Measures Study

Survey

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. The survey will include some audio, so please make sure the sound is on and the speaker volume is turned up.

This study will take about 30 minutes to complete. We ask you to please complete the study in one sitting (without taking any breaks) in order to avoid distractions.

This study is about a new prescription drug. The study has two parts: First, we will show you an advertisement about the new prescription drug. Then, we will ask you some questions about the drug.

On the next screen, you will see an advertisement for a new drug. The ad may take 15-30 seconds to start playing. Please click the Next button to view the ad.

[PROGRAMMER: **Display ad correspondent to the participant's experimental condition**. Record duration of time spent watching ad and also time spent on each screen answering questions. **Each ad should run twice**. Also, please disable the "Next" button while each ad is playing to prevent participant from skipping ahead.]

We would like you to watch the ad a second time. Please click the Next button to view the ad.

[PROGRAMMER: Show ad twice.]

OMB Control No:	Expires:	
	•	

	OMB Control No:	
answer any validity items or mode	g several survey versions (for example rator questions). All surveys will includ oups of questions so that participants r	le a form A and form B, to

SURVEY QUESTIONS

Perceived Risk Likelihood

Survey instruction sets A, B and C to be randomized across question sections and repeated at the top of each new page:

Survey instruction set A:

Most people cannot say how a prescription drug will affect them until they've taken the drug. But we'd like to know about your <u>first impressions</u> based on the ad you just saw. Please tell us about your <u>first impressions</u> of the drug.

Survey instruction set B:

The next few questions ask about the benefits of [DRUG]. When answering the questions, please tell us what you think the <u>advertiser is trying to tell you</u> about [DRUG]'s benefits.

Survey instruction set C:

Most people don't know how a prescription drug will affect them until they've taken the drug. But we'd like you to make your <u>best guess</u> based on the ad you just saw. Please answer the following questions <u>based on what you saw in the ad</u>.

sed or	n what you saw in					
1.	How likely it is th	nat taking [Corava	z / Dolafex] woul	d cause permane	ent negative	e side effects?
	1	2	3	4	5	6
Not a	t all likely					Extremely likely
2.	[Coravaz / Dolaf	ex] has very few r	isks and negative	side effects.		
	1	2	3	4	5	6
	trongly isagree					Strongly agree
3.	How likely is it the / Dolafex]?	nat you would exp	perience at least c	one negative side	effect if yo	u took [Coravaz
	1	2	3	4	5	6
Not	at all likely					Extremely likely
4.	How often do yo	ou think [Coravaz ,	/ Dolafex] causes	unwanted side e	ffects?	
	1	2	3	4	5	6
		ОМВ	Control No:		Expires:	

	Never					Always
5.	There is a good [Coravaz / Dolaf		uld develop at lea	ist one neg	gative side effect fro	om taking
	1	2	3	4	5	6
	itrongly lisagree					Strongly agree
6.	How likely it is t	hat taking [Corav	az / Dolafex] wou	ıld cause te	emporary negative	side effects?
	1	2	3	4	5	6
Not	at all likely					Extremely likely
7.		ke [Coravaz / Dol ase enter a numb		-	nk will have at leas e)	t one negative
8.	[Coravaz / Dolaf		e effects than oth	ner prescri _l	ption drugs for [chr	onic pain /
	1	2	3	4	5	6
	trongly lisagree					Strongly agree
9.	If I took [Corava	az / Dolafex], it is	very unlikely that	I would ha	ave any side effects	i .
	1	2	3	4	5	6
	itrongly lisagree					Strongly agree
10	[Coravaz/Dolafe	•	·	of the follo	wing side effects fr	om taking
	1	2	3	4	5	6
	ery low chance					Very high chance
	b. [Extreme	fatigue / Restles	sness or agitation]		
	1	2	3	4	5	6
		ОМВ	Control No:		Expires:	

