXReal_6	The person featured in this message is trustworthy.	ADXXReal_6:trust
ADXXReal_7	This message is realistic.	ADXXReal_7:realistic

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

Item #: ADXX8

Question type: Grid

Variable Text: When thinking about the message you viewed, how likely are you to do each of the following?

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
ADXX8_1	Look for more information about the COVID-19 vaccine	ADXX8_1:More_Info
ADXX8_2	Get a COVID-19 vaccine at no cost	ADXX8_2:Vaccine

ADXX8_3	Visit vaccines.gov to find vaccines near you	ADXX8_3: Website
ADXX8_4	Talk to your doctor about the COVID-19 vaccine	ADXX8_4: Doctor
ADXX8_5	Talk about the COVID-19 vaccine with those in your immediate social network (e.g., friends, family, colleagues)	ADXX8_5: Friends
ADXX8_6	Other [Specify]	ADXX8_6: Other

Value	Value Label
1	Very unlikely
2	Somewhat unlikely
3	Neither
4	Somewhat likely
5	Very likely
-99	Refused

Item #: ADXX8_2A

Question type: Open-end

Variable Name: ADXX8_2A

Variable Text: You said you were **[PIPE ANSWER FROM ADXX8_2]** to get a COVID-19 vaccine. Please describe the main reasons why you are **[PIPE ANSWER FROM ADXX8_2]** to get a COVID-19 vaccine.

Variable Label: ADXX8_2A: OE Vaccine

//Limit to 1,000 characters. Cannot skip this question//

Item #: ADXX9

Question type: Single punch

Variable Name: ADXX9: Efficacy

Variable Text: How likely is it that a Food and Drug Administration (FDA)-authorized COVID-19 vaccine would reduce your risk of getting the disease?

Variable Label: ADXX9: Efficacy

Value	Value Label
1	Very unlikely
2	Somewhat unlikely
3	Neither
4	Somewhat likely
5	Very likely
-99	Refused

//Programming Note: When last stimulus is viewed, move to next block of questions.//

TRUSTED MESSENGERS

[PROGRAMMING NOTE: DISPLAY TEXT] The following questions are about your trust in individuals in science, research, medical fields, and government.

Item #: SCI2

Question Type: Grid

Variable Name: SCI2

Variable Text: How much do you agree or disagree with the following statements regarding government public health experts? A government public health expert is a person with a degree and career in protecting and promoting community health and who works for a government agency such as the Centers for Disease Control and Prevention (CDC) or the U.S. Food and Drug Administration (FDA). *Select one response for each item.*

Variable Label: SCI2: Trust in government

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
SCI2_1	I trust the information I receive from government public health experts.	SCI2_1: Trust experts
SCI2_2	Government public health experts have their own agenda.	SCI2_2: Experts have agenda
SCI2_3	Government public health experts have my best interests in mind.	SCI2_3: Experts have my best interests in mind
SCI2_4	Information provided by government public health experts changes too often for me.	SCI2_4: Information from experts changes too often
SCI2_5	Information provided by governmental public health experts has been helpful to me in the past.	SCI2_5: Information from experts has been helpful
SCI2_6	I have been misled by government public health experts in the past.	SCI2_6: Misled by experts

Value	Value Label
1	Strongly disagree
2	Disagree

3	Neither agree nor disagree
4	Agree
5	Strongly agree
-99	Refused

Item #: CAM22

Question Type: Grid

Variable Name: CAM22

Variable Text: How much do you trust each of the following sources to provide accurate COVID-19 information? *Select one response for each item.*

Variable Label: CAM22: Trust sources on COVID

//PROGRAMMING NOTE: Randomize subitems//

Variable	Variable Text	Variable Label
CAM22_1	Official U.S. government websites	CAM22_1: Official
CAM22_2	The President of the United States/The White House	CAM22_2: President/White
CAM22_3	U.S. Department of Health and Human Services (HHS)	CAM22_3: HHS
CAM22_4	U.S. Food and Drug Administration	CAM22_4: FDA
CAM22_5	World Health Organization (WHO)	CAM22_5: WHO
CAM22_6	U.S. Centers for Disease Control and Prevention (CDC)	CAM22_6: CDC
CAM22_8	The Surgeon General of the United States	CAM22_8: Surgeon General
CAM22_9	My State, County, or City health department	CAM22_9: State/County/ City
CAM22_10	My State Governor	CAM22_10: Governor
CAM22_11	National Institute of Health (NIH)	CAM22_11: NIH
CAM22_12	U.S. Military/Department of Defense	CAM22_12: DoD
CAM22_13	My personal doctor or family physician	CAM22_13: Doctor
CAM22_14	My friends/family who are doctors or other health care professionals	CAM22_14: Friends_Dr
CAM22_15	My friends/family who are not doctors or other health care professionals	CAM22_15: Friends_NonDr

