

Programming instructions are indicated in green font.

[PROGRAMMER:]

- Program progresses to the questioning in a “one-way” manner (DISABLE BACK BUTTON)
- Record time spent on each screen in milliseconds
- Record the start and end time for the total survey in seconds.
- The OMB control number and Expiration Date [OMB Control #TBD Expires TBD] should appear at the bottom of every screen (maybe above the privacy text). It should be as unobtrusive as possible.
- Include soft prompts for each question. Display the following if Next button is clicked and no answer is given (unless otherwise specified in a programming note for specific questions): “You did not enter an answer to this question. Your answer is important to us if you have one to offer. Click next if you would like to leave the question blank.” Prompt once, and then allow respondent to continue.

[Screen 1]

You are one of about 1,953 people in the United States who are being asked to take a survey about a consumer product. First, we need to ask you a few screening questions to see if you are eligible to participate. Then we will ask you to watch an ad twice. After watching the ad, we will ask you to complete a survey that will take approximately 30 minutes.

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.

OMB Control #xxxxx Expires xxxxx

[Next Screen]

[SCREENING QUESTIONS]

S1 How old are you? _____ [open ended] [If S1 <18, terminate]

GENDER What is your gender?

- ₁ Male
₂ Female

ETHNICITY Are you:

- ₁ Hispanic or Latino
₂ Not Hispanic or Latino

RACE What is your race? You may select one or more races. [PROGRAMMER: If someone checks off a box, score that as “1” if it is blank score that as “0”]

- _{RACE1} American Indian or Alaska Native
_{RACE2} Asian
_{RACE3} Black or African American
_{RACE4} Native Hawaiian or other Pacific Islander
_{RACE5} White

[Next Screen]

STATE In which state do you live? *Select one answer only.*

[Drop down menu of states]

[Next Screen]

S2 What is the highest level of school you have completed or the highest degree you have received?

- 1 Less than high school **[SET QUOTA 20%]**
- 2 High school graduate—high school diploma or the equivalent (for example: GED)
- 3 Some college but no degree
- 4 Associate degree in college
- 5 Bachelor's degree (for example: BA, AB, BS)
- 6 Advanced or post-graduate degree (for example: Master's degree, MD, DDS, JD, PhD, EdD)

[Next Screen]

S3 What is your current occupation?

- 1 Healthcare professional (e.g., physician, nurse, counselor, physical therapist) [\[terminate and show termination screen. Link to screening responses and keep data\]](#)
- 2 Pharmaceutical employee (e.g., pharma rep) [\[terminate and show termination screen. Link to screening responses and keep data\]](#)
- 3 Market research employee/advertising employee [\[terminate and show termination screen. Link to screening responses and keep data\]](#)
- 4 Employee of the Department of Health and Human Services [\[terminate and show termination screen. Link to screening responses and keep data\]](#)
- 5 All other occupations

PROG: FOR TERMINATED PARTICIPANTS:-

Thank you for your answers, unfortunately you did not meet the desired demographic criteria that our client was looking for.

[Next Screen]

Purpose: We are inviting you to participate in a research study. The research involves looking at an ad for a consumer product and completing an online questionnaire.

Sponsorship: RTI International, an independent nonprofit research organization, is conducting this project on behalf of, and funded by, a federal agency. RTI is working with GfK and Research Now to conduct this survey but is not affiliated with GfK or Research Now in any way.

The purpose of the study is to learn more about prescription drug advertisements. You are one of about **1,953** people in the United States who are being asked to participate in this study.

Procedures: If you agree to participate, you will be asked to watch an online video advertisement for a prescription drug and then answer some survey questions about what you saw.

Viewing the ad and completing the survey will take approximately **20 minutes**.

Possible Risks or Discomforts: We do not expect that any of the survey questions will make you uncomfortable, but if they do, you can refuse to answer any question. There is also a potential risk of loss of confidentiality. Every effort will be made to protect your information, but this cannot be guaranteed.

