

## Screening Instrument

*Any text in angle brackets "< >" indicates part of the script that will change based on the participant, or situation. The intended content (or content options) are indicated in the brackets.*

### Introduction

Hello, my name is \_\_\_\_\_ and I'm from **<NAME OF COMPANY>**. I'm calling on behalf of RTI International, a non-profit research organization, about a study being sponsored by a public health agency. We're calling to recruit people to take part in a research study about prescription drug TV advertisements. I'm not selling or promoting any product. **Ask to speak to someone 18 years or older.**

RTI will be conducting the in-person research study with several people, and we would like to see if you are eligible. We have various time slots available and will work with you to find a time that fits your schedule. To see if you are eligible, I'd like to ask you some questions. All of your comments will be kept private. If you are eligible and choose to participate in the in-person study, you will be compensated **<IF LOS ANGELES MARKET: "\$75", ELSE: "\$40">** for your time and participation.

May I continue?

Yes → **CONTINUE**

No → **Thank respondent and end call.**

### CORE ELIGIBILITY CRITERIA

1. Have you participated in any market research interviews such as a focus group or one-on-one interview in the past three months?

Yes	→ TERMINATE
No	→ CONTINUE

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

Healthcare Provider (e.g., Physician, Nurse, Counselor, Physical therapist)	→ TERMINATE
Pharmaceutical Employee (e.g., Pharma Rep)	→ TERMINATE
Market Research employee/Advertising employee	→ TERMINATE
All Other Occupations	→ CONTINUE

3. How old are you?

_____	18 or over → CONTINUE
	Under 18 → TERMINATE

4. What is your gender?

Male	→ CONTINUE
Female	→ CONTINUE
SCREEN FOR A MIX	

5. What is the highest level of education you have attained?

Less than high school	→ CONTINUE
High school graduate (or GED)	→ CONTINUE
Some college or technical school (No degree)	→ CONTINUE
College graduate (2- or 4-year degree)	→ CONTINUE
Some graduate school (No degree)	→ CONTINUE
Graduate school degree	→ CONTINUE
SCREEN FOR A MIX	

6. Which of these racial groups best describes you? [Read options below]

White	→ CONTINUE
Black / African American	→ CONTINUE
American Indian or Alaskan Native	→ CONTINUE
Asian	→ CONTINUE
Native Hawaiian or Pacific Islander	→ CONTINUE
Other	→ CONTINUE
SCREEN FOR A MIX	

7. Do you consider yourself Hispanic or Latino/a?

Yes	→ CONTINUE
No	→ CONTINUE
SCREEN FOR A MIX	

**Study Invitation:**

Thank you for answering all of my questions. Based on your responses, you appear to be eligible to participate in our study.

Each appointment will last about 25 minutes and should be very interesting. The study involves reviewing a prescription drug advertisement and answering some questions about what you watched.

No one will try to sell you anything, and no one will call you later because you participated. We will reimburse you **<IF LOS ANGELES MARKET: "\$75", ELSE: "\$40">** at the end of the appointment for your time and participation. If it's okay, we would like to record the discussion. Can I schedule your participation?

We are scheduling appointments to take place on **<DATES AND TIMES TBD>**. Which date and time would work best for you?

Your participation in this study is very important. If for some reason you will not be able to attend, please let us know right away. You can call us anytime at **<INSERT PHONE NUMBER>**, and if we are not here, please leave a message.

**Closing for Ineligible Participants:**

I'm sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible. 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.

**Participant Information:**

---

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP CODE: \_\_\_\_\_

EMAIL \_\_\_\_\_

What is the best time to reach you? What is the best telephone number to reach you at that time?

BEST TIME TO BE REACHED: \_\_\_\_\_

BEST PHONE NUMBER: \_\_\_\_\_

Is there another time and number we can try if we miss you?

