

Message and Content Testing Question Bank

CDC NCEZID

I. OVERVIEW

The following is a collection of potential questions (question bank) to be used in testing a variety of communication content, including statements, rationales, messages, recommendations, guidelines, articles, factsheets, webpages, maps etc. for NCEZID. It should NOT be viewed as a single questionnaire. The question bank is arranged by question type into the following sections, and by topic.

Sections

- [Open-ended](#)
- [Highlighter tool](#)
- [Close-ended](#)
- [Theory-based drivers of behavior](#)

Customizations

Many questions are customizable to the type of content tested and the topic using the following bracketed phrases:

- **[CONTENT TYPE]** indicates that the material type should be inserted (e.g., statement, message, recommendation, factsheet, etc.)
- **[TOPIC]** indicates that a topic should be inserted (e.g., screening guideline, vaccine, etc.)
- **[CAPITALIZED ORANGE]** describes when an additional insertion is needed.
- The emotions listed below can be inserted into questions where prompted by **[EMOTION]**.
- The adjectives listed below can be inserted into questions where prompted by **[ADJECTIVE]** and represent a variety of constructs used in testing communication materials and messages.

EMOTIONS		ADJECTIVES	
Positive	Negative	Positive	Negative
Calm	Amused/Mocking	Attention-grabbing	Boring
Curious	Angry	Appealing	Confusing
Determined	Annoyed	Appropriate	Generic
Empowered	Concerned	Attractive	Embarrassing
Enthusiastic	Confused	Believable	Hard to read
Grateful	Frustrated	Clear	Inappropriate
Happy	Irritated	Compelling	Offensive
Hopeful	Overwhelmed	Consistent	Ridiculous
Informed	Scared	Credible	Scary
Interested	Skeptical	Easy	Unclear
Satisfied		Easy to read	Unorganized
Amused/Entertained		Focused	Unrealistic
		Helpful	Silly
		Important	Stigmatizing
		Informative	Too technical
		Interesting	Too long
		Meant for me	Hard
		Relevant	
		Responsive	
		Serious	
		Simple	
		Timely	
		Trustworthy	
		Unique or different	
		Urgent	
		Useful	

II. OPEN-ENDED QUESTIONS

The following open-ended questions can be used when conducting focus groups and/or in-depth interviews. Open-ended questions can also be added conservatively to survey questionnaires.

A. INTRODUCTORY QUESTIONS

Purpose: to understand existing knowledge about a topic.

1. Have you heard about [TOPIC]?
2. What can you tell me about [TOPIC]?

B. GENERAL CONTENT TESTING

Purpose: to gauge reactions, solicit feedback for improvement, and determine overall effectiveness of content.

Overall Reactions

3. What first caught your eye when you looked at this [CONTENT TYPE]?
4. What is your overall reaction to [CONTENT TYPE]?
5. Based on your first reaction, would you continue to read this [CONTENT TYPE]? Why?
6. How does this [CONTENT TYPE] make you feel?
7. What do you like about this [CONTENT TYPE]?
8. What do you like the most about this [CONTENT TYPE]?
9. What do you not like about this [CONTENT TYPE]?
10. Is there anything you feel is offensive or inappropriate in this [CONTENT TYPE]?
11. Is there anything confusing, unclear, or hard to understand about [CONTENT TYPE]?
12. What questions do you have about this [CONTENT TYPE]?
13. Does this [CONTENT TYPE] answer your questions about [TOPIC]? How so?
14. Is there any information you want to know that is not included in the [CONTENT TYPE] shown?
15. What, this information is new to you?
16. What did you learn from this [CONTENT TYPE]?
17. What would you click on? What would you expect to find there?
18. Please review this [CONTENT TYPE] and tell me when you have either completed it or do not want to read further.
19. For you, are there other [CONTENT TYPE] that might explain/convey/get across this idea better?
20. How do you feel about the [CONTENT] used in this [CONTENT TYPE/CONTENT]? Are they [ADJECTIVE/EMOTION]? Why/why not?

Exploratory Questions About a Specific Topic

21. How [ADJECTIVE] an issue is [TOPIC] to you?
22. How concerned are you about [TOPIC]?

23. Are you aware of any risks from [TOPIC]? What are they?
24. Who do you think is most at risk for [TOPIC]?
25. Do you feel at risk for [TOPIC], and when?
26. Do you know how to take steps to prevent/minimize risk from [TOPIC]?
27. Have you ever gotten sick or been diagnosed with [TOPIC]?
28. How would you protect yourself from [TOPIC]?
29. What do you think are some of the symptoms or harmful effects/impacts of [TOPIC]?
30. What do you think are the treatments for [TOPIC]?
31. What do you think are the pros and cons of different treatments for [TOPIC]?
32. What questions do you have about [TOPIC]?
33. What are your greatest health concerns for yourself?
34. What are your greatest health concerns for your family?
35. What are your greatest health concerns for your community?
36. What are your greatest health concerns for your peer group or generation?
37. What do you think are the most important things people can do to prevent becoming infected with [PATHOGEN] or to protect themselves from getting [DISEASE/CONDITION]?

