

## MAIN QUESTIONNAIRE - GENERAL DRUGS

### INTRO

Today's survey is about substance use, including marijuana or weed, alcohol, pills or medicines that some people might use to get buzzed or high. We appreciate your honesty in answering our questions. All of your answers will be kept strictly confidential and used for research purposes only.

We are most interested in your thoughts and opinions. So, if you are unsure about an answer, please just tell us what you think would be the best answer to the question.

Please click "Next" to begin the survey.

## BELIEFS - GENERAL DRUGS

### [AVAILABILITY/POSITIVE AND NEGATIVE INFLUENCES]

#### 1 PeerUsage (social normative perceptions)

How many of the people in your grade at school would you say use weed, alcohol, or pills at least once a month to get buzzed or high?

*"Buzzed or high" refers to the use of substances like weed, alcohol, or pills.*

- None of them
- A few of them
- Most of them
- All of them

### [RISK PERCEPTIONS: GENERAL AND SPECIFIC]

#### 3 RiskSpec (negative outcome expectations)

On a scale of 1 to 5, where 1 is "no risk at all" and 5 is "extreme risk," what is the risk of each of the following if teens get buzzed or high at least once a month?

*"Buzzed or high" refers to the use of substances like weed, alcohol, or pills.*

### [SCALE ACROSS THE TOP]

1 = No risk at all

2

3

4

5 = Extreme risk

### [DOWN THE SIDE - RANDOMIZE]

- Affecting their chances for success
- Disappointing friends
- Hurting themselves or others
- Doing something they might later regret
- Disappointing parents or family
- Doing things that are very irresponsible
- Putting someone they know in danger
- Wanting to do it more and more
- Doing worse at school
- Impacting brain development
- Being talked about in a bad way

## 2 RiskGen

How much do you think people risk if they get buzzed or high at least once a month by using weed, alcohol, or pills?

*"Buzzed or high" refers to the use of substances like weed, alcohol, or pills.*

- No risk
- Slight risk
- Moderate risk
- Great risk
- Can't say/don't know

### [BENEFIT PERCEPTIONS]

#### BetterOff

How much better off do you think someone your age would be if they didn't use drugs or drink alcohol?

- No better off
- Slightly better off
- Moderately better off
- Much better off
- Don't know

#### BetterOffSpecific

For each of the following statements, how much better off would someone your age be by not using drugs or drinking alcohol?

[SCALE ACROSS THE TOP]      1 = Not at all    2      3      4      5 = Much better off  
better off

### [DOWN THE SIDE - RANDOMIZE]

- Being healthier physically
- Doing better in school
- Being more successful in social situations
- Being more ready to take advantage of the moment
- Being more successful in life
- Being a better friend
- Feeling good about themselves
- Having the respect of peers

### [PERCEIVED DISAPPROVAL MEASURES]

#### 4 Disapp

Please select a response on the scale that best describes the following statements.

*"Buzzed or high" refers to the use of substances like weed, alcohol, or pills.*

### [SCALE ACROSS THE TOP]

Strongly disapprove  
Somewhat disapprove  
Neither approve nor disapprove  
Somewhat approve  
Strongly approve

[DOWN THE SIDE - RANDOMIZE]

How do you feel about someone your age who gets buzzed or high at least once a month?  
How do you think your parents would feel about you getting buzzed or high at least once a month?  
How do you think your close friends would feel about you getting buzzed or high at least once a month?

[NORMATIVE BELIEF STATEMENTS]

5 NormBelief

How much do you agree or disagree with each of the following statements?

*“Buzzed or high” refers to the use of substances like weed, alcohol, or pills.*

[SCALE ACROSS THE TOP]

Strongly disagree  
Somewhat disagree  
Neither agree nor disagree  
Somewhat agree  
Strongly agree

[DOWN THE SIDE - RANDOMIZE]

I would have a better time with friends if I got buzzed or high.  
I would be more like the popular kids if I got buzzed or high.  
Teens today are deciding to resist influences to do things like getting buzzed or high.

|   |
|---|
| <b>Intentions, Receptivity and Past Use - GENERAL DRUGS</b> |
|---|

[INTENTIONS, RECEPTIVITY AND PAST USE]

6 IntentBuzz

Do you think you will get buzzed or high anytime during the next year?

