Vaccine survey

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This page contains elements used in our survey. These are referenced in the design document.

All elements should be fluid; if you make your browser window smaller, the elements should resize dynamically to suit the viewport width. Consequently, these elements work well on phones and tablets. If you are testing these elements, please visit the webpage on different types of devices, different browsers, and using different browser window widths.

Only half of Latinx participants receive Spanish translations. Accordingly, only messages that are given to the Latinx segment will contain translations below, and those translations are not always shown.

Key to the styles

Not shown to subjects. This is **guidance for the researcher**. It may include logic or notes.

Not shown to subjects. This style **marks a survey block** (a unit of content in Qualtrics).

This style is often used in the survey to *convey information to the subject*.

This style tells the researcher that this is a question posed to subjects. However, this style is not actually used in the survey; rather, the questions in the actual survey have Qualtric's default style.

Survey

Survey: Part I

This section includes an introduction, demographic questions, and an introduction to the slides.

Each block should contain a timer; its variable name is denoted in the brackets.

[T_intro] Introduction to the survey

Thank you for taking our survey for academic research on COVID-19 vaccines.

Your responses are important and valuable.

This survey will take about 7 minutes to complete , for which you will be paid $1.25 .

- Answer 10 demographic multiple-choice questions.
- Read 10 sentences of information.
- Answer 4 opinion-based multiple-choice questions.
- Answer 1 multiple-choice question about the information for a $0.75 bonus .

Please complete this survey without interruption.

[T_demog] Demographic questionnaire

Please answer all questions truthfully.

Your participation and compensation will not depend on your responses.

[D_reside] Do you currently reside in the United States?

- [1] Yes
- [2] No

[D_age] How old are you?

- [1] Under 18
- [2] 18 – 24
- [3] 25 – 34
- [4] 35 – 44
- [5] 45 – 54
- [6] 55 – 64
- [7] 65 – 74
- [8] 75 – 84
- [9] 85 or older

[D_parent] Do you help make health care decisions for any children?

- [1] Yes
- [2] No

[D_race] What is your race?

- [1] White
- [2] Black
- [3] Other

[D_latinx] Are you Hispanic, Latina, Latino, Latinx, or Spanish?

- [1] Yes
- [2] No

[D_gender] What is your gender?

- [1] Male
- [2] Female
- [3] Other

[D_vote] Did you vote for Biden or Trump in 2020?

- [1] Biden
- [2] Trump
- [3] Other candidate / Didn't vote / Don't know

Display the next question only if:
[D_vote][Biden] is not selected
and [D_vote][Trump] is not selected.

[D_pols] Where would you place yourself on this political scale?

- [1] Extremely liberal

- [2] Liberal
- [3] Slightly liberal
- [4] Moderate
- [5] Slightly conservative
- [6] Conservative
- [7] Extremely conservative
- [8] Don't know

[D_relig] What is your religious preference?

- [1] Protestant - Evangelical
- [2] Protestant - Mainline
- [3] Catholic
- [4] Mormon / member of the Church of Jesus Christ of Latter-day Saints
- [5] Other Christian
- [6] Jewish
- [7] Muslim
- [8] Buddism / Hinduism / other Eastern religion
- [9] None / Atheist / Agnostic
- [10] Other / Don't know
- [81] Protestant [old version]
- [82] Orthodox Christian [old version]

Display the next question only if:

[D_relig][Protestant - Evangelical] is selected

or [D_relig][Protestant - Mainline] is selected

or [D_relig][Catholic] is selected

or [D_relig][Mormon / member of the Church of Jesus Christ of Latter-day Saints] is selected

or [D_relig][Other Christian] is selected

or [D_relig][Jewish] is selected

or [D_relig][Muslim] is selected

or [D_relig][Buddhism / Hinduism / other Eastern religion] is selected

[D_relobs] Before the pandemic, how often did you usually attend religious services?

- [1] Several times per week
- [2] Once per week
- [3] Several times per month

- [4] Once per month
- [5] Several times per year
- [6] Once a year
- [7] Less than once a year
- [8] Never
- [9] Don't know / Not applicable

[D_popdens] Which of these do you live in?

- [1] City or suburb
- [2] Large town
- [3] Small town
- [4] Rural area
- [81] Large city [old version]
- [82] Suburb of a large city [old version]
- [83] Small city or town [old version]
- [84] Rural area [old version]

[T_slide_intro] Introduction to slides

Please carefully read the following 8 to 12 slides of information.

Then answer a question about this information for a $0.75 bonus.

Any quotations may be hypothetical.

Survey: Part II

Any logic in this section is only approximate. For precise logic, please see the design documents.

