Phase 1 Comparative Study Questionnaire (Pretesting Version)

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.

Q1a. [Ad Viewing]

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

******QUESTIONS Q1b-3b. ASKED OF PRINT CONDITIONS ONLY*******

Q1b. [Check to Ensure that the Stimuli Function Properly]

How easy or difficult was it to flip between the pages in the ad for [ADVERTISED DRUGNAME]?

1234567Extremely
EasyExtremely
Difficult

Q2b. [Check to Ensure that the Stimuli were Perceived as Realistic]

How similar or different was this ad compared to ads that you have seen in magazines for other prescription medications?

1	2	3	4	5	6	7	DK
Extr	emely					Extremely	Don't Know
	Simila	r				Diffe	erent

Q3b. [Check to Ensure that the Stimuli were Perceived as Realistic]

Was the information in this ad less believable or more believable than the information that you have seen in magazines for other prescription medications?

1	2	3	4	5	6	7	DK
Les	S		Neither	less		More	Don't Know
Beli	evable		nor moi	re believ	able	Believable	

******QUESTIONS Q2a-3a. ASKED OF BROADCAST CONDITIONS ONLY******

Q2a. [Check to Ensure that the Stimuli Function Properly]

Please write down your first reactions to the ad you just watched. (open-ended)

Q2b. [Check to Ensure that the Stimuli were Perceived as Realistic]

How similar or different was this ad compared to ads that you have seen on television for other prescription medications?

1	2	3	4	5	6	7	DK
Extre	emely					Extremely	Don't Know
	Simila	ar				Diffe	erent

Q3a. [Check to Ensure that the Stimuli were Perceived as Realistic]

Was the information in this ad less believable or more believable than the information that you have seen on television for other prescription medications?

1	2	3	4	5	6	7	DK
Less	5	Neither less			More	Don't Know	
Beli	evable		nor mo	re believ	able	Believable	

Q4. This ad compared [ADVERT] Yes No Not sure		o <u>other medi</u>	<u>cations</u> .
*Ask Q5 only if Respondent answere Q5. Did the ad compare [ADVER] other medications in general? A specific medication Other medications in general Not sure	ΓISED DRUG NAME]	to a <u>specific</u>	<u>medication</u> or to
*Ask Q6 only if Respondent answere Q6. What was the name of the spectors was compared to? (open ended)	-		D DRUG NAME]
Counterbalance the presentation of of the survey.	f the benefits (Qs 7-15) (and risk (Qs 1	6-26, 25-28) sections
Q7. [Benefit Recall (advertised dru	ug)]		
What are the benefits of [ADVER]	TISED DRUG NAME]?	
(open ended)			
Q8. [Perceived Efficacy / Likelihoo	od of Benefit (advertise	ed drug)]	
If you took [ADVERTISED DRUC [ADVERTISED DRUG NAME] w 1 2 3	ould help your osteoa		
Extremely unlikely	4		xtremely likely
Q9. [Perceived Efficacy / Magnitud	de of Benefit (advertise	ed drug)]	
If [ADVERTISED DRUG NAME] you think [ADVERTISED DRUG	did help your osteoar		oms, how effective do
1 2 3		5	6 7
Would eliminate none of my sympto	oms Would	eliminate all o	of my symptoms
Q10. [Relative Efficacy] Compared to [COMPARATOR D		MEDICATION NECESTRAL	ONS], how well do
you think [ADVERTISED DRUG 1 2 3		5	6 7
Much worse	About the same	_	Much better

Q11. [Relative Likelihood of Benefit]

