

Appendix B:  
Questionnaires

OMB Control #: \_\_\_\_\_  
Expires \_\_\_\_\_

**Market Claims in DTC Advertisements  
Main Study  
Draft Questionnaire**

**[PROGRAMMERS:** Please be advised that skip logic is highlighted in gray. Please omit from survey language.

Please collect information about the type of device being used to complete survey, including Operating System.]

**A. STIMULUS**

**[PROGRAMMERS:** Each respondent will be assigned to 1 of 9 Stimuli.

Once assigned, Stimuli #1-9 is shown on the left side of the screen. Stimuli #10 [brief summary] will be shown on the right side of the screen for everyone]

Stim. Please select the stimuli to use this wave:

1. Control, Control
2. Control, 46%
3. Control, 72%
4. #1 Prescribed, Control
5. #1 Prescribed, 46%
6. #1 Prescribed, 72%
7. NEW!, Control
8. NEW!, 46%
9. NEW!, 72%

**[ASK ALL] [NUMERIC]**

YEAR/MONTH. What is your date of birth (year and month)?

**YEAR**

**SINGLE PUNCH DROPDOWN PREQUAL**

**\_[ACCEPTABLE RANGE FOR YEARS: 1910**

**...**

**\_2000**

**[IF RESPONDENT UNDER 18 YEARS TERMINATE]**

**[ASK ALL] [SINGLE CODE]**

RESP\_GENDER. What is your gender ?

**\_1 Male**

**\_2 Female**

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**[COUNTRY10]**

- 1 United States
- 2 Canada
- 3 Australia
- 4 United Kingdom
- 5 Other

**[IF RESPONSE NE UNITED STATES (1), TERMINATE.]**

**[ASK ALL] [OPEN ENDED]**

qMrkSize\_US. Please enter your zip code.

**[CODE OPEN ENDED RESPONSE – 5 digits only]**

**A. SCREENING QUESTIONS**

**[INDUSTRY SECURITY SCREENERS --- MULTI-CHECK]**

S1. In which industries or professions do you, or any member of your immediate household, work? Please select all that apply. [Multi-Check Selection]

- 1 Advertising [Terminate]
- 2 Dining/Hospitality
- 3 Education
- 4 Entertainment (Radio, Video games, TV, etc.)
- 5 Financial Services
- 6 Government/Politics
- 7 Healthcare/Pharmaceuticals [Terminate]
- 8 Internet/E-Commerce
- 9 Insurance [Terminate]
- 10 Management Consulting
- 11 Marketing/Market Research [Terminate]
- 12 Pets (Grooming, Veterinary, Retail, Training)
- 13 Public Relations
- 14 Publishing (Newspaper, Magazines, Books)
- 15 Real Estate/Construction
- 16 Retail goods
- 17 Sports
- 18 Telecommunications (phone, cell phone, cable)
- 19 Transportation/Shipping
- 20 Travel/Tourism
- 21 None of the above [**Exclusive**]

**[IF S1 = 1, 7, 9, 11 TERMINATE]**

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[AUTOFIL FROM CORTEX]

S2. What is your date of birth?

Year: \_\_\_\_\_

[AUTOFIL FROM CORTEX]

S2b: What is your date of birth?

Month: \_\_\_\_\_

[Using S2 and S2b, Code for AGE in years. **TERMINATE** if AGE < 18.]

S5. Have you ever been diagnosed by a physician or other qualified medical professional with any of the following conditions? [Multiple Selection]

Asthma

Cancer

Depression

Diabetes

Heart Attack

None of the Above

[**TERMINATE** IF 'DIABETES' NOT SELECTED]

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Expires \_\_\_\_\_

## **MQB**

Ipsos, a national market research and public opinion firm, is conducting a research study on behalf of a public health agency to gain a better understanding of how consumers perceive advertisements (ads) that appear in magazines and newspapers.

The study will involve viewing a prescription drug ad and answering questions related to the ad. Your answers are private and confidential. No one will ever be able to connect your name with these answers. Your input is extremely valuable. There is no direct benefit to you for participating. However, you may find the interview to be informative or interesting. Your responses are very important because they will help researchers understand how people make decisions about medications. There are no known risks to participating in this study. While the survey questions we ask are not meant to be sensitive, there is always a chance that you may feel uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

If you have questions about this survey, please contact Dr. Aysha Keisler, the project director. She can be reached between 9 AM and 5 PM Eastern Standard Time Monday – Friday at (202)-420-2021.

This study will take about **30** minutes to complete and you will earn 180 iSay points in appreciation of your time. We ask that you complete the survey in one sitting (without taking any breaks) to avoid distractions.

### **Rights as a Participant**

If you have any questions about your rights as a participant, you may wish to contact Ipsos's Office of Research Protection at (202) 420-2013.

### **Privacy and Confidentiality**

As with other surveys you receive from Ipsos, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. All information collected in this survey will be kept confidential to the extent provided by law. Your name and your e-mail address will not be shared outside of Ipsos, and they will not be associated with your answers or used in any report.

### **[SHOW AT BOTTOM OF SCREEN IN SLIGHTLY SMALL FONT]**

DHHS research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)). Confidentiality protected by 5 U.S.C. 552(a) and (b) and 21 CFR part 20.

**[Consent Screen 2]**

**[SINGLE SELECT]**

**[PROMPT IF SKIP]**

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Expires \_\_\_\_\_

**Consent1. If you have read the previous screen and agree to participate, please click the Yes button. If not, click the No button.**

Yes, I agree to participate. [SKIP Consent2]

No, I do not agree to participate. [CONTINUE TO Consent2]

[SINGLE SELECT]

[PROMPT IF SKIP]

[IF CONSENT1 = NO OR SKIP]

**Consent2. Are you sure you don't want to participate? Your opinions are important to us. Please select the Yes button to continue this survey. Select the No button to exit.**

Yes, I agree to participate. [CONTINUE].