Most messages have a dual English-Spanish version and an English-only version. These have the same name, except the name of the English-Spanish version is appended with "-s".

Every message block should include a timer. If the name of the message is "M_popl", the timer is named "T_popl"; if the name of the message is "M_popl_b", the timer is named "T_popl_b".

Messages on trial population

M_popl: basic

Consider a COVID-19 vaccine described by the following:

The vaccine has been approved by a rigorous FDA process involving tens of thousands of people.

La vacuna fue aprobada a través de un proceso riguroso de la FDA que involucró a una población diversa de miles de personas.

Consider a COVID-19 vaccine described by the following:

The vaccine has been approved by a rigorous FDA process involving tens of thousands of people.

M_popl_b: if black

Consider a COVID-19 vaccine described by the following:

The vaccine has been approved by a rigorous FDA process involving tens of thousands of people – including African Americans.

M_popl_l: if latinx

Consider a COVID-19 vaccine described by the following:

The vaccine has been approved by a rigorous FDA process involving tens of thousands of people – including Latinos.

La vacuna fue aprobada a través de un proceso riguroso de la FDA que involucró a una población diversa de miles de personas – incluyendo a personas de la población latina.

Consider a COVID-19 vaccine described by the following:

The vaccine has been approved by a rigorous FDA process involving tens of thousands of people –

including Latinos.

Messages on trial

M_tryl: everyone

Consider a COVID-19 vaccine described by the following:

This randomized trial found very high effectiveness and almost no serious side effects.

Este estudio aleatorio encontró que la vacuna es altamente efectiva y casi no tiene ningún efecto secundario serio.

Consider a COVID-19 vaccine described by the following:

This randomized trial found very high effectiveness and almost no serious side effects.

Messages on impact

M_impc: everyone

COVID-19 has infected over 30 million Americans, leading to over 500,000 deaths .

COVID-19 ha infectado a más de 30 millones de estadounidenses, provocando más de 500,000 muertes .

COVID-19 has infected over 30 million Americans, leading to over 500,000 deaths .

Messages on community

M_comm_b: if black

The African American community has been especially hard-hit by this virus.

M_comm_l: if latinx

The Latino/a/x community has been especially hard-hit by this virus.

La comunidad latina ha sido una de las más afectadas por el virus.

The Latino/a/x community has been especially hard-hit by this virus.

M_comm_c: if not black and not latinx and conservative

Republican governors from Georgia to Ohio have stressed the economic and human cost of this pandemic.

Messages on religious observance

Use these as needed:

- ${e://Field/religious-place}
- ${e://Field/religious-places}
- ${e://Field/religious-place-one}
- ${e://Field/religious-imgsrc}

Examples:

- ${e://Field/religious-place} = temple
- ${e://Field/religious-places} = temples

- `${e://Field/religious-place-one}` = an Eastern temple
- `${e://Field/religious-imgsrc}` = temple_eastern

Note that alt text of the images should also match.

M_chrc_r: this code encompasses all versions that follow

Photo of ${e://Field/religious-place-one}

The virus has spread frequently in ${e://Field/religious-places}.

M_chrc_rc: if religious and christian

The virus has spread frequently in churches.

El virus se ha propagado frecuentemente en las Iglesias.

The virus has spread frequently in churches.

M_chrc_rj: if religious and jewish

The virus has spread frequently in synagogues.

M_chrc_ri: if religious and muslim

The virus has spread frequently in mosques.

M_chrc_re: if religious and eastern

The virus has spread frequently in temples.

M_chrc_rm: if religious and mormon

The virus has spread frequently in temples.

Messages on children's health

M_chld_p_l: if parent and latinx

Children are at risk of long-term damage to their lungs and other organs.

Nobody is sure how common or long-lasting this damage will be.

Los niños y las niñas pueden sufrir daños en sus pulmones y otros órganos a largo plazo.

Nadie está seguro de qué tan común es este daño ni cuánto dura.

Children are at risk of long-term damage to their lungs and other organs.

Nobody is sure how common or long-lasting this damage will be.

M_chld_p: if parent

Children are at risk of long-term damage to their lungs and other organs.

Nobody is sure how common or long-lasting this damage will be.

Messages on elders

M_eldrly: everyone

The elderly are most at risk for COVID-19.

Unfortunately, some cannot be vaccinated because of health conditions.

Los adultos mayores tienen un mayor riesgo de enfermarse gravemente a causa del COVID-19.

Desafortunadamente, algunos adultos mayores no pueden vacunarse por condiciones de salud.

The elderly are most at risk for COVID-19.