Improvements

38. What would improve the look and feel of this [CONTENT TYPE]?
39. What would make this [CONTENT TYPE] more [ADJECTIVE]?
40. Did you notice the [PHOTOS/IMAGES/COLORS/ETC]? Which ones and what are your reactions? Why?
41. What [PHOTOS/IMAGES/COLORS/ETC] would make this [CONTENT TYPE] more [ADJECTIVE] to you?
42. Is there anything that would make this [CONTENT TYPE] easier to understand?
43. Did you notice the hashtags? Which ones and what are your reactions? Why?
44. Do you think there should be a hashtag on this [CONTENT TYPE]?
45. What other hashtags, if any, would you prefer?
46. Did you notice the logo(s)? Which ones? What your reaction?
47. What would you think of having the logo of the [INSERT organization name] on these [CONTENT TYPE]?
48. Which organization's logo would make the information most believable?
49. Which organization's logo would make the information most motivating/inspiring/trustworthy?

Main Message and Call to Action

50. What would you say is the main point of this [CONTENT TYPE]?
51. What, if anything, is this [CONTENT TYPE] telling you to do?
52. Can you summarize what this [CONTENT TYPE] is trying to say/convey/explain?

53. If you saw this [CONTENT TYPE], would you know what to do? What makes you think that?
54. Does this [CONTENT TYPE] help you to know what do to [INSERT specific action if needed to protect] [INSERT GROUP (e.g. yourself, others, loved ones, your child, etc.)]?
55. What, if anything, might you do after seeing this [CONTENT TYPE]?
56. After seeing this, has your thinking about [TOPIC] changed in any way?

Audience

57. [WHOM/WHO] do you think this [CONTENT TYPE] is intended for? What makes you think that?
58. Is this [CONTENT TYPE] relevant/important to someone like you? Why?
59. Do you see yourself doing this or something like it? Why/why not?
60. [WHOM/WHO] do you believe would benefit most from [INSERT health behavior or action]?

Sources and Sharing

61. Have you seen, read, or heard this [CONTENT TYPE] before? When and where did you come across it?
62. Where would you expect to see this [CONTENT TYPE]? If you saw this [AT LOCATIONS MENTIONED], would you take the time to read it?
63. Who do you think created this [CONTENT TYPE]?
64. Who or where would you recommend this [CONTENT TYPE] come from?
65. Who do you think would be the best [PERSON/ORGANIZATION] to provide this information?
66. [WHO/WHOM] do you prefer receiving this information from?
67. Would you recommend this [CONTENT TYPE] to others? Why?
68. Would you share this [CONTENT TYPE] with others? Why?
69. If you saw this [CONTENT TYPE] on social media, would you [LIKE/SHARE/FAVORITE/SAVE] it?

Comparisons

70. Do you think one [CONTENT TYPE] is more appealing than the others? Which? Why/why not?
71. Is one [CONTENT TYPE] more likely than another to get your attention?
72. Is one [CONTENT TYPE] more likely than another to make you think about it afterward?
73. What is it about that one [CONTENT TYPE] that “works” for you (or someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend) or makes you more likely to think about it afterward?
74. Now that you’ve seen all of these [CONTENT TYPE], which one catches your attention the most? Why?
75. Looking over all of the different [CONTENT TYPE] we have discussed, which two or three would work best//be the most effective? Why?
76. Which [CONTENT TYPE] was your favorite? Why?
77. Which [CONTENT TYPE] was most inspiring or motivating for you personally? Why?
78. Which [CONTENT TYPE] is most believable? Why?

79. Now, looking at just the top two or three [CONTENT TYPE], which one is the most important to help you and motivate you to [INSERT action]? Why?
80. What makes this [CONTENT TYPE] more effective?
81. What about this particular [CONTENT TYPE] is most engaging?
82. What [CONTENT TYPE] is least effective? Why?
83. Which of these [CONTENT TYPE] is the worst? What, specifically, do you dislike about it?
84. What criteria did you use to determine [CONTENT TYPE] is the worst?
85. Which of these [CONTENT TYPE] is the least likely to attract attention? Why?
86. Which of these [CONTENT TYPE] are you least likely to read/watch/look at? Why?
87. Which of these [CONTENT TYPE] are you least likely to act upon? Why?
88. Did any of the [CONTENT TYPE] not motivate you at all? Why not?
89. Did any of the [CONTENT TYPE] give you a bad impression? What was it that did that?
90. Of all the [CONTENT TYPE] you just saw, which one is the most/least [ADJECTIVE]? Why?
91. Would any of the [CONTENT TYPE] make you feel opposed to [TOPIC]?
92. What information from any of these [CONTENT TYPE] would most motivate you to [INSERT action]?
93. Of the [CONTENT TYPE] you've seen, are there any [CONTENT TYPE] that you would recommend not to be used? Why or why not?

C. MESSAGE WORDING

Purpose: for evaluating the phrasing and wording of a message.

94. Do you like the way this message is written? Why/Why not?
95. How easy is it for you to understand this message?
96. Is there anything you want to know that message does not tell you?
97. If you saw or heard this message, would it get your attention? Why or why not?
98. Are there any words or phrases here that you think are especially attention-getting or appealing?
99. Are there any words or phrases that bother you or that you think should be said differently?
100. How could this message be improved?
101. Is there a way to say this differently that would make you personally more likely to notice and think about the message?
102. What could this message say to make you notice it more?
103. What could this message say to make you think about it more?
104. Thinking back to the information they are trying to convey, is there anything else you would add?

D. EFFICACY

Purpose: to assess how likely respondents are to act after seeing a message and what actions they might take.