ALTERNATE PHONE NUMBER: \_\_\_\_\_

Recruiter: \_\_\_\_\_

## Pretest and Main Study Questionnaires

*The questionnaires will be administered online (i.e., via laptop computer) during the in-person data collection session. Any text in square brackets “[ ]” is either an administrative annotation or a note for the computer programmers to designate intended functionality, branching, or appearance. Participants will not be shown the bracketed text or question numbers. References to the fictitious drug are disguised in this document (i.e., “DRUG X”).*

### C.1 Pretest Questionnaire

*[PROGRAMMER: The OMB control number and expiration date should appear at the bottom of every set of written instructions and at the bottom of every survey screen. It should be as unobtrusive as possible.]*

*[Participants will be given a brief orientation to the study procedure and location at the beginning of the session. Before participants begin the online survey on a laptop, they will watch the ad in a separate room on a television or on a tablet. Here are the instructions that participants will receive before watching the ad.]*

First you are going to watch a 70-second advertisement on the [television/tablet]. Make sure you are focused while watching the ad because you will answer questions about it afterward. The ad will play only once. As soon as you are ready to watch it, press play. It may take a few seconds for the ad to start.

*[AD WILL PLAY ONCE]*

Please exit this room and go to the survey room [insert directions to the survey room].

*[ONLINE SURVEY]*

Now you will answer some questions about the advertisement you watched for DRUG X. The questions will take about 15 minutes to complete.

To begin, please enter your password in the following box. The password is printed on the index card that you received today.

Password

*[NEW SCREEN: PART 1 – BETWEEN-SUBJECTS. PARTICIPANTS WILL RESPOND TO THE ITEM IN PART 1 AFTER HAVING VIEWED 1 VERSION OF THE AD]*

### **[DRUG RECALL]**

Q1. What type of product is DRUG X?

*[PROGRAMMER: RANDOMIZE OPTIONS, BUT KEEP “DON’T KNOW” AT THE BOTTOM.]*

1. Over-the-counter medicine
2. Prescription medicine
3. Dietary supplement
4. Herbal medicine
5. Don’t know

Q2. What health condition(s) does DRUG X treat? *(Check all that apply)*

*[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS, BUT KEEP “DON’T KNOW” AT THE BOTTOM.]*

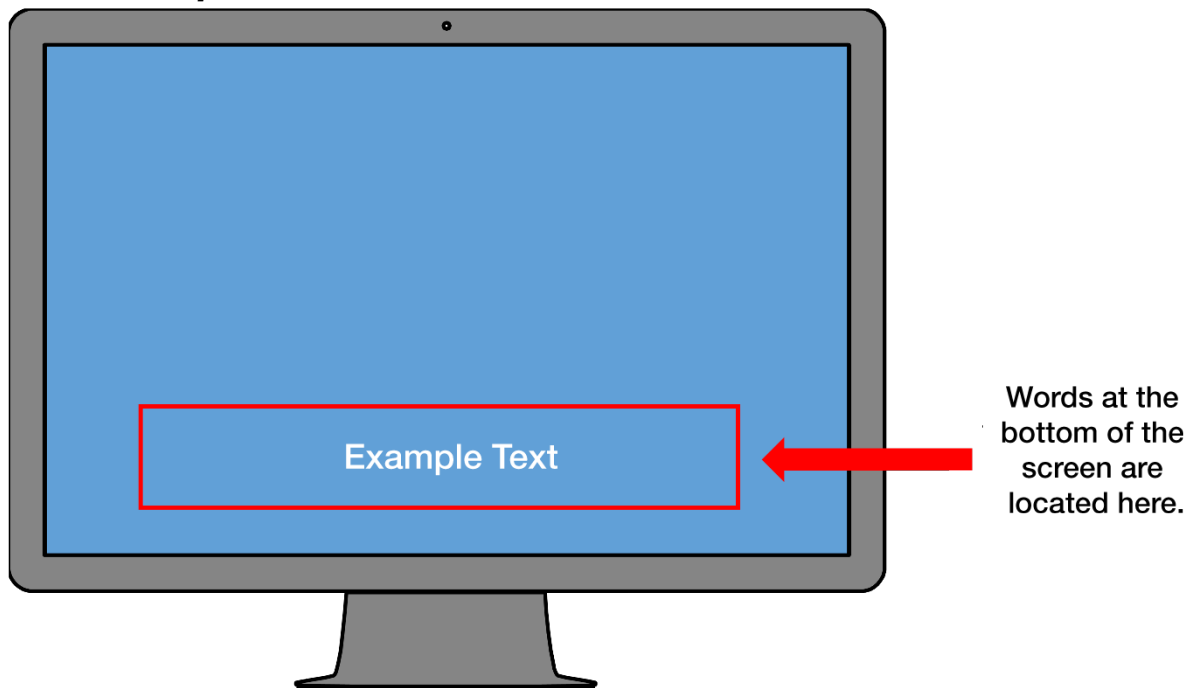
1. High cholesterol
2. High blood pressure
3. Diabetes
4. Anemia
5. Asthma
6. Congestive heart failure
7. Don’t know

