

As part of the COVID-19 Public Education Campaign market research efforts, the Current Events Tracker (CET) is a flexible survey vehicle designed for easy addition or removal of questions as applicable to the current environment. This wave re-fields questions on reasons for not getting and updated vaccine, awareness of rebound cases, and rebound cases and treatment/vaccine confidence. New or modified questions include understanding of the word “variant”, interest in COVID information, reactions to call to action statements, variant knowledge and opinions, and testing new messages.