# Appendix D: Questionnaires

# Consumer Pretest Questionnaire

Programmer Notes

Participants should not be able to go back in the survey, only forward.

Unless otherwise indicated, only one question should appear per screen.

Require an answer to all screener questions. Prompt for an answer to all other questions: "Are you sure you don't want to provide a response?"

For all Likert scale questions, flip scale for half of participants (randomize); scale orientation should be consistent for each respondent (e.g., a respondent should see either all high/positive options on the left or all low/negative options on the left).

//MAIN STUDY INTRODUCTION TEXT//

**INTRODUCTION**
Thank you for agreeing to participate in this study today. This study is about advertisements for prescription medications. We will show you some ads and then ask you some questions about them. If you typically wear glasses or contacts for reading or using a computer or mobile device, please make sure to wear them while viewing these materials. Please maximize your browser window so you can easily view the ads.

//NEW SCREEN//

**INSTRUCTIONS**
You will now see a series of pages from ads for medications used to treat health conditions that may affect you or your loved ones at some point during your lives. Please take a few moments to read and think about each ad as it is shown, and imagine you have the health condition that the medication is meant to treat.

PROGRAMMER:
- Randomize the following blocks: Zoridtic, Eproquant, Desyflux (each block includes an ad followed by an assortment of questions)
- Randomize disclosure condition within each drug type (each disclosure condition should be shown an equal number of times for each drug)
- Show each ad for 30 seconds, then show a "Next" button for participants to advance at their own pace
- For all questions about a specific drug, show the logo of the relevant drug at the top of the screen. Placement should be consistent for each question and each drug.

- Omit internal notes (shown in red).
- Additional data required for each participant:
    - Device type
    - Operating system
    - Browser type
    - Resolution (when possible)
    - Amount of time spent on each ad (in seconds)
    - Ad order for each ad
    - Disclosure condition for each ad
    - Page and question order as noted throughout

**//NEW SCREEN//**

**BLOCK INSTRUCTIONS**
Click the blue button when you are ready to view the next ad. After 30 seconds, a button will appear to allow you to advance, but please take as long as you need to view the ad. You can move your mouse over the ad to magnify any area.

**//NEW SCREEN//**

PROGRAMMER: Show randomly assigned Zoridtic ad for 30 seconds, then show a "Next" button for participants to advance at their own pace

**//NEW SCREEN//**

**Question Type:** Single Punch
**Q1.    Were you able to see and read the Zoridtic ad on your device?**

**Variable Label:** Q1: Were you able to see and read the Zoridtic ad on your device?

| Value | Value Label |
|-------|-------------|
| 00 | No  [Go to demographic Qs before terminating] |
| 01 | Yes |
| -99 | Refused [Terminate] |

**//NEW SCREEN//**

We are now going to ask you some questions about Zoridtic. Please answer the following questions and provide as much detail as possible where appropriate. Even if you don't remember some information about Zoridtic, please try your best to answer all of the questions.

**Question Type:** Essay
**Q2.    According to the ad, what is Zoridtic used for?** [Unaided recall]

**Variable Label:** Q2: According to the ad, what is Zoridtic used for?

| Value | Value Label |
|-------|-------------|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Essay

**Q3.** **What, if anything, did the ad mention Zoridtic is <u>not</u> approved for?** [Unaided recall]

**Variable Label:** Q3: What, if anything, did the ad mention Zoridtic is not approved for?

| Value | Value Label |
|-------|-------------|
| -99 | Refused |
| -100 | Valid skip |

[Randomize order of Q4 page and Q5 page; record order]

**Question Type:** Single Punch

**Q4.** **How effective do you think Zoridtic would be for helping you control high blood pressure? Please provide your best guess, based on what you read in the ad.** [Efficacy]

**Variable Label:** Q4: How effective do you think Zoridtic would be for helping you control high blood pressure? Please provide your best guess, based on what you read in the ad.

| Value | Value Label |
|-------|-------------|
| 01 | Not at all effective |
| 02 | Slightly effective |
| 03 | Moderately effective |
| 04 | Mostly effective |
| 05 | Completely effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q5.** **How effective do you think Zoridtic would be for helping you prevent a heart attack or stroke? Please provide your best guess, based on what you read in the ad.** [False claim perceptions]

**Variable Label:** Q5: How effective do you think Zoridtic would be for helping you prevent a heart attack or stroke? Please provide your best guess, based on what you read in the ad

| Value | Value Label |
|-------|-------------|
| 01 | Not at all effective |
| 02 | Slightly effective |
| 03 | Moderately effective |
| 04 | Mostly effective |

| | |
|---|---|
| 05 | Completely effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q6.** **If you were diagnosed with high blood pressure, how likely would you be to seek additional information about Zoridtic from a source other than your health care provider?** [Interest/information seeking intention]

**Variable Label:** Q8: If you were diagnosed with high blood pressure, how likely would you be to seek additional information about Zoridtic from a source other than your health care provider?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q7.** **If you were concerned about heart attacks or strokes, how likely would you be to seek additional information about Zoridtic from a source other than your health care provider?** [Interest/information seeking intention – incorrect]

**Variable Label:** Q9: If you were concerned about heart attacks or strokes, how likely would you be to seek additional information about Zoridtic from a source other than your health care provider?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q8.** **If you were diagnosed with high blood pressure, how likely would you be to ask your doctor for more information about Zoridtic?**
[Behavioral intention]

**Variable Label:** Q6: If you were diagnosed with high blood pressure, how likely would you be to ask your doctor for more information about Zoridtic?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q9.** **If you were concerned about heart attacks or strokes, how likely would you be to ask your doctor for more information about Zoridtic?** [Behavioral intention – incorrect]

