# 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

	<u> </u>
Value	Value Label
1	Very unbelievable
2	Unbelievable
3	Neither believable nor unbelievable
4	Believable
5	Very believable
-99	Refused

-100	Valid skip

**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

**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	CAM7_VaccBel_1:
	regularly scheduled appointment with my healthcare	COVID vaccine
	provider.	likelihood
CAM7_VaccBel_2	I am worried that a COVID-19 vaccine could give me	CAM7_VaccBel_2:
	COVID-19.	Worried COVID from
		vaccine
CAM7_VaccBel_3	I would rather build immunity by exposure to an	CAM7_VaccBel_3:
	infected individual than receive a COVID-19 vaccine.	Immunity from
		exposure
CAM7_VaccBel_4	I would get a COVID-19 vaccine if it would help life	CAM7_VaccBel_4;
	return to normal more quickly.	Life return normal
CAM7_VaccBel_5	I am worried about side effects of a COVID-19	CAM7_VaccBel_5:
	vaccine for myself.	Worried side effects
CAM7_VaccBel_6	I am worried that side effects of a COVID-19 vaccine	CAM7_VaccBel_6:
	could be worse than COVID-19 itself.	Worse side effects

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

5	Strongly agree
-99	Refused

**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 <u>visited</u> 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 O9 (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	CAM10_SiteRec_3:
	myself from COVID-19.	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