

**Department of Labor  
Employment and Benefits Security Administration  
Brand Lift Study  
Updated 6/28/24**

**Purpose:** To measure the impact of the refreshed Mental Health Parity and Addiction Equity Act (MHPAEA) campaign ads on desired outcomes. For example, the extent that exposure to ads increased our audience's familiarity and trust with EBSA and their future intentions to visit the website. The results are used for 1) short-term optimization while a campaign is in flight; and for 2) tracking shifts in audience's perceptions and intentions towards EBSA and its resources over the duration of a campaign. This research provides real-time measurement while the campaign is live (in flight) and allows for a comparison group of people not exposed to campaign ads for a more robust comparison.

**Target Audience:** People who receive MHPAEA ads on digital and social channels during the campaign, and a comparison group of people who do not receive MHPAEA ads.

**Methodology:** CMRignite will distribute a digital survey to approximately 800 people: 400 who have been recently exposed to MHPAEA campaign ads and 400 people who have not throughout the duration of the campaign. We anticipate launching the survey by July 26 through approximately September 14, 2024. All respondents have previously opted to participate in survey.

---

**Survey Questions**

*Text in color, bold, or brackets is for survey programmers and will not be shown to the survey respondents.*

*The OMB control number for this collection is 1225-0093 and expires on 02/29/2027. According to the Paperwork Reduction Act of 1995, no person is required to respond to a collection of information unless such collection displays a valid OMB control number. Collection of this information is authorized by OMB. The obligation to respond to this collection is voluntary. We estimate it takes about 20 minutes to complete.*

**INTRODUCTION**

Thank you for taking the time to participate in our survey. We value your privacy - your identity and responses are strictly confidential and will be used for research and informational purposes only. Thank you in advance for your thoughtful input.

## Survey Questions

### **FILTER Q1 - CATEGORY ENGAGEMENT**

[SINGLE RESPONSE]

How frequently do you look for information about you or a loved one's rights related to mental health or substance use disorder benefits as part of a health plan? (Select one)

1. Never
2. Once a month
3. Once every few months
4. Once a year
5. I don't know

### **KPI Q2 - UNAIDED BRAND AWARENESS**

[OPEN END: 5 DISTINCT BOXES]

When thinking of rights related to mental health or substance use disorder health plan benefits, what organizations come to mind? Please enter one organization per box.

### **KPI Q3 - AIDED BRAND AWARENESS**

[SINGLE RESPONSE GRID]

[RANDOMIZE ROWS]

You may have already mentioned this, but have you heard of any of the following organizations that provide information about rights related to mental health or substance use disorder health plan benefits? (Select one answer for each)

[COLUMNS]

1. Yes
2. No

[ROWS]

1. Employee Benefits Security Administration (EBSA)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Centers of Medicare & Medicaid Services (CMS)
4. National Alliance on Mental Illness (NAMI)
5. Mental Health America

99. None of these [MUTUALLY EXCLUSIVE]

**TERMINATE IF SELECTED 'NO' FOR ALL BRANDS**

### **KPI Q4 - FAMILIARITY**

**Commented [HT1]:** These are all organizations communicating about MHPAEA

[SINGLE RESPONSE GRID]

[KEEP ROWS IN SAME ORDER AS Q3. SHOW ONLY BRANDS ANSWERED "YES" IN Q3.]

How familiar are you with each organization's role in providing information about rights related to mental health or substance use disorder health plan benefits? (Select one answer for each)

[COLUMNS]

4. Know it very well
3. Know a good bit about it
2. Know a little about it
1. Know the name only

[ROWS]

1. Employee Benefits Security Administration (EBSA)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Centers of Medicare & Medicaid Services (CMS)
4. National Alliance on Mental Illness (NAMI)
5. Mental Health America
99. None of these [MUTUALLY EXCLUSIVE]

**KPI Q5 - AD AWARENESS**

[SINGLE RESPONSE GRID]

[KEEP ROWS IN SAME ORDER AS Q3. SHOW ONLY BRANDS ANSWERED "YES" IN Q3.]

Within the past 30 days, have you seen any advertising for the following organizations about rights related to mental health or substance use disorder health plan benefits? (Select one answer for each)

[COLUMNS]

1. Yes
2. No

[ROWS]

1. Employee Benefits Security Administration (EBSA)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Centers of Medicare & Medicaid Services (CMS)
4. National Alliance on Mental Illness (NAMI)
5. Mental Health America
99. None of these [MUTUALLY EXCLUSIVE]

**KPI Q6 - BRAND FAVORABILITY/TRUST**

[SINGLE RESPONSE GRID]

[KEEP ROWS IN SAME ORDER AS Q3. SHOW ONLY BRANDS ANSWERED "YES" IN Q3.]

To what extent do you agree or disagree that each of the following organizations are trustworthy? (Select one answer for each)

[COLUMNS]

5. Strongly agree
4. Somewhat agree
3. Neither agree nor disagree
2. Somewhat disagree
1. Strongly disagree

[ROWS]

1. Employee Benefits Security Administration (EBSA)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Centers of Medicare & Medicaid Services (CMS)
4. National Alliance on Mental Illness (NAMI)
5. Mental Health America
99. None of these [MUTUALLY EXCLUSIVE]

**FILTER Q7.2 - BRAND USAGE [NON-FMCG VARIANT]**

[MULTI-PUNCH]

[KEEP ANSWERS IN SAME ORDER AS Q3. SHOW ONLY BRANDS ANSWERED "YES" IN Q3.]