Benefits: There are no direct benefits to you for participating in this study. However, you will be helping with an important research project.

Payment for Participation: You will be paid \$7.50 in e-Rewards currency for completing this survey.

Confidentiality: Many precautions have been taken to protect your information. All information collected in this survey will be kept confidential to the extent provided by law. You will never be identified by name. The information obtained from all of the surveys will be combined into a summary report so that details of individual questionnaires cannot be linked to a specific participant.

The Institutional Review Board (IRB) at RTI International has reviewed this research. An IRB is a group of people who are responsible for assuring that the rights of participants in research are protected. The IRB is not involved in this study but may review the records of your participation in this research to ensure that proper procedures were followed.

Your Rights: Your participation in this study is completely voluntary, and you have the right to stop at any time or to refuse to answer any question. If you decide to participate and later change your mind, you will not be contacted again or asked for further information.

Questions: If you have questions about this survey, please contact Member Services at <http://www.e-rewards.com/contactus.do>, and someone will direct your questions to the appropriate researchers at RTI. If you have any questions about your rights as a study participant, you may call RTI's Office of Research Protection at 1-866-214-2043 (a toll-free number).

[Next Screen]

[PARTICIPANT IS REQUIRED TO ANSWER QUESTION TO PROCEED]

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

- ₁ Yes, I agree to participate. [Continue and randomly assign to experimental condition using simple randomization]
- ₂ No, I do not agree to participate. [End Survey]

Condition 1: Enbrel/life-threatening – display the file “Enbrel1_01.mp4”

Condition 2: Enbrel/Serious – display the file “Enbrel2_02.mp4”

Condition 3: Enbrel/Basic – display the file “Enbrel3_03.mp4”
Condition 4: Keytruda/Life-threatening – display the file “Keytruda4_01.mp4”
Condition 5: Keytruda/Serious – display the file “Keytruda5_02.mp4”
Condition 6: Keytruda/Basic – display the file “Keytruda6_03.mp4”
Condition 7: Victoza/Life-threatening – display the file “Victoza7_01.mp4”
Condition 8: Victoza/Serious – display the file “Victoza8_02.mp4”
Condition 9: Victoza/Basic – display the file “Victoza9_03.mp4”

[PROGRAMMER: Randomly assign participants to one of nine experimental conditions. Record assignment in variable XCONDITION with possible values 1 ‘Enbrel/life-threatening’, 2 ‘Enbrel/Serious’, OR 3 ‘Enbrel/Basic’, 4 ‘Keytruda/Life-threatening’, 5 ‘Keytruda/Serious’, 6 ‘Keytruda/Basic’, 7 ‘Victoza/Life-threatening’, 8 ‘Victoza/Serious’, 9 ‘Victoza/Basic’
USE PURE RANDOM ASSIGNMENT TO ASSIGN PARTICIPANTS TO EXPERIMENTAL CONDITION. DO NOT USE LEAST-FILLS. DO NOT CAP.]

[Next Screen]

[SCRIPT]

Thank you for agreeing to participate in this study today. Make sure you are comfortable and can read the screen from where you sit. This study is about advertising for prescription medications. Your answers are private and will not be connected with your name. Your input is extremely valuable.

Before continuing, here are some helpful tips for taking the survey:

- Keep in mind that you may need to scroll to see all of the items on a Screen.
- There are no right or wrong answers and you may skip any question you do not want to answer. If you do skip a question, red text will appear to let you know that the question was skipped, but that you may leave that question blank if you want to. If that question was accidentally left blank, then you can provide an answer before moving to the next Screen.
- Once you have moved to the next Screen in the survey, you will **not** be able to return to the previous Screen.

[Next Screen]

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

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

Do your best to remember details about the ad.

We ask you to complete the study in one sitting (without taking any breaks) to avoid distractions.

[Next Screen]

Before starting, make sure your sound is turned on and set at a comfortable volume.