**Variable Label:** Q7: If you were concerned about heart attacks or strokes, how likely would you be to ask your doctor for more information about Zoridtic?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Grid

**Q10. Which of the following statements appeared in the ad for Zoridtic? Select all that apply.** [Recognition of claim and disclosure]

      **Variable Label:** Q10: Which of the following statements appeared in the ad for Zoridtic?

PROGRAMMER: Randomize order of all items

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q10_A | Zoridtic has not been tested as treatment or prevention for cardiovascular events, including heart attack and stroke | Q10_A: Zoridtic has not been tested as treatment or prevention for cardiovascular events, including heart attack and stroke |
| Q10_B | Zoridtic can significantly lower high blood pressure within 2 weeks | Q10_B: Zoridtic can significantly lower high blood pressure within 2 weeks |
| Q10_C | Medications that lower your blood pressure also lower your risk for heart attack and stroke | Q10_C: Medications that lower your blood pressure also lower your risk for heart attack and stroke |
| Q10_D | Zoridtic may increase your risk for heart attack or stroke | Q10_D: Zoridtic may increase your risk for heart attack or stroke |
| Q10_E | You should not take Zoridtic if you have diabetes | Q10_E: You should not take Zoridtic if you have diabetes |
| Q10_F | Zoridtic may cause headaches or dizziness | Q10_F: Zoridtic may cause headaches or dizziness |

| Value | Value Label |
|---|---|
| 01 | In ad |
| 02 | Not in ad |
| 03 | Don't know |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q11.  How complicated would you say the information in the ad for Zoridtic was?** [Cognitive load]

**Variable Label:** Q11: How complicated would you say the information in the ad for Zoridtic was?

| Value | Value Label |
|---|---|
| 01 | Not at all complicated |
| 02 | Slightly complicated |
| 03 | Moderately complicated |
| 04 | Very complicated |
| 05 | Extremely complicated |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q12.  How difficult was it to understand the Zoridtic ad?** [Cognitive load]

**Variable Label:** Q12: How difficult was it to understand the Zoridtic ad?

| Value | Value Label |
|---|---|
| 01 | Not at all difficult |
| 02 | Slightly difficult |
| 03 | Moderately difficult |
| 04 | Very difficult |
| 05 | Extremely difficult |
| -99 | Refused |
| -100 | Valid skip |

**//NEW SCREEN//**

**BLOCK INSTRUCTIONS**
Click the blue button when you are ready to view the next ad. After 30 seconds, a button will appear to allow you to advance, but please take as long as you need to view the ad. You can move your mouse over the ad to magnify any area.

**//NEW SCREEN//**

PROGRAMMER: Show randomly assigned Eproquant ad for 30 seconds, then show a "Next" button for participants to advance at their own pace

**//NEW SCREEN//**

**Question Type:** Single Punch
**Q13. Were you able to see and read the Eproquant ad on your device?**

> **Variable Label:** Q13: Were you able to see and read the Eproquant ad on your device?

| Value | Value Label |
|---|---|
| 00 | No  [Go to demographic Qs before terminating] |
| 01 | Yes |
| -99 | Refused [Terminate] |

**//NEW SCREEN//**

We are now going to ask you some questions about Eproquant. Please answer the following questions and provide as much detail as possible where appropriate. Even if you don't remember some information about Eproquant, please try your best to answer all of the questions.

**Question Type:** Essay
**Q14. According to the ad, what is Eproquant used for?** [Unaided Recall]

> **Variable Label:** Q14: According to the ad, what is Eproquant used for?

| Value | Value Label |
|---|---|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Essay
**Q15. What instructions, if any, did the ad mention for taking Eproquant?**
[Unaided Recall]

**Variable Label:** Q15: What instructions, if any, did the ad mention for taking Eproquant?

| Value | Value Label |
|-------|-------------|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q16. Based on the ad, how easy or hard do you think it would be to use Eproquant to help control your iron levels if you had chronic iron overload?** [Ease of use]

**Variable Label:** Q16: Based on the ad, how easy or hard do you think it would be to use Eproquant to help control your iron levels if you had chronic iron overload?

| Value | Value Label |
|-------|-------------|
| 01 | Very hard |
| 02 | Somewhat hard |
| 03 | Neither easy nor hard |
| 04 | Somewhat easy |
| 05 | Very easy |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q17. Based on the ad, how easy or hard do you think it would be for you to make Eproquant part of your daily routine?** [Ease of use]

**Variable Label:** Q17: Based on the ad, how easy or hard do you think it would be for you to make Eproquant part of your daily routine?

| Value | Value Label |
|-------|-------------|
| 01 | Very hard |
| 02 | Somewhat hard |
| 03 | Neither easy nor hard |
| 04 | Somewhat easy |
| 05 | Very easy |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q18.** **If you were diagnosed with chronic iron overload, how likely would you be to seek additional information about Eproquant from a source other than your health care provider?** [Interest/information seeking intention]

**Variable Label:** Q19: If you were diagnosed with chronic iron overload, how likely would you be to seek additional information about Eproquant from a source other than your health care provider?

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q19. If you were diagnosed with chronic iron overload, how likely would you be to ask your doctor for more information about Eproquant?**
[Behavioral intention]

**Variable Label:** Q18: If you were diagnosed with chronic iron overload, how likely would you be to ask your doctor for more information about Eproquant?

