

Vaccine Message Testing Study

The study, sponsored by and conducted by Qualtrics, was fielded between December 3 and December 15, 2020. Respondents were sampled from the online nonprobability panel Federated, managed by Lucid. We used quotas to match respondents to the US population with respect to age, gender, race/ethnicity, region, and ideology (the extent to which one identifies as liberal or conservative). Age, gender, race/ethnicity, and region parameters were based on the 2019 American Community Survey. Parameters for ideology were based on Gallup's Trends in Americans' Political Ideology 2020 report.

Respondents were considered eligible if they lived in the United States, were at least 18 years of age, and had not participated in a COVID-19 vaccine clinical trial.

A total of 4,938 respondents completed the survey. Respondents who did not pass quality standards were removed. This included respondents who completed the survey in less than one-third the median time, respondents who failed an attention check asking who the president of the United States was, or respondents who could not correctly identify the topic (i.e., COVID-19) discussed in the study message they were shown. A total of 4,019 respondents passed the quality standards and were included in the analyses.

Start of Block: Default Question Block

The purpose of this survey is to better understand American's attitudes about current events. Your participation in this survey is voluntary. You may choose not to participate. The survey should take about 10 minutes to complete. Your responses will be kept confidential. Your name will never be associated with the data we report.

Page Break



First, we have a few questions about you and your household to determine if you are eligible.
How old are you?



Page Break





In which state do you currently live?

▼ Alabama ... I do not reside in the United States

Page Break

Which best describes you?

- Male
- Female
- Non-binary / gender fluid

Page Break

Are you of Hispanic, Latino, or Spanish origin or descent?

Yes

No

Page Break _____

Which of these groups describe you? .Skin .MC .Inner .InnerInner .QuestionBody
.TextEntryBox { width: 500px; height: 30px }

- White
- African American or Black
- American Indian or Alaskan Native
- Native Hawaiian or Other Pacific Islander
- Asian
- Other, please specify: _____

Page Break



How many people (including yourself) live in your household?

Page Break



How many children 0-17 years old currently live in your household at least half the time? *If none, enter 0.*

Page Break

In politics, as of today, do you consider yourself a ...?

Republican

Democrat

Independent

Page Break

As of today, do you lean more to the Republican Party or Democratic Party?

Republican Party

Democratic Party

Neither

Page Break

As of today, do you consider yourself a strong Democrat or not so strong Democrat?

Strong Democrat

Not so strong Democrat

Page Break _____

As of today, do you consider yourself a strong Republican or not so strong Republican?

- Strong Republican
- Not so strong Republican

Page Break _____



How would you describe your own political views?

- Very conservative
- Conservative
- Moderate
- Liberal
- Very liberal

Page Break

Are you currently enrolled in a COVID-19 vaccine clinical trial?

Yes

No

Page Break _____

End of Block: Default Question Block

Start of Block: Block 1

You have qualified for the survey! We ask that you provide thoughtful answers to the rest of the questions.

Page Break

Overall, how closely do you follow news about national politics?

- Very closely
- Somewhat closely
- Not too closely
- Not at all

Page Break

Below is a list of institutions in this country.



How much confidence do you have in the people running these institutions?

	None	Very little	Some	Quite a lot	A great deal
The scientific community	<input type="radio"/>				
Banks	<input type="radio"/>				
Congress	<input type="radio"/>				
Public schools	<input type="radio"/>				
Major companies	<input type="radio"/>				
The medical system	<input type="radio"/>				
The military	<input type="radio"/>				
The CDC	<input type="radio"/>				
Organized religion	<input type="radio"/>				
The media	<input type="radio"/>				

Page Break

How often can you trust the federal government in Washington to do what is right?

- Always
- Most of the time
- About half of the time
- Some of the time
- Never

.....

Page Break

Generally speaking, how often can you trust other people?

- Always
- Most of the time
- About half of the time
- Some of the time
- Never

.....

Page Break

Who is the current President of the United States?

