Quantifying the impact of taking medicines for long-term conditions

A survey to understand your views about taking medicines long term for the prevention of heart disease

In this survey, we will be asking you about a drug treatment which may be offered to people at an increased risk of developing heart disease.

There are no right or wrong answers, we are just interested in hearing about your views.
Participant Consent Form

You are being invited to take part in a research study that aims to understand your views about taking medicines long-term. We want to understand people’s views on what it is like to take a medicine every day for long periods of time. Before you decide, it is important for you to understand why the research is being done and what it will involve.

Please click on the sections below for information on the research.

- What is the aim of the research?
- Why have I been chosen?
- What happens to the data collected?
- How is confidentiality maintained?
- How long will it take me?
- Who will conduct the research?
- What would I be asked to do if I took part?
- Will the outcomes of the research be published?
- What happens if I do not want to take part or if I change my mind?
- Who has reviewed the research project?

I understand that my participation in the study is voluntary and that I am free to withdraw at any time without giving a reason by exiting the survey.

I confirm that I have read the information above.
- [ ] Yes, I would like to take part in the survey.
- [ ] No, I do not want to participate (exit survey).

0% 100%
What is your gender?

- Female
- Male
Note:
This page only contains quota information and only appears in preview mode.
By selecting one box in each group below, please indicate which statements best describe your own health state today.

**Mobility**
- I have no problems in walking about
- I have some problems in walking about
- I am confined to bed

**Self-Care**
- I have no problems with self-care
- I have some problems washing or dressing myself
- I am unable to wash or dress myself

**Usual Activities** *(e.g. work, study, housework, family or leisure activities)*
- I have no problems with performing my usual activities
- I have some problems with performing my usual activities
- I am unable to perform my usual activities

**Pain/Discomfort**
- I have no pain or discomfort
- I have moderate pain or discomfort
- I have extreme pain or discomfort

**Anxiety/Depression**
- I am not anxious or depressed
- I am moderately anxious or depressed
- I am extremely anxious or depressed
Part 1. Study Background

This section of the survey explains: heart disease, how medicine treatments may be used for people at risk of heart disease, and what the treatment involves.

We will follow a story of Bobbie.

Click next to continue.
Part 1. Background

Bobbie has been to see a doctor.
The doctor has said Bobbie needs to start a medicine to prevent serious events because of his heart disease.

We will take you through Bobbie’s story.
Part 1. Background

What is heart disease?

Bobbie hears about heart disease from his GP.

Heart disease is a disease of the heart or blood vessels. It is the most common cause of death in the UK. It's usually associated with a build-up of fatty deposits inside the arteries, known as atherosclerosis, and an increased risk of blood clots.
Part 1. Background

Impact of heart disease

There are a number of serious events you may be at risk of because of your heart disease.

Heart Attack - when the supply of blood to the heart is suddenly blocked

Stroke - when the supply of blood to the brain becomes blocked or disrupted

Angina - sharp chest pain caused by coronary heart disease
Risk of Heart disease

The GP explains that there is a chance that because of his cholesterol level Bobbie is at risk of developing one of these serious events in the future.

Your cholesterol level suggests that you may develop one of these serious events in the future.
Part 1. Background

What is risk?

• **Risk** is: a term used to explain the chance that something bad might happen.

• **10% risk** means:
  Out of every **1,000** people, with heart disease, **100** people would develop a heart attack, and **900** people would not.
Part 1. Background

What is a 10% risk?

- This diagram shows a 10% risk of having a heart attack because of their heart disease.

- The people shaded **blue** are the ones who have a heart attack.
Part 1. Background

Prevention of serious events from heart disease

- Bobbie’s doctor can estimate how likely it is that he will develop heart disease over the next 10 years.
- The estimate is based on things such as Bobbie’s age and sex, family medical history, blood pressure and cholesterol level.
- The doctor may prescribe certain medicines such as statins to help reduce the chance of Bobbie having heart disease.
- The medicine will prevent some of the people who take it from having a serious event because of the heart disease.
- A serious event from the heart disease will still happen to some of the people who take the medicine.
Part 1. Background

Prevention of serious events from heart disease

The doctor prescribes Bobbie a medicine to reduce the chance of his heart disease causing a heart attack or other heart conditions in the future.

I will prescribe you a medicine to take which can help reduce your chance of having a heart attack or other heart conditions.
Part 1. Background

Collecting the medicine from the pharmacy

Bobbie goes to a pharmacy to collect his medicine.

- You need to take one tablet a day every day with a cold drink.
- You will need to take this medicine for at least 10 years.
- You need to regularly visit your GP to have your cholesterol monitored.
- You will also need to come back to the pharmacy for a new supply every month or two.
Part 1. Background

Taking the medicine for prevention

Bobbie goes home with his new tablets.