*“Buzzed or high” refers to the use of substances like weed, alcohol, or pills.*

Definitely not  
Probably not  
Probably yes  
Definitely yes

7 FriendOffer

If one of your close friends were to offer you something to get buzzed or high, would you use it?

*“Buzzed or high” refers to the use of substances like weed, alcohol, or pills.*

- Definitely not
- Probably not
- Probably yes
- Definitely yes

### **8 IntentUse**

Do you think you will use something to get buzzed or high soon?

*“Buzzed or high” refers to the use of substances like weed, alcohol, or pills.*

- Definitely not
- Probably not
- Probably yes
- Definitely yes

### **9 Frequ30Days**

How many times have you gotten buzzed or high in the past 30 days?

*“Buzzed or high” refers to the use of substances like weed, alcohol, or pills.*

- Never
- Once
- 2-3 times
- 4-9 times
- 10 or more times

## **Environmental Protective / Risk Factors –**

### **11 Offer**

Has anyone ever offered or tried to sell you drugs?

- Yes
- No

### **13 Talk**

In the past few weeks, have your parents talked to you about staying away from drugs and alcohol?

- Yes
- No

## **Recent Campaign Activity – Awareness, Recall...**

### **RECENT CAMPAIGN ACTIVITY**

#### **[AWARENESS]**

### Reasons For Use

What do you think are the main reasons teens say they use drugs and alcohol? Check all that apply.

### RANDOMIZE - MULTI-PUNCH

To fit in with friends

To deal with pressures and stress of school

To feel adventurous

To forget their troubles

To feel better about themselves

To have fun

Other, please specify: \_\_\_\_\_ [ANCHOR]

### 20 SeenAd

Have you recently (in the past week or so) seen, heard or read anything about each of the following? It may have been anywhere.

### [ACROSS THE TOP]

Yes

No

### [DOWN THE SIDE - RANDOMIZE - SHOW LOGO IMAGES]

Above the Influence

Truth

My Anti-Drug

### SeenAd2

Have you recently (in the past week or so) seen, heard or read anything about each of the following? It may have been anywhere.

### [ACROSS THE TOP]

Yes

No

### [DOWN THE SIDE - RANDOMIZE - SHOW LOGO IMAGES]

MTV

Facebook

Twitter

Red Bull

McDonald's

Burger King

Old Navy

Nintendo

Nike

Clearasil

Pepsi

Apple

[IF "NO" FOR ABOVE THE INFLUENCE AT SEENAD, SKIP TO MODULE SECTION (BUT STILL ASK SEENAD2)]

**[DEPTH OF EXPOSURE/INTERACTION (CAPTURE VARIOUS CHANNELS WHERE EXPOSED)]**

**ASK IF YES FOR ATI AT QSEENAD**

**PLEASE SHOW ATI LOGO ABOVE QUESTION**

**21 AdSource**

Where have you seen, heard or read anything about **Above the Influence** recently? Check all that apply.

**[RANDOMIZE]**

TV

Magazines

Radio

Movie theaters

Billboard or outdoor wall mural

Screens in malls, arcades or game stores

Posters (on buses, trains, or other public transportation)

Internet ad or banner

Video ad shown on YouTube, Hulu, etc.

Social networking websites like Facebook, MySpace, Twitter

People talking, blogs, chatrooms, message boards

School programs, clubs, or organizations

Mobile phone (ads, text messages, etc.)

Photo or art sharing websites like Flickr, DeviantArt

None of the above **[ANCHOR - EXCLUSIVE]**

**[DEPTH OF KNOWLEDGE/FAMILIARITY]**

**22 ATIFamiliarity**

How well do you know **Above the Influence**?

Not at all

Not really well

Somewhat

Very well

## **INTERACTION WITH CAMPAIGN CONTENT**

**[INTERACTION WITH ATI]**

**23 ATIIInteraction**

Have you recently...

