

Consent Form (Pretest and Main Study)

[CONSENT SCREEN 1]

You are one of about 2,000 people in the United States who are being asked to participate in a survey about new consumer products. If you agree to take part in this research, you will be asked to watch a TV ad about a consumer product and answer some questions about the ad. The study will take about 25 minutes.

[CONSENT SCREEN 2]

This survey is being conducted by RTI International (RTI), an independent nonprofit research organization. RTI is working with Research Now to conduct this survey but is not affiliated with Research Now in any way. If you have questions about this survey, please contact Member Services at <http://www.e-rewards.com/contactus.do>, and someone will direct your questions to the appropriate researchers at RTI.

Possible Risks or Discomforts

There are no known risks to participating in this study. We do not expect that any of the survey questions will make you uncomfortable or upset; however, if they do, you can refuse to answer any question or you may take a break at any time during the survey.

Benefits

There is no direct benefit to you for participating. Your responses are very important because they will help researchers understand how people make decisions about medications.

Incentive

In appreciation for your time, you will receive \$6.25 in e-Rewards currency.

Confidentiality

As with other surveys you receive from Research Now, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. All information collected in this survey will be kept confidential to the extent provided by law. Your name and your e-mail address will not be shared outside of Research Now, and they will not be associated with your answers or used in any report. The information obtained from all of the surveys will be combined into a summary report so that details of individual questionnaires cannot be linked to a specific participant.

Persons to Contact

If you have questions about the study, you can call the project director, Dr. Bridget Kelly, at 1-800-334-8571, ext. 22098 or the associate project director, Dr. Sarah Parvanta, at 1-800-334-8571, ext. 26045. They can be reached between 9:00 AM and 5:00 PM Eastern Time Monday to Friday.

If you have questions about your rights as a participant, you can call RTI's Office of Research Protection toll-free at 1-866-214-2043. Alternatively, you may contact Member Services at <http://www.e-rewards.com/contactus.do> and indicate that you would like to contact the RTI Office of Research Protection, someone will provide you with the appropriate contact information.

[CONSENT SCREEN 3]

[RADIO]

[PROMPT IF SKIP]

[CONSENT1.] If you have read the previous screens and agree to participate, please click the Yes button. If not, click the No button.

- Yes, I agree to participate. [Continue with next section]
- No, I do not agree to participate. [Go on to next question]

[RADIO]

[PROMPT IF SKIP]

[IF CONSENT1=NO OR SKIP]

[CONSENT2.] Are you sure you don't want to participate? Your opinions are important to us. Please select the Yes button to continue this survey. Select the No button to exit.

- Yes, I agree to participate. [Continue with next section]
- No, I do not agree to participate. [End survey]