***[SUPERIMPOSED TEXT INSTRUCTIONS]***

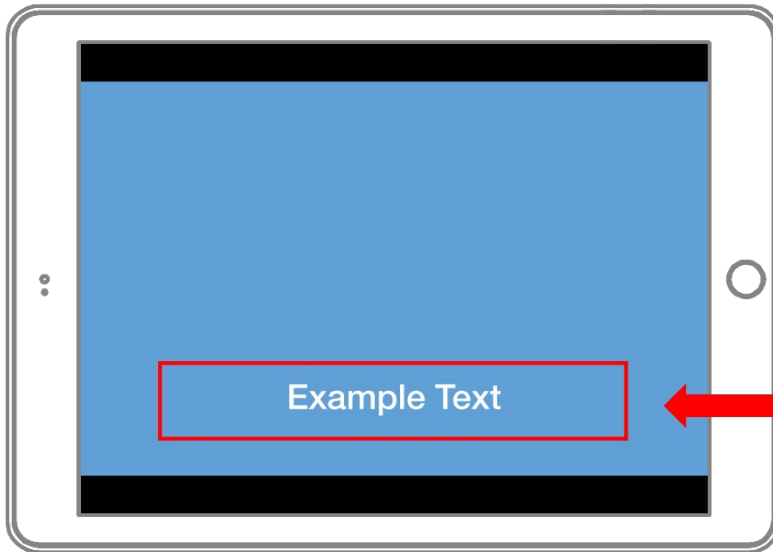
*[PROGRAMMER: INCLUDE IMAGE BELOW WITH THESE INSTRUCTIONS. THE IMAGE SHOULD CORRESPOND TO PARTICIPANT’S ASSIGNED DEVICE TYPE. THE INSTRUCTIONS WILL BE ON THE LEFT SIDE OF THE SCREEN AND THE IMAGE WILL BE ON THE RIGHT SIDE OF THE SCREEN.]*

Sometimes text information—meaning words and phrases—appears at the bottom of the screen in prescription drug ads, like in the picture shown here. We will refer to the text information that appears at the bottom of the screen simply as “words at the bottom of the screen” in this survey. Please answer the following questions thinking only about the words at the bottom of the screen and not other text, such as telephone numbers, that you may have seen in the DRUG X ad.

*[IF DEVICE = TV]*



[IF DEVICE = TABLET]



Words at the bottom of the screen are located here.

**[AWARENESS OF SUPERS]**

- Q3. Do you remember seeing words at the bottom of the screen during the DRUG X ad?
1. Yes
  2. No [SKIP TO Q9]
  3. Don't know [SKIP TO Q9]

**[ATTENTION TO SUPERS]**

- Q4. Overall, how much attention did you pay to the words at the bottom of the screen in the DRUG X ad?
1. None
  2. Very little
  3. Some
  4. Quite a bit
  5. A great deal

**[PERCEIVED IMPORTANCE OF SUPERS]**

Q5. In your opinion, how important overall were the words at the bottom of the screen in the DRUG X ad?

	1	2	3	4	5	6	7	
<b>Not at all important</b>	○	○	○	○	○	○	○	<b>Extremely important</b>

**[PERCEIVED VISUAL CHARACTERISTICS OF SUPERS]**

Q6. What did you think about the **size of the words at the bottom of the screen** in the DRUG X ad? Would you say the words at the bottom of the screen were...