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Grid

**Q20. Which of the following statements appeared in the ad for Eproquant? Select all that apply.** [Recognition of claim and disclosure]

**Variable Label:** Q20: Which of the following statements appeared in the ad for Eproquant?

PROGRAMMER: Randomize order of all items

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q20_A | An example of a light meal is an English muffin and cottage cheese | Q20_A: An example of a light meal is an English muffin and cottage cheese |
| Q20_B | Take the exact number of tablets prescribed | Q20_B: Take the exact number of tablets prescribed |
| Q20_C | Eproquant is a simple to take, once-daily tablet | Q20_C: Eproquant is a simple to take, once-daily tablet |
| Q20_D | For maximum effectiveness, Eproquant must be taken with a meal containing less than 7% fat and about 250 calories | Q20_D: For maximum effectiveness, Eproquant must be taken with a meal containing less than 7% fat and about 250 calories |
| Q20_E | Do not take Eproquant with alcoholic beverages | Q20_E: Do not take Eproquant with alcoholic beverages |
| Q20_F | Before taking Eproquant, tell your doctor if you are pregnant or may become pregnant | Q20_F: Before taking Eproquant, tell your doctor if you are pregnant or may become pregnant |

| Value | Value Label |
|---|---|
| 01 | In ad |

| | |
|---|---|
| 02 | Not in ad |
| 03 | Don't know |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q21. How complicated would you say the information in the ad for Eproquant was?** [Cognitive load]

**Variable Label:** Q21: How complicated would you say the information in the ad for Eproquant was?

| Value | Value Label |
|---|---|
| 01 | Not at all complicated |
| 02 | Slightly complicated |
| 03 | Moderately complicated |
| 04 | Very complicated |
| 05 | Extremely complicated |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q22. How difficult was it to understand the Eproquant ad?** [Cognitive load]

**Variable Label:** Q22: How difficult was it to understand the Eproquant ad?

| Value | Value Label |
|---|---|
| 01 | Not at all difficult |
| 02 | Slightly difficult |
| 03 | Moderately difficult |
| 04 | Very difficult |
| 05 | Extremely difficult |
| -99 | Refused |
| -100 | Valid skip |

**BLOCK INSTRUCTIONS**
Click the blue button when you are ready to view the next ad. After 30 seconds, a button will appear to allow you to advance, but please take as long as you need to view the ad. You can move your mouse over the ad to magnify any area.

PROGRAMMER: Show randomly assigned Desyflux ad for 30 seconds, then show a "Next" button for participants to advance at their own pace

**Question Type:** Single Punch
**Q23. Were you able to see and read the Desyflux ad on your device?**

**Variable Label:** Q23: Were you able to see and read the Desyflux ad on your device?

| Value | Value Label |
|---|---|
| 00 | No  [Go to demographic Qs before terminating] |
| 01 | Yes |
| -99 | Refused [Terminate] |

We are now going to ask you some questions about Desyflux. Please answer the following questions and provide as much detail as possible where appropriate. Even if you don't remember some information about Desyflux, please try your best to answer all of the questions.

**Question Type:** Essay
**Q24. According to the ad, what is Desyflux used for?** [Unaided Recall]

**Variable Label:** Q24: According to the ad, what is Desyflux used for?

| Value | Value Label |
|---|---|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Essay
**Q25. What effects, if any, did Desyflux have in clinical trials?** [Unaided Recall/Comprehension]

**Variable Label:** Q25: What effects, if any, did Desyflux have in clinical trials?

| Value | Value Label |
|-------|-------------|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q26. How effective do you think Desyflux would be for improving your lung function if you had COPD? Please provide your best guess, based on what you read in the ad.** [Efficacy]

**Variable Label:** Q26: How effective do you think Desyflux would be for improving your lung function if you had COPD? Please provide your best guess, based on what you read in the ad.

| Value | Value Label |
|-------|-------------|
| 01 | Not at all effective |
| 02 | Slightly effective |
| 03 | Moderately effective |
| 04 | Mostly effective |
| 05 | Completely effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q27. If you were diagnosed with COPD, how likely would you be to seek additional information about Desyflux from a source other than your health care provider?** [Interest/information seeking intention]

**Variable Label:** Q28: If you were diagnosed with COPD, how likely would you be to seek additional information about Desyflux from a source other than your health care provider?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q28.** **If you were diagnosed with COPD, how likely would you be to ask your doctor for more information about Desyflux?** [Behavioral intention]

**Variable Label:** Q27: If you were diagnosed with COPD, how likely would you be to ask your doctor for more information about Desyflux?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q29.** **Based on the ad, how strong would you say the scientific evidence is for Desyflux's effectiveness?** [Assessment of evidence]

**Variable Label:** Q29: Based on the ad, how strong would you say the scientific evidence is for Desyflux's effectiveness?

| Value | Value Label |
|-------|-------------|
| 01 | Very weak |
| 02 | Somewhat weak |
| 03 | Neither weak nor strong |
| 04 | Somewhat strong |
| 05 | Very strong |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Grid

**Q30. Which of the following statements appeared in the ad for Desyflux? Select all that apply.** [Recall of claim and disclosure]

**Variable Label:** Q30: Which of the following statements appeared in the ad for Desyflux?

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q30_A | Results were not statistically significant | Q30_A: Results were not statistically significant |
| Q30_B | Goals of COPD treatment include maintaining lung function | Q30_B: Goals of COPD treatment include maintaining lung function |
| Q30_C | In clinical trials, people taking Desyflux saw an average increase of 2.5 percentage points in respiratory symptom score | Q30_C: In clinical trials, people taking Desyflux saw an average increase of 2.5 percentage points in respiratory symptom score |
| Q30_D | The observed effect may not be due to treatment with Desyflux | Q30_D: The observed effect may not be due to treatment with Desyflux |
| Q30_E | COPD may be exacerbated by smoking | Q30_E: COPD may be exacerbated by smoking |
| Q30_F | Do not take Desyflux if you are well controlled on another medication | Q30_F: Do not take Desyflux if you are well controlled on another medication |

| Value | Value Label |
|---|---|
| 01 | In ad |
| 02 | Not in ad |
| 03 | Don't know |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q31. How complicated would you say the information in the ad for Desyflux was?** [Cognitive load]

