**Animation in DTC Advertising**
*Main Study Questionnaire*

[PROGRAMMER: The OMB control number and expiration date should appear at the bottom of every screen. It should be as unobtrusive as possible.]
[PROGRAMMER: Informed consent to be recorded first.]
[PROGRAMER: Many questions have conditional piping in item stems or response options that will depend on health condition, as will be captured in a derived variable DIAGNOSE (defined below). The conditional text appears in square brackets "[ ]" with the following rules:

> IF DIAGNOSE = 1 "Psoriasis", then display "DRUG X" in place of bracketed text [DRUG X\DRUG Y] and display "psoriasis" in place of [psoriasis/chronic dry eye]
> IF DIAGNOSE = 2 "Chronic Dry Eye", then display "DRUG Y" in place of [DRUG X\DRUG Y] and display "chronic dry eye" in place of [psoriasis/chronic dry eye]

For questions that would require more complicated piping, we instead created two distinct questions designated by the suffix _PSO or_CDE. The skip logic for those questions is given in separate programming notes.]
[QUOTA REQUIREMENT: Highest education level for 20% of sample must be high school graduate or less]

This study involves an ad for a new product. You will watch a television advertisement twice and then will be asked to answer the questions that follow.

Make sure you are comfortable and can read the screen from where you sit. Please adjust your speakers so that you can hear the television advertisement.

[NEW SCREEN]

The study will take about 25 minutes to complete. We ask you to complete the study in one sitting (without taking any breaks) in order to avoid distractions.

**[SCREENER]**

**[ILLNESS DIAGNOSIS]**

S1.    Have you ever been diagnosed with any of the following health conditions by a doctor or other qualified health care provider? (*Select all that apply*)

1. Angina
2. Chronic Dry Eye
3. Chronic Pain
4. Diabetes
5. Hypertension
6. Psoriasis
7. None of the above
8. Don't know/Don't remember

 [IF S1= 2 "Chronic Dry Eye" OR S1= 6 "Psoriasis", CONTINUE]
PROGRAMER: To verify, the previous Boolean statement also entails IF S1=2 "Chronic Dry Eye" AND S1=6 "Psoriasis", CONTINUE]
[ALL ELSE, SET EFLAG= 0 "Ineligible" – TERMINATE after S4; GO TO S3]

S2_PSO.        Which of the following statements apply to you?

1. I am currently taking medication for my psoriasis.
2. I currently have psoriasis but I am not taking any medication for this condition.
3. None of the above

S2_CDE.        Which of the following statements apply to you?

1. I am currently taking medication for my chronic dry eye.
2. I currently have chronic dry eye but I am not taking any medication for this condition.
3. None of the above

[PROGRAMMER: Define new variable "DIAGNOSE" to record self-reported diagnosis with target health conditions; values as defined below will be 1="Chronic Dry Eye" or 2="Psoriasis"]

[IF (S2_PSO=1 OR S2_PSO=2) AND NOT (S2_CDE=1 OR S2_CDE=2), SET DIAGNOSE=1 "Psoriasis"]
[IF (S2_CDE=1 OR S2_CDE=2) AND NOT (S2_PSO=1 OR S2_PSO=2), SET DIAGNOSE=2 "Chronic Dry Eye"]
 [IF (S2_CDE=1 OR S2_CDE=2) AND (S2_PSO=1 OR S2_PSO=2), Randomly assign participants to DIAGNISE=1 "Chronic Dry Eye" XOR DIAGN=2 "Psoriasis"]

[IF DIAGNOSE=1 "Psoriasis" OR DIAGNOSE=2 "Chronic Dry Eye",CONTINUE]
[IF NOT (DIAGNOSE=1 "Psoriasis" OR DIAGNOSE=2 "Chronic Dry Eye"), SET EFLAG= 0 "Ineligible" – TERMINATE after S4; GO TO S3]

S3.  Do you currently or have you ever worked in any of the following occupations?

Healthcare provider (e.g., physician, nurse, counselor, physical therapist)
Pharmaceutical employee (e.g., Pharma Rep)
Department of Health and Human Services employee
Market research employee or advertising employee
None of the above

[IF S3=1, 2, 3, 4, OR REFUSED, SET EFLAG=0 "Ineligible" – TERMINATE after S4; GO TO S4]
[IF S3=5, CONTINUE]
 **[EDUCATION]**

S4.    What is the highest level of education you have completed?