105. Which actions, if any, sound doable to you? Why?
106. How likely/feasible is it that you would try to do this? Please explain.

107. Would you consider doing [INSERT strategy, action, behavior]?
108. What makes it hard to do this?
109. Who in your household would be against trying this? Why?
110. What do you think of this idea?
111. How appealing is [INSERT strategy, action, behavior] to you as a way to control [TOPIC]?
112. What would make this easier for you to do?
113. This [CONTENT TYPE] has multiple steps. Are the instructions clear, or could they be broken down in a better, more understandable way?
114. Does this [CONTENT TYPE] make any actions or behaviors easier for you to do? What actions or behaviors?
115. How would you try this at [INSERT LOCATION]?
116. Which of these would work best/be most effective at [INSERT LOCATION]?
117. What are the good things about trying [INSERT strategy, action, behavior]?
118. Is there any more information or tools that you would need that would help you [INSERT ACTION]?
119. What are some of the things that would make it difficult for people in your area to [TOPIC]?
120. What could, or has, been done in the local area to make it easier to overcome some of the challenges you described?
121. Were there any tips on here that you would not follow or comply with? Explain.
122. Is there anything that could be changed to make it more likely you would be motivated to [INSERT strategy, action, behavior]?
123. How likely would you be to talk about [TOPIC] with [INSERT audience e.g., family, friends] in the next [INSERT timeframe]?
124. Will you bring up [TOPIC] the next time you visit your healthcare provider?
125. What could be changed to make [CONTENT TYPE] more effective/useful/interesting?
126. On a scale from 1 to 10 where 1 is not at all appealing and 10 is extremely appealing, how would you rate this [CONTENT] ? Why?
127. Is the [CONTENT TYPE] clear to follow?
128. What parts of the [CONTENT TYPE] are [easy/hard] to follow?
129. Do you think the [advice/information/instructions] from [CONTENT TYPE] is [ADJECTIVE][ACTION]?
130. How serious is this [TOPIC] to you?
131. How much of a [threat/problem] is [TOPIC] for [you/your family/your loved ones/your children]?

E. PLACEMENT

Purpose: to evaluate where and in what format content is best received.

132. Where would you expect to see this [CONTENT TYPE]?
133. Where would [CONTENT TYPE] need to be so that you would pay attention to it?
134. How do you prefer to receive health information like that presented here?
135. In what form would you want to see health information like that presented here? [IF NEEDED examples: posters, pamphlets, handouts, etc.]

136. What kinds of message or content materials would most encourage you to [INSERT strategy, action, behavior]?
137. Do you think you would take this [CONTENT TYPE] with you, or leave it behind? Why?

F. INFORMATION & INFORMATION SOURCES

Purpose: to understand where respondents get their information about a topic and each channel's effectiveness.

138. What have you heard about [TOPIC]? Where did you hear about it?
139. Have you ever talked about [TOPIC] with others? Who? What did they say?
140. Is [TOPIC] a topic on which you seek out information? Why?
141. Do you seek information on [TOPIC]? Why or why not?
142. Where do you get your information about [TOPIC]?
143. How often, if at all, do you pick up information about [TOPIC]?
144. What are some of the ways you have gotten information about [TOPIC] prior to today?
145. Where might you seek out future information on [TOPIC]?
146. Where would you turn first for information on [TOPIC]?
147. What sources do you trust most for information on [TOPIC]?
148. Is there enough/the right kind of information available to you on [TOPIC], or not? Why?
149. Has your doctor or healthcare provider talked with you about [TOPIC]? What did they tell talk about?
150. Have you ever asked a doctor or healthcare provider about [TOPIC]? What did you ask?
151. Would you be comfortable talking with a doctor or healthcare provider about [TOPIC]? Would anything be uncomfortable?
152. What type of information are you seeking on [TOPIC]?
153. What do you think [INSERT organization name] needs to know about your community? How would you want them to be involved in your community?
154. How could this information be better said/better explained/conveyed more effectively?
155. What would be the best/most effective way or format to provide information on [TOPIC]?
156. What are some places where you might notice information like this?

Outbreaks

157. Have you heard about outbreaks of [TOPIC] in the past?
158. What concerns do you have about efforts to prevent or guard against the spread of [TOPIC]?
159. What concerns do you have about [TOPIC]?
160. What concerns do you have about how [INSERT AGENCY] is responding to [TOPIC]?
161. What would be the most effective way to reach you with notifications about risk factors or outbreaks of [TOPIC]?
162. How would you like to receive [INFORMATION/ALERTS/NEWS] about outbreaks of [TOPIC]?

G. SPOKESPEOPLE & SPONSORS

Purpose: to assess the reception of messages from different spokespeople and organizations.

163. What type of person do you think would be a good spokesperson to use to encourage you and your friends/family to [INSERT strategy, action, behavior]? *PROBE ON: doctor, nurse, legislator, entertainer, etc.*
164. If you had to pick a spokesperson for this [INSERT strategy, action, behavior], who would it be, and why?
165. Do you think [INSERT ROLE/SPECIFIC PERSON] would be a good spokesperson to convince you and your friends/family to [INSERT strategy, action, behavior]?
166. If you were trying to make up your mind about [TOPIC], who would influence you?
167. If you were trying to influence a friend to [INSERT strategy, action, behavior], what would you say?
168. Have you ever heard of [INSERT organization name]? Where did you learn about it?
169. What is [INSERT organization name]?
170. What do you think about the work of [INSERT organization name]? Why?
171. What could [INSERT organization name] do to make you feel better about the health risks in your community?
172. Do any people or organizations say something like this now? Which ones?
173. What impact does [INSERT organization name] have on your community? On you and your friends and family's lives? What kind of impact should it have?