**[ACROSS THE TOP]**

**Yes**

**No**

**[DOWN THE SIDE - RANDOMIZE]**

Talked about **Above the Influence**

Blogged/wrote things online about **Above the Influence**

Shared something about **Above the Influence**  
Posted anything about **Above the Influence**  
Downloaded anything about **Above the Influence**  
Searched for anything about **Above the Influence**  
Clicked on an **Above the Influence** ad/banner  
Spent some time on the **AbovetheInfluence.com** website  
Done a project or assignment about **Above the Influence**

**SKIP IF "NO" TO ALL ATQIINTERACTION**

**24 ATIIInteractionType**

And was what you talked about, shared, or learned about **Above the Influence**...

Very negative  
Somewhat negative  
Neutral  
Somewhat positive  
Very positive

**BRAND RELATIONSHIP / Early Indicators**

**[PERSONAL RELATIONSHIP WITH ATI]**

**26 ATISubstances**

Which drugs or substances do you think **Above the Influence** applies to? Check all that apply.

**[RANDOMIZE]**

Drugs in general **[ANCHOR AT TOP/AS FIRST RESPONSE]**

Alcohol

Marijuana or weed

Medications like cough medicine that you can usually buy without a prescription

Pills or prescription medications

Tobacco

Other **[ANCHOR]**

**[PERCEIVED IMAGE OF ATI]**

**29 ATIIImage**

How much do you agree or disagree with each of the following statements about the **Above the Influence** campaign overall?

**[SCALE ACROSS THE TOP]**

**Strongly disagree**

**Somewhat disagree**

**Neither agree nor disagree**

**Somewhat agree**

**Strongly agree**

**[RANDOMIZE]**

The commercials stand out  
The messages hit home  
Makes me think about why it's better to be above the influence REMOVE QUOTATIONS  
It's important to hear and see  
I'm more aware of the risks of being under the influence  
I feel positive about the *Above the Influence* campaign overall  
The messages are worth remembering  
*Above the Influence* is worth talking about  
I want to see more from *Above the Influence*  
I think it's effective for people like me  
I think it's inspiring  
It's a good thing that *Above the Influence* is out there  
*Above the Influence* speaks to me

## Campaign Communications/Messaging

### 80 AdCommunication

Thinking about the **Above the Influence** campaign overall, how well do you think it communicates the following messages about **Above the influence**?

Please use a scale from 1 to 5 where 1 means “doesn’t communicate this message at all” and 5 means “strongly communicates this message.”

[SCALE ACROSS THE TOP]

[DOWN THE SIDE - RANDOMIZE]

Teens today are smart about recognizing negative influences and the need to resist them  
Teens who choose to be “above the influence” will be respected by others  
You will be better off if you stay “above the influence”  
Being under the influence can cause some pretty negative things to happen to you  
You are willing to resist negative influences

[PERCEIVED RELATIONSHIP WITH ATI (NORMATIVE PERCEPTIONS ABOUT THE BRAND)]

### 30 ATITarget

For which of the following people do you feel it is important to hear about **Above the Influence**? Check all that apply.

[DOWN THE SIDE - RANDOMIZE - MULTIPUNCH]

Me  
Kids younger than me  
Teens older than me  
Someone in my grade at school  
Parents  
Other adults, such as teachers [ANCHOR]  
None of the above [ANCHOR]



**SUBSTANCE USE MEASURES**

**FOUR MODULES: MARIJUANA, ALCOHOL, RX/PILLS, AND BRAND EQUITY – RESPONDENTS RANDOMLY ASSIGNED TO 1**

**PLEASE CREATE NEW QUOTA FOR THE 4<sup>TH</sup>/NEW MODULE – MUST BE P1 FOR A1 @ SEENAD IN ORDER TO GET THIS MODULE**

**MARIJUANA MODULE**

*[AVAILABILITY/POSITIVE AND NEGATIVE INFLUENCES]*

**31 PeerUsageWeed**

Now let's focus specifically on **marijuana**, also known as **weed**.

How many of the people in your grade at school would you say use weed at least once a month to get buzzed or high?

- None of them
- A few of them
- Most of them
- All of them

*[RISK PERCEPTIONS: GENERAL AND SPECIFIC]*

**33 RiskSpecWeed**

On a scale of 1 to 5, where 1 is "no risk at all" and 5 is "extreme risk," what is the risk of each of the following if someone gets buzzed or high on weed at least once a month?

