

VACC - June 2024 APPC VACCINE MESSAGING OMNIBUS

June 26, 2024

Overview

This study was conducted by SSRS on its Opinion Panel Omnibus platform. The SSRS Opinion Panel Omnibus is a national, twice-per-month, probability-based survey. Data collection was conducted from June 7 – June 10, 2024, among a sample of 1,031 respondents. The survey was conducted via web (n=1,001) and telephone (n=30) and administered in English (n=1,005) and Spanish (n=26). The margin of error for total respondents is +/-3.5 percentage points at the 95% confidence level. All SSRS Opinion Panel Omnibus data are weighted to represent the target population of U.S. adults ages 18 or older.

RAW1. As far as you know, is raw milk [safer to drink than pasteurized milk], [less safe to drink than pasteurized milk], [just as safe to drink as pasteurized milk], or are you not sure?

- 001 Less safe to drink
- 002 Safer to drink
- 003 Just as safe to drink
- 998 Or are you not sure?
- 999 **[PN: IF CATI:]** (DO NOT READ) Refused
- 999 **[PN: IF WEB:]** Decline/Web blank

| N | Less safe | Safer | Just as safe | Or are you not sure? |
|------|-----------|-------|--------------|----------------------|
| 1031 | 47 | 9 | 15 | 30 |

RAW5. As far as you know, how effective, if at all, is pasteurization at killing bacteria and viruses in raw milk that can make you sick?

- 004 Very effective
- 003 Somewhat effective
- 002 Not too effective
- 001 Not at all effective
- 998 or are you not sure?
- 999 **[PN: IF CATI:]** (DO NOT READ) Refused
- 999 **[PN: IF WEB:]** Decline/Web blank

| N | NET Ineffective | NET Effective | Not at all | Not too | Somewhat | Very | Or are you not sure? |
|------|-----------------|---------------|------------|---------|----------|------|----------------------|
| 1031 | 4 | 75 | 1 | 3 | 22 | 54 | 20 |

RAW6. As far as you know, does pasteurization ...

[PN: IF CATI:] (READ LIST).

- 001 destroy the nutrients in milk
- 002 not destroy the nutrients in milk
- 998 or are you not sure?
- 999 [PN: IF CATI:] (DO NOT READ) Refused
- 999 [PN: IF WEB:] Decline/Web blank

| N | Destroy | Not Destroy | Or are you not sure? |
|------|---------|-------------|----------------------|
| 1031 | 16 | 43 | 41 |