# **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.

[RANDOMIZE ORDER]	True	False
a. [DRUG NAME] prevents all seasonal allergy symptoms.		X
b. [DRUG NAME] prevents some but not all seasonal allergy symptoms.	Х	

### **Q5.** [Clarity of Composite Score Information]

Please mark how much you agree or disagree with the following statement.

[DRUG NAME] is worse than other prescription drugs at preventing seasonal allergy symptoms.

1234567Strongly disagree
Strongly agree

### Q6. [Benefit Recall]

What are the benefits of [DRUG NAME]?

(open ended)

#### [DISPLAY Q7 AND Q8 ON SAME SCREEN]

When considering a new drug, most people ask themselves two questions about its benefits:

- (1) Will this drug work?
- (2) If it does work, will it help a little or help a lot?

The questions below ask about these two ideas.

### Q7 - Option A. [Perceived Efficacy - Likelihood of Benefit]

If you had to guess, if 100 people take [DRUG NAME], for how many will the drug work?

0 20 40 60 80 100 people people people people people people

### Q7 - Option B. [Perceived Efficacy - Likelihood of Benefit]

If you had to guess, if 100 people take [DRUG NAME], for how many will the drug work? Please enter a number in the box below.

people	Е
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#### **Q8.** [Perceived Efficacy - Magnitude of Benefit]

If you had to	o guess, if [DRUG N IE] be?	AME] did hel	o a person's	seaso	nal all	ergies	s, how effecti	ive would
1	2	3	4			5	6	
Would help	allergies a little					Wot	uld help aller	gies a lot
Q9. [Confide	ence in Drug Benefi	its]						
How confide	ent are you that [D	RUG NAME]						
[RANDOMIZ	E ITEMS B, C, AND	D]	Not at all confident			4	Extremely confident	
a. Relieves <u>a</u>	<u>ll</u> seasonal allergy s	symptoms?	1	2	3	4	5	
b. Relieves c	ongestion?							
c. Relieves ru	unny nose?							
d. Relieves n	asal itching?							
	ecall] e side effects of [Denote the content of the	RUG NAME]?						
[DISPLAY Q1	11 AND Q12 ON SA	ME SCREEN]						
When consid	dering a new drug,	most people a	sk themselve	es two	quest	tions a	about its risks	<b>5:</b>
	this drug cause any does cause side effe		ous will the s	ide ef	fects b	e?		
The question	ns below ask about	these two ide	as.					
Q11 - Optio	n A. [Perceived Ris	k – Likelihood	of Risk]					
If you had to	guess, if 100 peop	ole take [DRU	G NAME], ho	w ma	ny wi	ll have	e any side eff	ects?
0 people	20 people	40 people	60 people	<b>.</b>	р	80 eople	pe	100 ople

Q11 - Option B. [Perceived Risk - Likelihood of Risk]

enter a num	=		e [DROG NAM	EJ, now man	iy wili liave ali	ly side effects:	Please
	people						
Q12. [Percei	ved Risk –	Magnitude of	Risk]				
If you had to	guess, if [	DRUG NAME]	did cause side	effects, how	serious woul	d they be?	
1 Not at all ser	2 rious	3	4		5	6 Very serious	
Q13. [Comp	osite Score	Comprehensi	on]				
Based on the treating seas			neasure wheth	er [DRUG N/	AME] was effe	ective at prever	nting and
(ope	en-ended)						
Q14. [Attent	tion Filter]						
		at the bottom clicking of ans		Do not choo	ose an answer	on the scale b	elow. Thi
1 Not at all like	2 ely Box	3	4		5	6 Extremely lik	7 ely
Q15. [Trust i	in informat	ion]					
How likely is	s it that the	benefits of th	e drug presen	ted in this ac	d are true?		
1 Not at all Likely	2	3	4	5	6	7 Extremely Likely	
Q16. [Source	e Credibility	<b>v</b> ]					
Please mark		ement or disag	reement with	each of the	following stat	ements. The <u>sp</u>	onsor of

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?

<b>Chess.</b> 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.
<b>The SAT.</b> 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.
<b>Pregnancy Test.</b> 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	Extremel y 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.

# 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	 I numorical						7
information to be useful							
illiorillation 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?							
<ul><li>Extremely in</li><li>Very importa</li><li>Somewhat in</li><li>A little impo</li><li>Not importa</li></ul>	ant mportant rtant						
Q24. [Current Prescripti	on Drug Use]						
Are you currently taking	any prescription dru	gs for seaso	nal allerg	ies?			
Currently taking one or more prescription drugs for seasonal allergies							
☐ Not taking any prescription drugs for seasonal allergies right now, but did before							
_	any prescription drugs		_	_	vv, bu	t did before	
Q25. [History of Side Eff	ectsl						
Have you ever had a serious side effect from a prescription drug?							
_	ious side effect from	a prescription	ni ui ug.				
☐ Yes☐ No							
<b>2</b> 110							
Q26. [History of Drug Ef	factivanass Evnarians	-oc1					
	-	_					
In general, how effective			_				
1 2	3	4	5	- cc12			
Not at all effective		E)	ktremely (	епеспує	9		
Q27. [Perceived Severit	y of Illness]						
In general, how severe a	are your seasonal alle	rgies withou	ıt treatm	ent? Wo	ould y	ou describe th	em as:
Very mild							
☐ Mild							
☐ Moderate							
☐ Serious ☐ Severe							
- Jevele							

Q28. [Generation	al 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. [Healtl	h Literacy]
How confide	ent 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. [Ethnic	ity]
Are you Hisp	panic or Latino?
Q31. [Race]	
What is you	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. [Gende	er]
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 yo	ur date of birth?			
Month (drop down menu) Year (drop down menu)				
a real-life r not availab	e of this study is to learn about reactions to advertising for prescription drugs. In order to get eaction, we used a pretend product in this study. [DRUG NAME] is not a real product and is le for sale. Please see your healthcare provider for questions about seasonal allergies.  een very helpful. Thank you very much for your participation!			
	rol No. 0910 Expiration Date:/			
	Reduction Act Statement			
minutes pe	reporting burden for this collection of information has been estimated to average 18 or response, including the time for reviewing instructions, searching existing data sources, and maintaining the data needed, and completing and reviewing the collection of n.			
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.				