

Questionnaire

Section 1: COVID-19 Knowledge Baseline

1. **[QINF]** Do you personally know anyone who has tested positive for COVID-19? If yes, was that a family member, a work colleague, a friend or someone else? (Please choose all that apply.)
 - a. No
 - b. Yes, myself
 - c. Yes, family member in my household
 - d. Yes, family member outside my household
 - e. Yes, a close friend
 - f. Yes, a work colleague or someone else

2. **[QSHD]** Have you been shielding because you are in a vulnerable group for coronavirus (COVID-19)?
 - a. Yes
 - b. No

3. **[QKNL]** How strongly do you agree or disagree with the following statements?

Rotate Statements	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Do not know
a) Washing hands with soap or sanitiser can help prevent the spread of coronavirus (COVID-19)	1	2	3	4	5
b) Staying indoors and reducing contact with others can help protect <u>you</u> against catching coronavirus (COVID-19)	1	2	3	4	5

c) Staying indoors and reducing contact with <u>others</u> can help protect others from catching coronavirus (COVID-19)	1	2	3	4	5
d) If you catch coronavirus (COVID-19), you can infect somebody else before you have developed symptoms	1	2	3	4	5
e) On average, before lockdown, someone with coronavirus (COVID-19) would have infected 2-3 other people	1	2	3	4	5
f) Treatments already exist to prevent you catching coronavirus (COVID-19)	1	2	3	4	5
g) Wearing a facemask in public can help prevent the spread of coronavirus (COVID-19)	1	2	3	4	5

4. [QCOVVCI] How strongly do you agree or disagree with each of the following statements?

Rotate Statements	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Do not know
a) A coronavirus (COVID-19) vaccine would only be made available to the public if it was safe	1	2	3	4	5
b) A coronavirus (COVID-19) vaccine would only be made available to the public if it was effective	1	2	3	4	5
c) A coronavirus (COVID-19) vaccine is important	1	2	3	4	5
d) A coronavirus (COVID-19) vaccine will not be compatible	1	2	3	4	5

with my religious or personal beliefs					
e) I am worried that I may contract coronavirus (COVID-19) from a COVID-19 vaccine	1	2	3	4	5
f) The benefits of accepting a COVID-19 vaccine will outweigh the risks	1	2	3	4	5

5. **[QVCI]** We will now ask you some questions about vaccines in general. How strongly do you agree or disagree with each of the following statements?

Rotate Statements	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Do not know
a) Overall, I think vaccines are important for children to have	1	2	3	4	5
b) Overall, I think vaccines are safe	1	2	3	4	5
c) Overall, I think vaccines are effective	1	2	3	4	5
d) Overall, vaccines are compatible with my religious beliefs	1	2	3	4	5

Section 2: COVID-19 Main

6. **[QSRCUK: UK only]** What sources of information do you trust regarding COVID-19?

(Please choose all that apply.)

- a. Television news
- b. Radio, podcasts and other broadcasts
- c. Newspapers and other journalism
- d. Daily government briefings
- e. National health authorities (e.g. PHE, NHS)
- f. International health authorities (e.g. WHO)
- g. Healthcare workers (e.g. doctors, nurses)
- h. Scientific experts
- i. Government websites
- j. Social media platforms (e.g. Facebook, Twitter, YouTube)
- k. Celebrities
- l. Online search engines or other websites (e.g. Google)
- m. Family and friends
- n. Work/school/college guidelines
- o. Other (specify) _____
- p. None of the above

7. **[QSRCUS: US only]** What sources of information do you trust regarding COVID-19?

(Please choose all that apply.)

- a. Television news
- b. Radio, podcasts and other broadcasts

- c. Newspapers and other journalism
 - d. White House Press briefings
 - e. State government briefings
 - f. National health authorities (e.g. CDC)
 - g. International health authorities (e.g. WHO)
 - h. Healthcare workers (e.g. doctors, nurses)
 - i. Scientific experts
 - j. Government websites
 - k. Social media platforms (e.g. Facebook, Twitter, YouTube)
 - l. Celebrities
 - m. Online search engines or other websites (e.g. Google)
 - n. Family and friends
 - o. Work/school/college guidelines
 - p. Other (specify) _____
 - q. None of the above
8. **[QCOVSELF]** If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine for yourself?
- a. Yes, definitely
 - b. Unsure, but leaning towards yes
 - c. Unsure, but leaning towards no
 - d. No, definitely not
9. **[QCOVSELFWHY: if QCOVSELF!=a]** Why are you unsure about accepting a vaccine against coronavirus (COVID-19)? (Please choose all that apply.)