<b>Too small</b> <b>1</b>	<b>2</b>	<b>3</b>	<b>Just right</b> <b>4</b>	<b>5</b>	<b>6</b>	<b>Too big</b> <b>7</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7. Do you think the words at the bottom of the screen in the DRUG X ad were smaller or larger than words at the bottom of the screen you have seen in other prescription drug ads?

<b>Smallest I've seen</b> <b>1</b>	<b>2</b>	<b>3</b>	<b>About the same</b> <b>4</b>	<b>5</b>	<b>6</b>	<b>Largest I've seen</b> <b>7</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. Please rate what you think about the words at the bottom of the screen in the DRUG X ad. Would you say...

*[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]*

		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	
a. The words at the bottom of the screen were:	<b>blurry</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>sharp</b>
b. The words at the bottom of the screen:	<b>blended into the background</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>stood out from the background</b>
c. The words at the bottom of the screen were:	<b>difficult to see</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>easy to see</b>
d. The words at the bottom of the screen were:	<b>not at all visually clear</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>very visually clear</b>
e. The words at the bottom of the screen were:	<b>unreadable</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>readable</b>
f. The words at the bottom of the screen were:	<b>low quality</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>high quality</b>
g. The words at the bottom of the screen were:	<b>not at all noticeable</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>very noticeable</b>

**[ATTITUDE TOWARD AD]**





[NEW SCREEN: PART II - PERCEPTIONS OF SIZE - WITHIN-SUBJECTS]

[Programming note: Each participant will receive 5 screenshots with varying sizes of the super. We will randomly assign participants to 1 of 5 groups {O1, O2, O3, O4, O5}. To control against order effects, the order in which participants are presented with PART II Sections A - E will be determined using the following Graeco-Latin squares design:

<b>Assigned group</b>	<b>Presentation order</b>				
	<b>1<sup>st</sup></b>	<b>2<sup>nd</sup></b>	<b>3<sup>rd</sup></b>	<b>4<sup>th</sup></b>	<b>5<sup>th</sup></b>
<b>O1</b>	B.I	E.III	D.II	A.IV	C.V
<b>O2</b>	D. IV	A.V	C.I	B.III	E.II
<b>O3</b>	C.III	B.II	E.IV	D.V	A.I
<b>O4</b>	E.V	D.I	A.III	C.II	B.IV
<b>O5</b>	A.II	C.IV	B.V	E.I	D.III

Super size: A = Small; B = Medium-small; C = Medium; D = Medium-large; E = Large.

Textual/visual content: I = Results may vary. Available by prescription only; II = DRUG X combines two medicines in one product; III = Use DRUG X only once a day, every day; IV = DRUG X won't replace rescue inhalers for sudden symptoms; V = DRUG X can cause severe allergic reactions]

[PART II: INSTRUCTIONS]

We are now going to show you five different still images, or pictures, from the DRUG X ad you just saw. We will show you the pictures one at a time and ask you some questions about the words at the bottom of the screen in them.







[NEW SCREEN: PART III -SIZE RANKING TASK]

**[INSTRUCTIONS FOR RANKING TASK]**

We are now going to show you five different still images, or pictures, from the DRUG X ad. Please view each still image carefully when answering the following question.

[Show the 5 screenshots on a single screen below the question.]

[To prevent respondents from “guessing” the correct order by ranking the pictures alphabetically, the pictures will be labeled so that size of the textual information does not correspond to letter assignment: A = Medium-large (4), ImageStill\_Part3\_A.jpg; B = Small (1), ImageStill\_Part3\_B.jpg; C = Medium (3), ImageStill\_Part3\_C.jpg; D = Large (5), ImageStill\_Part3\_D.jpg; E = Medium-small (2), ImageStill\_Part3\_E.jpg]

[RANKING QUESTION or NUMERICAL FIELDS LIMITED TO VALUES ‘1’ or ‘2’ or ‘3’ or ‘4’ or ‘5’. Allow participants to type the same number in more than one field Q15\_A - Q15\_E]

Please rank the size of the words at the bottom of the screen in these pictures from smallest to largest. To do this, enter a “1” in the list below for the picture with the smallest text, up to “5” for the largest.

