

Attachment 11

Data collection instrument: Child Questionnaire - Follow-up MDF

OMB Control Number: 0925-XXXX

Expiration Date: 09/13/2014

Public reporting burden for this collection of information is estimated to average 45 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: NIH, Project Clearance Branch, 6705 Rockledge Drive, MSC 7974, Bethesda, MD 20892-7974, ATTN: PRA (0925-XXXX). Do not return the completed form to this address.

Introduction to the questionnaire

Thank you for agreeing to complete this questionnaire.

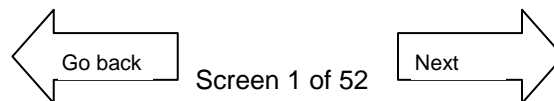
Instead of using your name on this questionnaire, you will use a secret number. Because you are using a number instead of your name, your answers will be PRIVATE to the extent permitted by law. Do not worry about your parents, teachers, or anyone else finding out what you said. We don't need names on the questionnaires because we're only interested in how most people your age feel as a group, not any one person's answers.

Be sure to answer ALL of the questions honestly and carefully. If you are unsure of an answer, please give your best guess. However, if you are uncomfortable answering a particular question, you may skip it. THIS QUESTIONNAIRE IS NOT A TEST. You will not be graded and there are no right or wrong answers.

If at any time during this questionnaire you would like to quit, then please then please click on the link in the corner of your screen that says "Exit This Questionnaire" in order to exit the questionnaire.

Please ask a project staff member if you have questions while completing this questionnaire.

Thanks again for your help!

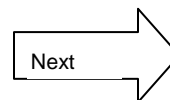
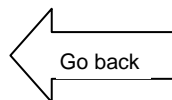


First, please have the parent who is with you today enter your secret number here:

--	--	--	--	--	--	--	--

To be sure that the number was entered correctly, please enter the secret number again here:

--	--	--	--	--	--	--	--



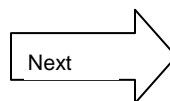
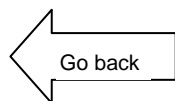
Now we want to know a little bit about your background. Click on the bubble to select your answer.

1. How old are you?

7 years old	8 years old	9 years old	10 years old	11 years old	12 years old
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. What grade are you in? If you are in between grades, what grade will you be in next school year?

3 rd Grade	4 th Grade	5 th Grade
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



3. What grades did you get on your last report card?

Mostly As	Mostly Bs	Mostly Cs	Mostly Ds	Mostly Fs
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

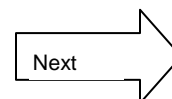
Now, we would like to ask you some questions about some conversations you may have had, and behaviors that some people do.

4. In general, how often has the parent who is with you today talked with you about alcohol use?

Never	Rarely	Sometimes	Often	Extremely often
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. How often would you say that the parent who is with you today has done the following specific things?

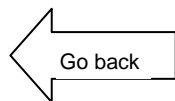
The parent who is with me today:	Never	Once	A few times	A lot of times
Has lectured me or given me a speech about drinking alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has warned me about the dangers of drinking alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has talked to me about how to handle offers of alcoholic drinks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has given me rules to obey about drinking alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will make a comment to me about how drinking alcohol is bad if a character on TV is drinking or drunk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tells me stories of people who drank alcohol or have been drunk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The parent who is with me today:	Never	Once	A few times	A lot of times
Tells me he or she would be disappointed in me if I drink alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows me information on the web, TV, or in the news about the dangers of drinking alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asks about my thoughts and opinions about drinking alcohol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

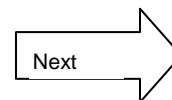
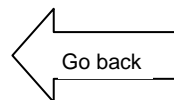
6. In general, how often has the parent who is with you today talked with you about tobacco use (cigarettes, chewing tobacco, or other forms of tobacco)?

