# **APPENDIX 2**

# **Screener and Questionnaires**

#### Screener

# **Recruiting Goals**

- Participants must be age 18 and over.
- For Study 1, participants must have had been diagnosed with insomnia or have experienced the symptoms of insomnia in the past month.
- For Study 2, participants must have been diagnosed with high blood pressure.
- Participants must be able to read, understand, and speak English.
- Participants must not be healthcare professionals.
- Participants must not work for a pharmaceutical company, an advertising agency, or a market research company.
- An attempt should be made to have an equal number of males and females.
- The sample should have some range of education and race/ethnicity represented.
- Each interview will last approximately 20 minutes.
- Obtain participant's consent.

# **SCREENING QUESTIONS**

S1.		Are yo	u at lea	st 18 years	old?			
	<u> </u>	Yes → continue No → eliminate [thank respondent politely]						
S2.	In	what ye	ear were	you born?				
	If Year is > 1994 eliminate [thank respondent politely] DO NOT READ Don't Know 8 eliminate [thank respondent politely] DO NOT READ Refused 9 eliminate [thank respondent politely]							
[IN	TE.	RVIEW	ÆR: Re	cruit range	of ages]			
		s a doct problen		her healthc	are provid	ler ever said y	you have any of the following	
a. <i>F</i>	\sth	ıma			Yes	No	[filler]	
b. I	Diab	oetes			Yes			
c. I	nso	mnia			Yes	No		
	d. High blood pressureYesNo							
<b>e.</b> <i>A</i>	e. Acid reflux or GERDYesNo [filler]							
	[STUDY 1: INTERVIEWER: If "no" to S3c, ask S4] [STUDY 2: INTERVIEWER: If "no" to S3d, eliminate and thank respondent politely							

S4. Have you had any of the following health symptoms in the past month: [randomize]

a. Trouble falling asleep  b. Dizziness  C. Trouble staying asleep  Mod. Not feeling rested when you wake up  E. Numbness or tingling in your legs  Frequent heartburn  [STUDY 1: INTERVIEWER: If "no" to S4a, S4c or S4d, eliminate and thank respondent politely]						
S5.	Are you trained or employed as a health care professional?					
	Yes	<ul><li>→ eliminate [thank respondent politely]</li><li>→ continue</li></ul>				
S6. Do you work for a pharmaceutical company, an advertising agency, or a market research company?						
_ _	Yes → eliminate [thank respondent politely] No → continue					
S7.	Can you	u read, understand, and speak English?				
<u> </u>	Yes No	<ul><li>→ eliminate [thank respondent politely]</li><li>→ continue</li></ul>				
	Yes	sually wear glasses or contact lenses for reading or watching television?  → ask S9b  → continue				
S9b. D	o you h	ave your glasses or contact lenses with you today?				
	Yes No	<ul><li>→ eliminate [thank respondent politely]</li><li>→ continue</li></ul>				
DEM	OGRAP	PHICS				
S10.	. Gender					
<u> </u>						
S11. SCHO	S11. How many years of education have you had? [QUOTA: AT LEAST 20% HIGH SCHOOL OR LESS]					
_ _	-	eted grade school eted middle school				

	Completed high school or GED
	Some college
	Associate's degree (2-year)
	Bachelor's degree (4-year)
	Some postgraduate work
	Postgraduate degree (M.A., Ph.D., M.D., J.D., etc.)
S12.	Are you:
	☐ Hispanic or Latino
	☐ Not Hispanic of Latino
	Which of these best represents your ethnic group? You may choose one or more. d you say that you are:
	☐ American Indian or Alaska Native
	□ Asian
	☐ Black or African American
	$\square$ Native Hawaiian or other Pacific Islander
	□ White
	$\square$ Other
	□ Prefer not to answer

Thank you. I would like to invite you to participate in this study.

# Effect of Promotional Offers in Direct-to-Consumer Prescription Drug Print Advertisements on Consumer Product Perceptions

**DRAFT Questionnaire: PRETEST 1** 

Programming instructions are indicated in blue font and should be removed prior to fielding.

#### [PROGRAMMER:

- The viewing time of each page of the ad must be timed separately in milliseconds.
- Program progresses to the questioning in a "one-way" manner.
- Record time in milliseconds spent on each screen (including questions) throughout protocol. ]

# **Interview Protocol**

(Present Informed Consent Form. Participants will be blind to FDA's sponsorship.)

[PROGRAMMER: Screen 1. TIME SPENT ON SCREEN IN MILLISECONDS]

Thank you for agreeing to participate in this study today.

Make sure you are comfortable and can read the screen from where you sit. This study is about advertising for a new product. We will show you an ad for a new product then ask you some questions about it. Your answers are private and will not be connected with your name. Your input is extremely valuable.

# [PROGRAMMER: Screen 2. TIME SPENT ON SCREEN IN MILLISECONDS] [RANDOMLY ASSIGN TO ONE VERSION OF SCREEN 2]

#### [VERSION 1: CONTROL]

The ad has two pages. We will ask you some questions about the ad after you have finished reading it.

#### [VERSION 2: INCREASED ATTENTION]

The ad has two pages. We will ask you some questions about the ad after you have finished reading it. Do your best to remember details about the ad. We will ask you to explain your answers.

#### [VERSION 3: TIME LIMIT]

The ad has two pages. We will ask you some questions about the ad after you have finished reading it. You will have up to 4 minutes to read the ad. The program will

automatically move on to the next part of the study after that time.

# [VERSION 4: INCREASED ATTENTION + TIME LIMIT]

The ad has two pages. We will ask you some questions about the ad after you have finished reading it. Do your best to remember details about the ad. We will ask you to explain your answers. You will have up to 4 minutes to read the ad. The program will automatically move on to the next part of the study after that time.

# [SCREEN 3]

If you want to see a bigger image of the page, you can enlarge the page by clicking on it, and you can flip between the pages by clicking the "Next" and "Back" buttons at the bottom of the screen. Once you finish reading the ad, please click "Start Next Part of Study" to move to the next part of the study. You may begin when you are ready.

[PROGRAMMER: Record time in milliseconds spent on each page of the print ad.]

[PROGRAMMER: Show stimuli. TIME SPENT ON EACH PAGE IN

MILLISECONDS]

[PROGRAMMER: UNLESS OTHERWISE NOTED, RECORD TIME SPENT ON

EACH QUESTION IN MILLISECONDS]

Now please answer the following questions based on the ad you saw.

Q1. Were you able to view the ad for DRUG X?

Yes

No **→** [Terminate]

Not sure **→** [Terminate]

Q1b. Please list the thoughts that were going through your mind as you viewed the ad for DRUG X and list them below. Use one line for each thought.

[PROGRAMMER: Five separate text boxes]

Q2. What type o	f product is I	DRUG X? [PRO	OGRAMMER:	randomize resp	onses]
Over the counter	drug				
Prescription drug					
Herbal suppleme Lens cleaner	nt				
Don't know or ur	ncertain				
Q3. What condition	ion does DRU	JG X treat? [PF	OGRAMMER	: randomize res	sponses]
High blood press	ure				
Insomnia					
Migraine headac					
Seasonal allergie Diabetes	S				
Acid Reflux/GEI	RD				
Don't know or ur	ncertain				
[PROGRAMME through Q12. Ra	-			-	
		•		•	-
Q4. In your own [PROGRAMME			of DRUG X?		
[FROGRAMME	ix. Four sepai	die text boxes]			
[PROGRAMME	R: Randomiz	e order of Q5-0	<b>(</b> 6]		
(Perceived Benef	fit)				
Q5. Based on	the informati	on in the ad, ho	ow effective wo	ould DRUG X ե	e for you?
1 7	2	3	4	5	6
Not at all			Moderately		

	very	
	effective	effective
effectiv	ve	
$O_{\mathcal{C}}$	Dasad on the information in the ad	hora reall reguld DDIIC

Q6. Based on the information in the ad, how well would DRUG X work for you?

