

Opportunity To Raise Funds To Help The Blind & To Participate in Marketing Research

We invite you to participate in a brief research study. After completing the survey your response will count for a $2.00 donation to the National Federation of the Blind. To make your response count for a donation, you must complete the survey by March 13th, 2016.

**Purpose and Procedures:** The purpose of this research is to examine how blind and vision impaired sport fans use their favorite team’s official website, and how accessibility issues impact purchases of tickets and team merchandise. First, we ask that you visit the official website of your favorite team. This may be done through [www.nfl.com](http://www.nfl.com), [www.mlb.com](http://www.mlb.com), [www.nhl.com](http://www.nhl.com), [www.nba.com](http://www.nba.com), or the official website for any NCAA team or soccer club that is your favorite. After spending a few moments exploring this website, click on the link to the survey where you will be asked a few questions about this experience as well as what makes you a sports fan. You will only fill out the survey once and completion of the survey will take about 20 minutes. You may stop at any time. If you choose to stop participation, no information will be collected, and your survey will not be considered as part of the donation total. To take the survey, use the following link: <https://drexel.qualtrics.com/SE/?SID=SV_6Wf7ehxqweaLGm1>

**Confidentiality:** No identifying information will be collected from you during this survey, so your responses are anonymous and confidential. At the completion of the survey, you will be informed that you have completed the survey, and your survey will count toward the donation total. Once again, your responses to this survey will remain anonymous and confidential. We ask that you please be honest and truthful in your responses.

**Risks/Discomforts:** Risks are minimal for participating in this survey.

**Participation:** Participating in this survey is voluntary. Refusal to participate will involve no penalty of any kind. You may discontinue your participation at any time. To do so, simply exit the survey.

**Additional information:** This research is being conducted by researchers from Drexel University and the Drexel Institutional Review Board has approved this study (IRB#3). If you have any questions, concerns, or complaints about the research, you can contact the research team (Alex Cohen, ahc43@drexel.edu). If you have any questions, concerns, complaints, questions about participant’s rights, want to obtain more information, or would like to offer input, you can contact Drexel's IRB office independent of the research team (215.255.7857).