uı	ompared to [COMPARATOR DRUG NAME/OTHER MEDICAL Ilikely do you think it is that [ADVERTISED DRUG NAME] we taggetheritic symptoms?			ikely o	r
1	teoarthritis symptoms? 2 3 4 5 stremely unlikely	6 Extre	7 emely like	ely	
m st	12. [Benefit Comprehension – Closed ended] Lased on the ad that you saw, please mark whether each of the forential entioned as benefits of taking [ADVERTISED DRUG NAME]. I strue, please select it only if it was mentioned in the adventation order]	Even if	you thin	<u>k a</u>	
	[RANDOMIZE ORDER]	In the Ad	Not in the Ad	Don't Know	
	a. Controls the pain of osteoarthritis	Х			7
	b. Controls the swelling from osteoarthritis	X			1
	c. Can be applied directly to sore muscles for pain relief		X		7
	d. Improves the range of motion in joints		X		1
1	ADVERTISED DRUG NAME/IT] would help your osteoarthritically and stremely unlikely	6	7 ctremely l	ikely	
Q	14. [Perceived Magnitude of benefit (advertised drug)]				
	[<u>ADVERTISED DRUG NAME</u>] did help your osteoarthritis pa ink [<u>ADVERTISED DRUG NAME/ IT</u>] would be?	in, how	effective	do you	1
1 W lo	2 3 4 5 Tould help my osteoarthritis pain very little Would he	6 lp my o	7 steoarthri	tis pain	a
Q	15. [Comparative Advantage/ Experimental Manipulation Chec	k]			
do	ease choose a response based on the information you learned in oes [ADVERTISED DRUG NAME] have over [COMPARATOF EDICATIONS] for osteoarthritis?			_	•
			Ye		
	a. [Advertised Drug] has been shown to be more effective in c	ontrolli	ing x	0	
	the pain of osteoarthritis than [Comparator Drug/ other presdrugs].		_		

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

Q16. [Risk Recall]

What are the side effects and negative outcomes of [ADVERTISED_DRUG NAME]? (open ended)

Q17-21. [Perceived Risk (advertised drug)]

Based on the information in the ad, please rate the risk of [ADV] Now, please think about the side effects and negative outcomes [ADV] [AD	associated with taking	-
[ADVERTISED DRUG NAME]. Please place an "X" on the sphow you feel about the risks of taking this prescription media.	-	
NAME].		
Q17) How dangerous do you think [ADVERTISED_DRUG N	NAME is for you?	
Very dangerous	Not at all	
dangerous		
Q18) How would you feel about using [ADVERTISED DRUC	G NAME] for yourself:	?
Very afraid	Not at all	afraid
Q19) If you used [ADVERTISED DRUG NAME], how likely experience a side effect?	y do you think you wou	ld be to
Very likely	Not at all	likely
Q20) What do you think about the risks of using [ADVERTIS to the benefits?	SED DRUG NAME] co	mpared
Risks greater	Benefits g	reater
than benefits	than risks	5
Q21) How risky is it for you to use [ADVERTISED DRUG N	NAME]?	
Very risky	Not at all	l risky
Q22. [Perceived Susceptibility of risk (advertised drug)]		
If you took [<u>ADVERTISED DRUG NAME</u>] how likely do yo have any side effects or negative outcomes from [<u>ADVERTISED</u>]		would
1 2 3 4 5	6 7	
Very unlikely		
Very likely Q23. [Perceived Severity of risk (advertised drug)]		

	ISED DRUG Nould they be?	I <mark>AME</mark>] did	l cause you	to have side	effects or	negativ	e outcomes,
1	2	3	4 M - 1	5	ϵ	_	7
Not at all serious			Moderately serious				Very erious
Q24a. [Attent	tion filter] (for	participan	ıts in print	conditions)			
	ottom of the p n a picture of T		_	iption drug	that you w	ere sho	wn, did you
Yes → [Termin No →	nate]						
Can't Remem	ber → [Termina	ate]					
Q24b. [Attent	tion filter] (for	participar	nts in broad	lcast conditi	ons)		
	nd of the telev n a picture of T		-	ription drug	that you v	vere sho	own, did you
Yes → [Termin No →	nate]						
	ber → [Termina	ate]					
-	e Risk] [<u>COMPARA]</u> think [<u>ADVER</u>	TISED DE			<u>DICATIO</u>	<mark>NS]</mark> , ho	w safe or
1	2	3	4	5	(7
Much safer	Somewhat safe	er About th	e same	Somewhat ri	iskier ľ	Much ris	skier

Q26. [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. Abdominal pain	X		
b. Dizziness	X		
c. Swelling of the mouth, face, lips, or tongue		X	
d. Muscle pain or weakness		X	

Q27. [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										
1	2	3	4	5	6	7					
Not at all			Moderately			Very					
likely	likely										
Q28. [Perceiv	Q28. [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			Moderately			Very
likely			likely			likely

[Trust in information]	
Q29. How likely is it tl	nat the benefits of the drug presented in this ad are true?