1 2 3 4 5
7
Not at all Moderately
Very
well well

6

# [PROGRAMMER: randomize order of Q7a-h. Record time spent on series] (Recall of Benefits)

Q7. Based on the information in the ad, please check which of the following are benefits of taking DRUG X.

	Yes	No	Don't Know
a. DRUG X is taken twice a day.		X	
b. DRUG X can be used for up to 3 months.	X		
c. DRUG X can help you stay asleep for up to 8 hours.	X		
d. DRUG X is safe for people with kidney problems.	X		
e. DRUG X treats insomnia in adults and children ages 10 and up.		X	
f. DRUG X is the #1 prescribed medication for insomnia.		X	
g. DRUG X combines two ingredients.	X		
h. DRUG X can be habit-forming.		X	
i. DRUG X leaves your system within 4 hours.		X	

Q8. In your own words, what are the risks of DRUG X? [PROGRAMMER: Four separate text boxes]

	GRAMMER: eived Risk)	Randomize or	der of Q9-Q10	I		
Q9.	Based on the	e information i	n the ad, how s	afe would DRU	G X be for you	?
	1 7	2	3	4	5	6
	Not at all		N	Moderately		
	Very Safe			safe		
	safe			Surc		
Q10.	Based on the	e information i	n the ad, how r	isky would DR	UG X be for yo	u?
	1 7	2	3	4	5	6
	Not at all		N	Moderately		
	Very risky			risky		
	risky			115Ky		
Q11.			n this ad, how l	likely is it that y	ou would have	a side
effect	from DRUG 1	X? 2	3	4	5	6
	7	۷	J	7	5	U
	Not at all		N	Moderately		
	Very likely			likely		
	likely			-		

[PROGRAMMER: Randomize order of Q12a-i. Record time spent on series.] (Recall of Risks)

Q12. Based on the information in the ad, please check which of the following are risks of taking DRUG X.

	Yes	No	Don't Know
a. TTP is a risk when you take DRUG X		X	
b. You need blood tests when taking DRUG X.		X	
c. People with liver problems should not take DRUG X.	X		
d. A common side effect of DRUG X is ringing in the ears.	Х		
e. A common side effect of DRUG X is blurred vision.	Х		
f. People with a history of migraine headaches should not take DRUG X.	Х		
g. A common side effect of DRUG X is dizziness.	Х		
h. People with kidney problems should not take DRUG X.		X	
i. A common side effect of DRUG X is joint pain.		X	
j. DRUG X may cause hallucinations.	X		

# [PROGRAMMER: Rotate order of Q13-Q14]

(Perceived Comparative Benefit and Risk)

Q13. Compared to other treatments you could take for insomnia, how well do you think DRUG X works?

Much better Somewhat better About the same Somewhat worse Much worse

Q14. Compared to other treatments you could take for insomnia, how safe or risky do you think DRUG X is?

Much safer Somewhat safer About the same Somewhat riskier Much riskier

risks

[PROGRAMMER: If Q13 = much better (1) or Q13 = somewhat better (2), ask Q15] Q15. You said DRUG X works better than other treatments for insomnia. What in the ad made you say DRUG X works better? [PROGRAMMER: Four separate text boxes] Codes to be determined through pretesting [PROGRAMMER: If Q14 = somewhat riskier (4) or Q14 = much riskier (5), ask Q16] Q16. You said DRUG X was more risky than other treatments for insomnia. What in the ad made you say DRUG X was more risky? [PROGRAMMER: Four separate text boxes] Codes to be determined through pretesting Q17. Thinking overall about the risks and benefits of DRUG X, would you say it has: 2 3 5 6 7 1 More risks Equal risks More benefits than benefits and benefits than

# [PROGRAMMER: Randomize order of Q18a-d. Record time spent on series.]

(Risk/Benefit Tradeoff)

Q18. Please rate your agreement or disagreement with each of the following statements.

		Strongly	Somewhat	Neither	Somewhat	Strongly
		agree	agree	agree nor	disagree	disagree
				disagree		
a.	The ad clearly					
	communicated the					
	benefits of DRUG X.					
b.	The ad clearly					
	communicated the					
	risks of DRUG X.					
c.	The ad evenly					
	balanced the risks and					
	benefits of DRUG X.					

(Behavioral Intention)

Q19a. How likely or not likely are you to look for more information about DRUG X?

Not at all likely Somewhat likely Very likely Extremely likely

Q19b. How likely or not likely are you to switch to DRUG X?

Not at all likely Somewhat likely Very likely Extremely likely

# (Perceived Quality)

Q20. How would you rate the quality of DRUG X?

# [PROGRAMMER: Randomize order of Q21a-c]

(Attitude toward Ad. From Bhutada et al., 2009, Shen & Chen, 2007, and MacKenzie & Lutz, 1989)

Q21.	Q21. In your opinion, was the ad for DRUG X:						
a.	1 7	2	3	4	5	6	
G	ood Bad						
b.	1 7 asant	2	3	4	5	6	
Unple							
с.	1 7	2	3	4	5	6	
Fav Unfav	vorable orable						
(Mani	pulation Check	s)					
QP3.	In your opinion	on, was the amo	ount of time you 3	ı had to read th 4	e ad: 5	6	
	7 Too short	2	About		3	U	
Too lo			Hoodi	116110			
QP4.	How much at	tention did you	pay to the adve	ertisement when	n you were read	ling it?	
	1 7 A little A lot	2	3	4	5	6	
Q22a. Do you remember seeing a <b>coupon or other type of offer</b> in the ad for DRUG X?							
Yes No Not su	ıre						
[If OFFER=NONE, skip to Q25a]							
[II OI	FER=NONE, s	skip to Q25aJ					

This ad had information about a  ${\bf coupon}\ {\bf or}\ {\bf offer}\ {\bf for}\ {\sf DRUG}\ X.$  When answering the

next few questions, please think <u>only</u> about the **coupon or offer** mentioned in the ad.

Q22b. What did the coupon or offer say? Please choose one. [PROGRAMMER: Randomize response choices]

- "Money-Back Guarantee"
- "Free 7-day Trial"
- "Free 30-day Trial"
- "\$20 off cost of your prescription"
- "#1 prescribed"
- "Buy one, get one free"
- "Buy two, get one free"
- "\$20 off the cost of your co-pay"

Don't know or uncertain

[Programmer: If OFFER=NONE, skip Q23 and Q24]

[PROGRAMMER: SHOW AD AGAIN]

#### (Inferences about Offer)

Q23a. In your own words, list all your thoughts, reactions and ideas that went through your mind while you were looking at the **coupon or offer** in the ad for DRUG X. Please use a separate line for each thought.

[PROGRAMMER: Five separate text boxes]

Q23b. For each of the thoughts, reactions and ideas you listed, indicate whether the thought was positive, negative or neutral.

