Pretest and Main Study Questionnaires

Pretest 1 Questionnaire

Format Study Questionnaire: PRETEST 1

Interview Protocol.

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

Instruction A. Thank you for agreeing to participate in this study today. Make sure you are comfortable and can read the screen from where you sit. Your answers are confidential and will not be connected to your name. Your input is extremely valuable.

[PROGRAMMER: Randomize such that the program flows in two orders, either (1) Instruction B, Instruction C, Q 1-10, Instruction D, Instruction E, Q11-22 OR (2) Instruction B, Instruction E, Q11-22, Instruction D, Instruction C, Q1-10. Record order.]

[PROGRAMMER: New screen]

Instruction B. When researchers want to know if a drug works, they conduct a clinical trial. In clinical trials, some people are given the real drug and others are given a fake drug (a placebo). No one knows who got what.

[PROGRAMMER: New screen]

Instruction C. Researchers look to see if people who got the real drug do better than people who did not get the real drug. Sometimes a drug is very effective and people who got the real drug do much better than people who got the placebo. Sometimes a drug is not effective and people who got the real drug do not do any better than people who got the placebo.

[PROGRAMMER: New screen]

[DRUG NAME] is a prescription drug you can take once a day to help prevent the return of heartburn symptoms. [PROGRAMMER: keep on screen for questions 1-10]

Imagine that a study was conducted to test the effectiveness of [DRUG NAME]. 100 people got a placebo (fake drug) and 100 people got [DRUG NAME]. Imagine that of the

100 people who got the placebo, 18 people had heartburn relief. [PROGRAMMER: keep on screen for questions 1-10]

[PROGRAMMER: Present questions 1 - 5 on the same screen]

[PROGRAMMER: randomize such that program flows in two orders, either 1-5 or 5-1]

- Please read the following sentences and fill in the blanks. 1. If the drug [DRUG NAME] was EXTREMELY EFFECTIVE, how many people who got [DRUG NAME] would have heartburn relief? • _____ out of 100 people who got the drug [DRUG NAME] had heartburn relief. • __18__ out of 100 people who got the placebo had heartburn relief. 2. If the drug [DRUG NAME] was VERY EFFECTIVE, how many people who got [DRUG NAME] would have heartburn relief? • _____ out of 100 people who got the drug [DRUG NAME] had heartburn relief. • __18__ out of 100 people who got the placebo had heartburn relief. 3. If the drug [DRUG NAME] was MODERATELY EFFECTIVE, how many people who got [DRUG NAME] would have heartburn relief? • _____ out of 100 people who got the drug [DRUG NAME] had heartburn relief. • 18 out of 100 people who got the placebo had heartburn relief.

- 4. If the drug [DRUG NAME] was A LITTLE EFFECTIVE, how many people who got [DRUG NAME] would have heartburn relief?
- _____ out of 100 people who got the drug [DRUG NAME] had heartburn relief.
- __18__ out of 100 people who got the placebo had heartburn relief.
- 5. If the drug [DRUG NAME] was NOT AT ALL EFFECTIVE, how many people who got [DRUG NAME] would have heartburn relief?
- _____ out of 100 people who got the drug [DRUG NAME] had heartburn relief.
- __18__ out of 100 people who got the placebo had heartburn relief.

[PROGRAMMER: new screen]

[PROGRAMMER: randomize such that program flows in two orders, either 6-10 or 10-61

6. Imagine that **19 out of 100** people who got [DRUG NAME] had heartburn relief. How effective do you think [DRUG NAME] is?

1 Not at all effective	2 A little effective	3 Moderately effective	4 Very effective	5 Extremely effective		
7. Imagine that 39 out of 100 people who got [DRUG NAME] had heartburn relief. How effective do you think [DRUG NAME] is?						
1 Not at all effective	2 A little effective	3 Moderately effective	4 Very effective	5 Extremely effective		
_	59 out of 100 peopl think [DRUG NAI	O -	NAME] had heart	burn relief. How		
1 Not at all effective	2 A little effective	3 Moderately effective	4 Very effective	5 Extremely effective		
9. Imagine that 79 out of 100 people who got [DRUG NAME] had heartburn relief. How effective do you think [DRUG NAME] is?						
1 Not at all effective	2 A little effective	3 Moderately effective	4 Very effective	5 Extremely effective		
10. Imagine that 99 out of 100 people who got [DRUG NAME] had heartburn relief. How effective do you think [DRUG NAME] is?						
1 Not at all effective	2 A little effective	3 Moderately effective	4 Very effective	5 Extremely effective		
[PROGRAMMER: New screen]						

Instruction D. As described earlier, when researchers want to know if a drug works, they conduct a clinical trial. In clinical trials, some people are given the real drug and others are given a fake drug (a placebo). No one knows who got what.

[PROGRAMMER: New screen]

Instruction E. Researchers look to see if people who got the real drug have more side effects than people who did not get the real drug. Sometimes a drug is very risky and people who got the real drug are much more likely to get a side effect than people who got the placebo. Sometimes the drug is not at all risky and people who got the real drug are not any more likely to get a side effect than people who got the placebo.

[PROGRAMMER: New screen]

[DRUG NAME] is a prescription drug you can take once a day to help prevent the return of heartburn symptoms. One of its side effects is bone loss. [PROGRAMMER: Keep on screen for questions 11-22]

Imagine that a study was conducted to test the safety of [DRUG NAME]. 100 people got a placebo (fake drug) and 100 people got [DRUG NAME]. Imagine that of the 100 people who got the placebo, 2 people had bone loss. [PROGRAMMER: Keep on screen for questions 11-22]

[PROGRAMMER: Present questions 11 - 15 on the same screen]

[PROGRAMMER: randomize such that program flows in two orders, either 11-15 or 15-111

Please read the following sentences and fill in the blanks.

- 11. If the drug [DRUG NAME] was EXTREMELY RISKY, how many people who got [DRUG NAME] would have to have bone loss? • out of 100 people who got the drug [DRUG NAME] had bone loss. • __2__ out of 100 people who got the placebo had bone loss. 12. If the drug [DRUG NAME] was VERY RISKY, how many people who got [DRUG NAME] would have to have bone loss? • _____ out of 100 people who got the drug [DRUG NAME] had bone loss. • __2__ out of 100 people who got the placebo had bone loss. 13. If the drug [DRUG NAME] was MODERATELY RISKY, how many people who got [DRUG NAME] would have to have bone loss? • _____ out of 100 people who got the drug [DRUG NAME] had bone loss. • __2__ out of 100 people who got the placebo had bone loss.
- _____ out of 100 people who got the drug [DRUG NAME] had bone loss.

14. If the drug [DRUG NAME] was A LITTLE RISKY, how many people who got

• __2__ out of 100 people who got the placebo had bone loss.

[DRUG NAME] would have to have bone loss?

15. If the drug [DRUG NAME] was NOT AT ALL RISKY, how many people who got [DRUG NAME] would have to have bone loss?					
		the drug [DRUG Note the placebo had be		OSS.	
[PROGRAMME	R: new screen]				
[PROGRAMME 16]	R: randomize sucl	n that program flow	vs in two orders, ei	ther 16-22 or 22-	
_	83 out of 100 peok [DRUG NAME	ople who got [DRU] is?	IG NAME] had bo	ne loss. How	
1	2	3	4	5	
Not at all risky	A little risky	Moderately risky	Very risky	Extremely risky	
_	63 out of 100 peok [DRUG NAME	ople who got [DRU] is?	JG NAME] had bo	ne loss. How	
1 Not at all risky	2 A little risky	3 Moderately risky	4 Very risky	5 Extremely risky	
_	43 out of 100 peok [DRUG NAME]	ople who got [DRU] is?	IG NAME] had bo	ne loss. How	
1 Not at all risky	2 A little risky	3 Moderately risky	4 Very risky	5 Extremely risky	
19. Imagine that 23 out of 100 people who got [DRUG NAME] had bone loss. How risky do you think [DRUG NAME] is?					
1	2	3	4	5	
Not at all risky	A little risky	Moderately risky	Very risky	Extremely risky	
20. Imagine that 13 out of 100 people who got [DRUG NAME] had bone loss. How risky do you think [DRUG NAME] is?					
1	2	3	4	5	
Not at all risky		Moderately risky	Very risky	Extremely risky	

21. Imagine that 8 out of 100 people who got [DRUG NAME] had bone loss. How risky do you think [DRUG NAME] is?						
1	2	3	4	5		
Not at all risky				Extremely risky		
•	t 3 out of 100 pe RUG NAME] is?		RUG NAME] had b	one loss. How risky		
1 Not at all risky	2 A little risky	3 Moderately risky	4 Very risky	5 Extremely risky		
23. Please descr	ibe what "bone lo	oss" means to yo	u. [open-ended]			
24. Do you have	heartburn or aci	d reflux disease?				
Yes No Don't know or uncertain						
25. Are you curi	25. Are you currently taking a prescription medicine for heartburn or acid reflux disease?					
Yes No Don't know or uncertain						
26. In general, how much do you feel you know about heartburn? Would you say you know:						
1 2 3 4 5 6 7 Nothing at all A lot						
27. In general, how much do you feel you know about treatments for heartburn? Would you say you know:						
1 2 Nothing at all	3 4	5 6 7 A lo				
[PROGRAMMER: New screen]						

The purpose of this research is to understand how people think about prescription drug information. In order to get an unbiased reaction to this information, we created a brand for this study. [DRUG NAME] is not a real product and it is not available for sale. Please see your healthcare professional for questions about heartburn or acid reflux disease.