Never	Rarely	Sometimes	Often	Extremely often
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

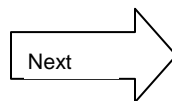
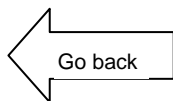


7. How often would you say that the parent who is with you today has done the following specific things?

The parent who is with me today:	Never	Once	A few times	A lot of times
Has lectured me or given me a speech about tobacco use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has warned me about the dangers of tobacco use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has talked to me about how to handle offers of tobacco products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Has given me rules to obey about tobacco use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Will make a comment to me about how tobacco use is bad if a character on TV is smoking or using other forms of tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tells me stories of people who smoke or use other forms of tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

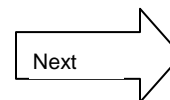
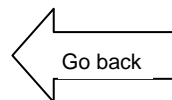


The parent who is with me today:	Never	Once	A few times	A lot of times
Tells me he or she would be disappointed in me if I smoked cigarettes or used other forms of tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shows me information on the web, TV, or in the news about the dangers of using tobacco products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asks about my thoughts and opinions about smoking or using other forms of tobacco	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



8. How much do you agree with the following statements?

	Disagree a lot	Disagree	Neither agree nor disagree	Agree	Agree a lot
The parent with me today listens to my point of view	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The parent with me today says it's important to get my ideas across even if others don't like it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The parent with me today asks for my opinion when our family is discussing something.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



The next few questions ask you to think about what you might or might not do in the future.

9. Before you are 21 years old, do you think you will:

	I definitely will	I probably will	I probably will not	I definitely will not
Drink beer, wine, or liquor (more than just a few sips)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get drunk or drink a lot of alcohol at one time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Before you are 18 years old, do you think you will:

	I definitely will	I probably will	I probably will not	I definitely will not
Smoke cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use smokeless tobacco? (This includes chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. During the next year, do you think you will:

	I definitely will	I probably will	I probably will not	I definitely will not
Drink beer, wine, or liquor (more than just a few sips)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Get drunk or drink a lot of alcohol at one time?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoke cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use smokeless tobacco? (chewing tobacco, snuff, or dip)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here are some questions about things that could happen to kids.

12. Suppose you were with a group of kids and there were some cigarettes you could have if you wanted.
How willing would you be to do the following things?

How willing would you be to:	Not at all willing	Slightly willing	Moderately willing	Very willing
Take one puff?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoke a whole cigarette?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take some cigarettes to try later?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Suppose you were with a group of kids and there was alcohol you could have if you wanted. How willing would you be to do the following things?

How willing would you be to:	Not at all willing	Slightly willing	Moderately willing	Very willing
Take a sip?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink the whole drink?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Take some alcohol home to try later?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Suppose you were with a group of kids and there was chewing tobacco or dip you could have if you wanted. How willing would you be to do the following things?

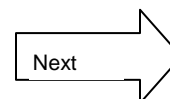
How willing would you be to:	Not at all willing	Slightly willing	Moderately willing	Very willing
Use the smokeless tobacco (chewing tobacco, snuff, or dip)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Now we are going to ask you about some behaviors.

During the past 30 days, how often did you...	0 days	1-2 days	3-5 days	6-9 days	10-19 days	20-29 days	All 30 days
Drink alcohol (more than just a sip)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoke cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use smokeless tobacco? (This includes chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Drink an energy drink (like Red Bull, Monster, or Rock Star), which are drinks with high amounts of caffeine? This does not include sports drinks (like Gatorade) or vitamin waters.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. **[If yes to cigarettes]** How much do you usually smoke per day?

Less than 1 cigarette per day	<input type="radio"/>
1-5 cigarettes per day	<input type="radio"/>
About ½ a pack per day	<input type="radio"/>
1 pack per day	<input type="radio"/>
More than 1 pack per day	<input type="radio"/>

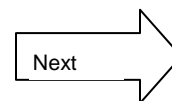
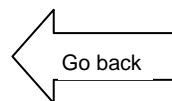


17. **[If yes to smokeless tobacco]** How much do you usually use smokeless tobacco per day?

1-2 times a day	<input type="radio"/>
3-4 times a day	<input type="radio"/>
5-6 times a day	<input type="radio"/>
7-8 times a day	<input type="radio"/>
9-10 times a day	<input type="radio"/>
More than 10 times a day	<input type="radio"/>

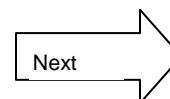
18. **[If yes to energy drinks]** How much do you usually drink energy drinks per day?