Very low chance	1				Very high chance
c.	Dry mouth				
1	2	3	4	5	6
Very low chance	,				Very high chance
[Cora	likely is it that you w vaz/Dolafex]? [Heart failure / Suic		e following side e	effects if you too	k
1	2	3	4	5	6
Not at all lik	rely				Extremely likely
b.	[Extreme fatigue / F	Restlessness or agita	ation]		
1	2	3	4	5	6
Not at all lik	cely				Extremely likely
c.	Dry mouth				
1	2	3	4	5	6
Not at all lik	rely				Extremely likely
erceived Risk	Magnitude				
12. How	serious are [Coravaz	/ Dolafex]'s negativ	e side effects?		
1	2	3	4	5	6
Not at al serious	I				Extremely serious
	serious are each of t [Heart failure / Suic		fects of [Coravaz	z/Dolafex]?	
1	2	3	4	5	6
Not at al serious	I				Extremely serious
		OMB Control No:		Expires: _	

b. [Ext	reme fatigue / Ro	estlessness or agitat	ion]		
1	2	3	4	5	6
Not at all serious					Extremely serious
c. Dry	mouth				
1	2	3	4	5	6
Not at all serious					Extremely serious
14. If I took [C	Coravaz / Dolafex] and had any negat	ive side effect	s, they would prob	ably be minor.
1	2	3	4	5	6
Strongly disagree					Strongly agree
		nk [Coravaz / Dolafex on (strength, energy		s would affect you	r physical
1	2	3	4	5	6
Not at all					Extremely
16. If [Corava:	z / Dolafex] did c	ause you to have ne	gative side eff	ects, how serious v	would they be?
1	2	3	4	5	6
Not at all serious					Extremely serious
17. To what e	xtent do you thir	nk [Coravaz / Dolafe:	د]'s side effect	s would affect you	r ability to think
1	2	3	4	5	6
Not at all					Extremely
them be?	z /Dolafex] cause art failure / Suicio	ed you to have the fo	llowing side e	ffects, how serious	s would each of
1	2	3	4	5	6
		OMB Control No: _		Expires:	

Not at all serious					Extremely serious
b. [Ex	treme fatigue /	Restlessness or agi	itation]		
1	2	3	4	5	6
Not at all serious					Extremely serious
c. Dry	mouth				
1	2	3	4	5	6
Not at all serious					Extremely serious
19. If I took [Coravaz / Dolaf	ex] and had any ne	gative side effect:	s. they would pro	bably be serious.
1	2	3	4	5	6
Strongly disagree	_	-	·	·	Strongly agree
	extent do you th (strength, energ	nink [Coravaz / Dola gy levels, etc.)?	afex]'s side effect	s would affect you	ur ability to
1	2	3	4	5	6
Not at all					Extremley
Perceived Risk Ons	et				
21. If negativ start?	e side effects w	ere to occur, how s	soon after taking	[Coravaz / Dolafo	ex] would they
Minutes	Hours	Days W	/eeks		
22. How sooi	n after taking [C	oravaz / Dolafex] v	vould you expect	negative side effe	ects to occur?
		OMB Control No	0:	Expires: _	

1	2	3		4	5	6
Never						Very soon
	z / Dolafex] did o r taking the druş		ve negative	side effects, h	now quickly w	ould they
1	2	3		4	5	6
Not at all quickly						Very quickly
Perceived Risk Dura	tion					
24. How long	will [Coravaz / D	olafex]'s negati	ve side effe	ects last once t	they begin?	
1	2	3	4	5	6	7
Minutes	Hours	Days	Weeks	Months	Years	Never
25. Do you thi	nk [Coravaz / Do	olafex]'s negativ	e side effe	cts would be s	hort lived or l	ong lasting?
1	2	3		4	5	6
Short-lived						Long-lasting
0/ 16[0-11-1-1	- / D - - (] -			.:		
effects last	z / Dolafex] did o t?	ause you to na	e negative	side effects, r	low long wou	ia those side
1	2	3		4	5	6
Not long at all						Very long
Perceived Efficacy Li	kelihood					
27. How effect pressure]?	tive would [Cora	avaz / Dolafex] l	oe in treatir	ng your [chron	ic pain/high b	lood
1	2	3		4	5	6
Not at all effective						Very Effective
		OMB Control	No:		_ Expires:	

