**Attachment D: COVID-19 Monthly Outcome Survey – Questionnaire**

**U.S. Department of Health and Human Services (HHS) COVID-19 Public Education Campaign**

We would like to ask you about some COVID-19 content that may or may not have appeared in the media in the past month. This section will also ask you about your opinions on COVID-19 testing and vaccination.

**// Page Break //**

**Item #:** Q1

**Question type:** Single punch

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

**CAM1\_Aw:** In the past month, that is since October 13, 2020, how frequently have you seen or heard any media content from the U.S. Department of Health and Human Services (HHS) COVID-19 Public Education Campaign? Campaign content would have included the statement [TAGLINE] and the images below.

**[Campaign image collage]**

**Variable Label:** Q1: Campaign awareness

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Never |
| 2 | Rarely |
| 3 | Sometimes |
| 4 | Often |
| 5 | Very often |
| -99 | Refused |

**// Page Break //**

**Item #:** Q2

**Question Type**:Single punch

**// Ask if Q1 = 2|3|4|5 //**

**CAM2\_Bel**. How believable do you find the information from the HHS COVID-19 Public Education Campaign?

**Variable Label:** Q2: Believability of campaign

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Very unbelievable |
| 2 | Unbelievable |
| 3 | Neither believable nor unbelievable |
| 4 | Believable |
| 5 | Very believable |
| -99 | Refused |
| -100 | Valid skip |

**// Page Break //**

**Item #:** Q3

**Question type:** Single punch

**// Ask if Q1 = 2|3|4|5 //**

**CAM3\_Rel:** Do you agree or disagree with the following statement? The HHS COVID-19 Public Education Campaign media content is for everyone, including me.

**Variable Label:** Q3: Relevance of campaign

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

**// Page Break //**

**Item #:** Q4

**Question Type**:Single punch

**// Ask if Q1 = 2|3|4|5 //**

**CAM4\_Atn:** Do you agree or disagree with following statement? The HHS COVID-19 Public Education Campaign media content grabbed my attention.

**Variable Label:** Q4: Attention grabbing of campaign

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

**// Page Break //**

**Item #:** Q5

**Question type:** Single punch

**CAM5\_Test:** If you were given the opportunity to take a free COVID-19 test within the next 3 days, would you take the test?

**Variable Label:** Q5: Would take test

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | No, I would not take the test. |
| 1 | Yes, I would take the test.  |
| -99 | Refused |

**// Page Break //**

**Item #:** Q6

**Question type:** Single punch

**CAM6\_VaccWait:** 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:** Q6: Wait to get vaccinated

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | I would get a vaccine as soon as I could |
| 2 | I would wait to get a vaccine for one or more reasons |
| 60 | I would never get a vaccine |
| -99 | Refused |

**// Page Break //**

**Item #:** Q7

**Question Type**:Grid

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

**CAM7\_VaccBel:** How much do you agree or disagree with the following statements about COVID-19? *Select one response for each item.*

**Variable Label:** Q7: Vaccine Beliefs

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| CAM7\_VaccBel\_1 | I would accept a COVID-19 vaccine offered during a regularly scheduled appointment with my healthcare provider. | CAM7\_VaccBel\_1: COVID vaccine likelihood |
| CAM7\_VaccBel\_2 | I am worried that a COVID-19 vaccine could give me COVID-19. | CAM7\_VaccBel\_2: Worried COVID from vaccine |
| CAM7\_VaccBel\_3 | I would rather build immunity by exposure to an infected individual than receive a COVID-19 vaccine. | CAM7\_VaccBel\_3: Immunity from exposure |
| CAM7\_VaccBel\_4 | I would get a COVID-19 vaccine if it would help life return to normal more quickly. | CAM7\_VaccBel\_4; Life return normal |
| CAM7\_VaccBel\_5 | I am worried about side effects of a COVID-19 vaccine for myself. | CAM7\_VaccBel\_5: Worried side effects |
| CAM7\_VaccBel\_6 | I am worried that side effects of a COVID-19 vaccine could be worse than COVID-19 itself. | CAM7\_VaccBel\_6: Worse 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 #:** Q8

**Question Type**:Single-Punch

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

**CAM8\_SiteAw:** Before today, have you heard of the website cdc.gov/coronavirus?

**Variable Label:** Q8: HHS site awareness

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | No |
| 1 | Yes |
| -99 | Refused |

**// Page Break //**

**Item #:** Q9

**Question Type**:Single-Punch

**CAM9\_SiteVis:** Before today, have you visited the website cdc.gov/coronavirus?

**Variable Label:** Q9: HHS site visit

**// Ask if Q8 (HHS site heard) = “Yes” //**

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

**// Page Break //**

**Item #:** Q10

**Question Type:** Grid

**CAM10\_SiteRec:** How much do you agree or disagree with the following statements about the website cdc.gov/coronavirus? *Select one response for each item.*

**Variable Label:**CAM10\_SiteRec: HHS website receptivity

**// Ask if Q9 (HHS site visit) = “Yes” //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| CAM10\_SiteRec\_1 | The information on the website is believable.  | CAM10\_SiteRec\_1: Believable HHS website |
| CAM10\_SiteRec\_2 | The information on the website is helpful. | CAM10\_SiteRec\_2: Helpful HHS website |
| CAM10\_SiteRec\_3 | The website allows me to take action to protect myself from COVID-19.  | CAM10\_SiteRec\_3: Actionable HHS website |
| CAM10\_SiteRec\_4 | The website grabbed my attention.  | CAM10\_SiteRec\_4: Attention-grabbing HHS website |
| CAM10\_SiteRec\_5 | I like the website.  | CAM10\_SiteRec\_5: Likeable HHS website |

|  |  |
| --- | --- |
| **Value**  | **Value Label**  |
| 1  | Strongly Disagree |
| 2  | Disagree |
| 3  | Neither Agree/Disagree |
| 4  | Agree |
| 5  | Strongly Agree |
| -99  | Refused  |
| -100 | Valid skip |

**// Page Break //**