[PROGRAMMER: Display responses from Q23a. For each response, include a drop-down choice box or other appropriate choice box with the choices POSITIVE, NEGATIVE, NEUTRAL]

You said	Is it
[insert each response from Q24a above in a	POSITIVE
separate box]	NEGATIVE
	NEUTRAL

(Peripheral Cue)		1			
	,	1.			
Q24a. To what ex	ktent do you aş	gree or disagree	e that the <b>cou</b>	<b>pon or offer</b> wa	as:
	Strongly	Somewhat	Neither	Somewhat	Strongly
	agree	agree	agree nor disagree	disagree	disagree
a. Noticeable					
b. Believable					
c. Distracting	5				
[PROGRAMMER (Skepticism)	2: Randomize	order of Q25a-	d]		
Q25a. How likely	is it that the b	enefits of the d	rug presented	l in this ad are tr	rue?
1 2 Not at all Likely	3 4	5 6		9 Extremely Likely	
Q25b. How skepti ad?	cal are you ab	out the truth of	the benefits	of the drug pres	ented in this
1 2	3 4	5 6	7 8	9	
Not at all				Extremely	
Skeptical				Skeptical	
Q25c. How likely	is it that the ri	isks of the drug	presented in	this ad is true?	
1 2	3 4	5 6	7 8	9	
Not at all				Extremely	
Likely				Likely	
Q25d. How skepti	cal are vou ab	out the truth of	the risks of t	he drug present	ed in this ad?

1 2 3 4 5 6 7 8 9

Not at all Extremely Skeptical

# [Q26 BLANK]

[PROGRAMMER: randomize order of Q27a-i. Record time spent on series.] (Coupon Proneness and Quality-Price Relationship)

# Q27. These next few questions are about coupons.

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a.	Redeeming coupons makes me feel good.					
b.	I enjoy clipping coupons out of newspapers.					
C.	When I use coupons, I feel that I am getting a good deal.					
d.	I enjoy using coupons, regardless of the amount I save by doing so.					
e.	Beyond the money I save, redeeming coupons gives me a sense of joy.					
f.	Generally speaking, the higher the price of a product, the higher the quality.					
g.	The old saying "you get what you pay for" is					

	generally true.			
h.	The price of the			
	product is a			
	good indicator			
	of its quality.			
i.	You always			
	have to pay a			
	bit more for the			
	best.			

# (Subjective Health Literacy)

Q28. How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy?

Never

Rarely

Sometimes

Often

Always

# (Objective numeracy)

Q29. Now here are some questions that require you to use numbers to solve the problem. Some are easy, and others are more difficult. Please don't use a calculator: We'd like you to answer on your own. Remember, almost everyone will have trouble with these questions, so don't be upset if some are difficult—just do your best!

# [PROGRAMMER: DO NOT randomize Q29a-e]

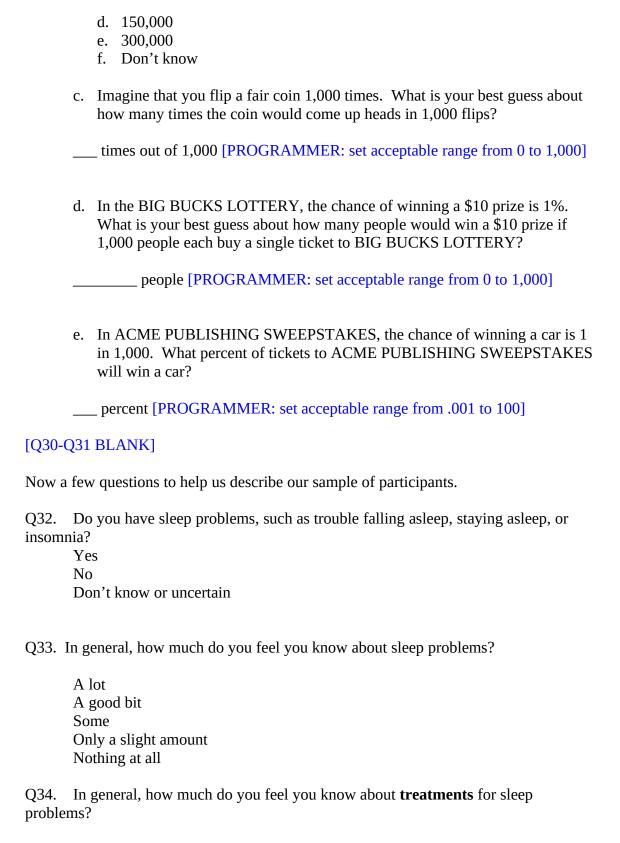
a. What is the correct answer:

$$17 - 8 + 4 = ?$$

- a. 11
- b. 13
- c. 21
- d. 23
- e. 29
- f. Don't know
- b. What is the correct answer:

$$100 \times 15 \times 20 = ?$$

- a. 1,500
- b. 15,000
- c. 30,000



A lot

	Some Only a slig Nothing at	ght amount : all				
-	than one.  Prescription	on drug ounter drug oplement er product	e you using to	treat your slee	p problems? Yo	ou may select
		_	g my sleep pr	oblems {skip to	Q37}	
Q36. that yo	How satist ou are using		sfied are you v	with the treatme	ent for your slee	p problems
	Very satis: Somewhat Somewhat Very dissa	satisfied dissatisfied				
Q37.		٠,		RUG X, how li	kely are you to	switch from
<i>y</i>	1	2	3	4	5	6
	7 Not at all Very likely			Moderately likely		
	likely					
[Q38,	Q39 BLAN	[K]				
Q40. V	Laptop con Desktop con Handheld Handheld	phone (iPhone	ook computer e, Blackberry, han a phone (		lm Pilot, iPad)	
or any	one (e.g., ca t answer.	•	r person, web		nbers in them fr if you did—we	

A good bit

TA 1	г
1	$\cap$
1 1	

Q42. Are you now covered by any form includes any private insurance plan throug	of health insurance or health plan? This h your employer or a plan that you purchased
yourself, as well as a government program	like Medicare or Medicaid.
Yes	
No	(skip Q43)
Don't Know	, <u> </u>
Q43. Does your current insurance plan h Yes No Don't Know	elp pay for prescription drugs?

QP1. Did you read the instructions at the beginning of the study?

Yes

No

[End time: \_\_\_\_\_\_]

You have been very helpful. Thank you very much for your participation!

The purpose of this research is to learn about consumer reactions to medical advertising. In order to get a real-life reaction to this information, we created a brand to use in this study. DRUG X is not a real product and it is not available for sale. Please see your healthcare professional for questions about insomnia.

**END** 

# Effect of Promotional Offers in Direct-to-Consumer Prescription Drug Print Advertisements on Consumer Product Perceptions

**DRAFT Questionnaire: PRETEST 2** 

Programming instructions are indicated in blue font.

# [PROGRAMMER:

- The viewing time of each page of the ad must be timed separately in milliseconds.
- Program progresses to the questioning in a "one-way" manner
- Record time in milliseconds spent on each screen (including questions) throughout protocol. ]

#### **Interview Protocol**

(Present Informed Consent Form. Participants will be blind to FDA's sponsorship.)

# [PROGRAMMER: Screen 1. TIME SPENT ON SCREEN IN MILLISECONDS]

Thank you for agreeing to participate in this study today.