28. How likely is pressure] if	s it that [Corava you took it?	az / Dolarex] Wour	a fremeve your en	rome pam, lowe	r your high blood
1	2	3	4	5	6
Not at all likely					Extremely likely
29. There is a go		t [Coravaz / Dolaf	ex] will [relieve m	y chronic pain/l	ower my high
1	2	3	4	5	6
Strongly disagree					Strongly agree
30. How often o	do you think [Co	oravaz / Dolafex] [lowers blood pre	ssure/reduces c	hronic pain]?
1	2	3	4	5	6
Never					Always
31. If 100 peopl		z / Dolafex], for ho ain]? Please enter	-		od
31. If 100 peopl pressure/re (people)	duce chronic pa		a number in the	box below.	
31. If 100 peopl pressure/re people)	duce chronic pa	ain]? Please enter	a number in the	box below.	
31. If 100 peopl pressure/re people) 32. I would be a	duce chronic pa	ain]? Please enter	a number in the	box below. g [Coravaz / Dol	afex].
31. If 100 peopl pressure/re people) 32. I would be a 1 Strongly disagree	duce chronic participa 2 Dolafex is more	ain]? Please enter	a number in the tivities after takin 4	box below. g [Coravaz / Dol 5	afex]. 6 Strongly agree
31. If 100 people pressure/rescored pressure/rescored people) 32. I would be a strongly disagree 33. [Coravaz / D	duce chronic participa 2 Dolafex is more	ain]? Please enter ate in my usual ac	a number in the tivities after takin 4	box below. g [Coravaz / Dol 5	afex]. 6 Strongly agree
31. If 100 peopl pressure/reference people) 32. I would be a 1 Strongly disagree 33. [Coravaz / Deprescription	duce chronic participa 2 Dolafex is more in drugs.	ain]? Please enter ate in my usual ac 3	a number in the tivities after takin 4 [chronic pain / hig	box below. g [Coravaz / Dol 5	afex]. 6 Strongly agree re] than other
31. If 100 peopl pressure/rescription 32. I would be a second support of the second sup	duce chronic participal 2 Dolafex is more of drugs.	ain]? Please enter ate in my usual ac 3	a number in the tivities after takin 4 [chronic pain / hig	box below. g [Coravaz / Dol 5	afex]. 6 Strongly agree re] than other

1	2	3	4	5	6
Not at all well					Extrem well
35. How effective pressure]?	ve would [Corav	/az / Dolafex] be i	n treating your [c	hronic pain / hi	gh blood
1	2	3	4	5	6
Not at all effective					Extreme effective
36. How much r pressure]?	elief would [Co	ravaz / Dolafex] g	ive you from you	r [chronic pain /	/ high blood
1	2	3	4	5	6
ery little relief					Compl relief
blood pressu	ure / chronic pa				
blood presso			ressure / chronic 4	pain]] would in	6
blood pressu	ure / chronic pa	ain]			6
blood pressi 1 A little	ure / chronic pa	ain]	4	5	6
blood pressi 1 A little	ure / chronic pa	ain] 3	4	5	6
blood presso 1 A little 38. Taking [Cora	ure / chronic pa 2 avaz / Dolafex] t	ain] 3 for [chronic pain/	4 high blood pressu	5 ure] would be	6 A lo 6 Extrem
blood pressor 1 A little 38. Taking [Cora 1 Not at all helpful	ure / chronic pa 2 avaz / Dolafex] † 2	ain] 3 for [chronic pain/	4 high blood pressu 4	5 ure] would be 5	6 A lo 6 Extrem helpful
blood pressor 1 A little 38. Taking [Cora 1 Not at all helpful	ure / chronic pa 2 avaz / Dolafex] † 2	ain] 3 for [chronic pain/ 3	4 high blood pressu 4	5 ure] would be 5	6 A lo 6 Extrem helpful

	would [Coravaz / I blood pressure]?	Dolafex] prevent	the need for oth	er treatments for	your [chronic
1	2	3	4	5	6
Not at all well					Extremely well
	oravaz / Dolafex] d pressure/chroni		ed to take any oth	er prescription d	rugs for my
1	2	3	4	5	6
Strongly disagree					Strongly agree
42. How much	ı would [Coravaz /	[/] Dolafex] impro	ve your [high blo	od pressure / chr	onic pain]?
1	2	3	4	5	6
No improvement					Substantial Improvement
	stently would [Co (For example, wo				ou high blood
1	2	3	4	5	6
Does not work consistently					Works very consistently
44. If I took [C lot.	oravaz / Dolafex],	it would probab	oly help my [chror	nic pain / high blo	od pressure] a
1	2	3	4	5	6
Strongly disagree					Strongly agree
Perceived Efficacy O	nset				
45. How quick	ly would you noti	ce if [Coravaz / [Oolafex] was work	king?	
1	2	3	4	5	6
Within minutes	Within hours	Within days	Within weeks	Within months	Within Years
		OMB Control No):	Expires:	