Value	Value Label
1	Not at all
2	Somewhat
3	Mostly
4	Completely
-99	Refused

COVID-19 EXPERIENCE

[PROGRAMMING NOTE: DISPLAY TEXT] The following questions are about your experience with COVID-19.

Item #: COV8

Question type: Grid

Variable Name: COV8

Variable Text: Have any of the following people in your life tested positive for COVID-19? *Select yes or no for each item.*

Variable Label: COV8: Tested: Reasons

//PROGRAMMING NOTE: Randomize subitems//

Variable Name	Variable Text	Variable Label
COV8_1	I have tested positive for COVID-19.	COV8_1: I tested positive
COV8_2	An immediate member of my household has tested positive for COVID-19.	COV8_2: Household member tested positive
COV8_3	An extended family member outside of my household has tested positive for COVID-19.	COV8_3: Extended family member tested positive
COV8_4	A friend outside of my household has tested positive for COVID-19.	COV8_4: Friend tested positive
COV8_5	A roommate who lives with me has tested positive for COVID-19.	COV8_5: Roommate tested positive
COV8_6	A coworker has tested positive for COVID-19.	COV8_6: Coworker tested positive
COV8_7	A friend of a friend has tested positive for COVID-19.	COV8_7: Friend of a friend tested positive
COV8_8	I do not know anyone who has tested positive for COVID-19.	COV8_8: Don't know anyone who tested positive

Value	Value Label
0	No
1	Yes
60	I do not want to share this information
-99	Refused

Item #: COV13

Question type: Single punch

Variable Name: COV13

Variable Text: How severe was your COVID-19 infection?

Variable Label: COV13: Severity of COVID

// Ask if Q COV8_1 (I tested positive) = 1 (Yes)//

Value	Value Label
1	No symptoms/mild symptoms
2	Moderate symptoms, but did not seek health care
3	Moderate symptoms and sought health care

4	Severe symptoms/hospitalization
-99	Refused
-100	Valid skip

Item #: COV14

Question type: Single punch

Variable Name: COV14

Variable Text: How much do you agree or disagree that you are fully recovered from your COVID-19 infection?

Variable Label: COV14: recovered from COVID

// Ask if Q COV8 1 (I tested positive) = 1 (Yes)//

Value	Value Label
1	Strongly disagree
2	Disagree
3	Neither agree nor disagree
4	Agree
5	Strongly agree
-99	Refused
-100	Valid skip

Item #: COV15

Question type: Single punch

Variable Name: COV15

Variable Text: Do you know anyone who has been hospitalized with COVID-19?

Variable Label: COV15: Hospitalized for COVID

Value	Value Label
0	No
1	Yes
60	I do not want to share this information
-99	Refused

FINAL DEMOS

[**PROGRAMMING NOTE: DISPLAY TEXT**] These final questions are about your background, which may be important when understanding your COVID-19 experience.

Item #: DEM3

Question Type: Single Punch

Variable Name: DEM3

Variable Text: Does where you work (e.g., state/territory) designate your occupation as providing “essential” services? “Essential” may vary depending on where you live, but may include those who provide:

- Public health and safety (janitors and cleaners, registered nurses, police and sheriff’s patrol officers, physicians and surgeons, EMTs and paramedics, pharmacists)
- Essential products (cashiers, hand laborers and freight/stock/material movers, delivery truck drivers and driver/sales workers, agricultural workers, food processing workers, postal service workers)
- Other infrastructure support (general maintenance and repair workers, engineers, electricians, computer support specialists, financial managers, plant and system operators, information security analysts, hazard materials removal workers)

Variable Label: DEM3: Essential service status

// PROGRAMMING NOTE: Ask if employed (DEM1_1-2 (working as a paid employee/working-self-employed//

