



INFORMED CONSENT FORM

You are being asked to participate in a research study. This form describes the purpose, procedures, benefits, risks and precautions of the study. It also describes your right to withdraw from the study at any time. A member of the study staff is available to read through this form with you and discuss all the information, if you wish.

Why is this study being done?

This study is being done to better understand credit card financing offers and how they decide which offers to sign up for. The study will ask participants to answer questions about their experiences with difference credit credit offers and financing.

What do I need to know about this study?

Adults 18 and older are asked to participate in this focus group. Each group will last 60 minutes. The groups will be video recorded, but individuals' names will not be used in any description of findings. In accordance with the Paperwork Reduction Act of 1995, the questions asked as part of this study have been approved by the Federal government's Office of Management and Budget (OMB) under OMB control number 3170-0022. Without this approval, we could not ask these questions.

What are the potential risks of being in the study?

There are minimal risks associated with this study. Participants will talk about their experiences with credit cards in a small group discussion led by a moderator. Participants do not have to answer any questions that they do not want to answer.

Does being in this study provide any benefit?

The study will help to improve the experiences consumers have interacting with credit card offers. Participants in the study will receive \$75 for their participation.

Will it cost me anything to be in this study?

There are no costs to participate in the study, other than possible transportation costs to and from the facility.

Do I have to be in this study?

Participation is voluntary.

Who will have access to this study and/or contact information?

Only the researchers working on this project will have access to the information provided in the study.

Who do I contact if I have questions about the study?

If you have questions or concerns about the study, you can contact Kinsey Gimbel, Fors Marsh Group, kgimbel@forsmarshgroup.com, 571-858-3777.

I, _____, have read this form and agree to participate in this study.
Print Name

Participant's Signature

Date

Researcher's Signature

Date