

# ASPA COVID-19 PUBLIC EDUCATION CAMPAIGN

A campaign to increase vaccine acceptance and reinforce basic prevention measures



## CET – Annotated Questionnaire (Wave 19)

*Note: The questions below are the proposed questions for the eighteenth 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 19 only or are being asked again to update data on a variable of interest. There is no wave this module, and instead we are testing ideas for future modules centered around: parent and child vaccination decisions, return to normalcy and summer plans, perceptions of the “National Month of Action,” booster shots, awareness of the campaign, and conspiratorial thinking. 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 //

//PROGRAMMING NOTE: RANDOMIZE ORDER OF Q1/Q2 and Q3/Q4 (I.E., 50% SEE Q1/Q2 FIRST, 50% SEE Q3/Q4 FIRST)//

//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." //

**cdc\_fam.** How familiar are you with the Centers for Disease Control and Prevention (CDC)?

**Variable Label:** cdc\_fam: Familiarity with CDC

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

// Page Break //

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

Item #: **Q4**

**Question Type:** Single punch

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

**cdc\_trust.** How much trust do you have in the Centers for Disease Control and Prevention (CDC) to provide you with accurate information about the coronavirus or COVID-19?

**Variable Label:** cdc\_trust: Trust in CDC

| 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 #: **Q5**

**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 #: Q6

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 #: Q7

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 =0 OR -99//

Item #: Q8

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 //

//BASE beh3a\_cet =2//

Item #: Q9-Q11

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 #: Q12

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 //

//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. 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_5 | 12 to 15 years old | child_vaxxed_5: 12 to 15 years old |
| child_vaxxed_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, except see notes on child\_dec\_3-child\_dec-6//**

**Item #:** Q15

**Question Type:** Single punch

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

**child\_dec.** How much do you agree or disagree with the following statements?

**Variable Label:** child\_dec: Vaccine decision for children

**//PROGRAMMING NOTE: RANDOMIZE comfort\_1- comfort\_10**

| Variable Name | Variable Text                                                                                                                                   | Variable Label                            |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
| child_dec_1   | 12- to 15-year-old children should be allowed to make their own decision about whether or not they get a COVID-19 vaccine                       | child_dec_1: Decide 12 to 15              |
| child_dec_2   | 16- to 17-year-old children should be allowed to make their own decision about whether or not they get a COVID-19 vaccine                       | child_dec_1 Decide 16 to 17               |
| child_dec_3   | I will let my 12- to 15-year-old child(ren) make their own decision about whether or not they get a COVID-19 vaccine [SHOW IF child_vaxxed_5=0] | child_dec_1: Parent 12 to 15 unvaccinated |
| child_dec_4   | I will let my 16- to 17-year-old child(ren) make their own decision about whether or not they get a COVID-19 vaccine [SHOW IF child_vaxxed_6=0] | child_dec_1: Parent 16 to 17 unvaccinated |
| child_dec_5   | I let my 12- to 15-year-old child(ren) make their own decision about getting a COVID-19 vaccine [SHOW IF child_vaxxed_5=1 or 2]                 | child_dec_1: Parent 12 to 15 vaccinated   |
| child_dec_6   | I let my 16- to 17-year-old child(ren) make                                                                                                     | child_dec_6: Parent 16                    |

|  |                                                                                     |                    |
|--|-------------------------------------------------------------------------------------|--------------------|
|  | their own decision about getting a COVID-19 vaccine [SHOW IF child_vaxxed_6=1 or 2] | to 17 unvaccinated |
|--|-------------------------------------------------------------------------------------|--------------------|

| 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 #: Q16

Question Type: Single punch

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

**booster\_likely**. How likely do you think it is that COVID-19 vaccine booster shots will be needed in order to maintain protection against the virus?

**Variable Label:** booster\_likely: Likelihood of needing vaccine booster shots

| Value | Value Label       |
|-------|-------------------|
| 1     | Not at all likely |
| 2     | Slightly likely   |
| 3     | Moderately likely |
| 4     | Very likely       |
| 99    | I am not sure     |
| -99   | Refused           |

// Page Break //

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

Item #: Q17

Question Type: Single punch

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

**booster\_uptake**. Scientists are still studying whether booster shots for the COVID-19 vaccines will be necessary, and if they are, how often they would need to be given.

If COVID-19 vaccine booster shots are necessary for COVID-19 vaccines to maintain full protection against the virus, and they were completely free of cost, how likely would you be to get them at the following intervals?

**Variable Label:** booster\_uptake: Likelihood of getting boosters at intervals

| Variable Name           | Variable Text    | Variable Label               |
|-------------------------|------------------|------------------------------|
| <b>booster_uptake_1</b> | Every six months | booster_uptake_1: Six months |
| <b>booster_uptake_2</b> | Every year       | booster_uptake_2: One year   |
| <b>booster_uptake_3</b> | Every two years  | booster_uptake_3: Two years  |
| <b>booster_uptake_4</b> | Every five years | booster_uptake_4: Five years |
| <b>booster_uptake_5</b> | Every 10 years   | booster_uptake_5: Ten        |

|   |  |       |
|---|--|-------|
| 5 |  | years |
|---|--|-------|

  

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

// Page Break //

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

Item #: Q18

Question Type: Single punch

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

**nat\_mon\_act**. President Biden recently announced a "National Month of Action," with the goal of having 70% of American adults get at least one dose of a COVID-19 vaccine by July 4<sup>th</sup>, 2021.