1 drink	<input type="radio"/>
2 drinks	<input type="radio"/>
3 drinks	<input type="radio"/>
4 drinks	<input type="radio"/>
5 or more drinks	<input type="radio"/>



19. In your LIFETIME have you ever:

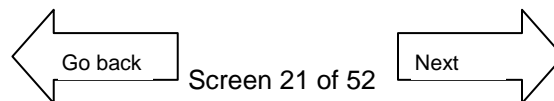
	Yes	No
Had a drink of alcohol (more than just a few sips)?	<input type="radio"/>	<input type="radio"/>
Smoked a cigarette?	<input type="radio"/>	<input type="radio"/>
Used smokeless tobacco? (This includes chewing tobacco, snuff, or dip, such as Redman, Levi Garrett, Beechnut, Skoal, Skoal Bandits, or Copenhagen.)	<input type="radio"/>	<input type="radio"/>
Drunk an energy drink (like Red Bull, Monster, or Rock Star), which are drinks with high amounts of caffeine? This does not include sports drinks (like Gatorade) or vitamin waters	<input type="radio"/>	<input type="radio"/>

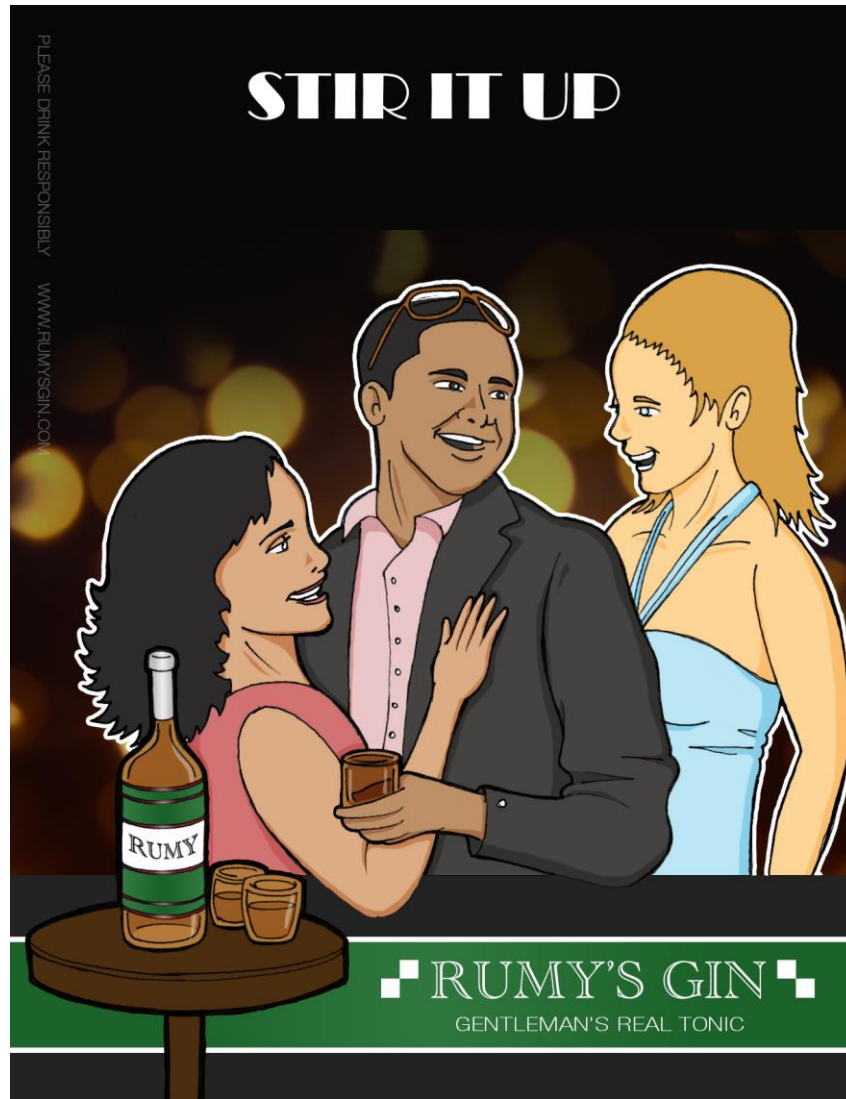


20. How much do you agree with the following statements?

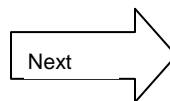
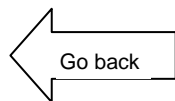
How much do you agree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I can resist pressure from friends to use alcohol or tobacco.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I won't feel pressured to use alcohol or tobacco even if my friends are doing it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know what things I can say to refuse alcohol or tobacco.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can say no to someone who is pressuring me to use alcohol or tobacco.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If all my friends were using alcohol or tobacco, I probably would too.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Please look at the advertisement on the next screen and answer questions about it that follow. To answer the questions, you will type in your responses (words or sentences).





Ad #1



Tell me about this advertisement (Ad #1) in the space below (the more detail the better).

A. What is being sold in this ad?

B. What type of person do you think would like this ad (male or female, kid or adult)? Explain your answer.

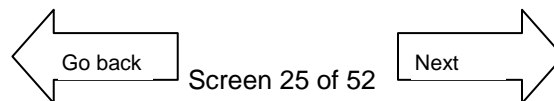
C. What is the purpose of this ad?

D. What did the people who made this ad do to make people stop and look at this ad?

E. What do they want you to think about this product? Finish this sentence: If I get this product, then...

F. Is there anything this ad is not telling you about the product that you would need to know before buying or using it? Explain your answer.

22. Now, please look at a different advertisement on the next screen and answer the questions about it that follow. Again, you will type in your responses (words or sentences).

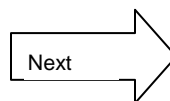
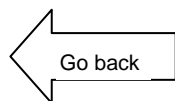


SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.

MEWS BOX: 10mg "tar", 0.9 mg. nicotine, FILTER QUEENS
BOX: 16 mg. "tar", 1.2 mg. nicotine, av. per cigarette by ABC
method. Actual amount may vary depending on how you smoke.
For info, visit www.SPICEIGS.com



Ad #2



Tell me about this advertisement (Ad #2) in the space below (the more detail the better).

A. What is being sold in this ad?

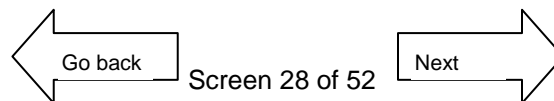
B. What type of person do you think would like this ad (male or female, kid or adult)? Explain your answer.

C. What is the purpose of this ad?

D. What did the people who made this ad do to make people stop and look at this ad?