**[SCALE ACROSS THE TOP]      1 = No risk at all      2      3      4      5 = Extreme risk**  
**[DOWN THE SIDE - RANDOMIZE]**

- Affecting their chances for success
- Disappointing friends
- Hurting themselves or others
- Doing something they might later regret
- Disappointing parents or family
- Doing things that are very irresponsible
- Putting someone they know in danger
- Wanting to do it more and more
- Doing worse at school
- Impacting brain development
- Being talked about in a bad way

**32 RiskGenWeed**

How much do you think people risk if they get buzzed or high on weed at least once a month?

- No risk
- Slight risk
- Moderate risk
- Great risk
- Can't say/don't know

**[PERCEIVED DISAPPROVAL MEASURES]**

**34 DisappWeed**

Please select a response on the scale that best describes the following statements.

**[SCALE ACROSS THE TOP]**

- Strongly disapprove
- Somewhat disapprove
- Neither approve nor disapprove
- Somewhat approve
- Strongly approve

**[DOWN THE SIDE - RANDOMIZE]**

How do you feel about someone your age who gets buzzed or high on weed at least once a month?  
How do you think your parents would feel about you getting buzzed or high on weed at least once a month?  
How do you think your close friends would feel about you getting buzzed or high on weed at least once a month?

**[NORMATIVE BELIEF STATEMENTS]**

**35 NormBeliefWeed**

How much do you agree or disagree with each of the following statements?

**[SCALE ACROSS THE TOP]**

- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

**[DOWN THE SIDE - RANDOMIZE]**

I would have a better time with friends if I got buzzed or high on weed.  
I would be more like the popular kids if I got buzzed or high on weed.  
Teens today are deciding to resist influences to do things like getting buzzed or high on weed.

**[INTENTIONS, RECEPTIVITY AND PAST USE]**

**36 IntentBuzzWeed**

Do you think you will smoke or use weed anytime during the next year?

- Definitely not
- Probably not
- Probably yes
- Definitely yes

**37 FriendOfferWeed**

If one of your close friends were to offer you weed to get buzzed or high, would you use it?

- Definitely not
- Probably not

Probably yes  
Definitely yes

**38 IntentUseWeed**

Do you think you will use weed soon?

Definitely not  
Probably not  
Probably yes  
Definitely yes

**39 Frequ30DaysWeed**

How many times have you used weed in the past 30 days?

Never  
Once  
2-3 times  
4-9 times  
10 or more times

**41 AttainableWeed**

How difficult or easy do you think it would be for you to get weed?

Very difficult to get  
Fairly difficult to get  
Fairly easy to get  
Very easy to get  
Not sure

**42 OfferWeed**

Has anyone ever offered or tried to sell you weed?

Yes  
No

**44 TalkWeed**

In the past few weeks, have your parents talked to you about staying away from weed?

Yes  
No

## ALCOHOL MODULE

### [NORMATIVE PERCEPTIONS]

#### 45 PeerUsageAlcohol

Now let's focus specifically on **alcohol**.

How many of the people in your grade at school would you say use alcohol at least once a month to get buzzed or high?

- None of them
- A few of them
- Most of them
- All of them

### [RISK PERCEPTIONS: GENERAL AND SPECIFIC]

#### 47 RiskSpecAlcohol

On a scale of 1 to 5, where 1 is "no risk at all" and 5 is "extreme risk," what is the risk of each of the following if someone gets buzzed or high on alcohol at least once a month?

[SCALE ACROSS THE TOP]      1 = No risk at all      2      3      4      5 = Extreme risk

### [DOWN THE SIDE - RANDOMIZE]

- Affecting their chances for success
- Disappointing friends
- Hurting themselves or others
- Doing something they might later regret
- Disappointing parents or family
- Doing things that are very irresponsible
- Putting someone they know in danger
- Wanting to do it more and more
- Doing worse at school
- Impacting brain development
- Being talked about in a bad way

#### 46 RiskGenAlcohol

How much do you think people risk if they get buzzed or high on alcohol at least once a month?

