APPENDIX B

Phase 1 Comparative Study Questionnaire

INTRODUCTION

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 no one will ever connect your name with your answers. Your input is extremely valuable.

INSTRUCTIONS (for participants in print conditions)

Even though it is on a computer screen, please read this ad as if it were in a magazine. Imagine that this ad is for a product that you might be interested in for yourself. You can take as much time as you want to review it. We will ask you some questions about the ad later in the study.

The ad has two pages. You can enlarge and flip between the pages by clicking on the "Next" and "Back" buttons at the bottom of each page. Once you finish reading, please click "next" to move to the next part of the study.

INSTRUCTIONS (for participants in television conditions)

Even though it is on a computer screen, please watch this ad as if you saw it on television. Imagine that this ad is for a product that you might be interested in for yourself. We will ask you some questions about the ad later in the study. Once you finish viewing, please click "next" to move to the next part of the study.

SURVEY INSTRUCTIONS

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

Q1. [Ad Viewing]

Were you able to view the ad for [ADVERTISED DRUG NAME]?
Yes
No ➜ [Terminate]
Not sure ➜ [Terminate]

Q2. This ad compared [ADVERTISED DRUG NAME] to other medications.
   Yes
   No
   Not sure

Ask Q3 only if Respondent answered "Yes" to Q2.
Q3. Did the ad compare [ADVERTISED DRUG NAME] to a specific medication or to other medications in general?
   A specific medication
   Other medications in general
   Not sure

*Ask Q4 only if Respondent answered "**A specific medication**" to Q3.*
Q4. What was the name of the <u>specific medication</u> that [ADVERTISED DRUG NAME] was compared to?

      (open ended)

Counterbalance the presentation of the benefits (Qs 5-13) and risk (Qs 14-21, 23-26) sections of the survey.

Q5. [Benefit Recall (advertised drug)]

What are the benefits of [ADVERTISED DRUG NAME]?

      (open ended)

Q6. [Perceived Efficacy / Likelihood of Benefit (advertised drug)]

If you took [ADVERTISED DRUG NAME], how likely or unlikely do you think it is that [ADVERTISED DRUG NAME] would help your osteoarthritis symptoms?

1	2	3	4	5	6	7
Extremely unlikely						Extremely likely

Q7. [Perceived Efficacy / Magnitude of Benefit (advertised drug)]

If [ADVERTISED DRUG NAME] did help your osteoarthritis symptoms, how effective do you think [ADVERTISED DRUG NAME] would be?

1	2	3	4	5	6	7
Would eliminate none of my symptoms				Would eliminate all of my symptoms		

Q8. [Relative Efficacy]
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATIONS], how well do you think [ADVERTISED DRUG NAME] works?

1	2	3	4	5	6	7
Much worse			About the same			Much better

Q9. [Relative Likelihood of Benefit]
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATIONS], how likely or unlikely do you think it is that [ADVERTISED DRUG NAME] would help your osteoarthritis symptoms?

1	2	3	4	5	6	7
Extremely unlikely						Extremely likely

Q10. [Benefit Comprehension – Closed ended]
 Based on the ad that you saw, please mark whether each of the following was mentioned as benefits of taking [ADVERTISED DRUG NAME]. <u>Even if you think a statement is true, please select it only if it was mentioned in the ad</u>.
[*Randomize presentation order*]

[RANDOMIZE ORDER]	In the Ad	Not in the Ad	Don't Know
a. Controls the pain of osteoarthritis	x		
b. Controls the swelling from osteoarthritis	x		
c. Can be applied directly to sore muscles for pain relief		x	
d. Improves the range of motion in joints		x	

Q11. [Perceived Likelihood of benefit (advertised drug)]

If you took [ADVERTISED DRUG NAME], how likely or unlikely do you think it is that [ADVERTISED DRUG NAME/IT] would help your osteoarthritis pain?

1	2	3	4	5	6	7

Extremely unlikely   Extremely likely

Q12. [Perceived Magnitude of benefit (advertised drug)]

If [ADVERTISED DRUG NAME] did help your osteoarthritis pain, how effective do you think [ADVERTISED DRUG NAME/ IT] would be?