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

Pretest 2 Questionnaire

[NOTE: In this pretest, participants will be randomly assigned to either answer questions about drug benefits or answer questions about drug risks]

[PROGRAMMER: Randomly assign participants to view the questions in one of the following orders: (1) Instruction A, Q1-Q5, Q11-Q16; (2) Instruction A, Q5 – Q1, Q11-Q16; (3) Instruction B, Q6-Q10, Q11-Q16; or (4) Instruction B, Q10-Q6, Q11-Q16. Record order.]

[PROGRAMMER: We need to record time in milliseconds spent on each screen (including questions) throughout protocol. Participants should not be able to return to questions after they have answered them.]

Interview Protocol.

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

(Instruction A) 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 prescription drugs. We will show you information about a prescription medication for heartburn five different times: each time the information about how well the drug works will change. After each time you see the information we will ask you some questions about it. Your answers are confidential and will not be connected to your name. Your input is extremely valuable.

(Instruction B) 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 prescription drugs. We will show you information about a prescription medication for heartburn five different times: each time the information about **the drug's side effects** will change. After each time you see the information we will ask you some questions about it. Your answers are confidential and will not be connected to your name. Your input is extremely valuable.

[PROGRAMMER: New screen]

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Dru	g Facts: [DRUG NAME] (tentomeprozole)
What is this drug for?	[DRUG NAME] is used (for up to 8 weeks) to heal
	acid-related damage to the lining of the esophagus and
	to help continue this healing. [DRUG NAME] is also
	used to treat the symptoms of acid reflux disease
	(persistent heartburn on two or more days per week,
	despite diet changes and treatment).
Who might consider taking	Men and women bothered by heartburn or acid reflux
it?	disease
Who should NOT take it?	Women who are progrant or breastfeeding

Who should NOT take it? What tests do patients need

to take?

Other things to consider doing:

Women who are pregnant or breastfeeding

none

Eat frequent small meals. Avoid fatty food, excessive alcohol, and eating close to bedtime. Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help?		
More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 1 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Symptom side effects More people had abdominal	3% (30 in 1,000)	5% (50 in 1,000)
pain (2 percentage points more)	3% (30 in 1,000)	4% (50 in 1,000)

More people had diarrhea (1 percentage point more)

2% (20 in 1,000)

3% (50 in 1,000)

More people had headaches (1 percentage point more)

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q1a. (Gist Benefit Comprehension) Based on the information in the Drug Facts Box, does [DRUG NAME] work better than a placebo?

Yes No Not Sure

(Perceived Benefit)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q1b. If you took [DRUG NAME], how likely or unlikely do you think it is that [DRUG NAME] would help your heartburn?

1 2 3 4 5 6 7 Very
Very
Unlikely
Likely

Q1c. If [DRUG NAME] did help your heartburn, how effective do you think [DRUG NAME] would be?

1 2 3 4 5 6
7
Would eliminate Would eliminate very little of my heartburn all of my

(Benefit Accuracy)

Q1d. According to the Drug Facts Box, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

- a. Increases the chance of heartburn relief [go to Q1d1 and skip Q2d2]
- b. Decreases the chance of heartburn relief [go to Q1d2 and skip Q2d1]
- c. Has no effect on heartburn relief [skip Q1d1 and Q1d2]

Q1d1. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q1d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q1e. According to the information in the Drug Facts Box, which statement is correct about how much [DRUG NAME] affects heartburn? Please select one answer.

[PROGRAMMER: randomize responses as either a-f or f-a]

[Note. Numbers in brackets are subject to change depending on pretest 1 results. Do not display brackets.]

Compared to taking a placebo, [DRUG NAME] increased the chance of **heartburn relief** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of heartburn relief.

(Skepticism)

[PROGRAMMER: Randomize order of Qsf-g.]

Q1f. How likely is it that the drug **benefits** presented in the Drug Facts Box are true?

 1
 2
 3
 4
 5
 6
 7

 Not at all
 Extremely

 Likely
 Likely

Q1g. How skeptical are you about the drug **benefits** presented in the Drug Facts Box?

 1
 2
 3
 4
 5
 6
 7

 Not at all Skeptical
 Extremely Skeptical

[PROGRAMMER: New screen]

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug Facts: [DRUG NAME] (fentomeprozole)					
What is this drug for? [DRUG NAME] is used (for up to 8 weeks) to heal					
_	acid-related damage to the lining of the esophagus and				
	to help continue this healing. [DRUG NAME] is also				
	used to treat the symptoms of acid reflux disease				
	(persistent heartburn on two or more days per week,				
	despite diet changes and treatment).				
Who might consider taking	Men and women bothered by heartburn or acid reflux				
it? disease					
Who should NOT take it? Women who are pregnant or breastfeeding					
What tests do patients need	none				
to take?					
Other things to consider	Eat frequent small meals. Avoid fatty food, excessive				
doing:	alcohol, and eating close to bedtime. Don't smoke.				
[DRUG NAME] Study Findings					
500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no					
drug) for 2 weeks. Here's what happened:					

What difference did [DRUG NAME] make?		People given a placebo (no drug)	People given [DRUG NAME]
Number of peo	pple	247	253
Did [DRUG N	AME] Help?		
More people herelief (X percentage		18% (180 in 1,000)	X[level 2 from pretest 1]% (X in 1,000)

Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Symptom side effects More people had abdominal	3% (30 in 1,000)	5% (50 in 1,000)
pain (2 percentage points more)	3% (30 in 1,000)	4% (50 in 1,000)
More people had diarrhea (1 percentage point more)	2% (20 in 1,000)	3% (50 in 1,000)
More people had headaches (1 percentage point more)		

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q2a. (Gist Benefit Comprehension) Based on the information in the Drug Facts Box, does [DRUG NAME] work better than a placebo?

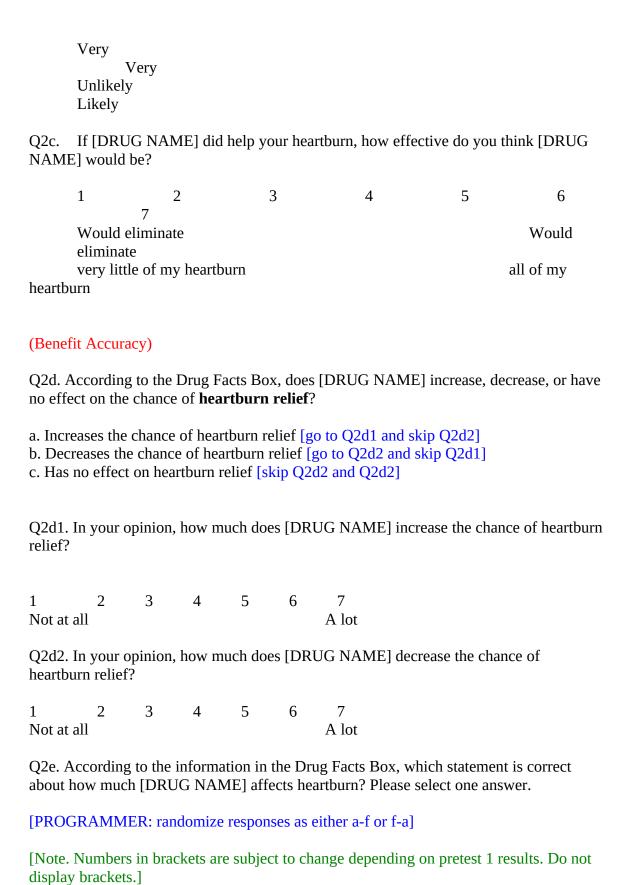
Yes No Not Sure

(Perceived Benefit)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q2b. If you took [DRUG NAME], how likely or unlikely do you think it is that [DRUG NAME] would help your heartburn?

1 2 3 4 5 6



Compared to taking a placebo, [DRUG NAME] increased the chance of **heartburn relief** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of heartburn relief.

(Skepticism)

[PROGRAMMER: Randomize order of Qsf-g.]

Q2f. How likely is it that the drug **benefits** presented in the Drug Facts Box are true?

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

Q2g. How skeptical are you about the drug **benefits** presented in the Drug Facts Box?