If you are using your smartphone to take the survey, turn your phone sideways to make the ad bigger.

Please click the play button below to view the ad.

[PROGRAMMER: DISPLAY ASSIGNED AD BASED ON CONDITION] [SUPPRESS "NEXT" BUTTON UNTIL AD FINISHES PLAYING. DISABLE/HIDE REPLAY BUTTON]

[Next Screen]

VIEW Were you able to see and hear the entire ad for [ENBREL/KEYTRUDA/VICTOZA]?

- ₁ Yes [Skip REASON]
₂ No [Ask REASON and then Terminate; Link to screening responses and keep data]

REASON What is the main reason that you did not want to participate?

- ₁ Too busy
₂ Topic isn't interesting
₃ Too much of a time commitment
₄ Incentive too low
₅ Other reason _____

[Next Screen]

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

[PROGRAMMER: DISPLAY ASSIGNED AD AGAIN] [SUPPRESS "NEXT" BUTTON UNTIL AD FINISHES PLAYING. DISABLE/HIDE REPLAY BUTTON]

[Next Screen]

Please answer the following questions based on the [ENBREL/KEYTRUDA/VICTOZA] ad you saw.

RSERIOUS Based on the ad you just saw, how serious are [ENBREL/KEYTRUDA/VICTOZA]'s side effects?

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

[Next Screen]

FRAMERECALL The following statement **may or may not** have been in the ad you saw.

Did you hear or see the statement below in the ad?

[PROGRAMMER: Show assigned opening statement based on experimental condition]

1. “[ENBREL/KEYTRUDA/VICTOZA] can cause severe, life threatening reactions.”
2. “[ENBREL/KEYTRUDA/VICTOZA] can cause serious reactions.”
3. “[ENBREL/KEYTRUDA/VICTOZA] can cause reactions.”

- ₁ Yes
₂ No
₃ Not sure

[PROGRAMMER: IF FRAMERECALL=YES]

DECIDE Did this statement help you decide how serious the risks and side effects of [ENBREL/KEYTRUDA/VICTOZA] were?

- Yes
 No

[Next Screen]

RECOG1 The list below includes both benefits *and* risks that may have been mentioned in the ENBREL ad. Based strictly on the information in the ENBREL ad, please indicate whether any of the following were mentioned in the ad as a benefit *or* risk of taking ENBREL.

[PROGRAMMER: SHOW FOR THOSE ASSIGNED TO ENBREL CONDITIONS]
 [PROGRAMMER: randomize A-J]

	Mentioned in the ad	Not mentioned in the ad	Don't know
RECOG1_A Can increase the risk of infections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_B Can increase the risk of developing certain forms of cancer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_C Can cause nervous system and blood disorders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_D Can cause allergic reactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_E Can cause hearing problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_F Can cause trouble falling or staying asleep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_G Can cause paralysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_H Can slow further joint damage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_I Helps relieve joint pain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_J Can slow bone loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RECOG2 The list below includes both benefits *and* risks that may have been mentioned in the KEYTRUDA ad. Based strictly on the information in the KEYTRUDA ad, please indicate whether any of the following were mentioned in the ad as a benefit or risk of taking KEYTRUDA.

[PROGRAMMER: SHOW FOR THOSE ASSIGNED TO KEYTRUDA CONDITIONS]
 [PROGRAMMER: randomize A-J]

	Mentioned in the ad	Not mentioned in the ad	Don't know
RECOG1_A Can cause a new or worsening cough	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_B Can cause severe stomach pain or tenderness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_C The immune system can start to attack normal body organs and tissues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_D Can cause muscle pain or weakness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_E Can cause hearing problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_F Can cause trouble falling or staying asleep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_G Can cause paralysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_H Can improve life expectancy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_I Has more FDA-approved uses for advanced lung cancer than any other immunotherapy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_J Can slow bone loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

RECOG3 The list below includes both benefits *and* risks that may have been mentioned in the VICTOZA ad. Based strictly on the information in the VICTOZA ad, please indicate whether any of the following were mentioned in the ad as a benefit or risk of taking VICTOZA.