Make sure you are comfortable and can read the screen from where you sit. This study is about advertising for a new product. We will show you an ad for a new product then ask you some questions about it. Your answers are private and will not be connected with your name. Your input is extremely valuable.

#### [PROGRAMMER: Screen 2. TIME SPENT ON SCREEN IN MILLISECONDS]

The ad has two pages. We will ask you some questions about the ad after you have finished reading it.

#### [PROGRAMMER: SCREEN 3]

If you want to see a bigger image of the page, you can enlarge the page by clicking on it, and you can flip between the pages by clicking the "Next" and "Back" buttons at the bottom of the screen. Once you finish reading the ad, please click "Start Next Part of Study" to move to the next part of the study. You may begin when you are ready.

[PROGRAMMER: Record time in milliseconds spent on each page of the print ad.]

[PROGRAMMER: Show stimuli. TIME SPENT ON EACH PAGE IN

MILLISECONDS]

[PROGRAMMER: UNLESS OTHERWISE NOTED, RECORD TIME SPENT ON

# EACH QUESTION IN MILLISECONDS]

Now please answer the following questions based on the ad you saw.
Q1. Were you able to view the ad for DRUG X?  Yes  No → [Terminate]  Not sure → [Terminate]
Q2. What type of product is DRUG X? [PROGRAMMER: randomize responses]
Over the counter drug Prescription drug Herbal supplement Lens cleaner Don't know or uncertain
Q3. What condition does DRUG X treat? [PROGRAMMER: randomize responses]
High blood pressure Insomnia Migraine headaches Seasonal allergies Diabetes Acid Reflux/GERD Don't know or uncertain  [PROGRAMMER: Benefit question series = Q4 through Q7. Risk question series = Q8 through Q12. Randomize order of benefit question series versus risk question series]  Q4. In your own words, what are the benefits of DRUG X? [PROGRAMMER: Four separate text boxes]

(Perceived Benefit)

[PROGRAMMER: Randomize order of Q5-Q6]

Q5.	Based on th	e informatio	on in the ad, ho	ow effective wou	ld DRUG X l	oe for you?
	1 7	2	3	4	5	6
	Not at all Very			Moderately		
	effective			effective		
effect	ive					
Q6.	Based on th	e informatio	on in the ad, h	ow well would D	RUG X work	for you?
	1 7	2	3	4	5	6
	Not at all Very			Moderately		
	well well			well		
- 7	GRAMMER:		order of Q7a-	h. Record time s	pent on series	5]

(Recall of Benefits)
Q7. Based on the information in the ad, please check which of the following are benefits of taking DRUG X.

	Yes	No	Don't Know
a. DRUG X is taken twice a day.		X	
b. DRUG X can be used for up to 3 months.	X		
c. DRUG X can help you stay asleep for up to 8 hours.	X		
d. DRUG X is safe for people with kidney problems.	X		
e. DRUG X treats insomnia in adults and children ages 10 and up.		X	
f. DRUG X is the #1 prescribed medication for insomnia.		X	
g. DRUG X combines two ingredients.	Х		
h. DRUG X can be habit-forming.		X	
i. DRUG X leaves your system within 4 hours.		X	

	-		are the risks of ate text boxes]	DRUG X?		
		Randomiz	e order of Q9-C	[210]		
(Perce	eived Risk)					
Q9.	Based on th	e informati	on in the ad, ho	ow safe would I	ORUG X be for	you?
	1 7	2	3	4	5	6
	Not at all			Moderately		
	Very Safe			safe		
	safe					
Q10.	Based on th	e informati	on in the ad, ho	ow risky would	DRUG X be fo	r you?
	1	2	3	4	5	6
	7 Not at all			Moderately		
	Very			_		
	risky risky			risky		
044				101 1	111	. 1
Q11. effect	from DRUG		on in this ad, h	ow likely is it th	iat you would f	iave a side
	1	2	3	4	5	6
	7 Not at all			Moderately		
	Very			_		
	likely likely			likely		

# [PROGRAMMER: Randomize order of Q12a-i. Record time spent on series.] (Recall of Risks)

Q12. Based on the information in the ad, please check which of the following are risks of taking DRUG X.

	Yes	No	Don't Know
a. TTP is a risk when you take DRUG X		X	
b. You need blood tests when taking DRUG X.		X	
c. People with liver problems should not take DRUG X.	X		
d. A common side effect of DRUG X is ringing in the ears.	X		
e. A common side effect of DRUG X is blurred vision.	X		
f. People with a history of depression should not take DRUG X.	X		
g. A common side effect of DRUG X is dizziness.	X		
h. People with kidney problems should not take DRUG X.		X	
i. A common side effect of DRUG X is joint pain.		X	
j. DRUG X may cause hallucinations.	X		

# [PROGRAMMER: Rotate order of Q13-Q14]

(Perceived Comparative Benefit and Risk)

Q13. Compared to other treatments you could take for insomnia, how well do you think DRUG X works?

Much better Somewhat better About the same Somewhat worse Much worse

Q14. Compared to other treatments you could take for insomnia, how safe or risky do you think DRUG X is?

Much safer Somewhat safer About the same Somewhat riskier Much riskier

Q17. Thinking overall about the risks and benefits of DRUG X, would you say it has:

1	2	3	4	5	6	7
More risks			<b>Equal</b> risks			More
benefits						
than benefits	5		and benefits			than
risks						

[PROGRAMMER: Randomize order of Q18a-c. Record time spent on series.]

(Risk/Benefit Tradeoff)

Q18. Please rate your agreement or disagreement with each of the following statements.

		Strongly	Somewhat	Neither	Somewhat	Strongly
		agree	agree	agree nor	disagree	disagree
				disagree		
d.	The ad clearly					
	communicated the					
	benefits of DRUG X.					
e.	The ad clearly					
	communicated the					
	risks of DRUG X.					
f.	The ad evenly					
	balanced the risks and					
	benefits of DRUG X.					

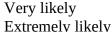
# (Behavioral intention)

Q19a. How likely or not likely are you to look for more information about DRUG X?

Not at all likely Somewhat likely Very likely Extremely likely

Q19b. How likely or not likely are you to switch to DRUG X?

Not at all likely Somewhat likely



Extremely likely	
(Perceived Quality) Q20. How would you rate the quality of DRUG X?	
1 2 3 5 6 7 Poor quality Good quality	
[Q21 BLANK]	
(Manipulation Checks)	
Q22a. Do you remember seeing a coupon or other type of offer in the ad for DRUC	3 X?

Yes No Not sure [If OFFER=NONE, skip to Q25a]

Q22b. What did the coupon or offer say? Please choose one. [PROGRAMMER: Randomize response choices]

```
"Money-Back Guarantee"
```

Don't know or uncertain [always last]

# [PROGRAMMER: SHOW AD AGAIN]

#### (Inferences about Offer)

Q23a. In your own words, list all your thoughts, reactions and ideas that went through your mind while you were looking at the coupon or offer in the ad for DRUG X. Please use a separate line for each thought.

