
Cardiovascular Disease patient Health Communication Preference Questionnaire

We are faculty members and postgraduate students from the Chronic Disease Management research group at Harbin Medical University. We cordially invite you to take part in a survey aimed at understanding the preferences of cardiovascular disease patients regarding community health communication initiatives. This will aid us in enhancing the effectiveness of community-based cardiovascular health outreach programs. Please rest assured that the survey data and outcomes will be utilized solely for project analysis, and your confidentiality will be strictly maintained in accordance with the Statistics Act. We appreciate your honest responses to the questions in the survey. Thank you for your valuable contribution and support!

Do you have cardiovascular disease (hypertension, hyperlipidemia, coronary heart disease, stroke, diabetes, chronic heart failure, etc.)?

- ① Yes
- ② No (no follow-up questions required)

Part 1 Basic Information

1.1 Your gender [single choice]

- ① Male
- ② Female

1.2 Your date of birth: _____ (Fill in the blank)

1.3 Your education level [single choice]

- ① Primary school and below
- ② Middle school
- ③ High school/Secondary school/Vocational high school
- ④ Junior college
- ⑤ Undergraduate
- ⑥ Graduate student and above

1.4 Your household registration [single choice]

- ① Rural ② Urban

1.5 Your living status [multiple choice]

- ① Living with spouse
- ② Living with children
- ③ Living with parents or other relatives
- ④ Living with friends/Classmates/Colleagues
- ⑤ Living alone

1.6 Your ethnic group [Single choice]

- ① Han nationality ② Other

1.7 Your marital status [single choice]

- ① Unmarried

② Married

③ Widowed or divorced

1.8 Your monthly income [single choice]

① Less than 2000 yuan

② 2000-3999 yuan

③ 4000-5999 yuan

④ 6000-7999 yuan

⑤ 8000-9999 yuan

⑥ More than 10000 yuan

1.9 Your employment status [single choice]

① Student

② Employed

③ Retired

④ Unemployed

1.10 Your occupation [single choice]

① Heads of state organs, party and mass organizations, enterprises, institutions

② Professional and technical personnel

③ Office personnel and related personnel

④ Commercial, service personnel

⑤ Agricultural, forestry, animal husbandry, fishing, water production personnel

⑥ Production, transportation equipment operators and related personnel

⑦ Military

⑧ Inconvenient classification of other practitioners

1.11 Do you have a family history of cardiovascular disease (hypertension, hyperlipidemia, coronary heart disease, stroke, diabetes, chronic heart failure, etc.) ?[single choice]

① Yes

② No

1.12 Your type of social medical insurance is [single choice]

① All-public

② Basic medical insurance for urban workers

③ Medical insurance for urban and rural residents (including the original basic medical insurance for urban residents and the new rural cooperative medical insurance)

④ Poverty relief

⑤ Full self-pay

⑥ Other

1.13 Do you have commercial medical insurance? [single choice]

① Yes

② No

1.14 Do you have a medical background or occupation related to medicine? [single choice]

① Yes

② No

1.15 Do your relatives and friends have a medical background or occupation related to medicine? [single choice]

① Yes

② No

Part 2 Health-Related Behaviors

2.1 Your Drinking Status [single choice]

① Never

② Occasionally

③ Often

④ Every day

2.2 Your dietary preferences are [multiple choice]

① Balanced diet of meat and vegetables

② Meat-based diet

③ Plant-based diet

④ High salt preference

⑤ High fat preference

⑥ High sugar preference

2.3 Your smoking status is [single choice]

① Never smoked

② Quit smoking

③ Current smoker

2.4 Your exercise frequency is [single choice]

① More than 6 times per week, each session over 30 minutes

② 4-5 times per week, each session over 30 minutes

③ 2-3 times per week, each session over 30 minutes

④ Once a week, each session over 30 minutes

⑤ Never exercise

2.5 Your health check-up frequency is [single choice]

① Every six months

② Once a year

③ Every two years or longer

④ Never

2.6 Have you seen a doctor in the past 6 months? [single choice]

① Yes

② No

2.7 Have you been hospitalized for cardiovascular diseases (hypertension, hyperlipidemia, coronary heart disease, stroke, diabetes, chronic heart failure, etc.) in the last 6 months? [single choice]