1	2	3	4	5	6	7

Would help my osteoarthritis pain very little   Would help my osteoarthritis pain a lot

Q13. [Comparative Advantage]

Please choose a response based on the information you learned in the ad. What advantage does [ADVERTISED DRUG NAME] have over [COMPARATOR DRUG NAME/OTHER MEDICATIONS] for osteoarthritis?

	Yes	No
a. [Advertised Drug] has been shown to be more effective in controlling the pain of osteoarthritis than [Comparator Drug/ other prescription drugs].	x	
b. [Advertised Drug] has been shown to be more effective in controlling the swelling of osteoarthritis than [Comparator Drug/ other prescription drugs].	x	
c. [Advertised Drug] works for people with several common risk factors for osteoarthritis but [Comparator Drug/ other prescription drugs] does not.		x
d. [Advertised Drug] can be used to treat severe swelling but [Comparator Drug/ other prescription drugs] cannot.		x
e. [Advertised Drug] is the #1 prescribed medication for osteoarthritis but [Comparator Drug/ other prescription] is not.		x

Q14. [Risk Recall]

What are the side effects and negative outcomes of [ADVERTISED DRUG NAME]?

       (open ended)

Q15-19. [Perceived Risk (advertised drug)]

Based on the information in the ad, please rate the risk of **[ADVERTISED DRUG NAME]**.

Now, please think about the side effects and negative outcomes associated with taking **[ADVERTISED DRUG NAME]**. Please place an "X" on the space below that best describes **how you feel about the risks of taking this prescription medication [ADVERTISED DRUG NAME]**.

Q15) How dangerous do you think **[ADVERTISED DRUG NAME]** is for you?

Very dangerous   ____   ____   ____   ____   ____   ____   ____   Not at all dangerous

Q16) How would you feel about using **[ADVERTISED DRUG NAME]** for yourself?

Very afraid   ____   ____   ____   ____   ____   ____   ____   Not at all afraid

Q17) If you used **[ADVERTISED DRUG NAME]**, how likely do you think you would be to experience a side effect?

Very likely   ____   ____   ____   ____   ____   ____   ____   Not at all likely

Q18) What do you think about the risks of using **[ADVERTISED DRUG NAME]** compared to the benefits?

Risks greater   ____   ____   ____   ____   ____   ____   ____   Benefits greater

than benefits   than risks

Q19) How risky is it for you to use **[ADVERTISED DRUG NAME]**?

Very risky   ____   ____   ____   ____   ____   ____   ____   Not at all risky

Q20. [Perceived Susceptibility of risk (advertised drug)]

If you took [ADVERTISED DRUG NAME] how likely do you think it is that you would have any side effects or negative outcomes from [ADVERTISED DRUG NAME]?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Very unlikely
Very likely

Q21. [Perceived Severity of risk (advertised drug)]

If [ADVERTISED DRUG NAME] did cause you to have side effects or negative outcomes, how serious would they be?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Not at all   Moderately   Very
serious   serious   serious

Q22a. [Attention filter] (for participants in print conditions)

Toward the bottom of the print ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?

Yes➔ [Terminate]
No ➔
Can't Remember ➔ [Terminate]

Q22b. [Attention filter] (for participants in broadcast conditions)

Toward the end of the television ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?

Yes➔ [Terminate]
No ➔
Can't Remember ➔ [Terminate]

Q23. [Relative Risk]
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATIONS], how safe or risky do you think [ADVERTISED DRUG NAME] is?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Much safer   Somewhat safer About the same   Somewhat riskier   Much riskier

Q24. [Risk Comprehension – Closed]

Based on the ad that you saw, please mark whether each of the following was mentioned as a side effect or negative outcome of taking [ADVERTISED DRUG NAME]. <u>Even if you think a statement is true, please select it only if it was mentioned in the ad.</u>

[RANDOMIZE ORDER]	In the Ad	Not in the Ad	Don't know
a. **Abdominal pain**	x		
b. Dizziness	x		
c. **Swelling of the mouth, face, lips, or tongue**		x	
d. **Muscle pain or weakness**		x	

Q25. [Perceived Likelihood of risk (advertised drug)]

Based on the information in the ad, how likely would [ADVERTISED DRUG NAME] be to cause abdominal pain?