He then has to decide whether he wants to take them as the doctor and the pharmacist have advised.
Part 1. Background

- Bobbie may consider three key things, when deciding whether to take the medicine.

<table>
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<th>Effectiveness of the medicine</th>
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<td>- How good the medicine is in terms of preventing a condition like a heart attack</td>
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</table>

<table>
<thead>
<tr>
<th>Side effects of the medicine</th>
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<td>- Whether there is any potential harm from the medicine</td>
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</table>

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<th>Inconvenience of the medicine</th>
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<td>- Whether taking the medicine would fit in his lifestyle or cause him inconvenience</td>
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How effective is the medicine?

- Some people, but not everyone, who take the medicine will avoid a serious event, such as a heart attack or stroke as a result of taking the tablet.

- The effectiveness of the medicine can be described in terms of a reduction in this risk.
What does ‘reduction in risk’ mean?

- A ‘reduction in risk from 10% to 6%’ means:

The medicine will reduce your risk of experiencing an event, such as a heart attack, within the next 10 years from 10% to 6%.
Part 1. Background

Does the medicine have side effects?

The potential for side effects from the medicine can be described in terms of the risk of a side effect.

Examples of minor side effects include pain, fatigue, and weakness of the muscle.

Rare but more severe side effects include: severe destruction of skeletal muscle (rhabdomyolysis) and development of type 2 diabetes.
Part 1. Background

Risk of a minor side effect from the medicine

- A 5% risk of a minor side effect means:

  Among every 1,000 people taking the medicine, 50 will experience a minor side effect such as either pain, fatigue, and weakness of the muscle.

5% risk of a minor side effect
Risk of a severe side effect from the medicine

- A 0.1% risk of a severe side effect means:

Among every 1,000 people taking the medicine, 1 will experience a severe side effect such as either: severe destruction of skeletal muscle or development of type 2 diabetes.
Bobbie also thinks about what it means to have to take this medicine for the next ten years.

Hmmm.... it might be inconvenient for me to take this medicine. I will have to remember to:
• Take the tablet every night
• Take it with plenty of water
• Get my cholesterol monitored by having a blood test and monthly visit to my GP
• Collect more tablets from the pharmacy
• Maintain a healthy lifestyle watching what food I eat and take regular exercise
In the questions that follow in this survey, we will ask you about how you think about taking a medicine to prevent heart disease.
In general, how would you feel about taking a medicine for the first time?

- **Happy**
  - I trust in my doctor and I am willing to try new things

- **Unsure**
  - I’d like to think about it really carefully

- **Unhappy**
  - I don’t like the idea of trying a new medicine even if the doctor says it will help
Part 2: Your views on the inconvenience of taking a medicine to prevent heart disease

Now, we will ask you about how you think about the inconvenience of taking a medicine to prevent heart disease. There are four questions. Each question may look similar but differs in terms of the detail for each of the three features. We will start with a practice question to show you an example of the type of question we will ask you.
Warm up question

You have been told that you need to take a medicine to reduce the risk of heart disease.

You can choose between two different medicines. We have called these Medicine A and Medicine B.

**Medicine A** is a pill that you only need to take once.

**Medicine B** is a pill that you need to take every day for ten years.

**Medicine A and Medicine B are equally effective in reducing your risk of developing heart disease.** Medicine A and Medicine B will reduce your risk of having a heart attack or a stroke within the next 10 years from **10%** to **6%**.

In other words, in a crowd of **1,000** people in the UK, **100** are likely to have a heart attack or a stroke if they do not take the medicine. This is reduced to **60** people out of 1,000 who do take the medicine. This information is also illustrated in this picture.

**Risk of heart disease**

![Risk of heart disease diagram](image)

- **10%** No Treatment
- **6%** Taking the Medicine

(The figures shaded blue represent people who will have a heart attack or a stroke in the next 10 years)

In this scenario, you will not have any side effects from Medicine A or Medicine B.

**Risk of a side effect**

![Risk of side effect diagram](image)
0%
No one will have a side effect.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for **1 year** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 1 year

- **Medicine B**
  - Live for 10 years

- The Same - Medicine A and Medicine B are the same.
Now we are ready to start the survey questions.
Question 1

You have been told that you need to take a medicine to reduce the risk of heart disease.

You can choose between two different medicines. We have called these Medicine A and Medicine B.

**Medicine A** is a pill that you only need to take once.

**Medicine B** is a pill that you need to take every day for ten years.

Medicine A and Medicine B are equally effective in reducing your risk of developing heart disease. Medicine A and Medicine B will reduce your risk of having a heart attack or a stroke within the next 10 years from 10% to 6%.

In other words, in a crowd of 1,000 people in the UK, 100 are likely to have a heart attack or a stroke if they do not take the medicine. This is reduced to 60 people out of 1,000 who do take the medicine. This information is also illustrated in this picture.

