# COVID-19 Public Education Media Opinions Survey

### Version: 8/19/22 - Updates for “At Risk” booster ad testing

**Sample Size**: 2,000

* N=1,500 50+
* N=500 <50

**Target audience**:

* Focus on 50+ but include <50 in sample to test for unintended consequences

**Screening Criteria:**

* Age: 18+
* Is fully vaccinated
* Has not had a booster shot
* Does NOT say ‘I would never get a COVID-19 booster.’

**Stimuli:**

* “At Risk” Total Market booster ad for 50+

## Welcome

***// Display OMB number and exp in the bottom right off all screens //***

*OMB No. 0990-0476*

*Exp. Date 07/31/2024*

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 health 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?

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

* By participating in this survey, you will contribute to fighting the spread of COVID-19. You may also learn more about COVID-19 and ways you can help slow the spread of COVID-19 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 skipquestions.

**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://prodegesupport.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 might be 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, such as payment questions or technical issues you may experience, please visit https://prodegesupport.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, 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](mailto: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//**

**//ALL SCREENER QUESTIONS ARE REQUIRED.//**

## 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:** Sex

**Variable Text**: What sex were you assigned at birth?

**Variable Label**: Sex

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

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Male |
| 2 | Female |

**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 DEM6=18+, OTHERWISE DISPLAY TERMINATION LANGUAGE AND TERMINATE IMMEDIATELY //**

|  |
| --- |
|  |

**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

|  |  |
| --- | --- |
| **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 (Selected) |
| 0 | No (Not selected) |

**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 (Selected) |
| 0 | No (Not selected) |

**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 (Selected) |
| 0 | No (Not selected) |

**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** |
| 1 | Yes |
| 0 | No |

## SECTION 2: INTEREST AND INTENTIONS TO RECEIVE A COVID-19 BOOSTER

[**PROGRAMMING NOTE: DISPLAY TEXT**]

The following questions will ask about your actions and beliefs about COVID-19 boosters. The U.S. Food and Drug Administration (FDA) has authorized boosters that protect against COVID-19, and we want to learn more about your beliefs and plans related to this booster. For the following questions, please assume there are enough boosters so that everyone who wants one can get one.

**Item #:** BEH1

**Question type:** Single punch

**Variable Name:** BEH1

**Variable Text:**  Food and Drug Administration (FDA)-authorized and FDA-approved vaccines to prevent COVID-19 are now available at no cost. Have you received a COVID-19 vaccine?

**Variable Label:** BEH1: Vaccination behavior

**//PROGRAMMING NOTE: IF BEH1=0 or BEH1=1, DISPLAY TERMINATION LANGUAGE AND 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 #:** BSTR1\_Uptake\_2

**Question Type**:Single punch

**Variable Name:** BSTR1\_Uptake  
**Variable Text:** U.S. health officials and medical experts now recommend COVID-19 vaccine booster shots. Have you received a COVID-19 vaccine booster shot?

**Variable Label:** BSTR1\_Uptake\_2: Booster uptake\_April 2022 guidance  
**//ASK ONLY IF BEH1 = 2 //**

**//PROGRAMMING NOTE: IF BSTR1\_UPTAKE\_2=1 OR 2, DISPLAY TERMINATION LANGUAGE AND TERMINATE AT END OF SCREENER //**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | No, I have not received a booster shot. |
| 1 | Yes, I have received 1 booster shot. |
| 2 | Yes, I have received 2 booster shots. |
| -100 | VALID SKIP |

**Item #:** BEH5b

**Question type:** Single punch

**Variable Name:** BEH5b

**Variable Text:** How likely are you to get a COVID-19 vaccine booster shot?

**Variable Label:** BEH5b: Intention to get booster shot

**//ASK ONLY IF BSTR1\_UPTAKE\_2=0//**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Very unlikely |
| 2 | Somewhat unlikely |
| 3 | Neither likely nor unlikely |
| 4 | Somewhat likely |
| 5 | Very likely |
| -100 | VALID SKIP |

**Item #:** BEH5c

**Question type:** Single punch

**Variable Name:** BEH5c

**Variable Text:**  You responded that you have not received a COVID-19 booster shot. Food and Drug Administration (FDA)-authorized and FDA-approved booster shot vaccines to prevent COVID-19 and boost immunity are now available at no cost. How soon will you get the booster shot?

