

## FDA Disease Awareness Project Questionnaires

### INTRODUCTION (STUDY 1)

Thank you for agreeing to participate in this study today.

Please make sure you are comfortable and can read the screen from where you sit. You will first watch around 1 hour of TV. You will have the opportunity to take a break during this time. After the TV programming you will answer some questions about what you just watched. You will need about 20 minutes to answer the questions following the program.

Please watch the entire television program, including the commercials. The video you are about to view will require your full attention. We ask that you do not read, watch, or listen to anything else while viewing this video. You will be asked to answer questions about the program and commercials both during and after the program. If you answer these questions during the program correctly, you will get a bonus \$5, in addition to the \$15 for answering the questions after the program. This means you can get **up to \$20** for taking part in this study.

This page displays a test to ensure that you are able to view the video and hear the audio.

**Question Type:** Single Punch

**AV\_Q1.** Were you able to view this video?

**Variable Label:** AV\_Q1: Were you able to view this video?

Value	Value Label	
01	Yes	Continue to AV_Q2
00	No	Terminate

**Question Type:** Single Punch

**AV\_Q2.** Were you able to hear this video?

**Variable Label:** AV\_Q2: Were you able to hear this video?

Value	Value Label	
01	Yes	Continue to Confirmation
00	No	Terminate

OMB Control # \_\_\_\_\_ Expires \_\_\_\_\_

**Question Type:** Single Punch

**Confirmation.** Once you start the program, you will not be able to finish the study at another time or another day. Are you able to watch the entire 60 minute program now?

**Variable Label:** Confirmation: Once you start the program, you will not be able to finish the study at another time or another day. Are you able to watch the entire 60 minute program now?

Value	Value Label	
01	Yes	Continue to stimuli
00	No	Terminate

Please press Continue to begin. The video will play automatically on the next page.

### **Video Attention Checks for Study 1**

#### **Question Type for C1 - 7: Single Punch**

**C1. Content Check 1 @FA4, 15:33 (Phillips one Blade)**




In the most recent advertisement, what product was being advertised?

[RANDOMIZE]

Value	Value Label
01	A razor
02	Coffee
03	A car
04	Athletic shoes
-99	Refused

[AUTO PUNCH HIDDEN QUESTION C1x  
If C1 = 01 ('A Razor'), C1x = 01 ('True')  
ELSE C1x = 00 ('False')]

**C2. Continue point @PS3, 20:41-**  
 How do you like the programming so far?

Value	Value Label
01	
02	
03	
-99	Refused

[RECORD TIME TO CLICK]

BR 1. Would you like to take a break at this point?

Value	Value Label	
01	Yes	Display BR1A
00	No	Continue with video segment 3

**BR1A. Please resume the survey within 10 minutes by clicking the CONTINUE button below. If you do not resume within 10 minutes, you will not be able to continue with the study.**

**[DISPLAY MM:SS TIMER STARTING FROM 10:00]**

[AUTO PUNCH HIDDEN QUESTION BR1x  
 If BR1A time ≤ 10:00:00, BR1x = 01 ('True')  
 ELSE BR1x = 00 ('False'), TERMINATE, pay \$3]

**C3. Content Check 2 @ PS4 (26:00) -**

What was the most recent segment about? [RANDOMIZE]

<b>Value</b>	<b>Value Label</b>
01	Cooking
02	Cars
03	Animals
04	Gardening
-99	Refused

[AUTO PUNCH HIDDEN QUESTION C3x  
If C3 = 01 ('Cooking'), C3x = 01 ('True')  
ELSE C3x = 00 ('False')]

[If C1x AND C3x = False, TERMINATE, pay \$3]

**C4. Continue point @ PS5 (31:00) -**

We want to make sure you are still there. Please click below to continue.

[RECORD TIME TO CLICK]

**C5. Content Check 3 @ FA14 (33:10, Jeep ad)**

The person in the most recent ad was:  
[RANDOMIZE]

<b>Value</b>	<b>Value Label</b>
01	A man
02	A woman
-99	Refused

[AUTO PUNCH HIDDEN QUESTION C5x  
If C5 = (01 = "A man"), C5x = 01 ('True')  
ELSE C5x = 00 ('False')]

**C6. Content Check 4 @PS6; 40:00**

What was the most recent segment about?  
[RANDOMIZE]

Value	Value Label
01	Rooftop farms
02	Wind energy
03	Solar panels
04	Electric cars
-99	Refused

[AUTO PUNCH HIDDEN QUESTION C6x

If C6 = 01 ('Rooftop farms'), C6x = 01 ('True')

ELSE C6x = 00 ('False')]

BR2. Would you like to take a break at this point?