H. CDC AS A SOURCE

Purpose: to assess knowledge of CDC and assess impressions of CDC as a source of information..

174. Have you ever heard of an organization called the Centers for Disease Control and Prevention or CDC? How familiar are you with CDC?
175. What if CDC was to say something like this? Would that change the way you look at these statements?
176. What if CDC and [INSERT partner name] said something like this? Would that change the way you look at these statements?
177. How do you feel about CDC as the source of this information?
178. How does CDC rate as a source of information on [TOPIC]? Why?
179. Would you think of having the logo of a governmental organization, such as the Centers for Disease Control and Prevention or CDC, on them? Have you ever heard of CDC?

I. TERM TESTING

Purpose: to evaluate words, terms, or phrases that may be part of messaging.

180. What does the [WORD/PHRASE/TERM], "[INSERT WORD/PHRASE/TERM]" mean to you?
181. Have you seen the [WORD/PHRASE/TERM], "[INSERT WORD/PHRASE/TERM]" before? Where?
182. How familiar or unfamiliar are you with the [WORD/PHRASE/TERM], "[INSERT WORD/PHRASE/TERM]"?

183. What comes to mind/do you think of when you hear/see [WORD/PHRASE/TERM], “[INSERT WORD/PHRASE/TERM]”?
184. Do you have any top-of-mind examples of “[INSERT WORD/PHRASE/TERM]” you can share?
185. Are there other terms or phrases you would use to describe this [WORD/PHRASE/TERM]?
186. What would be a better term for [WORD/PHRASE/TERM]?
187. Do any of these [WORDS/PHRASES/TERMS] mean the same thing, somewhat the same thing, or are they different? How so?
188. Do you have a preferred [WORD/PHRASE/TERM]? Why?
189. I'd like to show you the [WORD/PHRASE/TERM] with more context. With this added context, can you tell me what [WORD/PHRASE/TERM] means to you now?
190. What is the difference between [WORD/PHRASE/TERM] and [WORD/PHRASE/TERM]?

J. PROVIDER-SPECIFIC QUESTIONS

Purpose: to evaluate how providers interact with patients and how they might use the provided materials.

191. What questions do your patients have about [TOPIC]?
192. Does [CONTENT TYPE] answer all the questions a patient might have about [TOPIC]?
193. Does [CONTENT TYPE] contain all the information a patient would want to know about [TOPIC]?
194. How do you like to educate your patients on [TOPIC]?
195. What materials or information do you need in order to better educate your patients on [TOPIC]?
196. Where would you be most likely to use [CONTENT TYPE] in your practice or your work?
197. How confident are you in your ability to educate your patients about [TOPIC]?
198. How confident are you in your ability to answer questions and ease concerns about [TOPIC]?
199. How often do you talk to patients about [TOPIC], and under what circumstances?
200. Would [CONTENT TYPE] help you [ACTION]? Why?
201. How would [CONTENT TYPE] help you [ACTION]?
202. How receptive are your patients when you inform them about [TOPIC]?
203. How do your patients respond when you talk to them about [TOPIC]?
204. What challenges do you face when talking about [TOPIC] or acting on [TOPIC] with patients?
205. How would you use [CONTENT TYPE]?
206. How useful would [CONTENT TYPE] be for you in your work?
207. How do you think your patients would respond to [CONTENT TYPE]?

III. HIGHLIGHTER TOOL QUESTIONS

The following questions can be used for testing narrative—in fact sheets, one-pagers, etc. using a highlighter tool which allows respondents to “mark-up” the content as they would in an in-person focus group setting.

208. Please read [CONTENT TYPE] and use the [COLOR] highlighter to mark any content that is [ADJECTIVE].

209. *If negative:* How would you improve the highlighted content?

210. Please read [CONTENT TYPE] and use the [COLOR] highlighter to mark the part(s) that you think are the most important/key point/message.

211. Please explain why you selected this content as the most important/key point/message.

212. Please read [CONTENT TYPE] and use the [COLOR] highlighter to mark any content that you [LIKE/DISLIKE] the most.

213. Please explain why you selected this content as what you [LIKED/DISLIKED] the most.

IV. CLOSED-ENDED QUESTIONS

The following closed-ended questions can be used when conducting surveys.

A. INTRODUCTORY QUESTIONS

Purpose: to learn about respondents' information consumption habits and their previous experiences with a specific topic.

