

CENTER FOR PUBLIC ISSUES EDUCATION

IN AGRICULTURE AND NATURAL RESOURCES

COVID-19 Survey Instrument

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Executive Summary

COVID-19 Survey Instrument

March 2020 – January 2021

Introduction

The UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) conducted a series of national public opinion surveys to examine the perceptions of Americans related to COVID-19. The PIE Center launched the series of surveys in mid-March 2020 and has plans to continue public opinion surveys related to COVID-19 through summer 2021. In addition, the PIE Center surveyed leaders in agriculture and natural resources sectors to explore their unique concerns and beliefs early in the pandemic. This article's focus is on the resources PIE developed based on these data and the research tool used to collect data to inform the resource development. Others can evaluate specific needs in their states to create resources that meet their Extension stakeholders' needs.

Background

Survey constructs were developed for the initial survey in March 2020. Some constructs remained the same across additional survey distributions, while others evolved as the science and recommendations related to COVID-19 evolved. Surveys were conducted with :

- The American public with ~ 1,500 U.S. adults using non-probability quota sampling based on the U.S. Census.
- The surveys with the American public were conducted at four different times
 - March 13-16, 2020 (public opinion 1: PO1)
 - April 23 to May 7, 2020 (public opinion 2: PO2)
 - July 23 to August 9, 2020 (public opinion 3: PO3)
 - January 8 to January 21, 2021 (public opinion 4: PO4)
- The agriculture and natural resource leaders survey (ANR) ran from March 16 to April 21, 2020
 - 225 ANR leaders from 17 different states who participated in 8 different state agricultural leadership programs.

Outputs

Resources developed from data collected are available at <https://piecenter.com/covid-19>.

Publications

Publications from these data so far are:

Baker, L., Kandzer, M., Rampold, S., Chiarelli, C., Peterson, H., & McLeod-Morin, A. (2020). Agriculture and natural resources business owners economic and communication concerns early in the COVID-19 pandemic. *Advancements in Agricultural Development*, 1(3), 95-110. <https://doi.org/10.37433/aad.v1i3.83>

Note: We are continuing to work to publish off of this data. We have asked more questions than are currently available in this download, and we will add more questions as we publish different sections of this data.



Consent and Filters

2019 Coronavirus (COVID-19): An Examination of United States Residents' Knowledge, Perceptions, and Concerns

Thank you for your willingness to participate in this study. Please read this consent document carefully before deciding to participate.

Purpose of the research study: The purpose of this study is to understand public knowledge, perceptions, concerns, and sources of information regarding the 2019 coronavirus disease (COVID-19). Your responses will provide valuable information that will help assess public needs and guide the communication of information about COVID-19.

Time required: The questionnaire will take approximately 10-15 minutes to complete.

Confidentiality: There is a minimal risk that security of any online data may be breached, but our survey host (QUALTRICS) uses strong encryption and other data security methods to protect your information. The data will be kept on a password-protected computer to which only the researchers will have access. Your responses and identity are completely confidential and no reference will be made in any oral or written report that would link you to the study.

Risks, benefits, and compensation: There are no anticipated risks or direct benefits to you as a direct consequence of your decision to participate in this study. No compensation will be given for your participation.

Voluntary participation: While your response to this questionnaire is greatly valued, your participation is strictly voluntary. There is no penalty for not participating.

Right to withdraw from the study: Should you choose to participate, you have the right to withdraw from the study at any time without consequence.

For any general questions concerning this research study (IRB#202000655), please contact Lauri Baker via email at lauri.m.baker@ufl.edu, or by phone at (352) 273-2093. If you have questions about subjects' rights or other concerns, you may contact the UFIRB Office at irb2@ufl.edu.

[Consent] If you would like to participate in this study, please give your consent below to continue to the survey

(1) I agree to complete the following survey

(2) I do not agree to complete the following survey



Introduction

[COVID_Info] This survey is about the 2019 novel coronavirus that causes COVID-19. A novel coronavirus is a new coronavirus that has not been previously identified. COVID-19 is the name of the disease caused by this virus. The virus causing coronavirus disease 2019 (COVID-19) is not the same as the coronaviruses that commonly circulate among humans and cause mild illness, like the common cold. For the duration of this survey, “COVID-19” will be used when referring to the disease caused by this new coronavirus.

Self-Perceived Knowledge

[SKnow_] Please select the degree to which you agree with the following statements.

