

National Survey of Prescription Drug Advertising

Thank you for taking part in this survey, your contribution is important to us.

This survey asks about prescription drug advertising you may have seen on TV, the Internet or in a magazine and how it might affect your health-care choices. The survey will take about 20 minutes to complete.

Your address was randomly selected from a list of residential addresses to ensure that everyone in the country has the same chance of being chosen.

Taking part is voluntary and you do not have to answer any questions you don't want to. We respect your privacy. Your personal information will remain private to the fullest extent of the law. Your personal information will not be linked to your answers or used in any report.

The survey is being conducted by Westat, a survey research organization, on behalf of the U.S. Food and Drug Administration (FDA). If you have any questions about this study, including why it is being conducted or how the results will be used, please contact us at XXX XXX XXXX or email XXX.

To begin the survey, enter the 4-character access code that was provided in your letter or postcard we mailed to you. [ENTER NUMBER]

[INCLUDE PROGRESS BAR FOR ALL CASES]

1. How old are you? [AGE: Age]

__ years [Screen out if age is less than 18 years]

2a. Including yourself, how many adults (age 18 or older) usually live in your household?
[HHSIZE: Number adults in HH]

[ENTER NUMBER, SINGLE VALUE, RANGE 1-20]

2b. Are you... [SEX: Gender]

__ Male

__ Female

3. In general, would you say your health is... [HEALTH: Perceived Health]

__ Excellent

__ Very good

__ Good

__ Fair

__ Poor

This survey will ask about conversations you have had with your health care provider about prescription drugs. "Health care provider" includes a medical doctor, nurse, or physician assistant.

This survey will also ask about your use of the Internet. Think about all the ways you access the Internet, such as using a computer, phone, or tablet.

4. How long has it been since the last time you saw a health care provider where you talked about a health condition or concern of your own, not for a child or parent or someone else? We're interested in your last non-emergency room visit. [LASTHCP: Recent Health Visit]

__ Within the last week

__ Within the last month

__ 1-3 months ago

__ 4-6 months ago

__ 7 months to 1 year ago

__ More than 1 year ago

__ Never

8. In the last three months, have you seen a prescription drug advertised on: [DTC Ad Exposure: Online] [RANDOMIZE]

- a. A search engine, like Google or Bing __Yes __No
[WEB_SRCH]
- b. Social media, like Twitter or Facebook __Yes __No
[WEB_SN]
- c. An online banner ad, appearing at the top, bottom or side of your screen __Yes __No
[WEB_BANR]
- d. A streaming service, like Hulu __Yes __No
[WEB_STRM]

e. Where else on the Internet have you seen prescription drug ads? [WEB_OT2] [MAY DELETE OR REPLACE WITH CLOSED-ENDED QUESTION AFTER PILOT]

[ENTER VERBATIM RESPONSE]

9. In the last three months, have you watched a video online about a prescription drug at any of the following types of websites? [DTC Ad Exposure: Online] [DO NOT RANDOMIZE]

- a. A video sharing website, like YouTube __Yes __No
[VID_YT]
- b. A prescription drug's website [VID_RX] __Yes __No
- c. A social networking website, such as Facebook or Twitter [VID_SN] __Yes __No
- d. A health information website, like WebMD.com or MayoClinic.org [VID_HI] __Yes __No
- e. On any other type of website [VID_OTH] __Yes __No

[PILOT ONLY; IF ANSWERED YES TO VID_OTH, THEN ASK:] On what other type of websites did you watch a video about a prescription drug? [VID_OT2]

[ENTER VERBATIM RESPONSE]

10. Have you ever looked on the Internet for information about prescription drugs? [INFO: DTC Ad Exposure: Online Information Seeking]

- Yes
- No (Skip next question)

11. Have you ever looked for information about a prescription drug on any of the following types of websites? [DTC Ad Exposure: Online Information Seeking] [RANDOMIZE, BUT INFOOTH ALWAYS LAST]