[PROGRAMMER: SHOW FOR THOSE ASSIGNED TO VICTOZA CONDITIONS]
 [PROGRAMMER: randomize A-K]

	Mentioned in the ad	Not mentioned in the ad	Don't know
RECOG1_A Can cause diarrhea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_B Can cause allergic reactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_C Can cause gall bladder problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_D Can cause dehydration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_E Can cause hearing problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_F Can cause trouble falling or staying asleep	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_G Can cause paralysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_H Lowers A1C	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_I Reduces cardiovascular risk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_J May help with weight loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RECOG1_K Can slow bone loss	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Next Screen]

SEVERE_E Based on the information in the Enbrel ad, how serious are the following risks and side effects? [PROGRAMMER: SHOW FOR THOSE ASSIGNED TO ENBREL CONDITIONS]

[PROGRAMMER: Randomize order of items]

	Not at all serious					Extremely serious
Infections	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Tuberculosis	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Lymphoma or other cancers	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Nervous system and blood disorders	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Allergic reactions	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

SEVERE_K Based on the information in the Keytruda ad, how serious are the following risks and side effects? [PROGRAMMER: SHOW FOR THOSE ASSIGNED TO KEYTRUDA CONDITIONS]

	Not at all serious					Extremely serious
Immune system starts to attack normal body organs and tissues	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
New or worsening cough	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Stomach pain or tenderness	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Rapid heartbeat	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Increased hunger or thirst	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Muscle pain or weakness	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

[PROGRAMMER: Randomize order of items]

SEVERE_V Based on the information in the Victoza ad, how serious are the following risks and side effects? [PROGRAMMER: SHOW FOR THOSE ASSIGNED TO VICTOZA CONDITIONS]
[PROGRAMMER: Randomize order of items]

	Not at all serious					Extremely serious
Allergic reactions	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Symptoms of pancreatitis, such as pain in your stomach area	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Gall bladder problems	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Dehydration	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆
Kidney problems	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅	<input type="checkbox"/> ₆

[PROGRAMMER: Randomize order of 6 comprehension items COMP1-COMP6_E/K/V]

Based on your understanding of the ad you watched, please answer the following questions.

COMP1 The ad mentioned all of the risks and side effects of [ENBREL/KEYTRUDA/VICTOZA].

₁ True

₂ False [CORRECT]

COMP2 After taking [ENBREL/KEYTRUDA/VICTOZA], Kate noticed that she had difficulty swallowing. This is a sign of a serious allergic reaction.

₁ True [CORRECT]

₂ False

[PROGRAMMER ONLY SHOW COMP4_E-COMP6_E FOR THOSE ASSIGNED TO ENBREL CONDITIONS]

COMP4_E ENBREL is used to treat which symptom of rheumatoid arthritis?

₁ Fatigue

₂ Joint pain [CORRECT]

₃ Anemia

₄ Skin problems

COMP5_E ENBREL is a pill that you swallow.

₁ True

₂ False [CORRECT]

COMP6_E Jack tends to always get an infection if he gets a cut or scrape. Should he tell his doctor about this before he takes ENBREL?

₁ Yes [CORRECT]

₂ No

[PROGRAMMER ONLY SHOW COMP4_K-COMP6_K FOR THOSE ASSIGNED TO KEYTRUDA CONDITIONS]

COMP4_K KEYTRUDA is used to treat which of the following?

₁ Patients with any early-stage cancer

₂ Patients who have a lung tumor that is not cancer

₃ Patients with immune diseases such as Crohn's disease

₄ Patients with types of lung cancer that have spread [CORRECT]

COMP5_K A study found that people treated with chemotherapy lived longer if they also took KEYTRUDA.