	Strongly Disagree [1]	Disagree [2]	Slightly Disagree [3]	Slightly Agree [4]	Agree [5]	Strongly Agree [6]
1 I am aware of the known symptoms of COVID-19.						
2 I am knowledgeable of the ways COVID-19 can be transmitted.						
3 I am aware of the current degree to which COVID-19 has spread globally (e.g. approximate number of confirmed cases and countries impacted).						
4 I am aware of the current degree to which COVID-19 has spread in the United States (e.g. approximate number of confirmed cases and states impacted).						
5 I can identify at least two preventative measures I should use to reduce my risk of contracting COVID-19.						
6 I am aware of the actions being taken in the United States to combat COVID-19.						

Objective Knowledge

[ObjKnow_1] Which of the following are primary known symptoms of COVID-19? Please check all that apply.

- Blisters on extremities (e.g. arms/hands, legs/feet)
- Cough
- Fever
- Hair loss
- Painful urination
- Rash on upper arms
- Shortness of breath
- Ulcers in mouth
- Vomiting



[ObjKnow_2] Which of the following best describes how COVID-19 is primarily spread?

- COVID-19 is spread primarily by close person-to-person contact through respiratory droplets produced by an infected person.
- COVID-19 is spread primarily through the consumption of bacteria found in raw meat.
- COVID-19 is spread **only** through contact with the blood of an infected person.
- COVID-19 is spread **only** through the exchange of bodily fluids during sexual intercourse with an infected person.

[ObjKnow_3] Which of the following are recommended methods to prevent contracting COVID-19? Please check all that apply.

- Apply sesame oil to your hands and arms
- Avoid close contact with people who are sick
- Avoid touching your eyes, nose, and mouth
- Clean or disinfect frequently touched objects such as door handles
- Increase your consumption of garlic
- Take antibiotics
- Wash your hands with soap and water for at least 20 seconds, especially after using the restroom or before eating
- Wear a facemask when in crowded areas

[ObjKnow_4] Which of the following best describes the current, **global** spread of COVID-19?

- There have been confirmed cases of COVID-19 in China **only**, and not in any other country.
- There have been confirmed cases of COVID-19 in China and in several African countries.
- There have been confirmed cases of COVID-19 in over 50 countries, **not including** the United States
- There have been confirmed cases of COVID-19 in over 50 countries, **including** the United States.

[ObjKnow_5] Which of the following best describes the current spread of COVID-19 in **the United States**?

- There have been no confirmed cases of COVID-19 in the United States.
- There have been confirmed cases of COVID-19 in the state of Washington only.
- There have been confirmed cases of COVID-19 approximately 30-40 states.
- There have been confirmed cases of COVID-19 in all 50 states.

[ObjKnow_6] Which of the following best describes when symptoms of the COVID-19 typically appear?

- Symptoms typically appear within less than 1 hour after exposure to the virus.
- Symptoms typically appear within 24 hours after exposure to the virus.
- Symptoms typically appear within 2 to 14 days after exposure to the virus.
- Symptoms do not appear until at least one month after exposure to the virus.

Public Response

Please indicate the degree to which the following statements are true of you (1 = not at all true of me; 5 = extremely true of me).

[PResp_1] In the past month, I have washed my hands more than usual because of the COVID-19.

Not at all true of me: 1_2_3_4_5 : Extremely true of me

[PResp_2] In the past month, I have avoided contact with others as much as possible because of COVID-19.

Not at all true of me: 1_2_3_4_5 : Extremely true of me

[PResp_3] In the past month, I have avoided crowded places such as restaurants or movie theaters because of COVID-19.

Not at all true of me: 1_2_3_4_5 : Extremely true of me

[PResp_4] In the past month, I have avoided traveling because of COVID-19.



Not at all true of me: 1_2_3_4_5 : Extremely true of me

[PResp_5] In the past month, I have cancelled travel plans because of COVID-19.

Not at all true of me: 1_2_3_4_5 : Extremely true of me

[PResp_6] In the past month, I have paid more attention to public health updates than usual because of COVID-19.

Not at all true of me: 1_2_3_4_5 : Extremely true of me

[PResp_7] In the past month, I have gotten a flu and/or pneumonia vaccination because of COVID-19.

Not at all true of me: 1_2_3_4_5 : Extremely true of me

Subjective Norm

Normative Beliefs

Please select the degree to which you agree or disagree with the statements below. (1 = strongly disagree; 5 = strongly agree).