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

[PROGRAMMER: New screen]

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug Facts: [DRUG NAME] (fentomeprozole) What is this drug for? [DRUG NAME] is used (for up to 8 weeks) to heal acid-related damage to the lining of the esophagus and to help continue this healing. [DRUG NAME] is also used to treat the symptoms of acid reflux disease (persistent heartburn on two or more days per week, despite diet changes and treatment). Who might consider taking Men and women bothered by heartburn or acid reflux it? disease Who should NOT take it? Women who are pregnant or breastfeeding

What tests do patients need

none

to take?

Other things to consider doing:

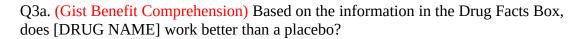
Eat frequent small meals. Avoid fatty food, excessive alcohol, and eating close to bedtime. Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help?		
More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Symptom side effects	20/ (20 to 1 000)	E0/ (E0 :- 1 000)
More people had abdominal	3% (30 in 1,000)	5% (50 in 1,000)
pain (2 percentage points more)	3% (30 in 1,000)	4% (50 in 1,000)
More people had diarrhea (1 percentage point more)	2% (20 in 1,000)	3% (50 in 1,000)
More people had headaches (1 percentage point more)		

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."



Yes No Not Sure

(Perceived Benefit)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q3b. If you took [DRUG NAME], how likely or unlikely do you think it is that [DRUG NAME] would help your heartburn?

1 2 3 4 5 6 7 Very
Very
Unlikely
Likely

Q3c. If [DRUG NAME] did help your heartburn, how effective do you think [DRUG NAME] would be?

1 2 3 4 5 6
7
Would eliminate Would eliminate very little of my heartburn all of my

(Benefit Accuracy)

Q3d. According to the Drug Facts Box, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

- a. Increases the chance of heartburn relief [go to Q3d1 and skip Q3d2]
- b. Decreases the chance of heartburn relief [go to Q3d2 and skip Q3d1]
- c. Has no effect on heartburn relief [skip Q3d1 and Q3d2]

Q3d1. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?

1 Not at all	2	3	4	5	6	7 A lot	
Q3d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?							
1 Not at all	2	3	4	5	6	7 A lot	
-	_					ug Facts Box, which statement is correct artburn? Please select one answer.	
[PROGR.	AMME	R: rand	omize r	esponse	es as (either a-f or f-a]	
[Note. Nu			kets are	subject	to ch	ange depending on pretest 1 results. Do not	
Compared by	d to tak	ing a pl	acebo, [DRUG	NAN	ME] increased the chance of heartburn relief	
b. c. d. e. f.	a. [1] percentage point b. [21] percentage points c. [41] percentage points d. [61] percentage points e. [81] percentage points f. [DRUG NAME] did not affect the chance of heartburn relief. (Skepticism)						
[PROGR	AMME	ER: Ran	ıdomize	order o	of Qsf	f-g.]	
Q3f. How	likely	is it tha	t the dri	ug bene	efits p	oresented in the Drug Facts Box are true?	
1 Not at all Likely	2	3	4	5	6	7 Extremely Likely	
Q3g. How skeptical are you about the drug benefits presented in the Drug Facts Box?							
1 Not at all Skeptical	2	3	4	5	6	7 Extremely Skeptical	
[PROGRAMMER: New screen]							

Only two more!

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Dru	Prescription Drug Facts: [DRUG NAME] (fentomeprozole)				
What is this drug for? [DRUG NAME] is used (for up to 8 weeks) to heal					
J	acid-related damage to the lining of the esophagus and				
	to help continue this healing. [DRUG NAME] is also				
	1 0 -				
	used to treat the symptoms of acid reflux disease				
	(persistent heartburn on two or more days per week,				
	despite diet changes and treatment).				
Who might consider taking	Men and women bothered by heartburn or acid reflux				
it?	disease				
Who should NOT take it?	Women who are pregnant or breastfeeding				
What tests do patients need	none				
to take?					
Other things to consider	Eat frequent small meals. Avoid fatty food, excessive				
doing:	alcohol, and eating close to bedtime. Don't smoke.				
[DRUG NAME] Study Findings					

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help?		
More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 4 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Symptom side effects		

	3% (30 in 1,000)	5% (50 in 1,000)
More people had abdominal pain		
(2 percentage points more)	3% (30 in 1,000)	4% (50 in 1,000)
More people had diarrhea (1 percentage point more)	2% (20 in 1,000)	3% (50 in 1,000)
More people had headaches (1 percentage point more)		

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q4a. (Gist Benefit Comprehension) Based on the information in the Drug Facts Box, does [DRUG NAME] work better than a placebo?

Yes No Not Sure

(Perceived Benefit)

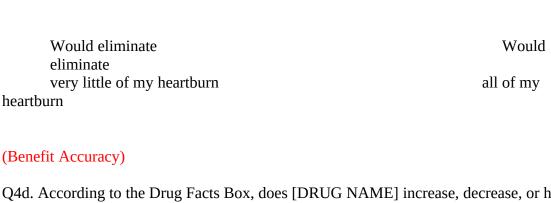
For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q4b. If you took [DRUG NAME], how likely or unlikely do you think it is that [DRUG NAME] would help your heartburn?



Q4c. If [DRUG NAME] did help your heartburn, how effective do you think [DRUG NAME] would be?

1 2 3 4 5 6 7



Q4d. According to the Drug Facts Box, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

- a. Increases the chance of heartburn relief [go to Q4d1 and skip Q4d2]
- b. Decreases the chance of heartburn relief [go to Q4d2 and skip Q4d1]
- c. Has no effect on heartburn relief [skip Q4d1 and Q4d2]

Q4d1. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q4d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q4e. According to the information in the Drug Facts Box, which statement is correct about how much [DRUG NAME] affects heartburn? Please select one answer.

[PROGRAMMER: randomize responses as either a-f or f-a]

[Note. Numbers in brackets are subject to change depending on pretest 1 results. Do not display brackets.]

Compared to taking a placebo, [DRUG NAME] increased the chance of **heartburn relief** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of heartburn relief.

(Skepticism)

[PROGRAMMER: Randomize order of Qsf-g.]

Q4f. How likely is it that the drug **benefits** presented in the Drug Facts Box are true?

2 3 5 6 1 4

Not at all Extremely Likely Likely

Q4g. How skeptical are you about the drug **benefits** presented in the Drug Facts Box?

2 6 1 3 4 5

Not at all Extremely Skeptical Skeptical

[PROGRAMMER: New screen]

Last one!

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug Facts: [DRUG NAME] (fentomeprozole)

What is this drug for? [DRUG NAME] is used (for up to 8 weeks) to heal

> acid-related damage to the lining of the esophagus and to help continue this healing. [DRUG NAME] is

also used to treat the symptoms of acid reflux disease (persistent heartburn on two or more days per week, despite diet changes and treatment).

Men and women bothered by heartburn or acid Who might consider taking it?

reflux disease

Who should NOT take it?

Women who are pregnant or breastfeeding

none

What tests do patients need to take?

Other things to consider

Eat frequent small meals. Avoid fatty food, doing: excessive alcohol, and eating close to bedtime.

Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG

People given a placebo

People given [DRUG

NAME] make?	(no drug)	NAME]
Number of people	247	253
Did [DRUG NAME] Help? More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 5 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Symptom side effects		
More people had abdominal pain	3% (30 in 1,000)	5% (50 in 1,000)
(2 percentage points more) More people had diarrhea	3% (30 in 1,000)	4% (50 in 1,000)
(1 percentage point more)	2% (20 in 1,000)	3% (50 in 1,000)
More people had headaches (1 percentage point more)		

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q5a. (Gist Benefit Comprehension) Based on the information in the Drug Facts Box, does [DRUG NAME] work better than a placebo?

Yes No Not Sure

(Perceived Benefit)

	For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.							
Q5b. If you took [DRUG NAME], how likely or unlikely do you think it is that [DRU NAME] would help your heartburn?						is that [DRUG		
	1	7		3		4	5	6
	Very V	ery						
	Unlikely Likely	ciy						
Q5c. NAMI	If [DRUCE] would b		IE] did h	elp you	ır hear	tburn, how eff	ective do you t	hink [DRUG
	1	7		3		4	5	6
	Would el	iminate	9					Would
heartb	very little		heartbui	'n				all of my
(Bene	fit Accurac	cy)						
Q5d. According to the Drug Facts Box, does [DRUG NAME] increase, decrease, or have no effect on the chance of heartburn relief ?					crease, or have			
a. Increases the chance of heartburn relief [go to Q5d1 and skip Q5d2]b. Decreases the chance of heartburn relief [go to Q5d2 and skip Q5d1]c. Has no effect on heartburn relief [skip Q5d1 and Q5d2]								
Q5d1. relief?	-	oinion,	how mud	ch does	i [DRU	JG NAME] in	crease the chan	ce of heartburn
1 Not at	2 all	3	4	5	6	7 A lot		
Q5d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?						ce of		
1 Not at	2 all	3	4	5	6	7 A lot		

Q5e. According to the information in the Drug Facts Box, which statement is correct about how much [DRUG NAME] affects heartburn? Please select one answer.