214. Have you ever looked for health information about [TOPIC] from any source?

- Yes
- No

215. When you looked for health information about [TOPIC], where did you go?

- A specific website **SPECIFY**
- Books
- Brochures, pamphlets, etc.
- Complementary or alternative health practitioner
- Coworker or colleague
- Family
- Friend
- Health care provider
- Library
- Magazines
- Online search
- Social media **SPECIFY**
- Telephone information number (1-800 number, etc.)
- Television
- [INSERT OTHER AS NEEDED]
- Other **SPECIFY**
- Do not look or go anywhere

216. If you have seen, heard, or read anything about [TOPIC], where was it?

- A specific website **SPECIFY**
- Books
- Brochures, pamphlets, etc.
- Complementary or alternative health practitioner
- Coworker or colleague
- Family
- Friend
- Health care provider
- Library
- Magazines
- Online search
- Social media **SPECIFY**
- Telephone information number (1-800 number, etc.)
- Television
- [INSERT OTHER AS NEEDED]
- Other **SPECIFY**
- Do not look or go anywhere

217. The most recent time you looked for information about [TOPIC] was it for...?

- Yourself
- Someone else you care for or take care of, such as a spouse/partner, child, parent, relative, or friend
- Both

218. In general, how much do you trust information you see, read, or hear about [TOPIC]?

- A lot

- Somewhat
- A little
- Not at all

219. In general, how much would you trust information you receive on [TOPIC] from the following sources?

- A lot
- Somewhat
- A little
- Not at all
- Don't know
- Items
- Doctor or health care professional
- Family
- Federal government health agencies
- Friends
- Health websites
- Local or state government health agencies
- Newspapers or magazines
- Non-profit or charitable organizations
- Online forums or chatrooms
- Podcasts
- Political leaders
- Radio
- Religious organizations or leaders
- Social media personalities
- Television

220. Think about the most recent time you looked up information on [TOPIC] from any source. About how long ago was that?

- Days ago
- Weeks ago
- Months ago
- Years ago
- Never

221. What type of information related to [TOPIC] were you looking for in your most recent search? *Select all that apply.*

- Organizations that focus on [TOPIC]
- Causes or risk factors
- Coping or dealing with [TOPIC]
- Diagnosis
- General information on [TOPIC]
- Paying for medical care/insurance
- Prognosis/recovery
- Screening/testing/early detection
- Medication for [TOPIC]
- Symptoms
- Treatment/cures
- Where to get medical care for [TOPIC]
- Information on complementary alternative or unconventional treatments for [TOPIC]
- Other **SPECIFY**

222. Some newspapers or general magazines publish a special section that focuses on health. In **TIMEFRAME**, have you read health sections of the newspaper or of a general magazine?

223. Some local television and radio news programs include special segments of the newscasts that focus on health issues. In **TIMEFRAME**, have you watched or listened to health segments on the local news?

224. Some people notice information about health on the internet and social media, even when they are not trying to find out about a health concern they have or someone in the family may have. Have you read such health information on the internet in **TIMEFRAME**?

- Scale for preceding questions
- Yes
- No

225. Here are some ways people use the internet or digital sources for health information. Some people have done these things, but other people have not. In the past **TIMEFRAME**, have you done the following things? *Select all that apply.*

- Bought medicine or vitamins online
- Participated in an online support group for people with a similar health or medical issue
- Used the internet or email to communicate with a doctor or a doctor's office
- Used a website to help you with your diet, weight, or physical activity
- Looked for a healthcare provider on the internet
- Downloaded or saved health information from the internet
- Looked for health information on a social media platform like Facebook, Instagram, or TikTok
- Posted in a web forum or chat about health-related questions
- Listened to a podcast about health information

226. About how often do you use the internet?

- Several times a day
- About once a day
- 3-5 days a week
- 1-2 days a week
- Less often
- Never
- Don't know/refused

227. About how often do you use social media?

- Several times a day
- About once a day
- 3-5 days a week
- 1-2 days a week
- Less often
- Never
- Don't know/refused

228. Please select all items you own or have regular access to from this list. *Select all that apply.*

- A desktop computer
- A laptop computer
- A tablet computer
- A smartphone
- A cellphone that is not a smartphone
- A smartwatch
- A smart speaker or device in your home
- None of these

B. GENERAL CONTENT TESTING

Purpose: to evaluate reactions to content.

Overall Reactions

229. For each statement, indicate the extent you agree or disagree.

Insert statements into the first column below. This question should be repeated for each piece of content tested. For example: "The format made the information easy to understand"; "This webpage

is relevant to someone like me”; “If I saw this factsheet at my doctor’s office, I would take the time to view it”

	Strongly disagree				Strongly agree	Not sure
[INSERT STATEMENT A]	1	2	3	4	5	9
[INSERT STATEMENT B]	1	2	3	4	5	9
[INSERT STATEMENT ETC.]	1	2	3	4	5	9

230. Please indicate why you disagree with this statement: [INSERT statement]. Select all that apply.

- I don't think it's important
- I don't have time
- I don't have a way to pay for it
- I'm afraid [of/to INSERT action]
- I don't have a health care provider
- I would be embarrassed
- I don't trust [INSERT item]
- I don't want anyone to suspect I'm [INSERT action]
- I wouldn't know where to go [INSERT action]
- I don't know how to [INSERT action]
- I don't want my partner to find out
- I'm not at risk for [INSERT DISEASE]
- Other **SPECIFY**

231. Is this [CONTENT TYPE] [ADJECTIVE] to someone like you?

- Yes
- No
- Not sure

232. Does this [CONTENT TYPE] answer your questions about [TOPIC]?

- Yes
- No
- Not sure

233. Does this [CONTENT TYPE] help you to know what do to protect [INSERT]: yourself, your children, others, vulnerable groups, etc.]?

