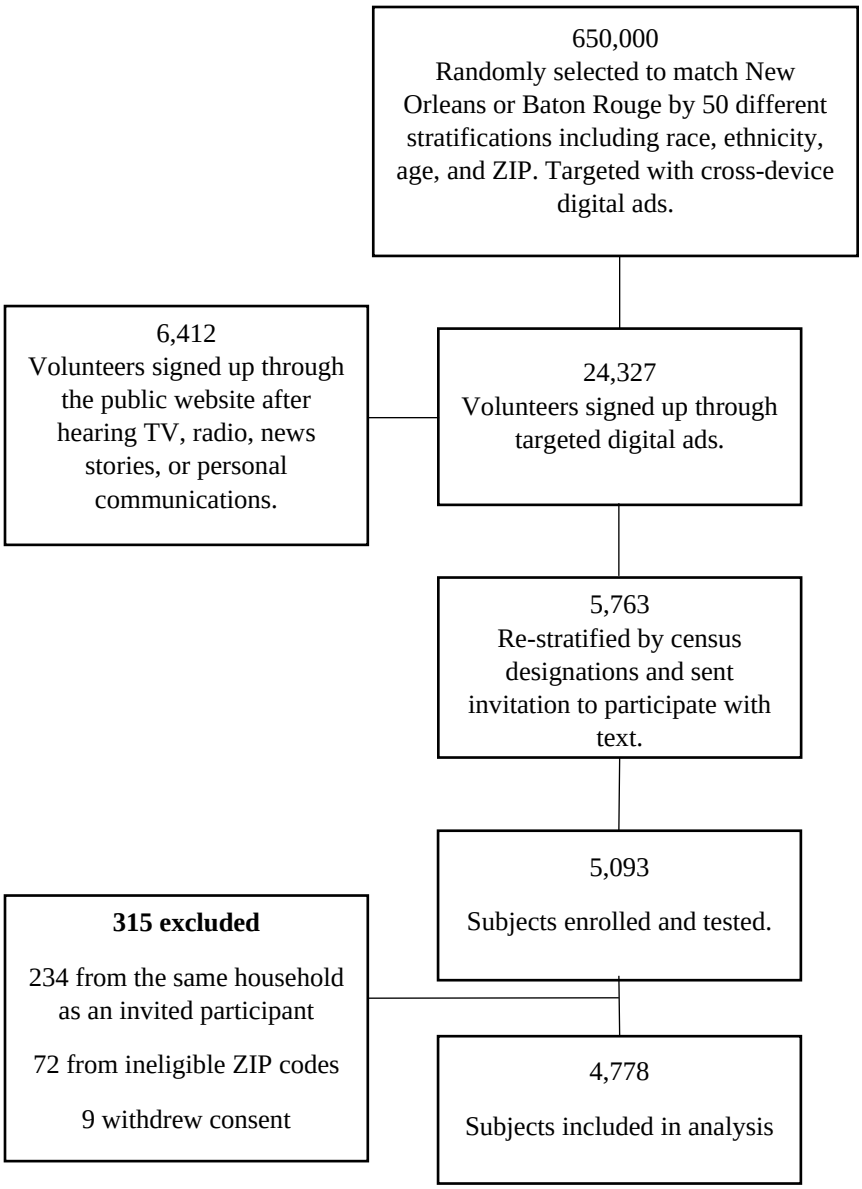
sFigure 1


650,000
Randomly selected to match New Orleans or Baton Rouge by 50 different stratifications including race, ethnicity, age, and ZIP. Targeted with cross-device digital ads.
6,412
Volunteers signed up through the public website after hearing TV, radio, news stories, or personal communications.
24,327
Volunteers signed up through targeted digital ads.
5,763
Re-stratified by census designations and sent invitation to participate with text.
5,093
Subjects enrolled and tested.
315 excluded
234 from the same household as an invited participant
72 from ineligible ZIP codes
9 withdrew consent
4,778
Subjects included in analysis