**Risk of heart disease**

10%  
**No Treatment**

6%  
**Taking the Medicine**

(The figures shaded blue represent people who will have a heart attack or a stroke in the next 10 years)

In this scenario, you will not have any side effects from Medicine A or Medicine B.

**Risk of a side effect**
No one will have a side effect.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **5 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A **Live for 5 years**
- [ ] Medicine B **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for **5.5 years** (5 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
- **Live for 5.5 years**
- Medicine B
- **Live for 10 years**
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **6 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 6 years

- Medicine B
  - Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **6.25 years (6 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 6 years and 3 months

- **Medicine B**
  - Live for 10 years

- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **6.5 years** (6 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ]
  - Live for 6.5 years

- Medicine B [ ]
  - Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **7 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 7 years

- **Medicine B**
  - Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **7.5 years** (7 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A

  **Live for 7.5 years**

- Medicine B

  **Live for 10 years**

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **7.75 years (7 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- **Medicine A**  
  Live for 7 years and 9 months

- **Medicine B**  
  Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **8 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for 8 years
- **Medicine B** Live for 10 years
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for 8.25 years (8 years and 3 months) and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?
Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **8.5 years** (8 years and 6 months) and then die. If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A - Live for 8.5 years
- Medicine B - Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **8.75 years (8 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- **Medicine A**  Live for 8 years and 9 months
- **Medicine B**  Live for 10 years
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for 9 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A Live for 9 years
- Medicine B Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 1 month** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 9 years 1 month

- Medicine B
  - Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9.25 years (9 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 9 years and 3 months
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for **9 years and 4 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 9 years 4 months

- **Medicine B**
  - Live for 10 years

- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **9 years and 5 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A - Live for 9 years 5 months
- Medicine B - Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9.5 years** (9 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
- Live for 9.5 years

- Medicine B
- Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **5 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for (10 years – 5 months)
- **Medicine B** Live for 10 years
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **4 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A **Live for (10 years – 4 months)**
- Medicine B **Live for 10 years**
- Medicine A and Medicine B are the same
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If you take Medicine A, you would live for **3 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- ○ **Medicine A**  [Live for (10 years – 3 months)]
- ○ **Medicine B**  [Live for 10 years]
- ○ Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 2 months less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- **Medicine A**: Live for (10 years – 2 months)
- **Medicine B**: Live for 10 years
- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for 1 month less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for (10 years – 1 month)
- [ ] Medicine B  
  Live for 10 years
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 3 weeks less than 10 years and then die. If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for (10 years – 3 weeks)

- **Medicine B**
  - Live for 10 years

- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **2 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for (10 years – 2 weeks)
- **Medicine B** Live for 10 years
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If you take Medicine A, you would live for 10 days less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for (10 years – 10 days)

- Medicine B
  - Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **1 week less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A
  Live for (10 years – 1 week)

- [ ] Medicine B
  Live for 10 years

- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **5 days less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 3 days less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?
Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for (10 years – 3 days)
- [ ] Medicine B  
  Live for 10 years
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **1 day less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A [ ] Live for (10 years – 1 day)
- [ ] Medicine B [ ] Live for 10 years
- [ ] Medicine A and Medicine B are the same.
You prefer living for 5 years on Medicine A, to living for 10 years on Medicine B.

This means living fewer than 5 years on Medicine A can be the same as living for 10 years on Medicine B.

How many years on Medicine A do you think would be the same as living for 10 years on Medicine B?

(Please give a number in years)
Question 2

Now, we will assume that there is some risk of a minor side effect from either medicine.

As before,

Medicine A is a pill that you only need to take once.

Medicine B is a pill that you need to take every day for ten years.

Medicine A and Medicine B are equally effective in reducing your risk of developing heart disease.

Medicine A and Medicine B will reduce your risk of having a heart attack or a stroke within the next 10 years from 10% to 6%.

In other words, in a crowd of 1,000 people in the UK, 100 are likely to have a heart attack or a stroke if they do not take the medicine. This is reduced to 60 people out of 1,000 who do take the medicine. This information is also illustrated in this picture.

Risk of heart disease

(1000 -----)
(900      )
(800      )
(700      )
(600      )
(500      )
(400      )
(300      )
(200      )
(100    ----)
(0        )

10% No Treatment

(600 -----)
(500      )
(400      )
(300      )
(200      )
(100        )

6% Taking the Medicine

(The figures shaded blue represent people who will have a heart attack or a stroke in the next 10 years)

In this scenario, there is some risk of a minor side effect from Medicine A or Medicine B.

Among every 1,000 people taking Medicine A or Medicine B, 30 people are likely to have a minor side effect such as muscle pain and fatigue.

Risk of a minor side effect
3% of people will have a minor side effect.
Remember Medicine A and Medicine B are equally effective and have \textbf{some risk of a side effect.}

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for 5 \textbf{years} and then die.