1	2	3	4	5	6	7
Not at all likely			Moderately likely			Very likely

Q26. [Perceived Likelihood of risk (advertised drug)]

Based on the information in the ad, how likely would [ADVERTISED DRUG NAME] be to cause dizziness?

1	2	3	4	5	6	7
Not at all likely			Moderately likely			Very likely

[Trust in information]
Q27. How likely is it that the benefits of the drug presented in this ad are true?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Not at all

Extremely

Likely   Likely

Q28. How skeptical are you about the truth of the benefits of the drug presented in this ad?

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Not at all

Extremely

Skeptical   Skeptical

Q29. [Source Credibility] Please mark your agreement or disagreement with each of the following statements. The sponsor of this advertisement is:

	Very Strongly disagree	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Very Strongly agree
a. Sincere							
b. Honest							
c. Dependable							
d. Trustworthy							
e. Credible							

Q30. [Behavioral Intentions (seek drug info, talk to doc, etc.)]

Please rate how likely or unlikely you are to do each of the following behaviors.

[RANDOMIZE ORDER]	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
a. Talk to your doctor about [ADVERTISED DRUG NAME]					
b. Ask your doctor about getting a sample of [ADVERTISED DRUG NAME]					
c. Ask your doctor to prescribe [ADVERTISED DRUG NAME]					
d. Look for information about [ADVERTISED DRUG NAME]					

Q31. [Attitudes toward the brand]
Based on the information in the ad, rate [ADVERTISED DRUG NAME].

Bad product	1	2	3	4	5	6	7 Good product

Disliked a lot	1	2	3	4	5	6	7 Liked a lot
Unpleasant	1	2	3	4	5	6	7 Pleasant
Poor quality	1	2	3	4	5	6	7 Good quality

Q32. [Attitudes toward the comparator drug]
Based on the information in the ad, rate [COMPARATOR DRUG NAME/OTHER OSTEOARTHRITIS MEDICATIONS].

Bad product	1	2	3	4	5	6	7 Good product

Disliked a lot	1	2	3	4	5	6	7 Liked a lot
Unpleasant	1	2	3	4	5	6	7 Pleasant
Poor quality	1	2	3	4	5	6	7 Good quality

Q33. [Current Prescription Drug Use]
Are you currently taking any prescription drugs for osteoarthritis?

1. Yes
2. No
3. Don't Know

Q34. [Intention to change medications (hypothetical)]

Please rate how likely or unlikely you are to switch to [ADVERTISED DRUG NAME].

1	2	3	4	5
Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely

Q35. [Another option]

If you could take [either of the two drugs] for free, which drug would you rather take?

- ADVERTISED DRUG NAME

- COMPARATOR DRUG NAME/ANOTHER OSTEOARTHRITIS MEDICATION

- Neither drug

Q36. [Perceived severity of personal illness]

How severe is your osteoarthritis now? Would you describe it as:

- Very mild
- Mild
- Moderate
- Serious
- Severe

Q37. [Health Literacy]

How confident are you in filling out medical forms?

- Not at all
- A little
- Somewhat
- Quite a bit
- Extremely

Q38.[Need for cognition]

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

	Disagree a lot	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree a lot
a. I like to have the responsibility of handling a situation that requires a lot of					

thinking.					
b. I prefer complex to simple problems.					
c. I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something.					

[Debriefing Statement]

The purpose of this study is to learn about reactions to advertising for prescription drugs. In order to get a real-life reaction, we used pretend products in this study. [**ADVERTISED DRUG NAME**] and [**COMPARATOR DRUG NAME**] are not real products and are not available for sale. Please see your healthcare professional for questions about osteoarthritis.

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

Phase 2 Comparative Study Questionnaire

INTRODUCTION

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 no one will ever connect your name with your answers. Your input is extremely valuable.

INSTRUCTIONS (for participants in print conditions)

Even though it is on a computer screen, please read this ad as if it were in a magazine. Imagine that this ad is for a product that you might be interested in for yourself. You can take as much time as you want to review it. We will ask you some questions about the ad later in the study.

The ad has two pages. You can enlarge and flip between the pages by clicking on the "Next" and "Back" buttons at the bottom of each page. Once you finish reading, please click "next" to move to the next part of the study.

