

# Quantitative TV Study Pretest 1

## Survey Questionnaire

### PRETEST 1 OBJECTIVES

- (1) Select numbers for the simple and complex benefit information in Study 1.
- (2) Ensure the simple and complex manipulations are operationalized correctly and perceived as different in terms of complexity.

### INTRODUCTION

Thank you for agreeing to participate in this study today.

First, we'd like to ask you some questions about treatments for cataracts, an eye condition associated with older age that causes cloudy vision.

### YOUR HEALTH

**Q1. In general, how much do know about cataracts?** (perceived medical condition knowledge)

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

**Q2. Do you have or have you had cataracts?** (medical condition history)

- Yes - Currently have cataracts
- Yes - Previously had cataracts
- Never had cataracts
- Don't know

**Q3. [IF YES] Have you ever had cataract surgery?** (treatment history)

- Yes
- No
- Don't know

**Q4. [IF NEVER HAD / DON'T KNOW] How likely do you think it is that you will get cataracts?** (medical condition perceived risk)

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

**Q5. Have any of your close family members—such as parents, brothers, or sisters—ever had cataracts?** (family medical condition history)

- Yes
- No
- Don't know

**Q6. Have you had any vision problems—other than needing contacts or glasses—in the past 10 years?** (history of vision problems)

- Yes
- No
- Don't know

### TREATMENTS FOR CATARACTS

**Surgery is one treatment for cataracts. We'd like to ask what you think about the effectiveness of cataract surgery. If you aren't certain, please provide your best guess.**

**Q7. After having cataract surgery, how well can people see? On average, their vision after surgery is** \_\_ (perceived efficacy, magnitude - surgery)

- 20/20
- 20/30
- 20/40
- 20/50
- 20/60
- 20/70
- 20/80
- 20/90
- 20/100

**Q8. If 100 people have cataract surgery, how many will have improvement in their vision?** (perceived efficacy, likelihood - surgery)

- |                   |          |
|-------------------|----------|
| 0 (sliding scale) | 100      |
| No one            | Everyone |

The following questions ask about [Drug X], a prescription drug for improving vision in people who have cataracts. You do not need to have heard of this drug before to answer the questions below. Your best guess is fine. (efficacy levels)

[DISPLAY FOLLOWING QUESTIONS ON SAME SCREEN]

[RANDOMIZE ORDER: (1) REALLY WELL → DID NOT WORK WELL OR (2) DID NOT WORK WELL → REALLY WELL] [RANDOMIZE TO TWO GROUPS: ONE GROUP WILL SEE Q9 - Q12 WITH 20/100 AND THE OTHER WILL SEE Q9-Q12 WITH 20/70]

**Q9. If [Drug X] worked REALLY WELL, it would improve a person's vision from 20/[100/70] to:**

- 20/20

20/30  
20/40  
20/50  
20/60  
20/70  
20/80  
20/90  
20/100

**Q10. If [Drug X] worked WELL, it would improve a person's vision from 20/[100/70] to:**

20/20  
20/30  
20/40  
20/50  
20/60  
20/70  
20/80  
20/90  
20/100

**Q11. If [Drug X] worked SOMEWHAT WELL, it would improve a person's vision from 20/[100/70] to:**

20/20  
20/30  
20/40  
20/50  
20/60  
20/70  
20/80  
20/90  
20/100

**Q12. If [Drug X] DID NOT WORK WELL, it would improve a person's vision from 20/[100/70] to:**

20/20  
20/30  
20/40  
20/50  
20/60  
20/70  
20/80  
20/90  
20/100

[DISPLAY FOLLOWING QUESTIONS ON SAME SCREEN]

[RANDOMIZE ORDER: (1) REALLY WELL → DID NOT WORK WELL OR (2) DID NOT WORK WELL → REALLY WELL]

**Q13. If [Drug X] worked REALLY WELL,** a person with cataracts who took [Drug X] could read \_\_\_ letters on a 100-letter eye chart.

\_\_\_ [permit numbers from 0-100; also permit ranges (e.g., 40-60)]

**Q14. If [Drug X] worked WELL,** a person with cataracts who took [Drug X] could read \_\_\_ letters on a 100-letter eye chart.

\_\_\_ [permit numbers from 0-100; also permit ranges (e.g., 40-60)]

**Q15. If [Drug X] worked SOMEWHAT WELL,** a person with cataracts who took [Drug X] could read \_\_\_ letters on a 100-letter eye chart.

\_\_\_ [permit numbers from 0-100; also permit ranges (e.g., 40-60)]

**Q16. If [Drug X] DID NOT WORK WELL,** a person with cataracts who took [Drug X] could read \_\_\_ letters on a 100-letter eye chart.

\_\_\_ [permit numbers from 0-100; also permit ranges (e.g., 40-60)]

[RANDOMIZE ORDER OF NEXT TWO QUESTIONS]

**Q17. Jane took [Drug X] and improved her vision from 20/70 to 20/40. How do you think her vision has changed since taking the drug? Her vision is now:**

- \_\_\_ Not at all blurry (completely clear)
- \_\_\_ A lot less blurry
- \_\_\_ Somewhat less blurry
- \_\_\_ The same as before
- \_\_\_ Somewhat more blurry
- \_\_\_ A lot more blurry

**Q18. John took [Drug X] and improved his vision from 20/100 to 20/60. How do you think his vision has changed since taking the drug? His vision is now:**

- \_\_\_ Not at all blurry (clear)
- \_\_\_ A lot less blurry
- \_\_\_ Somewhat less blurry
- \_\_\_ No change
- \_\_\_ Somewhat more blurry
- \_\_\_ A lot more blurry