Value	Value Label
1	No
2	Yes
-99	Refused
-100	Valid skip

Item #: DEM7

Question Type: Open-End Numeric

Variable Name: DEM7

Variable Text: How many total people – adults and children – currently live in your household, including yourself? *Please enter a number.*

Variable Label: DEM7: Total number of people in household

Item #: DEM8

Question Type: Open-End Numeric

Variable Name: DEM8

Variable Text: How many people under 18 years-old currently live in your household? *Please enter a number.*

Variable Label: DEM8: Number of minors living in household

// PROGRAMMING NOTE: Response must be a numerical number between 0-99. If DEM7=1, autopunch DEM8 as “0” and go to DEM9. Response from DEM8 must be LESS than the number in DEM7//

Question type: Single punch

Variable Name: BEH23

Variable Text: Are you the parent or guardian of a child under 18 years old?

Variable Label: BEH23: Children under 18

// If BEH23 (Children under 18) = 0 (“No”) or -99 (“REFUSED”), TERMINATE
//

Value	Value Label
0	No
1	Yes
-99	REFUSED

Variable Name: CAge

Variable Label: Cage: Age of children

Variable Text: How old are your children? Please select all age ranges that apply.

//PROGRAMMING NOTE: SHOW IF BEH23=1//

Value	Value Label	
1	Under 1 year old	Must select 3, 4, or 5 to continue
2	1 to 5 years old	
3	6 to 12 11 years old	
4	12 to 15 years old	
5	16 to 17 years old	
6	18 or older	
-99	Refused	TERMINATE

Item #: DEM9

Question Type: Open-end numeric

Variable Name: DEM9

Variable Text: How many people in your household, excluding yourself, work in occupations that are designated as providing “essential” services? “Essential” may vary depending on where you live, but may include those who provide:

- Public health and safety (janitors and cleaners, registered nurses, police and sheriff’s patrol officers, physicians and surgeons, EMTs and paramedics, pharmacists)
- Essential products (cashiers, hand laborers and freight/stock/material movers, delivery truck drivers and driver/sales workers, agricultural workers, food processing workers, postal service workers)
- Other infrastructure support (general maintenance and repair workers, engineers, electricians, computer support specialists, financial managers, plant and system operators, information security analysts, hazard materials removal workers)

Variable Label: DEM9: Number of essential workers in household (excluding self)

// PROGRAMMING NOTE: Response cannot exceed total number of people in household, minus one.. If DEM7=1, autopunch DEM9 as “0” and go to DEM10. //

--

Item #: DEM16

Question Type: Single Punch

Variable Name: DEM16

Variable Text: In general, do you think of yourself as...?

Variable Label: DEM16: Political_View

// Programming Note: For half of participants, show reverse order for answer options. //

Value	Value Label
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1	Extremely liberal
2	Liberal
3	Slightly liberal
4	Moderate, middle of the road
5	Slightly conservative
6	Conservative
7	Extremely conservative
-99	Refused

Item #: DEM10

Question Type: Single Punch

Variable Name: DEM10

Variable Text: Last year, that is in 2020, what was your total household income from all sources, before taxes?

Variable Label: DEM10: Family income

Value	Value Label
1	Less than \$15,000
2	\$15,000 to \$24,999
3	\$25,000 to \$34,999
4	\$35,000 to \$49,999
5	\$50,000 to \$74,999
6	\$75,000 to \$99,999
7	\$100,000 to \$149,999
8	\$150,000 to \$199,999
9	\$200,000 and over
-99	Don't know/Refused

Item #: DEM4

Question Type: Single Punch

Variable Name: DEM4

Variable Text: Are you now covered by any form of health insurance or health plan? A health plan would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid.

Variable Label: DEM4: Health insurance status

Value	Value Label
0	No
1	Yes

2	Unsure
-99	Refused

Item #: DEM4b

Question Type: Single Punch

Variable Name: DEM4b

Variable Text: Which of the following is your main source of health insurance coverage?

Variable Label: DEM4b: Insurance_Type

// Programming Note: Ask if DEM4 (Health Insurance) = 1 (Yes). //

Value	Value Label
0	A plan through your employer
1	A plan through your spouse's employer
2	A plan you purchased yourself directly from an insurance company
3	Medicare or Medicaid
4	TRICARE or other military health care
5	VA (including those who have ever used or enrolled for VA health care)
6	Indian Health Service
7	Some other source
8	Unsure
-99	Refused
-100	Valid Skip