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| <b>Anti-Drug Copy Test Questionnaire</b> |
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**September 9<sup>th</sup> Quotas:**

|                     | <b>Ad Cell</b> |             |                |
|---------------------|----------------|-------------|----------------|
|                     | <b>Ad 1</b>    | <b>Ad 2</b> | <b>Control</b> |
| Males grades 7-8    | 75             | 75          | 75             |
| Females grades 7-8  | 75             | 75          | 75             |
| Males grades 9-10   | 75             | 75          | 75             |
| Females grades 9-10 | 75             | 75          | 75             |
| Caucasian           | 100            | 100         | 100            |
| African-American    | 100            | 100         | 100            |
| Hispanic            | 100            | 100         | 100            |
| Total               | <b>300</b>     | <b>300</b>  | <b>300</b>     |

**Q.A through Q.D to be completed by interviewer before turning PC over to the respondent.**

A. Enter grade from Q.A on screener.

- |                        |   |
|------------------------|---|
| 7 <sup>th</sup> Grade  | 1 |
| 8 <sup>th</sup> Grade  | 2 |
| 9 <sup>th</sup> Grade  | 3 |
| 10 <sup>th</sup> Grade | 4 |

B. Enter exact age from Q.B on screener. \_\_\_\_\_

C. Enter ethnicity from Q.E1/Q.E2 on screener.

- |                           |   |
|---------------------------|---|
| Black or African-American | 1 |
| Hispanic/Latino           | 2 |
| White                     | 3 |

D. Enter gender from screener/observation.

- |        |   |
|--------|---|
| Male   | 1 |
| Female | 2 |

**(GENERATE UNIQUE RESPONDENT ID)**

**Interviewer: please turn computer over to the respondent to complete the survey; click next to continue when ready.**

Thank you for participating in our research survey. Your opinions are very important to us.

*(MALL/MARKET WILL BE PULLED IN FROM LINK)*

1. We'd like to get your opinions on some activities and experiences. Using a scale from 0 to 10 where 0 means you Totally Disagree and 10 means you Totally Agree, please tell us how much you agree or disagree with the following statements. You may use any number between 0 and 10. **(RANDOMIZE)**

Please tell me how much you agree or disagree that:

| Totally Disagree |   | Neither Agree Nor Disagree |   |   |   |   | Totally Agree |   |   |    |
|------------------|---|----------------------------|---|---|---|---|---------------|---|---|----|
| 0                | 1 | 2                          | 3 | 4 | 5 | 6 | 7             | 8 | 9 | 10 |

You like to do scary things. \_\_\_\_\_

You like new and exciting experiences, even if you have to break the rules. \_\_\_\_\_

You would like to explore strange places. \_\_\_\_\_

You prefer friends who are exciting and unpredictable. \_\_\_\_\_

*INSTRUCTION FOR AD CELLS 1, 2, 3: (CONTROL SKIP TO NEXT INSTRUCTION)*

You will see an ad and then be asked some questions about it.

*(INSTRUCTION FOR ALL CELLS:)*

Your opinions are very important to us, so please be honest. Everything you say here will be kept anonymous; in fact, I'm not even going to ask your name or address. We're talking to hundreds of people around the country, and no one will know what any one person says in this survey.

*(CONTROL CELL SKIP TO Q.5)*

*(SHOW AD FOR RESPONDENT'S AD CELL)*

2. What is the main idea of this ad?  
*When answering this question, please consider: What is it trying to get across to people who watch it? What does it say or show? What is the message of the ad?*

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- 3a. Thinking about the ad you just saw, which statement best describes what you thought of it? Would you say it was a... *(SELECT ONE)*

|                |   |
|----------------|---|
| Really good ad | 5 |
| Pretty good ad | 4 |
| Okay ad        | 3 |
| Pretty poor ad | 2 |
| Really poor ad | 1 |

3b. In answering the few next questions, please use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

How would you describe your overall feeling about the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE? \_\_\_\_\_

How would you describe your overall feeling about the ad if: 0 means BAD and 10 means GOOD? \_\_\_\_\_

How would you describe your overall feeling about the ad if: 0 means NEGATIVE and 10 means POSITIVE? \_\_\_\_\_

How would you describe your overall feeling about the person or people in the ad if: 0 means UNFAVORABLE and 10 means FAVORABLE? \_\_\_\_\_