- Yes
- No
- Not sure

234. After seeing this, has your thinking about [TOPIC] changed in any way?

- Yes
- No
- Not sure

235. If you saw this [CONTENT TYPE] at [LOCATION/CHANNEL], would you take the time to read it?

- Yes
- No
- Not sure

236. How much of the [CONTENT TYPE] would you read? Some answer choices may not be included depending on content type.

- I would only read the headline
- I would only look at the image(s)
- I would only read the headline and look at the image(s)
- I would read the whole thing
- I wouldn't read any of it

237. How would you assess your level of knowledge and understanding of information you have received from [INSERT organization name]?

- 5: Extremely knowledgeable
- 4: Very knowledgeable
- 3: Moderately knowledgeable
- 2: Slightly knowledgeable
- 1: Not at all knowledgeable

Campaign Awareness

238. In general, are you aware of [INSERT description of program, campaign, or web site]?

- Yes
- No
- Not sure

239. In the past [INSERT timeframe], do you remember seeing, hearing, or reading any [CONTENT TYPE] about a [INSERT program, campaign, or web site description]?

- Yes
- No
- Not sure

240. In the past [INSERT timeframe], have you happened to have seen [CONTENT TYPE] that shows [INSERT content description] on [INSERT channel]?

- Yes
- No
- Not sure

241. In the past [INSERT timeframe], where have you seen this [CONTENT TYPE]?

- [INSERT information/media sources]

242. You may or may not have seen the following [CONTENT TYPE], depending on whether it's published and available where you are. But in the past month, have you happened to have seen [CONTENT TYPE] that shows [INSERT content description] on [INSERT channel]?

- Yes
- No
- Not sure

Overall Reactions: Intermediary

243. Is [CONTENT TYPE] something that would be [ADJECTIVE] in your practice/work?

- Yes
- No
- Not sure

244. Is [CONTENT TYPE] something you would use with your clients/patients?

- Yes
- No
- Not sure

245. Do you think your clients/patients would find [CONTENT TYPE] [ADJECTIVE]?

- Yes
- No
- Not sure

246. Does [CONTENT TYPE] answer all the questions a patient might have about [TOPIC]?

- Yes
- No
- Not sure

247.Does [CONTENT TYPE] contain all the information a patient would want to know about [TOPIC]?

- Yes
- No
- Not sure

248.Would [CONTENT TYPE] help you educate your patients on [TOPIC]?

- Yes
- No
- Not sure

249.Would [CONTENT TYPE] help you [INSERT ACTION]?

- Yes
- No
- Not sure

250.Is [CONTENT TYPE] useful for you in your work?

- Yes
- No
- Not sure

Emotions

The *emotions* listed in [the user instructions](#) can be inserted into the questions below. We suggest selecting no more than 5 emotions and balancing positive and negative emotions. This question should be repeated for each piece of content tested.

251.To what extent does this [CONTENT TYPE] make you feel...?

	Not at all				Very	Not sure
	1	2	3	4	5	9
[EMOTION A]	1	2	3	4	5	9
[EMOTION B]	1	2	3	4	5	9
[EMOTION ETC.]	1	2	3	4	5	9

Adjectives

The *adjectives* listed in [the user instructions](#) can be inserted into the three questions below. We suggest using no more than 5 adjectives and balancing positive and negative adjectives. Please note that the question pertains to multiple pieces of content whereas the second and third questions should be repeated for each piece of content tested.

252.How [ADJECTIVE] are each of the following [CONTENT TYPE]?

	Not at all [ADJECTIVE]				Very [ADJECTIVE]	Not sure
	1	2	3	4	5	9
[INSERT CONTENT A]	1	2	3	4	5	9
[INSERT CONTENT B]	1	2	3	4	5	9
[INSERT CONTENT ETC.]	1	2	3	4	5	9

253.Please rate [CONTENT TYPE] in each of the following areas.

	Not at all				Very	Not sure
	1	2	3	4	5	9
[ADJECTIVE A]	1	2	3	4	5	9
[ADJECTIVE B]	1	2	3	4	5	9
[ADJECTIVE ETC.]	1	2	3	4	5	9

254. Here is a list of words that could describe what you just saw/read. Please tell me how well each of these words describes the [CONTENT TYPE] you just saw.

	Does not describe at all				Completely describes	Not sure
[ADJECTIVE A]	1	2	3	4	5	9
[ADJECTIVE B]	1	2	3	4	5	9
[ADJECTIVE ETC.]	1	2	3	4	5	9

Actions

255. After seeing or hearing this [CONTENT TYPE], how likely are you to...?

If selected, this question should be repeated for each piece of content tested. Insert actions into the first column below. We suggest including no more than 5 actions. For example: look for more information, share [CONTENT TYPE] with loved ones, others, etc., talk to my doctor, click on the links provided, take specific prevention behavior/call-to-action.

	Not likely				Very likely	Not sure
[INSERT ACTION A]	1	2	3	4	5	9
[INSERT ACTION B]	1	2	3	4	5	9
[INSERT ACTION ETC.]	1	2	3	4	5	9

256. How likely would you be to recommend this [CONTENT TYPE] to others?

257. How likely would you be to share this [CONTENT TYPE] with others?

258. If you saw this [CONTENT TYPE] on social media, how likely would you be to share it?

259. How likely or unlikely are you to seriously consider [INSERT health behavior] within the next [INSERT timeframe]?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Not sure

260. Are you planning to [INSERT health behavior] within the next 30 days?

- Yes
- No
- Not sure

261. Overall, on a scale from 1 to 10 where 1 is not at all interested and 10 is extremely interested, how interested are you in [INSERT health behavior]?