₁ True

₂ False [CORRECT]

COMP6_K A few years ago, Jack had to see a specialist about some breathing problems he was having. Should he tell his doctor about this before he takes KEYTRUDA?

₁ Yes [CORRECT]

₂ No

[PROGRAMMER ONLY SHOW COMP4_V-COMP6_V FOR THOSE ASSIGNED TO VICTOZA CONDITIONS]

COMP4_V VICTOZA is primarily used for what purpose for people with Type 2 diabetes?

- 1 To assist with weight loss
 - 2 To control nausea, diarrhea and vomiting associated with the disease
 - 3 To treat pancreas problems associated with the disease
 - 4 To lower A1C levels and reduce the risk of heart attack or stroke
- [CORRECT]

COMP5_V VICTOZA is a type of insulin.

- 1 True
- 2 False [CORRECT]

COMP6_V Jack has a family history of medullary thyroid cancer. Does this mean that he should not take Victoza?

- 1 Yes [CORRECT]
- 2 No

[Next Screen]

[SCRIPT] For the following items, imagine you had the medical condition and you were prescribed the drug that you saw in the ad. Most people do not know how a prescription drug will affect them until they have taken the drug. But we would like you to make your **best guess** based on the [ENBREL/KEYTRUDA/VICTOZA] ad you just saw.

[PROGRAMMER: KEEP THE TWO SENTENCES BELOW AT THE TOP OF EVERY SCREEN FROM RLIKELY THROUGH TRADEOFF]

Please answer the following questions **based on what you saw in the [ENBREL/KEYTRUDA/VICTOZA] ad. There are no right or wrong answers.**

[Next Screen]

[PROGRAMMER: Randomize presentation order of the questions on screen]

RLIKELY How likely is it that you would experience at least one side effect if you took [ENBREL/KEYTRUDA/VICTOZA]?

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

ELIKELY1 How likely is it that [ENBREL/KEYTRUDA/VICTOZA] would [relieve your joint pain / help you live longer / lower your blood sugar] if you took it?

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

[PROGRAMMER: SKIP ELIKELY2 IF ASSIGNED TO KEYTRUDA CONDITIONS]

ELIKELY2 How likely is it that [ENBREL/VICTOZA] would [help stop further joint damage / reduce cardiovascular risks] if you took it?

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

BENEFITS In addition to treating [rheumatoid arthritis / advanced lung cancer / Type 2 diabetes], there are other advantages to taking [ENBREL/KEYTRUDA/VICTOZA].

1 2 3 4 5 6
Strongly disagree Strongly agree

QOL How likely is it that taking [ENBREL/KEYTRUDA/VICTOZA] would improve your quality of life?

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

TRADEOFF The benefits of [ENBREL/KEYTRUDA/VICTOZA] outweigh any side effects it may have.

1 2 3 4 5 6
Strongly disagree Strongly agree

[Next Screen]

RISKSSCARY The **risks and side effects** mentioned in the ad were scary.

1 2 3 4 5 6
Strongly disagree Strongly agree

RISKSCLEAR The **risks and side effects** mentioned in the ad were clear.

1 2 3 4 5 6
Strongly disagree Strongly agree

[Next Screen]

Please rate your agreement or disagreement with each of the following statements.

INFORISK The ad **did not** give enough information about the possible *risks and side effects* of using [ENBREL/KEYTRUDA/VICTOZA].

1 2 3 4 5 6
Strongly disagree Strongly agree

LEARNB The ad helped me learn about [ENBREL/KEYTRUDA/VICTOZA]'S *benefits*.
1 2 3 4 5 6
Strongly disagree Strongly agree

LEARNR The ad helped me learn about [ENBREL/KEYTRUDA/VICTOZA]'s *risks and side effects*.
1 2 3 4 5 6
Strongly disagree Strongly agree

[Next Screen]

NUMBER In my opinion, the [ENBREL/KEYTRUDA/VICTOZA] ad mentioned....
1 2 3 4 5 6
Not enough risks and side effects Too many risks and side effects

