

**Admongo Quantitative Research Survey  
As of Aug 28, 2013**

**Sample Specifications:**

Total sample size: n=800 kids 8-12 in grades 3-6

Recruited from a nationally representative panel based on geographical spread (4-way census regions) and race/ethnicity (15% African American and 15% Bilingual/English-Dominant Hispanic). 5 minutes of questions with moms and 15-20 minutes of questions with kids.

Test (Experimental)

- n=100 girls 8-10
- n=100 boys 8-10
- n=100 girls 11-12
- n=100 boys 11-12

Control

- n=100 girls 8-10
- n=100 boys 8-10
- n=100 girls 11-12
- n=100 boys 11-12

- Adults ages 25-54 with at least one child in HH age 8-12.

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## **PARENTAL SCREENING QUESTIONNAIRE**

Primary Caregiver

S1. Are you...? (Select one answer.)

- Male
- Female

S2. Which of the following ranges includes your age? (Select one answer.)

- Under 18 [TERMINATE]
- 18 to 24 [TERMINATE]
- 25 to 29
- 30 to 34
- 35 to 39
- 40 to 44
- 45 to 49
- 50 to 54
- 55 to 59 [TERMINATE]
- 60 to 69 [TERMINATE]
- 70 or older [TERMINATE]

S3. How many children in each of the following age ranges are living in your household?

(Please enter a whole number in each space provided.)

None	TERMINATE
7 or younger	TERMINATE (only if no other child 8-12 in HH)

8-10	
11-12	
13 or older	<b>TERMINATE (only if no other child 8-12 in HH)</b>

**[MUST HAVE AT LEAST ONE CHILD BETWEEN THE AGES OF 8 AND 12]**

S4. What are the age, gender and grade of each child between the ages of 8 and 12 living in your household? (Select one answer in each drop down list.)

**[Programmer: Show spaces to match number of 8-12 year old children in HH – Up to 10]**

Child	Age	Gender	Grade
Child 1	[pull-down list: 8. . . to 12]	[pull-down list]	[pull-down list]
Child 2	[pull-down list]	[pull-down list]	[pull-down list]
Child 3	[pull-down list]	[pull-down list]	[pull-down list]
Child 4	[pull-down list]	[pull-down list]	[pull-down list]
Child 5	[pull-down list]	[pull-down list]	[pull-down list]

S5. Would you consider yourself (select one answer)

- Of Hispanic or Latino origin
- Not of Hispanic or Latino origin

S5a. Please choose one or more of the following categories. Would you consider yourself

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

S6. Please select the state you live in from the list below. (Select one answer.)

[Insert drop-down list of states]

**PROGRAMMING NOTE: 4 WAY CENSUS REP**

S7. In addition to asking you some questions today, we would also like to get the opinions of a child living in your household between the ages of 8 and 12. Please select which child will be available to participate in the survey at this time.

**Programmer: List out all children based on S4 age/gender as follows:**

**EXAMPLE ONLY**

- **8 year old son**
- **10 year old daughter**
- **12 year old daughter**
- **None of them are available [Anchor / TERMINATE]**

**Programmer: Based on response to S7, randomly select child from list of children 8-12 in household still needed for quota using least fill. SET QUOTA: 200 ages 8-10; 200 ages 11-12. MUST HAVE EVEN CHILD GENDER SPLIT WITHIN EACH AGE GROUP AND WITHIN EACH CELL (CONTROL/TEST).**

S8. Would you consider your \_\_\_\_ year old child (select one answer)

- Of Hispanic or Latino origin
- Not of Hispanic or Latino origin

S8a. Please choose one or more of the following categories. Would you consider your \_\_\_\_ year old child (select one answer)

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White
- Other

**SET QUOTA: Minimum 15% African American, 15% Hispanic**

S9. Do you have a PC or Mac computer in your home that your \_\_\_\_\_ year-old child is allowed to use?

- Yes **CONTINUE**
- No **TERMINATE**

S10. Does this computer have Internet access?

- Yes **CONTINUE**
- No **TERMINATE**

S11. Do you allow your \_\_\_\_\_ year-old child to go to kids' websites on the Internet?

- Yes **CONTINUE**
- No **TERMINATE**

*Thank you for participating in this survey. Just a few more questions for classification purposes.*

C1. Into which of the following ranges does your annual household income fall?

- Under \$40,000
- \$40,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 or more
- Prefer not to answer (anchor)

C2. What kind of school does your \_\_\_\_\_ -year old child attend?

- Public
- Private
- Home school

C3. What is your current marital status?

- Married
- Living with domestic partner
- Single (never married)
- Divorced
- Widowed
- Separated
- Prefer not to answer (anchor)

C4. What is the highest level of education you have completed?

- Some High School or less
- GED Diploma
- High School graduate
- Some college or trade school
- 2 yr degree
- 4 yr degree
- Masters degree or higher
- Prefer not to answer (anchor)

C5. What is your current employment status?

- Employed full-time
- Employed part-time
- Currently unemployed/looking for work
- Student
- Homemaker
- Retired
- Prefer not to answer (anchor)

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***Thank you for participating in our survey today. At this time, we'd like you to bring your \_\_\_\_\_ year old child to the computer now for further instructions. You may assist your child in helping them understand the nature of the questions being asked, if needed, but please ensure that the answers they give to the questions are your child's and your child's only.***

***For Experimental parent only: We are going to instruct your child to click on a link that will take them to a website where they will play an educational online game that is intended to teach children to become more advertising literate. In other words, how to be better able to identify when something they see or hear is an advertisement, how advertising targets people like them and how advertising works. We will give them a special ID and password so we can track how long they play, but no other information about your child will be tracked or shared with anyone at any time. We ask that they play no more and no less than 60 minutes (one hour). You will then be sent another email within 24-48 hours with a link for them to take a short survey about the game they just played. Again, you may help them follow instructions, but please make sure the answers they give are theirs and theirs alone.***

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**Child Introduction (Control)**

Thank you for agreeing to participate in this project. For this project, you will need to read and answer a series of questions—some true/false, some multiple-choice, and some opinion questions. Please answer them to the best of your ability. And, please make sure to answer every question. Please also do not open any additional browsers or websites before completing this project. The project should take less than 20 minutes.

**Child Introduction (Experimental):**

Thanks for agreeing to participate in this project. The project has two parts you will need to complete.

- 1) You will be given a special ID and password to logon to a website with an online game for you to play. Once there, you will find a unique Avatar that has been created for you. Please click on this link to go to the website, log on, and then play the Admongo game for 60 minutes only. Your special ID and password will record how long you have played the game, so please be sure to only play for one hour. Once the hour is up, please close the browser.
- 2) AFTER you have played the game, your mother/caregiver will be sent an email with a link to allow you to come back to this site for more instructions. Once you have returned, you will need to read and answer a series of questions—some true/false, some multiple-choice, and some opinion questions. Please also do not open any additional browsers or websites once you start this phase of the project and before completing this project.