

Oncology Indication Study 2 Questionnaire

[Screener and consent to be inserted]

INTRODUCTION

Thank you for agreeing to participate in this study today. We are going to show you a television ad for a prescription drug that treats a kind of cancer and then ask you some questions about it.

Please complete the survey in one sitting (without taking any breaks) to avoid distractions. If you leave the survey prior to finishing it, you will not be able to return to it. Your input is extremely valuable.

[Display appropriate questionnaire and stimuli based on study: non-small cell lung cancer or multiple myeloma conditions]

//NEW SCREEN//

[Non-small cell lung cancer conditions]

We'd like to start by telling you a bit about a kind of lung cancer.

Lung cancer starts when cells of the lung become abnormal and begin to grow out of control.

As more cancer cells develop, they can form into a tumor and spread to other areas of the body.

Lung cancer is the leading cause of cancer death in the United States for both men and women.

One of the 2 main types of lung cancer is called non-small cell lung cancer. About 80% to 85% of lung cancers are non-small cell lung cancer.

[Multiple myeloma conditions]

We'd like to start by telling you a bit about a kind of cancer. It's called multiple myeloma.

Cancer starts when cells begin to grow out of control. Cells in nearly any part of the body can become cancer, and can spread to other areas.

Multiple myeloma is a cancer of plasma cells. Normal plasma cells are found in the bone marrow and are an important part of the immune system.

In general, when plasma cells become cancerous and grow out of control, this is called multiple myeloma. It can lead to complications such as low red blood cells (anemia), more frequent infections, kidney damage, and bone pain/fractures.

While some patients may not have symptoms of multiple myeloma, for other patients the symptoms of the disease can be severe and can lead to death.

//NEW SCREEN//

Before beginning the survey, please complete a brief **audio and video test**. Make sure your computer or tablet audio is on with the volume turned up, then click the *Next* button to start the audio and video test.

//NEW SCREEN//

[SINGLE PUNCH]

VIDCHECK Were you able to see the video we just showed you?

Value	Value Label
01	Yes
02	No [Terminate]

[SINGLE PUNCH]

AUDIOCHECK Which of the following sounds did you hear in the video?

Value	Value Label
01	Car horn honking [Terminate]
02	Birds chirping [Terminate]
03	Music playing
04	None of the above [Terminate]

//NEW SCREEN//

- Next, we will show you the TV ad.
- While you watch it, imagine that someone close to you has [non-small cell lung cancer, multiple myeloma] and you would like to learn more about their treatment options. Do your best to remember details about the ad.

- The ad may take 15-30 seconds to start playing.
- Once you finish viewing the ad, please click the Continue button.

[Display appropriate stimuli based on randomized experimental condition: material information in superimposed text only, material information in audio only, material information in superimposed text and audio, or material information not in superimposed text or audio]

[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]

MANIPULATION CHECK

Question Type: Single Punch

Q1. Were you able to view the TV ad?

Value	Value Label
01	Yes
00	No
-99	Refused

[If Q1=00 OR Q1=-99, Terminate and show “We’re sorry, but you are not eligible for this study. Thank you for your interest in this study and for taking the time to answer our questions today.”]

UNDERSTANDING/RETENTION ITEMS

Question type: Single punch

Q2B. What does [Drug X, Drug Y] treat?

Value	Value Label
01	Lung cancer
02	Rheumatoid arthritis
03	Multiple myeloma
04	Bladder cancer
99	Don’t know
-99	Refused [Skip Q4]

//NEW SCREEN//

Question type: Single punch

Q3. Based on the ad for [Drugx/Drug Y], can any patient with [non-small cell lung cancer, multiple myeloma] take this drug?

Value	Value Label
01	Yes, any patient with {non-small cell lung cancer / multiple myeloma} can take it. [Skip Q4]
00	No, only patients with {non-small cell lung cancer / multiple myeloma} who meet certain guidelines can take it. [Ask Q4]
99	Don't know [Skip Q4]
-99	Refused [Skip Q4]

//NEW SCREEN//

Question type: Text box

Q4. Who can take [Drug X, Drug Y]?