[Next Screen]

INTENT1 If I were to take a prescription drug to help with [rheumatoid arthritis /advanced lung cancer/Type 2 diabetes], I would consider taking [ENBREL/KEYTRUDA/VICTOZA].
1 2 3 4 5 6
Strongly disagree Strongly agree

INTENT2 If one of your family members or close friends were considering using a prescription drug to help with [rheumatoid arthritis /advanced lung cancer/Type 2 diabetes] how likely are you to mention [ENBREL/KEYTRUDA/VICTOZA] to him/her?
1 2 3 4 5 6
Not at all likely Extremely likely

[Next Screen]

OTHERMEDS Are you aware of any other medicines that treat [rheumatoid arthritis / advanced lung cancer / Type 2 diabetes]?

- ₁ Yes
₂ No [If "No" SKIP to ATTAD]

[Next Screen]

[PROGRAMMER: Randomize order of COMPEFF and COMPSAFE]

[SCRIPT] For the next set of questions, please think about other medicines you know of that treat [rheumatoid arthritis /advanced lung cancer/Type 2 diabetes].

When answering these questions, please base your responses strictly on your impressions from the [ENBREL/KEYTRUDA/VICTOZA] ad you saw and not on personal experience.

COMPEFF [ENBREL/KEYTRUDA/VICTOZA] is **more effective** than other medicines that treat [rheumatoid arthritis /advanced lung cancer /Type 2 diabetes].

1 Strongly disagree 2 3 4 5 6 Strongly agree

COMPSAFE [ENBREL/KEYTRUDA/VICTOZA] is **safer** than other medicines that treat [rheumatoid arthritis /advanced lung cancer/Type 2 diabetes].

1 Strongly disagree 2 3 4 5 6 Strongly agree

[Next Screen]

ATTAD In my opinion, the ad for [ENBREL/KEYTRUDA/VICTOZA] was:

[PROGRAMMER: Randomize order of items]

ATTAD1	Bad	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Good
ATTAD2	Unpleasant	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Pleasant
ATTAD4	Unconvincing	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Convincing
ATTAD5	Uninteresting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Interesting

[Next Screen]

ATTDISC The ad you saw had a statement that said:

“This is not a full list of risks and side effects. Talk to your doctor and read the patient labeling for more information.”

In my opinion, the statement was...

[PROGRAMMER: Randomize order of items]

ATTDISC1	Not noticeable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Noticeable
ATTDISC2	Unimportant	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Important
ATTDISC3	Unclear	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	Clear

[Next Screen]

SCRIPT: The ad said “talk to your doctor and read the patient labeling for more information.”

PATLABEL Please tell us in your own words where you would find a drug’s patient labeling.

[Open-ended response] _____

[PROGRAMMER: IF PATLABEL IS NOT BLANK, ASK PATLABEL2]

PATLABEL2 What kind of information do you think would be included in the drug’s patient labeling?
 [Open-ended response] _____

[Next Screen]

COMPARE Please read the following two statements:

[RANDOMIZE ORDER]

- A. [ENBREL/KEYTRUDA/VICTOZA] can cause severe, life threatening reactions.
- B. [ENBREL/KEYTRUDA/VICTOZA] can cause serious reactions.

Do these statements mean the same thing to you or do they mean different things?

- ₁ They mean the same thing
- ₂ They mean different things
- ₃ Unsure

COMPARE2 [IF COMPARE = 2] How different are these two statements?

- A. [ENBREL/KEYTRUDA/VICTOZA] can cause severe, life threatening reactions.
- B. [ENBREL/KEYTRUDA/VICTOZA] can cause serious reactions.

1 2 3 4 5 6
 Only slightly Extremely
 different different

[SCRIPT]

We are now finished asking you about the [ENBREL/KEYTRUDA/VICTOZA] ad. We have a few more questions before you finish the survey.