[PROGRAMMER: Five separate text boxes]

<sup>&</sup>quot;Free 7-day Trial"

<sup>&</sup>quot;Free 30-day Trial"

<sup>&</sup>quot;Free refill"

<sup>&</sup>quot;\$20 off cost of your prescription"

<sup>&</sup>quot;#1 prescribed"

<sup>&</sup>quot;Buy one, get the next one free"

<sup>&</sup>quot;Buy two, get the next one free"

<sup>&</sup>quot;\$20 off the cost of your co-pay"

Q23b. For each of the thoughts, reactions and thought was positive, negative or neutral.  [PROGRAMMER: Display responses from Oddown choice box or other appropriate choice	Q23a. For each response, include a drop-
NEGATIVE, NEUTRAL]	
You said	Is it
[insert each response from Q24a above in a	POSITIVE
separate box]	NEGATIVE
	NEUTRAL
offer.	-
Q23c. In your own words, describe what yo offer. [PROGRAMMER: Four separate text boxes]	•
offer.	•
offer.	•
offer.	-
offer.	-
offer.	•
offer.	
offer. [PROGRAMMER: Four separate text boxes]	er: 6 7

Definitely use	
the offer	

Definitely not use the offer

(Peripheral Cue)

Q24a. To what extent do you agree or disagree that the **coupon or offer** was:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
d. Noticeable					
e. Believable					
f. Distracting					

e. l	3elievabl	e							
f. 1	Distractir	ng							
O24b. 1	How like	lv woul	d vou b	e to use	this co	upon o	r offer	for DRUG X?	
		2				6	7	101 2110 0 111	
Definite the offer	ly use					Ι		ely not offer	
[PROGI (Skepti	RAMME cism)	R: Ran	domize	order o	f Q25a-	d]			
Q25a. H	low likel	y is it tl	nat the b	enefits	of the d	rug pre	esented	l in this ad are tru	ie?
1 Not at a Likely	2 ll	3	4	5	6	7		9 Extremely Likely	
Q25b. Had?	Iow skep	tical ar	e you ab	out the	truth of	the be	enefits	of the drug prese	nted in this
1 Not at a Skeptica		3	4	5	6	7		9 Extremely Skeptical	
Q25c. H	low likel	y is it tl	nat the r	isks of 1	the drug	presei	nted in	this ad is true?	
1 Not at a Likely	2 11	3	4	5	6	7		9 Extremely Likely	
Q25d. H	Iow skep	tical ar	e you ab	out the	truth of	the ris	sks of t	the drug presented	d in this ad?

1 2 3 4 5 6 7 8 9

Not at all Extremely Skeptical

# [Q26 BLANK]

[PROGRAMMER: randomize order of Q27a-i. Record time spent on series.] (Coupon Proneness and Quality-Price Relationship)

# Q27. These next few questions are about coupons.

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
	Redeeming coupons makes me feel good.			-		
	I enjoy clipping coupons out of newspapers.					
	When I use coupons, I feel that I am getting a good deal.					
	I enjoy using coupons, regardless of the amount I save by doing so.					
	Beyond the money I save, redeeming coupons gives me a sense of joy.					
	Generally speaking, the higher the price of a product, the higher the quality.					
_	The old saying "you get what you pay for" is					

	generally true.			
q.	The price of the			
	product is a			
	good indicator			
	of its quality.			
r.	You always			
	have to pay a			
	bit more for the			
	best.			

# (Subjective Health Literacy)

Q28. How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy?

Never

Rarely

Sometimes

Often

Always

# (Objective numeracy)

Q29. Now here are some questions that require you to use numbers to solve the problem. Some are easy, and others are more difficult. Please don't use a calculator: We'd like you to answer on your own. Remember, almost everyone will have trouble with these questions, so don't be upset if some are difficult—just do your best!

# [PROGRAMMER: DO NOT randomize Q29a-e]

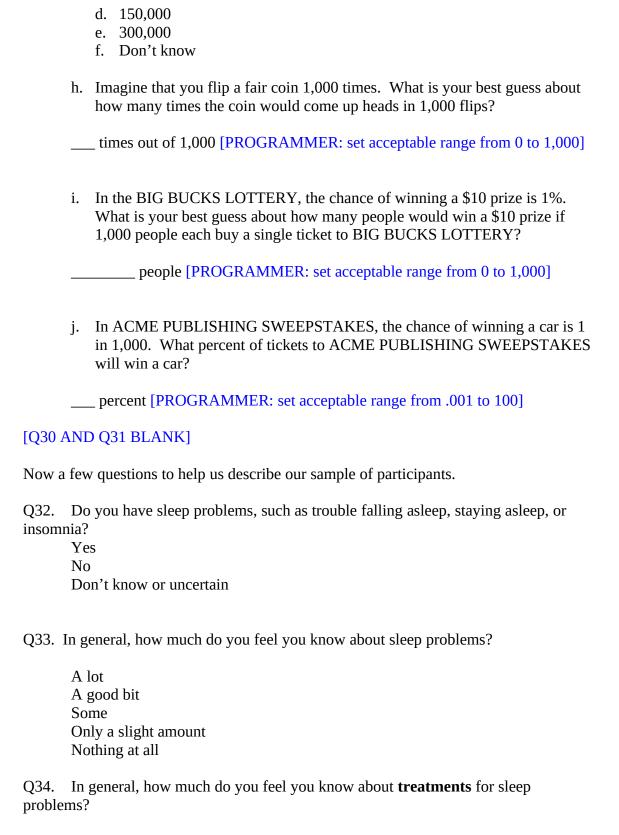
f. What is the correct answer:

$$17 - 8 + 4 = ?$$

- g. 11
- h. 13
- i. 21
- i. 23
- k. 29
- l. Don't know
- g. What is the correct answer:

$$100 \times 15 \times 20 = ?$$

- a. 1,500
- b. 15,000
- c. 30,000



A lot

Only a slight amount Nothing at all What type of product are you using to treat your sleep problems? You may select Q35. more than one. Prescription drug Over the counter drug Herbal supplement Some other product Behavior changes Nothing/I am not treating my sleep problems {skip to Q37} Q36. How satisfied or dissatisfied are you with the treatment for your sleep problems that you are using now? Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied (Likelihood of Switching) Q37. Based on what you read in the ad for DRUG X, how likely are you to switch from your current treatment to DRUG X? 1 2 3 4 5 6 7 Not at all Moderately Very likely likely likely [Q38, Q39 BLANK] Q40. What did you use to complete today's survey? Laptop computer / Netbook computer Desktop computer Handheld phone (iPhone, Blackberry, Droid) Handheld device other than a phone (iPod Touch, Palm Pilot, iPad) Other:

A good bit Some

Q41. Did you receive any help on the questions that had numbers in them from anything or anyone (e.g., calculator, other person, website)? It's okay if you did—we just want an honest answer.

	No
includ	Are you now covered by any form of health insurance or health plan? This es any private insurance plan through your employer or a plan that you purchased lf, as well as a government program like Medicare or Medicaid.  Yes
	No (skip Q43) Don't Know
Q43.	Does your current insurance plan help pay for prescription drugs? Yes No Don't Know
QP1.	Did you read the instructions at the beginning of the study? Yes No
[End ti	me:]

Yes (write source\_\_\_\_\_)

You have been very helpful. Thank you very much for your participation!

The purpose of this research is to learn about consumer reactions to medical advertising. In order to get a real-life reaction to this information, we created a brand to use in this study. DRUG X is not a real product and it is not available for sale. Please see your healthcare professional for questions about insomnia.

**END** 

# Effect of Promotional Offers in Direct-to-Consumer Prescription Drug Print Advertisements on Consumer Product Perceptions

# DRAFT Questionnaire: PRETEST 3 AND MAIN STUDIES

Programming instructions are indicated in blue font. Questions specific to PRETEST 3 / STUDY 1 are in GREEN. Questions specific to STUDY 2 are in RED.

