

# ASPA COVID-19 PUBLIC EDUCATION CAMPAIGN

A campaign to increase vaccine acceptance and reinforce basic prevention measures



## CET – Annotated Questionnaire (Wave 28)

Note: The questions below are the proposed questions for the twenty-sixth 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 28 only or are being asked again to update data on a variable of interest. We will be fielding new questions about parents concerns about school, support for mandates in schools, parents' trust in different sources of information, perceptions of getting vaccinated to protect others, Delta variant concerns, and booster shots.

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." //

**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 #: Q2

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 #:** Q3

**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 //**

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

**Item #:** Q4

**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 #: Q5

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 #: Q6

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 #: Q7

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 #: Q8

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: beh2b\_cet=1-4 OR beh3b\_cet=2-3//

Item #: Q9

Question Type: Open end

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

**second\_dose\_reasons**. Please explain why you are not sure you will, or do not intend to, complete vaccination?

**Variable Label:** second\_dose\_reasons: Open-ended reasons for not completing vaccination

// Page Break //

//BASE beh3a\_cet =2//

Item #: Q10-Q12

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 variables in grid//

| Variable Name      | Variable Text  | Variable Label                        |
|--------------------|--|---------------------------------------|
| <b>beh4_1_cet</b>  | I will wait because of my age.   | beh4_1_cet: Age                       |
| <b>beh4_2_cet</b>  | I will wait because of my health status, allergies, or medical history.  | beh4_2_cet: Health                    |
| <b>beh4_12_cet</b> | I want to know if the vaccines are effective at preventing COVID-19 in the short-term.   | beh4_12_cet: Short-term effectiveness |
| <b>beh4_13_cet</b> | 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  |
| <b>beh4_14_cet</b> | I do not trust the vaccines.   | beh4_14_cet: Lack of trust            |
| <b>beh4_15_cet</b> | I do not think I am at risk of getting COVID-19.   | beh4_15_cet: Lack of COVID-19 concern |
| <b>beh4_16_cet</b> | 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 #: Q13**

**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 #: Q14**

**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: Parent= 4-6//

Item #: Q15

Question Type: Single punch

school\_attend: In the upcoming 2021-2022 school year, how do you expect your youngest school-age child (age 6+) to attend school?

Variable Label: school\_attend: School attendance of youngest child

| Value | Value Label                   |
|-------|-------------------------------|
| 1     | All in-person                 |
| 2     | Mostly in-person              |
| 3     | A mix of in-person and online |
| 4     | Mostly online                 |
| 5     | All online                    |
| -99   | Refused                       |
| -100  | Valid skip                    |

// Page Break //

//BASE: Parent= 4-6//

Item #: Q16

Question Type: Single punch

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

parent\_concerns: Thinking about your youngest school-age child (age 6+) and the upcoming 2021-2022 school year, how concerned are you about the following?

Variable Label: parent\_concerns: Parent concerns about upcoming school year

//PROGRAMMING NOTE: randomize variables in grid//

| Variable Name     | Variable Text   | Variable Label   |
|-------------------|---|--|
| parent_concerns_1 | Your child getting seriously sick from COVID-19.  | parent_concerns_1: Getting sick from COVID-19          |
| parent_concerns_2 | Your child getting exposed to COVID-19 and passing it on to you or someone else in your family. | parent_concerns_2: Child exposing others               |
| parent_concerns_3 | You being exposed to COVID-19 and passing it on to your child and/or their classmates.          | parent_concerns_3: You exposing your child to COVID-19 |

| Value | Value Label          |
|-------|----------------------|
| 1     | Not at all concerned |
| 2     | Slightly concerned   |
| 3     | Moderately concerned |
| 4     | Very concerned       |
| -99   | Refused              |
| -100  | Valid skip           |

// Page Break //

//BASE: All respondents//

Item #: Q17

Question Type: Single punch

school\_mandate. Please indicate how much you agree or disagree with the following statements?