**Variable Label:** BEH5c: Wait to get booster shot

**//ASK ONLY IF BSTR1\_UPTAKE\_2=0//**

**//PROGRAMMING NOTE: IF BEH5C=3, DISPLAY TERMINATION LANGUAGE AND TERMINATE AT END OF SCREENER //**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | I will get the booster shot as soon as I can and am eligible |
| 2 | I will wait to get the booster shot for one or more reasons |
| 3 | I will never get the booster shot |
| -100 | VALID SKIP |

**END OF SCREENER**

**//PROGRAMMING NOTE: IF PARTICIPANTS PASS THE ABOVE QUESTIONS, SHOW CONSENT FORM HERE. IF THEY DO NOT PASS, SHOW TERMINATION LANGUAGE HERE.//**

**Item #:** BEH5d

**Question type:** Single punch

**Variable Name:** BEH5d

**Variable Text:** You responded that you will wait to getthe booster shot. How long will you wait?

**Variable Label:** BEH5d: Length of booster shot wait

**// ASK ONLY IF BEH5C = 2 (I will wait to get the booster shot for one or more reasons) //**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Within the next few weeks |
| 2 | Within the next few months |
| 3 | Within the next year |
| 4 | 1 year to less than 3 years |
| 5 | 3 years or more |
| -99 | REFUSED |
| -100 | VALID SKIP |

**Item #:** BEH4a

**Question type:** Grid

**Variable Text:** You responded that you will wait to get a COVID-19 booster shot. For each of the following statements, is this a reason why you will wait to get a COVID-19 booster shot?*Select yes or no for each item.*

**// RANDOMIZE ORDER OF SUBITEMS. //**

**// ASK ONLY IF BEH5C = 2 (I WILL WAIT TO GET THE BOOSTER SHOT FOR ONE OR MORE REASONS) //**

**// INCLUDE SOFT PROMPT IF BEH4A\_17 (OTHER) = 1 (“YES”), BUT NO TEXT IS ENTERED. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| BEH4a\_1 | I first want to know if the booster shot is effective. | BEH4a\_1: Reasons for waiting - Confirm effectiveness |
| BEH4a\_2 | I first want to talk to my doctor. | BEH4a\_2: Reasons for waiting - Talk to doctor first |
| BEH4a\_3 | I want to compare the effectiveness of the different booster shots. | BEH4a\_3: Reasons for waiting - Compare booster shots |
| BEH4a\_4 | I want to see if my friends and family get the booster shot. | BEH4a\_4: Reasons for waiting - Friends/family |
| BEH4a\_5 | I want to see if others who get a booster shot develop any problems. | BEH4a\_5: Reasons for waiting - Side effects |
| BEH4a\_6 | I want to make sure it is safe for people like me. | BEH4a\_6: Reasons for waiting - Confirm safety |
| BEH4a\_7 | I already had COVID-19. | BEH4a\_7: Reason for waiting - Had COVID |
| BEH4a\_8 | I want to wait until more is known about the long-term effects of the booster shots. | BEH4a\_8: Reasons for waiting - Long-term effects |
| BEH4a\_9 | I am healthy and don’t think I need a COVID-19 booster shot. | BEH4a\_9: Reasons for waiting - I am healthy |
| BEH4a\_10 | I want to wait to see if a COVID-19 booster shot will be mandatory for my work, school, or other activities. | BEH4a\_10: Reasons for waiting - Mandatory |
| BEH4a\_11 | I want to wait until I have time to take off work/school. | BEH4a\_11: Reasons for waiting - Time |
| BEH4a\_12 | I want to wait to see how effective the booster shot is against COVID-19 variants, such as the Delta or Omicron variant. | BEH4a\_12: Reasons for waiting - Variants |
| BEH4a\_13 | I don’t want to keep getting booster shots. | BEH4a\_13: Reasons for waiting - Booster shots |
| BEH4a\_14 | I had a reaction or bad experience after the COVID-19 vaccine. | BEH4a\_14: Reasons for waiting – Bad reaction |
| BEH4a\_15 | I don’t need a COVID-19 booster shot because of my age. | BEH4a\_15: Reasons for waiting – Age |
| BEH4a\_16 | I am not at risk for severe illness or death from COVID-19. | BEH4a\_16: Reasons for waiting – Not at risk |
| BEH4a\_17 | I am waiting for a reformulated booster. | BEH4a\_17: Reasons for waiting – Reformulated |
| BEH4a\_18 | Other [TEXTBOX] | BEH4a\_18: Reasons for waiting - Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | No |
| 1 | Yes |
| -99 | REFUSED |
| -100 | VALID SKIP |