- | | | |
|---|-------|------|
| a. A prescription drug's website [INFORX] | __Yes | __No |
| b. A general health website, such as WebMD.com or MayoClinic.org [INFOHLT] | __Yes | __No |
| c. A government website, such as FDA.gov, NIH.gov or Healthfinder.gov [INFOGOV] | __Yes | __No |
| d. A website for a medical association, such as the American Diabetes Association or American Heart Association [INFOORG] | __Yes | __No |
| e. A patient community website, such as PatientsLikeMe.com [INFOCOM] | __Yes | __No |
| f. A drug rating website, such as DrugRatingz.com [INFORATE] | __Yes | __No |
| g. Social networking websites, such as Facebook or Twitter [INFOSN] | __Yes | __No |
| h. Video sharing websites, such as Youtube or Vimeo [INFOVID] | __Yes | __No |
| i. A blog [INFOBLOG] | __Yes | __No |
| j. An online discussion, Internet forum, or message board about health care [INFOBRD] | __Yes | __No |
| k. A general information website, such as Wikipedia [INFOWIKI] | __Yes | __No |
| l. Any other type of website [INFOOTH] | __Yes | __No |

[PILOT ONLY; IF ANSWERED YES TO INFOOTH, THEN ASK:] On what other websites did you look for information about a prescription drug? [INFOOT2]

[ENTER VERBATIM RESPONSE]

12. Have you ever seen an ad on the Internet for a prescription drug you were especially interested in? [WBEXPO: DTC Ad Exposure: Online]

- Yes
 No (Skip next two questions)
 Don't know (Skip next two questions)

Thinking about the last time you saw an ad on the Internet for a prescription drug you were especially interested in,

13. As best you can remember, how much, if any, of the information about the drug's benefits did you see? Would you say you saw: [WBEXPO_B: DTC Ad Exposure: Online]

- All of the information
- Almost all of the information
- About half of the information
- Only a little of the information
- None of the information
- Don't know

14. As best you can remember, how much, if any, of the information about the drug's risks or side effects did you see? Would you say you saw: [WBEXPO_R: DTC Ad Exposure: Online]

- All of the information
- Almost all of the information
- About half of the information
- Only a little of the information
- None of the information
- Don't know

[PILOT ONLY] Using your own words, please tell us what you think this question was asking. [WBEXPO_S]

[ENTER VERBATIM]

Next are a few questions about prescription drug advertising you may have seen in printed magazines or newspapers.

15. Have you ever seen an ad in a magazine or newspaper for a prescription drug you were especially interested in? Exclude ads in online magazines and newspapers. [PTEXPO: DTC Ad Exposure: Print]

- Yes
- No (Skip next two questions)
- Don't know (Skip next two questions)

[PILOT ONLY; IF ANSWERED YES TO PTEXPO, THEN ASK:] When was the last time you saw an ad in a magazine or newspaper for a prescription drug that you were especially interested in? [PTEXPO2]

- Within the last week
- Within the last month
- 1-3 months ago
- More than 3 months ago

Ads for prescription drugs in magazines and newspapers usually provide additional information on the page following the main ad. This additional information gives more details about the drug.

Thinking about the last time you saw an ad in a printed magazine or newspaper for a prescription drug you were especially interested in,

16. As best you can remember, how much, if any, of the main ad for that drug did you read? Would you say you read: [PTEXPO_M: DTC Ad Exposure: Print]

- All of the information
- Almost all of the information
- About half of the information
- Only a little of the information
- None of the information
- Don't know

17. As best you can remember, how much, if any, of the additional information on the page following the main ad did you read? Would you say you read: [PTEXPO_S: DTC Ad Exposure: Print]

- All of the information
- Almost all of the information
- About half of the information
- Only a little of the information
- None of the information
- Don't know

Next, here are a few questions about prescription drug advertising you may have seen on TV.

18. Here is a list of different types of information that may or may not appear in TV ads for prescription drugs. Have you ever seen TV ads for prescription drugs that contained information about: **[DTC Ad Exposure: TV Elements] [DO NOT RANDOMIZE]**

- | | | |
|--|------------------------------|-----------------------------|
| a. The benefits of the drug [TVEXPBEN] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. The medical condition treated by the drug [TVEXPCON] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. Directions for use of the drug [TVEXPDIR] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Who could take the drug [TVEXPWHO] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. Questions to ask a doctor about the drug [TVEXPQ] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. What to do in case of overdose [TVEXPOD] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. The risks or side effects of the drug [TVEXPRSK] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| h. Who should not take the drug [TVEXPNO] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| i. How to get more information about the drug or the medical condition treated by the drug [TVEXPINF] | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

[PILOT ONLY; IF ANSWERED YES TO TVEXPDIR, THEN ASK:] What directions for use of the drug were described in the prescription drug ads you saw on TV? **[TVEXPDI2]**

[ENTER VERBATIM RESPONSE]

