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## Consumer Questionnaire

Sample: Men and women who have been diagnosed with chronic pain

N = 2000

2 Studies: one with treatment claims, one with prevention claims

Treatment study: claim → Reduced symptoms of pain

6 conditions (140 per cell: 70 men, 70 women)

Prevention study: claim → Reduces the likelihood of heart attack

8 conditions (145 per cell: 72 men, 73 women)

Context: New drug, Milarix (lexisalicyclic acid and milaristatin calcium)

Variables for both studies:

- 3 (Placebo: small difference, large difference, none)
- 2 (Frame: positive, mixed)
- Prevention study also has two conditions to represent extremely high efficacy (e.g., Milarix risk 4/100 – placebo risk 15/100) for research control

\*Administer informed consent procedures.\*

Consumer Questionnaire:

[PROGRAMMER: We need to record time in milliseconds spent on each screen (including questions) throughout protocol.]

[PROGRAMMER: Randomly assign participants to conditions as described above.]

*Introductory language on at least three screens (to obtain baseline reading speeds).*

Thank you for taking time from your busy schedule to take part in this research. Your answers will remain confidential – that is, the responses of all participants will be looked at together and your personal responses will not be traced to your name.

[PROGRAMMER: New screen]

This study is about a new product for treating chronic pain. Please look at the following magazine ad as you normally would on your own and answer the questions that follow.

[PROGRAMMER: New screen]

On the next screen you will see a magazine ad for a new prescription drug to treat chronic pain, Milarix (lexisalicyclic acid and milaristatin calcium). You will first see the two pages of the ad in their entirety and then you will be able to click on different parts of the ad to read them thoroughly if you are interested. This means you will be able to explore each section in further detail by clicking on the section that interests you.

[PROGRAMMER: Display proper ad version. Record time spent on each page separately as well as time spent on each section, and order of sections chosen.]

(Perceived Benefit)

[PROGRAMMER: Randomize the order of Q1 and Q2]

Q1. Based on the ad you saw, how effective would Milarix be for you?

1	2	3	4	5	6	7
Not at all effective			Moderately effective			Very effective

Q2. Based on the ad you saw, how well would Milarix work for you?

1	2	3	4	5	6	7
Not at all well			Moderately well			Very well

Q3. (open-ended) Please explain why you rated the effectiveness of Milarix as you did.

*Possible codes:*

*Numbers*

*People in ad*

*Text*

*Side effects*

*Other*

Q4. How likely would you be to take this drug if your doctor prescribed it?

Very likely  
Somewhat likely  
Somewhat unlikely  
Very unlikely

Q1a. What about the drug caused you to select that answer? (open-ended)

Possible codes:

- Numbers
- People in ad
- Text
- Side effects
- Other

(Perceived Safety)

[PROGRAMMER: Randomize the order of Q5 and Q6]

Q5. Based on the ad you saw, how safe do you think Milarix would be for you?

1	2	3	4	5	6	7
Not at all Safe			Moderately safe			Very safe

Q6. Based on the ad you saw, how risky do you think Milarix would be for you?

1	2	3	4	5	6	7
Not at all risky			Moderately risky			Very risky

(Perceived Comparative Benefit)

[PROGRAMMER: Participants who see treatment version will see Q7T; participants who see prevention version will see Q7P]

Q7T. Compared with other drugs that treat chronic pain, how effective do you think Milarix is?

1	2	3	4	5	6	7
Not at all effective			Moderately effective			Very effective

Q7P. Compared with other drugs that reduce the risk of heart attacks, how effective do you think Milarix is?

1	2	3	4	5	6	7
Not at all			Moderately			Very

effective

effective

effective

(Perceived Comparative Safety)

[PROGRAMMER: Participants who see treatment version will see Q8T; participants who see prevention version will see Q8P]

Q8T. Compared with other drugs that treat chronic pain, how safe do you think Milarix is?

1	2	3	4	5	6	7
Not at all Safe			Moderately safe			Very safe

Q8P. Compared with other drugs that treat chronic pain, how safe do you think Milarix is?

1	2	3	4	5	6	7
Not at all Safe			Moderately safe			Very safe

[PROGRAMMER: New screen]

Now you will see the same ad that you saw earlier. Please look at this ad again, this time focusing specifically on how effective this drug is.

[PROGRAMMER: Display proper ad version. Record time spent on each page separately as well as time spent on each section, and order of sections chosen.]

Please answer the following specific questions based on what you learned from the Milarix ad.

[PROGRAMMER: Participants who see treatment version will see Q9T; participants who see prevention version will see Q10P]

Q9T. After reading the information, what is your sense of how much this product will reduce symptoms of pain on average?

1	2	3	4	5	6	7
Not much at all			Moderately			A great deal

Q10P. After reading the information, what is your sense of what reduction in heart attack risk has been seen with this drug?