1	2	3	4	5	6	7	Not
at all					Extreme	ly	
Likely					L	ikely	

Q30.]	How skept	ical are you a	bout the truth	of the benefit	s of the drug p	resented in t	his ad?
1	2	3	4	5	6	7	Not
at all					Extreme	ly	
Skepti	ical				S	skeptical	

Q31. [Source Credibility] Please mark your agreement or disagreement with each of the following statements. The sponsor of this advertisement is:

	Very	Strongl	Somewh	Neither	Somew	Strongl	Very
	Strongl	y	at	agree	hat	y agree	Strongl
	y	disagre	disagree	nor	agree		y agree
	disagree	e		disagree			
a. Sincere							
b. Honest							
c.							
Dependable							
d.							
Trustworth							
у							
e. Credible							

Q32. [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]					

Q33. [Attitudes toward the brand]

Based on the information in the ad, rate	12	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

Q342. [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

Q35. [Current Prescription Drug Use]

Are you currently taking any prescription drugs for osteoarthritis?

- Yes
- No
- Don't Know

Q36. [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

Q37. [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

Q38. [Perceived severity of personal illness]

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

- Very mild
- Mild
- Moderate
- Serious
- Severe

Q39. [Health Literacy]

How confident are you in filling out medical forms?

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

Q40.[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.					

Q41. Please tell us if you have any other comments about the ad that you saw or about the questions that you answered (open-ended)

[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 (Pretesting Version)

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.

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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.

Q1a. [Ad Viewing]

Were you able to view the ad for [ADVERTISED DRUG NAME]?

Yes

No **→** [Terminate]

Not sure → [Terminate]

******QUESTIONS Q1b-3b. ASKED OF PRINT CONDITIONS ONLY*******

Q1b. [Check to Ensure that the Stimuli Function Properly]

How easy or difficult was it to flip between the pages in the ad for [ADVERTISED DRUGNAME]?

1 2 3 4 5 6 7

Extremely Extremely
Easy Difficult

Q2b. [Check to Ensure that the Stimuli were Perceived as Realistic]

How similar or different was this ad compared to ads that you have seen in magazines for other prescription medications?