If you take Medicine B, you would live for 10 \textbf{years} and then die.

\textbf{Would you prefer Medicine A or Medicine B, or are they the same?}

Indicate your choice here. You can only choose one option:

- Medicine A \hspace{1cm} \textcolor{blue}{\text{Live for 5 years}}
- Medicine B \hspace{1cm} \textcolor{red}{\text{Live for 10 years}}
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for **5.5 years** (5 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A **Live for 5.5 years**
- Medicine B **Live for 10 years**
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

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If you take Medicine A, you would live for **6 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] **Medicine A** Live for 6 years
- [ ] **Medicine B** Live for 10 years
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

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If you take Medicine A, you would live for **6.25 years (6 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  Live for 6 years and 3 months
- **Medicine B**  Live for 10 years
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **6.5 years** (6 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 6.5 years
- Medicine B [ ] Live for 10 years
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If you take Medicine A, you would live for **7 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 7 years
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for **7.5 years** (7 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 7.5 years
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 7.75 years (7 years and 9 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A  
  Live for 7 years and 9 months

- Medicine B  
  Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 8 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 8 years
- Medicine B
  - Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for 8.25 years (8 years and 3 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  **Live for 8 years and 3 months**
- Medicine B  **Live for 10 years**
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 8.5 years (8 years and 6 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A Live for 8.5 years
- Medicine B Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for **8.75 years (8 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A **Live for 8 years and 9 months**
- [ ] Medicine B **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 9 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 9 years and 1 month and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A  
  Live for 9 years 1 month

- Medicine B  
  Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 9.25 years (9 years and 3 months) and then die. If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 9 years and 3 months
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 4 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  **Live for 9 years 4 months**
- [ ] Medicine B  **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for **9 years and 5 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
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If you take Medicine A, you would live for 9.5 years (9 years and 6 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
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If you take Medicine A, you would live for **5 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A **Live for (10 years – 5 months)**
- [ ] Medicine B **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **4 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  
  Live for (10 years – 4 months)

- **Medicine B**  
  Live for 10 years

- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 3 months less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for \textbf{2 months less than 10 years} and then die.

If you take Medicine B, you would live for \textbf{10 years} and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A [Live for (10 years – 2 months)]
- [ ] Medicine B [Live for 10 years]
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for **1 month less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  **Live for (10 years – 1 month)**
- Medicine B  **Live for 10 years**
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 3 weeks less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for (10 years – 3 weeks)
- Medicine B
  - Live for 10 years
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If you take Medicine A, you would live for **2 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for (10 years – 2 weeks)
- **Medicine B** Live for 10 years
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If you take Medicine A, you would live for **10 days less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A [ ] Live for (10 years – 10 days)
- [ ] Medicine B [ ] Live for 10 years
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If you take Medicine A, you would live for 1 week less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for (10 years – 1 week)
- **Medicine B** Live for 10 years
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If you take Medicine A, you would live for 5 days less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  Live for (10 years – 5 days)

- Medicine B
  Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 3 days less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  
  Live for (10 years – 3 days)

- **Medicine B**  
  Live for 10 years

- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **1 day less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for (10 years – 1 day)

- Medicine B
  - Live for 10 years

- Medicine A and Medicine B are the same.
Question 2a.

You prefer living for 5 years on Medicine A, to living for 10 years on Medicine B.

This means living fewer than 5 years on Medicine A can be the same as living for 10 years on Medicine B.

How many years on Medicine A do you think would be the same as living for 10 years on Medicine B?

(Please give a number in years)
Question 3

Now, we will assume that there is some risk of a severe side effect from either medicine.

As before,

**Medicine A** is a pill that you only need to take once.

**Medicine B** is a pill that you need to take every day for ten years.

---

**Medicine A and Medicine B are equally effective in reducing your risk of developing heart disease.**

Medicine A and Medicine B will reduce your risk of having a heart attack or a stroke within the next 10 years from 10% to 6%.

In other words, in a crowd of 1,000 people in the UK, 100 are likely to have a heart attack or a stroke if they do not take the medicine. This is reduced to 60 people out of 1,000 who do take the medicine. This information is also illustrated in this picture.

**Risk of heart disease**

![Risk of heart disease graph](image)

10%
No Treatment

6%
Taking the Medicine

(The figures shaded blue represent people who will have a heart attack or a stroke in the next 10 years)

---

In this scenario, there is some risk of a severe side effect from Medicine A or Medicine B.

Among every 1,000 people taking Medicine A or Medicine B, 3 people are likely to have a severe side effect such as severe destruction of skeletal muscle (rhabdomyolysis).