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1                      2                      3                      4                      5                      6                      7  
Not much                      A moderate                      A great deal  
reduction                      amount                      of reduction                      of  
reduction

[PROGRAMMER: All participants see Q11]

Q11. What about the information caused you to respond as you did in the last question? (open-ended)

*Possible codes:*

*Numbers*  
*People in ad*  
*Text*  
*Side effects*  
*Other*

(Specific Benefit Accuracy)

[PROGRAMMER: For Questions 12-13, participants in the treatment study will see only questions 12T-13T. Participants in the prevention study will see only questions 12P-13P. In both cases, randomize the order of Q12-Q13]

Q12T. According to the information you just read, if 100 people take **Milarix**, how many will experience less pain?

\_\_\_\_\_ people (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100)

Q13T. According to the information you just read, if 100 people take **no treatment**, how many will experience less pain?

\_\_\_\_\_ people (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100)

Q12P. According to the information you just read, if 100 people take **Milarix**, how many will have a heart attack?

\_\_\_\_\_ people (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100)

Q13P. According to the information you just read, if 100 people take **no treatment**, how many will have a heart attack?

\_\_\_\_\_ people (fill in the blank. PROGRAMMER: set acceptable range from 0 to 100)

[PROGRAMMER: New screen]

Now we would like you to read some information about another drug. This drug is used to treat high cholesterol. Please read through the following information and answer the questions that follow.

[PROGRAMMER: Show a randomly assigned half of participants Version 1 (Important Safety Information) and the other half Version 2 (Important Risk Information). These versions will be identical except for the headline and read as follows:

Votrea is not for everyone, including people with liver problems and women who are nursing, pregnant, or may become pregnant. You need simple blood test to check for liver problems. If you develop fever, unexplained weakness, or confusion, tell your doctor right away as these might be signs of a rare but potentially life threatening condition called TTP, which has been reported sometimes in less than 2 weeks after starting therapy. Also tell your doctor if you are taking other medications, or if you have any muscle pain or weakness, as this may be a sign of another rare but serious side effect. Common side effects include diarrhea, joint pain, and tiredness.]

Q14. How risky or safe do you think Votrea is?

1	2	3	4	5	6	7
Very safe		Somewhat safe		Somewhat risky		Very risky

Q15. How serious do you think the risks of Votrea are?

1	2	3	4	5	6	7
Not at all serious			Moderately serious			Very serious

Q16. How likely would you be to take Votrea if you needed to lower your cholesterol, given the information you just read?

1	2	3	4	5	6	7
Not at all likely			Moderately likely			Very likely

Q17. (Objective numeracy) Now here are some questions that require you to use numbers to solve the problem. Some are easy and others are more difficult. No calculators please- we'd like

you to answer on your own. Remember, almost everyone will have trouble with these questions, so don't be upset if some are difficult—just do your best!

[PROGRAMMER: DO NOT randomize Q19a-f]

- a. What number is the correct answer:

$$8 + 4 + 11 = ?$$

- a. 14
- b. 19
- c. 21
- d. 23
- e. 32
- f. Don't know

- b. What is the correct answer:

$$17 - 8 + 4 = ?$$

- a. 11
- a. 13
- b. 21
- c. 23
- d. 29
- e. Don't know

- c. What is the correct answer:

$$100 \times 10 \times 10 = ?$$

- a. 100
- b. 1,000
- c. 10,000
- d. 100,000
- e. 1,000,000
- f. Don't know

- d. Imagine that you flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?

\_\_\_ times out of 1,000 [PROGRAMMER: set acceptable range from 0 to 1,000]





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Q23. How would you rate your familiarity with prescription treatments for chronic pain?

- Very familiar
- Somewhat familiar
- Somewhat unfamiliar
- Not familiar at all

Q24. Are you currently taking a prescription medicine for chronic pain?

- Yes
- No
- Don't know or uncertain

Q25. Have you ever seen any advertising for Milarix before today?

- Yes
- No

Q26. How many hours in a typical week do you use the internet for work purposes, if at all?

\_\_\_\_\_ hours

Q27. How many hours in a typical week do you use the internet for personal use, if at all?

\_\_\_\_\_ hours

Q28. Overall, how do you feel about ads on television, in magazines, or on the internet for prescription medicines?

- Very positively
- Somewhat positively
- Has not affected the quality at all
- Somewhat negatively
- Very negatively

Q29. What kind of device did you take this survey on?

- Desktop
- Laptop
- Notebook
- Hand-held device
- Other

Q30. Please select the range that includes your total annual household income before taxes.

- Less than \$35,000

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- Between \$35,000 and \$70,000
- Over \$70,000

Q31. Please enter your 5-digit zip code.

The purpose of this research is to learn about how people feel about and understand how well prescription drugs work from information provided in ads. In order to get a real-life reaction to this information, we created a brand to use in this study. MILARIX is not a real product and it is not available for sale. Please see your healthcare professional for questions about your health and your medical conditions.