

Appendix F. Invitation Email for Study 2

Experimental Studies of Nutrition Symbols on Food Packages Study 2 (DRAFT, November 2009)

INVITATION EMAIL

Dear Panel Member,

Today I am requesting your household's participation in an important online study. I would like the {Age} year old {Gender} in your household to complete this particular study. We are conducting the study for the Food and Drug Administration (FDA). FDA would like to understand consumers' opinions about some common food products and find better ways to provide useful information to consumers.

The study should take about 15 minutes to complete. I would appreciate it could be completed within the next few days.

To participate in this online study, please have the person identified above click on the link below. Or you may copy and paste the entire URL link into the address line of your Internet browser (e.g., Internet Explorer, Netscape, etc.). This link will take you directly to the beginning of the study: [link]

Should you exit the study unexpectedly or accidentally close your Internet browser, clicking on the link above will allow you to re-enter the study and continue where you left off.

By taking part in this study you are playing an important role in providing the FDA with useful and valuable information. Thank you for your continued participation!

Cordially,

Panel Director

When you complete the study, you'll earn 250 reward points plus an entry into our monthly sweepstakes (200+ prizes totaling \$5,000).

Don't miss a single chance to let your voice be heard! Many Internet service providers and email programs use filters and "bulk mail" folders to help you separate the messages you want from unsolicited spam. Please add xxxxx@synovate.net to your address book or list of preferred email senders to keep your Consumer Opinion Panel studies coming!

For details on adding xxxxx@synovate.net to your list of 'safe' email senders, visit www.ConsumerOpinionPanel.com/safe.htm.

If you change your e-mail address or have any questions or comments you can e-mail xxxxx@synovate.net or call 1-800-745-4267. If you experienced a problem with the study, please visit our Troubleshooting Page at <http://www.ConsumerOpinionPanel.com/troubles.htm> for help. If your question is not answered here, please include this original message when replying by e-mail, along with a description of the problem.

If you have a question regarding this e-mail or the online study described above, please include this original message when you reply by e-mail. Please include your Membership ID along with any correspondence.

Your Membership ID is: \${MIQ}

To visit the Synovate Consumer Opinion Panel web site, please go to <http://www.ConsumerOpinionPanel.com>.

If you would like to be removed from the Consumer Opinion Panel please send a reply message to this e-mail indicating the word "Remove" on the subject line.