How would you describe your overall feeling about the person or people in the ad if: 0 means BAD and 10 means GOOD? \_\_\_\_\_

How would you describe your overall feeling about the person or people in the ad if: 0 means NEGATIVE and 10 means POSITIVE? \_\_\_\_\_

*Q.4 DELETED*

**(ASK ALL)**

5. Please answer the following questions using any number from 0 to 10, where 0 means you would feel Extremely Bad and 10 means you would feel Extremely Good. You may use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

|                         |                                |                          |  |
|-------------------------|--------------------------------|--------------------------|--|
| Extremely<br><u>Bad</u> | Neither Good<br><u>Nor Bad</u> | Extremely<br><u>Good</u> |  |
| 0    1    2    3        | 4    5    6    7    8          | 9    10                  |  |

5a How would you feel about resisting negative influences? \_\_\_\_\_

5b How do you think your close friends would feel about your using marijuana? \_\_\_\_\_

6. Please answer the following questions using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement? **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

|                            |                                      |                         |  |
|----------------------------|--------------------------------------|-------------------------|--|
| Totally<br><u>Disagree</u> | Neither Agree<br><u>Nor Disagree</u> | Totally<br><u>Agree</u> |  |
| 0    1    2    3           | 4    5    6    7    8                | 9    10                 |  |

6a You're confident you can resist negative influences. \_\_\_\_\_

6b You're willing to resist negative influences. \_\_\_\_\_

7. About what percent of kids your age do you think have used marijuana at least ONCE in the last few months?

|           |   |     |   |
|-----------|---|-----|---|
| None - 0% | 1 | 60% | 7 |
| 10%       | 2 | 70% | 8 |
| 20%       | 3 | 80% | 9 |

30%  
40%  
50%

4  
5  
6

90%  
All 100%

10  
11

8a. For the next few statements, please answer using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement? (**RANDOMIZE**)

|                         |   |   |   |                                       |   |   |   |                      |   |    |
|-------------------------|---|---|---|---------------------------------------|---|---|---|----------------------|---|----|
| <u>Totally Disagree</u> |   |   |   | <u>Neither Agree<br/>Nor Disagree</u> |   |   |   | <u>Totally Agree</u> |   |    |
| 0                       | 1 | 2 | 3 | 4                                     | 5 | 6 | 7 | 8                    | 9 | 10 |

8a1. Teens today are deciding to resist influences to do things like use weed.

**(IF NOT CONTROL CELL, ASK:)**

8a1o. Why do you say that? \_\_\_\_\_

8a2. Teens today are smart about recognizing negative influences and the need to resist them. \_\_\_\_\_

8a3. Teens who choose to be above the influence will be respected by others. \_\_\_\_\_

**8a4 Deleted** \_\_\_\_\_

8a5. You would be better off if you stay above the influence. \_\_\_\_\_

8a6. Being under the influence can cause some pretty negative things to happen to you. \_\_\_\_\_

8b. Please answer the following questions using any number from 0 to 10, where 0 means it is Extremely Unlikely and 10 means it is Extremely Likely. You may use any number between 0 and 10.

|                           |   |   |   |  |   |   |   |                         |   |    |
|---------------------------|---|---|---|--|---|---|---|-------------------------|---|----|
| <u>Extremely Unlikely</u> |   |   |   | <u>Neither Unlikely<br/>Nor Likely</u> |   |   |   | <u>Extremely Likely</u> |   |    |
| 0                         | 1 | 2 | 3 | 4                                      | 5 | 6 | 7 | 8                       | 9 | 10 |

8b1. How likely is it that you would have a better time with friends if you used marijuana? \_\_\_\_\_

8b2. How likely is it that you would be more like the coolest kids if you used marijuana? \_\_\_\_\_