**Risk of a severe side effect**

![Risk of severe side effect graph](image)
0.3% of people will have a severe side effect.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

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If you take Medicine A, you would live for **5 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  **Live for 5 years**
- [ ] Medicine B  **Live for 10 years**
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If you take Medicine A, you would live for **5.5 years** (5 years and 6 months) and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  
  Live for **5.5 years**

- Medicine B  
  Live for **10 years**

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 6 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 6 years
- Medicine B
  - Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

The only difference between Medicine A and Medicine B is how you take them.

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You need to visit a pharmacy to fill a prescription. |

If you take Medicine A, you would live for **6.25 years (6 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  
  Live for 6 years and 3 months

- Medicine B  
  Live for 10 years

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If you take Medicine A, you would live for **6.5 years** (6 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 6.5 years

- **Medicine B**
  - Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 7 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A **Live for 7 years**
- [x] Medicine B **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **7.5 years** (7 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for **7.5 years**
- **Medicine B** Live for **10 years**
- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 7.75 years (7 years and 9 months) and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  Live for 7 years and 9 months

- Medicine B
  Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 8 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 8 years
- Medicine B
  - Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

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If you take Medicine A, you would live for **8.25 years (8 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 8 years and 3 months

- **Medicine B**
  - Live for 10 years

- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **8.5 years** (8 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  
  Live for **8.5 years**

- **Medicine B**  
  Live for **10 years**

- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **8.75 years (8 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - **Live for 8 years and 9 months**
- **Medicine B**
  - **Live for 10 years**
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If you take Medicine A, you would live for **9 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A: **Live for 9 years**
- Medicine B: **Live for 10 years**
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 1 month** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for 9 years 1 month

- [ ] Medicine B  
  Live for 10 years

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If you take Medicine A, you would live for **9.25 years (9 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  Live for 9 years and 3 months
- Medicine B  Live for 10 years
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If you take Medicine A, you would live for **9 years and 4 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 9 years 4 months
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 5 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 9 years 5 months
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9.5 years** (9 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 9.5 years

- **Medicine B**
  - Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **5 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- [ ] Medicine A
  - Live for (10 years – 5 months)

- [ ] Medicine B
  - Live for 10 years

- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 4 months less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for (10 years – 4 months)
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 3 months less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A  [ ]  Live for (10 years – 3 months)
- Medicine B  [ ]  Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 2 months less than 10 years and then die. If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for (10 years – 2 months)
- **Medicine B** Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 1 month less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A: Live for (10 years – 1 month)
- Medicine B: Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have **some risk of a side effect**.

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If you take Medicine A, you would live for **3 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** | Live for (10 years – 3 weeks)
- **Medicine B** | Live for 10 years
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **2 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- ○ **Medicine A**  **Live for (10 years – 2 weeks)**
- ○ **Medicine B**  **Live for 10 years**
- ○ **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for 10 days less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A - Live for (10 years – 10 days)
- Medicine B - Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 1 week less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?
Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
  Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 5 days less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for (10 years – 5 days)
- Medicine B
  - Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for 3 days less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A

Live for (10 years – 3 days)

- Medicine B

Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have some risk of a side effect.

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If you take Medicine A, you would live for 1 day less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for (10 years – 1 day)
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Question 3a.

You prefer living for 5 years on Medicine A, to living for 10 years on Medicine B.

This means living fewer than 5 years on Medicine A can be the same as living for 10 years on Medicine B.

How many years on Medicine A do you think would be the same as living for 10 years on Medicine B?

(Please give a number in years)
Question 4

Now, Medicine A and Medicine B will give you less benefit than before because you belong to a group of people who may not respond to the treatment as well as other groups of people.

As before,

**Medicine A** is a pill that you only need to take once.

**Medicine B** is a pill that you need to take every day for ten years.

**Medicine A and Medicine B are equally effective in reducing your risk of developing heart disease.**

Medicine A and Medicine B will reduce your risk of having a heart attack or a stroke within the next 10 years from **10%** to **9%**.

In other words, in a crowd of **1,000** people in the UK, **100** are likely to have a heart attack or a stroke if they do not take the medicine. This is reduced to **90** people out of 1,000 who do take the medicine. This information is also illustrated in this picture.

![Risk of heart disease](image)

**10%**
**No Treatment**

**9%**
**Taking the Medicine**

(The figures shaded blue represent people who will have a heart attack or a stroke in the next 10 years)

In this scenario, you will not have any side effects from Medicine A or Medicine B.

