

# Participant Survey: Media Ready

Date: \_\_\_\_\_

Your Name: \_\_\_\_\_

**Directions:** Mark only one answer for each question. Select the answer that best fits you.

## Advertising and Commercials

### *How often is this true?*

	Never	Sometimes	Often	Always
1. Advertisers want you to buy the product even if it isn't good for you to have.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Advertisers care more about making money than about what is good for you.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Advertising doesn't change the way I think.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Advertisements tell you everything there is to know about their product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Advertisements make products look better than they really are.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Advertisements tell you correct and accurate information about products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## What do you think about drinking & smoking?

### *How often is this true?*

	Never	Sometimes	Often	Always
7. I feel like I have to drink beer or other alcoholic drinks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. I feel like I have to smoke cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I would feel like I had to drink beer or other alcoholic drinks if my friends were drinking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. I would feel like I had to smoke cigarettes my friends were smoking.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Alcohol & Tobacco Advertising

## ***How often is this true?***

	<b>Never</b>	<b>Sometimes</b>	<b>Often</b>	<b>Always</b>
11. You can believe everything you see in cigarette ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. You can believe everything you see in beer ads.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Beer ads are honest about what happens when people drink beer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Cigarette ads are honest about what happens when people smoke cigarettes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Beer ads make drinking seem better than it really is.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Cigarette ads make smoking seem better than it really is.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Beer advertisers try to take advantage of teens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Cigarette advertisers try to take advantage of teens.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. The things that people do in beer ads are what really happen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. The things that people do in cigarette ads are what really happen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Real people look like the people in beer ads.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Real people look like the people in cigarette ads.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Questions about this program

23. How interesting were the lessons?

Not Very Interesting	A Little Interesting	Interesting	Very Interesting
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

24. How much did you learn from these lessons?

Not Very Much	A Little Bit	A Lot	Very Much
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

25. How glad are you that you learned these lessons?

Not Very Glad	A Little Glad	Glad	Very Glad
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26. Would you tell your friends to try these lessons

No	Maybe	Yes
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>