**(CONTROL CELL SKIP TO INSTRUCTION BEFORE Q.13)**

**8b3. Deleted**

**(AD CELLS 1-3 ONLY Q.9 to Q.12a/b)**

9. For the next few statements, please answer using any number from 0 to 10, where 0 means you TOTALLY DISAGREE and 10 means you TOTALLY AGREE. You may use any number between 0 and 10. (**RANDOMIZE**)

|  |                         |   |   |   |                                       |   |   |   |                      |   |    |
|--|-------------------------|---|---|---|---------------------------------------|---|---|---|----------------------|---|----|
|  | <u>Totally Disagree</u> |   |   |   | <u>Neither Agree<br/>Nor Disagree</u> |   |   |   | <u>Totally Agree</u> |   |    |
|  | 0                       | 1 | 2 | 3 | 4                                     | 5 | 6 | 7 | 8                    | 9 | 10 |

9a. If you saw this ad on television, you would find yourself paying attention to it

|  |   |   |   |   |   |   |   |   |   |   |    |
|--|---|---|---|---|---|---|---|---|---|---|----|
|  | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--|---|---|---|---|---|---|---|---|---|---|----|

9b. If you saw this ad on television, you would

find yourself concentrating on it

9c. If you saw this ad on television, you would focus on it 0 1 2 3 4 5 6 7 8 9 10

9d. If you saw this ad on television, you would think about it 0 1 2 3 4 5 6 7 8 9 10

9e. If you saw this ad on television, you would make an effort to watch it 0 1 2 3 4 5 6 7 8 9 10

10. In answering the next few questions, please use any number between 0 and 10. **(PLACE EACH ITEM ON A SEPARATE SCREEN) (RANDOMIZE)**

- 10a. How would you rate the claims or arguments presented in the ad if: 0 means WEAK and 10 means STRONG? \_\_\_\_\_
- 10b. How would you rate the claims or arguments presented in the ad if: 0 means NOT PERSUASIVE and 10 means PERSUASIVE? \_\_\_\_\_
- 10c. How would you rate the claims or arguments presented in the ad if: 0 means NOT COMPELLING and 10 means COMPELLING? \_\_\_\_\_
- 10d. How would you rate the claims or arguments presented in the ad if: 0 means NOT BELIEVABLE and 10 means BELIEVABLE? \_\_\_\_\_
- 10e. How would you rate the claims or arguments presented in the ad if: 0 means NOT CONVINCING and 10 means CONVINCING? \_\_\_\_\_
- 10f. How would you rate the claims or arguments presented in the ad if: 0 means NOT GOOD ARGUMENTS and 10 means GOOD ARGUMENTS? \_\_\_\_\_
- 10g. How would you rate the claims or arguments presented in the ad if: 0 means DISHONEST and 10 means HONEST? \_\_\_\_\_
- 10h. How would you rate the claims or arguments presented in the ad if: 0 means NOT CREDIBLE and 10 means CREDIBLE? \_\_\_\_\_
- 10i. How would you rate the claims or arguments presented in the ad if: 0 means NOT REALISTIC and 10 means REALISTIC? \_\_\_\_\_
- 10j. How would you rate the claims or arguments presented in the ad if: 0 means NOT TRUSTWORTHY and 10 means TRUSTWORTHY? \_\_\_\_\_

11. Do you feel that this ad is: (YES/NO) **(RANDOMIZE)**

|                      | <u>Ye</u> | <u>No</u> |                         | <u>Ye</u> | <u>No</u> |
|----------------------|-----------|-----------|-------------------------|-----------|-----------|
|                      | <u>s</u>  |           |                         | <u>s</u>  |           |
| 11a. AMUSING?        | 1         | 2         | 11j. IRRITATING?        | 1         | 2         |
| 11b. APPEALING?      | 1         | 2         | 11k. LIVELY?            | 1         | 2         |
| 11c. CLEVER?         | 1         | 2         | 11l. ORIGINAL?          | 1         | 2         |
| 11d. CONFUSING?      | 1         | 2         | 11m. PHONY?             | 1         | 2         |
| 11e. DULL?           | 1         | 2         | 11n. POINTLESS?         | 1         | 2         |
| 11f. EASY TO FORGET? | 1         | 2         | 11o. RELEVANT TO YOU?   | 1         | 2         |
| 11g. EFFECTIVE?      | 1         | 2         | 11p. TRUE TO LIFE?      | 1         | 2         |
| 11h. IMAGINATIVE?    | 1         | 2         | 11q. WELL DONE?         | 1         | 2         |
| 11i. INFORMATIVE?    | 1         | 2         | 11r. WORTH REMEMBERING? | 1         | 2         |

12a. Is there anything in the ad that you think maybe is not true?

|          |   |   |  |
|----------|---|---|--|
| Yes      | 1 | → | <i>CONTINUE</i>                        |
| Not Sure | 2 | → | <i>CONTINUE</i>                        |
| No       | 3 | → | <i>SKIP TO INSTRUCTION BEFORE Q.13</i> |



12b. Why do you say that?