Value	Value Label	
01	Yes	Display BR2A
00	No	Continue with video segment 7

**BR2A. Please resume the survey within 10 minutes by clicking the CONTINUE button below. If you do not resume within 10 minutes, you will not be able to continue with the study.**

**[DISPLAY MM:SS TIMER STARTING FROM 10:00]**

[AUTO PUNCH HIDDEN QUESTION BR2x

If BR2A time ≤ 10:00:00, BR2x = 01 ('True')

ELSE BR2x = 00 ('False'), TERMINATE, pay \$5]

**C7. Continue point @PS7 49:20-**

On a rating scale from 1 to 10, how would you rate this program so far?

Value	1	2	3	4	5	6	7	8	9	10
Value label	1: Not enjoyable at all									10. Extremely enjoyable

[RECORD TIME TO CLICK]

CONTINUE ELIGIBILITY

OMB Control # \_\_\_\_\_ Expires \_\_\_\_\_

OMB Control # \_\_\_\_\_ Expires \_\_\_\_\_

[IF 3 OR MORE OF C1/C3/C5/C6 = 01 ('True'), CONTINUE TO SURVEY, ELSE LATE TERMINATE]

**[EARLY TERMINATION LANGUAGE FOR FAILING ATTENTION CHECKS]**

Thank you for your interest in this study and your time. I'm sorry but you are not eligible to continue with this study. We would still like to offer you \$3 as a token of our appreciation for your time.

The purpose of this study is to learn about how people understand information about prescription drugs in advertisements. In order to get a real-life reaction to this information, we created a brand to use in this study, [Drug X]. [Drug X] is not a real product and is not available for sale. Any other use of brand names does not imply endorsement by the FDA. Please see your health care professional for any questions about asthma, treatments for asthma, and information about outcomes of untreated asthma.

**[LATE TERMINATION LANGUAGE FOR FAILING ATTENTION CHECKS]**

Thank you for your interest in this study and your time. I'm sorry but you are not eligible to continue with this study. We would still like to offer you \$5 as a token of our appreciation for your time.

The purpose of this study is to learn about how people understand information about prescription drugs in advertisements. In order to get a real-life reaction to this information, we created a brand to use in this study, [Drug X]. [Drug X] is not a real product and is not available for sale. Any other use of brand names does not imply endorsement by the FDA. Please see your health care professional for any questions about asthma, treatments for asthma, and information about outcomes of untreated asthma.



## **INTRODUCTION (STUDY 2)**

### **[BEFORE EACH VIEWING]**

Thank you for agreeing to participate in this study.

Please make sure you are comfortable and can read the screen from where you sit. Please watch the entire set of commercials. If you are using a mobile device, turn it sideways and use landscape view to watch the ads. You will be asked to answer questions about the commercials after the program.

Please press Continue to begin. The video will play automatically on the next page.

### **[BEFORE FINAL VIEWING]**

Thank you for agreeing to participate in this study.

Please make sure you are comfortable and can read the screen from where you sit. Please watch the entire set of commercials. If you are using a mobile phone then turn your phone sideways and use landscape view to watch the ads. You will be asked to answer questions about the commercials after the program. You will need about 20 minutes to answer the questions following the commercials.

Please press Continue to begin. The video will play automatically on the next page.

**STIMULI VIEWING CONFIRMATION (STUDY 1)**

**Question Type:** Single Punch

**Q1.** Were you able to view the entire television program and commercials?

**Variable Label:** Q1: Were you able to view the entire television program and commercials?

Value	Value Label	
01	Yes	Continue to Q2
00	No	Continue to Q1A, then Terminate
02	Not Sure	Continue to Q1A, then Terminate
-99	Refused	Terminate

**Question Type:** Multi Punch

**Q1A.** Why were you not able to view the entire television program and commercials? (Select all that apply).

**Variable Label:** Q1A. Why were you not able to view the entire television program and commercials? Select all that apply.

Variable	Variable text	Value Label
1A_1	Technical problems with the survey	Q1A_1: Technical problems with the survey
1A_2	Interrupted/distracted by activities around me (e.g. phone call, family, pets)	Q1A_2: Interrupted/distracted by activities around me (e.g. phone call, family, pets)
1A_3	Computer/internet problems	Q1A_3: Computer/internet problems
1A_4	Other: Please describe _____	Q1A_4: Other: Please describe _____

Value	Value Label
01	Selected
00	Not selected
-99	Refused
-100	Valid skip

**[TERMINATION AND DEBRIEF LANGUAGE FOR STIMULUS VIEWING CHECK]**

Thank you for your interest in this study and your time. I'm sorry but you are not eligible to continue with this study. We would still like to offer you \$5 as a token of our appreciation for your time.