- No risk
- Slight risk
- Moderate risk
- Great risk
- Can't say/don't know

### [PERCEIVED DISAPPROVAL MEASURES]

#### 48 DisappAlcohol

Please select a response on the scale that best describes the following statements.

**[SCALE ACROSS THE TOP]**

Strongly disapprove  
Somewhat disapprove  
Neither approve nor disapprove  
Somewhat approve  
Strongly approve

**[DOWN THE SIDE - RANDOMIZE]**

How do you feel about someone your age who gets buzzed or high on alcohol at least once a month?  
How do you think your parents would feel about you getting buzzed or high on alcohol at least once a month?  
How do you think your close friends would feel about you getting buzzed or high on alcohol at least once a month?

**[NORMATIVE BELIEF STATEMENTS]**

**49 NormBeliefAlcohol**

How much do you agree or disagree with each of the following statements?

**[SCALE ACROSS THE TOP]**

Strongly disagree  
Somewhat disagree  
Neither agree nor disagree  
Somewhat agree  
Strongly agree

**[DOWN THE SIDE - RANDOMIZE]**

I would have a better time with friends if I got buzzed or high on alcohol.  
I would be more like the popular kids if I got buzzed or high on alcohol.  
Teens today are deciding to resist influences to do things like getting buzzed or high on alcohol.

**[INTENTIONS, RECEPTIVITY AND PAST USE]**

**50 IntentBuzzAlcohol**

Do you think you will get buzzed or high on alcohol anytime during the next year?

Definitely not  
Probably not  
Probably yes  
Definitely yes

**51 FriendOfferAlcohol**

If one of your close friends were to offer you alcohol to get buzzed or high, would you drink it?

Definitely not  
Probably not  
Probably yes  
Definitely yes

**52 IntentUseAlcohol**

Do you think you will get buzzed or high on alcohol soon?

- Definitely not
- Probably not
- Probably yes
- Definitely yes

### 53 Frequ30DaysAlcohol

How many times have you gotten buzzed or high on alcohol in the past 30 days?

- Never
- Once
- 2-3 times
- 4-9 times
- 10 or more times

### 55 AttainableAlcohol

How difficult or easy do you think it would be for you to get alcohol?

- Very difficult to get
- Fairly difficult to get
- Fairly easy to get
- Very easy to get
- Not sure

### 56 OfferAlcohol

Has anyone ever offered or tried to sell you alcohol?

- Yes
- No

### 58 TalkAlcohol

In the past few weeks, have your parents talked to you about staying away from alcohol?

- Yes
- No

|                        |
|------------------------|
| <b>RX/PILLS MODULE</b> |
|------------------------|

### *[NORMATIVE PERCEPTIONS]*

#### 59 PeerUsageRX

Now let's focus specifically on **prescription pills or medicines without a prescription (over-the-counter medication)**.

How many of the people in your grade at school would you say use pills at least once a month to get buzzed or high?

None of them  
A few of them  
Most of them  
All of them

**[RISK PERCEPTIONS: GENERAL AND SPECIFIC]**

**61 RiskSpecRX**

On a scale of 1 to 5, where 1 is “no risk at all” and 5 is “extreme risk,” what is the risk of each of the following if someone gets buzzed or high on pills at least once a month?

**[SCALE ACROSS THE TOP]**      **1 = No risk at all**      **2**      **3**      **4**      **5 = Extreme risk**

**[DOWN THE SIDE - RANDOMIZE]**

Affecting their chances for success  
Disappointing friends  
Hurting themselves or others  
Doing something they might later regret  
Disappointing parents or family  
Doing things that are very irresponsible  
Putting someone they know in danger  
Wanting to do it more and more  
Doing worse at school  
Impacting brain development  
Being talked about in a bad way

**60 RiskGenRX**

How much do you think people risk if they get buzzed or high on pills at least once a month?

No risk  
Slight risk  
Moderate risk  
Great risk  
Can't say/don't know

**[PERCEIVED DISAPPROVAL MEASURES]**

**62 DisappRX**

Please select a response on the scale that best describes the following statements.