Unfortunately, some cannot be vaccinated because of health conditions.

M_eldr: basic

We must protect our elders and get vaccinated!

¡Hay que proteger a nuestros adultos mayores y tratar de vacunarse!

We must protect our elders and get vaccinated!

M_eldr_p: if parent

Imagine what you would feel like if you did not vaccinate your child, and then an elderly person in your home became ill.

Imaginese cómo se sentiría si no vacuna a su hijo o hija y una persona mayor en su hogar se contagia.

Imagine what you would feel like if you did not vaccinate your child, and then an elderly person in your home became ill.

M_eldr_c: if conservative

We share small-town values like caring for our neighbors – especially elders.

Compartimos valores tradicionales como cuidar a nuestros vecinos – especialmente a quienes son adultos mayores.

We share small-town values like caring for our neighbors – especially elders.

M_eldr_r: if religious

M_eldr_rc

Display the next question only if:

[D_relig][Protestant - Evangelical] is selected

or [D_relig][Protestant - Mainline] is selected

or [D_relig][Catholic] is selected

or [D_relig][Mormon / member of the Church of Jesus Christ of Latter-day Saints] is selected

or [D_relig][Other Christian] is selected

The Bible tells us to care for those most vulnerable.

La Biblia nos han enseñado que debemos de cuidar de quienes son más necesitados y vulnerables.

The Bible tells us to care for those most vulnerable.

M_eldr_ro

Display the next question only if:

[D_relig][Protestant - Evangelical] is not selected

and [D_relig][Protestant - Mainline] is not selected

and [D_relig][Catholic] is not selected

and [D_relig][Mormon / member of the Church of Jesus Christ of Latter-day Saints] is not selected

and [D_relig][Other Christian] is not selected

Our holy books tell us to care for those most vulnerable.

Messages on protection

M_prtx: basic

When you get vaccinated, you help protect yourself and the people around you from this virus.

Cuando usted se vacuna se protege a sí mismo, y a la gente que le rodea, de este virus.

When you get vaccinated, you help protect yourself and the people around you from this virus.

M_prtx_c: if conservative

When you get vaccinated, you help protect your body and your mind from this nasty and foreign virus.

Cuando usted se vacuna está ayudando a proteger su cuerpo y su mente de este virus tan terrible y foráneo.

When you get vaccinated, you help protect your body and your mind from this nasty and foreign virus.

Messages on gatherings

M_gthr: basic

You can make up for missed get-togethers with friends and family once everyone has been vaccinated.

M_gthr_l: if latinx

You can make up for missed get-togethers with friends and family once everyone has been vaccinated.

Una vez que todos y todas se hayan vacunado, podrá recuperar las celebraciones que no ha podido tener con amigos y familiares.

You can make up for missed get-togethers with friends and family once everyone has been vaccinated.

M_gthr_p: if parent

You can make up for missed children's parties and outings with friends and family once everyone has been vaccinated.

Una vez que todos y todas se hayan vacunado, podrá celebrar nuevamente las fiestas infantiles y las salidas con amigos y familiares.

You can make up for missed children's parties and outings with friends and family once everyone has been vaccinated.

M_gthr_r: if religious
See usage of `${e://Field/religious-place}`.

You can safely attend church with friends and family once everyone has been vaccinated.

Una vez que todos y todas se hayan vacunado, podrá ir a la Iglesia de manera segura con amigos y familiares.

You can safely attend ${e://Field/religious-place} with friends and family once everyone has been vaccinated.

Messages on freedom

M_frdm_c_r: if religious and conservative

Freedom to go to church is the freedom to worship together, not infect each other!

La libertad de ir a la Iglesia es la libertad de alabar a Dios juntos, ¡no de contagiarnos!

Freedom to go to church is the freedom to worship together, not infect each other!

Messages on safety of gatherings

M_safe: everyone

These events will be so much nicer when they are safe.

Estos eventos van a ser mucho más agradables cuando sean seguros.

These events will be so much nicer when they are safe.

Messages on availability

M_avyl: basic

The vaccine is available at your doctor's office and local pharmacies.

La vacuna está disponible en el consultorio de su doctor y en las farmacias locales.

The vaccine is available at your doctor's office and local pharmacies.

M_avyl_p: if parent

The vaccine is available at your doctor's office, local pharmacies, and your child's school.

La vacuna está disponible en el consultorio de su doctor, en las farmacias locales y en la escuela de sus hijos.

The vaccine is available at your doctor's office, local pharmacies, and your child's school.

M_avyl_r: if religious

The vaccine is available at your doctor's office, local pharmacies, and your ${e://Field/religious-place}.