The purpose of this study is to learn about how people understand information about prescription drugs in advertisements. In order to get a real-life reaction to this information, we created a brand to use in this study, [Drug X]. [Drug X] is not a real product and is not available for sale. Any other use of brand names does not imply endorsement by the FDA. Please see your health care professional for any questions about asthma, treatments for asthma, and information about outcomes of untreated asthma.

**[For remaining survey items, if participant does not provide response, then prompt with, "Are you sure you don't want to provide a response?" before allowing to continue.]**

**Question Type:** Single Punch

**Q2.** Do you recall seeing a commercial for [Drug X], a prescription drug product for asthma?

**Variable Label:** Q2: Do you recall seeing a commercial for [Drug X], a prescription drug product for asthma?

Value	Value Label	
01	Yes	Continue to Q3
00	No	Continue to Q2A
02	Not Sure	Continue to Q2A
-99	Refused	

**Question Type:** Viewing page

**Q2A.** Do you remember seeing this commercial?

**Variable Label:** Q2A. Do you remember seeing this commercial? (aided recall)

**[PRESENT IMAGES/STILLS OF PRODUCT AD]**



Val	Value	

OMB Control # \_\_\_\_\_ Expires \_\_\_\_\_

ue	Label	
01	Yes	Continue to Q3
00	No	Continue to Q2B
02	Not Sure	Continue to Q2B
-99	Refused	
-100	Valid skip	

**Q2B.** Here it is again:  
[PLAY PRODUCT AD]



Val ue	Value Label	
01	Yes	Continue to Q3
00	No	Terminate
02	Not Sure	Terminate
-99	Refused	Terminate

**Question Type:** Single Punch

**Q3.** Had you seen this commercial for [Drug X] before today?

**Variable Label:** Q3. Had you seen this commercial for [Drug X] before today?

Val ue	Value Label
01	Yes
00	No
02	Not Sure
-99	Refused

**Question Type:** Table Scale

**Q4.** The commercial for [Drug X] was:

[RANDOMIZE]

Variable	Variable text	Variable label

Q4_A	Telling me something new	Q4_A: Telling me something new
Q4_B	Attention-grabbing	Q4_B: Attention-grabbing
Q4_C	Interesting	Q4_C: Interesting
Q4_D	Relevant to me	Q4_D: Relevant to me

Value	Value Label
01	Strongly disagree
02	Disagree
03	Neither agree nor disagree
04	Agree
05	Strongly agree
-99	Refused
-100	Valid Skip

**Question Type:** Table Scale

**Q5.** How likely are you to look for more information about [Drug X]?

**Variable Label:** Q5. How likely are you to look for more information about [Drug X]?

Value	Value Label
01	Very unlikely
02	Somewhat unlikely
03	Neither
04	Somewhat likely
05	Very likely
-99	Refused

**STIMULI VIEWING CONFIRMATION (STUDY 2)**

**[After each daily viewing]**

**Question Type:** Single Punch

**Q1.** Were you able to view the entire set of commercials?

**Variable Label:** Q1: Were you able to view the entire set of commercials?

Value	Value Label
01	Yes
00	No
02	Not Sure
-99	Refused

**[IF Q1= 00 (“No”) OR Q1= 02 (“NOT SURE”) OR Q1=-99 (“REFUSED”), TERMINATE, pay for number of sessions completed according to Study 2 payment schedule]**

**[After final viewing]**

**Question Type:** Single Punch

**Q2.** Do you recall seeing a commercial for [Drug X], a prescription drug product for asthma?

**Variable Label:** Q2. Do you recall seeing a commercial for [Drug X], a prescription drug product for asthma?

<b>Value</b>	<b>Value Label</b>	
01	Yes	Continue to Q3
00	No	Terminate
02	Not Sure	Terminate
-99	Refused	Terminate

**Question Type:** Single Punch

**Q3.** Had you seen this commercial for [Drug X] before today?

**Variable Label:** Q3. Had you seen this commercial for [Drug X] before today?

<b>Value</b>	<b>Value Label</b>
01	Yes
00	No
02	Not Sure
-99	Refused

**Question Type:** Table Scale

**Q4.** The commercial for [Drug X] was:

[RANDOMIZE]

Variable	Variable text	Variable label
Q4_A	Telling me something new	Q4_A: Telling me something new
Q4_B	Attention-grabbing	Q4_B: Attention-grabbing
Q4_C	Interesting	Q4_C: Interesting
Q4_D	Relevant to me	Q4_D: Relevant to me

Value	Value Label
01	Strongly disagree
02	Disagree
03	Neither agree nor disagree
04	Agree
05	Strongly agree
-99	Refused
-100	Valid Skip

**Question Type:** Table Scale

**Q5.** How likely are you to look for more information about [Drug X]?

**Variable Label:** Q5. How likely are you to look for more information about [Drug X]?

Value	Value Label
01	Very unlikely
02	Somewhat unlikely
03	Neither
04	Somewhat likely
05	Very likely
-99	Refused

**//NEW SCREEN//**

We are now going to ask you some questions about **[Drug X]**. Even if you don't remember much information about **[Drug X]**, please try your best to answer the following questions.

