Welcome

We are interested in learning about your opinions on services. If selected this survey will take you about 20 minutes to complete. Thank you for your time. Please click "Next" to continue.

s01 - Gender

What is your gender?

- Male (1) (Min 60% / Max 70%)
- Female (2)
- Nonbinary (3)
- Prefer not to say (4) TERMINATE

s01r - HIDDEN Gender Quota

[Hidden variable]

- Other (Male/Nonbinary) (1)
- Female (2)

s02 - Year Born

[Open Text • Numeric • Force Sum of Answers: Min 1920 • Lower limit type=GreaterOrEqual • Upper limit type=SmallerOrEqual • Total Digits=4]

What year were you born?

Year: (1) ________________

TERMINATE under 25 and older than 65

s02c - Age Group

[Hidden variable]

- GenX (1965 - 1980) (2)
- Boomers (1946-1964) (3)
- SilentGen (1928-1945) (4)
- Greatest Gen (1927 or earlier) (5)

USState - state

What state are you currently living in?

- Alabama (1)

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Alaska (2)
Arizona (3)
Arkansas (4)
California (5) **Require minimum n=30**
Colorado (6)
Connecticut (7)
Delaware (8)
District of Columbia (9)
Florida (10)
Georgia (11)
Hawaii (12)
Idaho (13)
Illinois (14)
Indiana (15)
Iowa (16)
Kansas (17)
Kentucky (18)
Louisiana (19)
Maine (20)
Maryland (21)
Massachusetts (22)
Michigan (23)
Minnesota (24)
Mississippi (25)
Missouri (26)
Montana (27)
Nebraska (28)
Nevada (29)
New Hampshire (30)
New Jersey (31)
New Mexico (32)
New York (33)
North Carolina (34)
North Dakota (35)
Ohio (36)
Oklahoma (37)
Oregon (38)
Pennsylvania (39)
Rhode Island (40)
South Carolina (41)
South Dakota (42)
Tennessee (43)
Texas (44)
Utah (45)
Vermont (46)
Virginia (47)
Washington (48)
West Virginia (49)
Wisconsin (50)
Wyoming (51)
Outside the US (52)

**reg - Region**

[Hidden variable]

- Outside US (0) **TERMINATE**
- Northeast (1)
- Midwest (2)
- South (3)
- West (4)

**div - Division**

[Hidden variable]

- Outside US (0) **TERMINATE**
- New England (1)
- Middle Atlantic (2)
- East North Central (3)
- West North Central (4)
- West South Central (5)
- East South Central (6)
- South Atlantic (7)
- Mountain (8)
- Pacific (9)

**s03 - Community Type**

And in what type of area do you live?

- Rural (1) **TERMINATE**
- Urban (2)
- Suburban (3)

**s04 - Sensitive Industries**

[Randomized answerlist • Force Number of Items: Min 1]

Have you worked in any of the following businesses?

*Please select all that apply.*

- Advertising or promotions (1)
- Market research (2) **TERMINATE**
- Pet store (3)
- Veterinary practice (4) **TERMINATE**
- None of the above (5) [Keep position • Exclusive]

**s05 - Pet Ownership**

[Randomized answerlist • Force Number of Items: Min 1]

Which pets, if any, do you have in your household?

*Please select all that apply.*

- Bird(s) (1)
Dog(s)  (2) **TERMINATE if NOT selected**
Cat(s)  (3)
Other (Please specify) (4) __________ [Keep position • Other]
None of these (5) [Keep position • Exclusive]

**s06 - Vet Visit Frequency**
How long ago was your dog’s last exam with a veterinarian?

<table>
<thead>
<tr>
<th></th>
<th>1-6 months (1)</th>
<th>7-12 months ago (2)</th>
<th>13-18 months ago (3)</th>
<th>More than 18 months ago (4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○ TERMINATE</td>
</tr>
</tbody>
</table>

**s07 - Primary Vet Visits**
Who was present when your dog was last examined?

- Myself (1)
- Myself and another person (2)
- Other person (3) **TERMINATE**

**s08 - Income**
Which of the following best describes your ANNUAL household income?

- Under $25,000 (1)
- $25,000 – $29,999 (2)
- $30,000 - $35,999 (3)
- $36,000 - $54,999 (4)
- $55,000 - $64,999 (5)
- $65,000 - $80,999 (6)
- $81,000 - $99,999 (7)
- $100,000 - $124,999 (8)
- $125,000 - $149,999 (9)
- $150,000 - $174,999 (10)
- $175,000 or higher (11)