E. What do they want you to think about this product? Finish this sentence: If I get this product, then...

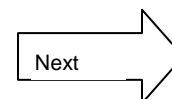
F. Is there anything this ad is not telling you about the product that you would need to know before buying or using it? Explain your answer.



The next question is about advertising in general.

23. How much do you agree with the following statements?

How much do you agree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Advertisers want you to buy the product even if it isn't good for you to have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisers care more about making money than about what is good for you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertising doesn't change the way I think.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Now we are going to ask you some questions about advertisements for alcohol and tobacco products.

24. How much do you agree that people in ALCOHOL advertisements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Do things that most people who drink alcohol do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look like most people who drink alcohol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Act like most people act when they drink alcohol.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. How much do you agree that people in TOBACCO advertisements:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Do things that most people who use tobacco do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look like most people who use tobacco.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Act like most people act when they use tobacco.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. How much do you agree or disagree with the following statements?

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I want to do the things that people in alcohol advertisements do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to look like the people I see in alcohol advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to be like the people I see in alcohol advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to do the things that people in tobacco advertisements do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to look like the people I see in tobacco advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would like to be like the people I see in tobacco advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I like the kinds of things that people in alcohol advertisements like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in alcohol advertisements are similar to people in my family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the kinds of things that people in tobacco advertisements like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People in tobacco advertisements are similar to people in my family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alcohol ads get my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The things I see in alcohol ads seem like fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The people in alcohol ads are attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tobacco ads get my attention.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The things I see in tobacco ads seem like fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The people in tobacco ads are attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The next few questions ask about alcohol and tobacco.

