

# FDA Quantitative TV Study

## Survey Questionnaire – Study 2

### INTRODUCTION

Thank you for agreeing to participate in this study today. This study is about advertising for a new product. We will show you an ad for a new product and then ask you some questions about it.

Make sure you are comfortable and can read the screen from where you sit. The survey will include some audio, so please make sure the sound on your computer is active and the speaker volume is turned up.

### ADVERTISEMENT INSTRUCTIONS

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 Continue button.

[DISPLAY ASSIGNED AD] [SUPPRESS “CONTINUE” BUTTON UNTIL AD FINISHES PLAYING]

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

[DISPLAY ASSIGNED AD AGAIN] [SUPPRESS “CONTINUE” BUTTON UNTIL AD FINISHES PLAYING]

### SURVEY INSTRUCTIONS

Now please answer the following questions based on the ad you saw.

**Q1. Were you able to view the ad for [Drug X]?**

- Yes
- No → [Terminate]
- Not sure → [Terminate]

**Q3. What are the benefits of [Drug X]? Please list as many benefits as you can remember. (benefit recall)**

(open ended)

**Q4. What are the side effects of [Drug X]? Please list as many side effects as you can remember. (risk recall)**

(open ended)

**Q20. After seeing this ad, how likely would you be to recommend [Drug X] to a close family member with plaque psoriasis? (behavioral intention)**

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

**Q5. Please check which of the following statements were mentioned in the ad. Even if you think a statement is true, please select it only if it was mentioned in the ad. [RANDOMIZE ORDER] (benefit recognition)**

	Mentioned	Not Mentioned
a. [Drug X] treats moderate to severe plaque psoriasis.	X	
b. [Drug X] can only be used by people who have tried other treatments for plaque psoriasis.		X
c. [Drug X] treats moderate to severe eczema.		X
d. [Drug X] improves joint pain for people with psoriatic arthritis.		X

**Please answer the following questions based on what you learned from the ad. The ad may or may not have included the information needed to answer each question, so your best guess is fine. [KEEP ON SCREEN FOR QUESTIONS Q6 - Q11]**

**Q6. [Drug X] eliminates the skin problems caused by plaque psoriasis. (gist efficacy claim accuracy - magnitude)**

- True
- False (correct answer)

[Randomize order of Q7 and Q8]

**Q7. More than half of people with plaque psoriasis who take [Drug X] will have some skin clearance in 2 months.**

- True (correct answer)
- False

**Q8. How many people with plaque psoriasis who take [Drug X] will have some skin clearance in 2 months?**

\_\_ out of 4 people (Dropdown options: 0, 1, 2, 3, 4)

**Q9. How much will [Drug X] improve plaque psoriasis-related skin problems for 3 out of 4 people with who take it? (gist efficacy claim accuracy - magnitude)**



e. A side effect of [Drug X] is blurry vision.		X
f. A side effect of [Drug X] is temporary blindness.		X
g. People with kidney problems should not take [Drug X].		X
h. A side effect of [Drug X] is dry mouth.		X

**Q16. How serious are [Drug X] 's side effects? (perceived risk - magnitude)**

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

**Q17. How bothersome would [Drug X]'s side effects be? (perceived risk - magnitude)**

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

**Q18. [Drug X] is riskier than other treatments for plaque psoriasis. (perceived risk - comparative)**

1                      2                      3                      4                      5                      6  
Strongly                                                                                                                                                     
disagree                                                                                                                                                     
Strongly agree

**Q19. Thinking overall about the risks and benefits, would you say [Drug X] has: (benefit/risk tradeoff)**

1                      2                      3                      4                      5                      6                      7  
More risks                                                                                                                                                                          
than benefits                                                                                                                                                                          
Equal risks                                                                                                                                                                          
and benefits                                                                                                                                                                          
More benefits                                                                                                                                                                          
than risks

**Q21. This ad used images to show how well [Drug X] works. (manipulation check - images of improvement)**

- Yes
- No
- Not sure

**Q24. Did you notice any skin problems (plaque psoriasis) on the man in the ad? (manipulation check - images of improvement)**

- Yes
- No
- Don't know

**Q24-A. [IF YES TO Q24]** Did you notice any changes to the man's skin problems (plaque psoriasis)?  
[RANDOMIZE ORDER OF FIRST THREE RESPONSE OPTIONS]

- Yes - The skin problems disappeared
- Yes - The skin problems got smaller
- Yes - The skin problems got bigger
- No - The skin problems did not change

**Q22. [IF YES TO Q24-A]** Please mark whether you agree or disagree with the following statement.

The changes to the man's skin problems showed what people's plaque psoriasis would really be like before and after taking [Drug X]. (images of improvement - perceived accuracy)

1	2	3	4	5
Strongly disagree				Strongly agree

**Q23. [IF YES TO Q24-A]** Compared to the changes to the man's skin problems in the ad, how well would [Drug X] work in real life?