19. Prescription drugs advertised on TV provide only limited information about risks or side effects. If you wanted to obtain additional information, how likely would you be to use the following sources: **[RANDOMIZE]**

- | | | | | |
|--|--------------------------------------|--|---|--|
| a. The prescription drug's website [SEEK_RX] | <input type="checkbox"/> Very likely | <input type="checkbox"/> Somewhat likely | <input type="checkbox"/> Not too likely | <input type="checkbox"/> Not at all likely |
| b. A toll-free number maintained by the manufacturer [SEEK_CAL] | <input type="checkbox"/> Very likely | <input type="checkbox"/> Somewhat likely | <input type="checkbox"/> Not too likely | <input type="checkbox"/> Not at all likely |
| c. A print ad that appears in a magazine on most newsstands [SEEK_PT] | <input type="checkbox"/> Very likely | <input type="checkbox"/> Somewhat likely | <input type="checkbox"/> Not too likely | <input type="checkbox"/> Not at all likely |
| d. Talking to a health care provider [SEEK_DR] | <input type="checkbox"/> Very likely | <input type="checkbox"/> Somewhat likely | <input type="checkbox"/> Not too likely | <input type="checkbox"/> Not at all likely |

20. Now think about the prescription drug ads you have seen on the Internet, in print, or on TV.

Has an ad for a prescription drug ever caused you to look for more information, for example, about the drug, your health or that of a friend or family member, or the medical condition treated by the drug? [LOOKINFO: Behavior: Information Seeking]

- Yes
- No (Skip next two questions)
- Don't know (Skip next two questions)

21. What information did you look for? Information about: Check all that apply. [Behavior: Information Seeking] [DO NOT RANDOMIZE]

- A prescription drug you considered taking [LOOKINF1]
- A prescription drug you were already taking [LOOKINF2]
- A prescription drug you considered may be helpful for a friend or family member [LOOKINF3]
- A prescription drug a friend or family member was taking [LOOKINF4]
- A medical condition treated by an advertised drug [LOOKINF5]
- Something else (specify _____) [LOOKINF6], [LOOKIN_S]:

22. Did you look for further information: (Check all that apply) [Behavior: Information Seeking] [RANDOMIZE, BUT ASK LOOKSR10 LAST]

- In a reference book [LOOKSRC1]
- In a magazine or newspaper [LOOKSRC2]
- On the Internet [LOOKSRC3]
- By asking a friend, relative, or neighbor [LOOKSRC4]
- By calling the 1-800 number in the ad [LOOKSRC5]
- By talking to a pharmacist [LOOKSRC6]
- By talking to your doctor [LOOKSRC7]
- By talking to a nurse [LOOKSRC8]
- By talking to a doctor other than your own doctor [LOOKSRC9]
- By doing something else (specify _____) [LOOKSR10; LOOKSR_S]

23. If you saw or heard an ad for a drug that treats a condition that was bothering you, how likely would you be to talk to your health care provider about the drug? [LTALKDR: Behavioral Intention: Information Seeking]

1	2	3	4	5
Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely

24. As a result of seeing or hearing an ad for a prescription drug, have you ever talked with a health care provider about a specific prescription drug you saw or heard advertised? [TALKDRRX: Behavior: Physician Interaction]

- Yes
- No (Skip questions 26-27)
- Don't know (Skip questions 26-27)

25. As a result of seeing or hearing an ad for a prescription drug, have you ever talked with a health care provider about a medical condition or illness that you had not talked to a health care provider about before? [TALKDRMC: Behavior: Physician Interaction]

- Yes
- No
- Don't know

For the next two questions, please think of the most recent conversation you had with a health care provider about a prescription drug you saw or heard advertised.

26. Did you specifically ask a health care provider to prescribe the drug you saw or heard advertised? [ASKDR: Behavior: Physician Interaction]

- Yes
- No
- Don't know

27. Did the health care provider... (Check all that apply) [Behavior: Physician Interaction]
[DO NOT RANDOMIZE] [CONSISTENCY CHECK DRRECNOB VS DRRECRX AND DRRECOTD]

- Recommend lifestyle changes, such as getting more exercise or changes in diet [DRRECCHG]
- Give you a prescription for the drug you saw or heard advertised [DRRECRX]
- Give you a prescription for a different drug [DRRECOTD]
- Not give you any prescription at all [DRRECNOB]

28. Prescription drug advertising has caused me to: [Behavior: Physician Interaction]
[RANDOMIZE]

a. Question the advice of my health care provider [RXPQUEX]

