

Quantitative TV Pretest 2

Survey Questionnaire

INTRODUCTION

Thank you for agreeing to participate in this study today. This study is about advertising for a new product. We will show you an ad for a new product and then ask you some questions about it.

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 on your computer is active and the speaker volume is turned up.

ADVERTISEMENT INSTRUCTIONS

On the next screen, you will see an advertisement for a new product. The ad may take 15-30 seconds to start playing. Imagine that this ad is for a product that you might be interested in for yourself.

Once you finish viewing the ad, please click the Next button.

[DISPLAY ASSIGNED AD] [SUPPRESS "NEXT" BUTTON UNTIL AD FINISHES PLAYING]

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

[DISPLAY ASSIGNED AD AGAIN] [SUPPRESS "NEXT" BUTTON UNTIL AD FINISHES PLAYING]

SURVEY INSTRUCTIONS

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]

Q2. What was the main message of this ad? (gist memory)

(open ended)

Q3. What are the benefits of [Drug X]? Please list as many benefits as you can remember. (benefit recall)

(open ended)

Q4. What are the side effects of [Drug X]? Please list as many side effects as you can remember. (risk recall)

(open ended)

[Programmer: RANDOMIZE ORDER of benefit series (P1-P3) and risk series (P4-P6).

P1. At the beginning of the ad, the announcer talked about what the drug does. Please rate the information on [Drug X]'s benefits on the following attributes: (efficacy claim clarity)

1	2	3	4	5	6
Not at all					Extremely
Understandable					Understandable
1	2	3	4	5	6
Not at all					Extremely
Clear					Clear
1	2	3	4	5	6
Not at all					Extremely
Easy to Read					Easy to Read
1	2	3	4	5	6
Not at all					Extremely
Complex					Complex

P2. Did the ad use any numbers when talking about [Drug X]'s benefits? (manipulation check - efficacy claim)

- Yes
- No
- Don't know

P3. [IF P2 YES] How much did the numbers help you to understand how well [Drug X] worked? (efficacy claim value)

1	2	3	4	5	6
Did not help					Helped a lot
at all					

P4. At the end of the ad, the announcer read a list of side effects. Please rate the information on [Drug X]'s side effects on the following attributes: (risk claim clarity)

1	2	3	4	5	6
Not at all					Extremely
Understandable					Understandable
1	2	3	4	5	6
Not at all					Extremely
Clear					Clear
1	2	3	4	5	6
Not at all					Extremely

Easy to Read

Easy to Read

1
Not at all
Complex

2

3

4

5

6
Extremely
Complex

P5. Did the ad use any numbers when talking about [Drug X]'s side effects? (manipulation check – risk claim)

- Yes
- No
- Don't know

P6. [IF P5 YES] How much did the numbers help you to understand [Drug X]'s side effects? (risk claim value)

1
Did not help
at all

2

3

4

5

6
Helped a lot

[Programmer: RANDOMIZE ORDER of benefit series (Q5- Q15) and risk series (Q16-Q25).

Q5. Please check which of the following statements were mentioned in the ad. Even if you think a statement is true, please select it only if it was mentioned in the ad. [RANDOMIZE ORDER] (benefit recognition)

	Mentioned	Not Mentioned
a. [Drug X] improves vision in people with cataracts.	X	
b. [Drug X] reduces cloudiness caused by cataracts.	X	
c. You take [Drug X] by putting just two drops in each eye per day.	X	
d. [Drug X] can only be used by people who have tried cataract surgery.		X
e. [Drug X] improves vision in people with glaucoma.		X
f. [Drug X] improves eyesight for people who are near-sighted.		X

Please answer the following questions based on what you learned from the ad. Your best guess is fine. [KEEP ON SCREEN FOR QUESTIONS Q6 – Q12]

Q6. Please complete the following sentence: [Drug X] improves vision by __%. (efficacy claim accuracy – magnitude)

_____ % [permit numbers from 0-100; also permit ranges (e.g., 40-60%)]

Q7. If 100 people take [Drug X], how many will have better vision? (efficacy claim accuracy – likelihood)

_____ % [permit numbers from 0-100; also permit ranges (e.g., 40-60%)]

Q16. Please check which of the following were mentioned in the ad as risks of taking [Drug X]. Even if you think a statement is true, please select it only if it was mentioned in the ad. [RANDOMIZE ORDER] (risk recognition)