**Variable Label:** Q31: How complicated would you say the information in the ad for Desyflux was?

| Value | Value Label |
|---|---|
| 01 | Not at all complicated |
| 02 | Slightly complicated |
| 03 | Moderately complicated |
| 04 | Very complicated |
| 05 | Extremely complicated |

| | |
|---|---|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q32. How difficult was it to understand the Desyflux ad?** [Cognitive load]

**Variable Label:** Q32: How difficult was it to understand the Desyflux ad?

| Value | Value Label |
|---|---|
| 01 | Not at all difficult |
| 02 | Slightly difficult |
| 03 | Moderately difficult |
| 04 | Very difficult |
| 05 | Extremely difficult |
| -99 | Refused |
| -100 | Valid skip |

PROGRAMMER: Block randomization ends here; resume standard survey flow

**Question Type:** Single Punch
**Q33. How likely is it that the benefits of the drugs presented in these promotional pieces are true?** [Skepticism]

**Variable Label:** Q33: How likely is it that the benefits of the drugs presented in these promotional pieces are true?

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
**Q34. How skeptical are you about the truth of the benefits of the drugs presented in these promotional pieces?** [Skepticism]

**Variable Label:** Q34: How skeptical are you about the truth of the benefits of the drugs presented in these promotional pieces?

| Value | Value Label |
|---|---|
| 01 | Not at all skeptical |

| | |
|---|---|
| 02 | Slightly skeptical |
| s03 | Moderately skeptical |
| 04 | Very skeptical |
| 05 | Extremely skeptical |
| -99 | Refused |
| -100 | Valid skip |

## //DEMOGRAPHIC & PERSONAL INFORMATION//

**Question Type:** Multi-punch Grid
**Q35. Have you ever taken a prescription medication for (check all that apply):** [Familiarity/exposure]

**Variable Label:** Q35: Have you ever taken a prescription medication for

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q35_A | High blood pressure | Q35_A: High blood pressure |
| Q35_B | COPD | Q35_B: COPD |
| Q35_C | Chronic iron overload | Q35_C: Chronic iron overload |

| Value | Value Label |
|---|---|
| 00 | True |
| 01 | False |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Multi-punch Grid

**Q36. Has a loved one (family member or close friend) ever taken a prescription medication for (check all that apply):**
[Familiarity/exposure]

**Variable Label:** Q34: Has a loved one (family member or close friend) ever taken a prescription medication for

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q34_A | High blood pressure | Q34_A: High blood pressure |
| Q34_B | COPD | Q34_B: COPD |
| Q34_C | Chronic iron overload | Q34_C: Chronic iron overload |

| Value | Value Label |
|---|---|
| 00 | True |
| 01 | False |
| -99 | Refused |
| -100 | Valid skip |

//CLOSING FOR INELIGIBLE PARTICIPANTS//

We're sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible. These reasons were decided earlier by the researchers. However, we thank you for your interest in this study and for taking the time to answer our questions today.

//CLOSING/DEBRIEF FOR ALL OTHER PARTICIPANTS//

Thank you for your participation in this study; we appreciate your time and effort. Your participation helps us and the U.S. Department of Health and Human Services learn more about how people read and understand prescription drug advertisements.

The ads that you saw today were not for real prescription drugs. If you have questions or concerns about medical conditions, including high blood pressure, COPD, or chronic iron overload, or about prescription drugs to help treat these conditions, please talk to your doctor or other health care professional.

# Healthcare Professional Pretest Questionnaire

**//MAIN STUDY INTRODUCTION TEXT//**

**INTRODUCTION**
Thank you for agreeing to participate in this study today. This study is about advertisements for prescription medications. We will show you some ads and then ask you some questions about them. If you typically wear glasses or contacts for reading or using a computer or mobile device, please make sure to wear them while viewing these materials. Please maximize your browser window so you can easily view the ads.

**INSTRUCTIONS**
You will now see a series of three pages taken from promotional brochures for medications used to treat some health conditions that may affect your patients. Please take a few moments to read and think about each page as it is shown.

PROGRAMMER:
- Randomize the following blocks: Zoridtic, Eproquant, Desyflux (each block includes an ad followed by an assortment of questions).
- Randomize disclosure condition within each drug type (each disclosure condition should be shown an equal number of times for each drug).
- Show each ad for 30 seconds, then show a "Next" button for participants to advance at their own pace.
- For all questions about a specific drug, show the logo of the relevant drug at the top of the screen. Placement should be consistent for each question and each drug.
- Omit internal notes (shown in red).
- Additional data required for each participant:
  o Device type
  o Operating system
  o Browser type
  o Resolution (when possible)
  o Amount of time spent on each ad (in seconds)
  o Ad order for each ad
  o Disclosure condition for each ad
  o Page and question order as noted throughout


//ZORIDTIC BLOCK//

//NEW SCREEN//

**BLOCK INSTRUCTIONS**
Click the blue button when you are ready to view the next ad. After 30 seconds, a button will appear to allow you to advance, but please take as long as you need to view the ad. You can move your mouse over the ad to magnify any area.