**[SCALE ACROSS THE TOP]**

**Strongly disapprove**  
**Somewhat disapprove**  
**Neither approve nor disapprove**  
**Somewhat approve**  
**Strongly approve**

**[DOWN THE SIDE - RANDOMIZE]**

How do you feel about someone your age who gets buzzed or high on pills at least once a month?

How do you think your parents would feel about you getting buzzed or high on pills at least once a month?

How do you think your close friends would feel about you getting buzzed or high on pills at least once a month?

**[NORMATIVE BELIEF STATEMENTS]**

**63 NormBeliefRX**

How much do you agree or disagree with each of the following statements?

**[SCALE ACROSS THE TOP]**

**Strongly disagree**

**Somewhat disagree**

**Neither agree nor disagree**

**Somewhat agree**

**Strongly agree**

**[DOWN THE SIDE - RANDOMIZE]**

I would have a better time with friends if I got buzzed or high on pills.

I would be more like the popular kids if I got buzzed or high on pills.

Teens today are deciding to resist influences to do things like getting buzzed or high on pills.

**[INTENTIONS, RECEPTIVITY AND PAST USE]**

**64 IntentBuzzRX**

Do you think you will get buzzed or high on pills anytime during the next year?

Definitely not

Probably not

Probably yes

Definitely yes

**65 FriendOfferRX**

If one of your close friends were to offer you pills to get buzzed or high, would you use them?

Definitely not

Probably not

Probably yes

Definitely yes

**66 IntentUseRX**

Do you think you will get buzzed or high on pills soon?

Definitely not

Probably not

Probably yes

Definitely yes

**67 Frequ30DaysRX**

How many times have you gotten buzzed or high on pills in the past 30 days?



Never  
Once  
2-3 times  
4-9 times  
10 or more times

#### 69 AttainableRX

How difficult or easy do you think it would be for you to get pills to get buzzed or high?

Very difficult to get  
Fairly difficult to get  
Fairly easy to get  
Very easy to get  
Not sure

#### 70 OfferRX

Has anyone ever offered or tried to sell you pills to get buzzed or high?

Yes  
No

#### 72 TalkRX

In the past few weeks, have your parents talked to you about staying away from pills that can get you buzzed or high?

Yes  
No

|                            |
|----------------------------|
| <b>BRAND EQUITY MODULE</b> |
|----------------------------|

#### INTRO

Now we are going to ask you a series of questions about **Above the Influence**.

#### PricePremium

How much do you agree or disagree with each of the following statements?

#### [SCALE ACROSS THE TOP]

**Strongly disagree**  
**Disagree**  
**Agree**  
**Strongly agree**  
**No opinion**  
**Prefer not to answer**

#### [DOWN THE SIDE - RANDOMIZE]

I'd like to help **Above the Influence** get the word out  
I'd defend **Above the Influence** if someone were putting it down  
I'd support **Above the Influence** even if my friends didn't

#### SatisfactionLoyalty

How much do you agree or disagree with each of the following statements?

#### [SCALE ACROSS THE TOP]

Strongly disagree  
Disagree  
Agree  
Strongly agree  
No opinion  
Prefer not to answer

#### [DOWN THE SIDE - RANDOMIZE]

If I had the chance, I would tell other kids my age to watch the **Above the Influence** ads  
I'd wear an **Above the Influence** T-shirt  
I'd become a fan of **Above the Influence** on my social networking website  
I'd create a YouTube video to support **Above the Influence**

#### PerceivedQuality

How much do you agree or disagree with each of the following statements?

#### [SCALE ACROSS THE TOP]

Strongly disagree  
Disagree  
Agree  
Strongly agree  
No opinion  
Prefer not to answer

#### [DOWN THE SIDE - RANDOMIZE]

**Above the Influence** ads are the best anti-drug ads out there  
**Above the Influence** gives me information that I want  
**Above the Influence** helps me understand how drugs can influence me

#### LeadershipPopularity

How much do you agree or disagree with each of the following statements?