(Please be as detailed and specific as possible when entering your answer in the space provided.)

Only {non-small cell lung cancer / multiple myeloma} patients who...

[\[Open Field\]](#)

[\[Non-small cell lung cancer codes: non-small cell lung cancer/NSCL, lung cancer, cancer, previously treated with platinum-based chemotherapy, previously treated in general, people who have a certain type of ALK gene, based on genetics generally, certain people generally, adults, other codes to be determined based on cognitive interviews and pretesting\]](#)

[\[Multiple myeloma codes: multiple myeloma, cancer, in combination with dexamethasone, with other drugs generally, people who have received at least three prior medicines, received prior treatment generally, adults, other codes to be determined based on cognitive interviews and pretesting\]](#)

//NEW SCREEN//

[RANDOMIZE WHETHER SOMEONE IS SHOWN Q12 FIRST AND THEN Q9-11 OR Q9-11 FIRST AND THEN Q12]

//NEW SCREEN//**Question type:** Single punch
[Randomize order of Q9-Q11]

Variable	Non-small cell lung cancer conditions	Multiple myeloma conditions
Q9.	Michael (age 49) was recently diagnosed with non-small cell lung cancer and has not been treated for it yet. Is he a good candidate for taking Drug X?	Michael (age 49) was recently diagnosed with multiple myeloma and has not been treated for it yet. Is he a good candidate for taking Drug Y?
Q10.	Kara (age 62) has non-small cell lung cancer, but a genetic test found she does not have an ALK gene. Is she a good candidate for taking Drug X?	Kara (age 42) has multiple myeloma. She's allergic to dexamethasone. Is she a good candidate for taking Drug Y?
Q11.	Janelle (age 57) has non-small cell lung cancer. Her doctor told her she has a certain type of ALK gene. She's previously treated her cancer with platinum-based chemotherapy. Is she a good candidate for taking Drug X?	Janelle (age 57) has multiple myeloma. She's previously tried three different medicines to treat it and she is not allergic to dexamethasone. Is she a good candidate for taking Drug Y?

Value	Value Label
01	Yes
02	No
99	Don't Know
-99	Refused

//NEW SCREEN//

Question Type: Single Punch

[Randomize order of Q12 responses; last response should always appear last.]

Q12. Who would [Drug X, Drug Y] be appropriate for? Select one response.

Variable	Non-small cell lung cancer	Multiple myeloma
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	conditions	conditions
Q12_A	All adults with non-small cell lung cancer.	All adults with multiple myeloma.
Q12_B	Adults with non-small cell lung cancer, but only if they've previously been treated with platinum-based chemotherapy.	Adults with multiple myeloma, but only if they've received at least three prior medicines to treat it.
Q12_C	Adults with non-small cell lung cancer, but only if they have a certain type of ALK gene.	Adults with multiple myeloma who can take it in combination with dexamethasone.
Q12_D	Adults with non-small cell lung cancer, but only if they've previously been treated with platinum-based chemotherapy and have a certain type of ALK gene.	Adults with multiple myeloma, but only if they've received at least three prior medicines to treat it and can take it in combination with dexamethasone.
Q12_E	Don't know.	Don't know.

//NEW SCREEN//

Question Type: Single Punch

Q13. This statement may or may not have been in the ad you viewed. Do you think this statement was in the ad you viewed?

Statement: [Display this statement in non-small cell lung cancer conditions]
Drug X is for adults with advanced non-small cell lung cancer previously treated with platinum-based chemotherapy, who have a certain type of ALK gene.

Statement: [Display this statement in multiple myeloma conditions]
Drug Y is used to treat multiple myeloma in combination with dexamethasone, in adults who have received at least three prior medicines to treat multiple myeloma.

Value	Value Label
01	Yes, I think it was in the ad
02	No, I don't think it was in the ad
99	I'm not sure if it was in the ad
-99	Refused

//NEW SCREEN//

Question type: Text Box

Pretest Q1. What does this statement mean to you?