//NEW SCREEN//

PROGRAMMER: Show randomly assigned Zoridtic ad for 30 seconds, then show a "Next" button for participants to advance at their own pace

**Question Type:** Single Punch
   **Q1.       Were you able to see and read the Zoridtic ad on your device?**

   **Variable Label:** Q1: Were you able to see and read the Zoridtic ad on your device?

| Value | Value Label |
|---|---|
| 00 | No  [Go to demographic Qs before terminating] |
| 01 | Yes |
| -99 | Refused [Terminate] |


**//NEW SCREEN//**

We are now going to ask you some questions about Zoridtic. Please answer the following questions and provide as much detail as possible where appropriate. Even if you don't remember some information about Zoridtic, please try your best to answer all of the questions.

**Question Type:** Essay
   **Q2.       According to the ad, what is Zoridtic used for?** [Unaided Recall]

   **Variable Label:** Q2: According to the ad, what is Zoridtic used for?

| Value | Value Label |
|---|---|
| -99 | Refused |
| -100 | Valid skip |


**Question Type:** Essay
   **Q3.       What, if anything, did the ad mention Zoridtic is <u>not</u> approved for?** [Unaided Recall]

   **Variable Label:** Q3: What, if anything, did the ad mention Zoridtic is not approved for?

| Value | Value Label |
|---|---|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q4.**     **Based on the ad, how effective do you think Zoridtic would be for helping your patients control their high blood pressure?** [Efficacy]

**Variable Label:** Q4: Based on the ad, how effective do you think Zoridtic would be for helping your patients control their high blood pressure?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all effective |
| 02 | Slightly effective |
| 03 | Moderately effective |
| 04 | Mostly effective |
| 05 | Completely effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q5.**     **Compared to most other prescription medications for high blood pressure, how effective would you say Zoridtic is?** [Comparative efficacy]

**Variable Label:** Q5: Compared to most other prescription medications for high blood pressure, how effective would you say Zoridtic is?

| Value | Value Label |
|-------|-------------|
| 01 | Much less effective |
| 02 | Less effective |
| 03 | About the same |
| 04 | More effective |
| 05 | Much more effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

Q6. **Based on the ad, how effective do you think Zoridtic would be for helping your patients prevent a heart attack or stroke?** [False claim perceptions]

**Variable Label:** Q6: Based on the ad, how effective do you think Zoridtic would be for helping your patients prevent a heart attack or stroke?

| Value | Value Label |
|---|---|
| 01 | Not at all effective |
| 02 | Slightly effective |
| 03 | Moderately effective |
| 04 | Mostly effective |
| 05 | Completely effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

Q7. **Compared to most other prescription medications to help prevent heart attack and stroke, how effective would you say Zoridtic is?** [False claim comparative perceptions]

**Variable Label:** Q7: Compared to most other prescription medications to help prevent heart attack and stroke, how effective would you say Zoridtic is?

| Value | Value Label |
|---|---|
| 01 | Much less effective |
| 02 | Less effective |
| 03 | About the same |
| 04 | More effective |
| 05 | Much more effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q8.** **If you diagnosed a patient with high blood pressure, how likely would you be to seek additional information about Zoridtic when making a treatment decision for that patient?** [Interest/information seeking intention]

**Variable Label:** Q8: If you diagnosed a patient with high blood pressure, how likely would you be to seek additional information about Zoridtic when making a treatment decision for that patient?

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q9.** **If a patient were at elevated risk for heart attack or stroke, how likely would you be to seek additional information about Zoridtic when making a treatment decision for that patient?** [Interest/information seeking intention – incorrect]

**Variable Label:** Q9: If a patient were at elevated risk for heart attack or stroke, how likely would you be to seek additional information about Zoridtic when making a treatment decision for that patient?

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q10.** **When treating a patient with high blood pressure who is not optimized on current drug therapy, how likely would you be to prescribe Zoridtic, alone or in combination with other therapy? For the purpose of this question, you may assume that Zoridtic is a formulary drug.** [Behavioral intention]

**Variable Label:** Q10: When treating a patient with high blood pressure who is not optimized on current drug therapy, how likely would you be to prescribe Zoridtic, alone or in combination with other therapy? For the purpose of this question, you may assume that Zoridtic is a formulary drug.

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q11.** **When treating a patient at elevated risk for a heart attack or stroke, how likely would you be to prescribe Zoridtic, alone or in combination with other therapy? For the purpose of this question, you may assume that Zoridtic is a formulary drug.** [Behavioral intention – incorrect]

**Variable Label:** Q11: When treating a patient at elevated risk for a heart attack or stroke, how likely would you be to prescribe Zoridtic, alone or in combination with other therapy? For the purpose of this question, you may assume that Zoridtic is a formulary drug.

