

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.

Intentions, Receptivity and Past Use - GENERAL DRUGS

[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 4TH/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

RX/PILLS MODULE

[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

BRAND EQUITY MODULE

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 to receive additional information.