No, I do not agree to participate. [TERMINATE].

**[FOR ALL TERMINATIONS—PLEASE SEND TO NEW PAGE]**

-----TERMINATION PAGE-----

-----  
Thank you for your participation in today's survey. These are all of the questions we have for you today.  
-----  
-----

**On the next screen, you will see an ad for a drug. The name of the drug has been changed for this study.**

**Even though it is on a computer screen, please read the ad as if it were in a magazine.**

**Imagine that the ad is for a product in which you might be interested.**

**Please pay close attention to the ad because we will ask you questions about it afterwards.**

**To enlarge the ad, please click on the image.**

[PROGRAMMER: Display Stimulus #--Random Assignment.

- Record duration of time spent viewing ad
- Record time spent on each screen answering questions. Time spent on instruction screens will be used as baseline reading speed measure.

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Expires \_\_\_\_\_

**Participants are allowed to page back and forth between the display page and the brief summary, but once they move beyond the final screen, do not allow participants to look back at the ad.]**

### **B. Ad Viewing Ability Check**

**We would now like to ask you some questions about the ad.**

P1. Were you able to view the ad?

Yes [Continue]

No [Link to screening responses and record data; SHOW P1a]

[SHOW P1a IF P1 = NO; SKIP TO Q1 if P1 = YES]

[SINGLE SELECT]

P1a. Please explain why you couldn't view the ad.

The webpage did not load.

The webpage loaded but the image did not.

I accidentally hit 'Next'.

Other (please specify) [SPECIFY BOX; PROMPT IF NO TEXT AND NO OTHER OPTION CHOSEN]:

### **C. Main Message Recall & Brand Recognition**

Q1. What was the main message of the ad? [OPEN-ENDED RESPONSE]

Q2. Which of the following drugs did you see advertised?

[Multiple Selection]

[Randomize]

Nuramen

Lyrica

Cymbalta

Carmit

None of the above

### **D. Recall of Benefits and Risks**

[PROGRAMMER: Randomize order of Q3 and Q4. Include thirteen separate text boxes. If a participant leaves the question blank display the following prompt: "You did not enter an answer to this question. Your answer to this question is important to us if you have one to offer. You can enter 'none'". Participant can continue with no response after prompt.]

**The advertisement you saw included messages about a prescription drug named Nuramen.**

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Expires \_\_\_\_\_

Q3. According to the prescription drug advertisement, what are the benefits of Nuramen? Please list as many benefits as you can remember. Use one line for each benefit you list. [Record and Code Open End Responses on per-line basis. Standard 13 lines]

Q4. According to the prescription drug advertisement, what are the risks and side effects of Nuramen? Please list as many risks and side effects as you can remember. Use one line for each risk or side effect. [Record and Code Open End Responses on per-line basis. Standard 13 lines]

### E. Market Claim and Efficacy Recognition

**The next questions ask about information that may or may not have been in the prescription drug ad.**

Q5. Which of the following statements, if any, were in the prescription drug ad you saw? Check **all** that apply. [Multiple Selection; Randomize Order]

- a. New!
- b. #1 Prescribed
- c. Improved!
- d. Best-selling
- e. Most preferred by diabetes patients
- f. The product logo
- g. None of the above.

Q6. Which of the following statements, if any, were in the prescription drug ad you saw? Check **all** that apply. [Multiple Selection; Randomize Order]

**[Include the two efficacy claims used in the study and two efficacy claims not used in the study.]**

- a. In a clinical study, 46% of patients felt their nerve pain reduced by at least half, compared to baseline. [**low efficacy claim- actual**]
- b. In a clinical study, 72% of patients felt their nerve pain reduced by at least half, compared to baseline. [**high efficacy claim- actual**]
- c. In clinical studies, 35% of patients taking Nuramen stopped experiencing nerve pain, as compared to 30% among patients with a placebo treatment. [**low efficacy claim- distractor**]
- d. In clinical studies, 80% of patients taking Nuramen stopped experiencing nerve pain, as compared to 30% among patients with a placebo treatment. [**high efficacy claim- distractor**]
- e. None of the above.

[ROTATE SECTIONS F-G-H

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Expires \_\_\_\_\_



**F. Perceived Risk and Efficacy: Interpretation of Ad’s Intent**

[NEW SCREEN]

[INSTRUCTIONS TO RESPONDENT]

In the next section, we will ask you for **your opinion about the ad message about Nuramen**. You may feel that you don’t know the “right” answer. That’s OK, we are simply interested in your **opinion**.

There are no right or wrong answers.

[NEW SCREEN]

Q7. In your opinion, what is the ad’s message about how much relief Nuramen gives people from diabetic nerve pain? [Single Selection]

1	2	3	4	5	6
No Relief	Slight Relief	Some Relief	Moderate Relief	High Degree of Relief	Complete Relief

Q8. In your opinion, what is the ad’s message about whether Nuramen would be less effective or more effective than other diabetic nerve pain drugs? [Single Selection]

1	2	3	4	5	6	7
Much less effective	Moderately less effective	Slightly less effective	They are the same	Slightly more effective	Moderately more effective	Much more effective

Q9. In your opinion, what is the ad’s message about the overall quality of Nuramen ? [Single Selection]

1	2	3	4	5	6
Very Poor Quality	Poor Quality	Fair Quality	Good Quality	Very Good Quality	Excellent Quality

Q10. (A) In your opinion, what is the ad’s message about how serious the side effects of Nuramen would be, if it did cause side effects? [Single Selection]

1	2	3	4	5	6
Not at all Serious	Slightly Serious	Somewhat Serious	Moderately Serious	Very Serious	Extremely Serious

Q10. (B) In your opinion, what is the ad’s message about how many side effects Nuramen might cause, if it did cause you to have side effects? [Single Selection]

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Expires \_\_\_\_\_

1	2	3	4	5	6
Very Few					Very Many

Q11. (A) In your opinion, what is the ad's message about whether the side effects of Nuramen would be less serious or more serious than other diabetic nerve pain drugs?

