

HRS 2024 -- MODULE 1: Prescription Drug Advertising  
FINAL VERSION -- 06/14/2024

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**NOTE ABOUT BRANCHPOINTS:**

**WHERE THERE IS MORE THAN ONE JUMP WITHIN A BRANCHPOINT BOX, THE JUMPS ARE TO BE APPLIED IN ORDER FROM THE TOP.**

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**NOTE ABOUT COLORS:**

**ALL TEXT IN TEAL IS SPECIFIC TO A WEB INTERVIEW.**

**THE CORE INTERVIEW IS DOCUMENTED USING BLACK TEXT, BUT BLACK TEXT CAN ALSO APPLY TO THE EXIT OR WEB INTERVIEW WHEN THERE ARE NO DIFFERENCES FROM THE CORE.**

**NOTE ABOUT NON-RESPONSE FLOW:**

**ANY QUESTION THAT IS ASKED BUT LEFT WITHOUT A RESPONSE IN CAWI INTERVIEWS WILL FOLLOW THE SAME PATH AS A REFUSAL FOR THAT QUESTION, UNLESS OTHERWISE SPECIFIED.**

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**V000 BP: ASK IF THIS IS A REIWER HH (X024 = 1), LIVING (A007 = 1) AND SELF R (A009 = 1) ELSE GO TO END OF MODULE**

V000

Now that we have finished with the main part of this interview, we have a few more questions to ask you. This will only take a few minutes.

[INSTR: IF R REFUSED BEFORE STARTING A MODULE, ENTER 9. IF R STARTED TO DO A MODULE AND THEN CHANGED HIS/HER MIND, ENTER 99.]

Now that we have finished with the main part of this interview, we have a few more questions to ask you. This will only take a few minutes.

- 1. R IS WILLING
- 9. R REFUSED AT MODULE INTRO..... GO TO END OF MODULE
- 99. R REFUSED AFTER STARTING A MODULE

1. CONTINUE

*NOTE: IF R LEAVES V000 EMPTY IN CAWI IT WILL BE TREATED AS A REFUSAL AND SKIP R OUT OF MODULES*

**V101 BP: ASK IF R IS ASSIGNED MODULE 1 (X009 = 1)**

V101

The next few questions ask about medications you may take and advertisements you may have seen for prescription medications. These advertisements may have been on TV, radio, in a magazine, or online

How many prescription medications do you take every day?

Number \_\_\_\_\_

- 98. DK
- 99.RF

V102

How many over-the-counter or non-prescription medications do you take every day?

Number \_\_\_\_\_

- 98. DK
- 99.RF

V103

How many dietary supplements or vitamins do you take every day?

Number \_\_\_\_\_

- 98. DK
- 99.RF

**V104 BRANCHPOINT: IF V101 = 0 AND V102 = 0 AND V103 = 0 GO TO V105**

V104

Do you ever feel overwhelmed by the amount of medications that you take every day?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V105

Have you ever seen an advertisement for any prescription drug?

- 1. YES
- 5. NO ..... GO TO END OF MODULE
- 8. DK ..... GO TO END OF MODULE
- 9. RF ..... GO TO END OF MODULE

V106

Have you seen an advertisement for a prescription drug that you thought was relevant to a family member's or friend's health?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V107

Have you seen an advertisement for a prescription drug that you thought was relevant to your health?

- 1. YES
- 5. NO
- 7. [VOL] NEVER SEEN ANY ADS FOR PRESCRIPTION DRUGS ..... GO TO END OF MODULE
- 8. DK
- 9. RF
- 1. YES
- 5. NO
- 7. I HAVE NEVER SEEN ANY ADS FOR PRESCRIPTION DRUGS ..... GO TO END OF MODULE
- 8. DK
- 9. RF

V108

Have you ever searched for more information about a drug or about your health after seeing an advertisement for a prescription drug?

- 1. YES
- 5. NO ..... GO TO V117
- 8. DK ..... GO TO V117
- 9. RF ..... GO TO V117

V109

Have you looked for more information in a reference book?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V110

Have you looked for more information in a magazine?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V111

(Have you looked for more information) in a newspaper?  
[Have you looked for more information in a newspaper?](#)

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V112

(Have you looked for more information) on the internet?  
[Have you looked for more information on the internet?](#)

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V113

(Have you looked for more information) by asking a friend, relative, or neighbor?