1.      Less than high school
2.      High school graduate (high school diploma or GED)
3.      Some college, but no degree
4.      Associate's degree (2-year)

5.      Bachelor's degree (4-year) (example: BA, BS)
6.      Advanced or postgraduate degree (example: MA, MD, DDS, JD, PhD, EdD)


**[DISPLAY IF EFLAG=0 'INELIGIBLE']**

**[Thank and Terminate]**

We're sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible for this study. These reasons were decided earlier by the researchers. However, thank you for your interest in this study and for taking the time to answer our questions today.


**[TERMINATE IF EFLAG=0 'INELIGIBLE']**
**[DISPLAY IF EFLAG=1 'ELIGIBLE']**
[PROGRAMMER: Randomly assign participants to study conditions.]

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On the next screen, you will see the television advertisement. The ad may take 15-30 seconds to start playing.
[PROGRAMMER: **Display ad correspondent to the participant's experimental condition**. Each ad should run once. Also, please disable the "Next" button while each ad is playing to prevent participant from skipping ahead.]

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**[VIDEO VIEWING ABILITY CHECK]**

Q1. Were you able to see and hear the television advertisement?

    1      Yes [Continue]
    2      No [Terminate; Link to screening responses and keep data]

[PROGRAMMER: SHOW EACH QUESTION ON A SEPARATE SCREEN.]


**[BRAND RECOGNITION]**

[PROGRAMMER: IF DIAGNOSE = 1 "PSORIASIS", ASK Q2_PSO. IF CONDITION = 2 "CHRONIC DRY EYE", ASK Q2_CDE.]

Q2_PSO.        Which of the following drugs did you see advertised?
[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS, BUT KEEP "NONE OF THE ABOVE" AT THE END OF THE LIST.]

    1      **[CORRECT] DRUG X**
    2      **[FOIL]** XEMIVAR
    3      **[FOIL]** XEPROV
    4      **[FOIL]** None of the above

Q2_CDE.        Which of the following drugs did you see advertised?

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| | |
|---|---|
| 1 | **[CORRECT] DRUG Y** |
| 2 | **[FOIL]** OCCUVIA |
| 3 | **[FOIL]** OPTIRAZ |
| 4 | **[FOIL]** None of the above |

**[RECALL OF BENEFITS AND RISKS – OPEN ENDED]**
[PROGRAMMER: RANDOMIZE ORDER OF NEXT TWO QUESTIONS]

Q3. What are the **benefits** of [DRUG X\DRUG Y]? Please list as many **benefits** as you can remember from the ad.

[TEXT BOXE(S): Will include as many response fields as there are benefits or risks mentioned in the ad, whichever number is greater]

Q4. What are the **side effects or risks** of [DRUG X\DRUG Y]? Please list as many **side effects or risks** as you can remember from the ad.

[TEXT BOXE(S): Will include as many response fields as there are benefits or risks mentioned in the ad, whichever number is greater]

**[ELABORATE PROCESSING]**

Q5. Overall, how much did the [DRUG X\DRUG Y] ad make you do the following?

| [PROGRAMMER: RANDOMIZE ORDER] | Not at all 1 | 2 | 3 | 4 | 5 | 6 | Very much 7 |
|---|---|---|---|---|---|---|---|
| a.  Think about the risks of using [DRUG X\DRUG Y] | O | O | O | O | O | O | O |
| b.  Think rather than feel | O | O | O | O | O | O | O |
| c.  Think about how using [DRUG X\DRUG Y] might affect your life | O | O | O | O | O | O | O |
| d.  Think about the benefits of using [DRUG X\DRUG Y] | O | O | O | O | O | O | O |

**[PERCEIVED RISK – LIKELIHOOD AND MAGNITUDE]**

Please answer the following questions to the best of your ability, even if you have never taken the drug.

Q6. How often do you think [DRUG X\DRUG Y] causes unwanted side effects?

| Never 1 | 2 | 3 | 4 | 5 | 6 | Always 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

Q7. In your opinion, if [DRUG X\DRUG Y] did cause you to have side effects, how serious would they be?

| Not at all serious 1 | 2 | 3 | 4 | 5 | 6 | Very serious 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

**[PERCEIVED EFFICACY – LIKELIHOOD AND MAGNITUDE]**

Please answer the following questions to the best of your ability, even if you have never taken the drug.