- 1 – not at all interested
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – extremely interested

262. Overall, on a scale from 1 to 10, where 1 is not at all confident and 10 is extremely confident, how confident are you right now that you can [INSERT health behavior]?

- 1 – not at all confident
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10 – extremely confident

Other

263. How familiar are you with the Centers for Disease Control and Prevention, or CDC?

- Very familiar
- Somewhat familiar
- Not too familiar
- Not at all familiar

264. What is your impression of the Centers for Disease Control and Prevention, or CDC? Do you have

a...

- Very positive impression
- Somewhat positive impression
- Somewhat negative impression
- Very negative impression

265. Which of the following hashtags best fits the [CONTENT TYPE] you've seen?

- [INSERT SAMPLE HASHTAG A]
- [INSERT SAMPLE HASHTAG B]
- [INSERT SAMPLE HASHTAG ETC.]
- Don't know

C. MATERIAL COMPARISON

Assessing the most effective or best version of a piece of content.

266. Of all the [X CONTENT TYPES] you just saw, which is the most [ADJECTIVE]?

267. Which do you find least [ADJECTIVE]?

268. Here are [X CONTENT TYPES] for you to review. Please select the one that is most [ADJECTIVE] to you.

269. Of all the [X CONTENT TYPES] you just saw, which is your favorite?

270. Here are [X CONTENT TYPES] for you to review. Please review and then select your favorite.

- [INSERT CONTENT A]
- [INSERT CONTENT B]
- [INSERT CONTENT ETC.]

D. ATTITUDES, AWARENESS, BELIEFS, AND KNOWLEDGE

The following questions can be used for testing beliefs, opinions, and attitudes as a screening question. Additionally, the questions below could be included as a "nice to know" and/or a way to conduct subgroup analysis. For example, if CDC wants to evaluate the impact of messages on individuals who agree vaccines are very important compared to those who disagree they are not very important.

271. To what extent do you agree or disagree with the following statements?

Insert agree/disagree statements into the first column below. For example: I will get my child vaccinated against COVID-19 when a COVID-19 vaccine is available for them.

	Strongly disagree				Strongly agree	Not sure
[INSERT STATEMENT A]	1	2	3	4	5	9
[INSERT STATEMENT B]	1	2	3	4	5	9
[INSERT STATEMENT ETC]	1	2	3	4	5	9

272. If [SOURCE] recommends that you [ACTION], how likely are you to follow their advice?

This question can be repeated to ask about different sources (e.g., CDC, FDA, your doctor, etc.) or actions (e.g., get a test, vaccination, or other health recommendation).

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Not sure

273. In general, how familiar are you with [TOPIC]?

- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar
- Not sure

274. How much have you heard or seen about [TOPIC]?

- A lot
- Some
- A little
- Not sure

275. How much would you say you know about [TOPIC]?

- A lot
- Some
- A little
- Not sure

276. How interested are you in [TOPIC]?

- Very interested
- Somewhat interested
- Not very interested
- Not at all interested
- Not sure

277. How concerned are you about [TOPIC]?

- Very concerned
- Somewhat concerned
- Not very concerned
- Not at all concerned
- Don't know enough to say

V. THEORY-BASED DRIVERS OF BEHAVIOR

The following questions are theory-based drivers of behavior that communications can impact. These can be used for assessing how communications influence people's behaviors and can be used in both open- and closed-ended questions (surveys, focus groups, etc.)

A. KNOWLEDGE

278. How much do you currently know about [TOPIC]? Please use the scale of zero to 100, where zero means knowing nothing and 100 means knowing everything you could possibly know about this topic.

279. Have you, yourself, become sick or do you know anyone who has become sick due to [TOPIC]?

- Yes, I have been diagnosed with [TOPIC] by a healthcare provider
- Yes, I know someone who has been diagnosed with [TOPIC] by a healthcare provider
- Possibly – I have had the signs and symptoms of [TOPIC], but was not diagnosed with [TOPIC]
- Possibly – I know someone who has had the signs and symptoms of [TOPIC], but was not diagnosed with [TOPIC]
- No, I do not know anyone who has had [TOPIC] or its symptoms

280. What are the signs and symptoms that a person is infected with [TOPIC]? (Select all that apply.)

- [INSERT SIGNS AND SYMPTOMS AS NEEDED]

B. THREATS

281. According to the Centers for Disease Control and Prevention, who is most at risk of becoming infected with [TOPIC]?

- [INSERT POPULATIONS AS NEEDED]

282. According to the Centers for Disease Control and Prevention, who should [ACTION] when [CONTEXT/SETTING]?

- [INSERT POPULATIONS AS NEEDED]

283. When you think about the possible health risk posed to [you/your loved ones/your community] from [TOPIC], how much worry do you feel? Please use the scale of zero to 100, where zero means you have “none of this feeling” and 100 means you have “a lot of this feeling.”

284. How likely do you think it is that [you/your loved ones/your community] will become ill from [TOPIC]? Please use a scale from zero to 100, where zero means that you would have absolutely no chance whatsoever of becoming ill, and 100 means that you are certain to.