1 2 3 4 5 6 7 DK

Extremely				Extremely	Don't Know
Similar				Different	
		.1	. C. 1	D '	1 D P 1
_					d as Realistic]
				able or more scription med	believable than the inform
ou nave seei	। ॥। ॥।वर्	gazines n	or other pre	scription med	ncations:
1 2	2	4	Г С	7	DV
_	3	4	5 6	7	DK
Less Believable		Neither l	less e believable	More Believable	Don't Know
bellevable		HOL HIOLE	e bellevable	Dellevable	
******QUE	STION	S Q2a-3a	a. ASKED C	OF BROADCA	AST CONDITIONS
)NL/Y*****		5 Q_ u 50			ist compilions
JNL I and the					
<mark>Q2a. [Check</mark>	<mark>to Ensu</mark>	<mark>re that t</mark> l	<mark>he Stimuli F</mark>	<mark>unction Prop</mark>	<mark>erly]</mark>
				•	<u> </u>
_				•	erly] st watched. (open-ended)
Please write o	<mark>lown y</mark> o	our first i	<mark>reactions to</mark>	the ad you ju	st watched. (open-ended)
Please write o	lown yo	our first i	reactions to he Stimuli v	the ad you ju	st watched. (open-ended) d as Realistic]
Please write o Q2b. [Check How similar o	lown yo to Ensu or diffe	our first i are that the	reactions to he Stimuli v this ad com	the ad you ju	st watched. (open-ended)
Please write of the control of the c	lown yo to Ensu or diffe	our first i are that the	reactions to he Stimuli v this ad com	the ad you ju	st watched. (open-ended) d as Realistic]
Please write o	lown yo to Ensu or diffe	our first i are that the	reactions to he Stimuli v this ad com	the ad you ju	st watched. (open-ended) d as Realistic]
Please write of Q2b. [Check How similar of ther prescript 2	lown yo to Ensu or diffe	our first in the second	reactions to he Stimuli v this ad com 1s?	the ad you justice the ad you justice the ad you justice the adds to add to	st watched. (open-ended) d as Realistic] that you have seen on telev
Please write of Q2b. [Check How similar of their prescription of Q2b. [Check How similar of their prescription of Q2b. [Catternely of the prescription of Q2b. [Catternely of their prescription of the prescription of Q2b. [Catternely of the prescription of the prescription of Q2b. [Catternely of the prescription of the prescr	lown yo to Ensu or diffe	our first in the second	reactions to he Stimuli v this ad com 1s?	the ad you ju	st watched. (open-ended) d as Realistic] that you have seen on telev
Please write of Q2b. [Check How similar of their prescript 2]	lown yo to Ensu or diffe	our first in the second	reactions to he Stimuli v this ad com 1s?	the ad you justified to ads to the additional to a distribution of	st watched. (open-ended) d as Realistic] that you have seen on telev
Please write of Q2b. [Check How similar of ther prescript 2] Extremely Similar	to Ensurer differention m	our first in the second of the	reactions to he Stimuli v this ad com ns? 5 6	the ad you justified to ads to the additional to a distribution of	st watched. (open-ended) d as Realistic] that you have seen on telev DK Don't Know
Please write of Q2b. [Check How similar of ther prescription of the Q2 Extremely Similar Q3a. [Check the prescription of the p	to Ensure or differention m	our first in the second of the	reactions to he Stimuli v this ad com ns? 5 6	the ad you justice. vere Perceived and to add to a	st watched. (open-ended) d as Realistic] that you have seen on telev DK Don't Know
Please write of Please write o	to Ensure to Ens	our first in that the contraction of the contractio	reactions to he Stimuli v this ad com ns? 5 6 he Stimuli v d less believ	the ad you justice. vere Perceived and to add to a	st watched. (open-ended) d as Realistic] that you have seen on telev DK Don't Know d as Realistic] believable than the inform
Please write of Q2b. [Check How similar 2 Extremely Similar Q3a. [Check Was the information of the present of t	to Ensure to Ens	our first in that the contraction of the contractio	reactions to he Stimuli v this ad com ns? 5 6 he Stimuli v d less believ	the ad you justice vere Perceived pared to ads to a	st watched. (open-ended) d as Realistic] that you have seen on telev DK Don't Know d as Realistic] believable than the inform
Please write of the Please	to Ensure to Ens	our first in that the contraction of the contractio	reactions to he Stimuli v this ad com ns? 5 6 he Stimuli v d less believ	the ad you justice vere Perceived pared to ads to a	st watched. (open-ended) d as Realistic] that you have seen on telev DK Don't Know d as Realistic] believable than the inform
Please write of Q2b. [Check How similar of ther prescript 2] Extremely Similar Q3a. [Check was the inforwou have seen	to Ensure to Ensure to Ensure to Ensure to en tele	our first in that the that the that the that the that the the that the the the the the the the the the th	he Stimuli verthis ad commus? 5 6 he Stimuli verthe Stimuli verthe Stimuli verther presentations.	the ad you just were Perceived pared to ads to 7 Extremely Different were Perceived vable or more scription med	st watched. (open-ended) d as Realistic] that you have seen on telev DK Don't Know d as Realistic] believable than the informications?

****** Q4. ASKED OF INDICATION CONDITIONS ONLY*******

Q4. Experimental Manipulation Check
This ad had a drawing showing weight loss.

Yes No Not sure

******QUESTION Q4. ASKED OF DOSING CONDITIONS ONLY*******

Q4. Experimental Manipulation Check

This ad had a drawing showing a skin patch next to a stack of pills.

Yes

No

Not sure

******QUESTION Q4. ASKED OF MECHANISM OF ACTION CONDITIONS ONLY******

Q4. Experimental Manipulation Check

This ad had a drawing highlighting the liver and intestines.

Yes

No

Not sure

Q5. This ad compared [ADVERTISED DRUG NAME] to OTHER MEDICATIONS.

Yes

No

Not sure

Ask Q6 only if Respondent answered "Yes" to Q5.

Q6. 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 Q7 only if Respondent answered "A specific medication" to Q6.

Q7. What was the name of the <u>specific medication</u> that [<u>ADVERTISED DRUG NAME</u>] was compared to?

(open ended)

Counterbalance the presentation of the benefits (Qs 8-16) and risk (Qs 17-24, 26-29) sections of the survey.

Q8. [Benefit Recall (advertised drug)]

What are the benefits of [ADVERTISED DRUG NAME]?