Nuramen's side effects would be...

1	2	3	4	5	6	7
Much Less Serious	Moderately Less Serious	Slightly Less Serious	They are the same	Slightly More Serious	Moderately More Serious	Much More Serious

Q11. (B) In your opinion, what is the ad's message about whether Nuramen would have a smaller or larger number of side effects compared to other diabetic nerve pain drugs?

1	2	3	4	5	6	7
Nuramen would have a much <u>smaller</u> number of side effects	...moderately smaller number	...slightly smaller number...	They are the same	...slightly larger number	...moderately larger number	Nurman would have a much <u>larger</u> number of side effects

Q11. In your opinion, what is the ad's message about the overall risk of Nuramen? [Single Selection]

1	2	3	4	5	6
Not at all Risky	Slightly Risky	Somewhat Risky	Moderately Risky	Very Risky	Extremely Risky

### G. Perceived Risk and Efficacy: Subjective opinion

[NEW SCREEN]

[INSTRUCTIONS TO RESPONDENT]

In the next section, we will ask you for **your opinion about Nuramen**.

You may feel that you don't know the "right" answer. That's OK, we are simply interested in your **opinion**.

There are no right or wrong answers.

[NEW SCREEN]

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

Q12. In your opinion, if 100 people take Nuramen, how many will experience relief from diabetic nerve pain? Please enter a number in the box below. [OPEN-ENDED RESPONSE. ACCEPT NUMERIC VALUES 0-100 ONLY. PROMPT "Please enter a number between 0 and 100" FOR INVALID ENTRIES.]

people

Q13. In your opinion, how much relief does Nuramen actually give people from their diabetic nerve pain? [Single Selection]

1	2	3	4	5	6
No Relief	Slight Relief	Some Relief	Moderate Relief	High Degree of Relief	Complete Relief

Q14. Do you think Nuramen would be less effective or more effective than other diabetic nerve pain drugs? [Single Selection]

1	2	3	4	5	6	7
Much less effective	Moderately less effective	Slightly less effective	They are the same	Slightly more effective	Moderately more effective	Much more effective

Q15. How would you rate the overall quality of Nuramen ? [Single Selection]

1	2	3	4	5	6
Very Poor Quality	Poor Quality	Fair Quality	Good Quality	Very Good Quality	Excellent Quality

Q16. In your opinion, if 100 people take Nuramen, how many will have side effects? Please enter a number in the box below. [OPEN-ENDED RESPONSE. ACCEPT NUMERIC VALUES 0-100 ONLY. PROMPT "Please enter a number between 0 and 100" FOR INVALID ENTRIES.]

people

Q17. In your opinion, how serious would the side effects of Nuramen be, if it did cause you to have side effects? [Single Selection]

1	2	3	4	5	6
Not at all Serious	Slightly Serious	Somewhat Serious	Moderately Serious	Very Serious	Extremely Serious

Q18. In your opinion, how many side effects might Nuramen cause, if it did cause you to have side effects? [Single Selection]

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Expires \_\_\_\_\_

1	2	3	4	5	6
Very Few					Very Many

Q19. Do you think the side effects of Nuramen would be less serious or more serious than other diabetic nerve pain drugs? [Single Selection]  
Nuramen's side effects would be...

1	2	3	4	5	6	7
Much Less Serious	Moderately Less Serious	Slightly Less Serious	They are the same	Slightly More Serious	Moderately More Serious	Much More Serious

Q20. Do you think Nuramen would have a smaller number or larger number of side effects compared to other diabetic nerve pain drugs?

1	2	3	4	5	6	7
Nuramen would have a much <u>smaller</u> number of side effects	...moderately smaller number	...slightly smaller number...	They are the same	...slightly larger number	...moderately larger number	Nurman would have a much <u>larger</u> number of side effects

Q21. How would you rate the overall risk of Nuramen ? [Single Selection]

1	2	3	4	5	6
Not at all Risky	Slightly Risky	Somewhat Risky	Moderately Risky	Very Risky	Extremely Risky

## H. Perception of Doctors' Acceptance

**These questions are about your opinion of what doctors might think of Nuramen.**

[NEW SCREEN]

[INSTRUCTIONS TO RESPONDENT]

In the next section, we will ask you for **your opinion about what doctors might think of Nuramen.**

You may feel that you don't know the "right" answer. That's OK, we are simply interested in your **opinion.**

There are no right or wrong answers.

[NEW SCREEN]

Q22. Do you think doctors trust Nuramen less or more than other diabetic nerve pain drugs?

