



SAMPLE INFORMED CONSENT FOR BUSINESS OR EDUCATION

**You have been randomly selected to take the
*Survey of Ice Cream Purchase and Consumption
Patterns of College Freshmen***

Hello!

You have been asked to participate in an on-line research survey that is part of the requirement for a Master's degree in Business Education for Jane Co-ed at Missouri State University. The questions in this survey will ask about your personal behavior and preferences when purchasing and eating ice cream. You have been asked to participate because you are registered as a freshman. This survey has been sent to 500 college freshmen at Missouri State University.

Consent and Eligibility

You must be 18 years or older to participate in this survey. Your completion of this survey is voluntary. The survey takes about 15 minutes to complete. Your answers will be kept anonymous: they will not be associated with your e-mail address or have any affect on your relationship with Missouri State University. **You may chose not to answer any questions and stop at any time.**

At the end of this e-mail, there is an e-mail link button to the *Ice Cream Purchase and Consumption Patterns of College Freshmen Survey*. If you select the link, you will be able to begin the survey.

Risks and Benefits

We estimate that the potential risks of this study are minimal.

It is not anticipated that you will experience any direct benefits from this study. Nevertheless, your participation in this research will help identify factors influencing ice cream purchases and taste preferences.



Contact Information

If you have any questions about the survey, please contact the researchers:

Dr. Joe X: 1-417-888-8888
DrX@missouristate.edu

or

Jane Co-ed: 1-417-111-1111
janecoed@missouristate.edu

Your completion and submission of the survey to the researchers represents your consent to participate in this research.

When you have completed the survey, please keep a copy of this e-mail as the consent form for your records. Thank you!

To start the survey, click on this link:

http://www.icecreamsurvey/business/TakeSurvey_Fake