

As part of the COVID-19 Public Education Campaign market research efforts, the COVID-19 Public Education Media Opinions Survey is a quantitative ad testing questionnaire designed for testing perceived effectiveness of campaign television ads. New or modified questions include those on intentions to get a booster shot, length of time waiting before getting a booster shot, reasons for waiting to get a booster shot (pre-test, post-test), importance of booster shots, confidence in booster shots (pre-test, post-test), relating to the message being tested, likelihood to take action based on the message, message preference for booster motivators, personally tested positive, others tested positive, and recovery from COVID-19.