**Item #:** ATTa

**Question Type**:Grid

**Variable Name:** ATTa

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

**Variable Label:** ATTa: Importance

**//PROGRAMMING NOTE: Randomize subitems (Variable Text) KEEP PAIRS TOGETHER, RANDOMIZE ITEMS WITHIN PAIRS.//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| ATTa1\_1 | It is important for me to get a COVID-19 booster shot when it is available and recommended. | ATTa1\_1: Important for me to get a booster shot |
| ATTa1\_2 | It is important for everyone to get a COVID-19 booster shot. | ATTa1\_2: Important for everyone to get a COVID-19 booster shot |
| ATTa2\_1 | It is important for me to wear a face mask when I am out in public. | ATTa2\_1: Important for me to wear mask out in public |
| ATTa2\_2 | It is important for everyone to wear a face mask when they are out in public. | ATTa2\_2: Important for everyone to wear mask out in public |
| ATT4\_1 | It is important for me to continue to quarantine when I have been exposed to someone who tested positive for COVID-19 | ATT4a\_1: Important for me to isolate |
| ATT4\_2 | It is important for everyone to continue to quarantine when they have been exposed to someone who tested positive for COVID-19 | ATT4a\_2: Important for everyone to isolate |

|  |  |
| --- | --- |
| **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 booster shot offered during a regularly scheduled appointment with my health care provider. | ATT9\_1: Regular appointment |
| ATT9\_2 | I am worried that a COVID-19 booster shot 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 booster shot. | ATT9\_3: Immunity by exposure |
| ATT9\_4 | I would get a COVID-19 booster shot if there was another COVID-19 surge. | ATT9\_4: Surge |
| ATT9\_5 | I am worried about side effects of a COVID-19 booster shot for myself. | ATT9\_5: Worried about side effects |
| ATT9\_6 | I am worried that side effects of a COVID-19 booster shot could be worse than COVID-19 itself. | ATT9\_6: Side effects worse than COVID-19 |
| ATT9\_7 | I would get a COVID-19 booster shot if it would help me continue to travel, work, and gather with friends/family. | ATT9\_7: Travel friends |
| ATT9\_8 | The benefits of a COVID-19 booster shot outweigh any risks associated with it. | ATT9\_8: Outweigh risks |

|  |  |
| --- | --- |
| **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 Text:** How much do you agree or disagree with the following statements?

**//PROGRAMMING NOTE: Randomize subitems//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| ATT10\_1 | A COVID-19 booster shot will prevent me from being hospitalized with COVID-19. | ATT10\_1: Booster prevent hospitalization |
|  |  |  |
| ATT10\_2 | A COVID-19 booster shot will prevent me from dying of COVID-19. | ATT10\_2: Booster prevent death |
| ATT10\_3 | A COVID-19 booster show will protect me from getting severely ill from COVID-19. | ATT10\_3: Booster prevent severe illness |

|  |  |
| --- | --- |
| **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 receive a COVID-19 booster shot. | ATT13a\_1: Receive a vaccine |
| ATT13b\_1 | People who are important to me believe that I should receive a COVID-19 booster shot. | 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.

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.

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. Some of the media you will be shown may be uncomfortable to watch and you can choose to exit the survey at any time.

Click the continue button when you are ready to view the message.

**//RESPONDENTS WILL RATE 1 OF 2 ADS. RANDOMIZE WHICH AD IS SEEN BY THE RESPONDENT.//**

**ADS:**

1. At Risk – Version 1
2. At Risk – Version 2

**//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**] |

**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 AND TERMINATE**] |

**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 a convincing reason for me to get a COVID-19 booster shot. | 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 |
| ADXX10\_11 | This message gave a good reason why someone like me should get a COVID-19 booster shot. | ADXX10\_11: Reasons |

|  |  |
| --- | --- |
| **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 (all lowercase) FROM ADXX10\_7]** that this ad was convincing as a reason to get a COVID-19 booster shot. Please describe the main reasons why you **[PIPE IN ANSWER (all lowercase) FROM ADXX10\_7]** with this statement.

