

Endorser Status and Explicitness of Payment in Direct-to-Consumer Promotion

Study 1 Screener

1. What year were you born? [SCREENER] [AGE]

[DROP DOWN MENU WITH YEARS: 1920 - 2020] → Terminate if year between 2002 and 2020.

2. In what country do you live? [SCREENER] [COUNTRY]

- United States of America → Continue
- Canada → Terminate
- Mexico → Terminate
- Other, please specify: _____ → Terminate

[Programmer: Add page break]

3. What is your gender? [SCREENER] [GENDER]

- Male
- Female
- Prefer not to answer

4. Please select your state from the drop down menu. [SCREENER] [REGION]

[DROP DOWN MENU OF ALL 50 STATES]

[Programmer: Add page break]

5. Are you: [SCREENER] [ETHNIC]

- Hispanic or Latino
- Not Hispanic or Latino

6. What is your race? You may select one or more races. [SCREENER]

- American Indian/Alaska Native [RACE1]
- Asian [RACE2]
- Black or African American [RACE3]

- Native Hawaiian or other Pacific Islander [RACE4]
- White [RACE5]

7. **Are you comfortable reading in English?** [SCREENER] [READ_ENG]

- Yes → Continue
- No → Terminate

[Programmer: Add page break]

[RANDOMIZE ORDER OF FAM_END_1A THROUGH FAM_END_1E]

8. **How familiar are you with Emma Stone?** [SCREENER] [FAM_END_1A]

- Not at all familiar → Terminate
- Somewhat familiar → Terminate
- Very familiar → Continue
- Extremely familiar → Continue

[Note: Q9 through Q12 are foils]

9. **How familiar are you with America Ferrara?** [SCREENER] [FAM_END_1B]

- Not at all familiar
- Somewhat familiar
- Very familiar
- Extremely familiar

10. **How familiar are you with Priyanka Chopra?** [SCREENER] [FAM_END_1C]

- Not at all familiar
- Somewhat familiar
- Very familiar
- Extremely familiar

11. **How familiar are you with Mila Kunis?** [SCREENER] [FAM_END_1D]

- Not at all familiar
- Somewhat familiar
- Very familiar
- Extremely familiar

12. How familiar are you with Amandla Stenberg? [SCREENER] [FAM_END_1E]

- Not at all familiar
- Somewhat familiar
- Very familiar
- Extremely familiar

[Programmer: Add page break]

13. Do you work for a pharmaceutical company, an advertising agency, or a market research company? [SCREENER] [OCC_EXCL]

- Yes → Terminate
- No → Continue

[Programmer: Add page break]

14. Do you work for the U.S. Department of Health and Human Services? [SCREENER] [HHS_EXCL]

- Yes → Terminate
- No → Continue

[Programmer: Add page break]

[TERMINATION TEXT]

Unfortunately, you do not qualify for this particular study. There are a number of reasons people do not qualify. Thank you for your willingness to participate in this survey.

Study 2 Screener

[Programmer: Add page break]

1. What year were you born? [SCREENER] [AGE]

[DROP DOWN MENU WITH YEARS: 1920 - 2020] → Terminate if year between 2002 and 2020.

2. In what country do you live? [SCREENER] [COUNTRY]

- a. United States of America → Continue
- Canada → Terminate
- Mexico → Terminate
- Other, please specify: _____ → Terminate

[Programmer: Add page break]

3. What is your gender? [SCREENER] [GENDER]

- a. Male → Terminate
- b. Female → Continue
- c. Prefer not to answer → Terminate

4. Please select your state from the drop down menu. [SCREENER] [REGION]

[DROP DOWN MENU OF ALL 50 STATES]

[Programmer: Add page break]

5. Are you: [SCREENER] [ETHNIC]

- a. Hispanic or Latino
- b. Not Hispanic or Latino

6. What is your race? You may select one or more races. [SCREENER]

- American Indian/Alaska Native [RACE1]
- Asian [RACE2]
- Black or African American [RACE3]
- Native Hawaiian or other Pacific Islander [RACE4]
- White [RACE5]