[Single Selection]

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Expires \_\_\_\_\_

1	2	3	4	5	6
Trust Much Less	Trust Moderately Less	Trust Slightly Less	Trust Slightly More	Trust Moderately More	Trust Much More

Q23. Do you think doctors prefer Nuramen less or more than other diabetic nerve pain drugs?  
[Single Selection]

1	2	3	4	5	6
Prefer Much Less	Prefer Moderately Less	Prefer Slightly Less	Prefer Slightly More	Prefer Moderately More	Prefer Much More

Q24. Do you think doctors would rate Nuramen as less effective or more effective than other diabetic nerve pain drugs? [Single Selection]

1	2	3	4	5	6	7
Much less effective	Moderately less effective	Slightly less effective	They are the same	Slightly more effective	Moderately more effective	Much more effective

Q25. How much relief do you think doctors believe Nuramen gives people from their diabetic nerve pain? [Single Selection]

1	2	3	4	5	6
No Relief	Slight Relief	Some Relief	Moderate Relief	High Degree of Relief	Complete Relief

Q25 . (A) How serious do you think doctors would rate the side effects of Nuramen, if it did cause you to have side effects? [Single Selection]

1	2	3	4	5	6
Not at all Serious	Slightly Serious	Somewhat Serious	Moderately Serious	Very Serious	Extremely Serious

Q25. (B) How many side effects do you think doctors believe Nuramen might cause, if it did cause you to have side effects? [Single Selection]

1	2	3	4	5	6
Very Few					Very Many

OMB Control #: \_\_\_\_\_  
Expires \_\_\_\_\_

Q26. Do you think doctors believe that the side effects of Nuramen would be less serious or more serious than other diabetic nerve pain drugs?

Nuramen's side effects would be...

1	2	3	4	5	6	7
Much Less Serious	Moderately Less Serious	Slightly Less Serious	They are the same	Slightly More Serious	Moderately More Serious	Much More Serious

Q27. Do you think doctors believe that Nuramen would have a smaller number or larger number of side effects compared to other diabetic nerve pain drugs?

1	2	3	4	5	6	7
Nuramen would have a much <u>smaller</u> number of side effects	...moderately smaller number	...slightly smaller number...	They are the same	...slightly larger number	...moderately larger number	Nurman would have a much <u>larger</u> number of side effects

Q28. How do you think doctors would rate the overall quality of Nuramen? [Single Selection]

1	2	3	4	5	6
Very Poor Quality	Poor Quality	Fair Quality	Good Quality	Very Good Quality	Excellent Quality

### I. Benefit and Risk Recognition

[PROGRAMMER: Randomize Q29 and Q30]

Q29. Think back to the prescription drug ad. Read each statement and indicate whether or not was mentioned as a benefit of taking Nuramen . Even if you think a statement is true, please select "Yes" only if it was written in the ad.

[PROGRAMMER: RANDOMIZE ORDER]	Yes, statement is in the ad	No, statement is <u>not</u> in the ad
a. relieves diabetic nerve pain [ <i>accurate</i> ]		
b. only needs to be taken once a day [ <i>accurate</i> ]		
c. relieves problems with urination [ <i>inaccurate</i> ]		
d. reduces indigestion, nausea, or vomiting [ <i>inaccurate</i> ]		

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Expires \_\_\_\_\_

e. most patients reported that they felt better and could do more [ <i>accurate</i> ]		
f. safer than other drugs for nerve pain associated with diabetes [ <i>inaccurate</i> ]		

Q30. Based on the prescription drug ad, please indicate whether each of the following was mentioned as a side effect or risk of taking Nuramen. Even if you think a statement is true, please select “Yes” only if it was written in the ad.

[PROGRAMMER: RANDOMIZE ORDER]	Yes, statement is in the ad	No, statement is not in the ad
a. dizziness [ <i>accurate</i> ]		
b. allergic reaction [ <i>accurate</i> ]		
c. addiction [ <i>accurate</i> ]		
d. blurred vision [ <i>inaccurate</i> ]		
e. diarrhea [ <i>inaccurate</i> ]		
f. dry mouth [ <i>inaccurate</i> ]		

### J. Intention for Drug Use and Information Seeking

**For the following questions, we are interested in your initial impression and honest opinions. There are no right or wrong answers.**

Q31. Based on the prescription drug ad, please rate how likely or unlikely you would be to take each of the following actions if you saw such an ad in a magazine.

[Single Selection per line]

[ROTATE]

	Not at all Likely	Slightly Likely	Somewhat Likely	Moderately Likely	Very Likely	Extremely Likely
a. Look for information about Nuramen.						
b. Talk with a friend or family member about Nuramen.						

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c. Ask your doctor for more information about Nuramen.						
d. Ask your doctor to prescribe Nuramen.						
e. Take Nuramen if your doctor prescribed it.						

**K. Trust and skepticism**

Q32. To what degree do you believe the information written in the ad?

1	2	3	4	5	6
Do Not Believe At All	Slightly Believe	Somewhat Believe	Moderately Believe	Very Much Believe	Completely Believe

**L. Attention to Market and Efficacy Claims**

Q33. How much attention did you pay to these features of the ad?  
[ROTATE]

	Did not pay Attention at all	Paid Slight Attention	Paid Some Attention	Paid Moderate Attention	Paid Very Much Attention	Paid Complete Attention
a. The product logo [accurate]						
b. The diagram of a foot [accurate]						
c. The phrase “New” [ONLY FOR STIM 7, 8, and 9], [accurate]						
d. The phrase “#1 prescribed” [ONLY FOR STIM 4, 5, and 6], [accurate]						

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Expires \_\_\_\_\_



<p>e. The statement, “In a clinical study, [46% OR 72%] of patients felt their nerve pain reduced by at least half, compared to baseline”  <i>[Show 46% for stim 2, 5, and ;8  Show 72% for stim 3, 6, and 9;  Do not show for stim 1, 4 and 7],  [accurate]</i></p>						
<p>f. The drug name, Nuramen  <b>[accurate]</b></p>						
<p>g. NURAMEN is approved by the US Food and Drug Administration (FDA) to be taken every day for the management of nerve pain  <b>[accurate]</b></p>						
<p>h. The statement, “You are encouraged to report negative side effects of prescription drugs to the FDA. Visit <a href="http://www.FDA.gov/medwatch">www.FDA.gov/medwatch</a> or call 1-800-FDA-1088.”  <b>[accurate]</b></p>						
<p>i. The section labeled “Important Safety Information”.  <b>[accurate]</b></p>						

j. The section labeled “What to do in case of accidental ingestion.” [ <i>inaccurate</i> ]						
k. The statement, “Nuramen is the first prescription drug approved to treat diabetic nerve pain drug.” [ <i>inaccurate</i> ]						
l. The phrase, “Not tested on animals.” [ <i>inaccurate</i> ]						
m. The picture of a Nuramen tablet. [ <i>inaccurate</i> ]						

**M. General Perceptions of Market Claims**

<DISPLAY CROPPED VERSION OF STIMULUS AD WITH THE CLAIM “NEW” DISPLAYED.>

**How much do you agree or disagree with the following statements:**

Q36. New drugs tend to be *more effective* than drugs that have been on the market for a longer time.