① Yes

② No

Part 3 Health communication preference

Cardiovascular Disease Health Communication Preference Questionnaire One

Please note that the health communication preference plan for patients with cardiovascular diseases is not based on real situations, but is hypothetical. If you were to encounter such a situation, which plan would you prefer to choose? There are eight groups of forms in this part, please be sure to choose one of the three plans of each group of forms that you prefer (you can also choose Plan C: Neither A nor B), there is no need to compare the eight groups of forms, you need to understand the following meanings before making a choice:

- Physician: physician in community health service centers and physician in second and third-level general hospitals
- Health care practitioners: private health Physician, dietitians, health managers and other health practitioners
- Healthy lifestyle knowledge: including exercise, dietary nutrition and other knowledge
- Disease-related knowledge: disease onset knowledge, drug knowledge, first-aid knowledge, etc.
- Online channels: online mainly refers to the use of the Internet a series of situations and actions achieved by virtual media without face-to-face conversation and interaction, online health information communication channels include wechat groups, public accounts, health websites, health apps, etc.
- Offline channels: refers to a series of activities that actually happen, face to face, people have physical dynamics, or things really have physical existence. Offline health information dissemination channels include lectures, consultations, free clinics, and patient clubs.

3.1 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Health care practitioners	Physician	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	Mental health knowledge	
Health information communication channel	Offline	Online	

Health information form	Text + picture	Video + audio	
Cost willing to pay each time	25 yuan/time	100 yuan/time	
The plan you selected is			

3.2 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Disease prevention and control or health education professionals	Physician	Neither A nor B
Health information communication content	Mental health knowledge	TCM health care knowledge	
Health information communication channel	Offline	Online and offline combination	
Health information form	Text + picture + video	Text + picture	
Cost willing to pay each time	0 yuan/time	50 yuan/time	
The plan you selected is			

3.3 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Physician	Health care practitioners	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	Mental health knowledge	
Health information communication channel	Offline	Online	
Health information form	Text + picture + video	Text + picture	
Cost willing to pay each time	100 yuan/time	0 yuan/time	
The plan you selected is			

3.4 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Disease prevention and control or health education professionals	Health care practitioners	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	TCM health care knowledge	
Health information communication channel	Online	Offline	
Health information form	Video	Text + picture + video	
Cost willing to pay each time	25 yuan/time	0 yuan/time	
The plan you selected is			

3.5 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Disease prevention and control or health education professionals	Physician	Neither A nor B
Health information communication content	Disease-related knowledge	Mental health knowledge	
Health information communication channel	Online and offline combination	Offline	
Health information form	Video	Video + audio	
Cost willing to pay each time	0 yuan/time	25 yuan/time	
The plan you selected is			

3.6 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Health care practitioners	Disease prevention and control or health education professionals	Neither A nor B
Health information communication content	Disease-related knowledge	TCM health care knowledge	
Health information communication channel	Online and offline combination	Offline	
Health information form	Text + picture + video	video	
Cost willing to pay each time	100 yuan/time	0 yuan/time	
The plan you selected is			

3.7 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Disease prevention and control or health education professionals	Health care practitioners	Neither A nor B
Health information communication content	Disease-related knowledge	Healthy lifestyle knowledge	
Health information communication channel	Online and offline combination	Online	
Health information form	Video + audio	Video	
Cost willing to pay each time	25 yuan/time	100 yuan/time	
The plan you selected is			

3.8 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
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Health information communicator	Health care practitioners	Physician	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	Mental health knowledge	
Health information communication channel	Offline	Online	
Health information form	Text + picture	Video + audio	
Cost willing to pay each time	25 yuan/time	100 yuan/time	
The plan you selected is			

Part 3 Health communication preference

Cardiovascular Disease Health Communication Preference Questionnaire Two

Please note that the health communication preference plan for patients with cardiovascular diseases is not based on real situations, but is hypothetical. If you were to encounter such a situation, which plan would you prefer to choose? There are eight groups of forms in this part, please be sure to choose one of the three plans of each group of forms that you prefer (you can also choose Plan C: Neither A nor B), there is no need to compare the eight groups of forms, you need to understand the following meanings before making a choice:

- Physician: physician in community health service centers and physician in second and third-level general hospitals
 - Health care practitioners: private health Physician, dietitians, health managers and other health practitioners
 - Healthy lifestyle knowledge: including exercise, dietary nutrition and other knowledge
 - Disease-related knowledge: disease onset knowledge, drug knowledge, first-aid knowledge, etc.
 - Online channels: online mainly refers to the use of the Internet a series of situations and actions achieved by virtual media without face-to-face conversation and interaction, online health information communication channels include wechat groups, public accounts, health websites, health apps, etc.
 - Offline channels: refers to a series of activities that actually happen, face to face, people have physical dynamics, or things really have physical existence. Offline health information dissemination channels include lectures, consultations, free clinics, and patient clubs.