La vacuna está disponible en el consultorio de su doctor, en las farmacias locales y en su Iglesia.

The vaccine is available at your doctor's office, local pharmacies, and your ${e://Field/religious-place}.

M_avyl_s: if small town or rural area

The vaccine is available in a nearby town. No appointment is needed.

La vacuna está disponible en una localidad cercana. No necesita tener una cita para recibirla.

The vaccine is available in a nearby town. No appointment is needed.

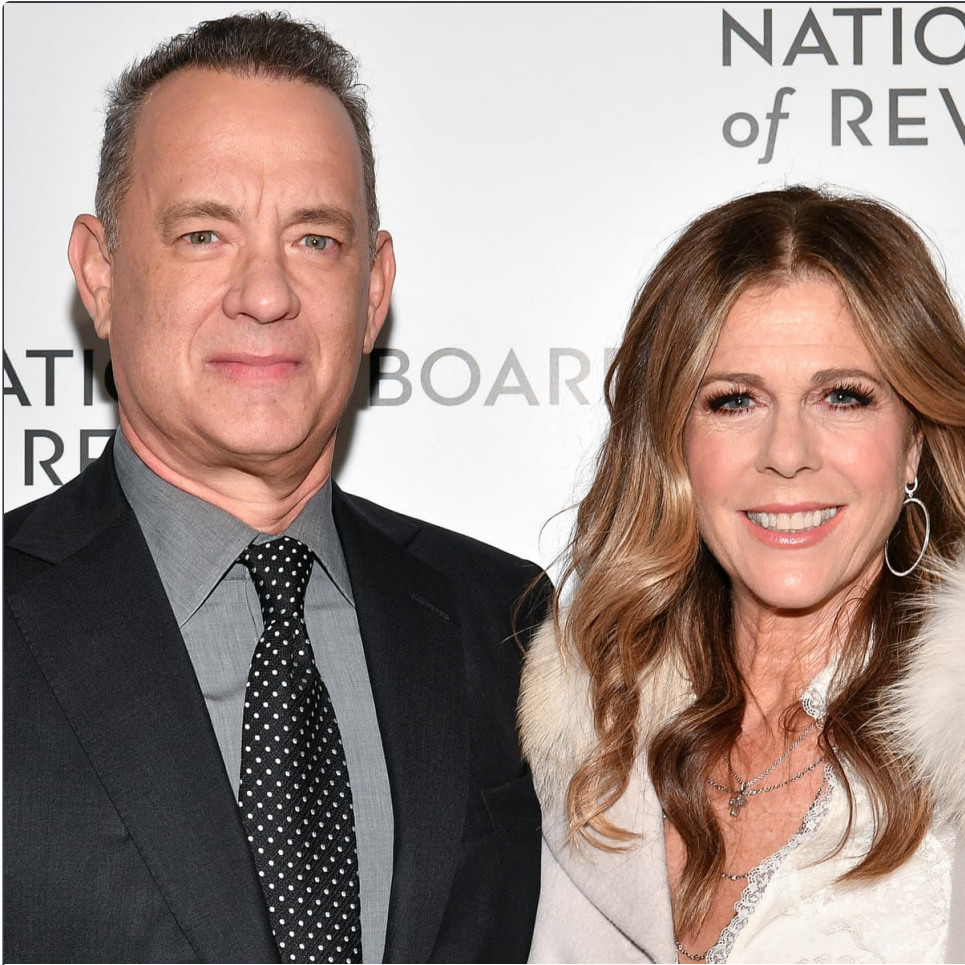## M_avyl_x: if not parent and not small town and not rural area

It is also available at local community centers and schools.

También está disponible en centros comunitarios locales y en las escuelas.

It is also available at local community centers and schools.

Messages from experts and celebrities

M_rec_hanks

Tom Hanks

"I wish I had had access to this vaccine before I was exposed to COVID.