1	2	3	4	5	6
Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

Q37. New drugs tend to be *less risky* than drugs that have been on the market for a longer time.

1	2	3	4	5	6
Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

Q38. The #1 prescribed drug tends to be *more effective* than other drugs on the market

1	2	3	4	5	6
Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

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Expires \_\_\_\_\_

Disagree		Disagree	Agree		Agree
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Q39. The #1 prescribed drug tends to be *less risky* than other drugs on the market.

1	2	3	4	5	6
Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree

**[SHOW Q40 AND Q41 IN MAIN STUDY ONLY. DO NOT SHOW IN PRETEST.]**

### N. Subjective Health Literacy

Next, we'd like to ask you a few questions about yourself.

Q40. How often do you have someone (like a family member or friend) help you read instructions, pamphlets, or other written material from your doctor or pharmacy?  
[Single Selection]

1	2	3	4	5
Never	Rarely	Sometimes	Often	Always

Q41. How confident are you filling out medical forms by yourself? [Single Selection]

1	2	3	4	5	6
Not at all Confident	Slightly Confident	Somewhat Confident	Moderately Confident	Very Confident	Completely Confident

### O. Perceived Medical Condition Knowledge

Q42. In general, how much do you feel you know about diabetes? Would you say you are:  
[Single Selection]

1	2	3	4	5	6
Not at all Knowledgeable	Slightly Knowledgeable	Somewhat Knowledgeable	Moderately Knowledgeable	Very Knowledgeable	Extremely Knowledgeable

Q43. How familiar are you with prescription drugs that treat diabetes? [Single Selection]

1	2	3	4	5	6
Not at all Familiar	Slightly Familiar	Somewhat Familiar	Moderately Familiar	Very Familiar	Extremely Familiar

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Expires \_\_\_\_\_

**P. Importance of Drug Attributes**

Q44. When you consider taking a drug, how important are the following?

[ROTATE]

	<b>Not at all Important</b>	<b>Slightly Important</b>	<b>Somewhat Important</b>	<b>Moderately Important</b>	<b>Very Important</b>	<b>Extremely Important</b>
a. If the drug is new						
b. How often the drug is prescribed for the condition						
c. How many patients are helped by the drug, according to clinical trials						
d. If people I know recommend the drug						
e. How many people with my medical condition use the drug						
f. How often the drug is used, compared to other drugs on the market that treat the same condition						
g. The drug's side effects						

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Expires \_\_\_\_\_

h. The drug cost and/or copay						
i. My doctor's recommendation						

**Q. Current Prescription Status**

Q45. Are you currently taking, or have you ever taken, any prescription drug(s) for diabetes?  
[Single Selection]

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

**R. Subjective Diabetes Severity**

Q46. In general, how severe is your diabetes? [Single Selection]

1	2	3	4	5	6
Not at all Severe	Slightly Severe	Somewhat Severe	Moderately Severe	Very Severe	Extremely Severe

Q47. How concerned are you about the impact of diabetes on your life? [Single Selection]

1	2	3	4	5	6
Not at all Concerned	Slightly Concerned	Somewhat Concerned	Moderately Concerned	Very Concerned	Extremely Concerned

Q48. Have you experienced nerve pain (peripheral neuropathy) because of your diabetes?  
[Single Selection]

- I have never experienced nerve pain.
- I used to experience nerve pain, but I no longer do.
- I am currently experiencing nerve pain.

[IF RESPONSE = "I HAVE NEVER.." OR REF SKIP TO Q50]

Q49. At its most severe, how severe was/is your nerve pain? [Single Selection]

0 No pain

OMB Control #: \_\_\_\_\_  
Expires \_\_\_\_\_

- 1
- 2
- 3
- 4
- 5 Moderate pain
- 6
- 7
- 8
- 9
- 10 Worst possible pain

Q50. Have you ever taken a prescription drug for nerve pain associated with diabetes?  
[Single Selection]

I have never taken a prescription drug for nerve pain associated with diabetes.  
I used to take a prescription drug for nerve pain associated with diabetes, but I no longer do.  
I currently take a prescription drug for nerve pain associated with diabetes.

**[SHOW Q51 IN MAIN STUDY ONLY. DO NOT SHOW IN PRETEST.]**

**S. Objective Numeracy**

Q51. Please answer the following questions to the best of your ability.

