

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

Questionnaires: MAIN STUDIES

Programming instructions are indicated in blue font.

Questions specific to **STUDY 1** are in **GREEN**.

Questions specific to **STUDY 2** are in **RED**.

[PROGRAMMER:

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

Interview Protocol

[Consent Screen 1: FOR ONLINE PARTICIPANTS]

You are being asked to participate in a survey about new consumer products. If you agree to take part in this research, you will be asked to read a print advertisement for a potential new product and answer some questions about that product. The study will take about 20 minutes.

You can earn up to 100 reward points, plus an entry into our monthly sweepstakes (with 200+ prizes totaling \$5,000).

Some questions are personal and may be considered sensitive in nature. Please remember that your participation is completely voluntary. You can refuse to answer any question. As always please be assured that all of your responses are confidential and strictly follow the guidelines set forth in the Privacy Policy, which can be located at https://www.globalopinionpanels.com/privacy_popup.

If you have questions about this survey, please email marie@synovate.net or call 1-800-745-4267.

DHHS research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)).

Confidentiality protected by 5 U.S.C. 552(a) and (b) and 21 CFR part 20.

OMB Control #0910-0713 Expires 6/30/15

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

Thank you for agreeing to participate in this study today.

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

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

These days on TV, in magazines and on the internet, we see more and more ads that tell you about a brand name drug for a health problem that you or somebody you know may have. These ads look like ads for other consumer products which mention product costs, benefits, and risks. Some of these drugs are over the counter and others you can only get with a doctor's prescription. Today we want to get your reactions to some of these ads that try to encourage people to buy or at least ask their doctors about a certain brand name drug.

Some ads have two pages, others have only one. We will ask you some questions about the ad after you have finished reading it. Do your best to remember details about the ad. We will ask you to explain your answers.

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

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

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

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

[PROGRAMMER: UNLESS OTHERWISE NOTED, RECORD TIME SPENT ON EACH QUESTION IN MILLISECONDS]

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

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

Yes

No → [Terminate]

Not sure → [Terminate]

Q1b. Please list the thoughts that were going through your mind as you viewed the ad for

DRUG X and list them below. Use one line for each thought.

[PROGRAMMER: Five separate text boxes]

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

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

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

- High blood pressure
- Insomnia
- Migraine headaches
- Seasonal allergies
- Diabetes
- Acid Reflux/GERD
- Don't know or uncertain

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

Q4. In your own words, what are the benefits of DRUG X? Use as many lines as you need.
[PROGRAMMER: Four separate text boxes]

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[STUDY 2 ONLY]

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

	Yes	No	Don't Know
a. You take DRUG X once a day.	x		
b. DRUG X can be taken with other blood pressure medications.	x		
c. You take DRUG X once a month.		x	
d. DRUG X can reduce your bad cholesterol levels.		x	
e. DRUG X can reduce your risk of having a stroke.	x		
f. DRUG X is approved to treat children under age 18.		x	
g. DRUG X can help prevent heart attacks.	x		
i. DRUG X is the #1 prescribed high blood pressure medication.		x	

Q8. In your own words, what are the side effects and negative outcomes of DRUG X? Use as many lines as you need.

[PROGRAMMER: Four separate text boxes]

(Perceived Risk)

Q9. In your opinion... If 100 people take TRALSOM, how many will have side effects or negative outcomes?

Please enter a number

j. DRUG X may cause hallucinations.	x		

[STUDY 2 ONLY]

Q12. Based on the information in the ad, please check which of the following are side effects and negative outcomes of taking DRUG X.

	Yes	No	Don't Know
a. Taking some kinds of over-the-counter cough medicines at the same time as taking DRUG X increases your risk of having a heart attack.		x	
b. DRUG X may cause excitability.		x	
c. DRUG X may cause an allergic reaction called angiodema.	x		
d. You should not stop taking DRUG X suddenly.	x		
e. A common side effect of DRUG X is skin rash.	x		
f. Antibiotics may not work as well if you use DRUG X at the same time.		x	
g. A common side effect of DRUG X is dry cough.	x		
h. A common side effect of DRUG X nausea.		x	

[PROGRAMMER: Rotate order of Q13-Q14]

(Perceived Comparative Benefit and Risk)

Q13. TRALSOM is more ++effective++ than other medicines that treat insomnia.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

Q14. TRALSOM is ++safer++ than other medicines that treat insomnia.

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree

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

Q15. You said DRUG X was more effective than other treatments for insomnia. What in the ad made you say DRUG X was more effective?

[PROGRAMMER: Four separate text boxes]

[PROGRAMMER: If Q14 = strongly agree (1) or Q14 = somewhat agree (2), ask Q16]

Q16. You said DRUG X was safer than other treatments for insomnia. What in the ad made you say DRUG X was safer?