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Grid
**Q12.  Which of the following statements appeared in the ad for Zoridtic? Select all that apply.** [Recognition of claim and disclosure]

PROGRAMMER: Randomize order of all items

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q12_A | Zoridtic has not been tested as treatment or prevention for cardiovascular events, including heart attack and stroke | Q12_A: Zoridtic has not been tested as treatment or prevention for cardiovascular events, including heart attack and stroke |
| Q12_B | Zoridtic can significantly lower high blood pressure within 2 weeks | Q12_B: Zoridtic can significantly lower high blood pressure within 2 weeks |
| Q12_C | Medications that lower blood pressure also lower risk for heart attack and stroke | Q12_C: Medications that lower blood pressure also lower risk for heart attack and stroke |
| Q12_D | Zoridtic has not been approved to treat or prevent these events | Q12_D: Zoridtic has not been approved to treat or prevent these events |
| Q12_E | Do not prescribe Zoridtic for patients with diabetes | Q12_E: Do not prescribe Zoridtic for patients with diabetes |
| Q12_F | Zoridtic may cause headaches or dizziness | Q12_F: Zoridtic may cause headaches or dizziness |

| Value | Value Label |
|---|---|
| 01 | In ad |
| 02 | Not in ad |
| 03 | Don't know |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q13.** **How complicated would you say the information in the ad for Zoridtic was?** [Cognitive load]

**Variable Label:** Q13: How complicated would you say the information in the ad for Zoridtic was?

| Value | Value Label |
|---|---|
| 01 | Not at all complicated |
| 02 | Slightly complicated |
| 03 | Moderately complicated |
| 04 | Very complicated |
| 05 | Extremely complicated |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q14.** **How difficult was it to understand the Zoridtic ad?** [Cognitive load]

**Variable Label:** Q14: How difficult was it to understand the Zoridtic ad?

| Value | Value Label |
|---|---|
| 01 | Not at all difficult |
| 02 | Slightly difficult |
| 03 | Moderately difficult |
| 04 | Very difficult |
| 05 | Extremely difficult |
| -99 | Refused |
| -100 | Valid skip |

**BLOCK INSTRUCTIONS**
Click the blue button when you are ready to view the next ad. After 30 seconds, a button will appear to allow you to advance, but please take as long as you need to view the ad. You can move your mouse over the ad to magnify any area.

//NEW SCREEN//

PROGRAMMER: Show randomly assigned Eproquant ad for 30 seconds, then show a "Next" button for participants to advance at their own pace

//NEW SCREEN//

**Question Type:** Single Punch
   **Q15.      Were you able to see and read the Eproquant ad on your device?**

   **Variable Label:** Q15: Were you able to see and read the Eproquant ad on your device?

| Value | Value Label |
|---|---|
| 00 | No  [Go to demographic Qs before terminating] |
| 01 | Yes |
| -99 | Refused [Terminate] |

//NEW SCREEN//

We are now going to ask you some questions about Eproquant. Please answer the following questions and provide as much detail as possible where appropriate. Even if you don't remember some information about Eproquant, please try your best to answer all of the questions.

**Question Type:** Essay
   **Q16.      According to the ad, what is Eproquant used for?** [Unaided Recall]

   **Variable Label:** Q16: According to the ad, what is Eproquant used for?

| Value | Value Label |
|---|---|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Essay
### Q17.    What instructions, if any, did the ad mention for taking Eproquant? [Unaided Recall]

**Variable Label:** Q17: What instructions, if any, did the ad mention for taking Eproquant?

| Value | Value Label |
|-------|-------------|
| -99   | Refused     |
| -100  | Valid skip  |

**Question Type:** Single Punch
### Q18.    Based on the ad, how easy or hard do you think it would be for a patient with chronic iron overload to use Eproquant to help control his or her iron levels? [Ease of use]

**Variable Label:** Q18: Based on the ad, how easy or hard do you think it would be for a patient with chronic iron overload to use Eproquant to help control his or her iron levels?

| Value | Value Label            |
|-------|------------------------|
| 01    | Very hard              |
| 02    | Somewhat hard          |
| 03    | Neither easy nor hard  |
| 04    | Somewhat easy          |
| 05    | Very easy              |
| -99   | Refused                |
| -100  | Valid skip             |

**Question Type:** Single Punch
### Q19.    Based on the ad, how easy or hard do you think it would be for your patients to make Eproquant part of their daily routine? [Ease of use]

**Variable Label:** Q19: Based on the ad, how easy or hard do you think it would be for your patients to make Eproquant part of their daily routine?

| Value | Value Label            |
|-------|------------------------|
| 01    | Very hard              |
| 02    | Somewhat hard          |
| 03    | Neither easy nor hard  |
| 04    | Somewhat easy          |
| 05    | Very easy              |
| -99   | Refused                |
| -100  | Valid skip             |

**Question Type:** Single Punch

**Q20.** **If you diagnosed a patient with chronic iron overload, how likely would you be to seek additional information about Eproquant when making a treatment decision for that patient?**
[Interest/information seeking intention]

**Variable Label:** Q20: If you diagnosed a patient with chronic iron overload, how likely would you be to seek additional information about Eproquant when making a treatment decision for that patient?

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q21.** **If you were treating a patient with chronic iron overload, how likely would you be to prescribe Eproquant? Assume that you yourself are treating the patient, rather than referring to a specialist, and that Eproquant is a formulary drug.** [Behavioral intention]

**Variable Label:** Q21: If you were treating a patient with chronic iron overload, how likely would you be to prescribe Eproquant? Assume that you yourself are treating the patient, rather than referring to a specialist, and that Eproquant is a formulary drug.

