**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