Q8. How likely is it that [DRUG X\DRUG Y] would relieve your [psoriasis/chronic dry eye] symptoms if you took it?

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

Q9. In your opinion, if you took [DRUG X\DRUG Y], how effective do you think [DRUG X\DRUG Y] would be in helping to relieve your [psoriasis/chronic dry eye]?

| Not at all effective 1 | 2 | 3 | 4 | 5 | 6 | Very effective 7 |
|---|---|---|---|---|---|---|
| ○ | ○ | ○ | ○ | ○ | ○ | ○ |

**[PERCEIVED BALANCE OF RISKS AND BENEFITS]**
Q10. Thinking about all the risks and benefits, would you say that [DRUG X\DRUG Y] has:

1    Many more risks than benefits
2    Somewhat more risks than benefits
3    Equal risks and benefits
4    Somewhat more benefits than risks
5    Many more benefits than risks

**[CLAIM RECOGNITION]**

The next few questions ask about information that may or may not have been in the advertising. Please answer each question, even if you do not remember the information.

[PROGRAMMER: IF CONDITION = PSORIASIS, ASK Q11_PSO. IF CONDITION = CHRONIC DRY EYE, ASK Q11_CDE.]

Q11_PSO. Which of the following claims, if any, were in the ad you saw? Check all that apply.

- ☐ **[CORRECT]** DRUG X is a prescription medication that provides relief from moderate to severe plaque psoriasis.
- ☐ **[CORRECT]** DRUG X does not suppress the immune system.
- ☐ **[CORRECT]** DRUG X has been associated with an increase in depression.
- ☐ **[CORRECT]** Women should not plan to become pregnant or breastfeed while taking DRUG X.
- ☐ **[FOIL]** Tiredness is a common side effect of taking DRUG X.
- ☐ **[FOIL]** DRUG X has not been studied in children.
- ☐ **[FOIL]** DRUG X should be taken three times a day.
- ☐ **[FOIL]** None of the above.

Q11_CDE. Which of the following claims, if any, were in the ad you saw? Check all that apply.

- ☐ **[CORRECT]** DRUG Y provides relief from the stinging and burning associated with dry eyes.
- ☐ **[CORRECT]** DRUG Y eliminates eye redness and swelling around the edge of the eyelid.
- ☐ **[CORRECT]** DRUG Y can cause a severe, life-threatening allergic reaction.
- ☐ **[CORRECT]** Contact lens wearers should wait for 30 minutes before putting contacts in after using DRUG Y.
- ☐ **[FOIL]** Overactive tear ducts is a common side effect of taking DRUG Y.
- ☐ **[FOIL]** DRUG Y has not been studied in children.
- ☐ **[FOIL]** DRUG Y should be applied three times a day.
- ☐ **[FOIL]** None of the above.

**[OVERALL AD COMPREHENSION]**

Q12_PSO. Which of the following choices best summarizes the information from the ad?
<span style="color:red">[PROGRAMMER: RANDOMIZE ORDER OF RESPONSE OPTIONS]</span>

- ☐ **[CORRECT]** DRUG X helps to reduce symptoms of the most common type of psoriasis. However, not all people with this kind of psoriasis should take DRUG X. DRUG X has side effects that are rare but serious, and side effects that are common but not life threatening.
- ☐ **[FOIL]** DRUG X eliminates some psoriasis symptoms, but serious side effects from taking DRUG X are common. If you are taking DRUG X, it is necessary to see your doctor regularly to monitor the serious side effects.
- ☐ **[FOIL]** DRUG X provides complete relief from the symptoms of psoriasis, but side effects are common for people who are taking other medications. If you are taking other medications, you should have routine blood tests while taking DRUG X.
- ☐ **[FOIL]** DRUG X treats the symptoms of psoriasis and hives from allergic reactions. DRUG X is appropriate for all adults with plaque psoriasis, and people who take DRUG X rarely have side effects.

Q12_CDE. Which of the following choices best summarizes the information from the ad?