[RANDOMIZE ORDER OF NEXT TWO QUESTIONS]

**Q19. Imagine that Maria could see 85 letters on a 100-letter eye chart while taking [Drug X], compared with 73 letters before [Drug X]. How do you think her vision has changed since taking the drug? Her vision is now:**

- Not at all blurry (clear)
- A lot less blurry
- Somewhat less blurry
- The same as before
- Somewhat more blurry
- A lot more blurry

**Q20. Imagine that George could see an average of 77 letters on a 100-letter eye chart while taking [Drug X], compared with 65 letters before [Drug X]. How do you think his vision has changed since taking the drug? His vision is now:**

- Not at all blurry (clear)
- A lot less blurry
- Somewhat less blurry
- The same as before
- Somewhat more blurry
- A lot more blurry

**Please read the following statement.**

[RANDOMIZE PARTICIPANTS TO VERSION A, B, C, D, or E]

[DISPLAY THE VERSION ON THE SCREEN ALONG WITH EACH QUESTION, Q21-Q25]

**Version A [CONTROL]**

Drug X has been shown to improve vision.

**Version B**

52% of people with cataracts improved their vision to 20/40 while taking [Drug X], compared to 23% without [Drug X]. [starting at an average baseline of 20/70]

**Version C**

52% of people with cataracts could see an average of 85 letters on a 100-letter eye chart, while taking [Drug X], compared to 23% without [Drug X]. [starting an average baseline of 73 letters]

**Version D**

With [Drug X], people could see an average of 85 letters on a 100-letter eye chart, compared to 73 letters without [Drug X].

**Version E**

52% of people with cataracts improved their vision to 20/40 while taking [Drug X], compared to 23% without [Drug X]. With [Drug X], people could see an average of 85 letters on a 100-letter compared to 73 letters without [Drug X]. [starting at an average baseline of 20/70]

**Q21. In your own words, please explain what this statement means.** (open-ended) (efficacy claim comprehension)

**Q22. Please rate the statement on the following attributes:** (efficacy claim clarity)

|                |   |   |   |   |                |
|----------------|---|---|---|---|----------------|
| 1              | 2 | 3 | 4 | 5 | 6              |
| Not at all     |   |   |   |   | Extremely      |
| Understandable |   |   |   |   | Understandable |
| 1              | 2 | 3 | 4 | 5 | 6              |
| Not at all     |   |   |   |   | Extremely      |
| Clear          |   |   |   |   | Clear          |
| 1              | 2 | 3 | 4 | 5 | 6              |
| Not at all     |   |   |   |   | Extremely      |
| Easy to Read   |   |   |   |   | Easy to Read   |
| 1              | 2 | 3 | 4 | 5 | 6              |
| Not at all     |   |   |   |   | Extremely      |
| Complex        |   |   |   |   | Complex        |

**Q23. Please complete the following sentence: On average, people with cataracts who took [Drug X] improved their vision to \_\_.** (efficacy claim accuracy - magnitude)

- 20/20
- 20/30
- 20/40
- 20/50
- 20/60
- 20/70
- 20/80
- 20/90
- 20/100
- \_\_Don't know

**Q24. What percentage of people with cataracts who took [Drug X] improved their vision to 20/40?** (efficacy claim accuracy - likelihood)

- \_\_\_\_\_ % [permit numbers from 0-100; also permit ranges (e.g., 40-60%)]
- \_\_Don't know

Q25. People with cataracts who took [Drug X] could see an average of how many letters on a 100-letter eye chart? (efficacy claim accuracy – magnitude)

- \_\_\_ letters
- \_\_\_ Don't know

Q26. Which of the following is considered “normal vision” by eye doctors? (vision literacy)

[RANDOMIZE order: first to last, last to first]

- 20/10 vision
- 20/20 vision [Correct]
- 20/40 vision
- 20/80 vision
- 20/100 vision

Q27. Now here are some questions that require you to use numbers to solve the problem. Some are easy, and others are more difficult. Please don't use a calculator: We'd like you to answer on your own.

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

- a. Imagine that you flip a fair coin 1,000 times. What is your best guess about how many times the coin would come up heads in 1,000 flips?  
\_\_\_ times out of 1,000
- b. In the BIG BUCKS LOTTERY, the chance of winning a \$10 prize is 1%. What is your best guess about how many people would win a \$10 prize if 1,000 people each buy a single ticket to BIG BUCKS LOTTERY?  
\_\_\_ people
- c. In ACME PUBLISHING SWEEPSTAKES, the chance of winning a car is 1 in 1,000. What percent of tickets to ACME PUBLISHING SWEEPSTAKES will win a car  
\_\_\_ percent

Q28. How confident are you in filling out medical forms by yourself? (literacy)

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

Q29. How many years of education have you had? (education)

- Less than high school
- Completed high school
- Some college

- Associate's degree (2-year)
- Bachelor's degree (4-year)
- Some postgraduate work
- Postgraduate degree (M.A., Ph.D., M.D., J.D., etc.)

**Q30. What is your sex? (gender)**

- Male
- Female

**Q31. What is your date of birth? (age)**

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

**Q32. Are you Hispanic or Latino? (ethnicity)**

- No
- Yes

**Q33. What is your race? You may select one or more races. (race)**

**[ALLOW MULTIPLE RESPONSES]**

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

**DEBRIEF**

The purpose of this research is to understand how people interpret prescription drug information in advertisements. In order to get a real-life reaction to this information, we used a pretend product in this study. [Drug X] is not a real product and is not available for sale. Please see your healthcare professional for questions about cataracts.

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