#### [PROGRAMMER:

- The viewing time of each page of the ad must be timed separately in milliseconds.
- Program progresses to the questioning in a "one-way" manner
- Record time in milliseconds spent on each screen (including questions) throughout protocol. ]

# **Interview Protocol**

(Present Informed Consent Form. Participants will be blind to FDA's sponsorship.)

#### [PROGRAMMER: Screen 1. TIME SPENT ON SCREEN IN MILLISECONDS]

Thank you for agreeing to participate in this study today.

Make sure you are comfortable and can read the screen from where you sit. This study is about advertising for a new product. We will show you an ad for a new product then ask you some questions about it. Your answers are private and will not be connected with your name. Your input is extremely valuable.

#### [PROGRAMMER: Screen 2. TIME SPENT ON SCREEN IN MILLISECONDS]

Some ads have two pages, others have only one. We will ask you some questions about the ad after you have finished reading it.

#### [PROGRAMMER: Screen 3. TIME SPENT ON SCREEN IN MILLISECONDS]

If you want to see a bigger image of the page, you can enlarge the page by clicking on it, and for two page ads you can flip between the pages by clicking the "Next" and "Back" buttons at the bottom of the screen. Once you finish reading the ad, please click "Start Next Part of Study" to move to the next part of the study. You may begin when you are ready.

[PROGRAMMER: Record time in milliseconds spent on each page of each print ad.]

[]	MILLISECONDS] PROGRAMMER: UNLESS OTHERWISE NOTED, RECORD TIME SPENT ON EACH QUESTION IN MILLISECONDS]
N	Now please answer the following questions based on the ads you saw.
Ç	Q1. Were you able to view the ad for DRUG X? Yes No → [Terminate] Not sure → [Terminate]
	Q1b. Please list the thoughts that were going through your mind as you viewed the ador DRUG X and list them below. Use one line for each thought.
[]	PROGRAMMER: Five separate text boxes]
_	PRETEST 3 GROUP 1: Provide link on screen to view ad. PRETEST 3 GROUP 2: Do ot show ad.]
C	Q2. What type of product is DRUG X? [PROGRAMMER: randomize responses]
P H L	Over the counter drug Prescription drug Herbal supplement Lens cleaner Not sure
C	Q3. What condition does DRUG X treat? [PROGRAMMER: randomize responses]
In N S	High blood pressure nsomnia Migraine headaches Seasonal allergies Diabetes

[PROGRAMMER: Show stimuli. TIME SPENT ON EACH PAGE IN

Acid Reflux/GERD Not sure/Don't know

[PROGRAMMER: Benefit question series = Q4 through Q7. Risk question series = Q8 through Q12. Randomize order of benefit question series versus risk question series]

Q4. Ir	n your own wo	ords, what are the Four separate to	ne benefits (	of DRUG X?	risk question se	riesj
	GRAMMER: Pived Benefit)	Randomize ord	er of Q5-Q	6]		
Q5.	Based on the	e information in	the ad, how	w effective would l	DRUG X be for	you?
effecti	1 7 Not at all Very effective ive	2	3	4 Moderately effective	5	6
Q6.	Based on the	e information in	the ad, how	w well would DRU	G X work for y	ou?
	1	2	3	4	5	6
	7 Not at all			Moderately		
	Very well well			well		
[PRO	GRAMMER:	randomize orde	er of Q7a-h.	. Record time spen	nt on series]	
(Dags	ll of Donofita)					

(Recall of Benefits)
[PRETEST 3 AND STUDY 1 ONLY]

Q7. Based on the information in the ad, please check which of the following are benefits of taking DRUG  $\boldsymbol{X}$ .

	Yes	No	Don't Know
a. DRUG X is taken twice a day.		X	
b. DRUG X can be used for up to 3 months.	X		
c. DRUG X can help you stay asleep for up to 8 hours.	X		
d. DRUG X is safe for people with kidney problems.	X		
e. DRUG X treats insomnia in adults and children ages 10 and up.		X	
f. DRUG X is the #1 prescribed medication for insomnia.		X	
g. DRUG X combines two ingredients.	X		
h. DRUG X can be habit-forming.		X	
i. DRUG X leaves your system within 4 hours.		X	

# [STUDY 2 ONLY]

Q7. Based on the information in the ad, please check which of the following are benefits of taking DRUG X.

	Yes	No	Don't Know
a. You take DRUG X once a day.		X	
b. DRUG X helps lower your blood pressure.	X		
c. You take DRUG X only once a month.	X		
d. DRUG X can reduce your bad cholesterol levels.		X	
e. DRUG X can reduce your risk of having a stroke.	X		
f. DRUG X is the only high blood pressure medication approved to treat children.		X	
g. DRUG X can help prevent heart attacks.	X		

Q8. [PRO	-		at are the risks ate text boxes]	of DRUG X?		
PRO	GRAMMER:	Randomiz	e order of Q9-0	Q10]		
	eived Risk)					
Q9.	Based on th	e informati	on in the ad. ho	ow safe would D	RUG X be for	vou?
(3.						jour
	1 7	2	3	4	5	6
	Not at all			Moderately		
	Very			C		
	Safe safe			safe		
240				. 1		0
Q10.	Based on th	e informati	on in the ad, ho	ow risky would	DRUG X be fo	r you?
	1	2	3	4	5	6
	7			3.6.11		
	Not at all Very			Moderately		
	risky			risky		
	risky			- 5		
Q11.	Based on th	e informati	on in this ad, h	ow likely is it th	at you would h	ıave a sid
ffect	from DRUG	X?				
	1	2	3	4	5	6
	7 Not at all			Modoratoly		
	Very			Moderately		
	likely			likely		
	likely			J		

# [PROGRAMMER: Randomize order of Q12a-i. Record time spent on series.]

(Recall of Risks)

[PRETEST 3 AND STUDY 1 ONLY]

Q12. Based on the information in the ad, please check which of the following are risks of taking DRUG X.

	Yes	No	Don't
			Know
a. TTP is a risk when you take DRUG X		X	
b. You need blood tests when taking DRUG X.		X	
c. People with liver problems should not take DRUG X.	X		
d. A common side effect of DRUG X is ringing in the ears.	X		
e. A common side effect of DRUG X is blurred vision.	X		
f. People with a history of depression should not take DRUG X.	X		
g. A common side effect of DRUG X is dizziness.	X		
h. People with kidney problems should not take DRUG X.		Х	
i. A common side effect of DRUG X is joint pain.		X	
j. DRUG X may cause hallucinations.	X		

## [STUDY 2 ONLY]

Q12. Based on the information in the ad, please check which of the following are risks of taking DRUG X.

	Yes	No	Don't
			Know
a. Taking some kinds of over-the-counter cough medicines at the same time as taking DRUG X increases your risk of having a		X	
heart attack.			
b. DRUG X may cause excitability.		X	
c. If you have a very slow heart rate, you should not take DRUG	X		
X.			
d. DRUG X may cause you to have blurry vision.	X		

e. One of the most common side effects is tiredness.	X		
f. Antibiotics may not work as well if you use DRUG X at the same time.		X	
g. You should have regular eye exams when you take DRUG X.	X		
h. One of the most common side effects is nausea.		X	

[PROGRAMMER: Rotate order of Q13-Q14]

(Perceived Comparative Benefit and Risk)

Q13. Compared to other treatments you could take for insomnia, how well do you think DRUG X works?