1 Strongly disagree 47 How long do	2	3	_		
disagree			4	5	6
47 How long do					Strongly agre
pain/high blo			[Coravaz / Dola	nfex] to improve y	our [chronic
1	2	3	4	5	6
A very long time					A very sho time
48. How fast wo pressure]?	uld [Coravaz	z / Dolafex] [reli	eve your chron	ic pain/ lower you	ur high blood
1	2	3	4	5	6
Very slow					Very fast
1	2	3	4	5	started working?
	Hours	Days	Weeks		
Minutes				1 TOTALIS	Years Neve
					Years Neve
50. How long wo					
50. How long wo	mptoms retu	urned?	Dolafex] last be	fore your [chroni	ic pain / high blood
50. How long wo pressure] syn 1 A short time	mptoms retu 2 ould [Corava	urned? 3 nz / Dolafex] trea	Dolafex] last be	fore your [chroni 5	ic pain / high blood 6

	A short time					A long time
		nk [Coravaz / Do red or long lastir		ffect on [chronic	pain/high blood	l pressure] would
	1	2	3	4	5	6
	Short-lived					Long-lasting
Perc	eived Benefit Ge	eneral				
	53. [Coravaz /	Dolafex] has ext	ra benefits beside	es treating [chron	ic pain/high blo	od pressure].
	1	2	3	4	5	6
	Strongly disagree					Strongly agree
	54. In addition [Coravaz /		onic pain/high blo	ood pressure] the	re are other adv	vantages to taking
	1	2	3	4	5	6
	Strongly disagree					Strongly agree
		/ Dolafex] did h		r than treating [cl	nronic pain/higl	n blood pressure],
	1	2	3	4	5	6
	Not at all valuable					Very valuable
Dorra	eived Benefit Po	sitivo Character	iation			
Perc						
	56. How difficu	ılt or easy would	l it be to take [Co	ravaz / Dolafex]?		
	1	2	3	4	5	6
	Extremely difficult					Extremely easy

prescription		e convenient than	other [chronic pa	am / mgn bioo	d pressure]
1	2	3	4	5	6
Strongly disagree					Strongly agree
58. It is easier to prescription		/ Dolafex] than o	ther [chronic pair	n / high blood	oressure]
1	2	3	4	5	6
Strongly disagree					Strongly agree
59. It is easier to prescription		avaz / Dolafex] tha	n other [chronic	pain / high blo	od pressure]
1	2	3	4	5	6
Strongly disagree					Strongly agree
	avaz / Dolafex]	would result in me	edical benefits ot	her than an im	provement in
60. Taking [Cora [chronic pair	avaz / Dolafex] n/high blood pı	would result in mo	edical benefits ot 4		
60. Taking [Cora	avaz / Dolafex]	would result in me		her than an im	6
60. Taking [Cora [chronic pair 1 Strongly disagree	avaz / Dolafex] n/high blood pi 2	would result in mo	4	5	6 Strongly agree
60. Taking [Cora [chronic pair 1 Strongly disagree	avaz / Dolafex] n/high blood pi 2	would result in moressure].	4	5	6 Strongly agree
60. Taking [Cora [chronic pair 1 Strongly disagree 61. How likely it	avaz / Dolafex] n/high blood pi 2 : is that taking [would result in moressure]. 3 (Coravaz / Dolafex	4] would improve	5 your quality of	6 Strongly agree f life? 6
60. Taking [Cora [chronic pair 1 Strongly disagree 61. How likely it 1	evaz / Dolafex] n/high blood pi 2 : is that taking [would result in moressure]. 3 (Coravaz / Dolafex	4] would improve 4	5 your quality of 5	6 Strongly agree f life? 6
60. Taking [Cora [chronic pair 1 Strongly disagree 61. How likely it 1	evaz / Dolafex] n/high blood pi 2 : is that taking [would result in moressure]. 3 [Coravaz / Dolafex	4] would improve 4	5 your quality of 5	6 Strongly agree
60. Taking [Cora [chronic pair] 1 Strongly disagree 61. How likely it 1 Not at all likely 62. How likely it	evaz / Dolafex] n/high blood pi 2 is that taking [2	would result in moressure]. 3 Coravaz / Dolafex 3 Coravaz / Dolafex	4] would improve 4] would make you	5 your quality of 5 u feel better?	6 Strongly agree f life? 6 Extremely like

Risk / Benefit Tradeoff

63. The good th	ings about this	drug outweigh th	e bad things.		
1	2	3	4	5	6
Strongly disagree					Strongly agree
	of [Coravaz / Ints, prescriptio	Dolafex] outweigh	all the things I h	ave to do to obta	in it
1	2	3	4	5	6
Strongly disagree					Strongly agree
65. The benefits	of [Coravaz / ۱	Dolafex] outweigh	the money it co	sts.	
1	2	3	4	5	6
Strongly disagree					Strongly agree
66. The benefits	of [Coravaz / I	Dolafex] outweigh	any side effects	it may have.	
1	2	3	4	5	6
Strongly disagree					Strongly agree

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Validity Testing

67.

