

Pretest and Main Study Survey

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Quick notes:

- Block names are highlighted in yellow
- Notes for programming are highlighted in green
- [Notes for interviewer are in brackets and in blue]

[illegible]

[AVAILABILITY AND ABILITY TO USE ADEQUATE PROVISION OPTIONS]

INSTRUCTIONS_1

Next, I will ask about how available internet, phone lines, and magazines are to you, as well as your abilities to use these services.

//NEW SCREEN//

Question Type: Grid

Q1. Would you say each of the following is not available, sometimes available, or always available?

[IF NEEDED, CLARIFY TO PARTICIPANT THAT S/HE CAN SELECT ANY ITEM]

Variable Label: Q1: Level of availability

Variable Name	Variable Text	Variable Label
Q1_A	The internet at home, without help from another person	Q1_A: Availability: The internet at home without help
//PROGRAMMING NOTE: ASK Q1_A2 ONLY IF Q1_A=1 or 2, OTHERWISE, SKIP TO Q1_B//		
Q1_A2	The internet at home, with the help of a family member or friend	Q1_A2: Availability: The internet at home with help
Q1_B	The internet outside of your home, without help from another person	Q1_B: Availability: The internet outside home without help
//PROGRAMMING NOTE: ASK Q1_B2 ONLY IF Q1_B=1 or 2, OTHERWISE, SKIP TO Q1_C//		
Q1_B2	The internet outside of your home, with the help of a family member or friend	Q1_B2: Availability: The internet outside home with help
Q1_C	A landline telephone	Q1_C: Availability: A landline telephone
Q1_D	A cellular telephone to make a phone call	Q1_D: Availability: A cellular telephone
Q1_E	A magazine advertisement	Q1_E: Availability: A magazine advertisement

Value	Value Label
01	Not available
02	Sometimes available
03	Always available
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Grid

Q2. Next, would you say you have no ability, some ability, or complete ability to:

Variable Label: Q2: Level of ability

Variable Name	Variable Text	Variable Label
Q2_A	Use the internet at home, without help from another person	Q2_A: Ability: Use the internet at home without help
//PROGRAMMING NOTE: ASK Q2_A2 ONLY IF Q2_A=1 or 2, OTHERWISE, SKIP TO Q2_B//		
Q2_A2	Use the internet at home, with the help of a family member or friend	Q2_A2: Ability: Use the internet at home with help
Q2_B	Use the internet outside of your home, without help from another person	Q2_B: Ability: Use the internet outside of your home without help
//PROGRAMMING NOTE: ASK Q2_B2 ONLY IF Q2_B=1 or 2, OTHERWISE, SKIP TO Q2_C//		
Q2_B2	Use the internet outside of your home, with the help of a family member or friend	Q2_B2: Ability: Use the internet outside of your home with help
Q2_C	Use a landline telephone	Q2_C: Ability: Use a landline telephone
Q2_D	Use a cellular telephone to make a phone call	Q2_D: Ability: Use a cellular telephone
Q2_E	Read a magazine advertisement	Q2_E: Ability: Read a magazine advertisement

Value	Value Label
01	No ability
02	Some ability
03	Complete ability
-99	Refused [DO NOT READ]

//NEW SCREEN//

[PREFERENCE FOR AND EXPERIENCE USING ADEQUATE PROVISION OPTIONS]

INSTRUCTIONS_2

Next, I will specifically ask about how you like to get information about prescription drugs. I will also ask about your experiences getting this information.

Prescription drugs advertised on television provide only limited product information. For example, not all of the product's risks and side effects are described. Imagine you wanted to obtain additional product information before seeing your health care provider.

//NEW SCREEN//

Question Type: Grid

Q3. Would you say you are very unlikely, somewhat unlikely, neutral, somewhat likely, or very likely to use:

Variable Label: Q3: Likelihood to use

//PROGRAMMING NOTE: RANDOMIZE Q3_A-Q3_C//

Variable Name	Variable Text	Variable Label
Q3_A	The company's web page for the drug, without help from another person	Q3_A: Likeliness to use: The company's web page for the drug without help
//PROGRAMMING NOTE: ASK Q3_A2 ONLY IF Q3_A=1 or 2, OTHERWISE, SKIP Q3_A2.		
Q3_A2	The company's web page for the drug, with the help of a family member or friend	Q3_A2: Likeliness to use: The company's web page for the drug with help
Q3_B	A toll-free phone number maintained by the drug company	Q3_B: Likeliness to use: A toll-free phone number maintained by the drug company
Q3_C	A print ad that appears in a magazine on most newsstands	Q3_C: Likeliness to use: A print ad that appears in a magazine on most newsstands