	[Response]	[Correct order]
Q15_A. Picture A	—	[4]
Q15_B. Picture B	—	[1]
Q15_C. Picture C	—	[3]
Q15_D. Picture D	—	[5]
Q15_E. Picture E	—	[2]

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

**[ASTHMA DIAGNOSIS]**

- Q16. Have you ever been diagnosed with asthma by a physician or other qualified medical professional?
1. Yes
  2. No [SKIP Q21 and Q22]
  3. I don't know [SKIP Q21 and Q22]
- Q17. When did a healthcare professional first tell you that you had asthma?
1. Less than 1 year ago
  2. 1-5 years ago
  3. More than 5 years ago
- Q18. Are you currently taking, or have you ever taken, any prescription drugs to manage your asthma?
1. Currently taking
  2. Have taken in the past, but not currently taking
  3. Have never taken

**[HEALTH LITERACY]**



- Q26. Are you wearing your glasses or contact lenses now (during this study)?
1. Yes
  2. No

[NOTE: SKIP Q7 IF Q23=1 OR Q23=2]

Q27. On a scale from 0 to 10, how well can you see?

Completely blind 0	1	2	3	4	5	6	7	8	9	Perfect vision 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[GENDER]**

Q26. What is your gender?

1. Male
2. Female

**[AGE]**

Q27. Please tell us your age.

\_\_\_ years old.

**[EDUCATION]**

Q28. 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)

**[RACE/ETHNICITY]**

Q29. 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

Q30. Are you:

1. Hispanic or Latino
2. Not Hispanic or Latino

**[DRUG INFORMATION SEARCH BEHAVIOR]**



Q31. Would you like to see more information about DRUG X?

1. Yes, look for more information now
2. Yes, look for more information later
3. No, do not look for more information

***[DEBRIEFING]***

This concludes the survey. Our goal was to get 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 is not a real drug and it is not available for use or sale. Please contact your healthcare provider for any questions about asthma.

Thank you very much for your time.

Now that you are finished, please raise your hand, and an administrator will escort you out of the survey room quietly so as not to disturb other participants.

## **C.2 MAIN STUDY QUESTIONNAIRE**

*[PROGRAMMER: The OMB control number and expiration date should appear at the bottom of every set of written instructions and at the bottom of every survey screen. It should be as unobtrusive as possible.]*

*[Before participants begin the online survey on a laptop, they will watch the ad in a separate room on a television or on a tablet. Here are the instructions that participants will receive before watching the ad.]*

*First you are going to watch a 70-second advertisement on the [television/tablet]. Make sure you are focused while watching the ad because you will answer questions about it afterward. The ad will play only once. As soon as you are ready to watch it, press play. It may take a few seconds for the ad to start.*

*[AD WILL PLAY ONCE]*

Please exit this room and go to the survey room [insert directions to the survey room].

*[ONLINE SURVEY]*

Now you will answer some questions about the advertisement you watched for DRUG X. The questions will take about 15 minutes to complete.

To begin, please enter your password in the following box. The password is printed on the index card that you received today.

Password

*[NEW SCREEN]*

### **[DRUG RECALL]**

Q1. What type of product is DRUG X?

*[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS, BUT KEEP "DON'T KNOW" AT THE BOTTOM.]*

1. Over-the-counter medicine
2. Prescription medicine
3. Dietary supplement
4. Herbal medicine
5. Don't know

Q2. What health condition(s) does DRUG X treat? (*Check all that apply*)  
*[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS, BUT KEEP "DON'T KNOW" AT THE BOTTOM.]*

1. High cholesterol
2. High blood pressure
3. Diabetes
4. Anemia
5. Asthma
6. Congestive heart failure
7. Don't know

**[RISK RECALL]**

Q3. What are the possible risks and side effects of DRUG X? Please list as many risks and side effects as you can remember from the DRUG X ad. Use one box for each risk or side effect you list. Use your mouse to move to the next box. You do not need to fill out every box.

*[NOTE: Users will type answers in 8 text boxes]*

*[PROGRAMMER: ONLY PROMPT IF USER CLICKS NEXT WITHOUT ENTERING TEXT IN ANY OF THE BOXES]*

**[BENEFITS RECALL]**

Q4. What are the possible benefits of DRUG X? Please list as many benefits as you can remember from the DRUG X ad. Use one box for each benefit you list. Use your mouse to move to the next box. You do not need to fill out every box.