**s08r - HIDDEN QUOTA Income**
[Hidden variable]
Which of the following best describes your ANNUAL household income?

- 0-$35,999 (1) **quota 33%**
- $36,000 - $80,000 (2) **quota 33%**
- $80,000+ (3) **quota 33%**

**s09 - Annual Vet Costs**
Approximately how much have you spent on veterinary care in the past 18 months?
s10 - Pet Insurance

Do you currently have pet insurance?

- Yes (1)
- No (2)

s11 - Equipment Check

This research survey will require you to watch videos with the sound on. Are you able to view video with the sound on?

- Yes (1)
- No (2) **TERMINATE**

i1290 - Video Test

We would now like you to view a short video and answer a set of questions.

Please be sure your speakers/headphones are enabled. Note that the video may take a few seconds to load.

Please click "Next" to continue.

i1291 - Video

Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

s12 - Video Quality check

[Randomized answerlist]

Which of the following were in the video?

- A dog (1)
- A book (2)
- A glass of water (3) **TERMINATE if NOT selected**
- A flower (4)
- A cat (5)
- None of the above (6) [Keep position • Exclusive]
Which of the following were discussed in the video?

- Caring for pets (1)
- New tv show (2)
- Moms and dads (3) **TERMINATE if NOT selected**
- Cooking (4)
- Gardening (5)
- None of the above (6) [Keep position • Exclusive]

Did you have any issues playing the video? If so, please explain otherwise type "NA."

*Please be as specific as possible.*

To begin, we would like you to complete two exercises that will help us understand how quickly you are able to answer questions. For each exercise we will have you pick three items off a list and we will see how fast you can identify the items you selected from the entire list.

Please click "Next" to continue.

Please pick your top THREE favorite colors from the list below and memorize what three colors you pick.

- Red (1)
- Green (2)
- Blue (3)
- Purple (4)
- Black (5)
- Orange (6)
- Yellow (7)
- White (8)
Now you will see each of these colors and your job is to check “YES” if it is one of the colors you picked and “NO” if it is not one of the three colors you picked.

Please click "Next" to continue.

6 - Red
Is this one of the three colors you picked?
RED
☐ YES (1)
☐ NO (2)

7 - Green
Is this one of the three colors you picked?
GREEN
☐ YES (1)
☐ NO (2)

8 - Blue
Is this one of the three colors you picked?
BLUE
☐ YES (1)
☐ NO (2)

9 - Purple
Is this one of the three colors you picked?
PURPLE
☐ YES (1)
☐ NO (2)

10 - Black
Is this one of the three colors you picked?
BLACK
☐ YES (1)
☐ NO (2)

11 - Orange
Is this one of the three colors you picked?
ORANGE
☐ YES (1)
☐ NO (2)

12 - Yellow
Is this one of the three colors you picked?
YELLOW
☐ YES (1)
☐ NO (2)

13 - White
Is this one of the three colors you picked?
WHITE
☐ YES (1)
☐ NO (2)
Three Numbers

[Force Number of Items: Equal To 3]

Please pick THREE numbers from the list below and memorize what three numbers you pick.

☐ One (1)
☐ Two (2)
☐ Three (3)
☐ Four (4)
☐ Five (5)
☐ Six (6)
☐ Seven (7)
☐ Eight (8)
☐ Nine (9)
☐ Ten (10)

Info

Now you will see each of these numbers and your job is to check “YES” if it is one of the numbers you picked and “NO” if it is not one of the three numbers you picked.