[PROGRAMMER: randomize responses as either a-f or f-a]

[Note. Numbers in brackets are subject to change depending on pretest 1 results. Do not display brackets.]

Compared to taking a placebo, [DRUG NAME] increased the chance of **heartburn relief** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of heartburn relief.

(Skepticism)

[PROGRAMMER: Randomize order of Qsf-g.]

Q5f. How likely is it that the drug **benefits** presented in the Drug Facts Box are true?

1 2 3 4 5 6 7

Not at all Extremely Likely Likely

Q5g. How skeptical are you about the drug **benefits** presented in the Drug Facts Box?

 1
 2
 3
 4
 5
 6
 7

 Not at all Skeptical
 Extremely Skeptical

[PROGRAMMER: New screen]

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug Facts: [DRUG NAME] (fentomeprozole)

What is this drug for?

[DRUG NAME] is used (for up to 8 weeks) to heal acid-related damage to the lining of the esophagus and to help continue this healing. [DRUG NAME] is

	also used to treat the symptoms of acid reflux disease (persistent heartburn on two or more days
	per week, despite diet changes and treatment).
Who might consider taking it?	Men and women bothered by heartburn or acid reflux disease
Who should NOT take it?	Women who are pregnant or breastfeeding
What tests do patients need to	none
take?	
Other things to consider	Eat frequent small meals. Avoid fatty food,
doing:	excessive alcohol, and eating close to bedtime.
	Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help? More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 1 from pretest 1]% (X in 1,000)
Symptom side effects		
More people had abdominal pain	3% (30 in 1,000)	5% (50 in 1,000)
(2 percentage points more) More people had diarrhea	3% (30 in 1,000)	4% (50 in 1,000)
(1 percentage point more) More people had headaches (1 percentage point more)	2% (20 in 1,000)	3% (50 in 1,000)

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q6a. (Gist Risk Comprehension) Based on the information in the Drug Facts Box, is [DRUG NAME] riskier than a placebo?

Yes No Not Sure

(Perceived Risk)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q6b. If you took [DRUG NAME], how likely do you think it is that you would have any side effects or negative outcomes?

Q6c. If [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 Very serious serious

(Risk Accuracy)

Q6d. According to Page 2 of the ad, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

- a. Increases the chance of heartburn relief [go to Q6d1 and skip Q6d2]
- b. Decreases the chance of heartburn relief [go to Q6d2 and skip Q6d1]
- c. Has no effect on heartburn relief [skip Q6d1 and Q6d2]

Q6d1. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?							
1 2 3 4 5 6 7 Not at all A lot							
Q6d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?							
1 2 3 4 5 6 7 Not at all A lot							
Q6e. According to the Drug Facts Box, which statement is correct about how much [DRUG NAME] affects bone loss? Please select one answer.							
[PROGRAMMER: randomize responses as either a-f or f-a]							
[Note. Numbers in brackets are subject to change depending on pretest 1 results. Do not display brackets.]							
Compared to taking a placebo, [DRUG NAME] increased the chance of bone loss by							
 a. [1] percentage point b. [21] percentage points c. [41] percentage points d. [61] percentage points e. [81] percentage points f. [DRUG NAME] did not affect the chance of bone loss. 							
(Skepticism)							
[PROGRAMMER: Randomize order of Qsf-g.]							
Q6f. How likely is it that the drug side effects presented in the Drug Facts Box are true?							
1 2 3 4 5 6 7 Not at all Likely Likely							
Q6g. How skeptical are you about the drug side effects presented in the Drug Facts Box?							
1 2 3 4 5 6 7 Not at all Extremely Skeptical Skeptical							

[PROGRAMMER: New screen]

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug Facts: [DROG NAME] (tentonieprozoie)		
What is this drug for?	[DRUG NAME] is used (for up to 8 weeks) to heal	
	acid-related damage to the lining of the esophagus	
	and to help continue this healing. [DRUG NAME] is	
	also used to treat the symptoms of acid reflux	
	disease (persistent beauthurn on two or more days	

disease (persistent heartburn on two or more days per week, despite diet changes and treatment). Men and women bothered by heartburn or acid

Who might consider taking it?

reflux disease

Who should NOT take it? What tests do patients need to

Women who are pregnant or breastfeeding none

take?

Eat frequent small meals. Avoid fatty food,

Other things to consider

doing:

Don't smoke.

excessive alcohol, and eating close to bedtime.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help? More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 2 from pretest 1]% (X in 1,000)
Symptom side effects		
More people had abdominal pain	3% (30 in 1,000)	5% (50 in 1,000)
(2 percentage points more)	3% (30 in 1,000)	4% (50 in 1,000)

More people had diarrhea (1 percentage point more)

More people had headaches (1 percentage point more)

2% (20 in 1,000) 3% (50

3% (50 in 1,000)

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q7a. (Gist Risk Comprehension) Based on the information in the Drug Facts Box, is [DRUG NAME] riskier than a placebo?

Yes

No

Not Sure

(Perceived Risk)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q7b. If you took [DRUG NAME], how likely do you think it is that you would have any side effects or negative outcomes?

1 2 3 4 5 6 7 Very
Very
Unlikely
Likely

Q7c. If [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 Very serious serious

(Risk Accuracy)

Q7d. According to Page 2 of the ad, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

b. Decreases the	a. Increases the chance of heartburn relief [go to Q7d1 and skip Q7d2] b. Decreases the chance of heartburn relief [go to Q7d2 and skip Q7d1] c. Has no effect on heartburn relief [skip Q7d1 and Q7d2]					
Q7d1. In your oprelief?	oinion, how	much does	[DRUG	G NAME] increase the chance of heartburn	1	
1 2 Not at all	3 4	5	-	7 A lot		
Q7d2. In your op heartburn relief?		much does	[DRUG	G NAME] decrease the chance of		
1 2 Not at all	3 4	5		7 A lot		
Q7e. According [DRUG NAME]				statement is correct about how much ect one answer.		
[PROGRAMME	R: random	ize response	es as eith	her a-f or f-a]		
[Note. Numbers display brackets.		are subject	to chang	nge depending on pretest 1 results. Do not		
Compared to tak	ing a place	bo, [DRUG	NAME]	E] increased the chance of bone loss by		
 a. [1] percentage point b. [21] percentage points c. [41] percentage points d. [61] percentage points e. [81] percentage points f. [DRUG NAME] did not affect the chance of bone loss. 						
(Skepticism)						
[PROGRAMME	R: Randor	nize order of	f Qsf-g.]	J		
Q7f. How likely	is it that th	e drug side (effects p	presented in the Drug Facts Box are true?		
1 2	3 4	5	6	7		

Not at all Extremely Likely Likely

Q7g. How skeptical are you about the drug **side effects** presented in the Drug Facts Box?

2 6 1 3 5 Not at all

Extremely Skeptical Skeptical

[PROGRAMMER: New screen]

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug F	acts: [DRUG NAME] (fentomeprozole)
What is this drug for?	[DRUG NAME] is used (for up to 8 weeks) to heal
	acid-related damage to the lining of the esophagus
	and to help continue this healing. [DRUG NAME] is
	also used to treat the symptoms of acid reflux
	disease (persistent heartburn on two or more days
	per week, despite diet changes and treatment).
Who might consider taking it?	Men and women bothered by heartburn or acid
	reflux disease
Who should NOT take it?	Women who are pregnant or breastfeeding
What tests do patients need to	none
take?	
Other things to consider	Eat frequent small meals. Avoid fatty food,
doing:	excessive alcohol, and eating close to bedtime.
	Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help?		X[level 3 from pretest
More people had heartburn relief	18% (180 in 1,000)	1]% (X in 1,000)
(X percentage points more)		

Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X <mark>[level 3 from pretest]</mark> (X in 1,000)
Symptom side effects		
More people had abdominal pain (2 percentage points more)	3% (30 in 1,000)	5% (50 in 1,000)
More people had diarrhea	3% (30 in 1,000)	4% (50 in 1,000)
(1 percentage point more)	2% (20 in 1,000)	3% (50 in 1,000)
More people had headaches (1 percentage point more)		