**BENEFIT/RISK RECALL AND RECOGNITION (STUDY 1 AND STUDY 2)**

**Question type:** Text box (10)

**Q6.** What are the benefits of [Drug X]? Use one line for each benefit you remember.

**Variable Label:** Q6. What are the benefits of [Drug X]? Use one line for each benefit you remember.

1
2
3
4
5
6
7
8
9
10

*Possible Codes:*

*Benefits (from product ad)*

*Incorrect benefits (from disease awareness ad)*

*Incorrect benefits (not mentioned)*

*Risks (from product ad)*

*Incorrect risks (from disease awareness ad)*

*Incorrect risks (not mentioned)*

*Other*



OMB Control # \_\_\_\_\_ Expires \_\_\_\_\_

**Question type:** Text box (10)

**Q7.** What are the risks of [Drug X]? Use one line for each risk you remember.

**Variable Label:** Q7. What are the risks of [Drug X]? Use one line for each risk you remember.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

*Possible Codes:*

*Benefits (from product ad)*

*Incorrect benefits (from disease awareness ad)*

*Incorrect benefits (not mentioned)*

*Risks (from product ad)*

*Incorrect risks (from disease awareness ad)*

*Incorrect risks (not mentioned)*

*Other*

**Question Type:** Grid

**Q8.** Based on the information in the ad, please indicate whether each of the following is a benefit of taking [Drug X]:

**[RANDOMIZE 8\_A-L]**

Variable	Variable Text	True	False
Q8_A	a. [Drug X] reduces inflammation.	X	
Q8_B	b. [Drug X] helps alleviate breathing difficulty.	X	
Q8_C	c. [Drug X] helps alleviate chest tightness.	X	
Q8_D	d. [Drug X] helps alleviate wheezing.	X	
Q8_E	e. [Drug X] helps alleviate coughing.	X	
Q8_F	f. [Drug X] helps alleviate shortness of breath.	X	
Q8_G	g. [Drug X] treats asthma attacks once they start.		X
Q8_H	h. [Drug X] prevents asthma triggers from setting off an asthma attack.		X
Q8_I	i. [Drug X] reduces the likelihood of sleep interruption by asthma.		X
Q8_J	j. [Drug X] reduces the likelihood of serious problems that can be caused by asthma attacks.		X
Q8_K	k. [Drug X] reduces the likelihood of expensive hospital visits.		X
Q8_L	l. [Drug X] reduces the likelihood of death.		X

Value	Value Label
01	True
02	False
03	Don't Know
-99	Refused

[CORRECT RESPONSE Q8a = (01 - 'True')]  
 [CORRECT RESPONSE Q8b = (01 - 'True')]  
 [CORRECT RESPONSE Q8c = (01 - 'True')]  
 [CORRECT RESPONSE Q8d = (01 - 'True')]  
 [CORRECT RESPONSE Q8e = (01 - 'True')]  
 [CORRECT RESPONSE Q8f = (01 - 'True')]  
 [CORRECT RESPONSE Q8g = (02 - 'False')]  
 [CORRECT RESPONSE Q8h = (02 - 'False')]  
 [CORRECT RESPONSE Q8i = (02 - 'False')]  
 [CORRECT RESPONSE Q8j = (02 - 'False')]  
 [CORRECT RESPONSE Q8k = (02 - 'False')]  
 [CORRECT RESPONSE Q8l = (02 - 'False')]

**[RANDOMIZE 9\_A-I; ONLY SHOW ITEMS WHICH PARTICIPANTS RESPONDED "TRUE" TO IN Q8]**

**[FOR Q9, ASK ONLY IF 8A/B/C/D/E/F = 01. IF MORE THAN 3 OF 8A/B/C/D/E/F = 1, RANDOMLY SELECT 3 TO PRESENT]**

**Question type:** Text box

**Q9\_1.1.** You said [Drug X] [**claim #1 Q8\_A/B/C/D/E/F from product ad**]. What in the ad for [Drug X] made you say that?

**Variable Label:** Q9\_1.1. You said [Drug X] [**claim #1 Q8\_A/B/C/D/E/F from product ad**]. What in the ad for [Drug X] made you say that?