<p>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?</p>	<p>_____ [PROGRAMMER: Allow open-ended response, up to 100 characters.]</p>
<p>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 the Big Bucks Lottery?</p>	<p>Enter a number between 0 and 1,000 _____ people [PROGRAMMER: Allow only numbers or symbols]</p>
<p>c. In Acme Publishing Sweepstakes, the chance of winning a car is 1 in 1,000. What <u>percent</u> of tickets to Acme Publishing Sweepstakes will win a car?</p>	<p>_____ % [PROGRAMMER: Allow only numbers or symbols – please allow decimals in the format XX.X%]</p>

**T. Health Insurance**

Q52. Are you now covered by any form of health insurance or health plan? This includes any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid. [Single Selection]

Yes

No [Skip to Q54]

Don't know [Skip to Q54]

Q53. Does your current insurance plan help pay for prescription drugs? [Single Selection]

Yes

No

Don't know

**U. Demographics**

*Finally, we would like to ask you a few questions about yourself for statistical purposes. This section will help us determine how representative the participants are who complete this questionnaire.*

**[ETHNICITY]**

Q54. Are you Hispanic or Latino? [Single Selection]

Yes

No

**[RACE]**

Q55. What is your race? You may select one or more races. [Allow Multiple Selections]

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or other Pacific Islander

White

Refuse to answer

**[GENDER- MEASURED ON SCREENER]**

**[HOUSEHOLD INCOME]**

Q57. Of these income groups, which category best represents your total combined family income during 2014? [Single Selection]

Less than \$20,000

\$20,000–\$39,999

\$40,000–\$59,999

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

\$60,000–\$79,999

\$80,000–\$99,999

\$100,000 or more

**[LEVEL OF EDUCATIONAL ATTAINMENT]**

Q58. What is the highest level of school you have completed or the highest degree you have received? (Please select one.) [Single Selection]

- Less than high school
- High school graduate—high school diploma or the equivalent (for example: GED)
- Some college but no degree
- Associate degree in college
- Bachelor’s degree (for example: BA, AB, BS)
- Advanced or post-graduate degree (for example: Master’s degree, MD, DDS, JD, PhD, EdD)

**V. DEBRIEFING**

**You have been very helpful. Thank you very much for taking part in this survey!**

**The purpose of this research is to learn about how people feel about information provided in direct-to-consumer prescription drug ads and to learn how people use this information to understand how well prescription drugs work. Nuramen is not a real drug and is not a product currently for sale. Please see your healthcare professional for questions about your health and your medical conditions.**

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_



**Market Claims in DTC Advertisements  
Follow Up Study  
Draft Questionnaire**

**[PROGRAMMER:** Please collect information about the type of device being used to complete survey, including Operating System.]

**A. SCREENING AND DEMO QUESTIONS**

**[INDUSTRY SECURITY SCREENERS --- MULTI-CHECK]**

S1. In which industries or professions do you, or any member of your immediate household, work? Please select all that apply. **[Multi-Check Selection]**

- 1 Advertising **[Terminate]**
- 2 Dining/Hospitality
- 3 Education
- 4 Entertainment (Radio, Video games, TV, etc.)
- 5 Financial Services
- 6 Government/Politics
- 7 Healthcare/Pharmaceuticals **[Terminate]**
- 8 Internet/E-Commerce
- 9 Insurance **[Terminate]**
- 10 Management Consulting
- 11 Marketing/Market Research **[Terminate]**
- 12 Pets (Grooming, Veterinary, Retail, Training)
- 13 Public Relations
- 14 Publishing (Newspaper, Magazines, Books)
- 15 Real Estate/Construction
- 16 Retail goods
- 17 Sports
- 18 Telecommunications (phone, cell phone, cable)
- 19 Transportation/Shipping
- 20 Travel/Tourism
- 21 None of the above **[Exclusive]**

**[IF S1 = 1, 7, 9, 11 TERMINATE]**

**[ASK ALL] [NUMERIC]**

S2. What is your date of birth (year and month)?

**YEAR**

**[SINGLE PUNCH DROPDOWN PREQUAL]**

**[ACCEPTABLE RANGE FOR YEARS: 1910 ... 2000 ]**

**[IF RESPONDENT UNDER 18 YEARS TERMINATE]**

**[ASK ALL] [SINGLE CODE]**

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

S3. RESP\_GENDER. What is your gender ?

- 1 Male
- 2 Female

[COUNTRY10] [SINGLE PUNCH DROPDOWN PREQUAL]

S4. In which country do you live?

[COUNTRY10]

- 1 United States
- 2 Canada
- 3 Australia
- 4 United Kingdom
- 5 Other

[IF RESPONSE NE UNITED STATES (1), TERMINATE.]

[ASK ALL] [OPEN ENDED]

S5. [qMrkSize\_US.] Please enter your zip code.

[CODE OPEN ENDED RESPONSE – 5 digits only]

S4. Have you ever been diagnosed by a physician or other qualified medical professional with any of the following conditions? [Multiple Selection]

- Asthma
- Cancer
- Depression
- Diabetes
- Heart Attack
- None of the Above

[TERMINATE IF 'DIABETES' NOT SELECTED]

### Introduction and Consent

Ipsos, a national market research and public opinion firm, is conducting a research study on behalf of a public health agency to gain a better understanding of how consumers perceive advertisements (ads) that appear in magazines and newspapers.

The study will involve viewing a prescription drug ad and answering questions related to the ad. Your answers are private and confidential. No one will ever be able to connect your name with these answers. Your input is extremely valuable. There is no direct benefit to you for participating. However, you may find the interview to be informative or interesting. Your responses are very important because they will help researchers understand how people make decisions about medications. There are no known risks to participating in this study. While the survey questions we ask are not meant to be sensitive, there is always a chance that you may feel

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

uncomfortable with some of the questions. You do not have to answer any question that you don't want to answer. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

If you have questions about this survey, please contact Dr. Aysha Keisler, the project director. She can be reached between 9 AM and 5 PM Eastern Standard Time Monday – Friday at (202)-420-2021.

This study will take about **15** minutes to complete and you will earn 90 iSay points in appreciation of your time. We ask that you complete the survey in one sitting (without taking any breaks) to avoid distractions.

### **Rights as a Participant**

If you have any questions about your rights as a participant, you may wish to contact Ipsos's Office of Research Protection at (202) 420-2013.