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

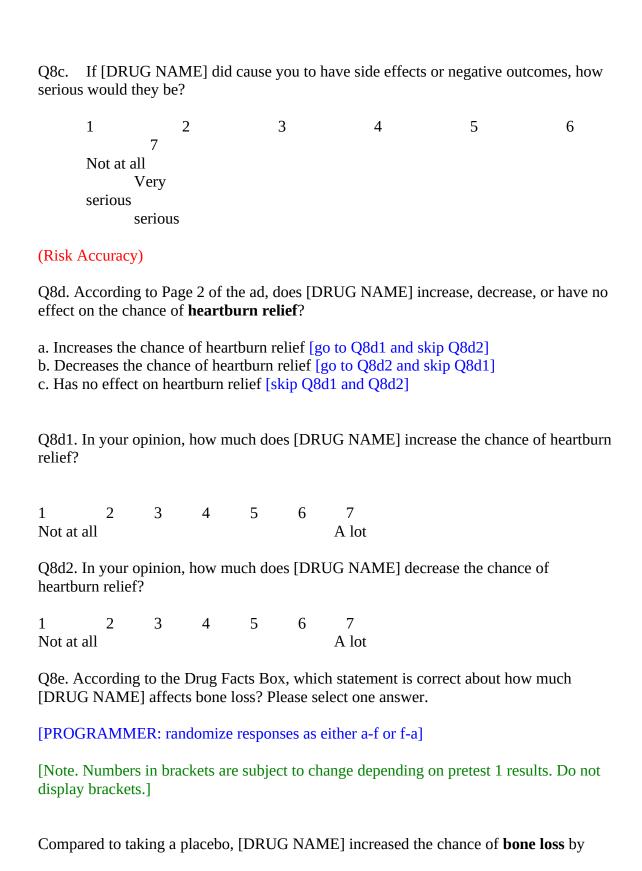
Q8a. (Gist Risk Comprehension) Based on the information in the Drug Facts Box, is [DRUG NAME] riskier than a placebo?

Yes No Not Sure

(Perceived Risk)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q8b. If you took [DRUG NAME], how likely do you think it is that you would have any side effects or negative outcomes?



a. [1] percentage point

- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of bone loss.

(Skepticism)

[PROGRAMMER: Randomize order of Qsf-g.]

Q8f. How likely is it that the drug **side effects** presented in the Drug Facts Box are true?

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

Q8g. How skeptical are you about the drug **side effects** presented in the Drug Facts Box?

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

[PROGRAMMER: New screen]

Only two more!

Please read the Drug Facts Box below. When you have read the information, please click "continue" to answer questions about this Drug Facts Box.

Prescription Drug Facts: [DRUG NAME] (fentomeprozole)

[DRUG NAME] is used (for up to 8 weeks) to heal What is this drug for?

acid-related damage to the lining of the esophagus and to help continue this healing. [DRUG NAME] is also used to treat the symptoms of acid reflux disease (persistent heartburn on two or more days per week, despite diet changes and treatment).

Men and women bothered by heartburn or acid Who might consider taking it?

reflux disease

Who should NOT take it? What tests do patients need to Women who are pregnant or breastfeeding

none

take?

Other things to consider

doing:

Eat frequent small meals. Avoid fatty food, excessive alcohol, and eating close to bedtime.

Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help? More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X[level 4 from pretest 1]% (X in 1,000)
Symptom side effects		
More people had abdominal pain	3% (30 in 1,000)	5% (50 in 1,000)
(2 percentage points more) More people had diarrhea	3% (30 in 1,000)	4% (50 in 1,000)
(1 percentage point more) More people had headaches	2% (20 in 1,000)	3% (50 in 1,000)
(1 percentage point more)		

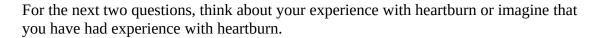
Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q9a. (Gist Risk Comprehension) Based on the information in the Drug Facts Box, is [DRUG NAME] riskier than a placebo?

Yes No

Not Sure





Q9b. If you took [DRUG NAME], how likely do you think it is that you would have any side effects or negative outcomes?

1 2 3 4 5 6 7 Very
Very
Unlikely
Likely

Q9c. If [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 Very serious serious

(Risk Accuracy)

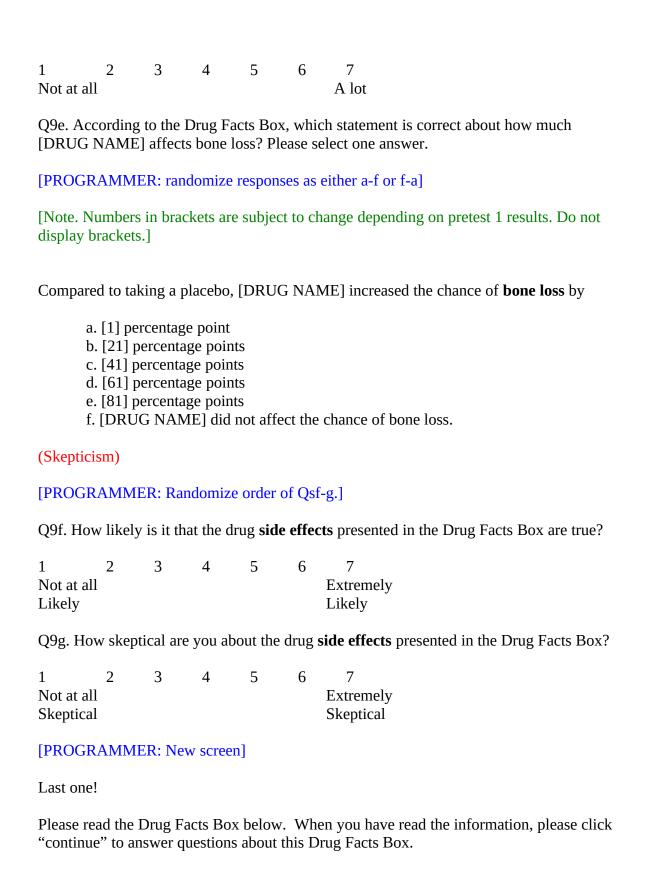
Q9d. According to Page 2 of the ad, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

- a. Increases the chance of heartburn relief [go to Q9d1 and skip Q9d2]
- b. Decreases the chance of heartburn relief [go to Q9d2 and skip Q9d1]
- c. Has no effect on heartburn relief [skip Q9d1 and Q9d2]

Q9d1. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q9d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?



What is this drug for?	[DRUG NAME] is used (for up to 8 weeks) to heal acid-related damage to the lining of the esophagus and to help continue this healing. [DRUG NAME] is also used to treat the symptoms of acid reflux disease (persistent heartburn on two or more days per week, despite diet changes and treatment).
Who might consider taking it?	Men and women bothered by heartburn or acid reflux disease
Who should NOT take it?	Women who are pregnant or breastfeeding
What tests do patients need to	none
take?	
Other things to consider	Eat frequent small meals. Avoid fatty food,
doing:	excessive alcohol, and eating close to bedtime.
	Don't smoke.

[DRUG NAME] Study Findings

500 adults with bothersome heartburn were given [DRUG NAME] or a placebo (no drug) for 2 weeks. Here's what happened:

What difference did [DRUG NAME] make?	People given a placebo (no drug)	People given [DRUG NAME]
Number of people	247	253
Did [DRUG NAME] Help? More people had heartburn relief (X percentage points more)	18% (180 in 1,000)	X[level 3 from pretest 1]% (X in 1,000)
Did [DRUG NAME] have side effects?		
Serious side effects		
More people had bone loss (X percentage points more)	2% (20 in 1,000)	X <mark>[level 5 from pretest 1]</mark> % (X in 1,000)
Symptom side effects		
More people had abdominal pain	3% (30 in 1,000)	5% (50 in 1,000)
(2 percentage points more) More people had diarrhea (1 percentage point more)	3% (30 in 1,000)	4% (50 in 1,000)

More people had headaches (1 percentage point more)

Now please answer the following questions based on the Drug Facts Box you saw. You can look back at the Drug Facts Box as you answer questions. If you would like to see it again, please click "View Drug Facts Box." When you are done viewing the Drug Facts Box, please click 'Back to Questions."

Q10a. (Gist Risk Comprehension) Based on the information in the Drug Facts Box, is [DRUG NAME] riskier than a placebo?

Yes No

Not Sure

(Perceived Risk)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q10b. If you took [DRUG NAME], how likely do you think it is that you would have any side effects or negative outcomes?