![Risk of a side effect](image)
No one will have a side effect.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for **5 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  
  *Live for 5 years*

- **Medicine B**  
  *Live for 10 years*

- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect. 
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If you take Medicine A, you would live for **5.5 years (5 years and 6 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A **Live for 5.5 years**
- Medicine B **Live for 10 years**
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect. The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for 6 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 6 years
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.
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If you take Medicine A, you would live for **6.25 years (6 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  [ ]  **Live for 6 years and 3 months**
- **Medicine B**  [ ]  **Live for 10 years**
- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **6.5 years** (6 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A

  - Live for 6.5 years

- Medicine B

  - Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for 7 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 7 years

- Medicine B
  - Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **7.5 years (7 years and 6 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  
  - Live for 7.5 years

- Medicine B  
  - Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for 7.75 years (7 years and 9 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A
  Live for 7 years and 9 months

- Medicine B
  Live for 10 years

- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.
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If you take Medicine A, you would live for **8 years** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**
Indicate your choice here. You can only choose one option:

- Medicine A  **Live for 8 years**
- Medicine B  **Live for 10 years**
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect. The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for **8.25 years (8 years and 3 months)** and then die.
If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A: Live for 8 years and 3 months
- Medicine B: Live for 10 years
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If you take Medicine A, you would live for **8.5 years** (8 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  
  Live for 8.5 years

- **Medicine B**  
  Live for 10 years

- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **8.75 years (8 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ Live for 8 years and 9 months ]
- Medicine B [ Live for 10 years ]
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] **Medicine A** Live for 9 years
- [ ] **Medicine B** Live for 10 years
- [ ] **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **9 years and 1 month** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] **Live for 9 years 1 month**

- Medicine B [ ] **Live for 10 years**

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 9.25 years (9 years and 3 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 9 years and 3 months
- Medicine B [ ] Live for 10 years
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If you take Medicine A, you would live for **9 years and 4 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A: Live for 9 years 4 months
- Medicine B: Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 5 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 9 years 5 months

- **Medicine B**
  - Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 9.5 years (9 years and 6 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**
  - Live for 9.5 years
- **Medicine B**
  - Live for 10 years
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If you take Medicine A, you would live for **5 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for (10 years – 5 months)
- Medicine B [ ] Live for 10 years
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If you take Medicine A, you would live for **4 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A **Live for (10 years – 4 months)**
- Medicine B **Live for 10 years**
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If you take Medicine A, you would live for **3 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A **Live for (10 years – 3 months)**
- Medicine B **Live for 10 years**
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **2 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

The only difference between Medicine A and Medicine B is how you take them.

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If you take Medicine A, you would live for 1 month less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** Live for (10 years – 1 month)
- **Medicine B** Live for 10 years
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **3 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  **Live for (10 years – 3 weeks)**
- Medicine B  **Live for 10 years**
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for **2 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**   **Live for (10 years – 2 weeks)**
- **Medicine B**   **Live for 10 years**
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **10 days less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for (10 years – 10 days)

- Medicine B
  - Live for 10 years

- Medicine A and Medicine B are the same.
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One tablet should be taken once every day, at night with cold water.
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You need to regularly visit a GP to receive a prescription.
You need to visit a pharmacy to fill a prescription.

If you take Medicine A, you would live for 1 week less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for (10 years – 1 week)
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **5 days less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A **Live for (10 years – 5 days)**
- [ ] Medicine B **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective and have no risks of a side effect.

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If you take Medicine A, you would live for 3 days less than 10 years and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A  [ ] Live for (10 years – 3 days)
- Medicine B  [ ] Live for 10 years
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If you take Medicine A, you would live for **1 day less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  
  Live for (10 years – 1 day)

- Medicine B  
  Live for 10 years

- Medicine A and Medicine B are the same.
Question 4a.

You prefer living for 5 years on Medicine A, to living for 10 years on Medicine B.

This means living fewer than 5 years on Medicine A can be the same as living for 10 years on Medicine B.

**How many years on Medicine A** do you think would be the same as living for 10 years on Medicine B?

(Please give a number in years)
Was there anything so far which you think is unclear or that you didn't understand?

(Please provide details in the comment box below)
Part 2a

Question 5

You have been told that you need to take a medicine to reduce the risk of heart disease.

You can choose between two different medicines. We have called these Medicine A and Medicine B.

Medicine A is a pill that you only need to take once.

Medicine B is a pill that you need to take every day for ten years.

Medicine A and Medicine B are equally effective in reducing your risk of developing heart disease.

Medicine A and Medicine B will reduce your risk of having a heart attack or a stroke within the next 10 years from 10% to 6%.

In other words, in a crowd of 1,000 people in the UK, 100 are likely to have a heart attack or a stroke if they do not take the medicine. This is reduced to 60 people out of 1,000 who do take the medicine. This information is also illustrated in this picture.

**Risk of heart disease**

(10%) No Treatment

(6%) Taking the Medicine

(The figures shaded blue represent people who will have a heart attack or a stroke in the next 10 years)

Please continue to the next page.
Remember Medicine A and Medicine B are equally effective. However, there are some differences between Medicine A and Medicine B.

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<td>No one taking Medicine A will have a minor side effect.</td>
<td>Among every 1,000 people taking Medicine B, 130 will experience a minor side effect.</td>
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If you take Medicine A, you would live for **5 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A**  Live for 5 years
- **Medicine B**  Live for 10 years
- **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective.