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Grid

**Q22.** **Which of the following statements appeared in the ad for Eproquant? Select all that apply.** [Recognition of claim and disclosure]

PROGRAMMER: Randomize order of all items

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q22_A | For best results, Eproquant should be taken with water and a light meal or snack | Q22_A: For best results, Eproquant should be taken with water and a light meal or snack |
| Q22_B | Both Eproquant and Bravaset should be taken every day, preferably at the same time each day | Q22_B: Both Eproquant and Bravaset should be taken every day, preferably at the same time each day |
| Q22_C | Eproquant is a simple to take, once-daily tablet | Q22_C: Eproquant is a simple to take, once-daily tablet |
| Q22_D | Do not take Eproquant without 8 oz. of water. Do not take Eproquant without food containing <7% fat and about 250 calories. | Q22_D: Do not take Eproquant without 8 oz. of water. Do not take Eproquant without food containing <7% fat and about 250 calories. |
| Q22_E | Eproquant should not be taken concurrently with Evitronir | Q22_E: Eproquant should not be taken concurrently with Evitronir |
| Q22_F | The easier chelation regimen for patients with chronic iron overload | Q22_F: The easier chelation regimen for patients with chronic iron overload |

| Value | Value Label |
|---|---|
| 01 | In ad |
| 02 | Not in ad |
| 03 | Don't know |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

    **Q23.**     **How complicated would you say the information in the ad for Eproquant was?** [Cognitive load]

    **Variable Label:** Q23: How complicated would you say the information in the ad for Eproquant was?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all complicated |
| 02 | Slightly complicated |
| 03 | Moderately complicated |
| 04 | Very complicated |
| 05 | Extremely complicated |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

    **Q24.**     **How difficult was it to understand the Eproquant ad?** [Cognitive load]

    **Variable Label:** Q24: How difficult was it to understand the Eproquant ad?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all difficult |
| 02 | Slightly difficult |
| 03 | Moderately difficult |
| 04 | Very difficult |
| 05 | Extremely difficult |
| -99 | Refused |
| -100 | Valid skip |

**//NEW SCREEN//**

**BLOCK INSTRUCTIONS**
Click the blue button when you are ready to view the next ad. After 30 seconds, a button will appear to allow you to advance, but please take as long as you need to view the ad. You can move your mouse over the ad to magnify any area.

**//NEW SCREEN//**

PROGRAMMER: Show randomly assigned Desyflux ad for 30 seconds, then show a "Next" button for participants to advance at their own pace

**//NEW SCREEN//**

**Question Type:** Single Punch
    **Q25.**     **Were you able to see and read the Desyflux ad on your device?**

    **Variable Label:** Q25: Were you able to see and read the Desyflux ad on your device?

| Value | Value Label |
|---|---|
| 00 | No [Go to demographic Qs before terminating] |
| 01 | Yes |
| -99 | Refused [Terminate] |

**//NEW SCREEN//**

We are now going to ask you some questions about Desyflux. Please answer the following questions and provide as much detail as possible where appropriate. Even if you don't remember some information about Desyflux, please try your best to answer all of the questions.

**Question Type:** Essay
    **Q26.**     **According to the ad, what is Desyflux used for?** [Unaided Recall]

    **Variable Label:** Q26: According to the ad, what is Desyflux used for?

| Value | Value Label |
|---|---|
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Essay
    **Q27.**     **What effects, if any, did Desyflux have in clinical trials?**
        [Unaided Recall/Comprehension]

        **Variable Label:** Q27: What effects, if any, did Desyflux have in clinical trials?

| Value | Value Label |
|-------|-------------|
| -99 | Refused |
| -100 | Valid skip |

[Present Q28 and Q29 on same page]

**Question Type:** Single Punch
    **Q28.**     **Based on the ad, how effective do you think Desyflux would be for improving a patient's lung function if he or she had COPD?**
        [Efficacy]

        **Variable Label:** Q28: Based on the ad, how effective do you think Desyflux would be for improving a patient's lung function if he or she had COPD?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all effective |
| 02 | Slightly effective |
| 03 | Moderately effective |
| 04 | Mostly effective |
| 05 | Completely effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch
    **Q29.**     **Compared to most other prescription medications for COPD, how effective would you say Desyflux is?**  [Comparative efficacy]

        **Variable Label:** Q29: Compared to most other prescription medications for COPD, how effective would you say Desyflux is?

| Value | Value Label |
|-------|-------------|
| 01 | Much less effective |
| 02 | Less effective |
| 03 | About the same |
| 04 | More effective |
| 05 | Much more effective |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q30.** **If you diagnosed a patient with COPD caused by Alpha-1 Antitrypsin Deficiency, how likely would you be to seek additional information about Desyflux when making a treatment decision for that patient? Assume that you yourself are treating the patient, rather than referring to a specialist.** [Interest/information seeking intention]

**Variable Label:** Q30: If you diagnosed a patient with COPD caused by Alpha-1 Antitrypsin Deficiency, how likely would you be to seek additional information about Desyflux when making a treatment decision for that patient? Assume that you yourself are treating the patient, rather than referring to a specialist.

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q31.** **If you were treating a patient with COPD caused by Alpha-1 Antitrypsin Deficiency, how likely would you be to prescribe Desyflux? Assume that you yourself are treating the patient, rather than referring to a specialist.** [Behavioral intention]

**Variable Label:** Q31: If you were treating a patient with COPD caused by Alpha-1 Antitrypsin Deficiency, how likely would you be to prescribe Desyflux? Assume that you yourself are treating the patient, rather than referring to a specialist.

| Value | Value Label |
|---|---|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q32.** **Based on the ad, how strong would you say the scientific evidence is for Desyflux's effectiveness?** [Assessment of evidence]

**Variable Label:** Q32: Based on the ad, how strong would you say the scientific evidence is for Desyflux's effectiveness?

| Value | Value Label |
|---|---|
| 01 | Very weak |
| 02 | Somewhat weak |
| 03 | Neither weak nor strong |
| 04 | Somewhat strong |
| 05 | Very strong |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Grid

**Q33.** **Which of the following appeared in the ad for Desyflux? Select all that apply.** [Recognition of claim and disclosure]