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These next questions are of a personal nature. Your individual answers will not be shared with anyone and will only be looked at in total with the other hundreds of people taking this survey across the country. Just read the question and click your answer with the mouse.

13. (RANDOMIZE)

|                              |   |   |   |   |                                       |   |   |   |   |                            |
|------------------------------|---|---|---|---|---------------------------------------|---|---|---|---|----------------------------|
| Extremely<br><u>Unlikely</u> |   |   |   |   | Neither Unlikely<br><u>Nor Likely</u> |   |   |   |   | Extremely<br><u>Likely</u> |
| 0                            | 1 | 2 | 3 | 4 | 5                                     | 6 | 7 | 8 | 9 | 10                         |

13a Over the next few months, how likely is it that you will smoke marijuana? \_\_\_\_\_

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13b Over the next few months, if one of your close friends were to offer you marijuana, would you smoke it? \_\_\_\_\_

.

13c Deleted \_\_\_\_\_

.

13d Over the next few months, how committed are you to being above the influence? \_\_\_\_\_

.

(ASK ALL)

The next few questions relate to drinking alcohol. By alcohol, we mean any type, including beer, wine, liquor, vodka, hard lemonade, mixed drinks, or drinks in small bottles and cans, like Smirnoff Ice.

14. Please answer the following question using any number from 0 to 10, where 0 means you would feel Extremely Bad and 10 means you would feel Extremely Good. You may use any number between 0 and 10.

|                         |   |   |   |   |                                |   |   |   |   |                          |
|-------------------------|---|---|---|---|--------------------------------|---|---|---|---|--------------------------|
| Extremely<br><u>Bad</u> |   |   |   |   | Neither Good<br><u>Nor Bad</u> |   |   |   |   | Extremely<br><u>Good</u> |
| 0                       | 1 | 2 | 3 | 4 | 5                              | 6 | 7 | 8 | 9 | 10                       |

How do you think your close friends would feel about you drinking alcohol? \_\_\_\_\_

15a. For the next couple of statements, please answer using any number from 0 to 10, where 0 means you Totally Disagree and 10 means you Totally Agree. You may use any number between 0 and 10. How much do you agree or disagree with this statement? (RANDOMIZE)

|                            |   |   |   |   |                                      |   |   |   |   |                         |
|----------------------------|---|---|---|---|--------------------------------------|---|---|---|---|-------------------------|
| Totally<br><u>Disagree</u> |   |   |   |   | Neither Agree<br><u>Nor Disagree</u> |   |   |   |   | Totally<br><u>Agree</u> |
| 0                          | 1 | 2 | 3 | 4 | 5                                    | 6 | 7 | 8 | 9 | 10                      |

15a1. Teens today are deciding to resist influences to do things like drinking alcohol.

15a2. There are a lot of cool kids who choose not to drink alcohol.

15b. Please answer the following questions using any number from 0 to 10, where 0 means it is Extremely Unlikely and 10 means it is Extremely Likely. You may use any number between 0 and 10.

|                              |   |   |   |   |                                       |   |   |   |   |                            |
|------------------------------|---|---|---|---|---------------------------------------|---|---|---|---|----------------------------|
| Extremely<br><u>Unlikely</u> |   |   |   |   | Neither Unlikely<br><u>Nor Likely</u> |   |   |   |   | Extremely<br><u>Likely</u> |
| 0                            | 1 | 2 | 3 | 4 | 5                                     | 6 | 7 | 8 | 9 | 10                         |

15b 1 How likely is it that you would have a better time with friends if you drank alcohol? \_\_\_\_\_

15b 2 How likely is it that you would be more like the coolest kids if you drank alcohol? \_\_\_\_\_

These next questions are of a personal nature. Your individual answers will not be shared with anyone and will only be looked at in total with the other hundreds of people taking this survey across the country. Just read the question and click your answer with the mouse.