	[RANDOMIZE ORDER]	1	2	3	4	5	6
		Strongly disagree					Strongly agree
a.	The majority of prescription drugs work the way they are supposed to work.						
b.	Prescription drugs are the best option for treating most health conditions.						
C.	Prescription drugs are an effective way to treat most health conditions.						
d.	Prescription drugs are a safe way to treat most health conditions (reverse coded)						
e.	Most people who take a prescription drug will experience at least one side effect.						
f.	Most prescription drug side effects that people experience are minor (reverse code).						
g.	Over the counter products are safer than prescription drugs.						

OMB Contro	No:	Expires:

68. We would like to ask you about your personal views on prescription medicines in general. These are statements other people have made about their medicines. Please indicate the extent to which you agree or disagree with them by checking the appropriate box. There are no right or wrong answers. We are interested in your personal views.

[RANDOMIZE ORDER]	1	2	3	4	5	6	7
		Strongly disagre e						Strongly agree
a.	If doctors had more time, they would prescribe fewer medicines.							
b.	Doctors place too much trust in medicines.							
c.	Doctors use too many medicines							
d.	Natural remedies are safer than medicines.							
e.	Most medicines are addictive.							
f.	Medicines do more harm than good.							
g.	All medicines are poisons.							
h.	People who take medicines should stop their treatment for a while every now and again.							

69. Are you curr pressure]?	ently taking or ha	ve you ever taken	any drugs for [chronic pain/high blood
1	2	3	
Currently taking	Previously taken but not currently taking	Never taken	

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70. How satisfied blood pressu						
1	2	3	4		5	6
Very dissatisfied						Very satisfic
71. How much do	oes your [chroni	c pain/high bloo	d pressure] aff	fect your da	ily life?	
1	2	3	4		5	6
Not at all						Very mucl
72. How much do	oes your [chroni	c pain/high bloo	d pressure] lim	nit your dail [,]	y activities	s?
1	2	3	4		5	6
Not at all						Very muc
			pressure] with	out medicat	tion? 5	6
73. How severe is Not at all severe 1 Not at all severe 74. I can cope wi	(1)very severe 2	(6)	4			
Not at all severe of the sever	(1)very severe 2	(6)	4			6 Very sevel 6
Not at all severe 1 Not at all severe 74. I can cope wi	(1)very severe 2 thout my [chror	(6) 3 nic pain/high bloo	4 od pressure] m		5	Very sevel
Not at all severe 1 Not at all severe 74. I can cope wi 1 Strongly	(1)very severe 2 thout my [chror 2	(6) 3 nic pain/high bloo 3	4 od pressure] m		5	Very seve
Not at all severe 1 Not at all severe 74. I can cope wi 1 Strongly disagree 75. [RANDO]	(1)very severe 2 thout my [chror 2 MIZE 1 R] Stro	(6) 3 nic pain/high block 3	4 od pressure] m 4	nedication.	5	6 Strongly agree
Not at all severe 1 Not at all severe 74. I can cope wi 1 Strongly disagree 75. [RANDO]	(1)very severe 2 thout my [chror 2 MIZE 1	(6) 3 nic pain/high block 3	4 od pressure] m 4	nedication.	5	Very sevel 6 Strongly agre

a.	a. Seeing the list of [Coravaz /			
	Dolafex]'s negative side			
	effects is overwhelming.			
	b. I would be very worried			
	about experiencing			
	negative side effects if I			
	took [Coravaz / Dolafex].			
	c. Thinking about the negative			
	side effects from [Coravaz /			
	Dolafex] makes me anxious.			

76.