#### [SCALE ACROSS THE TOP]

Strongly disagree  
Disagree  
Agree  
Strongly agree  
No opinion  
Prefer not to answer

[DOWN THE SIDE - RANDOMIZE]

**Above the Influence** is becoming more popular with kids like me

**Above the Influence** is for kids like me

**Above the Influence** is the best way for kids to learn about drugs

**BrandPersonality**

Would you say that the young people in **Above the Influence** ads generally:

[SCALE ACROSS THE TOP]

Strongly disagree

Disagree

Agree

Strongly agree

No opinion

Prefer not to answer

[DOWN THE SIDE - RANDOMIZE]

Take control of their lives

Have their own style

Stand up for themselves

Are self-confident

See how drugs can influence them

Make their own decisions

**OrgAssociations**

How much do you agree or disagree with each of the following statements?

[SCALE ACROSS THE TOP]

Strongly disagree

Disagree

Agree

Strongly agree

No opinion

Prefer not to answer

[DOWN THE SIDE - RANDOMIZE]

When I see anti-drug ads on TV, I can always tell which ones are from **Above the Influence**

**Above the Influence** ads are always honest

**Above the Influence** gives kids facts they need

**BrandAwareness**

When you think of the **Above the Influence** ads, you think:

[SCALE ACROSS THE TOP]

Strongly disagree

Disagree

Agree

**Strongly agree**  
**No opinion**  
**Prefer not to answer**

**[DOWN THE SIDE - RANDOMIZE]**

Refusing drugs earns you respect  
More and more kids are above the influence of drugs  
I can stand up for myself  
I'll have more fun without drugs  
Refusing drugs is a way to express your independence  
It's cool to be above the influence of drugs

**[END MODULE SECTION]**

**INTRO**

The next few questions are about your use of various media. Please click "Next" to continue.

**73 WatchTV**

Which of the following television channels do you usually watch?

**[RANDOMIZE] MULTI-PUNCH, ADD "None of the above" EXCLUSIVE, ANCHORED**

|                |              |
|----------------|--------------|
| ABC Family     | MTV2         |
| Adult Swim     | MTV Tr3s     |
| BET            | Mun2         |
| Comedy Central | Music Choice |
| CW             | MyNetwork TV |
| FearNet        | Nick at Nite |
| Fox            | SiTV         |
| Fuel           | TeenNick     |
| Fuse           | USA          |
| Havoc TV       | VH1          |
| MTV            | WGN          |

**74 VisitSite**

Which of the following websites or social networking sites do you normally visit/use?

**[RANDOMIZE] MULTI-PUNCH, ADD "None of the above" EXCLUSIVE, ANCHORED**

ABC Family  
Addicting Games  
BET  
DeviantArt  
Facebook  
Google  
Hulu  
IGN  
MTV  
MySpace  
MyYearbook

Pandora  
Seventeen  
TeenNick  
Yahoo!  
YouTube  
Bebo  
Hi5  
Meebo  
Twitter

### 76 ReadMag

Which of the following types of magazines have you read in the past 30 days? Check all that apply.

#### [RANDOMIZE]

Entertainment Magazines like J-14, Twist, etc.  
Fashion Magazines like Seventeen, Justine, etc.  
Sports Magazines like ESPN and Sports Illustrated, etc.  
Action Sports Magazines like WWE, Skateboarding, RideBMX, etc.  
Comics like DC Comics, Marvel Comics, etc.  
Gaming Magazines like Nintendo Power, Xbox Official Magazine, etc.  
In-School Magazines like Teen Ink, etc.  
None of the above **[ANCHOR - EXCLUSIVE]**

### 77a AdSource2

Below is a list of places where you might be exposed to advertising. In the past week, what are the top 5 you spent the most time with? Use the drop-down box next to each place to rank order your top choices from 1 to 5, where 1 is where you spent the most time, 2 is where you spent the second most time, and so on.

Please only select a ranking for 5 places.

**[RANDOMIZE] PLEASE SHOW DROP-DOWN BOX NEXT TO EACH CHOICE WITH OPTIONS 0 THROUGH 5. ONLY ALLOW NUMBERS 1-5 TO BE USED ONCE, SHOW BOX AT 0 AS DEFAULT ANSWER.**

Mobile phone  
Magazines  
Radio  
Newspaper  
Billboards or outdoor wall murals  
Movie theaters  
TV  
Screens in malls, arcades or game stores  
Screens or posters in school  
Video websites like YouTube, Hulu, etc.  
Social networking websites like Facebook, MySpace, Twitter, etc.  
Search engines like Google, etc.  
Other websites **[ANCHOR]**

## AD RECOGNITION SECTION

### INTRO

Now we'd like to ask you a few questions about some commercials and banners that recently appeared on television, in a movie theater, in a magazine or newspaper, or online.