7. **Are you comfortable reading in English?** [SCREENER] [READ_ENG]

- a. Yes → Continue
- b. No → **Terminate**

[Programmer: Add page break]

[PRETEST ONLY: RANDOMIZE FAM_END_2A THRU FAM_END 2G]

8. **How familiar are you with Tonya Michelle?** [SCREENER] [FAM_END_2A]

- a. Not at all familiar → [MAIN STUDY ONLY: Terminate] [PRETEST ONLY: Continue]
- b. Somewhat familiar → [MAIN STUDY ONLY: Terminate] [PRETEST ONLY: Continue]
- c. Very familiar → Continue
- d. Extremely familiar → Continue

[Note: Q9 through Q14 are foils]

9. **[PRETEST ONLY] How familiar are you with Gigi Hadid?** [SCREENER] [FAM_END_2B]

- a. Not at all familiar
- b. Somewhat familiar
- c. Very familiar
- d. Extremely familiar

10. **[PRETEST ONLY] How familiar are you with Olivia Culpo?** [SCREENER] [FAM_END_2C]

- a. Not at all familiar
- b. Somewhat familiar
- c. Very familiar
- d. Extremely familiar

11. **[PRETEST ONLY] How familiar are you with Scary Mommy?** [SCREENER] [FAM_END_2D]

- a. Not at all familiar
- b. Somewhat familiar
- c. Very familiar
- d. Extremely familiar

12. [PRETEST ONLY] How familiar are you with Barefoot Blonde? [SCREENER]
[FAM_END_2E]

- a. Not at all familiar
- b. Somewhat familiar
- c. Very familiar
- d. Extremely familiar

13. [PRETEST ONLY] How familiar are you with Sarah's Day? [SCREENER]
[FAM_END_2F]

- a. Not at all familiar
- b. Somewhat familiar
- c. Very familiar
- d. Extremely familiar

14. [PRETEST ONLY] How familiar are you with Eva Katalin? [SCREENER]
[FAM_END_2G]

- a. Not at all familiar
- b. Somewhat familiar
- c. Very familiar
- d. Extremely familiar

[Programmer: Add page break]

**[PRETEST ONLY:
TERMINATE IF "NOT AT ALL FAMILIAR" OR "SOMEWHAT FAMILIAR"
TO FAM_END_2A THROUGH FAM_END_2F. (RATIONALE: MUST BE
FAMILIAR WITH AN INFLUENCER)
TERMINATE IF "VERY FAMILIAR" OR "EXTREMELY FAMILIAR" TO
FAM_END_2A THROUGH FAM_END_2G. (RATIONALE: PREVENT
STRAIGHTLINING TO QUALIFY)]**

**15. How often do you use the following social media platforms? [PRETEST ONLY:
SCREENER]**

a. **Twitter** [SMP_TWIT]

- Daily
- Weekly
- Less Often

b. **Facebook** [SMP_FACE]

- Daily
- Weekly
- Less Often

c. **Snapchat** [SMP_SNAP]

- Daily
- Weekly
- Less Often

d. **Instagram** [SMP_GRAM]

- Daily
- Weekly
- Less Often [PRETEST ONLY: Terminate]

e. **LinkedIn** [SMP_LI]

- Daily
- Weekly
- Less Often

f. **YouTube** [SMP_YT]

- Daily
- Weekly
- Less Often

[Programmer: Add page break]

16. Do you work for a pharmaceutical company, an advertising agency, or a market research company? [SCREENER] [OCC_EXCL]

- a. Yes → Terminate
- b. No → Continue

[Programmer: Add page break]

17. Do you work for the U.S. Department of Health and Human Services? [SCREENER]
[HHS_EXCL]

- a. Yes → **Terminate**
- b. No → Continue

[Programmer: Add page break]

[TERMINATION TEXT]

Unfortunately, you do not qualify for this particular study. There are a number of reasons people do not qualify. Thank you for your willingness to participate in this survey.