INSTRUCTIONS (for participants in television conditions)

Even though it is on a computer screen, please watch this ad as if you saw it on television. Imagine that this ad is for a product that you might be interested in for yourself. We will ask you some questions about the ad later in the study. Once you finish viewing, please click "next" to move to the next part of the study.

SURVEY INSTRUCTIONS

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

Q1. [Ad Viewing]

Were you able to view the ad for [ADVERTISED DRUG NAME]?
Yes
No ➔ [Terminate]
Not sure ➔ [Terminate]

Q2. This ad had a chart, graph, or figure showing how well [ADVERTISED DRUG NAME] works.

      Yes
      No
      Not sure

Q3. This ad compared [ADVERTISED DRUG NAME] to OTHER MEDICATIONS.

      Yes
      No
      Not sure

*Ask Q4 only if Respondent answered "**Yes**" to Q3.*

Q4. Did the ad compare [ADVERTISED DRUG NAME] to a specific medication or to other medications in general?

       A specific medication
       Other medications in general
       Not sure

*Ask Q5 only if Respondent answered "**A specific medication**" to Q4.*
Q5. What was the name of the specific medication that [ADVERTISED DRUG NAME] was compared to?
       (open ended)
Counterbalance the presentation of the benefits (Qs 6-14) and risk (Qs 154-22, 24-27) sections of the survey.

Q6. [Benefit Recall (advertised drug)]

What are the benefits of [ADVERTISED DRUG NAME]?

       (open ended)

Q7. [Perceived Efficacy / Likelihood of Benefit (advertised drug)]

If you took [ADVERTISED DRUG NAME], how likely or unlikely do you think it is that [ADVERTISED DRUG NAME] would lower your high cholesterol?

1	2	3	4	5	6	7
Extremely unlikely						Extremely likely

Q8. [Perceived Efficacy / Magnitude of Benefit (advertised drug)]

If [ADVERTISED DRUG NAME] did lower your high cholesterol, how effective do you think [ADVERTISED DRUG NAME] would be?

1	2	3	4	5	6	7
Would lower my cholesterol very little				Would lower my cholesterol a lot		

Q9. [Relative Efficacy]
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATIONS], how well do you think [ADVERTISED DRUG NAME] works?

1	2	3	4	5	6	7
Much worse			About the same			Much better

Q10. [Relative Efficacy]
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATIONS], how likely or unlikely do you think it is that [ADVERTISED DRUG NAME] would lower your high cholesterol?

1	2	3	4	5	6	7
Extremely unlikely						Extremely likely

Q11. [Benefit Comprehension – Closed ended]

 Based on the ad that you saw, please mark whether each of the following was mentioned as benefits of taking **[ADVERTISED DRUG NAME]**. **Even if you think a statement is true, please select it only if it was mentioned in the ad.** [*Randomize presentation order*]

[RANDOMIZE ORDER]	In the Ad	Not in the Ad	Don't Know
a. Treats high cholesterol	x		
b. Suppresses hunger	x		
c. Lowers blood sugar		x	
d. Treats chest pain associated with heart disease		x	

Q12. [Perceived Likelihood of benefit (advertised drug)]

If you took [ADVERTISED DRUG NAME], how likely or unlikely do you think it is that [DRUG NAME/IT] would lower your high cholesterol?

1   2   3   4   5   6   7
Extremely unlikely   Extremely likely

Q13. [Perceived Magnitude of benefit (advertised drug)]

If [ADVERTISED DRUG NAME] did help lower your high cholesterol, how effective do you think [ADVERTISED DRUG NAME/ IT] would be?

1   2   3   4   5   6   7
Would help lower my high cholesterol very little   Would help lower my high
cholesterol a lot

Q14. [Comparative Advantage]

Please choose a response based on the information you learned in the ad. What advantage does [ADVERTISED DRUG NAME] have over [COMPARATOR DRUG NAME/OTHER MEDICATIONS] for this condition?