Value	Value Label
01	Very unlikely
02	Somewhat unlikely
03	Neutral
04	Somewhat likely
05	Very likely
-99	Refused [DO NOT READ]

//NEW SCREEN//

//PROGRAMMING NOTE: MAINTAIN ORDER USED IN Q3_A-C//

Question Type: Grid

Q4. I am going to read you a list of different sources for information. Please tell me whether you have ever used any of the following sources to obtain additional information about a prescription drug *after seeing it advertised on television*. Have you ever [INSERT ITEM] after seeing a prescription drug advertised on television?

Variable Label: Q4: Looked for additional information in the past using this source

Variable Name	Variable Text	Variable Label
Q4_A	Used the company's web page for the drug, without help from another person	Q4_A: Used source for information: The company's web page for the drug without help
//PROGRAMMING NOTE: ASK Q4_A2 ONLY IF Q4_A=0 or -99		
Q4_A2	Used the company's web page for the drug, with the help of a family member or friend	Q4_A2: Used source for information: The company's web page for the drug with help
Q4_B	Used the toll-free phone number maintained by the drug company	Q4_B: Used source for information: A toll-free number maintained by the drug company
Q4_C	Looked at a print ad that appears in a magazine on most newsstands	Q4_C: Used source for information: A print ad that appears in a magazine on most newsstands

Value	Value Label
00	No
01	Yes
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Grid

Q5. *If print ads were not available* and you wanted to obtain additional product information about a prescription drug, would you use:

Variable Label: Q5: Would use source to look for additional product information about prescription drug?

//PROGRAMMING NOTE: MAINTAIN ORDER USED IN Q3_A-C//

Variable Name	Variable Text	Variable Label
Q5_A	The company's web page for the drug, without help from another person	Q5_A: Would use source for information: The company's web page for the drug without help
//PROGRAMMING NOTE: ASK Q5_A2 ONLY IF Q5_A=0 or -99		
Q5_A2	The company's web page for the drug, with the help of a family member or friend	Q5_A2: Would use source for information: The company's web page for the drug with help
Q5_B	A toll-free phone number maintained by the drug company	Q5_B: Would use source for information: A toll-free number maintained by the drug company
Q5_C	Some other source [open-end]	Q5_C: Would use source for information: Some other source
//PROGRAMMING NOTE: SKIP Q5_D IF PARTICIPANT RESPONDS 1 TO ANY OF Q5_A - Q5C		
Q5_D	Or, would you not get the information if print ads were not available?	Q5_D: Would not use source of information

Value	Value Label
00	No
01	Yes
-98	Don't know [DO NOT READ]
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: ALLOW TEXT ENTRY FOR QUESTION Q5_D//

//NEW SCREEN//

[ABILITY AND WILLINGNESS TO USE ADEQUATE PROVISION OPTIONS]

INSTRUCTIONS_3

Next, I will ask about your *ability* and *willingness* to use various sources to obtain full product information about a prescription drug. For the purposes of these questions, please imagine that you have an active interest in a specific prescription drug product.

//NEW SCREEN//

//PROGRAMMING NOTE: RANDOMIZE PRESENTATION OF Q6 - Q11 BY PARTICIPANT, BUT KEEP ABILITY AND WILLINGNESS IN SAME ORDER FOR EACH PARTICIPANT//

Question Type: Single Punch

Q6. Would you say you are not able, somewhat able, or completely able to obtain the full product information for a prescription drug without anyone's help by using: The company's web page for a drug?

Variable Label: Q6: Ability to obtain full product information without help using the company's web page

Value	Value Label
01	Not able
02	Somewhat able
03	Completely able
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: SKIP Q6_2 IF Q6>2//

Question Type: Single Punch

Q6_2. Would you say you are not able, somewhat able, or completely able to obtain the full product information for a prescription drug with the help from a family member or a friend by using: The company's web page for the drug.

Variable Label: Q6_2: Ability to obtain full product information with help using the company's web page

Value	Value Label
01	Not able
02	Somewhat able
03	Completely able
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q7. Would you say you are unwilling, somewhat willing, or completely willing to obtain the full product information for a prescription drug without anyone's help by using: The company's web page for the drug.