Much better

Somewhat better

About the same

Somewhat worse

Much worse

Q14. Compared to other treatments you could take for insomnia, how safe or risky do you think DRUG X is?

Much safer

Somewhat safer

About the same

Somewhat riskier

Much riskier

[PROGRAMMER: If Q13 = much better (1) or Q13 = somewhat better (2), ask Q15]

Q15. You said DRUG X works better than other treatments for insomnia. What in the ad made you say DRUG X works better?

[PROGRAMMER: Four separate text boxes]

Codes to be determined th	nrough pretest	ting			
[PROGRAMMER: If Q1	4 = somewha	t riskier (4) oı	Q14 = muc	h riskier (5), a	ask Q16]
Q16. You said DRUG X yad made you say DRUG X [PROGRAMMER: Four s	K was more ri	sky?	reatments fo	r insomnia. V	What in the
Codes to be determined the Q17. Thinking overall about	out the risks a	J		, ,	it has:
1 2 More risks	3	4 Equal risks	5	6	7 More
benefits than benefits risks		and benefits			than
[PROGRAMMER: Rando	omize order of	f Q18a-d. Re	cord time sp	ent on series.	]
(Risk/Benefit Tradeoff)					
Q18. Please rate your agr		T -			
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
g. The ad clearly communicated the benefits of DRUG X.					
h. The ad clearly communicated the risks of DRUG X.					
i. The ad evenly					

balanced the					
benefits of D	RUG X.				
(Behavioral Inte	ntion)				
Q19a. How likel	y or not likely	are you to lool	t for more info	rmation about l	DRUG X?
Not at all Somewh	•				
Very like	-				
Extremel	-				
Q19b. How like	ely or not likely	are you to sw	itch to DRUG	X?	
Not at all	l likely				
Somewh					
Very like Extremel					
	.y				
(Perceived Qual	itv)				
Q20. How wor	• .	e quality of DR	UG X?		
1 7	3 4 -	г	<i>c</i> 7		
		``			
	5 4	3	_	uality	
Poor quality			Good q	uality	
Poor quality  [PROGRAMME	ER: Randomize	order of Q21a	Good q	•	MacKanzia &
Poor quality	ER: Randomize	order of Q21a	Good q	•	MacKenzie &
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)	ER: Randomize Ad. From Bh	e order of Q21a utada et al., 20	Good questions Good que	•	MacKenzie &
Poor quality  [PROGRAMME (Attitude toward	ER: Randomize Ad. From Bh	e order of Q21a utada et al., 20	Good questions Good que	•	MacKenzie &
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1	ER: Randomize Ad. From Bh	e order of Q21a utada et al., 20	Good questions Good que	•	MacKenzie & 6
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1	ER: Randomize Ad. From Bh	e order of Q21a utada et al., 20 e ad for DRUC	Good questions Good que que transcription Good que transcriptions Good que transcription Good questions Good que transcription Good que transcr	en, 2007, and I	
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1	ER: Randomize Ad. From Bh	e order of Q21a utada et al., 20 e ad for DRUC	Good questions Good que que transcription Good que transcriptions Good que transcription Good questions Good que transcription Good que transcr	en, 2007, and I	
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1  7  Good Bad	ER: Randomize Ad. From Bh Opinion, was the	e order of Q21a autada et al., 20 e ad for DRUG	Good questions Good que transcription Good questions Good que transcription Good q	en, 2007, and I	6
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1 7 Good Bad  b. 1	ER: Randomize Ad. From Bh	e order of Q21a utada et al., 20 e ad for DRUC	Good questions Good que que transcription Good que transcriptions Good que transcription Good questions Good que transcription Good que transcr	en, 2007, and I	
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1  7  Good Bad	ER: Randomize Ad. From Bh Opinion, was the	e order of Q21a autada et al., 20 e ad for DRUG	Good questions Good que transcription Good questions Good que transcription Good q	en, 2007, and I	6
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1 7 Good Bad  b. 1 7	ER: Randomize Ad. From Bh Opinion, was the	e order of Q21a autada et al., 20 e ad for DRUG	Good questions Good que transcription Good questions Good que transcription Good q	en, 2007, and I	6
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1 7 Good Bad  b. 1 7 Pleasant Unpleasant	ER: Randomize Ad. From Bh Opinion, was the	e order of Q21a autada et al., 20 e ad for DRUG	Good questions Good que transcription Good questions Good que transcription Good q	en, 2007, and I	6
Poor quality  [PROGRAMME (Attitude toward Lutz, 1989)  Q21. In your of a. 1 7 Good Bad  b. 1 7 Pleasant	ER: Randomize Ad. From Bh Opinion, was the 2	e order of Q21a outada et al., 20 e ad for DRUC 3	Good queenc] 09, Shen & Ch	ten, 2007, and I	6

Unfavorable

### (Manipulation Checks)

Q22a. Do you remember seeing a **coupon or other type of offer** in the ad for DRUG X?

Yes

No

Not sure

[If OFFER=NONE, skip to Q25a]

[PROGRAMMER: SHOW AD AGAIN]

This ad had information about a **coupon or offer** for DRUG X. When answering the next few questions, please think <u>only</u> about the **coupon or offer** mentioned in the ad.

Q22b. What did the coupon or offer say? Please choose one. [PROGRAMMER: Randomize response choices]

- "Money-Back Guarantee"
- "Free 7-day Trial"
- "Free 30-day Trial"
- "\$20 off cost of your prescription"
- "#1 prescribed"
- "Buy one, get one free"
- "Buy two, get one free"
- "\$20 off the cost of your co-pay"

Don't know or uncertain

[Programmer: If OFFER=NONE, skip Q23 and Q24]

[PROGRAMMER: SHOW AD AGAIN]

#### (Inferences about Offer)

Q23a. In your own words, list all your thoughts, reactions and ideas that went through your mind while you were looking at the **coupon or offer** in the ad for DRUG X. Please use a separate line for each thought.

[PROGRAMMER: Five separate text boxes]

r			

thought was positive [PROGRAMMER: down choice box or NEGATIVE, NEUT	e, negative or Display responder Tother approp	neutral.		response, inclu	de a drop-
You said [insert each respons separate box]	e from Q24a	above in a	Is it  POSITIVE  NEGATIVE  NEUTRAL		
Q24a. To what extends g. Noticeable	Strongly agree	Somewha		Somewhat disagree	Strongly disagree
h. Believable i. Distracting	<u> </u>	1			
	would you be 3 4		coupon or offer to 6 7 Definite use the c	ly not	
i. Distracting  Q24b. How likely v  1 2  Definitely use	3 4	. 5	6 7 Definite use the c	ly not	
i. Distracting  Q24b. How likely v 1 2  Definitely use the offer  [PROGRAMMER:	Randomize	5 order of Q25	6 7 Definite use the contact of the	ly not offer	rue?

Q25b. Ho	w skept	tical are	you ab	out the	truth of	the ben	efits	of the drug presented in this
1 Not at all Skeptical	2	3	4	5	6	7	8	9 Extremely Skeptical
Q25c. Ho	w likely	is it th	at the ri	sks of t	he drug	present	ted ir	this ad is true?
1 Not at all Likely	2	3	4	5	6	7	8	9 Extremely Likely
Q25d. Ho	w skept	tical are	you ab	out the	truth of	the risl	ks of	the drug presented in this ad?
1 Not at all Skeptical	2	3	4	5	6	7	8	9 Extremely Skeptical
[Q26 BLANK]								
[PROGRAMMER: randomize order of Q27a-i. Record time spent on series.]								