**Variable Label:** ADXX10a: Convincing

**//Limit to 1,000 characters. //**

**Item #:** ADXXReal

**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\_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 booster shot | ADXX8\_1: More\_Info |
| ADXX8\_2 | Get a COVID-19 booster shot at no cost | ADXX8\_2: Vaccine |
| ADXX8\_3 | Visit vaccines.gov to find a booster shot near you | ADXX8\_3: Website |
| ADXX8\_4 | Talk to your doctor about the COVID-19 booster shot | ADXX8\_4: Doctor |
| ADXX8\_5 | Talk about the COVID-19 booster shot 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 likely nor unlikely |
| 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 (all lowercase) FROM ADXX8\_2]** to get a COVID-19 booster shot**.** Please describe the main reasons why you are **[PIPE ANSWER (all lowercase) FROM ADXX8\_2]** toget a COVID-19 booster shot. **Variable Label:** ADXX8\_2A: OE Vaccine

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

**Item #:** ADXX9

**Question type:** Grid

**Variable Text:** You said you were **[PIPE ANSWER (all lowercase) FROM ADXX8\_2]** to get a COVID-19 booster shot**.** For each of the following statements, is this a reason why you are **[PIPE ANSWER (all lowercase) FROM ADXX8\_2]** to get a COVID-19 booster shot?*Select yes or no for each item.*

**// RANDOMIZE ORDER OF SUBITEMS. //**

**// ASK ONLY IF ADXX8\_2 = 1, 2 OR 3 (VERY UNLIKELY/ UNLIKELY/NEITHER LIKELY NOR UNLIKELY TO GET THE BOOSTER SHOT)//**

**// INCLUDE SOFT PROMPT IF ADXX9\_17 (OTHER) = 1 (“YES”), BUT NO TEXT IS ENTERED. //**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| ADXX9\_1 | I first want to know if the booster shot is effective. | ADXX9\_1: Reasons for waiting - Confirm effectiveness |
| ADXX9\_2 | I first want to talk to my doctor. | ADXX9\_2: Reasons for waiting - Talk to doctor first |
| ADXX9\_3 | I want to compare the effectiveness of the different booster shots. | ADXX9\_3: Reasons for waiting - Compare booster shots |
| ADXX9\_4 | I want to see if my friends and family get the booster shot. | ADXX9\_4: Reasons for waiting - Friends/family |
| ADXX9\_5 | I want to see if others who get a booster shot develop any problems. | ADXX9\_5: Reasons for waiting - Side effects |
| ADXX9\_6 | I want to make sure it is safe for people like me. | ADXX9\_6: Reasons for waiting - Confirm safety |
| ADXX9\_7 | I already had COVID-19. | ADXX9\_7: Reason for waiting - Had COVID |
| ADXX9\_8 | I want to wait until more is known about the long-term effects of the booster shots. | ADXX9\_8: Reasons for waiting - Long-term effects |
| ADXX9\_9 | I am healthy and don’t think I need a COVID-19 booster shot. | ADXX9\_9: Reasons for waiting - I am healthy |
| ADXX9\_10 | I want to wait to see if a COVID-19 booster shot will be mandatory for my work, school, or other activities. | ADXX9\_10: Reasons for waiting - Mandatory |
| ADXX9\_11 | I want to wait until I have time to take off work/school. | ADXX9\_11: Reasons for waiting - Time |
| ADXX9\_12 | I want to wait to see how effective the booster shot is against COVID-19 variants, such as the Delta or Omicron variant. | ADXX9\_12: Reasons for waiting - Variants |
| ADXX9\_13 | I don’t want to keep getting booster shots. | ADXX9\_13: Reasons for waiting - Booster shots |
| ADXX9\_14 | I had a reaction or bad experience after the COVID-19 vaccine. | ADXX9\_14: Reasons for waiting – Bad reaction |
| ADXX9\_15 | I don’t need a COVID-19 booster shot because of my age. | ADXX9\_15: Reasons for waiting – Age |
| ADXX9\_16 | I am not at risk for severe illness or death from COVID-19. | ADXX9\_16: Reasons for waiting – Not at risk |
| ADXX9\_17 | I am waiting for a reformulated booster. | BEH4a\_17: Reasons for waiting – Reformulated |
| ADXX9\_18 | Other [TEXTBOX] | ADXX9\_18: Reasons for waiting - Other |