<span style="color:red">[PROGRAMMER: RANDOMIZE ORDER OF RESPONSE OPTIONS]</span>

- ☐ **[CORRECT]** DRUG Y helps to reduce the symptoms of chronic dry eye, but not all people with chronic dry eye should take DRUG Y. DRUG Y has side effects that are rare but serious, and side effects that are common but not life threatening.
- ☐ **[FOIL]** DRUG Y eliminates some chronic dry eye symptoms, but serious side effects from taking DRUG Y are common. If you are taking DRUG Y, it is necessary to see your doctor regularly to monitor the serious side effects.
- ☐ **[FOIL]** DRUG Y provides complete relief from the symptoms of chronic dry eye, but side effects are common for people who are taking other medications. If you are taking other medications, you should have routine blood tests while taking DRUG Y.
- ☐ **[FOIL]** DRUG Y treats the symptoms of chronic dry eye and itchy eyes from allergies. DRUG Y is appropriate for all adults with chronic dry eye DRUG Y, and people who take DRUG Y rarely have side effects.

**[SPECIFIC CLAIM COMPREHENSION]**

[PROGRAMMER: RANDOMIZE ORDER OF PSO BENEFIT AND RISK CLAIM QUESTIONS.]

**[PSO BENEFIT CLAIM #1 COMPREHENSION]**

Q13a_PSO.  Which of the following choices best summarizes what the statement displayed below means?

> **DRUG X is a prescription medication that provides relief from moderate to severe plaque psoriasis in people who are healthy enough for systemic therapy or UV-therapy.**

[PROGRAMMER: RANDOMIZE ORDER OF RESPONSE OPTIONS]
- ☐ **[CORRECT]** DRUG X is an appropriate treatment for certain people with psoriasis.
- ☐ **[FOIL]** DRUG X is appropriate for all people with psoriasis.
- ☐ **[FOIL]** DRUG X works for all forms of psoriasis.
- ☐ **[FOIL]** DRUG X can be taken along with other psoriasis treatments.

**[PSO BENEFIT CLAIM #2 COMPREHENSION]**

Q13b_PSO.  Which of the following choices best summarizes what the statement displayed below means?

> **Because it is not a biologic, DRUG X does not suppress the immune system, while still providing significant relief from plaque psoriasis.**

[PROGRAMMER: RANDOMIZE ORDER OF RESPONSE OPTIONS]
- ☐ **[CORRECT]** DRUG X can improve psoriasis symptoms without suppressing the immune system.
- ☐ **[FOIL]** DRUG X works with the immune system to treat psoriasis symptoms.
- ☐ **[FOIL]** DRUG X is designed to lower the immune responses that affect psoriasis.
- ☐ **[FOIL]** DRUG X uses a non-biological process to eliminate psoriasis.

**[PSO RISK CLAIM #1 COMPREHENSION]**

Q13c_PSO.  Which of the following choices best summarizes what the statement displayed below means?

**DRUG X has been associated with an increase in depression and suicidal thoughts. Tell your doctor if mood changes develop or worsen.**

[PROGRAMMER: RANDOMIZE ORDER OF RESPONSE OPTIONS]
- ☐ **[CORRECT]** DRUG X may cause depression, so it is important to monitor your mood and tell your doctor if you feel depressed.
- ☐ **[FOIL]** DRUG X causes depressive symptoms, so your doctor will need to monitor those symptoms as they develop.
- ☐ **[FOIL]** Mood changes are common and should be monitored when taking DRUG X.
- ☐ **[FOIL]** People who have a history of depression should not take DRUG X.

**[PSO RISK CLAIM #2 COMPREHENSION]**

Q13d_PSO.  Which of the following choices best summarizes what the statement displayed below means?

**Common risks and side effects of DRUG X include dryness of skin and eyes, headaches, nausea, and diarrhea.**

[PROGRAMMER: RANDOM ORDER OF RESPONSES]
- ☐ **[CORRECT]** It is likely that people who take DRUG X will experience one or more side effects that are not life-threatening.
- ☐ **[FOIL]** DRUG X causes multiple side effects that occur together.
- ☐ **[FOIL]** Dryness of skin and eyes, headaches, nausea, and diarrhea may occur after taking DRUG X, but these risks and side effects are unlikely.
- ☐ **[FOIL]** People who take DRUG X will experience at least one risk or side effect because these are common.

[PROGRAMMER: RANDOMIZE ORDER OF CDE BENEFIT AND RISK CLAIM QUESTIONS.]