Q27. These next few questions are about coupons.

(Coupon Proneness and Quality-Price Relationship)

		Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
S.	Redeeming coupons makes me feel good.					
t.	I enjoy clipping coupons out of newspapers.					
u.	When I use coupons, I feel that I am getting a good deal.					
v.	I enjoy using coupons, regardless of the amount I save by doing					

		I	I	I	I	
	SO.					
w.	Beyond the					
	money I save,					
	redeeming					
	coupons gives					
	me a sense of					
	joy.					
х.	Generally					
	speaking, the					
	higher the price					
	of a product,					
	the higher the					
	quality.					
у.	The old saying					
	"you get what					
	you pay for" is					
	generally true.					
Z.	The price of the					
	product is a					
	good indicator					
	of its quality.					
aa.	You always					
	have to pay a					
	bit more for the					
	best.					
		I .	l .	l .	l .	

## (Subjective Health Literacy)

Q28. How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy?

Never

Rarely

Sometimes

Often

Always

## (Objective numeracy)

Q29. Now here are some questions that require you to use numbers to solve the problem. Some are easy, and others are more difficult. Please don't use a calculator: We'd like you to answer on your own. Remember, almost everyone will have trouble with these questions, so don't be upset if some are difficult—just do your best!

## [PROGRAMMER: DO NOT randomize Q29a-e]

k. What is the correct answer:

	17 - 8 + 4 = ?
	<ul> <li>m. 11</li> <li>n. 13</li> <li>o. 21</li> <li>p. 23</li> <li>q. 29</li> <li>r. Don't know</li> </ul>
1.	What is the correct answer:
	$100 \times 15 \times 20 = ?$
	<ul> <li>a. 1,500</li> <li>b. 15,000</li> <li>c. 30,000</li> <li>d. 150,000</li> <li>e. 300,000</li> <li>f. Don't know</li> </ul>
m.	Imagine that you flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?
	_ times out of 1,000 [PROGRAMMER: set acceptable range from 0 to 1,000]
n. —	In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to BIG BUCKS LOTTERY?  people [PROGRAMMER: set acceptable range from 0 to 1,000]
0.	In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES will win a car?
	percent [PROGRAMMER: set acceptable range from .001 to 100]
Q30. For e	e Numeracy 1st part) each of the following questions, please check the box that best reflects how are at doing the following things:

a. How good are you at working with fractions?

D Nota god	nt all	$\square_2$	□3	□4	<b>□</b> ₅	□ <sub>6</sub> Extremely good	
b. I	How good are	you at working	with percentage	s?			
D Nota god	at all		□3	$\square_4$	□s	□ <sub>6</sub> Extremely good	
c. I	How good are	you at calculati	ng a 15% tip?				
D Nota god	at all	$\square_2$	□3	$\square_4$	<b>□</b> ₅	□ <sub>6</sub> Extremely good	
d. I	How good are	you at figuring	out how much a	shirt will cost if	it is 25% o	ff?	
	□ <sub>1</sub> Not at all good	$\square_2$	<b></b> 3	$\square_4$	□5	ଘ₅ Extremely good	
	ive Numeracy		ons, please chec	k the box that be	est reflects y	our	
	When reading part of a story		how helpful do	you find tables a	nd graphs tl	nat are	
□ <sub>1</sub> Nota help	t all			□4	<b>□</b> <sub>5</sub>	ଘ₀ Extremely helpful	
			nce of something ') or numbers ("t			nat they	
Alway	⊒₁ ys Prefer ∕ords	$\square_2$	□3	<b>1</b> 4	o D₅ Al	ଘ₅ ways Prefer Numbers	
(	"there will be		ecast, do you pre of rain") or predi				

	ଘ₁ ays Prefer centages	$\square_2$	□₃	$\square_4$	□5	ଘ₅ Always Prefer Words
d.	How often o	lo you find r	numerical inform	ation to be usef	ul?	
۵	1	$\square_2$	□3	$\square_4$	□5	$\square_6$
Nev	/er					Very Often
Now a	few question	ns to help us	describe our san	nple of participa	nts.	
[PRET	EST 3 AND	STUDY 1 (	ONLY]			
Q32. insom	•		lems, such as troi	uble falling asle	ep, staying asle	eep, or
Q33.	A lot A good bit Some Only a sligh	t amount	you feel you kno	ow about sleep p	roblems?	
Q34. proble		now much do	o you feel you kr	now about <b>treat</b>	ments for sleep	)
	A lot A good bit Some Only a sligh Nothing at a					
Q35. more t	han one. Prescription Over the con Herbal supp Something of Behavior ch	drug unter drug lement other produc anges	e you using to tre t g my sleep probl			may select

Q36. How satisfied or dissatisfied are you with the treatment for your sleep problems that you are using now?

Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

#### [STUDY 2 ONLY]

Q32. Do you have high blood pressure?

Yes

No

Don't know or uncertain

Q33. In general, how much do you feel you know about high blood pressure?

A lot

A good bit

Some

Only a slight amount

Nothing at all

Q34. In general, how much do you feel you know about **treatments** for high blood pressure?

A lot

A good bit

Some

Only a slight amount

Nothing at all

Q35. What type of product are you using to treat your high blood pressure? You may select more than one.

Prescription drug

Over the counter drug

Herbal supplement

Something other product

Behavior changes

Nothing/I am not treating my sleep problems {skip to Q37}

Q36. How satisfied or dissatisfied are you with the treatment for your high blood pressure that you are using now?

Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

your current tre	eatmen	2	3 3		4	5	6
7 Not at a	ıll			N	Ioderately		
Very likely likely					likely		
[Q38 BLANK]							
Q39a. In your drugs?	opinio	n, how	risky are p	rescriptio	n drugs cor	npared to over-	the-counter
1 Much less risky	2 Y	3	4 S About the same	5 6	7 Much m	nore risky	
Q39b. In your counter drugs?	opinio	n, how	effective a	re prescriț	otion drugs	compared to ov	ver-the-
1 Much less effective	2	3	4 S About the same	5 6	7 Much m effective		
Desktoj Handhe	compu comp ld pho ld dev	iter / Nouter ne (iPhice oth	letbook com none, Blackl er than a ph	iputer berry, Dro	id)	lm Pilot, iPad)	
or anyone (e.g. honest answer.	, calcu	lator, c	-			nbers in them fr if you did—we	

Q42. Are you now o	covered by any form of	health insurance or health plan? This
includes any private in	nsurance plan through y	your employer or a plan that you purchased
yourself, as well as a g	government program li	ke Medicare or Medicaid.
	Yes	
	No	(skip Q43)
	Don't Know	

Q43. Does your current insurance plan help pay for prescription drugs?

Yes No Don't Know

QP1. Did you read the instructions at the beginning of the study?

Yes No

[End time: \_\_\_\_\_\_]

You have been very helpful. Thank you very much for your participation!

The purpose of this research is to learn about consumer reactions to medical advertising. In order to get a real-life reaction to this information, we created a brand to use in this study. DRUG X is not a real product and it is not available for sale. Please see your healthcare professional for questions about insomnia.

**END**