

Survey Data Collection Form

MediaReady -- Media Ready participant survey

Advertisers want you to buy the product even if it isn't good for you to have.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

Advertisers care more about making money than about what is good for you.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

Advertising doesn't change the way I think.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

Advertisements tell you everything there is to know about their product.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

Advertisements make products look better than they really are.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

Advertisements tell you correct and accurate information about products.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

I feel like I have to drink beer or other alcoholic drinks.

- ☐ Never

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☐ Sometimes

☐ Often

☐ Always

I feel like I have to smoke cigarettes.

☐ Never

☐ Sometimes

☐ Often

☐ Always

I would feel like I had to drink beer or other alcoholic drinks if my friends were drinking.

☐ Never

☐ Sometimes

☐ Often

☐ Always

I would feel like I had to smoke cigarettes my friends were smoking.

☐ Never

☐ Sometimes

☐ Often

☐ Always

You can believe everything you see in cigarette ads

☐ Never

☐ Sometimes

☐ Often

☐ Always

You can believe everything you see in beer ads.

☐ Never

☐ Sometimes

☐ Often

☐ Always

Beer ads are honest about what happens when people drink beer.

☐ Never

☐ Sometimes

☐ Often

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☐ Always

Cigarette ads are honest about what happens when people smoke cigarettes.

☐ Never

☐ Sometimes

☐ Often

☐ Always

Beer ads make drinking seem better than it really is.

☐ Never

☐ Sometimes

☐ Often

☐ Always

Cigarette ads make smoking seem better than it really is.

☐ Never

☐ Sometimes

☐ Often

☐ Always

Beer advertisers try to take advantage of teens.

☐ Never

☐ Sometimes

☐ Often

☐ Always

Cigarette advertisers try to take advantage of teens.

☐ Never

☐ Sometimes

☐ Often

☐ Always

The things that people do in beer ads are what really happen.

☐ Never

☐ Sometimes

☐ Often

☐ Always

The things that people do in cigarette ads are what really happen.

☐ Never

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- ☐ Sometimes
☐ Often
☐ Always

Real people look like the people in beer ads.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

Real people look like the people in cigarette ads.

- ☐ Never
☐ Sometimes
☐ Often
☐ Always

How interesting were the lessons?

- ☐ Not Very Interesting
☐ A Little Interesting
☐ Interesting
☐ Very Interesting

How much did you learn from these lessons?

- ☐ Not Very Much
☐ A Little Bit
☐ A Lot
☐ Very Much

How glad are you that you learned these lessons?

- ☐ Not Very Glad
☐ A Little Glad
☐ Glad
☐ Very Glad

Would you tell your friends to try these lessons

- ☐ No
☐ Maybe
☐ Yes