- Yes
- No

b. Experience conflict with a health care provider [RXPCONFL]

- Yes
- No

c. Talk with my health care provider about symptoms I've experienced [RXSYMP]

- Yes
- No

d. Talk with my health care provider about drug side effects I've experienced [RXSE]

- Yes
- No

29. If a health care provider refused to prescribe a brand name drug you asked for, how likely would you be to look for a different health care provider ? [LDRCHNG: Behavioral Intention: Physician Interaction]

1	2	3	4	5
Very likely	Somewhat likely	Neither likely nor unlikely	Somewhat unlikely	Very unlikely

30. Have you ever refused to take or stopped taking a prescription drug because of the side effects you saw or heard in advertising? [STOPSEFF: Behavior: Compliance]

- Yes
- No
- Don't know

To what extent do you agree or disagree with the following statements: [RANDOMIZE BELAWARE THRU BELWORRY]

31. Ads for prescription drugs help make me aware of new drugs. [BELAWARE: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

32. Ads for prescription drugs do not give enough information about the possible benefits and positive effects of using the drug. [BELNOBEN: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

33. Ads for prescription drugs do not give enough information about the possible risks and negative effects of using the drug. [BELNORSK: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

34. Ads for prescription drugs make the drugs seem better than they really are. [BELSMBTR:DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

35. Ads for prescription drugs make it seem like a doctor is not needed to decide whether a drug is right for me. [BELNODR: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

36. Ads for prescription drugs help me make better decisions about my health. [BELDEC: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

37. Ads for prescription drugs help me have better discussions with my health care provider about my health. [BELDISC: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

38. Ads for prescription drugs encourage me to look for information about potentially serious medical conditions I might be at risk of developing. [BELLKINF: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

39. Ads for prescription drugs make it seem like the drug will work for everyone. [BELWORK: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

40. Ads for prescription drugs make me worry about my health. [BELWORRY: DTC Beliefs]

1	2	3	4	5
Agree strongly	Agree somewhat	Neither agree nor disagree	Disagree somewhat	Disagree strongly

41. How much do you trust prescription drug advertising: [Trust in DTC] [RANDOMIZE]

- | | | | | |
|--|-------------------------------------|-----------------------------------|-----------------------------------|--------------------------------|
| a. On TV
[TRUSTTV] | <input type="checkbox"/> Not at all | <input type="checkbox"/> Slightly | <input type="checkbox"/> Somewhat | <input type="checkbox"/> A lot |
| b. On the radio
[TRUSTRAD] | <input type="checkbox"/> Not at all | <input type="checkbox"/> Slightly | <input type="checkbox"/> Somewhat | <input type="checkbox"/> A lot |
| c. On the Internet
[TRUSTWEB] | <input type="checkbox"/> Not at all | <input type="checkbox"/> Slightly | <input type="checkbox"/> Somewhat | <input type="checkbox"/> A lot |
| d. In a magazine
or newspaper
[TRUSTPT] | <input type="checkbox"/> Not at all | <input type="checkbox"/> Slightly | <input type="checkbox"/> Somewhat | <input type="checkbox"/> A lot |
| e. In a letter,
flyer, or
announcement in
the mail
[TRUSTML] | <input type="checkbox"/> Not at all | <input type="checkbox"/> Slightly | <input type="checkbox"/> Somewhat | <input type="checkbox"/> A lot |

42. In a drug ad there can be words that describe how a drug works (for example: "some people said their pain was completely better") and there can be numbers (such as "26% of people said their pain was completely better"). How important is it to you that drug ads show how well a drug works in numbers? [BELNUM_B: DTC Beliefs: Quantitative Information]

- Extremely important
- Very important
- Somewhat important
- A little important
- Not important at all

43. How important is it to you that drug ads show the chance of risks or side effects in numbers? [BELNUM_R: DTC Beliefs: Quantitative Information]

- Extremely important
- Very important
- Somewhat important
- A little important
- Not important at all

44. When the FDA approves a prescription drug, it means that... [FDA Authority Knowledge] [RANDOMIZE]

- a. The drug will help everyone who uses it __Yes __No __Don't know
[APR_HALL]
- b. The drug offers benefits that are greater than the risks [APR_BGTR] __Yes __No __Don't know
- c. The drug will help most people who use it __Yes __No __Don't know
[APR_HMST]
- d. The drug will cure the condition for which it is prescribed [APR_CURE] __Yes __No __Don't know
- e. The drug is safe and won't harm someone who uses it [APR_SAFE] __Yes __No __Don't know

[Begin Experiment. Randomize participants to view either the Votrea or the Plevoral ad and questions about Votrea or Plevoral. The Plevoral language is denoted in blue.]