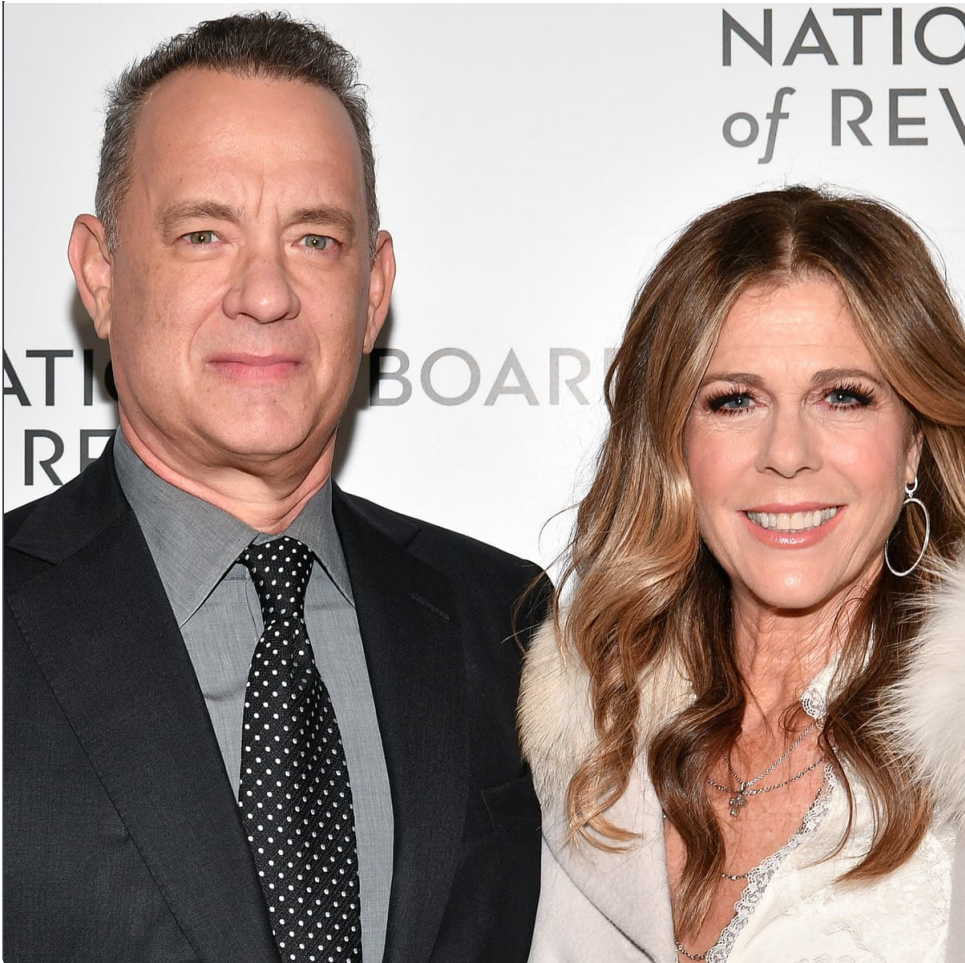I encourage everyone to get vaccinated as soon as possible!"

"Ojalá hubiera tenido acceso a esta vacuna antes de exponerme al COVID.

¡Recomiendo que todas y todos se vacunen lo antes posible!"

Tom Hanks

"I wish I had had access to this vaccine before I was exposed to COVID.

I encourage everyone to get vaccinated as soon as possible!"

M_rec_therock

Dwayne "The Rock" Johnson

"I wish I had had access to this vaccine before I was exposed to COVID.

I encourage everyone to get vaccinated as soon as possible!"

"Ojalá hubiera tenido acceso a esta vacuna antes de exponerme al COVID.

¡Recomiendo que todas y todos se vacunen lo antes posible!"

Dwayne "The Rock" Johnson

"I wish I had had access to this vaccine before I was exposed to COVID.

I encourage everyone to get vaccinated as soon as possible!"

Dr. Fauci

"I have been waiting for this vaccine!

I encourage everyone to get vaccinated as soon as possible!"

"¡He estado esperando a que llegara esta vacuna!

¡Recomiendo que todas y todos se vacunen lo antes posible!"

Dr. Fauci

"I have been waiting for this vaccine!

I encourage everyone to get vaccinated as soon as possible!"

M_rec_rickwarren: if religious and christian and not catholic and not black

Pastor Rick Warren
Founder of Saddleback Evangelical Megachurch

"My flock works to protect our spirits and our bodies.

 This vaccine is essential for protecting our bodies."

El Pastor Rick Warren
Fundador de la Iglesia Evangélica Saddleback

"Mi rebaño trabaja para proteger nuestros espíritus y nuestros cuerpos.

 Esta vacuna es esencial para proteger nuestros cuerpos."

Pastor Rick Warren
Founder of Saddleback Evangelical Megachurch

"My flock works to protect our spirits and our bodies.

 This vaccine is essential for protecting our bodies."

M_rec_warnockB: if black and religious and christian

Reverend Raphael Warnock ✔
@ReverendWarnock

I received the first dose of the COVID-19 vaccine. It's important that we trust science and listen to experts, continue to social distance, and wear a mask.

I pray that as we take these steps, we can fight this pandemic, ease the burden on our essential workers, and recover.

