

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

**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.