

Composite Scores Study

Phase 2 Questionnaire

INTRODUCTION

Thank you for agreeing to participate in this study today.

Make sure you are comfortable and can read the screen from where you sit. This study is about advertising for a new product. We will show you an ad for the new product, then ask you some questions about it. Your answers are private, and no one will ever connect your name with your answers. Your input is extremely valuable.

INSTRUCTIONS

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. Please read the ad carefully because we will ask you some questions about the ad later in the study.

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

SURVEY INSTRUCTIONS

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

Q1. [Ad Viewing]

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

Yes

No → [Terminate]

Not sure → [Terminate]

Q2. [Composite Score Recognition / Manipulation Checks]

Based on the **[DRUG NAME]** ad, please mark whether each of the following statements is true or false.

| | True | False |
|--|----------------|-------------------|
| a. The ad explained what nasal allergy symptoms [DRUG NAME] treats. | [Arms 3, 4] | [Arms 1, 5, 2, 6] |
| b. The ad stated that [DRUG NAME]'s effectiveness is based on a composite score. | [Arms 2-6] | [Arms 1 and 3] |
| c. The ad included an example of a composite score (decathlon). | [Arms 2, 4, 6] | [Arms 1, 3, 5] |

Q3. [Clarity / Perceived Clarity of Ad]

Please mark how much you agree or disagree with each of the following statements.

| [RANDOMIZE ORDER] | Strongly Disagree 1 | 2 | 3 | 4 | 5 | 6 | Strongly Agree 7 |
|---|------------------------|---|---|---|---|---|---------------------|
| a. The ad presented the benefits of [DRUG NAME] in a way that was easy to understand. | | | | | | | |
| b. This ad included a lot of detail about [DRUG NAME]'s specific benefits. | | | | | | | |
| c. I understand how scientists measured [DRUG NAME]'s effectiveness. | | | | | | | |
| d. I know the specific benefits of [DRUG NAME]. | | | | | | | |
| e. I feel like I know what [DRUG NAME] will and will not do for me. | | | | | | | |
| f. The explanation of [DRUG NAME]'s benefits in this ad was confusing. | | | | | | | |
| g. I could easily explain the benefits of [DRUG NAME] to a friend or family member. | | | | | | | |
| h. The ad included too much information about [DRUG NAME]'s benefits. | | | | | | | |

Q4. [Clarity of Composite Score Information]

Please mark whether the following statements are true or false.

If you had to guess, if 100 people take [DRUG NAME], how many will have any side effects? Please enter a number in the box below.

___ people

Q12. [Perceived Risk - Magnitude of Risk]

If you had to guess, if [DRUG NAME] did cause side effects, how serious would they be?

| | | | | | |
|--------------------|---|---|---|---|--------------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| Not at all serious | | | | | Very serious |

Q13. [Composite Score Comprehension]

Based on the ad, how did scientists measure whether [DRUG NAME] was effective at preventing and treating seasonal allergies?

(open-ended)

Q14. [Attention Filter]

Please click on the box at the bottom of the screen. Do not choose an answer on the scale below. This is to eliminate random clicking of answer choices.

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



Q15. [Trust in information]

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

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

Q16. [Source Credibility]

Please mark your agreement or disagreement with each of the following statements. The sponsor of this advertisement is:

Select one answer from each row in the grid.

| [DO NOT RANDOMIZE] | Very Strongly Disagree 1 | 2 | 3 | 4 | 5 | 6 | Very Strongly Agree 7 |
|---------------------------|-----------------------------|---|---|---|---|---|--------------------------|
| a. Sincere | | | | | | | |
| b. Honest | | | | | | | |
| c. Dependable | | | | | | | |
| d. Trust worthy | | | | | | | |
| e. Credible | | | | | | | |

Q17. [Comprehension of Composite Score Concept]

What does the term “composite score” mean as related to prescription drugs?

(open-ended)

Q18. [Aided Composite Score Comprehension]

Which of the following is an example of a composite score?

- Chess.** Chess is a board game where each player has 16 pieces. During the game, players capture each other’s pieces by landing on the same spot of the board with one of their pieces. The player who captures the other player’s king wins the game, even if he or she captured fewer pieces overall.
- The SAT.** The SAT is a test with 3 sections—math, reading, and writing. A person’s SAT score is calculated by adding the scores for each section. A person might have a low score on one section, but still have a high overall score because they did better on the other two sections.
- Pregnancy Test.** Home pregnancy tests analyze urine to see if the HCG hormone is present. Some tests provide a cup for collecting urine; others provide a test strip to hold under a stream of urine. Some tests use a line to indicate pregnancy, and other tests use a plus sign to indicate pregnancy.

Q19. [Behavioral Intentions]

Based on the ad, rate how likely or unlikely you would be to do each of the following behaviors.

| [RANDOMIZE ORDER] | Not at all likely 1 | 2 | 3 | 4 | 5 | 6 | Extremely likely 7 |
|--|------------------------|---|---|---|---|---|-----------------------|
| a. Ask your doctor for more information about [DRUG NAME] | | | | | | | |
| b. Look for more information about [DRUG NAME] on the Internet | | | | | | | |
| c. Ask friends and family for more information about [DRUG NAME] | | | | | | | |
| d. Switch to [DRUG NAME] if you were already taking another allergy drug | | | | | | | |

Q20. [Composite Score Comprehension]

Which of the following choices best summarizes what the statement shown below means?