--

**Question Type:** Single Punch

**Q9\_1.2.** How confident are you that [Drug X] [claim #1 Q8\_A/B/C/D/E/F from product ad]?

**Variable Label:** Q9\_1.2. How confident are you that [Drug X] [claim #1 Q8\_A/B/C/D/E/F from product ad]?

Value	Value Label
01	Not at all confident
02	Somewhat confident
03	Confident
04	Very confident
05	Completely confident
-99	Refused

**Question type:** Text box

**Q9\_2.1.** You said [Drug X] [claim #2 **Q8\_A/B/C/D/E/F** from product ad]. What in the ad for [Drug X] made you say that?

**Variable Label:** Q9\_2.1. You said [Drug X] [claim #2 **Q8\_A/B/C/D/E/F** from product ad]. What in the ad for [Drug X] made you say that?

--

**Question Type:** Single Punch

**Q9\_2.2.** How confident are you that [Drug X] [claim #2

**Q8\_A/B/C/D/E/F** from product ad]?

**Variable Label:** Q9\_2.2. How confident are you that [Drug X] [claim #2 **Q8\_A/B/C/D/E/F** from product ad]?

<b>Value</b>	<b>Value Label</b>
01	Not at all confident
02	Somewhat confident
03	Confident
04	Very confident
05	Completely confident
-99	Refused

**Question type:** Text box

**Q9\_3.1.** You said [Drug X] [**claim #3 Q8\_A/B/C/D/E/F** from product ad]. What in the ad for [Drug X] made you say that?

**Variable Label:** Q9\_3.1. You said [Drug X] [**claim #3 Q8\_A/B/C/D/E/F** from product ad]. What in the ad for [Drug X] made you say that?

--

**Question Type:** Single Punch

**Q9\_3. 2.** How confident are you that [Drug X] [claim #3

**Q8\_A/B/C/D/E/F** from product ad]?

**Variable Label:** Q9\_3. 2. How confident are you that [Drug X] [claim #3 **Q8\_A/B/C/D/E/F** from product ad]?

<b>Value</b>	<b>Value Label</b>
01	Not at all confident
02	Somewhat confident
03	Confident
04	Very confident
05	Completely confident
-99	Refused

**[For Q10, ask only if 8\_G/H/I/J/K/L = 01. If more than 3 of Q8\_G/H/I/J/K/L = 01 = 1, randomly select 3 to present]**

**Question type:** Text box

**Q10\_1.1.** You said [Drug X] [claim #1 **Q8\_G/H/I/J/K/L** from disease awareness ad]. What in the ad for [Drug X] made you say that?

**Variable Label:** Q10\_1.1. You said [Drug X] [claim #1 **Q8\_G/H/I/J/K/L** from disease awareness ad]. What in the ad for [Drug X] made you say that?

--

**Question Type:** Single Punch

**Q10\_1.2.** How confident are you that [Drug X] [claim #1 **Q8\_G/H/I/J/K/L** from disease awareness ad]?

**Variable Label:** Q10\_1.2. How confident are you that [Drug X] [claim #1 **Q8\_G/H/I/J/K/L** from disease awareness ad]?

Value	Value Label
01	Not at all confident
02	Somewhat confident
03	Confident
04	Very confident
05	Completely confident
-99	Refused

**Question type:** Text box

**Q10\_2.1** You said [Drug X] [claim #2 **Q8\_G/H/I/J/K/L** from disease awareness ad]. What in the ad for [Drug X] made you say that?

**Variable Label:** Q10\_2.1. You said [Drug X] [claim #2 **Q8\_G/H/I/J/K/L** from disease awareness ad]. What in the ad for [Drug X] made you say that?

--

**Question Type:** Single Punch

**Q10\_2.2.** How confident are you that [Drug X] [claim #2 **Q8\_G/H/I/J/K/L** from disease awareness ad]?

**Variable Label:** Q10\_2.2. How confident are you that [Drug X] [claim #2 **Q8\_G/H/I/J/K/L** from disease awareness ad]?

Value	Value Label
01	Not at all confident
02	Somewhat confident

03	Confident
04	Very confident
05	Completely confident
-99	Refused

**Question type:** Text box (1)

**Q10\_3.1.** You said [Drug X] [claim #3 **Q8\_G/H/I/J/K/L** from disease awareness ad]. What in the ad for [Drug X] made you say that?

**Variable Label:** Q10\_3.1. You said [Drug X] [claim #3 **Q8\_G/H/I/J/K/L** from disease awareness ad]. What in the ad for [Drug X] made you say that?

**Question Type:** Single Punch

**Q10\_3.2.** How confident are you that [Drug X] [claim #3 **Q8\_G/H/I/J/K/L** from disease awareness ad]?

**Variable Label:** Q10\_3.2. How confident are you that [Drug X] [claim #3 **Q8\_G/H/I/J/K/L** from disease awareness ad]?