Variable Label: Q7: Willingness to obtain full product information without help using the company's web page

Value	Value Label
01	Unwilling
02	Somewhat willing
05	Completely willing
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: SKIP Q7_2 IF Q7>2//

Question Type: Single Punch

Q7_2. Would you say you are unwilling, somewhat willing, or completely willing to obtain the full product information for a prescription drug with the help of a family member or friend by using: The company's web page for the drug.

Variable Label: Q7_2: Willingness to obtain full product information with help using the company's web page

Value	Value Label
01	Unwilling
02	Somewhat willing
03	Completely willing
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q8. Would you say you are not able, somewhat able, or completely able to obtain the full product information for a prescription drug using: A toll-free phone number maintained by the drug company.

Variable Label: Q8: Ability to obtain full product information using toll-free phone number

Value	Value Label
01	Not able
02	Somewhat able
03	Completely able
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q9. Would you say you are unwilling, somewhat willing, or completely willing to obtain the full product information for a prescription drug without anyone's help by using: A toll-free phone number maintained by the drug company.

Variable Label: Q9: Willingness to obtain full product information using toll-free phone number

Value	Value Label
01	Unwilling
02	Somewhat willing
03	Completely willing
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q10. Would you say you are not able, somewhat able, or completely able to obtain the full product information for a prescription drug by using: A print ad that appears in a magazine on most newsstands.

Variable Label: Q10: Ability to obtain full product information using magazine

Value	Value Label
01	Not able
02	Somewhat able
03	Completely able
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: Q10_2 AND Q10_3 ONLY FOR SPANISH SPEAKING PARTICIPANTS//

Q10_2. Would your response be different if the advertisement in the magazine was in Spanish?

Variable Label: Q10_2: Ability response change for Spanish

Value	Value Label
00	No
01	Yes
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: IF Q10_2=1 GO TO Q10_3. OTHERWISE GO TO Q11//

Q10_3. Would you say you are not able, somewhat able, or completely able to obtain the full product information for a prescription drug by using: A print ad written in Spanish that appears in a magazine on most newsstands.

Variable Label: Q10_3: Ability to obtain full product information using Spanish magazine

Value	Value Label
01	Not able
02	Somewhat able
03	Completely able
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q11. Would you say you are unwilling, somewhat willing, or completely willing to obtain the full product information for a prescription drug by using: A print ad that appears in a magazine on most newsstands.

Variable Label: Q11: Willingness to obtain full product information magazine

Value	Value Label
01	Unwilling
02	Somewhat willing
05	Completely willing
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: Q11_2 AND Q11_3 ONLY FOR SPANISH SPEAKING PARTICIPANTS//

Question Type: Single Punch

Q11_2. Would your response be different if the advertisement in the magazine was in Spanish?

Variable Label: Q11_2: Willingness response change for Spanish

Value	Value Label
00	No
01	Yes
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: IF Q11_2=1 GO TO Q11_3, OTHERWISE GO TO Q12//

Question Type: Single Punch

Q11_3. Would you say you are unwilling, somewhat willing, or completely willing to obtain the full product information for a prescription drug by using: A print ad written in Spanish that appears in a magazine on most newsstands.

Variable Label: Q11_3: Willingness to obtain full product information using Spanish magazine

Value	Value Label
01	Unwilling
02	Somewhat willing
05	Completely willing
-99	Refused [DO NOT READ]

//NEW SCREEN//

[PRIVACY CONCERNS]

INSTRUCTIONS_4

Next, I will ask about privacy concerns you might have when getting full prescription drug product information.

//NEW SCREEN//

Question Type: Single Punch

Q12. How much value do you place on privacy when seeking information about a prescription drug you are considering taking: very low, low, neutral, high, or very high?

Variable Label: Q12: Value privacy when seeking information about prescription drug considering taking

Value	Value Label
01	Very low
02	Low
03	Neutral
04	High
05	Very high
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Grid

Q13. If privacy were a concern for you when getting full prescription drug product information, would you say you are very unlikely, somewhat unlikely, neutral, somewhat likely, or extremely likely to use:

Variable Label: Q13: Likeliness to use source when privacy is a concern

//PROGRAMMING NOTE: MAINTAIN ORDER USED IN Q3_A – C//

Variable Name	Variable Text	Variable Label
Q13_A	The company's web page for the drug, without help from another person	Q13_A: Likeliness to use source when privacy is a concern: The company's web page without help
//PROGRAMMING NOTE: ASK Q13_A2 ONLY IF Q13_A<3		
Q13_A2	The company's web page for the drug, with help of a family member or friend	Q13_A2: Likeliness to use source when privacy is a concern: The company's web page with help
Q13_B	A toll-free phone number maintained by the drug company	Q13_B: Likeliness to use source when privacy is a concern: A toll-free number
Q13_C	A print ad that appears in a magazine on most newsstands	Q13_C: Likeliness to use source when privacy is a concern: A print ad in a magazine