Drug A treats and helps prevent seasonal nasal allergy symptoms. Drug A's effectiveness is based on a composite score. A composite score is a single measure of how well a drug works based on a combination of symptoms. Drug A may not be as effective in addressing each symptom individually.

- [DRUG NAME] is equally effective in treating the following seasonal allergy symptoms: congestion, runny nose, nasal stuffiness, nasal itching, and sneezing.
- [DRUG NAME]'s effectiveness is based on how well it works on seasonal allergy symptoms combined, rather than each symptom individually.
- [DRUG NAME] can treat, but not prevent, seasonal allergy symptoms.
- [DRUG NAME] can treat and prevent only the following seasonal allergy symptoms: congestion, runny nose, nasal stuffiness, nasal itching, and sneezing.

Q21. [Subjective Numeracy - Part A]

Please check the box that best reflects how good you are at doing the following things:

| | Not at all good 1 | 2 | 3 | 4 | 5 | Extremely good 6 |
|--|----------------------|---|---|---|---|---------------------|
| a. How good are you at working with fractions? | | | | | | |
| b. How good are you at working with percentages? | | | | | | |
| c. How good are you at calculating a 15% tip? | | | | | | |
| d. How good are you at figuring out how much a shirt will cost if it is 25% off? | | | | | | |

Q22. [Subjective Numeracy - Part B]

Please check the box that best reflects your answer:

| | Not at all helpful 1 | 2 | 3 | 4 | 5 | Extremely helpful 6 |
|--|--------------------------|---|---|---|---|--------------------------------|
| a. When reading the newspaper, how helpful do you find tables and graphs that are part of a story? | | | | | | |
| | Always prefer words 1 | 2 | 3 | 4 | 5 | Always prefer numbers 6 |
| b. When people tell you the change of something happening, do you prefer that they use words ("It rarely happens") or numbers ("There is a 1% chance")? | | | | | | |
| | Always prefer words 1 | 2 | 3 | 4 | 5 | Always prefer percentages 6 |
| c. When you hear a weather forecast, do you prefer predictions using percentages ("A 20% chance of rain") or predictions using words ("A small chance of rain")? | | | | | | |
| | Never 1 | 2 | 3 | 4 | 5 | Very often 6 |

| | | | | | | |
|--|--|--|--|--|--|--|
| d. How often do you find numerical information to be useful? | | | | | | |
|--|--|--|--|--|--|--|

Q23. [Need for Evidence]

The FDA approves drugs based on studies showing how well the drugs work and their side effects.

How important do you think it is that facts from these studies (like how many people were studied, how long they took the drug, and the results) appear in prescription drug ads?

- Extremely important
- Very important
- Somewhat important
- A little important
- Not important at all

Q24. [Current Prescription Drug Use]

Are you currently taking any prescription drugs for seasonal allergies?

- Currently taking one or more prescription drugs for seasonal allergies
- Not taking any prescription drugs for seasonal allergies right now, but did before
- Never took any prescription drugs for seasonal allergies

Q25. [History of Side Effects]

Have you ever had a serious side effect from a prescription drug?

- Yes
- No

Q26. [History of Drug Effectiveness Experiences]

In general, how effective are prescription drugs for you?

- | | | | | |
|----------------------|---|---|---|---------------------|
| 1 | 2 | 3 | 4 | 5 |
| Not at all effective | | | | Extremely effective |

Q27. [Perceived Severity of Illness]

In general, how severe are your seasonal allergies without treatment? Would you describe them as:

- Very mild
- Mild
- Moderate
- Serious
- Severe

Q28. [General perception of drug advertising]

In general, I believe that prescription drug advertising on TV, in magazines, and on the Internet is...

- Very helpful
- Somewhat helpful
- Neither helpful or unhelpful
- Somewhat unhelpful
- Very unhelpful

Q29. [Health Literacy]

How confident are you in filling out medical forms by yourself?

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

Q30. [Ethnicity]

Are you Hispanic or Latino?

- Yes
- No

Q31. [Race]

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
- Some other race

Q32. [Gender]

Gender

- Male
- Female

Q33. [Education]

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 GED)
- Some college, but no degree
- Associate's degree (2-year)
- Bachelor's degree (4-year) (example: BA, BS)
- Advanced or postgraduate degree (example: MA, MD, DDS, JD, PhD, EdD)

Q34. [Household Income]

Of these income groups, which category best represents your total combined family income during [FIELD YEAR]?

- Less than \$20,000
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more

Q35. [Age]

What is your date of birth?

Month (drop down menu)

Year (drop down menu)

The purpose of this study is to learn about reactions to advertising for prescription drugs. In order to get a real-life reaction, we used a pretend product in this study. [DRUG NAME] is not a real product and is not available for sale. Please see your healthcare provider for questions about seasonal allergies.

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

OMB Control No. 0910-_____

Expiration Date: --/--/----

Paperwork Reduction Act Statement

The public reporting burden for this collection of information has been estimated to average 18 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.