core_intro core intro

The following questions ask your opinions about flu and flu vaccines.

C5_vaccinated have you had flu vaccination

Have you already had a flu vaccination this season (since the beginning of August 2010)? 1 Yes 2 No IF have you had flu vaccination = No THEN

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| IF random choice = 1 THEN
|| C2_yn get vaccine this year
|| Will you get this year's flu vaccine?
|| 1 Yes
|| 2 No
| ELSE
|| C2_yndk get vaccine this year
|| Will you get this year's flu vaccine?
||1 Yes
|| 2 No
|| 3 Don't know
| ENDIF
```

ENDIF

percent_chance_intro percent chance intro

Now we will ask you some questions about future behaviors and uncertain outcomes. In each case, try to think about the whole range of possibilities and think about how likely they are to occur. In these questions, we will ask you about the percent chance of something happening. The percent chance must be a number from 0 to 100. You can also give numbers after the decimal point (such as 1.1). Here are some descriptions corresponding to different chances of something happening:

Absolutely will not happen = 0% chance A very small chance = Less than 1% chance A small chance = 2 to 15% chance A reasonable chance = 15 to 40% chance A pretty even chance = 40 to 60% chance A big chance = 60 to 85% chance A very big chance = 85 to 98% chance Almost certain = More than 99% chance Absolutely certain = 100% chance You can also think of percent chance as the number of times something happens out of 100. IF have you had flu vaccination = No THEN **C2** get vaccine this year What are the chances that you will get this year's flu vaccine? (Either click on the scale or type a number in the box below) Real

| IF get vaccine this year > 100 or get vaccine this year < THEN

|| **check_scale** check scale for correct answer

|| Your answers are important to us, please go back and enter a number between 0 and 100.

ENDIF

ENDIF

C3 get swine flu next month

What do you think are the chances that you will get H1N1 (swine) flu in the next month? (Either click on the scale or type your answer in the box below) Real

IF get swine flu next month > 100 or get swine flu next month < THEN

check_scale check scale for correct answer

Your answers are important to us, please go back and enter a number between 0 and 100.

ENDIF

IF get swine flu next month >= and get swine flu next month <= 1 THEN

C3_extra get swine flu next month extra

We would like to get extra information about the last question. What do you think are the chances | that you will get H1N1 (swine) flu in the next month?

1 0%

2 More than 0% and less than or equal to .001% (1/100,000)

3 More than .001% (1/100,000) and less than or equal to .01% (1/10,000)

4 More than .01% (1/10,000) and less than or equal to .1% (1/1,000)

 \mid 5 More than .1% (1/1,000) and less than or equal to 1% (1/100)

61%

ENDIF

C4 die from swine flu

If you do catch H1N1 (swine) flu, what do you think are the chances that you will die from it? (Either click on the scale or type your answer in the box below) Real

IF die from swine flu > 100 or die from swine flu < THEN

check_scale check scale for correct answer

Your answers are important to us, please go back and enter a number between 0 and 100.

ENDIF

IF die from swine flu \geq = and die from swine flu \leq = 1 THEN

C4_extra die from swine flu extra

We would like to get extra information about the last question. If you do catch H1N1 (swine) flu, what do you think are the chances that you will die from it?

what do you think are the chances that you will die from it?

| 1 0%

 \mid 2 More than 0% and less than or equal to .001% (1/100,000)

| 3 More than .001% (1/100,000) and less than or equal to .01% (1/10,000)

| 4 More than .01% (1/10,000) and less than or equal to .1% (1/1,000)
| 5 More than .1% (1/1,000) and less than or equal to 1% (1/100)
| 6 1%

ENDIF

C13_any_flu get any flu next month

Now consider flu in general (not just H1N1). What do you think are the chances that you will get any sort of flu in the next month (including H1N1 and other seasonal strains of influenza, but not including the common cold)? (Either click on the scale or type your answer in the box below) Real

IF get any flu next month > 100 or get any flu next month < THEN

check_scale check scale for correct answer

Your answers are important to us, please go back and enter a number between 0 and 100.

ENDIF

IF get any flu next month >= and get any flu next month <= 1 THEN

C13_extra chances of getting any flu extra

We would like to get extra information about the last question. What do you think are the chances that you will get any sort of flu in the next month?

|10%

| 2 More than 0% and less than or equal to .001% (1/100,000)

3 More than .001% (1/100,000) and less than or equal to .01% (1/10,000)

4 More than .01% (1/10,000) and less than or equal to .1% (1/1,000)

5 More than .1% (1/1,000) and less than or equal to 1% (1/100)

61%

ENDIF

C14_die_from chances of dying from any flu

If you do catch any flu, what do you think are the chances that you will die from it? (Either click on the scale or type your answer in the box below) Real

IF chances of dying from any flu > 100 or chances of dying from any flu < THEN

check_scale check scale for correct answer

Your answers are important to us, please go back and enter a number between 0 and 100.

ENDIF

IF chances of dying from any flu \geq = and chances of dying from any flu \leq = 1 THEN

C14_extra chances of dying from any flu extra

We would like to get extra information about the last question. If you do catch any flu, what do

| you think are the chances that you will die from it?

1 0%

 \mid 2 More than 0% and less than or equal to .001% (1/100,000)

 \mid 3 More than .001% (1/100,000) and less than or equal to .01% (1/10,000)

 \mid 4 More than .01% (1/10,000) and less than or equal to .1% (1/1,000)

 \mid 5 More than .1% (1/1,000) and less than or equal to 1% (1/100) \mid 6 1%

ENDIF

K8 government recommendations