**[CDE BENEFIT CLAIM #1 COMPREHENSION]**

Q13a_CDE.  Which of the following choices best summarizes what the statement displayed below means?

> **DRUG Y provides relief from the stinging and burning associated with dry eyes.**

- ☐ **[CORRECT]** DRUG Y treats the stinging and burning that people experience when they have chronic dye eye.
- ☐ **[FOIL]** DRUG Y provides a cure for chronic dye eye by ensuring that a stinging or burning feeling does not return.
- ☐ **[FOIL]** DRUG Y heals chronic dry eye symptoms without harming eye function.
- ☐ **[FOIL]** DRUG Y eliminates all stinging or burning associated with chronic dry eye.

**[CDE BENEFIT CLAIM #2 COMPREHENSION]**

Q13b_CDE.  Which of the following choices best summarizes what the statement displayed below means? [PLACEHOLDERS]

> **DRUG Y treats eye redness and swelling around the edge of the eyelid.**

- ☐ **[CORRECT]** DRUG Y can improve eye redness and swelling around the edge of the eyelid that is associated with chronic dye eye
- ☐ **[FOIL]** DRUG Y cures chronic dye.
- ☐ **[FOIL]** DRUG Y is appropriate for all people who have eye redness or swelling around the edge of the eyelid.
- ☐ **[FOIL]** DRUG Y eliminates all eye redness and swelling that people experience when they have chronic dry eye.

**[CDE RISK CLAIM #1 COMPREHENSION]**

Q13c_CDE.  Which of the following choices best summarizes what the statement displayed below means?

> **DRUG Y can cause a severe, life-threatening allergic reaction. Do not take DRUG Y if you are sensitive to any components of this product or have severe food allergies.**

- ☐ **[CORRECT]** Some of the ingredients in DRUG Y may be harmful for certain groups of people.
- ☐ **[FOIL]** DRUG Y can cause people to develop life-threatening allergies to food.
- ☐ **[FOIL]** For people with allergies, it is safest to avoid using DRUG Y.
- ☐ **[FOIL]** Allergic reactions are common and should be monitored while taking DRUG Y.

**[CDE RISK CLAIM #2 COMPREHENSION]**

Q13d_CDE.  Which of the following choices best summarizes what the statement displayed below means?

**The most common side effects of DRUG Y are eye irritation and blurred vision upon application.**

- **[CORRECT]** It is likely that people who use DRUG Y will experience one or more side effects that are not life-threatening.
- **[FOIL]** DRUG Y causes multiple side effects that occur together.
- **[FOIL]** Eye irritation and blurred vision may occur after using DRUG Y, but these side effects are unlikely.
- **[FOIL]** People who use DRUG Y will experience at least one side effect because these are common.

**[INTENTION FOR DRUG USE]**

Q14. Based on the [DRUG X/DRUG Y] ad, please rate how likely or unlikely you are to do each of the following…

|  | Not at all likely 1 | 2 | 3 | 4 | 5 | 6 | Extremely likely 7 |
|---|---|---|---|---|---|---|---|
| a.  Look for more information about [DRUG X\DRUG Y] |  |  |  |  |  |  |  |
| b. Ask your doctor to prescribe [DRUG X\DRUG Y] |  |  |  |  |  |  |  |
| c.  Take [DRUG X\DRUG Y] if your doctor prescribed it |  |  |  |  |  |  |  |

**[ATTITUDE TOWARD AD]**

Q15. Please rate how you feel about the [DRUG X\DRUG Y] ad overall.  Would you say…
[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]

| a. Overall, the ad was: | Low quality | ○ | ○ | ○ | ○ | ○ | ○ | ○ | High quality |
|---|---|---|---|---|---|---|---|---|---|
| b. Overall, the ad was: | Bad | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Good |
| c. Overall, the ad was: | Unprofessional looking | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Professional looking |


**[INFORMATION SUFFICIENCY – OPEN-ENDED]**

Q16.    What other information about [DRUG X\DRUG Y] do you think should have been
included in the ad?
[TEXT BOX: OPEN-ENDED RESPONSE]


**[ATTITUDE TOWARD PRODUCT]**

Q17. Please rate how you feel about [DRUG X\DRUG Y].
[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]

| a. Overall, [DRUG X\DRUG Y] is: | Unpleasant | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Pleasant |
|---|---|---|---|---|---|---|---|---|---|
| b. Overall, [DRUG X\DRUG Y] is: | Bad | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Good |
| c. Overall, I _____ [DRUG X\DRUG Y]: | Dislike | ○ | ○ | ○ | ○ | ○ | ○ | ○ | Like |