[Next Screen]

Please answer the following questions. For each question, please indicate if it is true or false. If you don’t know, please just **give your best guess**.

[PROGRAMMER: Randomize order of items]

		True	False
FDAKNOW1	The FDA only approves prescription drugs that do not have serious side effects.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
FDAKNOW2	Prescription drugs that have serious side effects cannot be advertised to consumers.	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

[Next Screen]

ALLERGIC Which of the following are symptoms of an allergic reaction? Please check all that apply.

[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS. “None of the above” SHOULD ALWAYS BE LAST. If “None of the above” is checked, no other responses can be checked. If someone checks off a box, score that as “1” if it is blank score that as “0”]

- A1 Nausea
- A2 Headache
- A3 Rash
- A4 Swelling of the face, throat, or tongue
- A5 Difficulty breathing
- A6 Difficulty swallowing
- A7 Dry mouth
- A8 Itchiness
- A9 Fainting
- A10 Sore throat
- A11 Chest pain
- A12 None of the above

[Next Screen]

BASE: ALLERGIC=1-11

ALLERGIC2 Which of the following symptoms are severe? Please check all that apply.

[PROGRAMMER: RANDOMIZE RESPONSE OPTIONS. Keep order the same as allergic]

- [If ALLERGIC=1] Nausea
- [If ALLERGIC=2] Headache
- [If ALLERGIC=3] Rash
- [If ALLERGIC=4] Swelling of the face, throat, or tongue
- [If ALLERGIC=5] Difficulty breathing
- [If ALLERGIC=6] Difficulty swallowing
- [If ALLERGIC=7] Dry mouth
- [If ALLERGIC=8] Itchiness
- [If ALLERGIC=9] Fainting
- [If ALLERGIC=10] Sore throat
- [If ALLERGIC=11] Chest pain
- None of the above

PRIOREXP Have you seen ads for [ENBREL/KEYTRUDA/VICTOZA] before today?

- 1 Yes
- 2 No
- 3 Not sure

[Next Screen]

DEVICE What did you use to complete today's survey?

- 1 Desktop computer
- 2 Laptop computer
- 3 Tablet computer (such as an Apple iPad or Samsung Galaxy Tab)
- 4 Mobile phone or smartphone
- 5 Other: _____

[Next Screen]

INCOME What is your household income?

- 1 Less than \$30,000 per year
- 2 \$30,001 - \$75,000 per year
- 3 \$75,001 - \$150,000 per year
- 4 \$150,001+ per year
- 5 Prefer not to answer

[Next Screen]

DIAGNOSE Have you or one of your immediate family members ever been diagnosed by a physician with [rheumatoid arthritis / advanced lung cancer / Type 2 diabetes]?

- 1 Yes [GO TO MEDS]
- 2 No [SKIP TO CLOSING SCREEN]
- 3 Don't know [SKIP TO COMPARE]
- 4 Prefer not to answer [SKIP TO COMPARE]

MEDS Have you or one of your immediate family members ever taken a prescription drug to treat [rheumatoid arthritis / advanced lung cancer / Type 2 diabetes]?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Prefer not to answer

[Next Screen]

IF MEDS =1 "Yes" ask MEDS2, ELSE SKIP TO COMPARE

MEDS2 Have you or one of your immediate family members currently ever taken [ENBREL/KEYTRUDA/VICTOZA]?

- 1 Yes
- 2 No
- 3 Don't know
- 4 Prefer not to answer

[End time: _____]

[Next Screen]

[SCRIPT]

You have been very helpful. Thank you very much for your participation!

The purpose of this research is to learn about consumer reactions to prescription drug advertising. In order to get your realistic reaction to this information, we used a real product. **However, the [ENBREL/KEYTRUDA/VICTOZA] ad was changed for the purpose of this study. Use of the brand name does not imply endorsement of the product by the FDA.**

[COMPLETE] Congratulations! You have completed this research study and are fully qualified and your account has been credited the full credit amount.

END