- Mitch McConnell
- Mike Pence
- Donald Trump
- John Roberts

Page Break



We noticed that you answered this last question incorrectly. It is important that you read every question carefully and give an honest and thoughtful response.

Who is the current President of the United States?

- Mitch McConnell
- Mike Pence
- Donald Trump
- John Roberts

Page Break



How favorable or unfavorable of an opinion do you have of **Donald Trump**?

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable
- No opinion

Page Break

How favorable or unfavorable of an opinion do you have of **Joe Biden**?

- Very favorable
- Somewhat favorable
- Somewhat unfavorable
- Very unfavorable
- No opinion

.....

Page Break



To what extent do you agree or disagree with the following statements about vaccines?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
People receive too many vaccines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If someone gets vaccinated, they are likely to have harmful side effects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccines are necessary to protect your health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccines do a good job in preventing the diseases they are intended to prevent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vaccines are safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If someone does not get vaccinated, they may get a disease such as meningitis and cause other people to get the disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The medical professionals in charge of vaccinations have people's best interest at heart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

.....
Page Break

Thinking about the COVID-19 outbreak, how do you think the following have responded?

The news media

- Greatly exaggerated the risks
 - Slightly exaggerated the risks
 - Gotten the risks about right
 - Not taken the risks quite seriously enough
 - Not taken the risks seriously at all
-

The White House

- Greatly exaggerated the risks
 - Slightly exaggerated the risks
 - Gotten the risks about right
 - Not taken the risks quite seriously enough
 - Not taken the risks seriously at all
-

Public health officials

- Greatly exaggerated the risks
- Slightly exaggerated the risks
- Gotten the risks about right
- Not taken the risks quite seriously enough
- Not taken the risks seriously at all

Page Break

Do you recall hearing or reading anything in the news about a COVID-19 vaccine being developed?

Yes

No

Page Break

How effective do you think a COVID-19 vaccine will be? That is, what percentage of people who receive the vaccine will be protected from COVID-19?

- 80% or more will be protected
- 60-79% will be protected
- 40-59% will be protected
- 20-39% will be protected
- Less than 20% will be protected

Page Break _____

How likely or unlikely do you think it is that a COVID-19 vaccine will be released in the United States before it has been properly tested for safety?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely

Page Break _____

How much confidence do you have that your state has the proper system in place to effectively deliver the COVID-19 vaccine to your community?

- A great deal
- Quite a lot
- Some
- Very little
- None

End of Block: Block 1

Start of Block: Block 2

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Democratic politician recently sent out the following tweet.

.....

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Democratic politician recently sent out the following tweet.

.....

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Democratic politician recently sent out the following tweet.

.....

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications.

For example, a Democratic politician recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Republican politician recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Republican politician recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Republican politician recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a Republican politician recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications.

For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a bipartisan group of politicians recently sent out the following tweet.

Politicians these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications.

For example, a bipartisan group of politicians recently sent out the following tweet.

Medical professionals these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a doctor recently sent out the following tweet.

Medical professionals these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a doctor recently sent out the following tweet.

Medical professionals these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a doctor recently sent out the following tweet.

Medical professionals these days have been using social media platforms to communicate with Americans about the latest on COVID-19. We are interested in your thoughts on such communications. For example, a doctor recently sent out the following tweet.

Based on the information above, how favorable or unfavorable of an opinion do you have about Nathan Clark?

- Very favorable
 - Somewhat favorable
 - Neither favorable nor unfavorable
 - Somewhat unfavorable
 - Very unfavorable
-

Based on the information above, how favorable or unfavorable of an opinion do you have about Michael Adams?

- Very favorable
 - Somewhat favorable
 - Neither favorable nor unfavorable
 - Somewhat unfavorable
 - Very unfavorable
-

Page Break

What issue was Nathan Clark posting about in the tweet you just saw?