- a. I do not yet know enough about how safe it would be
- b. I do not yet know about how effective it would be
- c. I do not feel I am at risk of catching the virus
- d. I would want to wait until other people had been vaccinated first
- e. I do not feel I would be seriously ill if I caught the virus
- f. I am confident there will be other effective treatments soon
- g. I am confident that I have already acquired immunity (protection) through previous infection with the virus
- h. Approval/Development for the vaccine may be rushed and it may not be thoroughly tested
- i. Other, please state _____
- j. Do not know

10. **[QCOVOTH]** If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine if it meant protecting friends, family, or at-risk groups?

- a. Yes, definitely
- b. Unsure, but leaning towards yes
- c. Unsure, but leaning towards no
- d. No, definitely not

11. **[QCOVWHEN]** When do you think the vaccine against coronavirus (COVID-19) will be publicly available for anybody to take?

- a. Less than 1 month
- b. 1 to 3 months
- c. 4 to 6 months

- d. 7 to 12 months
- e. 13 to 24 months
- f. More than 24 months
- g. I do not think a COVID-19 vaccine will ever be available
- h. Do not know

Section 3: Social Media

We will now ask you some questions about your use of social media

12. [QSOCUSE] In the past month, on average, how much time per day have you spent actively using social media?

- a. None
- b. Less than 10 minutes per day
- c. 10–30 minutes per day
- d. 31–60 minutes per day
- e. 1–2 hours per day
- f. 2–3 hours per day
- g. More than 3 hours per day

13. [QSOCTYP] What social media platforms do you use? (Please choose all that apply.)

- a. Facebook
- b. Twitter
- c. YouTube
- d. WhatsApp
- e. Instagram
- f. Pinterest

- g. LinkedIn
 - h. Other (please state) _____
 - i. None of the above
14. **[QSOCINF]** Which of these social media platforms do you receive information regarding COVID-19 from? (Please choose all that apply.)
- (Subset options from QSOCTYP)*
15. **[QSOCSHR]** With whom do you share information regarding COVID-19? (Please choose all that apply.)
- a. Family
 - b. Close friends
 - c. Friends or followers on social media
 - d. None of the above
16. **[QCIRSHR: if QSOCSHR!=d]** Which of these social media platforms do you share information regarding COVID-19 on?
- (Subset options from QSOCTYP)*

Section 4: Exposure

We will now show you 5 images, followed by a set of questions. While answering these questions, imagine these images were shared by your friends, followers or people you follow on any social media platform that you use.

(On separate pages show images in (a) Figure 1A for UK treatments, (b) Figure 1B for US treatments, and (c) Figure 2 for controls of both countries.)

17. **[QPOSTCOVSELF]** If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine for yourself?

- a. Yes, definitely
- b. Unsure, but leaning towards yes
- c. Unsure, but leaning towards no
- d. No, definitely not

18. **[QPOSTCOVSELF WHY: if QPOSTCOVSELF!=a]** Why are you unsure about accepting a vaccine against Coronavirus (COVID-19)? (Please choose all that apply.)

- a. I do not yet know enough about how safe it would be
- b. I do not yet know about how effective it would be
- c. I do not feel I am at risk of catching the virus
- d. I would want to wait until other people had been vaccinated first
- e. I do not feel I would be seriously ill if I caught the virus
- f. I am confident there will be other effective treatments soon
- g. I am confident that I have already acquired immunity (protection) through previous infection with the virus
- h. Approval/Development for the vaccine may be rushed and it may not be thoroughly tested
- i. Other, please state
- j. Do not know

19. **[QPOSTCOVOTH]** If a new coronavirus (COVID-19) vaccine became available, would you accept the vaccine if it meant protecting friends, family, or at-risk groups?