Variable Label: school\_mandate: Support for school mandates

//PROGRAMMING NOTE: randomize variables in grid//

| Variable Name    | Variable Text   | Variable Label                                      |
|------------------|---|---|
| school_mandate_1 | There should be universal mask mandates for students, teachers, staff, and visitors to K-12 schools.        | school_mandate_1: Universal mask mandate in schools |
| school_mandate_2 | 12- to 17-year-old students should be required to get a COVID-19 vaccination to attend in-person schooling. | school_mandate_2: Vaccination mandates students     |
| school_mandate_3 | Teachers, staff, and visitors in K-12 schools should be required to get a COVID-19 vaccination.             | school_mandate_3: Vaccination mandates staff        |

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

// Page Break //

//PROGRAMMING NOTE: Parent= 1-6//

Item #: Q18-Q19

Question Type: Grid

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

parent\_trust. When it comes to COVID-19 and your child(ren), how much do you trust the following sources to provide you with accurate information?

//PROGRAMMING NOTE: RANDOMIZE variables in grid//

| Variable Name  | Variable Text  | Variable Label                                 |
|----------------|--|--|
| parent_trust1  | State or local health officials                                | parent_trust1: State or local health officials |
| parent_trust2  | The U.S. Department of Health and Human Services (HHS)         | parent_trust2: HHS                             |
| parent_trust3  | The Centers for Disease Control and Prevention (CDC)           | parent_trust3: CDC                             |
| parent_trust4  | State or local school officials or teachers                    | parent_trust4: State or local school officials |
| parent_trust5  | The U.S. Food and Drug Administration (FDA)                    | parent_trust5: FDA                             |
| parent_trust6  | Your pediatrician  | parent_trust6: Pediatrician                    |
| parent_trust7  | American Academy of Pediatrics                                 | parent_trust7: American Academy of Pediatrics  |
| parent_trust8  | Federal health officials                                       | parent_trust8: Federal health officials        |
| parent_trust9  | Those in your immediate circle (e.g., family members, friends) | parent_trust9: Immediate circle                |
| parent_trust10 | Local or community leaders (e.g., religious leaders)           | parent_trust10: Local leaders                  |

| Value | Value Label                        |
|-------|------------------------------------|
| 1     | Not at all                         |
| 2     | Not much                           |
| 3     | A fair amount                      |
| 4     | A great deal                       |
| 99    | I am not familiar with this source |
| -99   | Refused                            |
| -100  | Valid skip                         |

// Page Break //

//BASE: Parent= 4-6//

Item #: Q20

Question Type: Single punch

mask\_child: In the upcoming 2021-2022 school year, do you plan to have your youngest child wear a mask while inside their school (regardless of whether it is mandated)?

Variable Label: mask\_child: Plan to have child wear mask

| Value | Value Label           |
|-------|-----------------------|
| 1     | Yes                   |
| 2     | No                    |
| 99    | I haven't decided yet |
| -99   | Refused               |



|      |            |
|------|------------|
| -100 | Valid skip |
|------|------------|

// Page Break //

//BASE: All respondents//

Item #: Q21

Question Type: Single punch

protection: In your opinion, how important is it for other people to get a COVID-19 vaccine in order to protect the following people?

Variable Label: protection: Importance of getting vaccinated to protect others

//PROGRAMMING NOTE: randomize variables in grid//

| Variable Name | Variable Text  | Variable Label                         |
|---------------|--|--|
| protection_1  | Themselves   | protection_1: Them                     |
| protection_2  | Their family and friends   | protection_2: Their family and friends |
| protection_3  | People that are immunocompromised                                      | protection_3: Immunocompromised        |
| protection_4  | Children younger than 12 years old that currently can't get vaccinated | protection_4: Children younger than 12 |
| protection_5  | People in their community  | protection_5: People in your community |

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

// Page Break //

//BASE: All respondents//

Item #: Q22

Question Type: Single punch

delta\_var\_con: How concerned are you about the Delta variant of the COVID-19 virus?