PROGRAMMER: Randomize order of all items

| Variable Name | Variable Text | Variable Label |
|---|---|---|
| Q33_A | p = .11 | Q33_A: p = .11 |
| Q33_B | Target the protein defects in patients with Alpha-1 Antitrypsin Deficiency (AATD) | Q33_B: Target the protein defects in patients with Alpha-1 Antitrypsin Deficiency (AATD) |
| Q33_C | Absolute change in percent predicted $FEV_1$ at Week 24 (95% CI): 3.0 (1.6, 4.4) | Q33_C: Absolute change in percent predicted $FEV_1$ at Week 24 (95% CI): 3.0 (1.6, 4.4) |
| Q33_D | Results were not statistically significant | Q33_D: Results were not statistically significant |
| Q33_E | Desyflux is approved as an alternative to Altiflux | Q33_E: Desyflux is approved as an alternative to Altiflux |
| Q33_F | Desyflux is not for patients well controlled on another medication | Q33_F: Desyflux is not for patients well controlled on another medication |

| Value | Value Label |
|---|---|
| 01 | In ad |
| 02 | Not in ad |
| 03 | Don't know |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q34.** **How much did [PIPE IN Q33_A OR Q33_D AS SELECTED BY PARTICIPANT; DISPLAY IN BOLD FONT] influence your assessment of the scientific evidence for Desyflux?** [Effect of disclosure]

**Variable Label:** Q34: How much did the statement [disclosure] influence your assessment of the scientific evidence for [D]esyflux?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all |
| 02 | Slightly |
| 03 | Moderately |
| 04 | Very much |
| 05 | Extremely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q35.** **If you had seen the statement below, how much would it have influenced your assessment of the scientific evidence for Desyflux?** [Effect of disclosure]

**p = .11**

**Variable Label:** Q35: If you had seen the statement below, how much would it have influenced your assessment of the scientific evidence for Desyflux?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all |
| 02 | Slightly |
| 03 | Moderately |
| 04 | Very much |
| 05 | Extremely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q36.** **How complicated would you say the information in the ad for Desyflux was?** [Cognitive load]

**Variable Label:** Q36: How complicated would you say the information in the ad for Desyflux was?

| Value | Value Label |
|---|---|
| 01 | Not at all complicated |
| 02 | Slightly complicated |
| 03 | Moderately complicated |
| 04 | Very complicated |
| 05 | Extremely complicated |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q37.** **How difficult was it to understand the Desyflux ad?** [Cognitive load]

**Variable Label:** Q37: How difficult was it to understand the Desyflux ad?

| Value | Value Label |
|---|---|
| 01 | Not at all difficult |
| 02 | Slightly difficult |
| 03 | Moderately difficult |
| 04 | Very difficult |
| 05 | Extremely difficult |
| -99 | Refused |
| -100 | Valid skip |

PROGRAMMER: Block randomization ends here; resume standard survey flow

**Question Type:** Single Punch

**Q38.** **How likely is it that the benefits of the drugs presented in these promotional pieces are true?** [Skepticism]

**Variable Label:** Q38: How likely is it that the benefits of the drugs presented in these promotional pieces are true?

| Value | Value Label |
|-------|-------------|
| 01 | Very unlikely |
| 02 | Somewhat unlikely |
| 03 | Neither likely nor unlikely |
| 04 | Somewhat likely |
| 05 | Very likely |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Single Punch

**Q39.** **How skeptical are you about the truth of the benefits of the drugs presented in these promotional pieces?** [Skepticism]

**Variable Label:** Q39: How skeptical are you about the truth of the benefits of the drugs presented in these promotional pieces?

| Value | Value Label |
|-------|-------------|
| 01 | Not at all skeptical |
| 02 | Slightly skeptical |
| s03 | Moderately skeptical |
| 04 | Very skeptical |
| 05 | Extremely skeptical |
| -99 | Refused |
| -100 | Valid skip |

**Question Type:** Multi-punch
**Q40.** **Which of the following advanced degrees have you received? Select all that apply.**

**Variable Label:** Q38: Which of the following advanced degrees have you received?

| Value | Value Label |
|-------|-------------|
| 01    | MD          |
| 02    | PhD         |
| 03    | DO          |
| 04    | DCM         |
| 05    | DMSc        |
| 06    | Other       |
| -99   | Refused     |
| -100  | Valid skip  |

**Question Type:** Single Punch
**Q41.** **How confident are you in your ability to understand data from clinical trials for prescription drugs?**

**Variable Label:** Q39: How confident are you in your ability to understand data from clinical trials for prescription drugs?

| Value | Value Label |
|-------|---------------------|
| 01    | Not at all confident |
| 02    | Slightly confident  |
| 03    | Moderately confident |
| 04    | Very confident      |
| 05    | Extremely confident |
| -99   | Refused             |
| -100  | Valid skip          |

**Question Type:** Single Punch
**Q42.** **How frequently do you encounter promotional materials for prescription drugs?**

**Variable Label:** Q40: How frequently do you encounter promotional materials for prescription drugs?

| Value | Value Label |
|-------|-------------|
| 01    | Never       |
| 02    | Rarely      |

| | |
|------|-----------|
| 03 | Sometimes |
| 04 | Often |
| 05 | Very often |
| -99 | Refused |
| -100 | Valid skip |

We're sorry, but you are not eligible for this study. There are many possible reasons why people are not eligible. These reasons were decided earlier by the researchers. However, we thank you for your interest in this study and for taking the time to answer our questions today.

Thank you for your participation in this study; we appreciate your time and effort. Your participation helps us and the U.S. Department of Health and Human Services learn more about how health care providers read and understand prescription drug advertisements.

The ads that you saw today were created for the purposes of this study and are not for real prescription drugs.