1 2 3 4 5 6 7 Very
Very
Unlikely
Likely

Q10c. If [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 Very serious serious

(Risk Accuracy)

Q10d. According to Page 2 of the ad, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

a. Increases the chance of heartburn relief [go to Q10d1 and skip Q10d2]

b. Decreases the chance of heartburn relief [go to Q10d2 and skip Q10d1] c. Has no effect on heartburn relief [skip Q10d1 and Q10d2]						
Q10d1. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?						
1 2 3 4 5 6 7 Not at all A lot						
Q10d2. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?						
1 2 3 4 5 6 7 Not at all A lot						
Q10e. According to the Drug Facts Box, which statement is correct about how much [DRUG NAME] affects bone loss? Please select one answer.						
[PROGRAMMER: randomize responses as either a-f or f-a]						
[Note. Numbers in brackets are subject to change depending on pretest 1 results. Do not display brackets.]						
Compared to taking a placebo, [DRUG NAME] increased the chance of bone loss by						
 a. [1] percentage point b. [21] percentage points c. [41] percentage points d. [61] percentage points e. [81] percentage points f. [DRUG NAME] did not affect the chance of bone loss. 						
(Skepticism)						
[PROGRAMMER: Randomize order of Qsf-g.]						
Q10f. How likely is it that the drug side effects presented in the Drug Facts Box are true?						
1 2 3 4 5 6 7 Not at all Likely Likely						

Q10g. How skepti Box?	ical are you a	bout the d	drug	side effects presented in the Drug Facts			
1 2 Not at all Skeptical	3 4	5	6	7 Extremely Skeptical			
- 1				en do you need to have someone help you her written material from your doctor or			
Never Rarely Sometimes Often Always	5						
Q12. Do you have	heartburn o	r acid refl	ux d	lisease?			
Yes No Don't knov	w or uncertai	n					
Q13. Are you curr disease?	ently taking	a prescrip	tion	medicine for heartburn or acid reflux			
Yes No Don't knov	w or uncertai	n					
Q14. In general, h	now much do	you feel	you	know about heartburn? Would you say you			
1 2 Nothing at all	3 4	5	6	7 A lot			
Q15. In general, how much do you feel you know about treatments for heartburn? Would you say you know:							
1 2 Nothing at all	3 4	5	6	7 A lot			
Q16. What are you using 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:
End time:]

(Debriefing)

The purpose of this research is to understand how people think about prescription drug information. In order to get an unbiased reaction to this information, we created a brand for this study. [DRUG NAME] is not a real product and it is not available for sale. Please see your healthcare professional for questions about heartburn or acid reflux disease.

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

Pretest 3 Questionnaire

[NOTE: This pretest is conducted only in the risk design. It has two variables. First, participants will be randomly assigned to see a Drug Facts Box with the smallest risk level or the largest risk level. Second, participants will be randomly assigned to either have access to the ad while answering questions or not. The questions are the same in all conditions but the programming and instructions for viewing the ad differ for the second variable]

[PROGRAMMER: We need to record time in milliseconds spent on each screen (including questions) throughout protocol. We need to record the number of times participants go back and look at the ad in Condition 2.]

Interview Protocol.

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

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

[PROGRAMMER: New screen]

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 viewing the ad, please click "Start Next Part of Study" to move to the next part of the study.

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

Q1. Were you able to view the ad for [DRUG NAME]?

Yes No (terminate) Not sure (terminate)

[If participants are allowed to view the ad throughout the survey, do not show "View Ad" links on this page]

[PROGRAMMER: Randomly assign participants to one of the following sets of instructions. For participants in the second set, add "View Ad Page 1" and "View Ad Page 2" buttons on all screens that will take participants back to the ad. The "Back" and "Next" buttons should allow access to both pages of the ad. A "Back to Questions" button should bring participants back to the questionnaire, at the same point in the questionnaire where they left]

[PROGRAMMER: New screen]

(Condition 1 Instructions) Now please answer the following questions based on the ad you saw.

(Condition 2 Instructions) Now please answer the following questions based on the ad you saw. You can look back at the ad as you answer questions. If you would like to see the ad again, please click "View Ad Page 1" or "View Ad Page 2." When you are done viewing the ad, please click 'Back to Questions."

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

Q2. What type of product is [DRUG NAME]? [PROGRAMMER: randomize responses]

Over the counter drug Prescription drug Herbal supplement Lens cleaner Don't know

Q3. What condition does [DRUG NAME] treat? [PROGRAMMER: randomize responses]

High blood pressure Heartburn Migraine headaches Seasonal allergies Don't know

Q4. (Recall of Risks, Open-ended 1) What are the side effects of [DRUG NAME]?

Q5. (Gist Risk Comprehension) Based on the information on Page 2 of the ad, is [DRUG NAME] riskier than a placebo?

Yes No Not Sure

(Perceived Risk)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

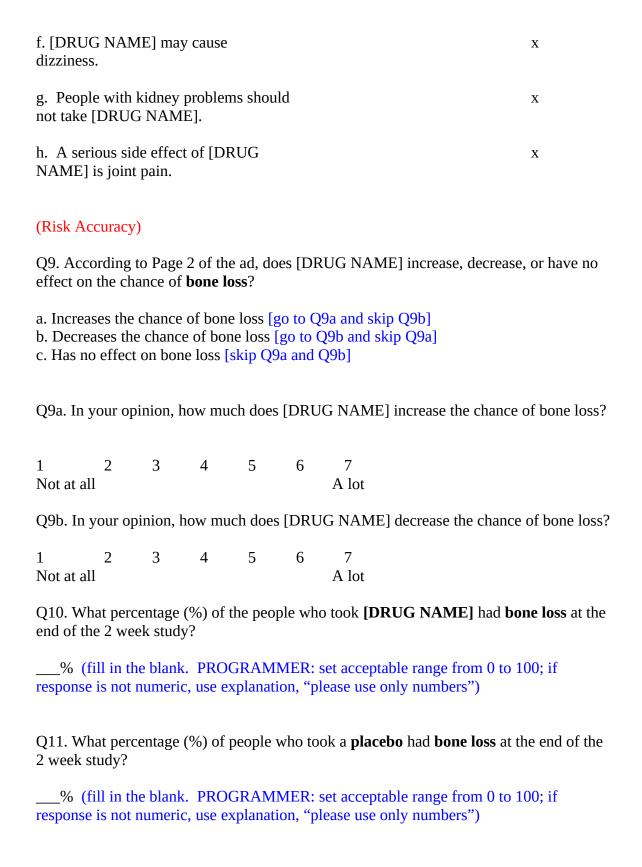
Q6. If you took [DRUG NAME], how likely do you think it is that you would have any side effects or negative outcomes?

Q7. If [DRUG NAME] did cause you to have side effects or negative outcomes, how serious would they be?

Q8. (Recall of Risks) Please check which of the following were mentioned on Page 2 of the ad as side effects of taking [DRUG NAME]. Even if you think a statement is true, please select it only if it was mentioned on Page 2 of the ad.

[PROGRAMMER: randomize Q8a-h]

a. [DRUG NAME] may cause abdominal pain.	Mentioned on Page 2 of the ad x	NOT mentioned on Page 2 of the ad
b. A serious side effect of [DRUG NAME] is bone loss.	X	
c. Women who are pregnant should not take [DRUG NAME].	x	
d. [DRUG NAME] may cause headaches.	X	
o [DDIIC NAME] may cause pauses		V



Q12. According to Page 2 of the ad, which statement is correct about how much [DRUG NAME] affects bone loss? Please select one answer.

[PROGRAMMER: randomize responses as either a-f or f-a]

[Note. Numbers in brackets are subject to change depending on pretest results. Do not display brackets.]

Compared to taking a placebo, [DRUG NAME] increased the chance of **bone loss** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of bone loss.
- Q13. What percentage (%) of people who took **[DRUG NAME]** had **abdominal pain** at the end of the 2 week study?
- ____% (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100; if response is not numeric, use explanation, "please use only numbers")
- Q14. What percentage (%) of people who took **[DRUG NAME]** had **diarrhea** at the end of the 2 week study?
- ____% (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100; if response is not numeric, use explanation, "please use only numbers")
- Q15. What percentage (%) of people who took **[DRUG NAME]** had **headaches** at the end of the 2 week study?
- ____% (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100; if response is not numeric, use explanation, "please use only numbers")
- Q16. (Recall of Benefits, Open-ended 2) What are the benefits of [DRUG NAME]?
- Q17. (Gist Benefit Comprehension) Based on the information on Page 2 of the ad, does [DRUG NAME] work better than a placebo?

Yes No Not Sure

(Perceived Benefit)

For the next two questions, think about your experience with heartburn or imagine that you have had experience with heartburn.

Q18. If you took [DRUG NAME], how likely or unlikely do you think it is that [DRUG NAME] would help your heartburn?

Q19. If [DRUG NAME] did help your heartburn, how effective do you think [DRUG NAME] would be?

Q20. (Recall of Benefits) Please check which of the following were mentioned on Page 2 of the ad as benefits of taking [DRUG NAME]. Even if you think a statement is true, please select it only if it was mentioned on Page 2 of the ad.

[PROGRAMMER: randomize Q20a-f]

a. [DRUG NAME] treats heartburn.	Mentioned on Page 2 of the ad x	NOT mentioned on Page 2 of the ad
b. [DRUG NAME] can reduce symptoms of acid reflux disease.	X	
c. There are not tests patients need to take while on [DRUG NAME].	x	
d. [DRUG NAME] can reduce the risk of diabetes.		x
e. [DRUG NAME] is the #1 prescribed		X

Q24. According to Page 2 of the ad, which statement is correct about how much [DRUG

NAME] affects heartburn? Please select one answer.

