[PROTOCOL TITLE: Measuring Consumer Comprehension of Displays of Harmful and Potentially Harmful Constituents (HPHCs) in Tobacco Products

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[Text within brackets will not show to participants]

## [Appendix N: Online Adult Invitation Email]

SUBJECT LINE: You are invited to participate in a new survey FROM: [survey mailbox] REPLY TO: [survey mailbox]

Greetings!

We have a new study and your participation is requested. The study is meant for adults aged 18 and older. If you qualify and complete the study, your account will be credited with the compensation stated in the invitation.

You can only participate in this survey using a laptop or desktop computer.

A new survey is available
Survey Number: [INSERT SURVEY #]
Reward for Survey Completion: [INSERT COMPENSATION; RESPONDENTS WHO ARE LIGHTSPEED PANEL MEMBERS WILL RECEIVE 100 LIFEPOINTS; RESPONDENTS WHO ARE MEMBERS OF PARTNER PANELS WILL RECEIVE AN EQUIVALENT COMPENSATION.]
Start Now!
You may also access the survey by copying the following URL into your browser: [INSERT URL LINK]

Paperwork Reduction Act Statement: The public reporting burden for this information collection has been estimated to average 3 minutes per response to complete the screener (the time estimated to read, review, respond). Send comments regarding this burden estimate or any other aspects of this information collection, including suggestions for reducing burden, to PRAStaff@fda.hhs.gov.

[GO TO CONSENT]

[IF PARTICIPANT TRIES TO USE MOBILE DEVICE]

This survey is not compatible with your device. Please try accessing using a desktop or laptop computer.