7:49 AM · Jan 15, 2021

♡ 20.9K 💬 2.9K 🔗 Copy link to Tweet

M_rec_kizzy: if black

Dr. Kizzy Corbett

Lead Developer of the COVID vaccine at the National Institutes of Health

"I could never sleep at night if I developed anything – if any product of my science came out – and it did not equally benefit the people that look like me. Period."

M_rec_obama: if black or latinx or other

Michelle Obama

"The COVID vaccine is our best shot at beating this virus, looking out for one another, and getting back to some of the things we miss.

Getting vaccinated will save lives – and that life could be yours."

"La vacuna contra el COVID es nuestra mejor oportunidad para poder derrotar este virus, cuidar los unos de los otros y poder volver a hacer algunas de las cosas que extrañamos.

Vacunarse salvará vidas – y esa vida podría ser la suya."

Michelle Obama

"The COVID vaccine is our best shot at beating this virus, looking out for one another, and getting back to some of the things we miss.

Getting vaccinated will save lives – and that life could be yours."

M_rec_lebronA

LeBron James

"Get vaccinated for our community.

It is safe and will save lifes!"

M_rec_lebronB

LeBron James ✔ @KingJames · Mar 10
Get vaccinated!!! Save lives and help the community!!!
#Brotherhood #BlackLivesMatter👊🏾

💬 719   ↻ 2.3K   ♡ 40.1K   ↑

M_rec_trump: if conservative

Donald J. Trump

"I would recommend the vaccine to everyone, especially people who voted for me and are reluctant.

It's a safe vaccine and it's something that works."

"Recomiendo la vacuna a todos y todas, especialmente a las personas que votaron por mí y todavía no están seguros de si quieren vacunarse.

Es una vacuna segura y es algo que funciona."

Donald J. Trump

"I would recommend the vaccine to everyone, especially people who voted for me and are reluctant.

It's a safe vaccine and it's something that works."

M_rec_tombrady: if conservative and not religious

Tom Brady

"Get vaccinated so we can get our next season back to normal!"

"¡Vacúnense para que podamos tener nuestra siguiente temporada de regreso a la normalidad!"

Tom Brady

"Get vaccinated so we can get our next season back to normal!"

M_rec_pope: if religious and catholic

Pope Francis

"I believe that morally everyone must take the vaccine.

It is the moral choice because it is about your life but also the lives of others."

El Papa Francisco

"Creo que moralmente todos y todas deben vacunarse.

Es la elección moral porque va a afectar tu vida pero también la vida de otros."

Pope Francis

"I believe that morally everyone must take the vaccine.

It is the moral choice because it is about your life but also the lives of others."

M_rec_badbunny: if latinx and age<35

Bad Bunny

"I wish I had had access to this vaccine before I was exposed to COVID.

I encourage everyone to get vaccinated as soon as possible!"

"Ojalá hubiera tenido acceso a esta vacuna antes de exponerme al COVID.