Value	Value Label
01	Not at all confident
02	Somewhat confident
03	Confident
04	Very confident
05	Completely confident
-99	Refused

## BEHAVIORAL INTENTIONS (STUDY 1 AND STUDY 2)

**Question Type:** Single Punch

**Q11.** If one of your family members or close friends were considering using a prescription drug to help with asthma, how likely would you be to mention [Drug X] to him or her?

**Variable Label:** Q11. If one of your family members or close friends were considering using a prescription drug to help with asthma, how likely would you be to mention [Drug X] to him or her?

Value	Value Label
01	Very unlikely
02	Somewhat unlikely
03	Neither
04	Somewhat likely
05	Very likely
-99	Refused

## PERCEIVED EFFICACY AND RISK (STUDY 1 AND STUDY 2)

**[RANDOMIZE Q12-23]**

[TEXT]

Please answer the following set of questions based on the impression you got from the ad.

**Question Type:** Single Punch

**Q12.** How likely is it that [Drug X] would help reduce your asthma symptoms if you took it?

**Variable Label:** Q12. How likely is it that [Drug X] would help reduce your asthma symptoms if you took it?

Value	Value Label
01	Not at all likely
02	
03	
04	
05	
06	Extremely likely



**Question Type:** Single Punch

**Q13.** How much would [Drug X] help reduce your asthma symptoms?

**Variable Label:** Q13. How much would [Drug X] help reduce your asthma symptoms?

<b>Value</b>	<b>Value Label</b>
01	No improvement
02	
03	
04	
05	
06	Substantial improvement

**Question Type:** Single Punch

**Q14.** [Drug X] would work fast.

**Variable Label:** Q14. [Drug X] would work fast.

<b>Value</b>	<b>Value Label</b>
01	Strongly disagree
02	
03	
04	
05	
06	Strongly agree

**Question Type:** Single Punch

**Q15.** Do you think [Drug X]'s positive effect on asthma would be short-lived or long-lasting?

**Variable Label:** Q15. Do you think [Drug X]'s positive effect on asthma would be short-lived or long-lasting?

<b>Value</b>	<b>Value Label</b>
01	Short-lived
02	
03	
04	
05	
06	Long-lasting

**Question Type:** Single Punch

**Q16.** In addition to treating asthma, there are other advantages to taking [Drug X].

**Variable Label:** Q16. In addition to treating asthma, there are other advantages to taking [Drug X].

<b>Value</b>	<b>Value Label</b>
01	Strongly disagree
02	
03	
04	
05	
06	Strongly agree

**Question Type:** Single Punch

**Q17.** How difficult or easy would it be to take [Drug X]?

**Variable Label:** Q17. How difficult or easy would it be to take [Drug X]?

<b>Value</b>	<b>Value Label</b>
01	Extremely difficult
02	
03	
04	
05	
06	Extremely easy

**Question Type:** Single Punch

**Q18.** How likely is it that taking [Drug X] would improve your quality of life?

**Variable Label:** Q18. How likely is it that taking [Drug X] would improve your quality of life?

<b>Value</b>	<b>Value Label</b>
01	Not at all likely
02	
03	
04	
05	
06	Extremely likely

**Question Type:** Single Punch

**Q19.** The benefits of [Drug X] outweigh all the things I have to do to obtain it (appointments, prescriptions, leave).

**Variable Label:** Q19. The benefits of [Drug X] outweigh all the things I have to do to obtain it (appointments, prescriptions, leave).

<b>Value</b>	<b>Value Label</b>
01	Strongly disagree
02	
03	
04	
05	
06	Strongly agree

**Question Type:** Single Punch

**Q20.** The benefits of [Drug X] outweigh any side effects it may have.

**Variable Label:** Q20. The benefits of [Drug X] outweigh any side effects it may have.

<b>Value</b>	<b>Value Label</b>
01	Strongly disagree
02	
03	
04	
05	
06	Strongly agree

**Question Type:** Single Punch

**Q21.** How likely is it that you would experience at least one side effect if you took [Drug X]?

**Variable Label:** Q21. How likely is it that you would experience at least one side effect if you took [Drug X]?

<b>Value</b>	<b>Value Label</b>
01	Not at all likely
02	
03	
04	
05	
06	Extremely likely

**Question Type:** Single Punch

**Q22.** How serious are [Drug X]'s side effects?

**Variable Label:** Q22. How serious are [Drug X]'s side effects?

<b>Value</b>	<b>Value Label</b>
01	Not at all serious
02	
03	
04	
05	
06	Extremely serious

**Question Type:** Single Punch

**Q23.** Do you think [Drug X]'s side effects would be short-lived or long-lasting?

**Variable Label:** Q23. Do you think [Drug X]'s side effects would be short-lived or long-lasting?

<b>Value</b>	<b>Value Label</b>
01	Short-lived
02	
03	
04	
05	
06	Long-lasting

**MANIPULATION CHECKS (STUDY 1)**

**SIMILARITY MANIPULATION CHECK - Experimental conditions A1 to L1**

**Question Type:** Single Punch

**Q24.** In addition to the commercial for [Drug X], another commercial presented general information about asthma. Do you remember seeing this commercial?