[PROGRAMMER: randomize responses as either a-f or f-a]

[Note. Numbers in brackets are subject to change depending on pretest results. Do not display brackets.]

Compared to taking a placebo, [DRUG NAME] increased the chance of **heartburn relief** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of heartburn relief.

[PROGRAMMER: randomize Q25a-c]

Q25. (Behavioral Intention) Please rate how likely or unlikely you are to do each of the following behaviors. Select one response for each row.

	Not at all likely	Somewhat likely	Very likely	Extremely likely
a. Talk to your doctor about [DRUG NAME] b. Look for more information about [DRUG NAME] c. Take [DRUG NAME] if prescribed	likely	iikely	пкету	Пкету

Q26. (Attitude toward Drug) Thinking overall about the risks and benefits, would you say [DRUG NAME] has:

1	2	3	4	5	6	7
More risks			Equal risks			More
benefits						
than benefits			and benefits			than
risks						

Q27. Please rate your agreement or disagreement with the following statement.

The possible benefits of [DRUG NAME] are worth the possible side effects for people with heartburn.	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	
[PROGRAMMER: Rando	mize order o	f Q28a-b]				
Q28. (Attitude toward th with each of the following	_	oox) Please ra	ate your agre	ement or disa	greement	
	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	
Page 2 of the ad clearly communicated the benefits of [DRUG NAME]. Page 2 of the ad clearly communicated the risks of [DRUG NAME].						
Q29. Please think about he on Page 2 of the ad. Did Page 2 on benefits?				-		
1 2 More emphasis on risks emphasis	3	4	5	6	7 More	
				ber	on efits	
(Skepticism)						
[PROGRAMMER: Randomize order of Qs 30-31, and Qs 32-33.]						
Q30. How likely is it that the drug benefits presented on Page 2 of the ad are true?						
1 2 3 4 Not at all	5	6 7 Extreme	ely			

Likely	Likely				Likely	
Q31. How skeptical are you about the drug benefits presented on Page 2 of the ad?						
1 Not at all Skeptical	2	3	4	5	6	7 Extremely Skeptical
Q32. How	likely	is it tha	it the dr	ug side	effe	cts presented on Page 2 of the ad are true?
1 Not at all Likely	2	3	4	5	6	7 Extremely Likely
Q33. How	skepti	cal are	you abo	out the o	drug	side effects presented on Page 2 of the ad?
1 Not at all Skeptical	2	3	4	5	6	7 Extremely Skeptical
Q34. (Attitude toward Clinical Trial Information) The FDA approves drugs based on studies which show how well they work and their side effects. How important do you think it is that information from these studies (like how many people were studied, how long they took the drug, and the results) appear in prescription drug ads?						
Not at all important A little important Somewhat important Very important Extremely important						
Q35. (Subjective Health Literacy) 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						
Q36. Do y	ou hav	e heartl	ourn or	acid ref	flux o	disease?
Yes No Don't know or uncertain						

Q37. Are you currently taking a prescription media disease?	cine for heartburn or acid reflux
Yes No Don't know or uncertain	
Q38. In general, how much do you feel you know know:	about heartburn? Would you say you
1 2 3 4 5 6 7 Nothing at all A lot	
Q39. In general, how much do you feel you know you say you know:	about treatments for heartburn? Would
1 2 3 4 5 6 7 Nothing at all A lot	
Q40. Have you ever seen any advertising for [DRU	JG NAME] before today?
Yes No Not sure	
Q41. (Objective Numeracy) Now here are some que numbers to solve the problem. Some are easy and calculators please- we'd like you to answer on you will have trouble with these questions, so don't be your best!	others are more difficult. No r own. Remember, almost everyone
[PROGRAMMER: DO NOT randomize Q41a-c]	
a. Imagine that you flip a fair coin 1,000 tir how many times the coin would come up h	•
times out of 1,000 [fill in the blank. PF from 0 to 1,000]	ROGRAMMER: set acceptable range
b. In the BIG BUCKS LOTTERY, the char What is your best guess about how many people each buy a single ticket to BIG BUC	eople would win a \$10 prize if 1,000

0	people [fill in the blank. PROGRAMMER: set acceptable range from to 1,000]
1	t. In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in ,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES will vin a car?
	percent [fill in the blank. PROGRAMMER: set acceptable range from 0 to .00, including decimals; if response is not numeric, use explanation, "please use only numbers"]
Q42. Dio	d you receive any help on the questions that had math in them from anything or
(e.g., calculator, other person, website)? It's okay if you did—we just want an onest answer.
	Ves (write source) No
Q43. Wł	nat are you using to complete today's survey?
I H H	Laptop computer / Netbook computer Desktop computer Handheld phone (iPhone, Blackberry, Droid) Handheld device other than a phone (iPod Touch, Palm Pilot, iPad) Other:
End tim	ne:]
(Debrief	ing)

The purpose of this research is to understand how people think about prescription drug information. In order to get an unbiased reaction to this information, we created a brand for this study. [DRUG NAME] is not a real product and it is not available for sale. Please see your healthcare professional for questions about heartburn or acid reflux disease.

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

Main Study Questionnaire

[PROGRAMMER: We need to record time in milliseconds spent on each screen (including questions) throughout protocol. Participants should not be able to return to questions after they have answered them.]

Interview Protocol.

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

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 confidential and will not be connected to your name. Your input is extremely valuable.

[PROGRAMMER: New screen]

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 viewing the ad, please click "Start Next Part of Study" to move to the next part of the study.

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

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

Q1. Were you able to view the ad for [DRUG NAME]?

Yes No (terminate) Not sure (terminate)

[If participants are allowed to view the ad throughout the survey, do not show "View Ad" links on this page]

Q2. What type of product is [DRUG NAME]? [PROGRAMMER: randomize responses]

Over the counter drug Prescription drug

Herbal Lens c Don't						
Q3. W		loes [DRUG N	AME] treat? [P	ROGRAMME	R: randomize	
Heartb Migrai	ine headaches nal allergies					
presen	-	articipants in th ticipants in the Q15]			•	
Q4. (R	tecall of Risks,	Open-ended 1)	What are the s	ide effects of []	DRUG NAME]]?
	Gist Risk Comp E] riskier than a Yes No Not Su		ed on the inforr	nation on Page	2 of the ad, is [DRUG
(Perce	ived Risk)					
Q6. would	•	ORUG NAME], effects or negat	•	unlikely do you	think it is that	you
	1 7 Very Very Unlikely Likely	2	3	4	5	6
Q7. If [DRUG NAME] did cause you to have side effects or negative outcomes, how serious would they be?						
	1 7 Not at all Very serious seriou	2 s	3	4	5	6

Q8. (Recall of Risks) Please check which of the following were mentioned on Page 2 of the ad as side effects of taking [DRUG NAME]. Even if you think a statement is true, please select it only if it was mentioned on Page 2 of the ad.

[PROGRAMMER: randomize Q8a-h]

	Mentioned on Page 2 of the ad	NOT mentioned on Page 2 of the ad
a. [DRUG NAME] may cause abdominal pain.	X	J
b. A serious side effect of [DRUG NAME] is bone loss.	x	
c. Women who are pregnant should not take [DRUG NAME].	X	
d. [DRUG NAME] may cause headaches.	X	
e. [DRUG NAME] may cause nausea.		X
f. [DRUG NAME] may cause dizziness.		X
g. People with kidney problems should not take [DRUG NAME].		X
h. A serious side effect of [DRUG NAME] is joint pain.		x

(Risk Accuracy)

Q9. According to Page 2 of the ad, does [DRUG NAME] increase, decrease, or have no effect on the chance of **bone loss**?

- a. Increases the chance of bone loss [go to Q9a and skip Q9b]
- b. Decreases the chance of bone loss [go to Q9b and skip Q9a]
- c. Has no effect on bone loss [skip Q9a and Q9b]]

Q9a. In your opinion, how much does [DRUG NAME] increase the chance of bone loss?