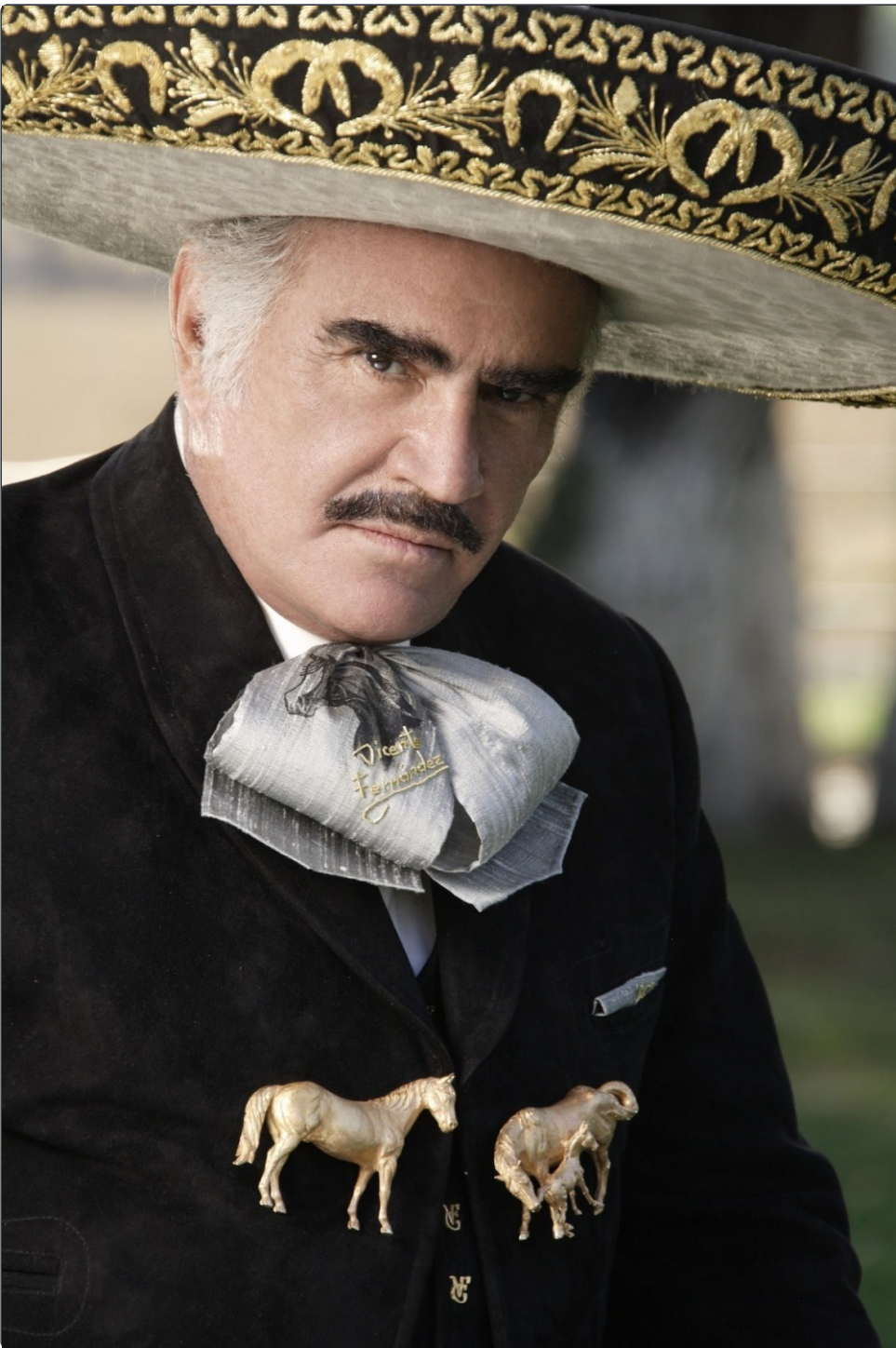¡Recomiendo que todas y todos se vacunen lo antes posible!"

Bad Bunny

"I wish I had had access to this vaccine before I was exposed to COVID.

I encourage everyone to get vaccinated as soon as possible!"