16. (RANDOMIZE)

|                              |   |   |   |   |                                       |   |   |   |   |                            |
|------------------------------|---|---|---|---|---------------------------------------|---|---|---|---|----------------------------|
| Extremely<br><u>Unlikely</u> |   |   |   |   | Neither Unlikely<br><u>Nor Likely</u> |   |   |   |   | Extremely<br><u>Likely</u> |
| 0                            | 1 | 2 | 3 | 4 | 5                                     | 6 | 7 | 8 | 9 | 10                         |

16a Over the next few months, how likely is it that you will drink alcohol? \_\_\_\_\_

16b Over the next few months, if one of your close friends were to offer you alcohol, would you drink it? \_\_\_\_\_

**Q.16C DELETED**

16d – 16s. Have you recently seen advertising that mentions \_\_\_\_\_? (RANDOMIZE)

|      |                     | <u>Ye</u> | <u>No</u> |      |             | <u>Ye</u> | <u>No</u> |
|------|---------------------|-----------|-----------|------|-------------|-----------|-----------|
|      |                     | <u>s</u>  |           |      |             | <u>s</u>  |           |
| 16d  | Gatorade            | 1         | 2         | 16m. | Truth       | 1         | 2         |
| 16e  | Coca Cola           | 1         | 2         | 16n. | Live Strong | 1         | 2         |
| 16f. | Sprite              | 1         | 2         | 16o. | Red         | 1         | 2         |
| 16g  | Red Bull            | 1         | 2         | 16p. | Clearasil   | 1         | 2         |
| 16h  | Nike                | 1         | 2         | 16q. | Burger King | 1         | 2         |
| 16i. | Old Navy            | 1         | 2         | 16r. | Apple       | 1         | 2         |
| 16j. | Hollister           | 1         | 2         | 16s  | Nintendo    | 1         | 2         |
| 16k. | Abercrombie & Fitch | 1         | 2         |      |             |           |           |
| 16l. | One                 | 1         | 2         |      |             |           |           |

16dd – 16tt. Please select one rating for each of the brands listed below. (**RANDOMIZE**)

This is a brand that I feel speaks to someone like me.

|       |                        | <u>A Lot</u> | <u>A Little</u> | <u>Not At All</u> |
|-------|------------------------|--------------|-----------------|-------------------|
| 16dd. | Gatorade               | 3            | 2               | 1                 |
| 16ee. | Coca Cola              | 3            | 2               | 1                 |
| 16ff. | Sprite                 | 3            | 2               | 1                 |
| 16gg. | Red Bull               | 3            | 2               | 1                 |
| 16hh. | Nike                   | 3            | 2               | 1                 |
| 16ii. | Old Navy               | 3            | 2               | 1                 |
| 16jj. | Hollister              | 3            | 2               | 1                 |
| 16kk. | Abercrombie &<br>Fitch | 3            | 2               | 1                 |
| 16ll. | One                    | 3            | 2               | 1                 |
| 16mm. | Truth                  | 3            | 2               | 1                 |
| 16nn. | Live Strong            | 3            | 2               | 1                 |
| 16oo. | Red                    | 3            | 2               | 1                 |
| 16pp. | Clearasil              | 3            | 2               | 1                 |
| 16qq. | Burger King            | 3            | 2               | 1                 |
| 16rr. | Apple                  | 3            | 2               | 1                 |
| 16ss. | Nintendo               | 3            | 2               | 1                 |
| 16tt. | Above The<br>Influence | 3            | 2               | 1                 |

And finally, we have a few general questions about your Internet use.

17. Do you have a computer at home?  
(Previously Q.14)

|     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

18. Where do you use a computer to go online? Please click all that apply.  
(Previously Q.15)

|                    |   |
|--------------------|---|
| Home               | 1 |
| School             | 2 |
| Friend's home      | 3 |
| Library            | 4 |
| Café or restaurant | 5 |
| Other              | 6 |

19. How many hours would you say you spend online per week, including for email?  
(Previously Q.16)

|         |   |
|---------|---|
| 0       | 1 |
| 1 to 5  | 2 |
| 6 to 10 | 3 |
| 11 +    | 4 |

20. Have you ever taken an online marketing research survey?  
(Previously Q.17)

|     |   |
|-----|---|
| Yes | 1 |
| No  | 2 |

**Thank you!**