Next, we will show you an ad for a new prescription drug, circled in yellow below. After you've read the ad we will ask you some questions about it.

45. [ONLINE PARTICIPANTS ONLY] Were you able to view the ad for Votrea (Plevoral)? [VIEW]

- Yes
- No (Skip to debriefing)
- Not sure (Skip to debriefing)

46. Is the Food and Drug Administration (FDA) required to approve ads like this before they can be used in advertising campaigns? [FDAAPRV]

- Yes
- No
- Don't know

The ad includes statements explaining what the drug does and how well it works, circled in yellow below.

47. Is FDA required to approve those statements before they can be used in an advertising campaign? [FDACLAIM]

- Yes
- No
- Don't know

The ad includes a graph (an image) explaining what the drug does and how well it works, circled in yellow below.

48. Is FDA required to approve the graph (image) before it can be used in an advertising campaign? [FDAIMG]

- Yes
- No
- Don't know

The ad also includes statements about the risks of the drug, circled in yellow below.

49. Is FDA required to approve those statements before they can be used in an advertising campaign? [FDARISK]

- Yes
- No
- Don't know

[Debriefing] The purpose of these questions is to understand how people think about prescription drug information. In order to get an unbiased reaction to this information, we created a brand for this study. Votrea (Plevoral) is not a real product and it is not available for sale. Please see your healthcare professional for questions about high cholesterol.

[End Experiment]

50. In a typical week, how many hours do you use the Internet? [WWWHR: Internet Use]

hours

51. How often do you need to have someone help you when you read instructions, pamphlets, or other written material from your doctor or pharmacy? [HLTHLIT: Health Literacy]

- Never
- Rarely
- Sometimes
- Often
- Always

52. Are you currently taking one or more prescription drugs? [RXUSE: Prescription Use]

- No
- Yes

53. In the last three months, about how many different prescription drugs have you used (for women: including birth control pills)? [RXUSENUM: Prescription Use: Amount]
[ONLINE SURVEY, PRE-PROGRAM EXTRA TEXT FOR WOMEN BASED ON RESPONSE TO SEX IN Q2]

54. Has a doctor or other healthcare provider ever said you have high cholesterol? [CHOL: High Cholesterol Status]

- Yes
- No
- Not sure

55. Are you now covered by any form of health insurance or health plan? This would include any private insurance plan through your employer or a plan that you purchased yourself, as well as a government program like Medicare or Medicaid. [INSURE: Insurance]

- Yes
- No

56. Does your current health insurance plan help pay for prescription drugs? [INSURERX: Insurance Rx]

- Yes
- No
- No health insurance

Finally, here are a few questions about you.

57. Do you speak a language other than English at home? [LANG: Language]

- Yes
- No

58. What is your marital status? [MARITAL: Marital Status]

- Now married
- Widowed
- Divorced
- Separated
- Never married

59. What is the highest level of school you have completed or the highest degree you have received? (Please select one.) [EDUC: Education]

- Less than high school
- High school graduate--high school diploma or the equivalent (for example, GED)
- Some college but not 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)

60. Are you Hispanic or Latino? [HISPANIC: Ethnicity]

- Yes
- No

61. What is your race? You may select one or more races. [Race]

- American Indian or Alaska Native [RACE1]
- Asian [RACE2]
- Black or African American [RACE3]
- Native Hawaiian or other Pacific Islander [RACE4]
- White [RACE5]
- Some other race [RACE6]

62. Thinking about members of your family living in this household, what is your combined annual income, meaning the total pre-tax income from all sources earned in the last year? [INCOME: Income]

- \$0 to \$14,999
- \$15,000 to \$24,999
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$199,999
- \$200,000 or more

[PILOT ONLY] On a scale of 1-5, where 1 is completely negative and 5 is completely positive, how would you rate your experience of taking part in this survey? [DEBRIEF1]

1	2	3	4	5
Completely negative				Completely positive

[PILOT ONLY] Please tell us the main reasons for your rating score? [DEBRIEF2]

[ENTER VERBATIM RESPONSE]

[CLOSE] Thank you for taking part in this important survey. Your help is very much appreciated. You may close your browser window at this time.