### **Privacy and Confidentiality**

As with other surveys you receive from Ipsos, the privacy and confidentiality of your information is of the highest importance, and we are committed to maintaining a secure environment in which you can participate. All information collected in this survey will be kept confidential to the extent provided by law. Your name and your e-mail address will not be shared outside of Ipsos, and they will not be associated with your answers or used in any report.

### **[SHOW AT BOTTOM OF SCREEN IN SLIGHTLY SMALL FONT]**

DHHS research authorized by Section 1701(a)(4) of the Public Health Service Act (42 U.S.C. 300u(a)(4)). Confidentiality protected by 5 U.S.C. 552(a) and (b) and 21 CFR part 20.

**[Consent Screen 2]**

**[SINGLE SELECT]**

**[PROMPT IF SKIP]**

**Consent1. If you have read the previous screen and agree to participate, please click the Yes button. If not, click the No button.**

Yes, I agree to participate. [SKIP Consent2]

No, I do not agree to participate. [CONTINUE TO Consent2]

**[SINGLE SELECT]**

**[PROMPT IF SKIP]**

**[IF CONSENT1 = NO OR SKIP]**

**Consent2. Are you sure you don't want to participate? Your opinions are important to us. Please select the Yes button to continue this survey. Select the No button to exit.**

Yes, I agree to participate. [CONTINUE].

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

No, I do not agree to participate. [TERMINATE].

OMB Control #: \_\_\_\_\_  
Expires \_\_\_\_\_

## B. Example screen

[INSTRUCTIONS TO RESPONDENT]

Before we start the survey, we'd like you to complete a practice question to get familiar with the kinds of questions we'll ask.

On the next screen, you will see information about two drugs. Both drugs are prescribed for the treatment of diabetic nerve pain. The names of the drugs have been changed for this study.

Imagine that you need to take this type of drug. Based on the information shown, please select which of the two drugs you would prefer.

[NEW SCREEN]

Based on the information below, which drug would you prefer if you had to take a diabetic nerve pain drug?

### Drug A

Advertised as the #1 prescribed drug for diabetic nerve pain.



In a clinical study, 82% of patients felt their nerve pain reduced by at least half when taking Drug A, compared to baseline.

### Drug B



In a clinical study, 10% of patients felt their nerve pain reduced by at least half when taking Drug A, compared to baseline.

E1. Which drug would you prefer?

[SINGLE SELECT]

- a. Drug A
- b. Drug B
- c. I am not able to view the information about the two drugs. [TERMINATE]

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

[PROGRAMMER: ROTATE SECTIONS C AND D]

### C. Market Claim Manipulation Check

[PROGRAMMER: Each respondent will complete 6 trials in this section. Show the following question on a separate screen x6. Label trials MC1-MC6.]

[Each trial is assigned two attributes – CLAIM LEFT and CLAIM RIGHT - according to the lookup table, C\_CLAIM CHECK Lookup Table in the Excel file. Note that “None” means that no message should be shown: do not write “None”.]

[RANDOMIZE ORDER OF TRIALS]

Now you're ready to take the rest of the survey. You'll see more questions like the one you just answered, in which we'll ask you to choose between two drugs.

You will see more pairs of drug diabetic nerve pain drugs. For each pair, you will see information about each drug. Both drugs are prescribed for the treatment of diabetic nerve pain. The names of the drugs have been changed for this study.

Imagine that you need to take this type of drug. Based on the information shown, please select which of the two drugs you would prefer.

[NEW SCREEN]

Based on the information below, which drug would you prefer if you had to take a diabetic nerve pain drug?

#### Drug A

[CLAIM LEFT]



In a clinical study, 27% of patients felt their nerve pain reduced by at least half when taking Drug A, compared to baseline.

#### Drug B

[CLAIM RIGHT]



In a clinical study, 27% of patients felt their nerve pain reduced by at least half when taking Drug B, compared to baseline.

[MC1 – MC6]. Which drug would you prefer?

[SINGLE SELECT]

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

- a. Drug A
- b. Drug B
- c. I am not able to view the information about the two drugs.

OMB Control #: \_\_\_\_\_  
Expires \_\_\_\_\_

## D. Efficacy Manipulation Check

[PROGRAMMER: Each respondent will complete 6 trials in this section. Show the following question on a separate screen x6. Label trials EFF1-EFF6.]

[Each trial is assigned two attributes – EFFICACY LEFT and EFFICACY RIGHT - according to the lookup table, D\_EFF CHECK Lookup Table, in the Excel file.]

[RANDOMIZE ORDER OF TRIALS]

Based on the information below, which drug would you prefer if you had to take a diabetic nerve pain drug?

### Drug A



In a clinical study, [EFFICACY LEFT]% of patients felt their nerve pain reduced by at least half when taking Drug A, compared to baseline.

### Drug B



In a clinical study, [EFFICACY RIGHT]% of patients felt their nerve pain reduced by at least half when taking Drug B, compared to baseline.

[EFF1-EFF6]. Which drug would you prefer?

[SINGLE SELECT]

- Drug A
- Drug B
- I am not able to view the information about the two drugs.

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_



## E. Experiment Trials

[PROGRAMMER: Show the following question on a separate screen x48. Label Q1-Q48.]

[Each trial is assigned four attributes – EFFICACY LEFT, EFFICACY RIGHT, CLAIM LEFT, CLAIM RIGHT - according to the lookup table, E\_MAIN STUDY Lookup Table, in the Excel file.]

[RANDOMIZE ORDER OF TRIALS]

Based on the information below, which drug would you prefer if you had to take a diabetic nerve pain drug?