C. SEVERITY

285. If [you/your loved ones/your community] were to become ill from [TOPIC], how serious do you think this illness would be? Please use a scale of zero to 100, where zero means not serious at all and 100 means it would be as serious as it can possibly be.

286. If you started experiencing symptoms of [TOPIC] ([INSERT SYMPTOMS]) and thought you may have been exposed, what would you do first?

- Go to the emergency room or see a doctor
- Call the health department
- Seek alternative medical treatment
- Wait to see if symptoms go away
- [INSERT ACTIONS AS NEEDED]
- None of these

D. BEHAVIORS, BENEFITS, AND EFFICACY

287. What do you think are the most important things people can do to prevent becoming infected with [TOPIC] or protect themselves from getting [TOPIC]?

288. Which of the following actions have you heard are the most important things people can do to prevent from getting infected with [TOPIC]?

- [INSERT ACTIONS AS NEEDED]

289. How often have you seen, heard, or read about any of the following actions as being important for preventing [TOPIC]: **ADD LIST OF BEHAVIORS**

- [INSERT FREQUENCIES AS NEEDED]

290. In the past [TIMEFRAME], when you have gone [to INSERT setting or context], how often did you [INSERT behavior]?

- [INSERT FREQUENCIES AS NEEDED]

291. In the past [TIMEFRAME], when you have gone [to INSERT setting or context], how often did you see others [INSERT behavior]?

- [INSERT FREQUENCIES AS NEEDED]

292. In the past [TIMEFRAME], when you [ACTIVITY/BEHAVIOR], how often did you...

For example: Wear a cloth face covering that covered your face and mouth

	Never	Rarely	Sometimes	Often	Always	Not sure
[INSERT ACTION A]	1	2	3	4	5	9
[INSERT ACTION B]	1	2	3	4	5	9
[INSERT ACTION ETC]	1	2	3	4	5	9

293. How personally important is it to you...

For example: To protect others from coronavirus

	Not at all important	A little important	Somewhat important	Very important	Extremely important	Not sure
[INSERT STATEMENT A]	1	2	3	4	5	9
[INSERT STATEMENT B]	1	2	3	4	5	9
[INSERT STATEMENT ETC]	1	2	3	4	5	9

294. How much information would you need to adequately deal with the possible risk from [TOPIC] in your own life? Please use the scale of zero to 100, where zero means you need no more information and 100 means you need a lot more information.

295. How much do you trust the information about [TOPIC] that comes from each of the following sources?

For example: The Centers for Disease Control (CDC)

	Not at all	A little	Somewhat	A lot	Completely	Not sure
[INSERT SOURCE A]	1	2	3	4	5	9
[INSERT SOURCE B]	1	2	3	4	5	9
[INSERT SOURCE ETC]	1	2	3	4	5	9

296. Which one of the following best describes your access to [PROTECTIVE ITEM]?

- I have [PROTECTIVE ITEM]
- I do not currently have [PROTECTIVE ITEM]
- [INSERT ADDITIONAL OPTIONS RELATED TO ACCESS TO PROTECTIVE ITEMS]
- I do not plan to make, purchase, or obtain a [PROTECTIVE ITEM]

E. BATTERY ALIGNED WITH BEHAVIORAL CONSTRUCTS

297. How much do you agree or disagree with each of the following statements?

	Strongly disagree				Strongly agree	Not sure
It is important for [PERSON] to [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
I believe I should [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
I intend to [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
[BEHAVIOR IN CONTEXT] is easy for me.	1	2	3	4	5	9
I am able to [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
I am confident that I can [BEHAVIOR IN CONTEXT] to prevent the spread of [TOPIC]	1	2	3	4	5	9
For me personally, it would not be a big deal if I became infected with [TOPIC]	1	2	3	4	5	9
I'm worried I would become seriously ill if I became infected with [TOPIC]	1	2	3	4	5	9
People who are important to me want me to [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
People who are important to me believe that I should [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
Most people are [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
I think it is likely that I will become infected with [TOPIC]	1	2	3	4	5	9
I would [EXPECTED OUTCOME] for others from [TOPIC] if I [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
I would [EXPECTED OUTCOME] from [TOPIC] if I [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
Everyone [DOING BEHAVIOR IN CONTEXT] would [EXPECTED OUTCOME]	1	2	3	4	5	9
[BEHAVIOR IN CONTEXT] would [EXPECTED OUTCOME]	1	2	3	4	5	9
I can help stop the [TOPIC] outbreak in my community if I [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
[BARRIER] limits my ability or likelihood to [BEHAVIOR IN CONTEXT]	1	2	3	4	5	9
For me personally, it would not be a big deal if I became infected with [TOPIC]	1	2	3	4	5	9
I don't feel the need to do anything to protect myself or my family from [TOPIC]	1	2	3	4	5	9

In my life, it would be easy for me to avoid becoming ill from [TOPIC]	1	2	3	4	5	9
[TOPIC] [can/cannot] be spread by [TRANSMISSION TYPE]	1	2	3	4	5	9
Medicines for treating [TOPIC] are safe and effective	1	2	3	4	5	9
Vaccines for [TOPIC] are safe and effective	1	2	3	4	5	9
I would be scared of how other people would react to me if they found out I had a [TOPIC] infection	1	2	3	4	5	9
I would not feel embarrassed if I were to get infected with [TOPIC]	1	2	3	4	5	9