Statement: [Display this statement in non-small cell lung cancer conditions]
Drug X is for adults with advanced non-small cell lung cancer previously treated with platinum-based chemotherapy, who have a certain type of ALK gene.

Statement: [Display this statement in multiple myeloma conditions]
Drug Y is used to treat multiple myeloma in combination with dexamethasone, in adults who have received at least three prior medicines to treat multiple myeloma.

[Non-small cell lung cancer codes: not for everyone with non-small cell lung cancer/limited/restrictions, non-small cell lung cancer/NSCL, lung cancer, cancer, previously treated with platinum-based chemotherapy, previously treated in general, people who have a certain type of ALK gene, based on genetics generally, certain people generally, other codes to be determined based on cognitive interviews]

[Multiple myeloma codes: not for everyone with multiple myeloma/limited/restrictions, multiple myeloma, cancer, in combination with dexamethasone, with other drugs generally, people who have received at least three prior medicines, received prior treatment generally, other codes to be determined based on cognitive interviews]

//NEW SCREEN//

FAMILIARITY WITH CONDITION

Question Type: Single Punch

Q14. How familiar were you with treatments for [lung cancer, multiple myeloma] before today?

Value	Value Label
01	1 Not at all
02	2 A little bit
03	3 Somewhat
04	4 Quite a bit
05	5 Extremely

-99	Refused
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Question Type: Single Punch

Q15. Have you ever been diagnosed as having cancer?

Value	Value Label
01	Yes
02	No (Skip to Q18)
-99	Refused

//NEW SCREEN//

Question Type: CHECKLIST

Q16. What type of cancer did you have? (check all that apply)

- Bladder cancer
- Bone cancer
- Breast cancer
- Cervical cancer
- Colon cancer
- Endometrial cancer
- Head/neck cancer
- Leukemia
- Liver cancer
- Lung cancer
- Lymphoma (either Hodgkin's or Non-Hodgkin's)
- Melanoma
- Multiple Myeloma
- Ovarian cancer
- Pancreatic cancer
- Pharyngeal cancer
- Prostate cancer
- Rectal cancer
- Renal cancer
- Skin cancer
- Stomach cancer
- Other cancer

Question Type: Single Punch

Q17. Did you take one or more prescription drugs for your cancer?

Value	Value Label
01	Yes
02	No
99	Don't know

-99	Refused
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//NEW SCREEN//

Q18. Are you currently caring for or making health care decisions for someone with cancer?

Value	Value Label
01	Yes
02	No
-99	Refused

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AD CONFUSION

[Randomize order of Q20-Q21]

Question Type: Single Punch

Q20. The information in the ad was easy to understand.

Value	Value Label
01	1 Strongly disagree
02	2 Disagree
03	3 Agree
04	4 Strongly agree
-99	Refused

Question type: Single punch

Q21. The information in the ad was confusing.

Value	Value Label
01	1 Strongly disagree
02	2 Disagree
03	3 Agree
04	4 Strongly agree
-99	Refused

//NEW SCREEN//

TELEVISION VIEWING

Question type: Single punch

Q22a. On a typical day, approximately how many hours do you spend watching television (including content streamed online)?

Value	Value Label
01	Less than 1 hour
02	1 to 2 hours
03	3 to 4 hours
04	5 hours or more
99	Don't know
98	Refused

Question type: Single punch

Q22b. Do you watch the commercials when you watch TV?

Value	Value Label
01	Yes, always
02	Yes, sometimes
03	No, I change the channel
04	No, I don't pay attention to commercials
05	No, I don't watch TV with commercials
-99	Refused

//NEW SCREEN//

DEBRIEF

[Drug X, Drug Y] is not a real product and is not available for sale. The purpose of this study is to learn about reactions to prescription drug information. To get a real-life reaction, we used a pretend product in this study. Please see your health care professional for questions about [lung cancer, multiple myeloma].

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