(open ended)

${\bf Q9.\ [Perceived\ Efficacy\ /\ Likelihood\ of\ Benefit\ (advertised\ drug)]}$			
If you took [ADVERTISED DRUG NAME], how likely or unlikely		u think i	t is that
[ADVERTISED DRUG NAME] would lower your high cholester		7	
1 2 3 4 5 Extremely unlikely	6 Extre	mely like	elv
Extensely unintery	LAUC	incry inc	21 <i>y</i>
Q10. [Perceived Efficacy / Magnitude of Benefit (advertised drug)]		
If [ADVERTISED DRUG NAME] did lower your high cholestero	l, how e	effective	do you
think [ADVERTISED DRUG NAME] would be?	C	-	
1 2 3 4 5 Would lower my cholesterol very little Would low	6	7 cholester	ol a lot
would lower my cholesteror very fittle	wei iiiy	CHOIESTEI	01 & 101
Q11. [Relative Efficacy]	A TELE CAL	C1 1	11 1
Compared to [COMPARATOR DRUG NAME/OTHER MEDICATION DRUG NAME] works?	ATION	5] , now v	wen ao
1 2 3 4 5	6	7	
Much worse About the same	M	uch bette	r
Q12. [Relative Efficacy] Compared to [COMPARATOR DRUG NAME/OTHER MEDICA	ATION	Sl bow	ilzalw on
unlikely do you think it is that [ADVERTISED DRUG NAME] w			
cholesterol?		J	8
1 2 3 4 5	6	7	1
Extremely unlikely	Extre	emely like	ery
Q13. [Benefit Comprehension – Closed ended]			
Based on the ad that you saw, please mark whether each of the formentioned as benefits of taking [ADVERTISED DRUG NAME].	_		ka
statement is true, please select it only if it was mentioned in the ad			<u>u</u>
presentation order]			
[RANDOMIZE ORDER]			Don't
	Ad	the Ad	Know
a. Treats high cholesterol	X		
b. Suppresses hunger	X		
c. Lowers blood sugar		X	
d. Treats chest pain associated with heart disease		X	
Q14. [Perceived Likelihood of benefit (advertised drug)]			
If you took [ADVERTISED DRUG NAME], how likely or unlikely	y do yo	u think i	t is that
[DRUG NAME/IT] would lower your high cholesterol?			
1 2 3 4 5	6 vtromol	7 v likoly	
Extremely unlikely E	xtremel	y iikely	

Q15. [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 cholesterol a lot

Q16. [Comparative Advantage/Manipulation Check]

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?

ior this condition:	Ye	N
	s	0
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.		

Q17. [Risk Recall]

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

Q18-22. [Perceived Risk (advertised drug)]

Now, please think [ADVERTISED]	rmation in the ad, post about the side effective properties. Place of taking the risks of taking the risks of taking properties.	cts and negative lease place an "	outcomes asso X" on the space	ciated with ta below that b	aking est describes		
Q18) How dang	erous do you think	ADVERTISE	D DRUG NAM	E] is for you	?		
Very dangerous dangerous				Not	at all		
Q19) How woul	d you feel about usi	ng [ADVERTI	SED DRUG N	AME] for yo	urself?		
Very afraid				No	t at all afraid		
Q20) If you used experience a side	d [<u>ADVERTISED</u>] e effect?	DRUG NAME	, how likely do	you think yo	u would be to		
Very likely				No	t at all likely		
Q21) What do y to the benefits?	ou think about the r	isks of using [A	DVERTISED	DRUG NAM	1E] compared		
Risks greater				Ben	efits greater		
than benefits				tha	n risks		
Q22) How risky	is it for you to use	[ADVERTISE]	D DRUG NAM	[E] ?			
Very risky				No	ot at all risky		
_	Susceptibility of ri	•	3 /-				
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 Very unlikely Very likely	3	4	5	6	7		

Q24. [Perceived Severity of risk (advertised drug)]

If [<u>ADVERTISED DRUG NAME</u>] 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

Q25a. [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]

Q25b. [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]

Q26. [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	Somewh	nat safer About	the same	Somewhat riskier	Much	riskiei
Q27. [Risk C	Comprehe	nsion – Closed	i]			