3.1.1 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Physician	Disease prevention and control or health education professionals	Neither A nor B
Health information communication content	TCM health care knowledge	Healthy lifestyle knowledge	
Health information communication channel	Online and offline combination	Offline	
Health information form	Video	Text + picture	
Cost willing to pay each time	25 yuan/time	50 yuan/time	
The plan you selected is			

3.1.2 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
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Health information communicator	Physician	Health care practitioners	Neither A nor B
Health information communication content	Disease-related knowledge	TCM health care knowledge	
Health information communication channel	Offline	Online and offline combination	
Health information form	Text + picture	Text + picture + video	
Cost willing to pay each time	0 yuan/time	25 yuan/time	
The plan you selected is			

3.1.3 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Health care practitioners	Disease prevention and control or health education professionals	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	TCM health care knowledge	
Health information communication channel	Online and offline combination	Online	
Health information form	Video + audio	Text + picture + video	
Cost willing to pay each time	0 yuan/time	50 yuan/time	
The plan you selected is			

3.1.4 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Health care practitioners	Disease prevention and control or health education professionals	Neither A nor B
Health information communication content	Disease-related knowledge	Mental health knowledge	
Health information communication channel	Online	Online and offline combination	
Health information form	Video + audio	Text + picture	
Cost willing to pay each time	50 yuan/time	100 yuan/time	
The plan you selected is			

3.1.5 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Physician	Disease prevention and control or health education professionals	Neither A nor B
Health information communication content	Mental health knowledge	TCM health care knowledge	

Health information communication channel	Online and offline combination	Online	
Health information form	Video	Video + audio	
Cost willing to pay each time	50 yuan/time	100 yuan/time	
The plan you selected is			

3.1.6 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Disease prevention and control or health education professionals	Physician	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	Disease-related knowledge	
Health information communication channel	Online and offline combination	Online	
Health information form	Video + audio	Text + picture	
Cost willing to pay each time	50 yuan/time	25 yuan/time	
The plan you selected is			

3.1.7 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Physician	Health care practitioners	Neither A nor B
Health information communication content	Healthy lifestyle knowledge	Disease-related knowledge	
Health information communication channel	Online	Offline	
Health information form	Text + picture + video	Video	
Cost willing to pay each time	0 yuan/time	100 yuan/time	
The plan you selected is			

3.1.8 Please draw "√" under the following three sets of solutions that you prefer.

Attribute	Plan A	Plan B	Plan C
Health information communicator	Physician	Disease prevention and control or health education professionals	Neither A nor B
Health information communication content	TCM health care knowledge	Healthy lifestyle knowledge	
Health information communication channel	Online and offline combination	Offline	
Health information form	Video	Text + picture	
Cost willing to pay each time	25 yuan/time	50 yuan/time	

The plan you selected is			
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Part 4 Health information literacy

4.1 Have you searched for information related to cardiovascular diseases in the past 6 months? [single choice]

- ① Yes
- ② No

4.2.1 What are your usual ways of obtaining health knowledge? [single choice]

- ① I don't know (No need to answer question 6.2.2, please proceed to question 6.3.1)
- ② I usually obtain health knowledge through the following ways (Please answer question 6.2.2)

4.2.2 Ways of obtaining health knowledge: [multiple choice]

- ① Talking with family and friends
- ② Listening to the radio, watching TV
- ③ Consulting doctors, health lectures
- ④ Health books, magazines
- ⑤ The Internet

4.3.1 In daily life, which aspects of health-related information do you pay more attention to? [single choice]

- ① I don't know (No need to answer question 6.3.2, please proceed to question 6.4.1)
- ② I pay more attention to the following aspects of health-related information (Please answer question 6.3.2)

4.3.2 Health information of concern:[single choice]

- ① Chronic disease prevention
- ② Health preservation and wellness
- ③ Drug instructions
- ④ Diet and nutrition
- ⑤ Living environment
- ⑥ Popular science knowledge
- ⑦ Medical professional knowledge
- ⑧ Other

4.4.1 Which health websites have you visited? [single choice]

- ① I have not visited any (No need to answer question 6.4.2, please proceed to question 6.5.1)
- ② I have visited the following health websites (Please answer question 6.4.2)