**Variable Label:** Q24. In addition to the commercial for [Drug X], another commercial presented general information about asthma. Do you remember seeing this commercial?

Value	Value Label
01	Yes
00	No
02	Not Sure/Don't Know
-99	Refused

Yes → skip to Q26

No → continue


Not sure/Don't know → continue

**Question Type:** Single Punch

**Q25.** Do you remember seeing this commercial?

**Variable Label:** Q25. Do you remember seeing this commercial?  
(aided recall)

**[PRESENT IMAGES/STILLS ACCORDING TO EXPERIMENTAL CONDITION]**

Similar [A1, B1, C1, D1]	Semi-similar [E1, F1, G1, H1]	Distinct [I1, J1, K1, L1]
		
		

Value	Value Label	
01	Yes	[Continue]
00	No	[Skip to Q28]
02	Not Sure	[Skip to Q28]
-99	Refused	[Skip to Q28]

**Question Type:** Table Scale  
**Q26.** The commercial for asthma was:

[RANDOMIZE]

Variable	Variable text	Variable label
Q26_A	Telling me something new	Q26_A: Telling me something new
Q26_B	Attention-grabbing	Q26_B: Attention-grabbing
Q26_C	Interesting	Q26_C: Interesting
Q26_D	Relevant to me	Q26_D: Relevant to me

Value	Value Label
01	Strongly disagree
02	Disagree
03	Neither agree nor disagree
04	Agree
05	Strongly agree
-99	Refused
-100	Valid Skip

**Question Type:** Single Punch  
**Q27.** How different or similar were the two ads regarding asthma?  
**Variable Label:** Q27. How different or similar were the two ads regarding asthma?

Value	Value Label	
01	Very different	Skip to Q28
02	Somewhat different	Skip to Q28
03	Neither different nor similar	Skip to Q28
04	Somewhat similar	Continue to Q27_A

05	Very similar	Continue to Q27_A
-99	Refused	Skip to Q28

**Question type:** Text box

**Q27\_A.** What makes them similar?

**Variable Label:** Q27\_A. What makes them similar?

**SIMILARITY MANIPULATION CHECK - Control condition (M1)**

**Question type: Text/multimedia**

**Q24.** Here are two commercials that present information about asthma.

**Variable Label:** Q24. Disease awareness ad presented for control manipulation check

[PLAY PA AND THEN RANDOMLY SELECT ONE DISEASE AWARENESS TO PRESENT; RECORD AD SELECTED]

**[PLAY PRODUCT AD VIDEO]**



**[DISEASE AWARENESS AD VIDEO, RANDOMLY SELECT ONE TO PLAY]**

Similar	Semi-similar	Distinct

**Question Type:** Single Punch

**Q25.** How different or similar are these two ads regarding asthma?

**Variable Label:** Q25. How different or similar are these two ads regarding asthma?

Value	Value Label	
01	Very different	Skip to Q28
02	Somewhat different	Skip to Q28

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03	Neither different nor similar	Skip to Q28
04	Somewhat similar	Continue to Q25_A
05	Very similar	Continue to Q25_A
-99	Refused	Skip to Q28

**Question type:** Text box (1)

**Q25\_A.** What makes them similar?

**Variable Label:** Q25\_A. What makes them similar?

**MANIPULATION CHECKS (STUDY 2)**

**Question Type:** Single Punch

**Q24.** In addition to the commercial for [Drug X], another commercial that you saw before today presented general information about asthma. Do you remember seeing this commercial?

**Variable Label:** Q24. In addition to the commercial for [Drug X], another commercial that you saw before today presented general information about asthma. Do you remember seeing this commercial?