Please click "Next" to continue.
p18 - Five
Is this one of the three numbers you picked?
FIVE
☐ YES (1)
☐ NO (2)

p19 - Six
Is this one of the three numbers you picked?
SIX
☐ YES (1)
☐ NO (2)

p20 - Seven
Is this one of the three numbers you picked?
SEVEN
☐ YES (1)
☐ NO (2)

p21 - Eight
Is this one of the three numbers you picked?
EIGHT
☐ YES (1)
☐ NO (2)

p22 - Nine
Is this one of the three numbers you picked?
NINE
☐ YES (1)
☐ NO (2)

p23 - TEN
Is this one of the three numbers you picked?
TEN
☐ YES (1)
☐ NO (2)

Participants randomly assigned to Control OR Wise Coach video set. Least fill logic ensures close to even distribution.

vlabel

[Hidden variable]
☐ Control (1)
☐ Wise Coach (2)

i1297 - FIS Intro

Now we will ask you to view three short video clips, with the sound on, of a dog owner with a veterinarian. In between the video clips we'll ask you some questions about your experience up to that point. Please imagine you are the client and the veterinarian is treating your dog.

Please also assume the scenario is taking place prior to COVID-19 concerns. Note that the video may take a few seconds to load.
Please click "Next" to watch the first video.

i1301 - Control - FIS
Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

i1302 - WISE - FIS
Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

i1298 - FIS Implicit Intro
Now we will ask you a series of statements about what you've seen so far. For each statement, indicate if you agree or disagree.

Please click "Next" to continue.

z1 - Is Competent
The veterinarian:

IS COMPETENT

☐ AGREE (1)
☐ DISAGREE (2)

z2 - Trustworthy
The veterinarian:

IS TRUSTWORTHY

☐ AGREE (1)
☐ DISAGREE (2)

z3 - Is hurried
The veterinarian:

IS HURRIED

☐ AGREE (1)
☐ DISAGREE (2)
z4 - Likes animals
The veterinarian:
LIKES ANIMALS

☐ AGREE (1)
☐ DISAGREE (2)

z5 - Is professional
The veterinarian:
IS PROFESSIONAL

☐ AGREE (1)
☐ DISAGREE (2)

z6 - Is friendly
The veterinarian:
IS FRIENDLY

☐ AGREE (1)
☐ DISAGREE (2)

z7 - Is someone I would recommend
The veterinarian:
IS SOMEONE I WOULD RECOMMEND

☐ AGREE (1)
☐ DISAGREE (2)

z8 - Is impersonal
The veterinarian:
IS IMPERSONAL

☐ AGREE (1)
☐ DISAGREE (2)

v01 - First Impression Rating
What’s your overall first impression of the veterinarian?
i1308 - HSS Intro

Now we'll re-start the video.

Please also assume the scenario is taking place prior to COVID-19 concerns. Note that the video may take a few seconds to load.

Please click "Next" to watch the second video.

i1310 - Control - HSS

Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

i1309 - WISE - HSS

Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

q06 - Veterinarian Attributes - HSS

[Randomized answerlist]

Based on what you’ve seen so far, how would you describe the veterinarian?

<table>
<thead>
<tr>
<th>Skilled/knowledgeable (1)</th>
<th>Strongly disagree 1 (1)</th>
<th>2 (2)</th>
<th>3 (3)</th>
<th>4 (4)</th>
<th>5 (5)</th>
<th>6 (6)</th>
<th>7 (7)</th>
<th>8 (8)</th>
<th>9 (9)</th>
<th>Strongly agree 10 (10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cares about me (2)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Cares about my pet (3)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Communicates clearly (4)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
<tr>
<td>Rushed/Abrupt (5)</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
<td>o</td>
</tr>
</tbody>
</table>

q07 - Behaviors - HSS

[Randomized answerlist]

Based on what you’ve seen so far, how likely would you be to...?
Follow veterinarian's recommendations (1)  
Return to see this veterinarian (2)  
Recommend this veterinarian (3)  

How satisfied do you feel at this stage of the interaction?

What do you like MOST at this point in the interaction?

Please be as specific as possible.

What do you like LEAST at this point in the interaction?

Please be as specific as possible.

Now we’ll restart the video after the veterinarian has completed his physical exam.
Please also assume the scenario is taking place prior to COVID-19 concerns. Note that the video may take a few seconds to load.

Please click "Next" to watch the third video.

i1323 - Control - DFS

Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

i1322 - WISE - DFS

Once the video loads and your sound is on, please click the play button. Your browser does not support the video tag. Once the video finishes, please click "Next."

q10 - Veterinarian Attributes - DFS

How would you describe the veterinarian?