Value	Value Label
01	Very unlikely
02	Somewhat unlikely
03	Neutral
04	Somewhat likely
05	Very likely
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q14. In the case that privacy were to be a concern for you and you were to call the toll-free phone number to get the full prescription drug product information, which way would you prefer to receive the information: [\[READ OPTIONS ONE TWO AND THREE\]](#)

Variable Label: Q14: Preference to receive product information when using toll-free phone number and privacy is a concern

Value	Value Label
01	A customer service agent to read the information to you [OR]
02	The information be communicated through a pre-recorded message [OR]
03	Request the information to be sent by mail
-99	Refused [DO NOT READ]

//NEW SCREEN//

[OTHER QUESTIONS OF INTEREST]

INSTRUCTIONS_5

Next, I will ask about general topics pertaining to prescription drugs and their risks and side effects.

//NEW SCREEN//

Question Type: Single Punch

Q15. When you are considering taking a new prescription drug, would you say it is very unimportant, somewhat unimportant, neutral, somewhat important, or very important to you to have access to complete prescription drug product information?

Variable Label: Q15: Importance of access to complete prescription-drug information

Value	Value Label
01	Very unimportant
02	Somewhat unimportant
03	Neutral
04	Somewhat important
05	Very important
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q17. Have you ever had a serious side effect from a prescription drug?

Variable Label: Q17: Had a serious side effect from a prescription drug

Value	Value Label
00	No
01	Yes
-98	Don't know [DO NOT READ]
-99	Refused [DO NOT READ]

[EXPERIMENTAL MANIPULATIONS]

INSTRUCTIONS_6

Next, I am going to present a brief summary of risks and side effects for a prescription drug product. Afterwards, I will ask for your opinion on the message of the prescription drug.

//NEW SCREEN//

//PROGRAMMING NOTE: PLEASE MERGE ONE E1 "OPENING STATEMENT" WITH E2

E1. OPENING STATEMENTS:

1. *Desyflux can cause severe, life threatening reactions. These include...*
2. *Desyflux can cause serious reactions. These include...*
3. *Desyflux can cause reactions. These include...*

E2. MAJOR STATEMENT:

- A. *...sleep walking and other activities, changes in behavior or mood, and allergic reactions. Get medical help right away if you experience symptoms of an allergic reaction. Desyflux can*

increase the risk of suicide in people who are depressed. Only take Desyflux if you have seven to eight hours to sleep. Do not drive or operate heavy machinery until you are fully awake. This is not a full list of risks and side effects. Talk to your doctor and read the patient labeling for more information.

//NEW SCREEN//

Question Type: Single Punch

Q_E1. Would you say you are very unlikely, somewhat unlikely, neutral, somewhat likely, or very likely to experience at least one side effect if you took Desyflux?

Variable Label: Q_E1: Risk-likelihood

Value	Value Label
01	Very unlikely
02	Somewhat unlikely
03	Neutral
04	Somewhat likely
05	Very likely
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q_E2. Would you say Desyflux's side effects are definitely not serious, probably not serious, neutral, probably serious, or definitely serious?

Variable Label: Q_E2: Risk-magnitude

Value	Value Label
01	Definitely not serious
02	Probably not serious
03	Neutral
04	Probably serious
05	Definitely serious
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Single Punch

Q_E3. Would you say Desyflux's side effects would be short lived, somewhat short lived, neutral, somewhat long lasting, or long lasting?

Variable Label: Q_E3: Risk-duration

Value	Value Label
01	Short lived
02	Somewhat short lived
03	Neutral
04	Somewhat long lasting
05	Long lasting

-99	Refused [DO NOT READ]
-----	-----------------------

//NEW SCREEN//

[ADDITIONAL DEMOGRAPHIC ITEMS]

Question Type: Single Punch

GENDER. What is your gender?