[PROGRAMMER: Four separate text boxes]

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

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

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

(Risk/Benefit Tradeoff)

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

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

(Behavioral Intention)

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

- Not at all likely
- Somewhat likely
- Very likely
- Extremely likely

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

- Not at all likely
- Somewhat likely
- Very likely
- Extremely likely

(Perceived Quality)

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

1 ----- 2----- 3 ----- 4 ----- 5 ----- 6 ----- 7
 Poor quality Good quality

[PROGRAMMER: Randomize order of Q21a-c]

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

Q21. In your opinion, was the ad for DRUG X: Please select one response for each row.

- | | | | | | | | |
|----|------|---|---|---|---|---|-----|
| a. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| | Good | | | | | | Bad |
| b. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

	Pleasant							Unpleasant
c.	1	2	3	4	5	6	7	
	Favorable							Unfavorable

(Manipulation Checks)

Q22a. Do you remember seeing a **coupon, offer or guarantee** in the ad for DRUG X?

Yes
No
Not sure

[If OFFER=NONE, skip to Q25a]

[PROGRAMMER: IF QUOTA GROUPS 4-24, SHOW THE FOLLOWING INTRODUCTION: Now we will show you the ad again. This ad had information about a coupon, offer or guarantee for DRUG X. When answering the next few questions, please think only about the coupon, offer or guarantee mentioned in the ad.]

[PROGRAMMER: SHOW AD AGAIN]

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

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

“Money-Back Guarantee”
 “Free 7-day Trial”
 “Free 30-day Trial”
 “\$20 off cost of your prescription”
 “#1 prescribed”
 “Buy one, get one free”
 “Buy two, get one free”
 “\$20 off the cost of your co-pay”
 Don't know or uncertain [always last]

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

(Inferences about Offer)

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

[PROGRAMMER: Five separate text boxes]

Q23b. For each thought, reaction and idea you listed, indicate whether the thought was positive, negative or neutral.

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

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

(Peripheral Cue)

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

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
a. Noticeable					
b. Believable					
c. Distracting					

Q24b. How likely would you be to use this coupon, offer or guarantee for DRUG X?

1 2 3 4 5 6 7
 Definitely use Definitely not
 the offer use the offer

(Subjective Health Literacy)

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

- Never
- Rarely
- Sometimes
- Often
- Always

(Objective numeracy)

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

[PROGRAMMER: DO NOT randomize Q29a-e]

a. What is the correct answer:

$$17 - 8 + 4 = ?$$

- a. 11
- b. 13
- c. 21
- d. 23
- e. 29
- f. Don't know

b. What is the correct answer:

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

- a. 1,500
- b. 15,000
- c. 30,000
- d. 150,000
- e. 300,000
- f. Don't know

c. Imagine that you flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?

___ times out of 1,000 [PROGRAMMER: set acceptable range from 0 to 1,000]

Some
Only a slight amount
Nothing at all

Q35. What type of product are you using to treat your sleep problems? You may select more than one.

Prescription drug
Over the counter drug
Herbal supplement
Something other product
Behavior changes
Nothing/I am not treating my sleep problems {skip to Q37}

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

Very satisfied
Somewhat satisfied
Somewhat dissatisfied
Very dissatisfied

[STUDY 2 ONLY]

Q32. Do you have high blood pressure?

Yes
No
Don't know or uncertain

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

A lot
A good bit
Some
Only a slight amount
Nothing at all

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

A lot
A good bit
Some
Only a slight amount
Nothing at all

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

- Prescription drug
- Over the counter drug
- Herbal supplement
- Something other product
- Behavior changes
- Nothing/I am not treating my high blood pressure {skip to Q37}

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

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

(Likelihood of Switching)

Q37. Based on what you read in the ad for DRUG X, how likely are you to switch from your current treatment to DRUG X?

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

[Q38 BLANK]

Q39a. In your opinion, how risky are prescription drugs compared to over-the-counter drugs? Prescription drugs are...

- | | | | | | | |
|-----------------|---|---|----------------|---|---|-----------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Much less risky | | | About the same | | | Much more risky |

Q39b. In your opinion, how effective are prescription drugs compared to over-the-counter drugs? Prescription drugs are...

- | | | | | | | |
|---------------------|---|---|----------------|---|---|---------------------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Much less effective | | | About the same | | | Much more effective |

Q40. What did you use to complete today's survey?

- Laptop computer / Netbook computer
- Desktop computer

Handheld phone (iPhone, Blackberry, Droid)
Handheld device other than a phone (iPod Touch, Palm Pilot, iPad)
Other: _____

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

Yes (write source _____)
No

Q42. Are you now covered by any form of health insurance or health plan? This includes any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid.

Yes
No (skip to QD1)
Don't Know

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

Yes
No
Don't Know

QD1. What is your gender?

Male
Female

QD2. What is the highest level of school you have completed or the highest degree you have received?

Less than high school
High school graduate—high school diploma or the equivalent (for example: GED)
Some college but no degree
Associate degree in college
Bachelor's degree (for example: BA, AB, BS)
Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

QD3. Are you:

Hispanic or Latino
Not Hispanic or Latino

QD4. What is your race? You may select one or more races.

American Indian or Alaska Native

- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

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

Yes

No

[End time: _____]

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

[Closing and debriefing, Study 1]

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

[Closing and debriefing, Study 2]

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

END