

Above the Influence Youth Online Tracking Questionnaire Organization

27 August, 2013

The Above the Influence Tracking Online Survey questionnaire is organized as follows. All teens sampled receive the Main questionnaire in addition to one other 'module' comprised of drug specific questions (or the brand equity module). Drug related questions in the Main questionnaire refer to general drug use.

- Main questionnaire
- Marijuana module
- Alcohol module
- Rx module
- Brand Equity module

Main questionnaire

- Beliefs - general drugs
 - Negative outcome/Risk perceptions
 - Positive outcome perceptions
 - Perceived disapproval (peers, parents)
 - Normative perceptions
- Intentions - general drugs
- Use - general drugs
- Environmental Protective / Risk Factors -
- Recent Campaign Activity - Awareness, Recall...
- Interaction with campaign content
- Brand relationship / Early Indicators
- Campaign Communications/Messaging
- Media consumption
- Ad recognition/banners
- Demographics

Marijuana module

- Beliefs - marijuana
 - Negative outcome/Risk perceptions
 - Positive outcome perceptions
 - Perceived disapproval (peers, parents)
 - Normative perceptions
- Intentions - marijuana
- Use - marijuana

Alcohol module

- Beliefs - Alcohol
 - Negative outcome/Risk perceptions
 - Positive outcome perceptions
 - Perceived disapproval (peers, parents)
 - Normative perceptions
- Intentions - Alcohol
- Use - Alcohol

Rx module

- Beliefs – Alcohol
 - Negative outcome/Risk perceptions
 - Positive outcome perceptions
 - Perceived disapproval (peers, parents)
 - Normative perceptions
- Intentions – Alcohol
- Use – Alcohol

Brand Equity module