Variable Label: Gender

Value	Value Label
01	Male
02	Female
03	Other _____ [SPECIFY ANSWER IF PARTICIPANT PROVIDES ANSWER]
-98	Don't know [DO NOT READ]

Question Type: Single Punch

EDU. What is the highest level of education you have completed? [DO NOT READ LIST]

Variable Label: Education

[ENTER CODE 03-HS GRADUATE IF RESPONDENT COMPLETED VOCATIONAL, BUSINESS, TECHNICAL, OR TRAINING COURSES AFTER HIGH SCHOOL THAT DID NOT COUNT TOWARD AN ASSOCIATE DEGREE FROM A COLLEGE, COMMUNITY COLLEGE, OR UNIVERSITY (E.G., TRAINING FOR A CERTIFICATE OR AN APPRENTICESHIP)]

Value	Value Label
01	Less than high school
02	High school graduate [High school diploma or GED]
03	Some college but no degree
04	Associate degree [2-year]
05	Bachelor's degree [4-year; BA, BS]
06	Advanced or postgraduate degree [MA, MD, DDS, JD, PhD, EdD]
-99	Refused [DO NOT READ]

//NEW SCREEN//

Question Type: Multi Punch

RACE. What is your race? [ALLOW PARTICIPANT TO SELECT ALL THAT APPLY]

[IF RESPONDENT SAYS "HISPANIC" ASK, "Do you consider yourself a White Hispanic or a Black Hispanic?] [CODE AS "BLACK OR AFRICAN AMERICAN" (03) OR "WHITE" (05)] [IF RESPONDENT REFUSES TO PICK WHITE OR BLACK HISPANIC, RECORD HISPANIC AS "OTHER"]

Variable Label: Race

Value	Value Label
01	American Indian or Alaska Native
02	Asian
03	Black or African American

04	Native Hawaiian and Other Pacific Islander
05	White
06	Some other race _____ [SPECIFY]
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: ALLOW ENTERING TEXT IN RACE WHEN ANSWERING: "SOME OTHER RACE"//

//NEW SCREEN//

Question Type: Single Punch

ETHNICITY. Are you Hispanic or Latino:

Variable Label: Ethnicity

Value	Value Label
01	Hispanic or Latino
02	Not Hispanic or Latino
-98	Don't know [DO NOT READ]
-99	Refused [DO NOT READ]

Question Type: Single Punch

STATE. What state do you live in? [\[INSERT STATE LIST\]](#)

Variable Label: State

//PROGRAMMING NOTE: PLEASE INSERT STATE LIST//

//NEW SCREEN//

Question Type: Single Punch

INCOME. Of these income groups, which category best represents your total combined family income in 2016? [\[READ LIST\]](#)

Variable Label: Income

Value	Value Label
01	Less than \$20,000
02	\$20,000-\$39,999
03	\$40,000-\$59,999
04	\$60,000-\$79,999
05	\$80,000-\$99,999
06	\$100,000 or more
-98	Don't know [DO NOT READ]
-99	Refused [DO NOT READ]

//NEW SCREEN//

[PHONE USE]

Question Type: Single Punch

CELLADDITION. [ASK IF LANDLINE SAMPLE] Now, thinking about your cell phone use, does anyone in your household, including yourself, have a working cell phone? [READ LIST]

Variable Label: Cell addition

Value	Value Label
01	Yes, respondent or someone else has cell phone in this household
02	No
-98	Don't know [DO NOT READ]
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: ASK CELLADDITION ONLY IF LANDLINE//

//NEW SCREEN//

Question Type: Single Punch

LANDLINEADDITION. [ASK IF CELL PHONE SAMPLE OR CELLOWNER = 01] Now, thinking about your telephone use, is there at least one telephone *inside* your home that is currently working and is not a cell phone?

Variable Label: Landline addition

Value	Value Label
01	Yes, has a home telephone
02	No, no home telephone
-98	Don't know [DO NOT READ]
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: ASK LANDLINEADDITION ONLY IF CELLPHONE//

//NEW SCREEN//

Question Type: Open end Numerical

NUMCELL. [ASK IF CELL PHONE SAMPLE OR CELLOWNER = 01] How many different cell phone numbers do you personally answer calls for?

Variable Label: Number of cell numbers

Value	Value Label
	[ENTER # CELL PHONE NUMBERS]
-99	Refused [DO NOT READ]

//PROGRAMMING NOTE: ASK Q29 ONLY IF CELLPHONE SAMPLE OR Q27=1//

READ AT END OF SURVEY: The Research Involving Human Subjects Committee (RIHSC) at the Food and Drug Administration has reviewed this research. RIHSC is an institutional review board (IRB), a group of people who are responsible for ensuring that the rights of participants in research are protected. RIHSC is not involved in this study but may review the records of your participation in this research to ensure that proper procedures were

followed. If you have questions about your rights as a study participant or concerns about how you are treated in the study, you may contact RIHSC at 301-796-9605 or RIHSC@fda.hhs.gov.