Have you looked for more information by asking a friend, relative, or neighbor?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V114

Have you looked for more information by calling the 1-800 number in the ad?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V115

(Have you looked for more information) by some other method?  
Have you looked for more information by some other method?

- 1. YES
- 5. NO ..... GO TO V117
- 8. DK ..... GO TO V117
- 9. RF ..... GO TO V117

V116

(What method was that?)  
What method was that?

\_\_\_\_\_

V117

Have you ever talked to a doctor or health care provider about concerns for your own health due to something you saw in an advertisement for a prescription drug?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V118

Have you ever asked your doctor or health care provider about adding or changing medications due to something you saw in an advertisement for a prescription drug?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V119 BRANCHPOINT: IF V117 = 5 AND V118 =5 GO TO V131

V119

Did your doctor or health care provider add or change your medications as a result?

- 1. YES
- 5. NO..... GO TO V125
- 8. DK ..... GO TO V131
- 9. RF ..... GO TO V131

V120

What reasons did your doctor or health care provider give for changing your prescription?

Was it because the new medication was more effective?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V121

(What reasons did your doctor or health care provider give for changing your prescription? )

Was it because the new medication had fewer or less serious side effects?

Was it because the new medication had fewer or less serious side effects?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V122

Was it because the new medication was easier or more convenient to take?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V123

Was there some other reason for changing your prescription?

- 1. YES (SPECIFY): [V124] \_\_\_\_\_
- 5. NO
- 8. DK
- 9. RF

V125 BRANCHPOINT: IF V119 NOT 5, GO TO V131

V125

What reasons did your doctor or health provider give for not changing your medication?

Was it because the medication was not right for you or you didn't need it?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V126

Was it because your current medication was better?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V127

(What reasons did your doctor or health provider give for not changing your medication? )

Was it because your current medication was less expensive?

[Was it because your current medication was less expensive?](#)

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V128

Was it because the new medication was not covered by insurance?

- 1. YES
- 5. NO
- 8. DK
- 9. RF

V129

Was there some other reason for not changing your prescription?

- 1. YES (SPECIFY): [V130] \_\_\_\_\_
- 5. NO
- 8. DK
- 9. RF

V131

Finally, I would like to ask you about your opinions about prescription drug advertisements you may have seen. Please tell me if you agree or disagree with the following statements.

- 1. CONTINUE

V138 BRANCHPOINT: IF X501 = 1 THEN CONTINUE. ELSE IF X501 = 2 THEN ASK V135 - V137 BEFORE V138 - V134

V138

We can depend on getting the truth in most prescription drug advertising. Do you agree or disagree with that statement?

- 1. AGREE
- 2. [VOL] NEITHER AGREE NOR DISAGREE
- 3. DISAGREE
- 8. DK
- 9. RF

- 1. AGREE
- 2. NEITHER AGREE NOR DISAGREE
- 3. DISAGREE
- 8. DK
- 9. RF

V132

Prescription drug advertising is a reliable source of information. (Do you agree or disagree with that statement?)

Prescription drug advertising is a reliable source of information. Do you agree or disagree with that statement?

1. AGREE
2. [VOL] NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

1. AGREE
2. NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

V133

Most prescription drug advertising provides consumers with valuable information.

1. AGREE
2. [VOL] NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

1. AGREE
2. NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

V134

Prescription drug advertisements generally present a true product picture.

1. AGREE
2. [VOL] NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

1. AGREE
2. NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

V135

Prescription drug advertisements are deceptive.

1. AGREE
2. [VOL] NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

1. AGREE
2. NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

V136

Prescription drug advertisements are more about making money for drug companies than about the health of people like me.

1. AGREE
2. [VOL] NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

1. AGREE
2. NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

V137

Prescription drug advertisements downplay the risks or harmful side effects of medications.

1. AGREE
2. [VOL] NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF

1. AGREE
2. NEITHER AGREE NOR DISAGREE
3. DISAGREE
8. DK
9. RF