healthwatch

COVID-19 vaccines programme

Template survey questions – vaccine experience

May 2021

About this resource

The Government COVID-19 vaccines delivery plan aims to vaccinate tens of millions of people. So far, it has vaccinated a good proportion of the UK's adult population.

We are providing this survey to support feedback of rapid insight to Government and local services about how the vaccine programme is working. You can use these template questions to help you develop a survey to gather information about people's experience of their COVID-19 vaccination appointment, as well as attitudes towards the COVID-19 vaccine and the communications around its rollout. You can adapt or add to these questions as needed, based on your local knowledge, circumstances and stakeholders.

We've focussed these template questions on experience of and communications about COVID-19 vaccinations for two reasons:

- A larger percentage of the population has now received the vaccine, so the survey template has been changed to reflect this fact.

- Surveying experiences and communications more closely will allow you to see what problems may be arising with vaccine appointments and how communications around vaccine appointments could be better delivered. For this reason, it is really important for you to record the demographics of respondents as fully as possible. We have included a full list of options. You should also think about actively targeting communities which research has shown to be more hesitant and sceptical of being vaccinated. Polling for the Royal Society for Public Health has found that people from minority ethnic communities and those from lower income areas are less likely to take up the vaccine.

There is still skip logic included to attitudinal questions for those who are yet to take the vaccine, this may be particularly important for gauging the attitudes of younger people.

How to use this survey

The questions we recommend asking are outlined overleaf. We have also marked in pink where you should use the 'logic' functionality of your chosen survey software to enable people to skip questions that no longer relevant.

Skip logic is important for this survey. This is because some people will have received two doses, one dose or no doses of the vaccine. Additionally, some people may have had issues accessing the vaccine whilst others may not have. Skip logic will move them to different parts of the survey accordingly. Analysing the data may be difficult without the use of skip logic.

The following systems have this logic function: Healthwatch website template, SurveyMonkey, SmartSurvey and Google Forms.

Recording demographics for this survey is very important. By recording demographics, you can then draw out any trends by analysing the findings against particular trends. For example, one small age group may have a particular reason for low vaccine confidence. If your online survey tool collects participant's IP addresses, you will need a strong affirmative statement noting this in line with GDPR regulation.

Let us know what you think about the COVID-19 vaccine

Please spare a few moments to tell us what you think about the COVID-19 vaccine roll-out. The NHS is doing everything it can to deliver COVID-19 vaccines in [insert location], but there might be things that can be improved.

We want to know:

- What was your experience of the vaccine appointment(s)

- Whether you would be willing to have the vaccine if you have not already had it

- What you think about information on the vaccination programme.

Your feedback is confidential but can help services spot issues affecting care for you and your loved ones.

What you think about getting the vaccine

Q1. Have you received the COVID-19 vaccine?
- Yes, both doses
- Yes, first dose
- No

IF 'Yes, both doses', question logic to Q2

If 'Yes, first dose' question logic to Q6

If 'No' question logic to Q12 (What you think of the vaccine)

Q2. Overall, how would you rate your vaccine appointments? [Select one]
- Very good
- Fairly good
- Neither good nor bad
- Fairly bad
- Very bad
- Don't know/unsure

Q3. Did you experience any difficulties when booking or attending your COVID-19 vaccine appointment(s)?
- No
- Yes

If 'No' skip to Q5

Q4. What difficulties did you experience? [Select all that apply]
- I did not feel safe at the vaccine centre
- I had difficulty getting transport to my appointment
- I found it difficult or impossible to book an appointment at a location near to my home
- I had difficulties using the online or phone booking system

- I did not feel I had enough information before my appointment
- Other [free text box – please tell us more]

Q5. Do you feel information about your vaccine appointments was communicated clearly and effectively? [Select one]

- Strongly Agree
- Agree
- Neither Agree nor disagree
- Disagree
- Strongly disagree
- Don't know/unsure

Skip to Q14

Q6. Overall, how would you rate your first COVID-19 vaccine appointment? [select one]

- Very good
- Fairly good
- Neither good nor bad
- Fairly bad
- Very bad
- Don't know/unsure

Q7. Did you experience any difficulties when booking or attending your first COVID-19 vaccine appointment?
- No
- Yes