M_rec_fernandez: if latinx and age>64
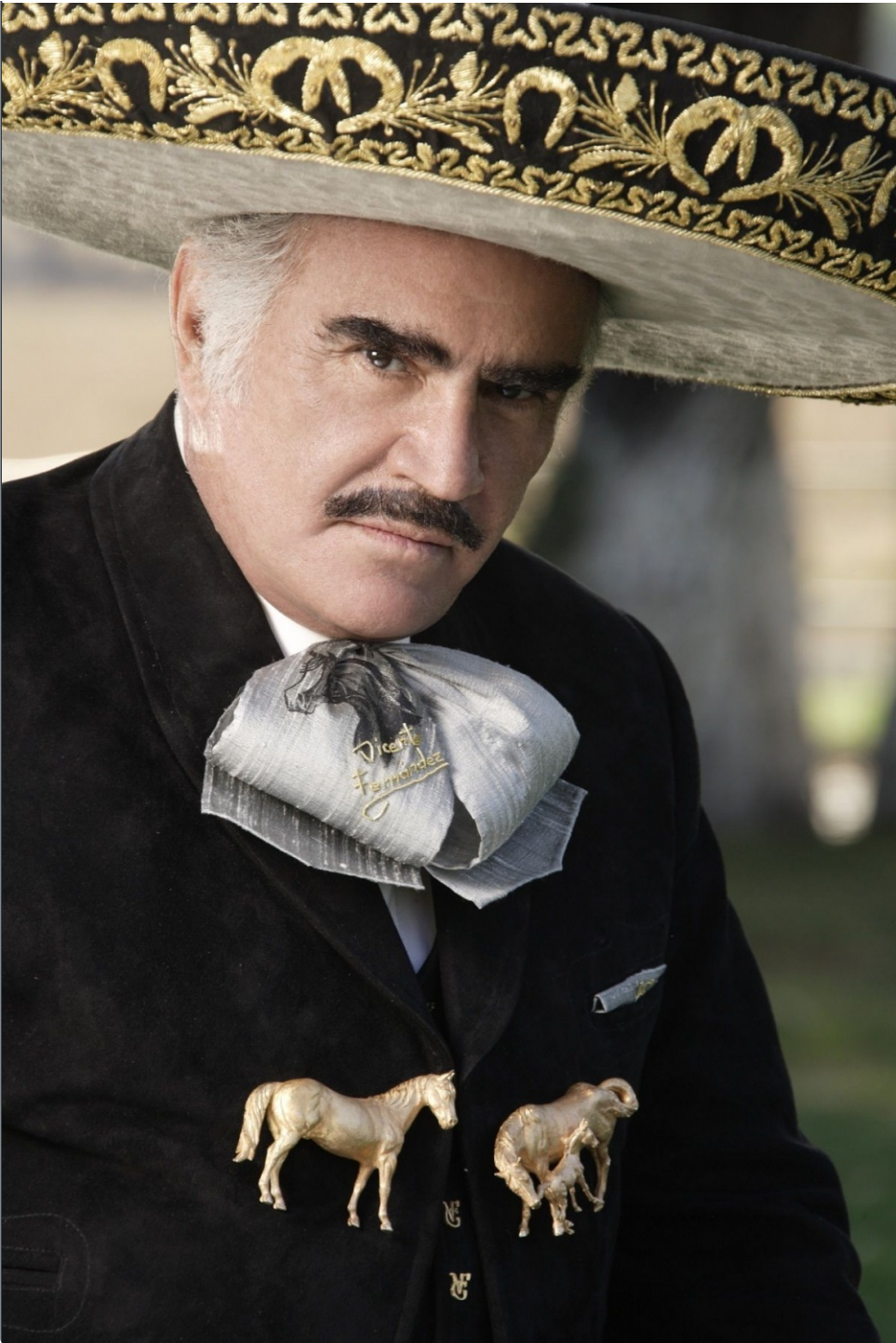

Vicente Fernández

"I have been waiting for this vaccine!

I encourage everyone to get vaccinated as soon as possible!"

"¡He estado esperando a que llegara esta vacuna!

¡Recomiendo que todas y todos se vacunen lo antes posible!"

Vicente Fernández

"I have been waiting for this vaccine!

I encourage everyone to get vaccinated as soon as possible!"

M_rec_jlo: if latinx

Jennifer Lopez

"I have been waiting for this vaccine!

I encourage everyone to get vaccinated as soon as possible!"

"¡He estado esperando a que llegara esta vacuna!

¡Recomiendo que todas y todos se vacunen lo antes posible!"

Jennifer Lopez

"I have been waiting for this vaccine!

I encourage everyone to get vaccinated as soon as possible!"

Survey, Part III: Outcome measures

[T_outcomes] Outcomes

To complete the survey, please answer the remaining 4 to 6 questions.

Your responses will be kept confidential and anonymous.

[manip_chk] In the preceding information, how many Americans have died from COVID-19?

- "Over 200,000"
- "Over 300,000"
- "Over 400,000"
- "Over 500,000"
- "Over 600,000"

[vax_likely] How likely are you to take the COVID-19 vaccine described above?

- Highly likely
- Somewhat likely
- Slightly likely
- Neither likely nor unlikely
- Slightly unlikely
- Somewhat unlikely
- Highly unlikely
- Don't know / other / prefer not to say

[vax_delay] When would you get the COVID-19 vaccine described above?

- Already have taken a vaccine dose
- As soon as possible
- When more people have been vaccinated
- Unsure when I will take the vaccine
- Unlikely to ever take the vaccine
- Definitely will not take the vaccine
- Don't know / other / prefer not to say

[covid_hist] Please describe your own experience with the COVID-19 virus:

- I have tested positive for COVID-19, and treatment involved at least one night in a hospital
- I have tested positive for COVID-19, and treatment did not involve an overnight hospital stay
- I strongly suspect that I have or have had COVID-19, but I was not tested
- I strongly suspect that I have or have had COVID-19, but the test result was negative
- I do not believe that I have had COVID-19
- Don't know / other / prefer not to say

If D_p == 1, then:

[vax_child] How likely are you to obtain for your child the COVID-19 vaccine described above?

- Highly likely
- Somewhat likely
- Slightly likely
- Neither likely nor unlikely
- Slightly unlikely
- Somewhat unlikely
- Highly unlikely
- Don't know / other / prefer not to say

Survey, Part IV: Debriefing messages

[T_debrief] Debriefing

It is still important to take safety precautions after being vaccinated.

These recommendations will change as more people are vaccinated.

Please follow updates from your public health department and the Centers for Disease Control.

COVID-19 vaccination site locations vary. Please consult your doctor or local public health department.

Any quotations in this survey may have been ficticious.

Thank you for taking our survey.

Please click next to complete.