	Mentioned	Not Mentioned
a. A side effect of [Drug X] is loss of depth perception.	X	
b. A side effect of [Drug X] is runny nose.	X	
c. People with glaucoma should not take [Drug X].	X	
d. A side effect of [Drug X] is a detached retina.	X	
e. A side effect of [Drug X] is blurry vision.		X
f. A side effect of [Drug X] is temporary blindness.		X
g. People with kidney problems should not take [Drug X].		X
h. A side effect of [Drug X] is nausea.		X

Please answer the following questions based on what you learned from the ad. Your best guess is fine. [KEEP ON SCREEN FOR QUESTIONS Q17 - Q21]

Q17. The following side effects of [Drug X] were mentioned in the ad. For each side effect, please report how often it occurs. Your best guess is fine. [Randomize order] (risk claim accuracy)

Side Effect	1% or less	5% or less	10% or less	20% or less
Watery Eyes			X	
Runny Nose			X	
Fever		X		
Loss of Depth Perception		X		
Double Vision	X			
Detached Retina	X			

Q18. Almost everyone who takes [Drug X] will experience at least one side effect. (gist risk claim accuracy)

- True
- False (correct answer)

Q19. Some of [Drug X]'s side effects are more likely to occur than others. (gist risk claim accuracy)

- True (correct answer)
- False

Q20. [Drug X]'s most common side effects occur in what percent of patients who take it? (gist risk claim accuracy)

- About 1%
- About 5%
- About 10% (correct answer)
- About 20%
- About 30%

Q21. [Drug X]'s least common side effects occur in what percent of patients who take it? (gist risk claim accuracy)

- About 1% (correct answer)
- About 5%
- About 10%
- About 20%
- About 30%

Q22. How serious are [Drug X]'s side effects? (perceived risk - magnitude)

1	2	3	4	5	6
Most would not be serious					Most would be very serious

Q23. How bothersome would [Drug X]'s side effects be? (perceived risk - magnitude)

1	2	3	4	5	6
Not at all bothersome					Extremely bothersome

Q24. [Drug X] is riskier than other treatments for cataracts. (perceived risk - comparative)

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q25. Thinking overall about the risks and benefits, would you say [Drug X] has: (benefit/risk tradeoff)

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

Q26. Please check how much you agree or disagree with the following statements about the ad you saw. (ad skepticism)

This ad is a reliable source of information about the risks and benefits of [Drug X].
This ad presents a true picture of [Drug X].

I feel I've been accurately informed after viewing this ad.

This ad provides consumers with essential information for deciding whether to ask a doctor about [Drug X].

1 Strongly disagree 2 3 4 5 6 Strongly agree

Q27. 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! (objective numeracy)

- a. **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

- b. **In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to BIG BUCKS LOTTERY?**
 ___ people

- c. **In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES will win a car**
 ___ percent

Q28. Are you currently taking a prescription medicine for any eye or vision problems? (prescription use)

- Yes
- No
- Don't know or uncertain

Q29. In general, how much do you know about cataracts? (perceived medical condition knowledge)

- Nothing at all
- Only a little bit
- Some
- A lot

Q30. Do you have or have you had cataracts? (medical condition history)

- Yes - Currently have cataracts
- Yes - Previously had cataracts
- Never had cataracts
- Don't know

Q31. [IF YES] Have you ever had cataract surgery? (treatment history)

- Yes

- No
- Don't know

Q32. [IF NEVER HAD / DON'T KNOW] How likely do you think it is that you will get cataracts? (medical condition perceived risk)

1	2	3	4	5	6
Not at all Likely					Extremely Likely

Q33. Have any of your close family members—such as parents, brothers, or sisters—ever had cataracts? (family medical condition history)

- Yes
- No
- Don't know

Q34. Have you had any vision problems—other than needing contacts or glasses—in the past 10 years? (history of vision problems)

- Yes
- No
- Don't know

For the next two questions, please indicate how much you agree or disagree with the statement.

Q35. I experience prescription drug side effects more frequently than other people my age. (prescription attitude - side effect history)

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q36. Whenever I take prescription drugs, they tend to work the way they are supposed to work. (prescription attitude - efficacy history)

1	2	3	4	5	6
Strongly disagree					Strongly agree

Q37. How often do you or would you use prescription drugs? (prescription attitude - personal usage)

- I would never use them
- I would use them only for serious health conditions
- I would use them for moderate and serious health conditions
- I would use them for most health conditions, including minor problems