### Drug A

[CLAIM LEFT]



In a clinical study, [EFFICACY LEFT]% of patients felt their nerve pain reduced by at least half when taking Drug A, compared to baseline.

### Drug B

[CLAIM RIGHT]



In a clinical study, [EFFICACY RIGHT]% of patients felt their nerve pain reduced by at least half when taking Drug B, compared to baseline.

[Q1-Q48] Which drug would you prefer?

[SINGLE SELECT]

- Drug A
- Drug B
- I am not able to view the information about the two drugs.

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

## F. Respondent Information

Next, we'd like to ask you a few questions about yourself.

[SHOW Q49-Q50 IN MAIN STUDY ONLY. DO NOT SHOW IN PRETEST.]

- Q49. How often do you have someone (like a family member or friend) help you read instructions, pamphlets, or other written material from your doctor or pharmacy? [Single Selection]

1	2	3	4	5
Never	Rarely	Sometimes	Often	Always

- Q50. How confident are you filling out medical forms by yourself? [Single Selection]

1	2	3	4	5
Not at all Confident	A little bit	Somewhat	Quite a bit	Very confident

## Perceived Medical Condition Knowledge

- Q51. In general, how much do you feel you know about diabetes? Would you say you are: [Single Selection]

1	2	3	4	5	6
Not at all Knowledgeable	Slightly Knowledgeable	Somewhat Knowledgeable	Moderately Knowledgeable	Very Knowledgeable	Extremely Knowledgeable

- Q52. How familiar are you with prescription drugs that treat diabetes? [Single Selection]

1	2	3	4	5	6
Not at all Familiar	Slightly Familiar	Somewhat Familiar	Moderately Familiar	Very Familiar	Extremely Familiar

## Current Prescription Status

- Q53. Are you currently taking, or have you ever taken, any prescription drug(s) for diabetes? [Single Selection]

Currently taking

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

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

### Subjective Diabetes Severity

Q54. In general, how severe is your diabetes? [Single Selection]

1	2	3	4	5	6
Not at all Severe	Slightly Severe	Somewhat Severe	Moderately Severe	Very Severe	Extremely Severe

Q55. How concerned are you about the impact of diabetes on your life? [Single Selection]

1	2	3	4	5	6
Not at all Concerned	Slightly Concerned	Somewhat Concerned	Moderately Concerned	Very Concerned	Extremely Concerned

Q56. Have you experienced peripheral neuropathy, or nerve pain associated with diabetes? [Single Selection]

I have never experienced nerve pain.

I used to experience nerve pain, but I no longer do.

I am currently experiencing nerve pain

[IF RESPONSE = "I HAVE NEVER.." OR REF SKIP TO Q58]

Q57. At its most severe, how severe was/is your nerve pain? [Single Selection]

11 No pain

12

13

14

15

16 Moderate pain

17

18

19

20

21 Worst possible pain

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

Q58. Have you ever taken a prescription drug for nerve pain associated with diabetes?  
[Single Selection]

I have never taken a prescription drug for nerve pain associated with diabetes.  
I used to take a prescription drug for nerve pain associated with diabetes, but I no longer do.  
I currently take a prescription drug for nerve pain associated with diabetes.

### Objective Numeracy

[SHOW Q59 IN MAIN STUDY ONLY. DO NOT SHOW IN PRETEST.]

Q59. Please answer the following questions to the best of your ability.

d. 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?	_____ [PROGRAMMER: Allow open-ended response, up to 100 characters.]
e. 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 The Big Bucks Lottery?	Enter a number between 0 and 1,000 _____ [PROGRAMMER: Allow only numbers or symbols]
f. In ACME Publishing Sweepstakes, the chance of winning a car is 1 in 1,000. What <u>percent</u> of tickets to ACME Publishing Sweepstakes will win a car?	_____ % [PROGRAMMER: Allow only numbers or symbols]

### Health Insurance

Q60. Are you now covered by any form of health insurance or health plan? This includes any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid.  
[Single Selection]

Yes

No [Skip to Q62]

Don't know [Skip to Q62]

Q61. Does your current insurance plan help pay for prescription drugs? [Single Selection]

Yes

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

No  
Don't know

## Demographics

*Finally, we would like to ask you a few questions about yourself for statistical purposes. This section will help us determine how representative the participants are who complete this questionnaire.*

### [ETHNICITY]

Q62. Are you Hispanic or Latino? [Single Selection]

Yes  
No

### [RACE]

Q63. What is your race? You may select one or more races. [Allow Multiple Selections]

American Indian or Alaska Native  
Asian  
Black or African American  
Native Hawaiian or other Pacific Islander  
White  
Refuse to answer

### [HOUSEHOLD INCOME]

Q64. Of these income groups, which category best represents your total combined family income during 2014? [Single Selection]

Less than \$20,000  
\$20,000–\$39,999  
\$40,000–\$59,999  
\$60,000–\$79,999  
\$80,000–\$99,999  
\$100,000 or more

### [LEVEL OF EDUCATIONAL ATTAINMENT]

Q65. What is the highest level of school you have completed or the highest degree you have received? (Please select one.) [Single Selection]

- Less than high school
- High school graduate—high school diploma or the equivalent (for example: GED)
- Some college but no degree
- Associate degree in college
- Bachelor's degree (for example: BA, AB, BS)

OMB Control #: \_\_\_\_\_

Expires \_\_\_\_\_

- Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

## **DEBRIEFING**

**You have been very helpful. Thank you very much for taking part in this survey!**

**The purpose of this research is to learn about how people feel about information provided in direct-to-consumer prescription drug ads and to learn how people use this information to understand how well prescription drugs work. The drugs presented here are not real drugs and are not products currently for sale. Please see your healthcare professional for questions about your health and your medical conditions.**