[SN_1] My family members are concerned about COVID-19.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[SN_2] My friends are concerned about COVID-19.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[SN_3] Scientists are concerned about COVID-19.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[SN_4] My colleagues are concerned about COVID-19.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[SN_5] Health professionals are concerned about COVID-19.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[SN_6] Government officials are concerned about COVID-19.

Strongly disagree: 1_2_3_4_5 : Strongly agree

Motivation to Compy

Please select the degree to which you agree or disagree with the statements below. (1 = strongly disagree; 5 = strongly agree).

[MC_1] When it comes to health concerns, such as COVID-19, I value my family members' opinions.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[MC_2] When it comes to health concerns, such as COVID-19, I value my friends' opinions.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[MC_3] When it comes to health concerns, such as COVID-19, I value scientists' opinions.

Strongly disagree: 1_2_3_4_5 : Strongly agree

[MC_4] When it comes to health concerns, such as COVID-19, I value my colleagues' opinions.

Strongly disagree: 1_2_3_4_5 : Strongly agree



[MC_5] When it comes to health concerns, such as COVID-19, I value health professionals' opinions.
Strongly disagree: 1_2_3_4_5 : Strongly agree

[MC_6] When it comes to health concerns, such as COVID-19, I value government officials' opinions.
Strongly disagree: 1_2_3_4_5 : Strongly agree

Concerns

Overall Concern

[OC] On a scale of 1-5, how would you rate your overall level of concern regarding COVID-19?

Not at all concerned: 1_2_3_4_5 : Extremely concerned.

Health Concerns

[Conc_Intro] Please indicate whether you are or are not concerned about the following as being risks associated with COVID-19. If you indicate you are concerned, then please rate your level of concern (1 = only slightly concerned; 5 = extremely concerned).

[Conc_1] I am concerned that I am personally at risk of contracting COVID-19.

(1) Yes

(0) No

[Display logic ☑ If "yes" is selected, display following question. Same format for all]

[Conc_1_a] How concerned are you about this?

Only slightly concerned: 1_2_3_4_5_: Extremely concerned

[Conc_2] I am concerned that my loved ones are at risk of contracting COVID-19.

() Yes

() No

[Conc_4] I am concerned about my likeliness of coming into contact with a person infected with COVID-19.

() Yes



No

[Conc_5] I am concerned that I could die from COVID-19.

Yes

No

[Conc_6] I am concerned my loved ones could die from COVID-19.

Yes

No

[Conc_8] I am concerned that others in my state are at risk of contracting COVID-19.

Yes

No

[Conc_9] I am concerned that people in other areas of the United States are at risk of contracting the COVID-19.

Yes

No

[Conc_10] I am concerned that people in other countries are at risk of contracting COVID-19.

Yes

No

[Conc_12] I am concerned illegal immigrants and/or non-citizens currently residing in the United States will not seek medical attention if they believe they have contracted COVID-19.

Yes

No



Economic Concerns

[Econ_Conc_1] I am concerned there will be an increase in food prices because of COVID-19.

Yes

No

[Econ_Conc_2] I am concerned about the impact of COVID-19 on my state's economy.

Yes

No

[Econ_Conc_3] I am concerned about the impact of COVID-19 on the U.S. economy.

Yes

No

[Econ_Conc_4] I am concerned about the impact of COVID-19 on the global economy.

Yes

No

[Econ_Conc_A] I am concerned about the impact of COVID-19 on my personal finances.

Yes

No

[Econ_Conc_B] I am concerned about the financial impacts of COVID-19 on large U.S. corporations.

Yes

No

[Econ_Conc_C] I am concerned about the financial impacts of COVID-19 on U.S. small businesses.

Yes

No



[Econ_Conc_D] I am concerned about the financial impacts of COVID-19 on U.S. farmers and ranchers.

Yes

No

Preparedness Concerns

[PrepConc_Intro] Please indicate whether you are or are not concerned about the following regarding preparedness in dealing with COVID-19. If you indicate you are concerned, then rate your level of concern (1 = only slightly concerned; 5 = extremely concerned).

[PrepConc_1] I am concerned about my personal level of preparedness to deal with COVID-19.

Yes

No

[Display logic ☐ If “yes” is selected, display following question. Same format for all]

[PrepConc_1_a] How concerned are you about this?

Only slightly concerned: 1 _2_3_4_5_: Extremely concerned

[PrepConc_2] I am concerned about my loved ones' level of preparedness to deal with COVID-19.

Yes

No

[PrepConc_3] I am concerned about the level of preparedness of the general public in dealing with COVID-19.

Yes

No

[PrepConc_4] I am concerned about my local community's level of preparedness to deal with COVID-19.