If 'No' skip to Q9

Q8. What difficulties did you experience? [Select all that apply]
- I did not feel safe at the vaccine centre
- I had difficulty getting transport to my appointment
- I found it difficult or impossible to book an appointment at a location near to my home
- I had difficulties using the online or phone booking system
- I did not feel I had enough information before my appointment
- Other [free text box – please tell us more]

Q9. Do you feel information about your first vaccine appointment was communicated clearly and effectively? [Select one]

- Strongly Agree
- Agree
- Neither Agree nor disagree
- Disagree
- Strongly disagree
- Don't know/unsure

Q10. Is there anything you are concerned about for your second vaccine appointment?
- No
- Yes

If 'No' skip to Q14

Q11. What concerns do you have about your second vaccine appointment? [Select as many as apply]

- I feel I should have been contacted by now to make an appointment
- I will not receive it within the recommended efficacy period
- I am concerned about the news around blood clots
- I am concerned about information I have seen in the media (TV, newspaper, Radio) since my first vaccine appointment
- I am concerned about information I have seen on social media since my first vaccine appointment
- I am concerned about information I have heard from family and friends since my first vaccine appointment
- I am concerned about information I received from a health care professional since my first vaccine appointment
- I had a bad experience attending my first vaccine appointment
- I had side effects after the first dose
- My second dose appointment is at a different location to my first
- I'm worried that I won't get the same vaccine as I had for the first dose
- Other [free text box – please tell us more]

Skip to Q14

What you think about getting the vaccine – for those who are yet to receive the vaccine

Q12. Do you intend to get the COVID-19 vaccine when it is made available to you at no charge through the NHS?
- Definitely will
- Probably will
- Not sure
- Probably Not
- Definitely Not

IF 'definitely will' or 'probably will' Skip to Q14

Q13. If you are unsure or do not want to receive the COVID-19 vaccine, please tell us why:

[free text box]

Tell us a bit more about you

By telling us more information about yourself, you can help us better understand how people's experiences may differ depending on their personal characteristics. However, if you do not wish to answer these questions you do not have to.

Healthwatch will be using participant demographic information to inform its research. Namely, to show trends in demographic data, such as age or gender. The data will not be shared with any third-party organisation and no individual will be identified personally.

Q14. Please tell us which age category you fall into:

- 13 – 17 years
- 18 – 24 years
- 25 – 34 years

- 35 – 44 years
- 45 – 54 years
- 55 – 64 years
- 65 – 74 years
- 75+ years
- I'd prefer not to say

Q15. Please tell us which gender you identify with:

- Woman
- Man
- Non-binary
- Other
- I'd prefer not to say

Q16. Is your gender different to the sex that was assigned to you at birth?

- Yes
- No
- I'd prefer not to say

Q17. Please select your ethnic background:

- Arab
- Asian / Asian British: Bangladeshi
- Asian / Asian British: Chinese
- Asian / Asian British: Indian
- Asian / Asian British: Pakistani
- Asian / Asian British: Any other Asian / Asian British background
- Black / Black British: African
- Black / Black British: Caribbean
- Black / Black British: Any other Black / Black British background
- Gypsy, Roma or Traveller
- Mixed / Multiple ethnic groups: Asian and White
- Mixed / Multiple ethnic groups: Black African and White
- Mixed / Multiple ethnic groups: Black Caribbean and White
- Mixed / Multiple ethnic groups: Any other Mixed / Multiple ethnic background
- White: British / English / Northern Irish / Scottish / Welsh
- White: Irish
- White: Any other White background
- Another ethnic background
- I'd prefer not to say

Q18. Please tell us which sexual orientation you identify with:

- Asexual
- Bisexual
- Gay
- Heterosexual / Straight
- Lesbian
- Pansexual
- Other
- I'd prefer not to say

Q19. Please tell us about your religion or beliefs:

- Buddhist
- Christian
- Hindu
- Jewish
- Muslim
- Sikh
- No religion
- Other
- I'd prefer not to say

Q20. Please tell us about your marital or civil partnership status:

- Single
- Married
- In a civil partnership
- Cohabiting
- Separated
- Divorced / dissolved civil partnership
- Widowed
- I'd prefer not to say

Q21. Are you currently pregnant or have you been pregnant in the last year?

- Yes
- No
- I'd prefer not to say

Q22. Do you consider yourself to be a carer, have a disability or a long-term health condition? (Please select all that apply):

- Yes, I consider myself to be a carer
- Yes, I consider myself to have a disability
- Yes, I consider myself to have a long-term condition
- None of the above
- I'd prefer not to say