Each year, the federal government recommends which members of the general population should get a flu vaccine. According to government recommendations, are you recommended to get the flu vaccine this flu season (August 2010 to May 2011)?

- 1 Yes
- 2 No

3 Don't know

K9 government recommendations

Please indicate whether the following statement is true or false: The seasonal flu vaccine this flu season will protect against H1N1 (swine) flu.

1 True

2 False

3 Don't know

[The following questions are displayed as a table]

K10 knowledge about the flu

In general, how much do you think you know about the flu?

[End of table display]

C1 might get sick from swine flu

How concerned are you that you might get sick from H1N1 (swine) flu?

1 Very concerned

- 2 Somewhat concerned
- 3 Not very concerned
- 4 Not at all concerned

C12_expectation if swine flu returns compare how many people infected

If the new H1N1 (swine) flu does return in this flu season (August 2010-May 2011), how many people do you expect to be infected, compared to the past flu season (August 2009-May 2010)? 1 Many fewer 2 Slightly fewer

- 3 About the same
- 4 Slightly more
- 5 Many more

C15_news source you trust most for your news

What source do you trust the most for your news? Please be as specific as possible. For example, you might trust CNN, NPR, Fox News, MSNBC, or a specific show on a network like that; a local broadcast station; PBS; or a news paper or news website; internet forum; etc. Open

S_intro intro to satisficing

The following questions ask about how you make decisions, more generally.

[The following questions are displayed as a table]

S1 tv

When I watch TV, I channel surf, often scanning through the options even while attempting to watch one program.

1 1 Completely Disagree

22

33

44

55

66

77 Completely Agree

[End of table display] [The following questions are displayed as a table]

 $S2 \ car \ radio$

When I am in the car listening to the radio, I often check other stations to see if something better is playing, even if I'm relatively satisfied with what I'm listening to.

1 1 Completely Disagree

22

33

44

55

66

7 7 Completely Agree

[End of table display]

[The following questions are displayed as a table]

S3 relationships

I treat relationships like clothing: I expect to try a lot on before I get the perfect fit.

1 1 Completely Disagree

22

33

44

55

66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S4 job

No matter how satisfied I am with my job, it's only right for me to be on the lookout for better opportunities.

1 1 Completely Disagree

- 22
- 33

44

55

66

7 7 Completely Agree

[End of table display]

[The following questions are displayed as a table]

S5 fantasize

I often fantasize about living in ways that are quite different from my actual life.

1 1 Completely Disagree

4 4 5 5

66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S6 lists

I'm a big fan of lists that attempt to rank things (the best movies, the best singers, the best athletes, the best novels, etc.).

1 1 Completely Disagree

22

33 44

55

66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S7 gift

I often find it difficult to shop for a gift for a friend.

- 1 1 Completely Disagree
- 22

33

- 44
- 55

66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S8 clothing When shopping, I have a hard time finding clothing that I really love.

1 1 Completely Disagree

2 2 3 3 4 4 5 5 6 6 7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S9 videos

Renting videos is really difficult. I'm always struggling to pick the best one.

1 1 Completely Disagree

44

55 66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S10 writing

I find that writing is very difficult, even if it's just writing a letter to a friend, because it's so hard to word things just right. I often do several drafts of even simple things.

1 1 Completely Disagree

22

33

44

55

66

77 Completely Agree

[End of table display] [The following questions are displayed as a table]

 $S11 \ \text{standards}$

No matter what I do, I have the highest standards for myself.

1 1 Completely Disagree

2 2 3 3

44

55

66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

$S12 \ \ \text{settle}$

I never settle for second best. 1 1 Completely Disagree 2 2 3 3 4 4 5 5 6 6 7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S13 opportunities

Whenever I'm faced with a choice, I try to imagine what all the other opportunities are, even ones that aren't present at the moment.

1 1 Completely Disagree 2 2 3 3 4 4 5 5 6 6 7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S14 best thing

No matter what it takes, I always try to choose the best thing. 1 1 Completely Disagree 2 2 3 3

44

4 4 5 5

66

77 Completely Agree

[End of table display] [The following questions are displayed as a table]

S15 good enough I don't like having to settle for "good enough." 1 1 Completely Disagree 2 2 3 3 4 4 5 5 6 6 7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S16 maximizer
I am a maximizer.
1 1 Completely Disagree
2 2
3 3

4 4 5 5 6 6 7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S17 wait

I will wait for the best option, no matter how long it takes.

1 1 Completely Disagree

2 2 3 3 4 4

55

66

7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S18 decisions

I am uncomfortable making decisions before I know all of my options.

1 1 Completely Disagree

22

33

44

55

66

77 Completely Agree

[End of table display] [The following questions are displayed as a table]

S19 never settle
I never settle.
1 1 Completely Disagree
2 2
3 3
4 4
5 5
6 6
7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S20 thought throughMy decisions are well thought through.1 1 Completely Disagree

22

- 33
- 44
- 55

6 6 7 7 Completely Agree

[End of table display] [The following questions are displayed as a table]

S21 alternatives

Before making a choice, I consider many alternatives thoroughly.

- 1 1 Completely Disagree
- 22
- 33
- 44

55

66

7 7 Completely Agree

[End of table display]
CS_001 HOW PLEASANT INTERVIEW
Could you tell us how interesting or uninteresting you found the questions in this interview?
1 Very interesting
2 Interesting
3 Neither interesting nor uninteresting
4 Uninteresting

5 Very uninteresting