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | No |
| 1 | Yes |
| -99 | REFUSED |
| -100 | VALID SKIP |

**Item #:** ADXX12

**Question type:** Grid

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

**//PROGRAMMING NOTE: Randomize subitems//**

|  |  |  |
| --- | --- | --- |
| **Variable Name** | **Variable Text** | **Variable Label** |
| ADXX12\_1 | A COVID-19 booster shot will prevent me from being hospitalized with COVID-19. | ADXX12\_1: Booster prevent hospitalization |
|  |  |  |
| ADXX12\_2 | A COVID-19 booster shot will prevent me from dying of COVID-19. | ADXX12\_2: Booster prevent death |
| ADXX12\_3 | A COVID-19 booster show will protect me from getting severely ill from COVID-19. | ADXX12\_3: Booster prevent severe illness |

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

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

**Item #:** BOOST1

**Question Type**:Ranked choice

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

We are interested in your opinion about the phrasing of some messages about COVID-19 boosters.

Please rank the following messages from 1 to 6, with 1 being the message you think is most likely to motivate someone to get a booster, and 6 being the message you think is least likely to motivate someone to get a booster.

**//PROGRAMMING NOTE: RANDOMIZE**response options//

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | An updated booster is now available. |
| 2 | A new booster is now available. |
| 3 | A reformulated booster is now available. |
| 4 | A variant-specific booster is now available. |
| 5 | An omicron-specific booster is now available. |
| 6 | A modified booster is now available. |
| -99 | Refused |

**// Page Break //**

**Item #:** BOOST2

**Question Type**:Open-ended

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

Why do you think the [PIPE TEXT of #1 ranked message] message is more likely to motivate someone to get a booster than the other messages?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## COVID-19 EXPERIENCE

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

**Item #:** COV8\_1

**Question type:** Single punch

**Variable Name:** COV8\_1

**Variable Text:** Have you ever tested positive for COVID-19?

**Variable Label:** COV8\_1: Tested positive

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 0 | No |
| 1 | Yes |
| 2 | I do not want to share this information. |
| -99 | REFUSED |

**Item #:** COV8

**Question type:** Grid

**Variable Name:** COV8

**Variable Text:** Have any of the following people in your life ever 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\_2 | An immediate member of my household | COV8\_2: Household member tested positive |
| COV8\_3 | An extended family member outside of my household | COV8\_3: Extended family member tested positive |
| COV8\_4 | A friend outside of my household | COV8\_4: Friend tested positive |
| COV8\_5 | A roommate who lives with me | COV8\_5: Roommate tested positive |
| COV8\_6 | A coworker | COV8\_6: Coworker tested positive |
| COV8\_7 | A friend of a friend | 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:** Which comes closer to your opinion of your recovery 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 | I do not feel that I am fully recovered from my COVID-19 infection |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 | I feel that I am fully recovered from my COVID-19 infection. |
| -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 #:** 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//**

|  |
| --- |
|  |

**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** |
| 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 #:** DEM17

**Question Type:** Multi Punch

**Variable Name:** DEM17

**Variable Text:** Are you the parent of a child or children in the following age groups? Please check all that apply.  **Variable Label:** DEM17: Parental\_Status

**// ASK IF DEM7=2+//**

|  |  |
| --- | --- |
| **Value** | **Value Label** |
| 1 | Younger than 6 months old |
| 2 | 6 months to <2 years old |
| 3 | 2 to 4 years old |
| 4 | 5 to 11 years old |
| 5 | 12 to 15 years old |
| 6 | 16 to 17 years old |
| 7 | None of the above, I do not have children in those age groups **[EXCLUSIVE]** |
| -99 | REFUSED |
| -100 | VALID SKIP |

**Item #:** DEM10

**Question Type:** Single Punch

**Variable Name:** DEM10

**Variable Text:** Last year, that is in 2021, 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 | 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

**//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 |
| 6 | TRICARE or other military health care |
| 7 | VA (including those who have ever used or enrolled for VA health care) |
| 8 | Indian Health Service |
| -99 | REFUSED |
| -100 | VALID SKIP |