**[ATTITUDE TOWARD CHARACTER]**

Q18. Please rate how you feel about the main character in the ad for [DRUG X\DRUG Y].
[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| a. I dislike the main character | O | O | O | O | O | O | O | I like the main character |
| b. The main character is bad | O | O | O | O | O | O | O | The main character is good |
| c. The main character is unpleasant | O | O | O | O | O | O | O | The main character is pleasant |

**[IDENTIFICATION WITH CHARACTER]**

Q19. How similar to the main character in the ad do you think you are?

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

Q20. Please rate how much you agree or disagree with the following statements.

| | Strongly disagree 1 | 2 | 3 | 4 | 5 | 6 | Strongly agree 7 |
|---|---|---|---|---|---|---|---|
| a. I can identify with the main character in the ad. | O | O | O | O | O | O | O |
| b. I can easily put myself in the shoes of the main character in the ad. | O | O | O | O | O | O | O |

**[TRUST IN THE AD]**

Q21. How much do you think the ad is:

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS AND SPLIT THE ITEMS ACROSS 2 SCREENS.]

| | Not at all 1 | 2 | 3 | 4 | 5 | 6 | Very much 7 |
|---|---|---|---|---|---|---|---|
| a. Exaggerated | o | o | o | o | o | o | o |
| b. Dishonest | o | o | o | o | o | o | o |
| c. Manipulative | o | o | o | o | o | o | o |
| d. Suspicious | o | o | o | o | o | o | o |
| e. Reliable | o | o | o | o | o | o | o |
| f. Trustworthy | o | o | o | o | o | o | o |
| g. Informative | o | o | o | o | o | o | o |
| h. Credible | o | o | o | o | o | o | o |

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**[EMOTIONAL REACTION TOWARD AD]**

Q22. How did the ad make you feel?

| | Did not feel this way at all 1 | 2 | 3 | 4 | 5 | 6 | Felt this way very strongly 7 |
|---|---|---|---|---|---|---|---|
| a. Angry | O | O | O | O | O | O | O |
| b. Annoyed | O | O | O | O | O | O | O |
| c. Worried | O | O | O | O | O | O | O |
| d. Sad | O | O | O | O | O | O | O |
| e. Ashamed | O | O | O | O | O | O | O |
| f. Content | O | O | O | O | O | O | O |
| g. Optimistic | O | O | O | O | O | O | O |
| h. Happy | O | O | O | O | O | O | O |
| i. Cheerful | O | O | O | O | O | O | O |
| j. Hopeful | O | O | O | O | O | O | O |
| k. Empowered | O | O | O | O | O | O | O |
| l. Informed | O | O | O | O | O | O | O |

**[EMOTIONAL REACTION TOWARD MAIN CHARACTER]**

Q23. How did the main character in the ad make you feel?

| | Did not feel this way at all 1 | 2 | 3 | 4 | 5 | 6 | Felt this way very strongly 7 |
|---|---|---|---|---|---|---|---|
| a. Disgusted | O | O | O | O | O | O | O |
| b. Nervous | O | O | O | O | O | O | O |
| c. Fearful | O | O | O | O | O | O | O |
| d. Happy | O | O | O | O | O | O | O |
| e. Relaxed | O | O | O | O | O | O | O |
| f. Cheerful | O | O | O | O | O | O | O |
| g. Hopeful | O | O | O | O | O | O | O |
| h. Empowered | O | O | O | O | O | O | O |
| i. Informed | O | O | O | O | O | O | O |

**[PERCEIVED MAIN CHARACTER EERINESS]**

Q24. Please rate the extent to which you feel that the main character in the ad was eerie.

| Not at all | 2 | 3 | 4 | 5 | 6 | Totally |
|---|---|---|---|---|---|---|

| eerie 1 | | | | | | eerie 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

## [PERCEIVED ATTENTION TO AD]

Q25. How much attention did you pay to the ad you saw about [DRUG X\DRUG Y]?

- o None
- o Very little
- o Some
- o Quite a bit
- o A great deal

## [PERCEIVED MESSAGE EFFECTIVENESS]

Q26. How much to you agree or disagree with the following statements about the ad you just saw?