*[NOTE: Users will type answers in 8 text boxes]*

*[PROGRAMMER: ONLY PROMPT IF USER CLICKS NEXT WITHOUT ENTERING TEXT IN ANY OF THE BOXES]*

**[RECALL OF OTHER INFORMATION]**

Q5. Please list any other information that you remember from the DRUG X ad.

*[NOTE: Users will type answer in 1 text box]*

**[RECOGNITION OF SUPERS-VERBATIM MEMORY]**

Q6. Which of the following claims, if any, were in the DRUG X ad? Check all that apply.  
*[PROGRAMMER: RANDOMIZE ORDER, BUT KEEP "NONE OF THE ABOVE" AT THE END OF THE LIST]*

1. **[CORRECT]** DRUG X is available by prescription only.
2. **[CORRECT]** DRUG X combines two medicines in one product.
3. **[CORRECT]** Use DRUG X only once a day, every day.
4. **[CORRECT]** DRUG X won't replace rescue inhalers for sudden symptoms.
5. **[CORRECT]** DRUG X can increase the risk of death from asthma problems.
6. **[CORRECT]** DRUG X can cause severe allergic reactions.
7. **[CORRECT]** Rare side effects of DRUG X are rapid heart rate, temporary blindness, and brittle bones.
8. **[FOIL]** DRUG X reaches full effectiveness in one hour.
9. **[FOIL]** Serious side effects from DRUG X are common.
10. **[FOIL]** DRUG X should only be used when you need it.
11. **[FOIL]** DRUG X should not be used for more than six months.
12. **[FOIL]** DRUG X does not have any serious side effects.
13. **[FOIL]** None of the above.

**[COMPREHENSION-GIST]**

Q7. Based on the DRUG X ad, please mark whether each of the following statements about DRUG X is true or false.

*[PROGRAMMER: RANDOMIZE ORDER AND SPLIT ACROSS TWO SCREENS]*

	<b>1. True</b>	<b>2. False</b>	<b>3. Don't know</b>
a. DRUG X is made of two different medicines, each of which plays a role in reducing asthma symptoms.	•		
b. In order for DRUG X to work, people need to take the correct dose every day.	•		
c. DRUG X has an ingredient that can increase the risk of death from asthma complications.	•		
d. Patients who take DRUG X may feel their heart beating quickly.	•		
e. DRUG X helps to prevent asthma symptoms from getting out of control.	•		
f. People who have taken other asthma medications are less likely to experience side effects from DRUG X.		•	
g. Common side effects will become less severe after taking DRUG X over time.		•	
h. Taking DRUG X can quickly treat asthma symptoms that begin suddenly.		•	
i. People who use DRUG X will no longer need to have an asthma rescue inhaler.		•	
j. DRUG X can be purchased over the counter without a prescription.		•	

**[PERCEIVED SEVERITY OF RISKS]**

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

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 **best guess** based on the ad you just saw. Please answer the following questions **based on what you saw in the ad.**

Q8. How serious are the side effects or risks of taking DRUG X?

<b>Not serious at all 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Extremel y serious 7</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[PERCEIVED LIKELIHOOD OF RISKS]**

Q9. How likely is it that you would experience at least one side effect if you took DRUG X?

<b>Not at all likely 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Extremel y likely 7</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[PERCEIVED BENEFITS]**

Q10. Overall, how effective do you think DRUG X would be in managing asthma if you had this condition?