As part of the National Month of Action, various initiatives aimed at making it easier for people to get vaccinated were announced, including free childcare for individuals getting vaccinated, extended pharmacy hours, and community outreach and vaccination events.

Please indicate how much you agree or disagree with the following statements about the National Month of Action.

**Variable Label:** nat\_mon\_act: Perceptions of National Month of Action

//PROGRAMMING NOTE: RANDOMIZE nat\_mon\_act\_1- nat\_mon\_act\_3

| Variable Name        | Variable Text                                                                                                                                             | Variable Label               |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|
| <b>nat_mon_act_1</b> | The National Month of Action makes me more likely to get a COVID-19 vaccine. [Only show if beh1a_cet=0 or 99]                                             | booster_uptake_1: Six months |
| <b>nat_mon_act_2</b> | I think the National Month of Action will reach its goal of 70% of adults getting at least one dose of a COVID-19 vaccine by July 4 <sup>th</sup> , 2021. | booster_uptake_2: One year   |
| <b>nat_mon_act_3</b> | I think it is unlikely the National Month of Action will persuade unvaccinated people to get a COVID-19 vaccine.                                          | booster_uptake_3: Two years  |

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

// Page Break //

//BASE: All respondents//

Item #: Q19

Question Type: Single punch

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

covid\_origin. How do you think the COVID-19 virus first emerged?

Variable Label: covid\_origin: Origin of COVID-19 virus

| Value | Value Label                                                                                                  |
|-------|--------------------------------------------------------------------------------------------------------------|
| 1     | It was a natural mutation that originated in a bat and was transferred to humans from a Chinese "wet market" |
| 2     | It was a natural mutation being studied in a Chinese laboratory and it was released by accident              |
| 3     | It was created in a Chinese laboratory and it was released by accident                                       |
| 4     | It was created in a Chinese laboratory and it was released on purpose                                        |
| 5     | Other (please specify)                                                                                       |
| 99    | I am not sure                                                                                                |
| -99   | Refused                                                                                                      |

// Page Break //

//BASE: All respondents//

Item #: Q20

Question Type: Single punch

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

comfort. How comfortable do you feel doing the following right now?

Variable Label: comfort: Comfort of travel

//PROGRAMMING NOTE: RANDOMIZE comfort\_1- comfort\_10

| Variable Name | Variable Text                            | Variable Label                   |
|---------------|------------------------------------------|----------------------------------|
| comfort_1     | Going on vacation                        | comfort_1: Vacation              |
| comfort_2     | Taking a road trip                       | comfort_2: Road trip             |
| comfort_3     | Staying at a hotel                       | comfort_3: Hotel                 |
| comfort_4     | Staying at an Airbnb or other home-share | comfort_4: Airbnb                |
| comfort_5     | Flying on an airplane                    | comfort_5: Flying                |
| comfort_6     | Traveling abroad                         | comfort_6: Traveling abroad      |
| comfort_7     | Renting a car                            | comfort_7: Renting a car         |
| comfort_8     | Taking a cruise                          | comfort_8: Taking a cruise       |
| comfort_9     | Taking a bus or train                    | comfort_9: Taking a bus or train |
| comfort_10    | Attending a wedding                      | comfort_10: Attending a wedding  |

| Value | Value Label            |
|-------|------------------------|
| 1     | Not at all comfortable |

|     |                        |
|-----|------------------------|
| 2   | Slightly comfortable   |
| 3   | Moderately comfortable |
| 4   | Very comfortable       |
| -99 | Refused                |

// Page Break //

//BASE: All respondents//

Item #: Q21

Question Type: Multi punch

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

**summer\_plans.** Which of the following are you planning to do this summer? *Please select all that apply.*

Variable Label: summer\_plans: Summer plans

//PROGRAMMING NOTE: Maintain order from comfort//

| Value | Value Label                              |
|-------|------------------------------------------|
| 1     | Going on vacation                        |
| 2     | Taking a road trip                       |
| 3     | Staying at a hotel                       |
| 4     | Staying at an Airbnb or other home-share |
| 5     | Flying on an airplane                    |
| 6     | Traveling abroad                         |
| 7     | Renting a car                            |
| 8     | Taking a cruise                          |
| 9     | Taking a bus or train                    |
| 10    | Attending a wedding                      |
| 99    | None of the above                        |
| -99   | Refused                                  |

// Page Break //

//BASE: All respondents//

Item #: Q22

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     | Neither more nor less |
| 4     | Slightly more         |
| 5     | Much more             |
| -99   | Refused               |

// Page Break //

//BASE: All respondents//

Item #: Q23

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 #: Q24

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"? (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 #: Q25

Question Type: Grid

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

**ptn\_w19**

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_w19_1     | All COVID-19 vaccines authorized for use in the U.S. are safe and effective.                                                                                                     | ptn_w19_1: Safe and effective    |
| ptn_w19_2     | Clinical trials for COVID-19 vaccines showed that the vaccines were safe and effective for more than 100,000 volunteers from diverse communities who participated in the trials. | ptn_w19_2: 100,000 volunteers    |
| ptn_w19_3     | People who are fully vaccinated have dramatically lower risks of getting COVID-19 than people who are not vaccinated.                                                            | ptn_w19_3: Lower risk            |
| ptn_w19_4     | COVID vaccines are free for all people living in the United States, regardless of immigration or health insurance status.                                                        | ptn_w19_4: Free for all          |
| ptn_w19_5     | Young and healthy people still need to get a COVID vaccine because the risk from COVID is much more serious for them than any risk from a vaccine.                               | ptn_w19_5: Risk for young people |

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