

Consumers

SCREEN: Medical condition

Q In the last six months, how often have you experienced chronic pain?

- 1) Extremely often
- 2) Very often
- 3) Somewhat often
- 4) Not very often
- 5) Not at all often **/* TERMINATE */**
- 6) Don't know **/* TERMINATE */**

SCREEN: Demographics

Q Are you:

- 1) Male **## QUOTA TO 50% ##**
- 2) Female **## QUOTA TO 50% ##**

Q. Are you:

- 1) Hispanic or Latino **## QUOTA TO 25% ##**
- 2) Not Hispanic or Latino **## QUOTA TO 95% ##**

Q. Which of these best represents your race? You may choose one or more. Would you say that you are:

- 1) American Indian or Alaska Native **## QUOTA TO 5% ##**
- 2) Asian **## QUOTA TO 10% ##**
- 3) Black or African-American **# QUOTA TO 25% ##**
- 4) Native Hawaiian or Other Pacific Islander **## QUOTA TO 5% ##**
- 5) White **## QUOTA TO 85% ##**
- 6) Other **## QUOTA TO 25% ##**

Q. What is the highest level of education that you have completed?

- 1) Less than high school
- 2) High school graduate or GED
- 3) Technical/vocational school
- 4) Community college
- 5) Some college (worked towards Bachelor's degree) **## QUOTA 5) + 6) +7) TO 70% ##**
- 6) College (Bachelor's degree)
- 7) Advanced degree (post graduate degree)

Introductory language

/* DISPLAY NEW SCREEN */

Thank you for taking time from your busy schedule to take part in this research. Your answers will remain confidential – that is, the responses of all participants will be looked at together and your personal responses will not be traced to your name.

/* DISPLAY NEW SCREEN */

This study is about a new product for treating chronic pain. Please look at the following magazine ad as you normally would on your own and answer the questions that follow.

/* DISPLAY NEW SCREEN */

On the next screen you will see a magazine ad for a new prescription drug to treat chronic pain, Milarix. You will first see the two pages of the ad in their entirety and then you will be able to click on different parts of the ad to read them thoroughly if you are interested. This means you will be able to explore each section in further detail by clicking on the section that interests you.