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 Ad	Not in the Ad	Don't know
a. Weakness	X		
b. Diarrhea	X		
c. Nightmares		X	
d. Depressed mood		Х	

rceived	Likelihood	of risk	(advertise	d drug)]				
the inf	ormation in	the ad,	, how likel	y would [ADVER	TISED DI	RUG NAMI	E] be to
				_				
2		3	4		5	6	7	
			Modera	tely			Very	
				5			likely	
rceived	Likelihood	of risk	(advertise	d drug)]				
the inf	ormation in	the ad,	how likel	y would [ADVER	TISED DI	RUG NAMI	E] be to
rrhea?				_				
2		3	4		5	6	7	
			Modera	tely			Very	
			lik	ely			likely	
	-							
w likely	is it that th	e benefi	its of the d	rug prese	nted in t	this ad are	true?	
2	3	4	5		6		7	
						Ex	xtremely	
						Li	kely	
							-	
_	_	_				_		
w skepti	ical are you	about t	the truth o	f the bene	efits of tl	ne drug pr	esented in t	this ad?
2	3		4	5		6	7	Not
_	5		7	5		_		1100
						SI	zentical	
						Jr	сриси	
	the information of the informati	the information in akness? 2 ceeived Likelihood the information in rrhea? 2 information] v likely is it that the	the information in the addakness? 2 3 ceeived Likelihood of risk the information in the addrehea? 2 3 information] v likely is it that the benefit 2 3 4 v skeptical are you about the skeptical are shown as	the information in the ad, how likely akness? 2	Akness? 2 3 4 Moderately likely ceived Likelihood of risk (advertised drug)] the information in the ad, how likely would [arrhea? 2 3 4 Moderately likely information] w likely is it that the benefits of the drug preserved is it that the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you about the truth of the benefits of the drug preserved are you are you about the truth of the benefits of the drug preserved are you are	the information in the ad, how likely would [ADVER akness? 2	the information in the ad, how likely would [ADVERTISED Diakness? 2	the information in the ad, how likely would [ADVERTISED DRUG NAM] akness? 2

Q32. [Source Credibility] Please mark your agreement or disagreement with each of the

following statements. The sponsor of this advertisement is:

	Very Strongl	Strongl y disagre	Somewh at disagree	Neither agree nor	Somew hat agree	Strongl y agree	Very Strongl
	y disagree	e	uisagi ee	disagree	agree		y agree
a. Sincere							
b. Honest							
C.							
Dependable							
d.							
Trustworth							
y							
e. Credible							

Q33. [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]					

Q34. [Attitudes toward the brand]									
Based on the information in the ad, rate [ADVERTISED DRUG NAME].									
Bad product		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	
Q35. [Attitud	es tow	ard the	compa	rator d	rug]				
Based on the	inform	ation ir	ı the ac	l, rate [COMP	ARATO	R DR	UG NAME OTHER	
CHOLESTE	ROL N	<u> 1EDIC</u>	ATION	<u>[S]</u> .					
Bad product	1	2	3	4	5	6	7	Good product	
Disliked a lot		2	3	4	5	6	7	Liked a lot	
Unpleasant	1	2	3	4	5	6	7	Pleasant	
Poor quality		2	3	4	5	6	7	Good quality	
Q36. [Curren									
Are you curre	ently ta	aking ar	ny pres	criptio	n drugs	for high	chole	esterol?	
- Yes									
– Yes									
_	t Knov	AT							
- Don	t IXIIOV	v							
Q37. [Intention	on to c	hange n	nedicat	ions (h	ypothet	ical)]			
Dlagge water be	sv.z lilza	le, or un	dilzalez e		to oviit	ch to [AD	N/ED	TISED DDIJC NAMEL	
Please rate in)w iike	iy or ui	ilikely y	you are	to Swit	.CII to <u>[AL</u>	VER	RTISED DRUG NAME].	
1		2			3	4		5	
Very Unlikely	Somew	_	elv Neit	her Likel	_	ت likelv Some	what 1	Likely Very Likely	
y - y			5		<i>y</i> - <i>y</i>	. J = 2		5 - 5 - 5	

Q38. [Another option] If you could take [either of the two drugs] for free, which drug would you rather take?

- ADVERTISED DRUG NAME
- <u>COMPARATOR DRUG NAME</u>
- Neither drug

Q39. [Perceived severity of personal illness]

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

- Very mild
- Mild
- Moderate
- Serious
- Severe

Q40. [Health Literacy]

How confident are you in filling out medical forms?

not at all, a little, somewhat, quite a bit, extremely

Q41.[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.			uisagree		
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.					

Q42. Please tell us if you have any other comments about the ad that you saw or about the questions that you answered (open-ended)

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!