	Yes	No
a. **[Advertised Drug] provides an appetite suppressant that helps patients lose weight but [Comparator Drug/ other cholesterol medications] does/do not.**	x	
b. **[Advertised Drug] does not have to be taken every day like [Comparator Drug/ other cholesterol medications].**	x	
c. **[Advertised Drug] does not carry the risk of liver damage unlike [Comparator Drug/ other cholesterol medications].**	x	

d. **[Advertised Drug]** can reduce the risk of diabetes but **[Comparator Drug/ other cholesterol medications]** cannot.		x
e **[Advertised Drug]** is the #1 prescribed medication for high cholesterol but **[Comparator Drug/ other cholesterol medications]** is/are not.		x
f. **[Advertised Drug]** is delivered through a patch unlike **[Comparator Drug/ other cholesterol medications]** which is delivered through a pill/pills.	x	
g. Unlike **[Comparator Drug/ other cholesterol medications]**, **[Advertised Drug]** targets cholesterol absorption in both your intestines and your liver.	x	
h. **[Advertised Drug]** does not require regular blood tests to check liver function like **[Comparator Drug/ other cholesterol medications]** does/do.		

Q15. [Risk Recall]

What are the side effects and negative outcomes of [ADVERTISED DRUG NAME]?

(open ended)

Q16-20. [Perceived Risk (advertised drug)]

Based on the information in the ad, please rate the risk of **[ADVERTISED DRUG NAME]**.

Now, please think about the side effects and negative outcomes associated with taking **[ADVERTISED DRUG NAME]**. Please place an "X" on the space below that best describes **how you feel about the risks of taking this prescription medication [ADVERTISED DRUG NAME]**.

Q16) How dangerous do you think **[ADVERTISED DRUG NAME]** is for you?

Very dangerous _____ _____ _____ _____ _____ _____ _____ Not at all dangerous

Q17) How would you feel about using **[ADVERTISED DRUG NAME]** for yourself?

Very afraid _____ _____ _____ _____ _____ _____ _____ Not at all afraid

Q18) If you used **[ADVERTISED DRUG NAME]**, how likely do you think you would be to experience a side effect?

| Very likely likely | ____ | ____ | ____ | ____ | ____ | ____ | ____ | Not at all |

Q19) What do you think about the risks of using **[ADVERTISED DRUG NAME]** compared to the benefits?

| Risks greater greater than benefits | ____ | ____ | ____ | ____ | ____ | ____ | ____ | Benefits than risks |

Q20) How risky is it for you to use **[ADVERTISED DRUG NAME]**?

| Very risky risky | ____ | ____ | ____ | ____ | ____ | ____ | ____ | Not at all |

Q21. [Perceived Susceptibility of risk (advertised drug)]

If you took [ADVERTISED DRUG NAME] how likely do you think it is that you would have any side effects or negative outcomes from [ADVERTISED DRUG NAME]?

1	2	3	4	5	6	7

Very unlikely
Very likely

Q22. [Perceived Severity of risk (advertised drug)]

If [ADVERTISED DRUG NAME] did cause you to have side effects or negative outcomes, how serious would they be?

1	2	3	4	5	6	7
Not at all serious			Moderately serious			Very serious

*******QUESTIONS T23-T24 ASKED OF RISK COMPARISON AND CONTROL ARMS ONLY*********

QT23. [Perceived Susceptibility of compared risk]

If you took [ADVERTISED DRUG NAME] how likely do you think it is that you would have liver damage from [ADVERTISED DRUG NAME]?

1	2	3	4	5	6	7

Very unlikely
Very likely

QT24. [Perceived Severity of compared risk]

If [ADVERTISED DRUG NAME] did cause you to have liver damage, how serious would it be?

1	2	3	4	5	6	7
Not at all serious			Moderately serious			Very serious

***************END OF RISK COMPARISON AND CONTROL ARM QUESTIONS**************

Q23a. [Attention filter] (for participants in print conditions)

Toward the bottom of the print ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?

Yes➜ [Terminate]
No ➜
Can't Remember ➜ [Terminate]

Q23b. [Attention filter] (for participants in broadcast conditions)

Toward the end of the television ad for the prescription drug that you were shown, did you see a box with a picture of Tony the Tiger in it?

Yes➜ [Terminate]
No ➜
Can't Remember ➜ [Terminate]

Q24. [Relative Risk]
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATIONS], how safe or risky do you think [ADVERTISED DRUG NAME] is?

1	2	3	4	5	6	7
Much safer	Somewhat safer	About the same		Somewhat riskier		Much riskier

Q25. [Risk Comprehension – Closed]

Based on the ad that you saw, please mark whether each of the following was mentioned as a side effect or negative outcome of taking [ADVERTISED DRUG NAME]. Even if you think a statement is true, please select it only if it was mentioned in the ad.