27. How many of the kids at school or in the neighborhood have tried a drink of alcohol (beer, wine, or hard liquor)?

None	Some	Most	All
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Do you have any friends who drink alcohol?

Yes	No
<input type="radio"/>	<input type="radio"/>

29. How many of the kids at school or in the neighborhood smoke or have tried smoking cigarettes or cigars?

None	Some	Most	All
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Do you have any friends who smoke cigarettes or cigars?

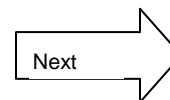
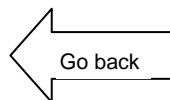
Yes	No
<input type="radio"/>	<input type="radio"/>

31. How many of the kids at school or in the neighborhood have used smokeless tobacco (chewing tobacco, snuff, or dip)?

None	Some	Most	All
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

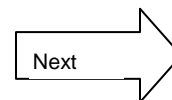
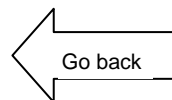
32. Do you have any friends who have used smokeless tobacco (chewing tobacco, snuff, or dip)?

Yes	No
<input type="radio"/>	<input type="radio"/>



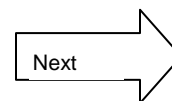
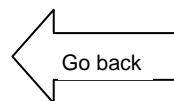
33.

How would your best friend act toward you if you...	Very friendly	Friendly	Unfriendly	Very unfriendly
Drank alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoked cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used smokeless tobacco (chewing tobacco, snuff, or dip)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



34.

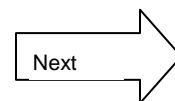
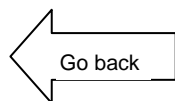
How angry would your parent(s) be if they found out you...	Very angry	Angry	Somewhat angry	Not angry at all
Drank alcohol?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smoked cigarettes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used smokeless tobacco (chewing tobacco, snuff, or dip)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



35. How much do you agree with the following statements:

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I were to drink alcohol, I would have fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to drink alcohol, I would be invited to more activities or parties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to drink alcohol, I would be better at sports.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to drink alcohol, other kids would think I'm tough.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to use tobacco, I would have fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to use tobacco, I would be invited to more activities or parties.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I were to use tobacco, I would be better at sports.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to use tobacco, other kids would think I'm tough.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



36. How much do you agree with the following statements:

How much do you agree or disagree:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
If I were to use alcohol, I would feel sick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to use alcohol, it would slow me down.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to use tobacco, I would feel sick.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I were to use tobacco, I would have bad breath.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finally, we would like to get your opinions about the Media Detective Family program.

37. Would you say that the length of the Media Detective Family program (5 cases) was...

Too short	Too long	Just right
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38. Please answer the following questions about the Media Detective Family program.

	Yes, a lot	Very much	A little	Not at all
Did you learn anything new in the program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Were the cases interesting?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are you glad you learned the material in the program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you tell your friends to try the program?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

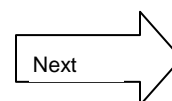
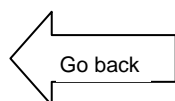
39. Please answer the following questions about the extension activities of Media Detective Family.

	Yes, a lot	Very much	A little	Not at all
Did you like the extension activities—the activities where you and your parent took what you learned and investigated advertising that you see?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

40. Did you use Media Detective Family with just the parent who is with you today, or with other people, too?

Mark all the people who did Media Detective Family with you:

This parent	<input type="radio"/>
My other parent (mom, dad, stepmom, stepdad)	<input type="radio"/>
My parent's boyfriend or girlfriend	<input type="radio"/>
My grandparent (grandmother or grandfather)	<input type="radio"/>
My aunt or uncle	<input type="radio"/>
My brother or sister	<input type="radio"/>
My friends	<input type="radio"/>
Someone else: _____	<input type="radio"/>



41. What did you like best about Media Detective Family?

42. What did you like least about Media Detective Family?

**THANK YOU FOR COMPLETING THIS QUESTIONNAIRE!
CLICK 'NEXT' TO FINISH.**