[Drug X] would improve people's skin problems... (images of improvement - perceived accuracy)

1	2	3	4	5
<u>A lot less</u> than the ad suggests	<u>A little bit less</u> than the ad suggests	<u>The same</u> as the ad suggests	<u>A little bit more</u> than the ad suggests	<u>A lot more</u> than the ad suggests

**P3. Did the ad contain any numbers about how well [Drug X] improved skin clearance for people with plaque psoriasis?** (manipulation check - efficacy claim)

- Yes
- No
- Don't know

**Q26. [FOR ARMS #11 AND #13]** The ad included both images of skin problems and numbers showing how well [Drug X] works. How closely did the images of skin problems match the numbers in the ad?

The images showed...

(perceived match - efficacy claim vs. images of improvement)

1	2	3	4	5
<u>less improvement</u> to skin problems than the numbers		<u>the same improvement</u> to skin problems as the numbers		<u>more improvement</u> to skin problems than the numbers

**Q27. Please check how much you agree or disagree with the following statements about the ad you saw. (ad skepticism)**

This ad is a reliable source of information about the risks and benefits of [Drug X].
This ad presents a true picture of [Drug X].
I feel I've been accurately informed after viewing this ad.
This ad provides consumers with essential information for deciding whether to ask a doctor about [Drug X].

1	2	3	4	5	6
Strongly disagree					Strongly agree

**Q28. Now here are some questions that require you to use numbers to solve the problem. Some are easy, and others are more difficult. Please don't use a calculator: We'd like you to answer on your own.**

**Remember, almost everyone will have trouble with these questions, so don't be upset if some are difficult—just do your best! (objective numeracy)**

- 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?**  
 \_\_\_ times out of 1,000
  
- 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 BIG BUCKS LOTTERY?**  
 \_\_\_ people
  
- c. **In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES will win a car?**  
 \_\_\_ percent [permit numbers from 0.000-100.000 with up to three decimal places]

**Q29. Please answer the following questions. (subjective numeracy)**

**a. How good are you at working with fractions?**

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

**b. How good are you at working with percentages?**

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

**c. How good are you at calculating a 15% tip?**

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

**d. How good are you at figuring out how much a shirt will cost if it is 25% off?**

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

**e. When reading the newspaper, how helpful do you find tables and graphs that are part of the story?**

1	2	3	4	5	6
Not at all					Extremely

**f. When people tell you the chance of something happening, do you prefer that they use words (“it rarely happens”) or numbers (“there’s a 1% chance”)?**

1	2	3	4	5	6
Always prefer words					Always prefer numbers

**g. When you hear a weather forecast, do you prefer predictions using percentages (e.g., “there will be a 20% chance of rain today”) or predictions using only words (e.g., “there is a small chance of rain today”)?**

1	2	3	4	5	6
Always prefer percentages					Always prefer words

**h. How often do you find numerical information to be useful?**

1	2	3	4	5	6
Never					Very often

**Q30. Are you currently taking a prescription medicine for any skin problems? (prescription use)**

- Yes
- No

**Q31. In general, how much do you know about plaque psoriasis? (perceived medical condition knowledge)**

- Nothing at all
- Only a little bit
- Some
- A lot

**Q32. Do you have plaque psoriasis? (medical condition history)**

- Yes
- No
- Don't know

**Q33. [IF YES TO Q32] Have you ever had treatment for plaque psoriasis? (treatment history)**

- Yes
- No
- Don't know

**Q34. [IF NO / DON'T KNOW TO Q32] How likely do you think it is that you will get plaque psoriasis? (medical condition perceived risk)**

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

**Q35. Have any of your close family members—such as parents, brothers, or sisters—ever had plaque psoriasis? (family medical condition history)**

- Yes
- No
- Don't know

**For the next two questions, please indicate how much you agree or disagree with the statement.**

**Q37. I experience prescription drug side effects more frequently than other people my age.**

**(prescription attitude - side effect history)**

1	2	3	4	5	6
Strongly disagree					Strongly agree

**Q38. Whenever I take prescription drugs, they tend to work the way they are supposed to work.**

**(prescription attitude - efficacy history)**

1	2	3	4	5	6
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Strongly  
disagree

Strongly agree

P4. How noticeable was the information about [Drug X]'s benefits? (efficacy claim awareness)

1 2 3 4 5 6  
Not at all Very  
noticeable noticeable

Q40. How confident are you in filling out medical forms by yourself? (literacy)

1 2 3 4 5  
Not at all A little Somewhat Quite a bit Extremely

Q41. How many years of education have you had? (education)

- Less than high school
- Completed high school
- Some college
- Associate's degree (2-year)
- Bachelor's degree (4-year)
- Some postgraduate work
- Postgraduate degree (M.A., Ph.D., M.D., J.D., etc.)

Q42. What is your sex? (gender)

- Male
- Female

Q43. What is your date of birth? (age)

\_\_\_\_month  
\_\_\_\_year

Q44. Are you Hispanic or Latino? (ethnicity)

- No
- Yes

Q45. What is your race? You may select one or more races. (race)

[ALLOW MULTIPLE RESPONSES]

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or other Pacific Islander
- White

**DEBRIEF**

The purpose of this study is to learn about reactions to medical advertising. In order to get a real-life reaction, we used a pretend product in this study. [Drug X] is not a real product and is not available for sale. Please see your healthcare professional for questions about plaque psoriasis.

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