However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for 5.5 years (5 years and 6 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

*Would you prefer Medicine A or Medicine B, or are they the same?*

Indicate your choice here. You can only choose one option:

- **Medicine A** [Live for 5.5 years]
- **Medicine B** [Live for 10 years]
- **Medicine A and Medicine B are the same.**
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If you take Medicine A, you would live for **6 years** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 6 years
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

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If you take Medicine A, you would live for **6.25 years (6 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [Live for 6 years and 3 months]
- Medicine B [Live for 10 years]
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If you take Medicine A, you would live for **6.5 years** (6 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  [ ]  **Live for 6.5 years**
- Medicine B  [ ]  **Live for 10 years**
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If you take Medicine A, you would live for **7 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A: Live for 7 years
- Medicine B: Live for 10 years
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If you take Medicine A, you would live for **7.5 years** (7 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for 7.5 years

- [ ] Medicine B  
  Live for 10 years

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If you take Medicine A, you would live for **7.75 years (7 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 7 years and 9 months
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Repeat section

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If you take Medicine A, you would live for **8 years** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**
Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  - [ ] Live for 8 years (80%)

- [ ] Medicine B  
  - [ ] Live for 10 years (100%)

- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective. However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for **8.25 years (8 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A Live for 8 years and 3 months
- [ ] Medicine B Live for 10 years
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

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If you take Medicine A, you would live for **8.5 years** (8 years and 6 months) and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for 8.5 years
- Medicine B
  - Live for 10 years
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **8.75 years (8 years and 9 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [ ] Live for 8 years and 9 months
- Medicine B [ ] Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for **9 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
- Medicine B
- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 1 month** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- **Medicine A** [ ] Live for 9 years 1 month
- **Medicine B** [ ] Live for 10 years
- **Medicine A and Medicine B are the same.** [ ]
Remember Medicine A and Medicine B are equally effective.

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If you take Medicine A, you would live for **9.25 years (9 years and 3 months)** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A  
  Live for 9 years and 3 months

- Medicine B  
  Live for 10 years

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If you take Medicine A, you would live for 9 years and 4 months and then die.
If you take Medicine B, you would live for 10 years and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A

  Live for 9 years 4 months

- Medicine B

  Live for 10 years

- Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **9 years and 5 months** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- Medicine A [Live for 9 years 5 months]
- Medicine B [Live for 10 years]
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

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If you take Medicine A, you would live for 9.5 years (9 years and 6 months) and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for 9.5 years

- [ ] Medicine B  
  Live for 10 years

- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **5 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [Live for (10 years – 5 months)]
- Medicine B [Live for 10 years]
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If you take Medicine A, you would live for **4 months less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A<br>Live for (10 years – 4 months)
- Medicine B<br>Live for 10 years
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective. However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for 3 months less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A Live for (10 years – 3 months)
- [ ] Medicine B Live for 10 years
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for 2 months less than 10 years and then die.

If you take Medicine B, you would live for 10 years and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  **Live for (10 years – 2 months)**
- [ ] Medicine B  **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
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If you take Medicine A, you would live for **1 month less than 10 years** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**
Indicate your choice here. You can only choose one option:

- Medicine A  **Live for (10 years – 1 month)**
- Medicine B  **Live for 10 years**
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for **3 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] **Medicine A**  **Live for (10 years – 3 weeks)**
- [ ] **Medicine B**  **Live for 10 years**
- [ ] **Medicine A and Medicine B are the same.**
Remember Medicine A and Medicine B are equally effective.

However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for **2 weeks less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A [Live for (10 years – 2 weeks)]
- Medicine B [Live for 10 years]
- Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for **10 days less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  **Live for (10 years – 10 days)**
- [ ] Medicine B  **Live for 10 years**
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

However, there are some differences between Medicine A and Medicine B.

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If you take Medicine A, you would live for **1 week less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?

Indicate your choice here. You can only choose one option:

- [ ] Medicine A | Live for (10 years – 1 week)
- [ ] Medicine B | Live for 10 years
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.

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If you take Medicine A, you would live for **5 days less than 10 years** and then die.
If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for (10 years – 5 days)
- [ ] Medicine B  
  Live for 10 years
- [ ] Medicine A and Medicine B are the same.
Remember Medicine A and Medicine B are equally effective.
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If you take Medicine A, you would live for **3 days less than 10 years** and then die.
If you take Medicine B, you would live for **10 years** and then die.

Would you prefer Medicine A or Medicine B, or are they the same?
Indicate your choice here. You can only choose one option:

- [ ] Medicine A  
  Live for (10 years – 3 days)
- [ ] Medicine B  
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If you take Medicine A, you would live for **1 day less than 10 years** and then die.

If you take Medicine B, you would live for **10 years** and then die.