	[RANDOMIZE ORDER]	1	2	3	4	5	6
		Very unlikely					Very likely
a.	Based on the advertising, please rate how likely or unlikely you are to ask your doctor for more information about [Coravaz / Dolafex].						
b.	Based on the advertising, please rate how likely or unlikely you are to ask your doctor toprescribe [Coravaz / Dolafex].						
c.	Based on the advertising, please rate how likely or unlikely you are to look for information about [Coravaz / Dolafex] on the Internet.						
d.	Based on the advertising, please rate how likely or unlikely you are to talk with a friend or family member about [Coravaz / Dolafex].						

OMB Contro	l No:	Expires:

e. Based on the advertising, please rate how likely or unlikely you are to ask other people who've taken [Coravaz / Dolafex] about their experience f. Based on the advertising, please rate how likely or unlikely you are to ask your pharmacist about [Coravaz / Dolafex]. g. Based on the advertising, please rate how likely or unlikely	<u>.</u>						
you would be to try							
[Coravaz / Dolafex] if							
your doctor gave you a	1						
prescription for it. Moderators							
77. I experience presci	ription drug	g side effect	s more free	quently tha	n other peo	pple my ag	e.
1	2	3		4	5		6
Strongly disagree						Str	ongly agree
78. Whenever I take p	rescription	drugs, they	tend to wo	ork the way	they are su	upposed to	work.
1	2	3		4	5		6
Strongly						Str	ongly agree
disagree							
79. [RANDOMIZE	1	2	3	4	5	6	7
ORDER]							
	Strongly						Strongly
	disagre						agree
	е						
a. We can depend on							
getting the truth in most							
prescription drug							
advertising.							
		OMB Contr	ol No:		Ехр	ires:	

	rescription drug							
	ertising's aim is to							
	orm the consumer.							
	believe prescription							
	g advertising is							
	ormative.							
	rescription drug							
	ertising is generally							
	hful.							
	rescription drug							
	ertising is a reliable							
	rce of information							
	out the risks and							
	efits of drugs.							
	rescription drug							
	ertising is truth well							
tolo								
	general, prescription							
	g advertising presents							
	ue picture of the drug							
	ng advertised. I feel I've been							
11.								
	accurately informed after viewing most							
	prescription drug							
	advertising.							
i.	Most prescription							
1.	drug advertising							
	provides consumers							
	with essential							
	information.							
j.	Most prescription							
٦.	drug advertising							
	provides consumers							
	with essential							
	information.							
					<u> </u>	<u> </u>		
	80. How many prescrip	otion drugs	are you cu	rrently takir	ng?			
	, , , , , , , , , , , , , , , , , , ,		, = 5. 541	,	3			
	81. How many prescrip	otion drugs	are you cui	rrently takir	ng for [chro	nic pain / h	nigh blood r	oressure]?
	many present		o , ou cui	Silving Contil	.0 .0. [6.116	o paiii / I		55561 6].
	82. How long have you	ı been takir	ng your curi	ent prescri	ption drug	for [chronic	c pain/high	blood
	pressure]?			-	3	-		
	83. Have you ever expo	erienced a	serious side	e effect fron	n a prescrip	otion drug?		
	Yes / No							
			OMB Contr	ol No:		Ехр	ires:	

	84. [RANDOMIZE ORDER]	1	2	3	4	5	6
		Strongly					Strongly
		disagree					agree
b.	There are many effective treatments available for [chronic pain / high blood pressure]. I have a lot of options when it comes to treating						
	my [chronic pain / high blood pressure].						

85.	[Ask only of those currently taking drug for target condition] How satisfied are you with your
	current prescription drug for [chronic pain / high blood pressure]?

1	2	3	4	5	6

Very Satisfied dissatisfied

Early adopter questions (for use in GfK's calibration/weighting process):

	86. [RANDOMIZE ORDER]	1	2	3	4	5
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
a.	I usually try new products before other people do					
b.	I often try new brands because I like variety and get bored with the same old thing					

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c.	When I shop I look for what is new			
d.	I like to be the first among my friends and family to try something new			
e.	I like to tell others about new brands or technology			

[FOR Pretests and Waves 1 and 2 only:]

S3. When were you first diagnosed with [high blood pressure / chronic pain]?
Less than 6 months ago → CONTINUE
7-12 months ago → CONTINUE

One year ago or longer → CONTINUE

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CLOSING

Those are all the questions we have for you today. The purpose of this study is to learn how consumers interpret and use prescription drug information. In order to get a real-life reaction, we used pretend products in this study. [Coravaz / Dolafex] is not a real product and is not available for sale.

Please see your healthcare provider for any questions about [chronic pain / high blood pressure] and treatments for this condition.

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

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