1 Not at all	2	3	4	5	6	7 A lot	
Q9b. In y	our opii	nion, ho	w mucl	n does [DRU	G NAM	IE] decrease the chance of bone loss?
1 Not at all	2	3	4	5	6	7 A lot	
Q10. Wha	-	• •	•	e peopl	e who	took []	DRUG NAME] had bone loss at the
•						-	ptable range from 0 to 100; if e only numbers")
Q11. Wha	-	ntage (%	%) of pe	eople w	ho too	k a pla	cebo had bone loss at the end of the
						_	ptable range from 0 to 100; if e only numbers")
Q12. Acc NAME] a	_	_					t is correct about how much [DRUG
[PROGRA	AMME	R: rand	omize r	esponse	es as e	ither a-	f or f-a]
[Note. Nu display br		n brack	ets are	subject	to cha	nge de	pending on pretest results. Do not
Compared	l to taki	ng a pla	acebo, [DRUG	NAM	E] incr	reased the chance of bone loss by
b. c. d. e.	[1] perc [21] pe [41] pe [61] pe [81] pe [DRUG	rcentag rcentag rcentag rcentag	e points e points e points e points e points	.	t the c	chance (of bone loss.
Q13. Whathe end of	_		-	eople w	ho too	k [DR	UG NAME] had abdominal pain at

____% (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100; if response is not numeric, use explanation, "please use only numbers")

	hat percentag week study?	e (%) of people	who took [DF	RUG NAME] l	had diarrh	ea at the end
•		nk. PROGRAM ric, use explana				00; if
-	hat percentag he 2 week stu	e (%) of people dy?	who took [DF	RUG NAME] l	had heada d	c hes at the
\		nk. PROGRAM ric, use explana		1		00; if
Q16. (R	ecall of Bene	fits, Open-ende	d 2) What are	the benefits of	[DRUG N	AME]?
		omprehension) k better than a p		nformation on I	Page 2 of tl	he ad, does
	Yes No Not Si	ıre				
(Perceiv	ed Benefit)					
-	-	ORUG NAME], our heartburn?	-	unlikely do yo	u think it is	that [DRUG
ī	1 7 Very Very Unlikely Likely	2	3	4	5	6
-	If [DRUG NA would be?	AME] did help y	our heartburn,	how effective	do you thin	nk [DRUG
7	1 7 Would elimin eliminate		3	4	5	6 Would
	very little of r neartburn	пу пеагичигп			aı	l of my

Q20. (Recall of Benefits) Please check which of the following were mentioned on Page 2 of the ad as benefits of taking [DRUG NAME]. Even if you think a statement is true, please select it only if it was mentioned on Page 2 of the ad.

[PROGRAMMER: randomize Q20a-f]

	Mentioned on Page 2 of the ad	NOT mentioned on Page 2 of the ad
a. [DRUG NAME] treats heartburn.	X	
b. [DRUG NAME] can reduce symptoms of acid reflux disease.	X	
c. There are no tests patients need to take while on [DRUG NAME].	X	
d. [DRUG NAME] can reduce the risk of diabetes.		x
e. [DRUG NAME] is the #1 prescribed medication for heartburn.		x
f. [DRUG NAME] treats stomach ulcers.		X

(Benefit Accuracy)

Q21. According to Page 2 of the ad, does [DRUG NAME] increase, decrease, or have no effect on the chance of **heartburn relief**?

- a. Increases the chance of heartburn relief [go to Q21a and skip Q21b]
- b. Decreases the chance of heartburn relief [go to Q21b and skip Q21a]
- c. Has no effect on heartburn relief [skip Q21a and Q21b]]

Q21a. In your opinion, how much does [DRUG NAME] increase the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q21b. In your opinion, how much does [DRUG NAME] decrease the chance of heartburn relief?

1 2 3 4 5 6 7 Not at all A lot

Q22. What percentage (%) of the people who took **[DRUG NAME]** had **heartburn relief** at the end of the 2 week study?

____% (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100; if response is not numeric, use explanation, "please use only numbers")

Q23. What percentage (%) of people who took a **placebo** had **heartburn relief** at the end of the 2 week study?

____% (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100; if response is not numeric, use explanation, "please use only numbers")

Q24. According to Page 2 of the ad, which statement is correct about how much [DRUG NAME] affects heartburn? Please select one answer.

[PROGRAMMER: randomize responses as either a-f or f-a]

[Note. Numbers in brackets are subject to change depending on pretest results. Do not display brackets.]

Compared to taking a placebo, [DRUG NAME] increased the chance of **heartburn relief** by

- a. [1] percentage point
- b. [21] percentage points
- c. [41] percentage points
- d. [61] percentage points
- e. [81] percentage points
- f. [DRUG NAME] did not affect the chance of heartburn relief.

[PROGRAMMER: randomize Q25a-c]

Q25. (Behavioral Intention) Please rate how likely or unlikely you are to do each of the following behaviors. Select one response for each row.

Not at all Somewhat Very Extremely likely likely likely

a. Talk to your doctor about [DRUG NAME]b. Look for more information

about [DRUG NAME] c. Take [DRUG NAME] if prescribed

Q26. (Attitude toward Drug) Thinking overall about the risks and benefits, would you say [DRUG NAME] has:

1 2 3 4 5 6 7

More risks Equal risks More
benefits
than benefits and benefits than
risks

Q27. Please rate your agreement or disagreement with the following statement.

Strongly Somewhat Neither Somewhat Strongly agree agree nor disagree disagree

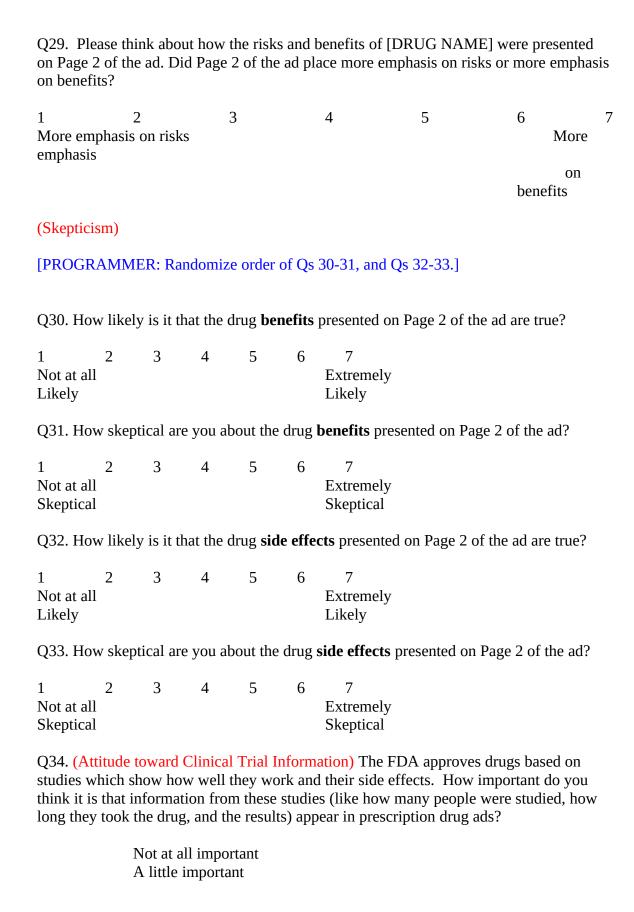
The possible benefits of [DRUG NAME] are worth the possible side effects for people with heartburn.

[PROGRAMMER: Randomize order of Q28a-b]

Q28. (Attitude toward the drug facts box) Please rate your agreement or disagreement with each of the following statements.

Strongly	Somewhat	Neither	Somewhat	Strongly
agree	agree	agree nor	disagree	disagree
		disagree		

Page 2 of the ad clearly communicated the benefits of [DRUG NAME].
Page 2 of the ad clearly communicated the risks of [DRUG NAME].



Somewhat important Very important Extremely important

Extremely important
Q35. (Subjective Health Literacy) 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
Q36. Are you currently taking a prescription medicine for heartburn or acid reflux disease?
Yes No Don't know or uncertain
Q37. How severe is your heartburn or acid reflux disease now? Would you describe it as:
Very mild Mild Moderate Serious Very serious
Q38. In general, how much do you feel you know about heartburn? Would you say you know:
1 2 3 4 5 6 7 Nothing at all A lot
Q39. In general, how much do you feel you know about treatments for heartburn? Would you say you know:
1 2 3 4 5 6 7 Nothing at all A lot
Q40. Have you ever seen any advertising for [DRUG NAME] before today?

Yes

No Not sure

Q41. (Objective Numeracy) Now here are some questions that require you to use numbers to solve the problem. Some are easy and others are more difficult. No calculators please- 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 Q41a-c]

a. 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 [fill in the blank. PROGRAMMER: set acceptable range from 0 to 1,000; if response is not numeric, use explanation, "please use only numbers"]
b. 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 [fill in the blank. PROGRAMMER: set acceptable range from 0 to 1,000; if response is not numeric, use explanation, "please use only numbers"]
c. 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 [fill in the blank. PROGRAMMER: set acceptable range from 0 to 100, including decimals; if response is not numeric, use explanation, "please use only numbers"]
Q42. Did you receive any help on the questions that had math in them from anything or anyone
(e.g., calculator, other person, website)? It's okay if you did—we just want an honest answer.
Yes (write source) No
Q43. What are you using 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:
[End time:]

(Debriefing)

The purpose of this research is to understand how people think about prescription drug information. In order to get an unbiased reaction to this information, we created a brand for this study. [DRUG NAME] is not a real product and it is not available for sale. Please see your healthcare professional for questions about heartburn or acid reflux disease.

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