

**Participant Consent Form**  
**The Effectiveness of Radio Advertising**

**Participant no.** \_\_\_\_\_

Please read the following statements and tick the appropriate boxes.

- I have been given the information sheet and am aware of what is expected of me during this study.
- I am aware that I am able to partially or fully withdraw from this study at any point without any adverse consequences.
- I am aware that any information I give will be treated confidentially and anonymously only for the purposes of this study.
- I have been given contact details of the researcher and research supervisor and am able to contact with any questions regarding this research.

By signing below, I am agreeing to take part in this study.

Participant name: \_\_\_\_\_

Participant signature: \_\_\_\_\_ Date: \_\_\_\_\_

Researcher name: \_\_\_\_\_

Researcher signature: \_\_\_\_\_ Date: \_\_\_\_\_

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