[RANDOMIZE ORDER]	In the	Not in	Don't

	Ad	the Ad	know
a. Weakness	x		
b. Diarrhea	x		
c. Nightmares		x	
d. Depressed mood		x	

Q26. [Perceived Likelihood of risk (advertised drug)]

Based on the information in the ad, how likely would [ADVERTISED DRUG NAME] be to cause weakness?

1	2	3	4	5	6	7
Not at all likely			Moderately likely			Very likely

Q27. [Perceived Likelihood of risk (advertised drug)]

Based on the information in the ad, how likely would [ADVERTISED DRUG NAME] be to cause diarrhea?

1	2	3	4	5	6	7
Not at all likely			Moderately likely			Very likely

[Trust in information]

Q28. How likely is it that the benefits of the drug presented in this ad are true?

1	2	3	4	5	6	7
Not at all Likely						Extremely Likely

Q29. How skeptical are you about the truth of the benefits of the drug presented in this ad?

1	2	3	4	5	6	7
	Not at all					
	Extremely					
Skeptical						Skeptical

Q30. [Source Credibility] Please mark your agreement or disagreement with each of the following statements. The sponsor of this advertisement is:

	Very Strongly disagree	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	Very Strongly agree
a. Sincere							
b. Honest							
c. Dependable							
d. Trustworthy							
e. Credible							

Q31. [Behavioral Intentions (seek drug info, talk to doc, etc.)]

Please rate how likely or unlikely you are to do each of the following behaviors.

[RANDOMIZE ORDER]	Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely
a. Talk to your doctor about [ADVERTISED DRUG NAME]					
b. Ask your doctor about getting a sample of [ADVERTISED DRUG NAME]					
c. Ask your doctor to prescribe [ADVERTISED DRUG NAME]					
d. Look for information about [ADVERTISED DRUG NAME]					

Q32. [Attitudes toward the brand]
Based on the information in the ad, rate [ADVERTISED DRUG NAME].

Bad product	1	2	3	4	5	6	7	Good product
Disliked a lot	1	2	3	4	5	6	7	Liked a lot
Unpleasant	1	2	3	4	5	6	7	Pleasant
Poor quality	1	2	3	4	5	6	7	Good quality

Q33. [Attitudes toward the comparator drug]
Based on the information in the ad, rate [COMPARATOR DRUG NAME OTHER CHOLESTEROL MEDICATIONS].

Bad product	1	2	3	4	5	6	7	Good product
Disliked a lot	1	2	3	4	5	6	7	Liked a lot
Unpleasant	1	2	3	4	5	6	7	Pleasant
Poor quality	1	2	3	4	5	6	7	Good quality

Q34. [Current Prescription Drug Use]
Are you currently taking any prescription drugs for high cholesterol?

4. Yes
5. No
6. Don't Know

Q35. [Intention to change medications (hypothetical)]

Please rate how likely or unlikely you are to switch to [ADVERTISED DRUG NAME].

1	2	3	4	5
Very Unlikely	Somewhat Unlikely	Neither Likely nor Unlikely	Somewhat Likely	Very Likely

Q36. [Another option] If you could take [either of the two drugs] for free, which drug would you rather take?

- ADVERTISED DRUG NAME

- COMPARATOR DRUG NAME

-   Neither drug

Q37. [Perceived severity of personal illness]

How severe is your high cholesterol now? Would you describe it as:

- Very mild
- Mild
- Moderate
- Serious
- Severe

Q38. [Health Literacy]

How confident are you in filling out medical forms?
not at all, a little, somewhat, quite a bit, extremely

Q39.[Need for cognition]

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

	Disagree a lot	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree a lot
d. I like to have the responsibility of handling a situation that requires a lot of thinking.					
e. I prefer complex to simple problems.					
f. I try to anticipate and avoid situations where there is a likely chance I will have to think in depth about something.					

The purpose of this study is to learn about reactions to advertising for prescription drugs. In order to get a real-life reaction, we used pretend products in this study. [**ADVERTISED DRUG NAME**] and **[COMPARATOR DRUG NAME**] are not real products and are not available for sale. Please see your healthcare professional for questions about high cholesterol.

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