- a. Yes, definitely
- b. Unsure, but leaning towards yes
- c. Unsure, but leaning towards no

- d. No, definitely not

We will now ask you questions about each image that you were shown.

(Loop over every image $X = \{1, 2, 3, 4, 5\}$ re-shown followed by this set of questions.)

20. **[QPOSTVACX]** Overall, the information provided in this image makes me

- a. Much less inclined to be vaccinated
- b. A little less inclined to be vaccinated
- c. No less or more inclined to be vaccinated
- d. A little more inclined to be vaccinated
- e. Much more inclined to be vaccinated
- f. Do not know

21. **[QPOSTBELIEFX]** Overall, how much do you agree with the information in this image?

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree
- f. Do not know

22. **[QPOSTTRUSTX]** Overall, how much do you think this information is trustworthy?

- a. Very trustworthy
- b. Somewhat trustworthy
- c. Neither trustworthy nor untrustworthy
- d. Somewhat untrustworthy

- e. Very untrustworthy
- f. Do not know

23. **[QPOSTCHECKX]** Overall, how likely are you to fact-check the information in this image via other sources?

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely
- f. Do not know

24. **[QPOSTSHARE]** Overall, how likely are you to share this image with your friends or followers?

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely
- f. Do not know

(End loop.)

Section 5: Information sharing

Taking into account the five images we showed you, please answer the following questions

25. **[QPOSTSIM]** Have you seen similar content online in the last month on social media?

- a. Yes

- b. No
- c. Do not know

26. [QPOSTFRQ: if QPOSTSIM=a] How often have you seen similar content being shared on social media in the last one month?

- a. Multiple times a day
- b. Once or twice a day
- c. A few times a week
- d. A few times a month
- e. Never
- f. Do not know

27. [Q31b: if QPOSTSIM=a] Have you shared, liked, or commented on similar content in the last month?

- a. Yes
- b. No
- c. Do not know

Section 6: Impact of COVID-19

28. [QCOVAFF] How strongly do you agree or disagree with each of the following statements?

Rotate Statements	Strongly agree	Tend to agree	Tend to disagree	Strongly disagree	Do not know
a) COVID-19 has negatively impacted my mental health and wellbeing in the last 6 months	1	2	3	4	5

b) COVID-19 has negatively impacted my financial stability over the last 6 months	1	2	3	4	5
c) COVID-19 has severely disturbed my daily life over the last 6 months	1	2	3	4	5
d) COVID-19 has hampered my ability to socialize with family and close friends over the last 6 months	1	2	3	4	5

Section 7: Demographics

We will now ask you some questions about yourself

29. **[DGEOUK: UK only]** Please select your region and local authority

(Display drill-down menu for UK regions and local authorities.)

30. **[DGEOUS: US only]** Please select your state and county

(Display drill-down menu for US states and counties.)

31. **[DAGE]** What is your age?

(Numeric values from 18 to 120.)

32. **[DGEN]** What is your gender?

- a. Male
- b. Female
- c. Other
- d. Prefer not to answer

33. **[DEDUUK: UK only]** What is the highest level of education you have completed? If currently enrolled, mark the highest qualification received.

- a. No academic or professional qualifications
- b. 0-4 GCSE, O-level or equivalents
- c. 5+ GCSE, O-level, 1 A level, or equivalents
- d. Apprenticeship
- e. 2+ A levels, or equivalents
- f. Undergraduate degree
- g. Postgraduate degree or other professional degrees
- h. Other (e.g. vocational, foreign qualifications): _____
- i. Prefer not to answer

34. **[DEDUUS: US only]** What is the highest level of education you have completed? If currently enrolled, mark the previous grade or highest qualification received.

- a. No academic or professional qualifications
- b. Nursery or preschool through grade 12
- c. High school diploma or GED
- d. 2-year college degree
- e. 4-year college degree
- f. Postgraduate degree or other professional degrees
- g. Other: _____
- h. Prefer not to answer

35. **[DEMP]** Which of the following best describes your working status 6 months ago?