Which of these organizations' websites have you visited?

1. Employee Benefits Security Administration (EBSA)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Centers of Medicare & Medicaid Services (CMS)
4. National Alliance on Mental Illness (NAMI)
5. Mental Health America
99. None of these [MUTUALLY EXCLUSIVE]

**KPI Q8 - PURCHASE INTENT**

[SINGLE RESPONSE GRID]

[KEEP ROWS IN SAME ORDER AS Q3. SHOW ONLY BRANDS ANSWERED "YES" IN Q3.]

The next time you are looking for information about rights related to mental health or substance use disorder health plan benefits, how likely are you to visit each organization's website?

(Select one answer for each)

[COLUMNS]

5. Very likely
4. Somewhat likely
3. Neither likely nor unlikely
2. Somewhat unlikely
1. Very unlikely

[ROWS]

1. Employee Benefits Security Administration (EBSA)
2. Substance Abuse and Mental Health Services Administration (SAMHSA)
3. Centers of Medicare & Medicaid Services (CMS)
4. National Alliance on Mental Illness (NAMI)
5. Mental Health America
99. None of these [MUTUALLY EXCLUSIVE]

**KPI Q10 - BRAND PERCEPTIONS**

[SINGLE RESPONSE GRID] [ASK ONLY IF AWARE OF [Brand] IN Q3]

Please indicate how strongly you agree or disagree with each statement. (Select one answer for each)

The Department of Labor Employee Benefits and Security Administration...

[COLUMNS]

5. Strongly agree
4. Somewhat agree
3. Neither agree nor disagree
2. Somewhat disagree
1. Strongly disagree

[ROWS] [MAX 7 PERCEPTIONS]

- a) Provides information that is easy to understand
- b) Is a trusted resource for information about rights related to mental health and substance use disorder health plan benefits.
- c) Is an organization with staff that you can talk to.
- d) Helps workers and families find solutions to complex issues related to mental health and substance use disorder health plan benefits.
- e) Has a website where I would go for help with my mental health or substance use disorder health plan benefits.
- f) Is a resource I would share with my family and friends if they needed support with mental health or substance use disorder health plan benefits.
- g) Has webinars or events I would attend about mental health or substance use disorder health plan benefits.

**AUDIENCE INFORMATION**

*This information helps us combine responses of those in similar groups.*

**FILTER AP1 - OTHER LANGUAGES**

[SINGLE SELECT]

Do you speak a language other than English? (Select one)

Yes

No [SKIP TO AP4]

I prefer not to answer [SKIP TO AP4]

**FILTER AP2 - LANGUAGES SPOKEN**

[MULTI BOX]

[ONLY ASK IF YES AT AP1]

Select the languages you speak other than English. (Select all that apply)

Spanish

Chinese

Vietnamese

Korean

Haitian

Polish

Tagalog

Arabic

Russian

Portuguese

French

Other

I prefer not to answer

**FILTER AP3 - WEBSITE LANGUAGE**

[SINGLE SELECT]

[ONLY ASK IF YES AT AP1]

[RANDOMIZE ROWS]

On websites, what language do you (or would you) mostly prefer when reviewing information about rights related to health plan benefits? (Select one)

A language other than English using a translation option on the website

A language other than English using an app/feature on my device (computer, tablet, phone)

English

I have no preference [ANCHOR]

Other [ANCHOR]

**FILTER AP4 - BIRTH STATUS**

Were you born outside the United States? (Select one)

Yes

No

I prefer not to answer

**FILTER AP5 - JOB-BASED HEALTH BENEFITS**

Do you have job-based health benefits or are you a beneficiary of someone who does? (Select one)

- Yes
- No
- I don't know

**DIGITAL NON-TRACKABLE**

**DNM1 - MOBILE APP OTS: RECENCY**

[MULTIPLE RESPONSE]

[RANDOMIZE ROWS]

Which of the following websites or apps do you use (or would you use) for information about rights related to health plan benefits on your smartphone, laptop, tablet or desktop?

- 1. Facebook
- 2. Instagram
- 3. Reddit
- 4. YouTube
- 99. None of the above [ANCHOR] [MUTUALLY EXCLUSIVE] [SKIP TO NEXT QUESTION OR SECTION]

**DNM2 - MOBILE APP OTS: HOURS**

[SINGLE RESPONSE GRID]

[ONLY SHOW PARTNERS CHOSEN IN DNM1]

[RANDOMIZE ROWS]

On average how much time do you spend on the following websites or apps per week?

[COLUMNS]

- 1. Less than 3 hours
- 2. 3 to 6 hours
- 3. 6+ hours
- 4. I do not recall [MUTUALLY EXCLUSIVE]

[ROWS]

- 1. Facebook
- 2. Instagram
- 3. Reddit
- 4. YouTube

**XX**