<b>Not very effective 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Extremel y effective 7</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[PERCEIVED BALANCE OF RISKS AND BENEFITS]**

Q11. Thinking about the benefits and risks of DRUG X, would you say:

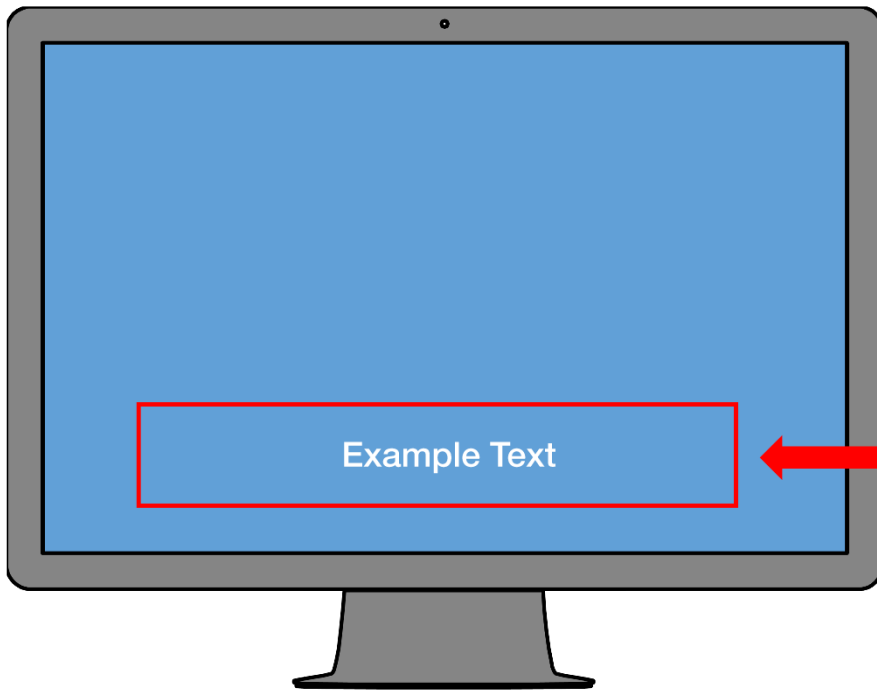
1. The benefits greatly outweigh the risks
2. The benefits somewhat outweigh the risks
3. The benefits and risks are about the same
4. The risks somewhat outweigh the benefits
5. The risks greatly outweigh the benefits

**[SUPERIMPOSED TEXT INSTRUCTIONS]**

*[PROGRAMMER: INCLUDE IMAGE BELOW WITH THESE INSTRUCTIONS. THE IMAGE SHOULD CORRESPOND TO PARTICIPANT'S ASSIGNED DEVICE TYPE. THE INSTRUCTIONS WILL BE ON THE LEFT SIDE OF THE SCREEN AND THE IMAGE WILL BE ON THE RIGHT SIDE OF THE SCREEN.]*

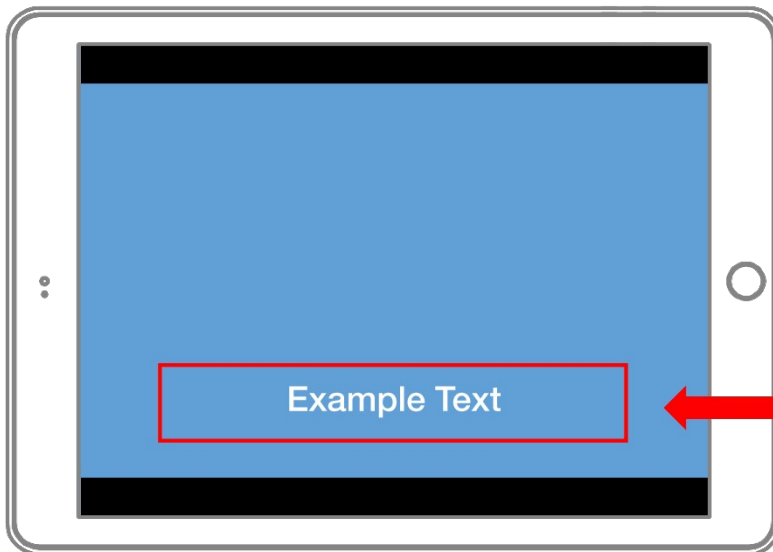
Sometimes text information—meaning words and phrases—appears at the bottom of the screen in prescription drug ads, like in the picture shown here. We will refer to the text information that appears at the bottom of the screen simply as “words at the bottom of the screen” in this survey. Please answer the following questions thinking only about the words at the bottom of the screen and not other text, such as telephone numbers, that you may have seen in the DRUG X ad.

