The Impact of Messaging and Incentives on Survey Response Rates to Understand Barriers COVID-19 Testing in the United States

Researchers:

Marcella Alsan

Abhijit Banerjee

Emily Breza

Arun Chandrasekhar

Esther Duflo

Ben Olken

Sector(s): Health

J-PAL office: J-PAL North America

Location: Minnesota, United States of America

Target group: Adults

Outcome of interest: Attitudes and norms Take-up of program/social service/healthy behavior

Intervention type: Health care delivery Nudges and reminders COVID-19 response

AEA RCT registration number: AEARCTR-0006278

To better understand barriers to COVID-19 testing for underserved communities, researchers evaluated the impact of varying flyer messaging and survey incentive rates on survey responses. Researchers will use survey responses to identify the most important barriers to testing and potential community leaders to effectively disseminate vital public health information. This research is ongoing and results are forthcoming.