- The presidential election
- The COVID-19 vaccine
- Jobs and the economy
- Racial discrimination
- I was not able to see the tweet

Page Break

When a vaccine to prevent COVID-19 becomes available to you, do you plan on being vaccinated?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

Page Break

When a vaccine to prevent COVID-19 becomes available to you, do you plan to have your `#{e://Field/ChildFill}` vaccinated?

- Definitely yes
- Probably yes
- Probably not
- Definitely not

Page Break

Which statement comes closest to your preferences about getting the COVID-19 vaccine?

- I want to get the vaccine as soon as it's available to me
- I would prefer to wait a while before getting the vaccine to make sure it's safe and effective
- I will only get the vaccine if I have to (for a job, school, to travel, or other reasons)
- I will not get the vaccine no matter what

Page Break

You said, "\${VaxWhen/ChoiceGroup/SelectedChoices}." What are the main reasons you feel that way?

Page Break



The outbreak of COVID-19 across the U.S. has prompted state governments to consider various policies aimed at getting the virus under control in their state once a vaccine is released. Below are some policies that have been considered by states. Please indicate how much you support or oppose each of the following policies regarding a COVID-19 vaccine.

	Strongly oppose	Somewhat oppose	Neither support nor oppose	Somewhat support	Strongly support
A policy requiring all children attending public school to be vaccinated for COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy requiring all state employees to be vaccinated for COVID-19	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy requiring all healthcare workers to receive the COVID-19 vaccination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy requiring documentation of the COVID-19 vaccination for air travel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A policy requiring documentation of the COVID-19 vaccination in order to attend large public events (concerts, sporting events)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

A policy
preventing
schools from
requiring
COVID-19
vaccine to
attend



Page Break



Have you tested positive for COVID-19 or COVID-19 antibodies at any point?

Yes

No

Page Break

Do you believe you have had COVID-19 at some point?

Yes

No

Page Break

If you got COVID-19, how sick do you think you would be?

- Extremely sick
 - Very sick
 - Moderately sick
 - Not very sick
 - Not at all sick
-

When you had COVID-19, how sick were you?

- Extremely sick
 - Very sick
 - Moderately sick
 - Not very sick
 - Not at all sick
-

Page Break

[\\${e://Field/KnowPosFill}](#) you personally know anyone in the US who has tested positive for COVID-19?

Yes

No

Page Break

Do you personally know anyone in the US who has died due to COVID-19?

Yes

No

Page Break

Was the person (or people) you know who died due to COVID-19...
Select all that apply.

- A family member
- Close friend
- Acquaintance
- Someone you know but haven't met personally

Page Break



How much if at all, would the following influence your decision to get a vaccine to prevent COVID-19?

	Would make me A LOT more likely to get the vaccine	Would make me A LITTLE more likely to get the vaccine	Would NOT make me any more likely to get the vaccine
A trusted friend or family member recommends it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your doctor or healthcare provider recommends it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your local health leaders recommend it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leading health experts recommend it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your local political leaders recommend it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Both Democratic and Republican political leaders recommend it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious leaders recommend it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local business owners recommend it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

There are just a few more questions.

In general, how would you rate your overall health?

- Excellent
 - Very good
 - Good
 - Fair
 - Poor
-

In the past 12 months, did you receive a **flu** vaccination?

- Yes
 - No
-

What is the highest level of education that you have received?

- Less than high school
- Some high school
- Finished high school or GED
- Some college or associate's degree
- Bachelor's degree from a university or college
- Graduate or professional degree



What is your zip code?

What was your total family income from all sources over the past 12 months?

- Under \$10,000
 - \$10,000 to \$29,999
 - \$30,000 to \$49,999
 - \$50,000 to \$74,999
 - \$75,000 to \$99,999
 - \$100,000 to \$124,999
 - \$125,000 to \$149,999
 - \$150,000 to \$199,999
 - \$200,000 or over
-

We sometimes find people don't always take surveys seriously, instead providing funny or insincere answers. How often did you give a serious response to the questions on this survey?

- Never serious
- Some of the time serious
- About half of the time serious
- Most of the time serious
- Always serious

End of Block: Block 2