**Would you prefer Medicine A or Medicine B, or are they the same?**

Indicate your choice here. You can only choose one option:

- Medicine A
  - Live for (10 years – 1 day)
- Medicine B
  - Live for 10 years
- Medicine A and Medicine B are the same.
Question 5a.

You prefer living for 5 years on Medicine A, to living for 10 years on Medicine B.

This means living fewer than 5 years on Medicine A can be the same as living for 10 years on Medicine B.

How many years on Medicine A do you think would be the same as living for 10 years on Medicine B?

(Please give a number in years)   

0% 100%
Thank you for completing this section and indicating your choices.

Was there anything in this section which you think is unclear or that you didn’t understand?

(Please provide details in the comment box below)
Part 3. Questions about you

We understand different people feel differently about different treatments.

In this part of the survey, we ask questions about you to understand if people's age, gender or experiences explain the choices made in Part 2.
We would like to learn about your experience.

Are you currently taking, or have you ever taken any of these medicines?

- Atorvastatin
- Crestor®
- Dorisin
- Fluvastatin
- Lescol®
- Lipitor®
- Nandovar
- Pravastatin
- Simvastatin
- Simvador®
- Zocor®

☐ Yes
☐ No
What do you think would be the **benefits** from taking this medicine?

What do you think would be the **harms** from taking this medicine?

Have you experienced any side effects from taking this medicine?

- Yes
- No

Do you find it inconvenient to take your statin? Please specify if you think it is inconvenient.

What is your opinion about taking this medicine?

- I don't mind taking them because I have to take them for a reason.
- I do not like taking them because they remind me that I am not perfectly healthy.
- I have no opinion.
- Other (please specify)
Do you take other medicines prescribed by your doctor?

- Yes
- No

In total, how many medicines do you take on a regular basis? (Please do not include pills you take only once in a while)

- None
- One
- Two to five
- Six to Ten
- More than ten

How many different times a day do you regularly take pills?

- None
- Once per day
- 2 times a day
- 3 times a day
- More than 3 times a day

Do you find it inconvenient to take your medicine(s)? Please specify if you think it is inconvenient.

What is your opinion about taking this medicine?

- I don't mind taking them because I have to take them for a reason.
- I do not like taking them because they remind me that I am not perfectly healthy.
- I have no opinion.
- Other (please specify)
We would like to ask questions about you to better understand your choices.

What is your gender?

- Male
- Female

Which age category do you fall into?

- 34 years or younger
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- 75-84 years
- 85 years or over

Which best reflects your ethnic group?

- White British/Irish
- White other
- Mixed/Multiple ethnic origins
- Black/African/Caribbean/Black British
- Asian/Asian British
- Chinese
- Other (please specify)
What is your occupational status?

- Employed full-time
- Employed part-time
- Self-employed
- Unemployed
- Retired
- Looking after a home/family
- Student
- Freelance or temping
- Long-term sickness

Could you tell us what your occupation is?  
(Previous occupation if retired.)

What is the highest level of education you have obtained?  
(for example, GCSEs, Degrees, etc.)

What is your religion?

- No religion
- Christian
- Buddhist
- Jewish
- Hindu
- Muslim
- Sikh
- Other
- Prefer not to say
How do you feel about numbers?

This section will ask you some questions to understand how familiar you are with numbers and probabilities. If you are unsure of the answer, you can leave the response blank.
Question 1

Imagine I flip a coin 1,000 times.
What is your best guess about how many times the coin would fall heads up in 1,000 flips?

☐ Answer: 
☐ Prefer not to answer
☐ Don't know.

Question 2

If there was a lottery where the chance of winning £10 is 1%, if 1,000 people bought a ticket, how many would you expect to win?

☐ Answer: 
☐ Prefer not to answer
☐ Don't know.

Question 3

In another lottery, the chance of winning a car is 1 in 1,000.
What percentage of tickets in the lottery will win a car?

☐ Answer: %
☐ Prefer not to answer
☐ Don't know
How confident are you that you would answer the questions the same if faced with the situations in real-life?

<table>
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<th>Not sure</th>
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How easy or difficult did you find making choices between alternatives?

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How easy or difficult did you find the survey to understand?

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0% 100%
Was there anything in the survey that was particularly unclear?

(Please write in the box below)

Is there anything else about the survey we could change to make it easier to understand (for example, phrasing and explanation)?

(Optional) If you have any further comments or suggestions, please write them here.
Thank you for completing this survey

If you have any questions or concerns please contact ResearchNow Support.

If you would like more information about heart disease please visit the NHS Choices website here.
Note:
When respondents take the survey in regular mode this page will not be displayed. Respondents will be redirected to the link below:

https://dkr1.ssisurveys.com/projects/end?rst=1&psid=
[Script] &basic=99423

0% 100%
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