*[IF DEVICE = TV]*



Words at the bottom of the screen are located here.

*[IF DEVICE = TABLET]*



Words at the bottom of the screen are located here.





Q16. Please rate what you think about the words at the bottom of the screen in the DRUG X ad. Would you say...

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]

		1	2	3	4	5	6	7	
a. The words at the bottom of the screen were:	<b>blurry</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>sharp</b>
b. The words at the bottom of the screen:	<b>blended into the background</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>stood out from the background</b>
c. The words at the bottom of the screen were:	<b>difficult to see</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>easy to see</b>
d. The words at the bottom of the screen were:	<b>not at all visually clear</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>very visually clear</b>
e. The words at the bottom of the screen were:	<b>unreadable</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>readable</b>
f. The words at the bottom of the screen were:	<b>low quality</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>high quality</b>
g. The words at the bottom of the screen were:	<b>not at all noticeable</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>very noticeable</b>

[ATTITUDE TOWARD ADVERTISED DRUG]

Q17. Please rate how you feel about the drug DRUG X.

[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]

		1	2	3	4	5	6	7	
a. Overall, DRUG X is:	<b>bad</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>good</b>
b. Overall, DRUG X is:	<b>unpleasant</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>pleasant</b>
c. Overall, I ____ DRUG X:	<b>dislike</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>like</b>

[ATTENTION TO AD]

Q18. Overall, how much attention did you pay to the DRUG X ad?

1. None
2. Very little
3. Some
4. Quite a bit
5. A great deal

**[ATTITUDE TOWARD AD]**

Q19. Please rate how you feel about the DRUG X ad overall. Would you say...

*[PROGRAMMER: RANDOMIZE ORDER OF ITEMS.]*

		1	2	3	4	5	6	7	
a. Overall, the ad was:	<b>bad</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>good</b>
b. Overall, the ad was:	<b>low quality</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>high quality</b>
c. Overall, the ad was:	<b>unprofessional looking</b>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<b>professional looking</b>

**[TABLET VS. TV]**

Q20. Did you watch the DRUG X ad on a tablet or on a TV?

1. Tablet
2. TV

*[NEW SCREEN]*

Thank you for answering questions about DRUG X. Now we have some other questions for you.

*[NEW SCREEN]*

**[GENERAL PERCEPTION OF DRUG ADVERTISING]**

Q21. In general, how do you feel about ads for prescription drugs? Would you say the ads are...

<b>Not at all useful</b>							<b>Very useful</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>7</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[ASTHMA DIAGNOSIS]**

Q22. Have you ever been diagnosed with asthma by a physician or other qualified medical professional?

1. Yes
2. No *[SKIP Q18 and Q19]*
3. I don't know *[SKIP Q18 and Q19]*



Q31. On a scale from 0 to 10, how well can you see when you are **not** wearing your contacts or glasses?

<b>Completely blind 0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>Perfect vision 10</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q32. Are you wearing your glasses or contact lenses now (during this study)?

1. Yes
2. No

*[NOTE: SKIP Q33 IF Q29=1 OR Q29=2]*

Q33. On a scale from 0 to 10, how well can you see?

<b>Completely blind 0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>Perfect vision 10</b>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[GENDER]**

Q34. What is your sex?

1. Male
2. Female

**[AGE]**

Q35. Please tell us your age.

\_\_\_ years old.

**[EDUCATION]**

Q36. 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)

**[RACE/ETHNICITY]**

Q37. 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

Q38. Are you:

1. Hispanic or Latino
2. Not Hispanic or Latino

**[DRUG INFORMATION SEARCH BEHAVIOR]**

Q39. Would you like to see more information about DRUG X?

1. Yes, look for more information now
2. Yes, look for more information later
3. No, do not look for more information

**[DEBRIEFING]**

This concludes the survey. Our goal was to get 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 is not a real drug and it is not available for use or sale. Please contact your healthcare provider for any questions about asthma.

Thank you very much for your time.

Now that you are finished, please raise your hand, and an administrator will escort you out of the survey room quietly so as not to disturb other participants.