Value	Value Label	
01	Yes	Skip to Q26
00	No	Continue
02	Not Sure/Don't Know	Continue
-99	Refused	Continue

**Question Type:** Single Punch

**Q25.** Do you remember seeing this commercial?

**Variable Label:** Q25. Do you remember seeing this commercial?

**[PRESENT IMAGES/STILLS ACCORDING TO EXPERIMENTAL CONDITION]**

Similar [A2, B2, C2, G2, H2, I2]	Distinct [D2, E2, F2, J2, K2, L2]
	
	

Value	Value Label	
01	Yes	Continue to Q26
00	No	Skip to Q28
02	Not Sure/Don't Know	Skip to Q28

-99	Refused	Skip to Q28
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**Question Type:** Table Scale

**Q26.** The commercial for asthma was:

[RANDOMIZE]

Variable	Variable text	Variable label
Q26_A	Telling me something new	Q26_A: Telling me something new
Q26_B	Attention-grabbing	Q26_B: Attention-grabbing
Q26_C	Interesting	Q26_C: Interesting
Q26_D	Relevant to me	Q26_D: Relevant to me

Value	Value Label
01	Strongly disagree
02	Disagree
03	Neither agree nor disagree
04	Agree
05	Strongly agree
-99	Refused
-100	Valid Skip

**Question Type:** Single Punch

**Q27.** How different or similar were the two ads regarding asthma?

**Variable label:** Q27. How different or similar were the two ads regarding asthma?

Value	Value Label	
01	Very different	Skip to Q28
02	Somewhat different	Skip to Q28
03	Neither different nor similar	Skip to Q28
04	Somewhat similar	Continue to Q27_A
05	Very similar	Continue to Q27_A
-99	Refused	Skip to Q28
-100	Valid skip	

**Question type:** Text box (1)

**Q27\_A.** What makes them similar?

**Variable Label:** Q27\_A. What makes them similar?

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**KNOWLEDGE ABOUT ASTHMA & PRESCRIPTION DRUG USAGE  
(STUDY 1 & STUDY 2)**

**Question Type:** Single Punch

**Q28.** Please indicate which of the following best represents your level of knowledge about asthma.

**Variable label:** Q28. Please indicate which of the following best represents your level of knowledge about asthma.

<b>Value</b>	<b>Value Label</b>
01	I know nothing at all about asthma.
02	I know only a slight amount about asthma.
03	I know some about asthma.
04	I know a good bit about asthma.
05	I know a lot about asthma.
-99	Refused

**Question Type:** Single Punch

**Q29.** Are you currently taking any prescription medication for asthma?

**Variable label:** Q29. Are you currently taking any prescription medication for asthma?

<b>Value</b>	<b>Value Label</b>	
01	Yes	Continue to Q29A
00	No	Skip to Q31
-99	Refused	Skip to Q31

**Question Type:** Multi Punch

**Q29A.** Do you use: (Select all that apply)

<b>Variable</b>	<b>Variable text</b>	<b>Variable Label</b>
Q29A_a	A daily medication to prevent attacks?	Q29A_a: A daily medication to prevent attacks?
Q29A_b	A rescue inhaler?	Q29A_b: A rescue inhaler?
Q29A_c	Allergy shots/ immunotherapy?	Q29A_c: Allergy shots/ immunotherapy?
Q29A_d	Other	Q29A_d: Other

<b>Value</b>	<b>Value Label</b>
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01	Selected
00	Not selected
-99	Refused
-100	Valid Skip

**Question Type:** Single Punch

**Q29\_B.** How long have you been taking prescription medication for asthma?

**Variable label:** Q29\_B. How long have you been taking prescription drug medication for asthma?

Value	Value Label
01	Less than two weeks
02	At least two weeks but less than two months
03	At least two months but less than six months
04	At least six months but less than one year
05	At least one year but less than five years
06	Five years or more
-99	Refused
-100	Valid Skip

## HEALTH LITERACY (STUDY 1 AND STUDY 2)

**Question Type:** Single Punch

**Q30.** How often do you have someone (like a family member or friend) help you read instructions, pamphlets, or other written material from your doctor or pharmacy?

**Variable label:** Q30. How often do you have someone (like a family member or friend) help you read instructions, pamphlets, or other written material from your doctor or pharmacy?

Value	Value Label
01	Never
02	Occasionally
03	Sometimes
04	Often
05	Always
-99	Refused

**Question Type:** Single Punch

**Q31.** How confident are you in filling out medical forms by yourself?

**Variable Label:** Q31: How confident are you in filling out medical forms by yourself?

Value	Value Label
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01	Not at all confident
02	A little bit
03	Somewhat
04	Quite a bit
05	Extremely confident
-99	Refused



**//NEW SCREEN//**

**DEBRIEF (STUDY 1 AND STUDY 2)**

Those are all the questions we have for you!

The purpose of this study is to learn about how people understand information about prescription drugs in advertisements. In order to get a real-life reaction to this information, we created a brand to use in this study, [Drug X]. [Drug X] is not a real product and is not available for sale. Any other use of brand names does not imply endorsement by the FDA. Please see your health care professional for any questions about asthma, treatments for asthma, and information about outcomes of untreated asthma.

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

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