

The Market Research emergency clearance package OMB approved in January 2021 covers a series of Message Matrix Surveys to evaluate, validate, and prioritize messages for various audiences. The survey tests messages and proof points to help determine which works best; and also identifies which messages and proof points work across multiple audiences or require more nuance. As noted within the original submission, the composition of audiences and content will change between iterations to accommodate the current state of COVID-19 and COVID-19 vaccination.

As such, we revised messages to test to include new data related to COVID-19 vaccines, changes in CDC-approved language, and new messaging approaches that we have not previously tested. We also updated the questionnaire to simplify post-test answer choices for participants. Since we are not conducting research with a test-to-treat audience, we removed these messages and evaluation questions from the questionnaire.

As in previous waves of the study, we will recruit 3,000 participants for the updated vaccine eligible study, 250 Spanish-speaking and updated vaccine eligible participants, 1,000 participants for the parents study, and 250 Spanish-speaking parent participants. The number of participants has increased to accommodate new research with Spanish-speaking audiences. In general, we will recruit participants with a variety of demographic to match the general U.S. population by gender, age, education, race/ethnicity, and geographic region.

Approval of these changes allows the program to conduct a study consistent with the current environment in order to secure actionable insights to inform the ongoing HHS ASPA COVID-19 Public Education Campaign.