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS AND SPLIT THE ITEMS ACROSS TWO SCREENS, 3 ITEMS ON FIRST SCREEN AND 2 ITEMS ON SECOND SCREEN.]

| | Strongly disagree 1 | 2 | 3 | 4 | 5 | 6 | Strongly agree 7 |
|---|---|---|---|---|---|---|---|
| a. The ad is worth remembering | o | o | o | o | o | o | o |
| b. The ad is informative | o | o | o | o | o | o | o |
| c. The ad is meaningful | o | o | o | o | o | o | o |
| d. The ad is convincing | o | o | o | o | o | o | o |
| e. The ad is believable | o | o | o | o | o | o | o |

[NEW SCREEN]

Thank you for answering questions about the ad. Now we have some other questions for you.

[NEW SCREEN]

## [ANTHROPOMORPHISM]
[PROGRAMMER: RANDOMIZE ORDER OF Q27a, Q27b, Q27c.]

Q27a. To what extent does the average insect have a mind of its own?

| Not at all 1 | 2 | 3 | 4 | 5 | 6 | Very much 7 |
|---|---|---|---|---|---|---|

| | | | | | | |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

Q27b. To what extent does a cheetah experience emotions?

| Not at all 1 | 2 | 3 | 4 | 5 | 6 | Very much 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

Q27c. To what extent does technology (devices and machines for manufacturing, cars, computers, and television sets) have intentions?

| Not at all 1 | 2 | 3 | 4 | 5 | 6 | Very much 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

[**TIME SINCE TARGETED CONDITION DIAGNOSIS**]

Q28. When did a health care professional first tell you that you had [psoriasis/chronic dry eye]?

 Six months ago or less
 More than six months ago but less than a year ago
 A year ago or more but less than 5 years
 Five years ago or longer

[**PERCEIVED IMPACT OF ILLNESS**]

Q29. How much does having [psoriasis/chronic dry eye] affect your daily activities?

| Not at all 1 | 2 | 3 | 4 | 5 | 6 | A great deal 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |

[**CURRENT PRESCRIPTION STATUS**]

Q30. Are you currently taking, or have you ever taken, any prescription drugs to manage your [psoriasis/chronic dry eye]?

 Currently taking
 Have taken in the past, but not currently taking
 Have never taken

[**TV Viewing**]

Q31. On a typical weekday, about how many hours do you watch television?

_____ hours.

[Programmer: numerical response; restrict range 0 – 24]


## [GENERAL PERCEPTION OF DRUG ADVERTISING]

Q32. In general, how do you feel about ads on television for prescription drugs? Would you say the ads are…

| Not at all useful 1 | 2 | 3 | 4 | 5 | 6 | Very useful 7 |
|---|---|---|---|---|---|---|
| O | O | O | O | O | O | O |


## [ENGLISH AS A SECOND LANGUAGE]

Q33. Do you speak a language other than English at home?

     1. Yes
     2. No [Skip Q34 and Q35]

Q34. What is this language?
    [Open-ended response]

Q35. How well do you speak English?

     1. Not at all
     2. Not well
     3. Well
     4. Very well

**[SEX]**

Q36. What is your sex?

      1. Male
      2. Female

**[AGE]**
[NUMERICAL FIELD, VALID RANGE 0 - 116]

Q37. Please tell us your age.

      ____ years old.

**[RACE/ETHNICITY]**

**[ETHNICITY]**
Q38. Are you Hispanic or Latino?
      1. Yes
      2. No

**[RACE]**
Q39. What is your race? (Select all that apply)
      1. American Indian or Alaska Native
      2. Asian
      3. Black or African-American
      4. Native Hawaiian or Other Pacific Islander
      5. White
      6. Some other race

**[DRUG INFORMATION SEARCH BEHAVIOR]**

Q40. Would you like to see more information about [DRUG X\DRUG Y]?

      Yes, provide me with more information
      No, do not provide me with more information

**[DEBRIEFING]**

This concludes the survey. Our goal was to gather people's reactions to information about prescription drugs. To get your true reaction to this information, we used a fake drug brand in this study.

[DRUG X\DRUG Y] is not a real drug and it is not available for use or sale. Please see your healthcare professional for questions about your health and your medical conditions.

Thank you very much for your time.