- a. Working full-time (include self-employed)
- b. Working part-time (include self-employed)
- c. Unemployed

- d. Student
- e. Looking after family or home
- f. Retired
- g. Long-term sick or disabled
- h. Prefer not to answer

36. **[DREL]** How would you describe your religious affiliation?

- a. Roman Catholic
- b. Protestant
- c. Other Christian: _____
- d. Jewish
- e. Hindu
- f. Muslim
- g. Buddhist
- h. Other: _____
- i. Atheist or agnostic
- j. Prefer not to answer

37. **[DPOLUK: UK only]** Generally speaking, do you consider yourself as

- a. Conservative
- b. Labour
- c. Liberal Democrat
- d. SNP
- e. Other: _____
- f. Don't know

- g. Prefer not to answer
38. **[DPOLUS: US only]** Generally speaking, how would you describe your political affiliation?
- a. Republican
 - b. Democrat
 - c. Independent
 - d. Don't know
 - e. Prefer not to answer
39. **[DPOLUSIND: US only, if DPOLUS=c or DPOLUS=d]** As of today, do you politically lean more towards
- a. Republican Party
 - b. Democratic Party
 - c. Don't know
 - d. Prefer not to answer
40. **[DETHUK: UK only]** Which best describes your ethnicity? (Please choose one response that best applies.)
- a. White: English/Welsh/Scottish/Northern Irish/British
 - b. White: Irish
 - c. White: Other white background
 - d. White and Black Caribbean, or White and Black African
 - e. White and Asian
 - f. Asian or Asian British: Indian
 - g. Asian or Asian British: Pakistani

- h. Asian or Asian British: Bangladeshi
- i. Asian or Asian British: Chinese
- j. Asian or Asian British: Other
- k. Black, African, Caribbean, or Black British
- l. Other: _____
- m. Prefer not to answer

41. **[DETHUS: US only]** Which best describes your ethnicity? (Please choose one response that best applies.)

- a. Non-Hispanic White
- b. Hispanic
- c. Black or African American
- d. American Indian or Alaska Native
- e. Asian
- f. Native Hawaiian or Pacific Islander
- g. Other: _____
- h. Prefer not to answer

42. **[DLANUK: UK only]** What is your main language?

- a. English
- b. Polish
- c. Punjabi
- d. Urdu
- e. Bengali
- f. Other: _____

g. Prefer not to answer

43. **[DLANUS: US only]** What is your main language?

a. English

b. Spanish

c. Chinese

d. French

e. Other: _____

f. Prefer not to answer

44. **[DINCUK: UK only]** What is your total annual household income in GBP (£) from all sources before tax?

a. Under £15,000

b. £15,000 - £24,999

c. £25,000 - £34,999

d. £35,000 - £44,999

e. £45,000 - £54,999

f. £55,000 - £64,999

g. £65,000 - £74,999

h. £75,000 - £84,999

i. £85,000 - £94,999

j. £95,000 or over

k. Prefer not to answer

45. **[DINCUS: US only]** What is your total annual household income in USD (\$) from all sources before tax?

- a. Under \$15,000
- b. \$15,000 - \$24,999
- c. \$25,000 - \$34,999
- d. \$35,000 - \$44,999
- e. \$45,000 - \$54,999
- f. \$55,000 - \$64,999
- g. \$65,000 - \$74,999
- h. \$75,000 - \$84,999
- i. \$85,000 - \$94,999
- j. \$95,000 or over
- k. Prefer not to answer

Section 8: Debrief

The aim of this study was to monitor your perceptions towards a COVID-19 vaccine and to assess whether the images we showed you changed your perceptions towards vaccinating. The images we showed you are all examples of online information that contains either misleading or incorrect information about a COVID-19 vaccine.

[UK only]

For up-to-date information surrounding the COVID-19 pandemic, please consult the NHS's coronavirus webpage <https://www.nhs.uk/conditions/coronavirus-covid-19>

[US only]

For up-to-date information surrounding the COVID-19 pandemic, please consult the coronavirus webpage at the US Centers for Disease Control <https://www.cdc.gov/coronavirus/2019-ncov/index.html>