Yes



No

[PrepConc_5] I am concerned about my state's level of preparedness to deal with COVID-19.

Yes

No

[PrepConc_6] I am concerned about the United States' level of preparedness to deal with COVID-19.

Yes

No

[PrepConc_7] I am concerned about other countries' level of preparedness to deal with COVID-19.

Yes

No

[PrepConc_8] I am concerned about health care professionals' level of preparedness to deal with COVID-19.

Yes

No

Communication Concerns

[ComConc_Intro] For the next sections, we would like to ask you some questions about your concerns about COVID-19.

Please indicate whether you are or are not concerned about the following regarding COVID-19. If you indicate you are concerned, then rate your level of concern (1 = only slightly concerned; 5 = extremely concerned).

[ComConc_1] I am concerned that I am not getting accurate information about COVID-19.

Yes

No



[ComConc_2] I am concerned that my loved ones are not getting accurate information about COVID-19.

Yes

No

[ComConc_3] I am concerned that others are not getting accurate information about COVID-19.

Yes

No

Ranking of Public Health Concerns

[RankPHConc] Please rank the following based on your level of concern.

- Zika
- Influenza
- Coronavirus COVID-19
- HIV
- SARS
- Measles
- MERS-CoV
- Rabies
- Ebola
- Nipah
- Viral Meningitis

Demographics

[Income] In 2019, what was your total family income from all sources, before taxes?

\$24,999 or less

\$25,000 to \$49,999

\$50,000 to \$74,999

\$75,000 to \$149,999

\$150,000 to \$249,999

\$250,000 or more

[Edu] What is the highest level of education you have completed?



- Less than 12th grade (did not graduate high school)
- High school graduate (includes GED)
- Some college, no degree
- 2-year college degree (Associates, Technical, etc.)
- 4-year college degree (Bachelor's, etc.)
- Graduate or Professional degree (Master's, Ph.D., M.B.A., etc.)

[PolBelief] Which of the following best describes your political beliefs or values?

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

[PolAffil] In politics today, with which of the following do you align?

- Republican
- Democrat
- Independent
- Non-affiliated

[Religion] Which of the following most closely aligns with your religious affiliation?

- Evangelical Protestant Christian
- Mainline Protestant Christian
- Historically Black Protestant Christian
- Catholic
- Jewish
- Muslim
- Hindu



- Buddhist
- No Religion
- Other _____

[Language] Which is your preferred language?

- English
- Arabic
- Chinese
- French
- Haitain Creole
- Japanese
- Portugese
- Russian
- Spanish
- Vietnamese
- Other

Display logic → If "English" is not selected, display following question [LangUse]

[LangUse] Would it be useful for you to have information about COVID-19 translated into your preferred language?

- Yes
- No

[SexID] Do you consider yourself to be: (select one answer)

- Heterosexual or straight
- Gay
- Lesbian
- Bisexual



Not listed above (please specify: ____)

[Residence] Which best describes where you live?

- A farm in a rural area
- Rural area, not a farm
- Urban or suburban area outside of the city limits
- Subdivision in a town or city
- Downtown area in a city or town

[Occupation] Which of the following best describes your occupation?

[Dropdown]

[Child] Are you a parent or guardian of children who currently live with you?

- Yes – How many? ____
- No

[Parents] Do you have living parent(s) 65 years of age or older?

- Yes
- No

[GParents] Do you have living grandparents?

- Yes
- No

[LOAtRisk] Do you have other loved ones considered “at higher risk” for COVID-19 (e.g., those with underlying medical conditions)?

- Yes



No

[AtRisk] Are you considered “at higher risk” for COVID-19 (e.g., those with underlying medical conditions)?

Yes

No

Work

[Employ] Which of the following best describes your current work/employment status due to COVID-19?

I am currently completely out of work/unemployed because of COVID-19.

I am still employed, but have experienced a significant decrease in income because of COVID-19.

I am still employed and making the same income as I was prior to COVID-19.

Not applicable because I did not work/was not employed prior to COVID-19.

Other Scale Used in Public Opinion Survey 4

In PO 4 a scale used in previous studies to measure trust in science was included. This scale is available in Nadelson et al. (2014).

Nadelson, L., Jorcyk, C., Yang, D., Smith, M. J., Matson, S., Cornell, K, & Husting, V. (2014). I just don't trust them: The development and validation of an assessment instrument to measure trust in science and scientists, *School Science and Mathematics*, 114(2), 76-86. DOI: 10.1111/ssm.12051

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