**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.

1. **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]*

1. **What is your gender?** [SCREENER] [GENDER]
   * Male
   * Female
   * Prefer not to answer
2. **Please select your state from the drop down menu**. [SCREENER] [REGION]

[DROP DOWN MENU OF ALL 50 STATES]

*[Programmer: Add page break]*

1. **Are you:** [SCREENER] [ETHNIC]
   * Hispanic or Latino
   * Not Hispanic or Latino
2. **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]

1. **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]**

1. **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]*

1. **How familiar are you with America Ferrara?** [SCREENER] [FAM\_END\_1B]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
2. **How familiar are you with Priyanka Chopra?** [SCREENER] [FAM\_END\_1C]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
3. **How familiar are you with Mila Kunis?** [SCREENER] [FAM\_END\_1D]
   * Not at all familiar
   * Somewhat familiar
   * Very familiar
   * Extremely familiar
4. **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]*

1. **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]*

1. **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.

1. **In what country do you live?** [SCREENER] [COUNTRY]
   1. United States of America 🡪 Continue
   * Canada 🡪 Terminate
   * Mexico 🡪 Terminate
   * Other, please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🡪 Terminate

*[Programmer: Add page break]*

1. **What is your gender?** [SCREENER] [GENDER]
   1. Male 🡪 Terminate
   2. Female 🡪 Continue
   3. Prefer not to answer 🡪 Terminate
2. **Please select your state from the drop down menu**. [SCREENER] [REGION]

[DROP DOWN MENU OF ALL 50 STATES]

*[Programmer: Add page break]*

1. **Are you:** [SCREENER] [ETHNIC]
   1. Hispanic or Latino
   2. Not Hispanic or Latino
2. **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]

1. **Are you comfortable reading in English?** [SCREENER] [READ\_ENG]
   1. Yes 🡪 Continue
   2. No 🡪 Terminate

*[Programmer: Add page break]*

**[PRETEST ONLY: RANDOMIZE FAM\_END\_2A THRU FAM\_END 2G]**

1. **How familiar are you with Tonya Michelle?** [SCREENER] [FAM\_END\_2A]
   1. Not at all familiar 🡪 [MAIN STUDY ONLY: Terminate] [PRETEST ONLY: Continue]
   2. Somewhat familiar 🡪 [MAIN STUDY ONLY: Terminate] [PRETEST ONLY: Continue]
   3. Very familiar 🡪 Continue
   4. Extremely familiar 🡪 Continue

*[Note: Q9 through Q14 are foils]*

1. **[PRETEST ONLY] How familiar are you with Gigi Hadid?** [SCREENER] [FAM\_END\_2B]
   1. Not at all familiar
   2. Somewhat familiar
   3. Very familiar
   4. Extremely familiar
2. **[PRETEST ONLY] How familiar are you with Olivia Culpo?** [SCREENER] [FAM\_END\_2C]
   1. Not at all familiar
   2. Somewhat familiar
   3. Very familiar
   4. Extremely familiar
3. **[PRETEST ONLY] How familiar are you with Scary Mommy?** [SCREENER] [FAM\_END\_2D]
   1. Not at all familiar
   2. Somewhat familiar
   3. Very familiar
   4. Extremely familiar
4. **[PRETEST ONLY] How familiar are you with Barefoot Blonde?** [SCREENER] [FAM\_END\_2E]
   1. Not at all familiar
   2. Somewhat familiar
   3. Very familiar
   4. Extremely familiar
5. **[PRETEST ONLY] How familiar are you with Sarah’s Day?** [SCREENER] [FAM\_END\_2F]
   1. Not at all familiar
   2. Somewhat familiar
   3. Very familiar
   4. Extremely familiar
6. **[PRETEST ONLY] How familiar are you with Eva Katalin?** [SCREENER] [FAM\_END\_2G]
   1. Not at all familiar
   2. Somewhat familiar
   3. Very familiar
   4. 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)]**

1. **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]*

1. **Do you work for a pharmaceutical company, an advertising agency, or a market research company?** [SCREENER] [OCC\_EXCL]
   1. Yes 🡪 Terminate
   2. No 🡪 Continue

*[Programmer: Add page break]*

1. **Do you work for the U.S. Department of Health and Human Services?** [SCREENER] [HHS\_EXCL]
   1. Yes 🡪 Terminate
   2. 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.