

Above the Influence
Multi-Platform Communications
Campaign Tracking and Assessment
Baseline #37452

SCREENER

AGE

What is your age? **[ALLOW 13-17] QUOTA FOR 13, 14-16, AND 17**

GENDER

What is your gender?

Male

Female

EN01CTY

In what country do you live?

USA **[CONTINUE]**

ZIP

What is your 5-digit zip code? **[NUMERIC OPEN END]**

ERROR MESSAGE IF LESS THAN FIVE DIGITS: "Please type your five digit zip code."

ONLY INCLUDE VALID ZIP CODES

US01PST

Please tell us which of the following types of online surveys you have completed in the past 3 months.

Please select all that apply.

Automotive

Beauty/Cosmetics

Beverages - Alcoholic **[TERMINATE]**

Beverages - Non Alcoholic

Education

Electronics/Computer/Software

Fashion/Clothing

Financial Services/Insurance

Food/Snacks

Healthcare/Pharmaceuticals

Home Entertainment (DVD, VHS)

Home Improvement/Real Estate/Construction

Movies

Music

Personal Care/Toiletries

Pets

Politics

Publishing (Newspaper, Magazines, Books) Restaurants
Sports
Telecommunications (phone, cell phone, cable)
Television (Network/Cable/Satellite)
Toys
Transportation/Shipping
Travel
Video Games
Websites/Internet/E-Commerce
Other online survey
None of the above **[EXCLUSIVE]**

US01RAC

Which of the following best describes you?

Hispanic or Latino?

US01ETH

Which of the following best describes you?

White or Caucasian
Black or African-American
Asian/Pacific Islander
Native American, Alaska Native, Aleutian
Prefer not to answer

ATIGrade

What grade are you currently in?

7th grade
8th grade
9th grade
10th grade
11th grade
12th grade
None of the above **[TERMINATE]**

SENSATIONSEEKING

Next, we would like to know how much you agree or disagree with each of the following statements.
Please be honest.

[SCALE ACROSS THE TOP]

Disagree a lot
Disagree a little
Neither agree nor disagree
Agree a little
Agree a lot

[DOWN THE SIDE - RANDOMIZE]

I like to do scary things

I like new and exciting experiences, even if I have to break the rules

I would like to explore strange places

I prefer friends who are exciting and unpredictable