Variable Label: delta\_var\_con: Concern about Delta variant

| Value | Value Label                             |
|-------|---|
| 1     | Not at all concerned                    |
| 2     | Slightly concerned                      |
| 3     | Somewhat concerned                      |
| 4     | Very concerned                          |
| 99    | I am not aware of this COVID-19 variant |
| -99   | Refused                                 |

// Page Break //

//BASE: All respondents

Item #: Q23

Question Type: Single punch

delta\_var\_con4: Please indicate how much you agree or disagree with the following statements about the Delta variant:

**//PROGRAMMING NOTE: randomize variables in grid//**

| Variable Name    | Variable Text  | Variable Label                            |
|------------------|--|---|
| delta_var_con4_1 | Children are the most at risk from the Delta variant.                          | delta_var_con4_1: Children most at risk   |
| delta_var_con4_2 | I am worried about additional COVID-19 mutations because of the Delta variant. | delta_var_con4_2: Worried about mutations |
| delta_var_con4_3 | I have delayed travel plans or social events because of the Delta variant.     | delta_var_con4_3: Delayed plans           |
| delta_var_con4_4 | The media has overblown the risks of the Delta variant.                        | delta_var_con4_4: Media overblown         |
| delta_var_con4_5 | I am worried about a surge in COVID-19 cases because of the Delta variant.     | delta_var_con4_5: Surge in cases          |

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

**// Page Break //**

**//BASE: beh1\_cet=1 or 2//**

**Item #: Q24**

**Question Type: Single punch**

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

**booster\_argu**. Scientists are still studying whether booster shots/additional doses for the COVID-19 vaccines will be necessary. If booster shots are necessary for COVID-19 vaccines to maintain full protection against the virus, and they are completely free of cost and readily available, how convincing do you find the following arguments as a reason to get a booster shot?

**Variable Label: booster\_argu: Booster arguments**

**//PROGRAMMING NOTE: RANDOMIZE variables in grid//**

| Variable Name  | Variable Text  | Variable Label                            |
|----------------|--|---|
| booster_argu_1 | A booster shot may increase our protection enough to end the pandemic and get back to the activities we love.  | booster_argu_1: Back to normal            |
| booster_argu_2 | The Delta variant is more contagious and severe than previous strains of COVID-19, which is why we may need a booster shot.  | booster_argu_2: Delta more contagious     |
| booster_argu_3 | Young, healthy people are more likely to become infected with serious cases of COVID-19 because of the Delta variant, but a booster shot may help everyone stay protected. | booster_argu_3: Mild cases still negative |
| booster_argu_4 | All booster shots will be rigorously studied for safety and effectiveness before they are recommended.   | booster_argu_4: Studied                   |

| Value | Value Label           |
|-------|-----------------------|
| 1     | Not at all convincing |
| 2     | Slightly convincing   |
| 3     | Moderately convincing |
| 4     | Very convincing       |
| -99   | Refused               |
| -100  | Valid skip            |

**// Page Break //**

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

**Item #: Q25**

**Question Type: Single punch grid**

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

**ptn\_w28**

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 variables in grid//**

| Variable Name | Variable Text  | Variable Label   |
|---------------|--|--|
| ptn_w28_1     | COVID-19 vaccines are recommended for people who are pregnant, breastfeeding, trying to get pregnant now, or might become pregnant in the future.  | ptn_w28_1: Recommended for pregnant people                     |
| ptn_w28_2     | There's even more value in getting a COVID-19 vaccine now because of how fast the new Delta variant is spreading.  | ptn_w28_2: Value in vaccine because of Delta                   |
| ptn_w28_3     | COVID-19 cases and hospitalizations are increasing rapidly across the country and almost all new cases are caused by the Delta variant.  | ptn_w28_3: COVID-19 cases increasing rapidly                   |
| ptn_w28_4     | Young, healthy people are more likely to become infected with COVID-19 because of the Delta variant.   | ptn_w28_4: Young and healthy people more likely to be infected |
| ptn_w28_5     | Masks help prevent the spread of COVID-19, including from the Delta variant.   | ptn_w28_5: Masks prevent spread                                |
| ptn_w28_6     | The vaccine protects against the Delta variant. Even though the Delta variant is more contagious, vaccines prevent almost all cases of severe illness, hospitalization, and death from COVID-19. | ptn_w28_6: Vaccines prevent spread of Delta                    |

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

|    |                |
|----|----------------|
| 4  | Agree          |
| 5  | Strongly agree |
| 99 | Refused        |