



Data collection strategy: Web survey

Who sponsored the research and who conducted it: YouGov sponsored and conducted the research.

Measurement tools/instruments: For question wordings and other details of survey administration refer to the questionnaire script below.

Population under study: US adults 18+ who filled a prescription

Method: Members of YouGov's panel were invited to participate in the survey. YouGov's recruitment process is open to all, and members of the public can join our panel by signing up via the YouGov website or app (both Android & iOS).

For the purposes of this study, YouGov's normal matching and weighting procedures were not applied. The resulting data is not intended to be representative of any population.

Respondents were offered 500 points to participate. Respondents can redeem points for gift cards after accruing a fixed amount (depending on their location).

Methods and modes of data collection: All interviews were conducted via self-administered web questionnaire with YouGov's survey platform.

Dates of data collection: Feb 27-Mar 5, 2025

Sample size: 2,452

How the data were weighted: This study is primarily experimental and was not weighted to be representative of any population.

How the data were processed and procedures to ensure data quality: Panelists eligible for participation in our surveys have been members of the YouGov panel for at least 15 days and have passed a series of quality checks. In addition to the original screening, the survey included a set of items meant to ensure respondents were paying attention. YouGov's normal process is to use these as well as other behavioral indicators to clean out cases that did not seem to be paying attention. However, because the purpose of this study was to assess the survey experience, these typical cleaning procedures were not followed.

General statement acknowledging limitations of the design and data collection: In addition to sampling error, surveys are subject to other kinds of error. Care should be taken in the interpretation of the results.

Questionnaire script

```
{module experiment}
[control_grid if treatment==1] {grid collapse_expanded=TRUE roworder=randomize varlabel="Control
Version"} Do you support or oppose a ban on each of the following:
-[control_1] TikTok
-[control_2] Diversity, Equity, and Inclusion (DEI) initiatives
-[control_3] Transgender collegiate athletes participating on sports teams different than their sex
assigned at birth
-[control_4] Dynamic ticket pricing, where companies change ticket prices based on demand
-[control_5] Daylight Saving Time

<1> Strongly Support
<2> Somewhat Support
<3> Somewhat Oppose
<4> Strongly Oppose

[bold_grid if treatment==2] {grid collapse_expanded=TRUE roworder=randomize varlabel="Formatted
Version"} Do you support or oppose a <b><u>ban</u></b> on each of the following:
-[bold_1] TikTok
-[bold_2] Diversity, Equity, and Inclusion (DEI) initiatives
-[bold_3] Transgender collegiate athletes participating on sports teams different than their sex assigned
at birth
-[bold_4] Dynamic ticket pricing, where companies change ticket prices based on demand
-[bold_5] Daylight Saving Time

<1> Strongly Support
<2> Somewhat Support
<3> Somewhat Oppose
<4> Strongly Oppose

[inline_grid if treatment==3] {grid collapse_expanded=TRUE roworder=randomize varlabel="In-line
Version"} Do you support or oppose each of the following:
-[inline_1] A ban on TikTok
-[inline_2] A ban on Diversity, Equity, and Inclusion (DEI) initiatives
-[inline_3] A ban on transgender collegiate athletes participating on sports teams different than their sex
assigned at birth
-[inline_4] A ban on dynamic ticket pricing, where companies change ticket prices based on demand
-[inline_5] A ban on Daylight Saving Time

<1> Strongly Support
<2> Somewhat Support
<3> Somewhat Oppose
<4> Strongly Oppose

{end module experiment}
```