We are going to show you some ads that have recently appeared. Some of these ads have sound, so please be sure that the volume on your computer is turned up to a comfortable level.

Please click "Next" to see the first ad.

**RANDOMIZE 4 ADS \*\*HIGH SECURITY NEEDED ON ADS  
REPLACE WITH VIDEOS AGAIN, DISABLE NEXT BUTTON FOR DURATION OF AD AND THEN ENABLE IT**

**ASK CHECK AND ADRECOGNITION AFTER EACH AD IN A LOOP**

### 78 CHECK

Were you able to clearly see and hear the ad?

Yes

No [\[SKIP TO INTRO AT DEMOGRAPHIC SECTION\]](#)

### 79 AdRecognition

Do you remember seeing this advertisement before today?

Yes

No

Not sure

**[END LOOP]**

## DEMOGRAPHICS

### INTRO

These last few questions are just to classify our interviews into groups. Please click "Next" to continue.

### 82 RoleModel

Would you say that you have an adult whom you trust (parent, teacher, coach, other adult) in your life?

Yes

No

### 83 FamilyUsers

Does any member of your immediate family currently use drugs?

Yes, I have family member(s) who currently use drugs

No, but I have family member(s) who have used drugs in the past  
No, no one in my immediate family has ever used drugs  
Don't know

#### **84 Psychographic**

Below is a list of statements about how you may think or feel about yourself. Please read each statement and tell us how much you think it describes you.

#### **[ACROSS THE TOP]**

**Strongly disagree**

**Somewhat disagree**

**Neither agree nor disagree**

**Somewhat agree**

**Strongly agree**

#### **[DOWN THE SIDE - RANDOMIZE]**

On the whole I am satisfied with myself  
At times I think I am no good at all  
I feel I have a number of good qualities  
I am able to do things as well as most other people  
I feel I do not have much to be proud of  
I certainly feel useless at times  
I feel I am a person of worth, at least the same as others  
I wish I could have more respect for myself  
Most of the time I feel like a failure  
I take a positive attitude toward myself

#### **86 HHSIZE**

Including yourself, how many people are currently living in your household? Please enter your answer in numbers like 1 or 2; do not write out the word.

#### **[INSERT ONE OPEN-END TEXT BOX - ALLOW 1-10]**

#### **87 ASK IF 2+ AT HHSIZE**

##### **LiveWith**

Who do you live at home with? Check all that apply.

Your mother  
Your father  
Your brother/sister  
Some other member(s) of your family  
Foster parent(s)  
Other non-relative

#### **88 SchoolType**

What type of school do you currently attend?

Public school  
Parochial/Catholic school  
Other religious private school  
Non-religious private school

### **89 SchoolOrg**

Do you belong to any organizations or participate in after-school activities? Check all that apply.

### **RANDOMIZE**

Sports  
Boys and girls club  
Religious group  
Drama club  
YMCA  
Anti-drug programs  
Boy Scouts  
Girl Scouts  
Big Brothers/Big Sisters  
Other

I do not belong to or participate in any organizations or after-school activities **ANCHOR**

### **CUSTOM THANK YOU SCREEN - TO BE SHOWN BEFORE BEING REDIRECTED TO SUPPLIER**

**Please print this page for your parent(s) in case they have questions or concerns about the confidentiality of your participation in this survey.**

Today your child voluntarily took part in a short survey asking his/her opinions about drugs and drug prevention advertisements that were created of the Office of National Drug Control Policy (ONDCP). This study is being conducted by OTX on behalf of the ONDCP. Your child's name will not appear anywhere on the information provided, so no one will know how he/she answered the questions. His/her answers will be combined with those of youth across America to help shape a national advertising campaign designed to help keep youth from trying drugs.

If you have any questions about this research, please send an email to [ONDCP@otxresearch.com](mailto:ONDCP@otxresearch.com) to receive additional information.