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree 1 (1)</th>
<th>2 (2)</th>
<th>3 (3)</th>
<th>4 (4)</th>
<th>5 (5)</th>
<th>6 (6)</th>
<th>7 (7)</th>
<th>8 (8)</th>
<th>9 (9)</th>
<th>Strongly agree 10 (10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skilled/knowledgeable (1)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cares about me (2)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Cares about my pet (3)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Communicates clearly (4)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Conscientious about costs (5)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Rushed/Abrupt (6)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

q11 - Behaviors - DFS

How likely would you be to...?

<table>
<thead>
<tr>
<th></th>
<th>Not at all likely 1 (1)</th>
<th>2 (2)</th>
<th>3 (3)</th>
<th>4 (4)</th>
<th>5 (5)</th>
<th>6 (6)</th>
<th>7 (7)</th>
<th>8 (8)</th>
<th>9 (9)</th>
<th>Extremely likely 10 (10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Follow veterinarian's recommendations (1)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Return to see this veterinarian (2)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Recommend this veterinarian (3)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
q12 - Satisfaction - DFS

[Randomized answerlist]

How satisfied do you feel at this stage of the interaction?

<table>
<thead>
<tr>
<th>Not at all satisfied</th>
<th>1 (1)</th>
<th>2 (2)</th>
<th>3 (3)</th>
<th>4 (4)</th>
<th>5 (5)</th>
<th>6 (6)</th>
<th>7 (7)</th>
<th>8 (8)</th>
<th>9 (9)</th>
<th>Extremely satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

i1325 - DFS Implicit Intro

Now, we will ask you a series of statements about the video you just watched. For each statement, indicate if you agree or disagree.

Please click "Next" to continue.

z11 - Is Competent

The veterinarian:

IS COMPETENT

☐ AGREE (1)
☐ DISAGREE (2)

z12 - Is Trustworthy

The veterinarian:

IS TRUSTWORTHY

☐ AGREE (1)
☐ DISAGREE (2)

z12a - Is Hurried

The veterinarian:

IS HURRIED

☐ AGREE (1)
☐ DISAGREE (2)

z13 - Likes Animals

The veterinarian:

LIKES ANIMALS

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z14 - Is Professional
The veterinarian:
IS PROFESSIONAL

z15 - Is Friendly
The veterinarian:
IS FRIENDLY

z16 - Is someone I would recommend
The veterinarian:
IS SOMEONE I WOULD RECOMMEND

z17 - Is impersonal
The veterinarian:
IS IMPERSONAL

z18 - Is Compassionate
The veterinarian:
IS COMPASSIONATE
z19 - Communicates Clearly
The veterinarian:
COMMUNICATES CLEARLY

☐ AGREE (1)
☐ DISAGREE (2)

z20 - Provides a Premium Service
The veterinarian:
PROVIDES A PREMIUM SERVICE

☐ AGREE (1)
☐ DISAGREE (2)

q14 - Office Service Price
What's the most you would feel comfortable paying for this office call/exam (not including any other care)?

☐ $30 or less (1)
☐ $40 (2)
☐ $50 (3)
☐ $60 (4)
☐ $70 (5)
☐ $80 (6)
☐ $90 (7)
☐ $100 or more (8)

q15 - Service Elected
Based on what you saw in the video, in addition to the office call/exam, which of the following would you most likely select?

☐ No treatment ($0) (1)
☐ Ear medication ($30) (2)
☐ Ear swab sample and medication ($70) (3)
☐ Sedation, ear cleaning, and medication ($130) (4)
☐ Sedation, ear cleaning, ear swab sample, and medication ($170) (5)

q16a - Yelp Rating
Imagine you are writing a Yelp review about your interaction with this veterinarian. What rating would you give (5 stars/Excellent to 1 star/Poor)?

(1) 1 (1) 2 (2) 3 (3) 4 (4) 5 (5)

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**q16 - Yelp Review Open End**

*Field width=1200*

What would you write in your review?

*Please be as specific as possible.*

---

**i1332 - Demo**

We have a one more classification question for you to answer.

Please click "NEXT" to continue.

---

**d01 - Ethnicity**

Which of the following best describes you?

*Please note this is for classification purposes only.*

- White/Caucasian (1)
- Black/African American (2)
- Latino/Hispanic (3)
- Asian/Indian (4)
- Pacific Islander (5)
- Native American (6)
- Other (please specify) (7) [Keep position • Other]
- Prefer not to say (8) [Keep position]