4.4.2 Health websites visited [multiple choice]

- ① 39 Health Net
- ② People's Daily Health Channel
- ③ Jinshan Health Net

④ Health Times Net

⑤ Phoenix Health Channel

⑥ Other

4.5.1 Do you use internet search engines? [single choice]

① No (No need to answer question 6.5.2, please proceed to question 6.6.1)

② Yes (Please answer question 6.5.2)

4.5.2 Which internet search engines are you aware of? [multiple choice]

① Baidu

② Google

③ Yahoo

④ Sina

⑤ Youdao

⑥ Sogou

⑦ Other _____

4.6.1 Do you know how to obtain health information from the internet? [single choice]

① No (No need to answer question 6.6.2, please proceed to question 6.7.1)

② I am aware of the following methods to obtain health information from the internet (Please answer question 6.6.2)

4.6.2 Methods you know to obtain health information from the internet: [multiple choice]

① Search engines

② Health websites

③ Medical databases

④ Other _____

4.7.1 What do you think determines the quality of health knowledge disseminated by the media? [single choice]

① No (No need to answer question 6.7.2, please proceed to question 6.8.1)

② The following factors: (Please answer question 6.7.2)

4.7.2 Please select the following factors [multiple choice]

① The media's influence

② Expert involvement

③ The host's popularity

④ The timeliness of health knowledge

⑤ Other _____

4.8 When you learn that one of your habits or behaviors (such as high-salt diet, smoking, staying up late, etc.) can harm your health, you will:

[single choice]

-
- ① Feel indifferent
 - ② Have some concerns but do not want to change your habits or behaviors
 - ③ Hope to try to change your habits or behaviors
 - ④ Take immediate action to get rid of bad habits or behaviors

4.9 Are you willing to share health-related information with people around you? [single choice]

- ① Never communicate with anyone
- ② Only communicate with family or close friends
- ③ Communicate if others initiate the conversation
- ④ Actively communicate with people around you

4.10.1 Through which ways do you communicate health information with others? [single choice]

- ① I don't know (No need to answer question 6.10.2, please proceed to question 6.11.1)
- ② I communicate health information with others through the following ways: (Please answer question 6.10.2)

4.10.2 Please select the following ways [multiple choice]

- ① Verbal conversations
- ② Text messages or phone calls
- ③ QQ, Weibo, WeChat
- ④ Participate in public welfare activities
- ⑤ Other _____

Please indicate your attitude towards the following questions [Matrix single choice].

	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
4.11 I believe that health-related information is very important.	☐	☐	☐	☐	☐
4.12 I am willing to actively seek out health-related information.	☐	☐	☐	☐	☐
4.13 I lack confidence in obtaining the health-related information I need.	☐	☐	☐	☐	☐
4.14 When I have health issues, I know what kind of health information I need.	☐	☐	☐	☐	☐
4.15 I cannot clearly express my health information needs to others.	☐	☐	☐	☐	☐
4.16 I pay attention to and remember information that could be helpful for the health of myself or my family.	☐	☐	☐	☐	☐
4.17 I summarize and organize the health information I obtain.	☐	☐	☐	☐	☐
4.18 I connect newly acquired health knowledge with what I already know.	☐	☐	☐	☐	☐
4.19 I can understand the content in drug instructions regarding the drug's indications, dosage, and contraindications.	☐	☐	☐	☐	☐
4.20 When communicating with doctors, I find it difficult to understand what they say.	☐	☐	☐	☐	☐

4.21 I consider the reliability of the health information I obtain.	☐	☐	☐	☐	☐
4.22 I believe that having accurate and complete health-related information is important for making health decisions.	☐	☐	☐	☐	☐
4.23 I am willing to apply the health information I acquire to myself or the people around me.	☐	☐	☐	☐	☐
4.24 I often discuss other people's health issues or illness conditions with friends.	☐	☐	☐	☐	☐
4.25 Unless necessary, I am reluctant to disclose my health privacy to others.	☐	☐	☐	☐	☐
4.26 I will not disseminate unverified health-related information.	☐	☐	☐	☐	☐
4.27 I prefer to interpret health-related information based on my own understanding.	☐	☐	☐	☐	☐

Please rate your ability to use the following media [Matrix single choice].

	Very proficient	Fairly proficient	Average	Somewhat skilled	Never used
4.28 Traditional media such as television and radio.	☐	☐	☐	☐	☐
4.29 Books and magazines.	☐	☐	☐	☐	☐
4.30 Mobile devices such as smartphones and tablets.	☐	☐	☐	☐	☐

Thank you for your response!