

**“Experimental Study of Comparative Direct-to-Consumer (DTC) Advertising”
(OMB Control Number 0910-0707)**

CHANGE REQUEST (83-C)

Date: July 22, 2013

We propose to correlate four questions from GfK’s¹ existing Health 2 Panel 2012 survey with several of our questions from the Comparative DTC survey for which we collected data in 2012. The four questions from GfK include information on how difficult it is to pay for prescription medications, information seeking about health and wellness in general, and two questions regarding information seeking about health and wellness in various online options (see next page for questions). We plan to look at the relationships between these variables and perceived risk, perceived benefit, behavioral intention, and source credibility from our existing questionnaire. We expect that cost issues and information seeking tendencies will have direct effects on each of the dependent variables and that the relationship between these two independent variables and behavioral intention will be moderated by perceived benefit and risk.

We reiterate that we are *not* requesting additional data collection. This sub-project will simply use existing data that we have collected and existing data from the panel vendor to explore some additional relationships.

Questions from GfK’s Health 2 Profile 2012 survey:

Q48a. How difficult (burdensome) is it for you to pay for your prescription medications?

- Extremely difficult
- Very difficult
- Somewhat difficult
- Mildly difficult
- Not at all difficult

Q51. In the past 12 months, have you used any of the following sources to look for health and wellness related information?

- Doctor
- Pharmacist
- Nurse, nurse practitioner, or physician assistant
- Relative, friend, or coworker
- Someone you know who has a particular medical condition
- Disease association or patient support group
- Educational forum at a local clinic, hospital, community center, or other location
- Pharmaceutical company
- Health insurance company

¹ GfK (formerly Knowledge Networks) is an online vendor who uses nationally representative sampling techniques to obtain their sample.

Newspaper or magazine
Television
The Internet
Social media (e.g., Facebook, twitter)
Healthcare “App” for smartphone or tablet (e.g., ipad)
Something else
Have not looked for information in the past 12 months

Q52. Below is a list of resources available on the Internet.
Which of these, if any, have you used in the past 12 months to look for health and wellness related information?

General search engines (like Google or Yahoo)
Health-related websites (like WebMD or Revolution Health)
Online communities or social networks
Video sharing sites (like Youtube or ICYou)
Healthcare blog
Pharmaceutical company websites
Websites for specific prescription or over-the-counter drugs
Medical tourism website
Hospital or clinic websites
Government websites
News sites (like MSNBC or Forbes.com)
Somewhere else

Q53. (used descriptively) Internet sites provide a variety of ways to gather or exchange information.
In the past 12 months have you done any of the following when looking for health and wellness related information via the Internet?

Signed up for an Internet-based newsletter
Communicated with a doctor or other healthcare provider via email
Read and/or posted a comment on a health-related blog
Participated in a live chat room
Read and/or posted a comment in an online forum or message board
Looked for quality ratings for physicians, hospitals, or clinics published by news journals like US News and World Reports or Consumer Reports
Looked for cost information for specific prescription drug treatments
Looked for cost information for specific doctors, hospitals, or clinics
Posted ratings or comments about a physician, hospital, or clinic on a health plan or other type of website