

Alcohol Advertising Survey

By answering the questions in this survey you are taking part in an important national discussion about alcohol advertising. Try to separate any opinions you may already have about alcohol use and advertising from what you actually saw, heard or felt as you observed ads over the last week. The information you give will be used by **other youth** in the Youth Empowerment and Policy Group to develop a position on this subject. **Please help us by giving thoughtful and honest responses.** Thank you.

School _____ Grade _____ Age _____ Gender _____

Please do not put your name on this survey. The information is private.
Circle your answers unless there are other instructions.

SECTION 1: PRINT ADS

1. Do you read or look at magazines? Y N

IF NO to Question 1, go to SECTION 2: POINT OF SALE ADS

2. Can you recall seeing ads for alcohol in any of these magazines? Y N

3. Which magazines? *Describe.*

4. For those ads that had people, did anyone in the ad look like they could be under 21 years of age? Y N

5. What do you remember about any of these ads you saw? *Circle all that apply.*

- a. The ad included an animal or cartoon-like characters.
- b. The people drinking looked attractive or sexy.
- c. A great party was happening.
- d. The male and female actors who were drinking were physically attracted to each other.
- e. The people drinking looked like they had strength and athletic ability.
- f. The people in the ads looked popular or part of the in-crowd.
- g. The ads were funny or amusing.
- h. The ads portrayed drinking as a great way to meet people.
- i. The ads discussed contests and prizes.
- j. I remember the alcohol brand.
- k. Other, please explain _____

6. How did the ads make you feel about drinking? *Circle all that apply.*

- a. Drinking is a boring thing to do.
- b. Drinking is a good way to get good looking girls or guys.
- c. Drinking is important for a real good party.
- d. Drinking will make you popular.
- e. Drinking is fun or funny.
- f. Drinking could be harmful to your health.
- g. It is better for people to drink responsibly.
- h. It is better for people to wait until they are 21 to drink.
- i. Other, please explain _____

7. Do you think that alcohol ads in magazines you saw are trying to appeal to young people under 21? Y N

SECTION 2: POINT OF SALE ADS

Point of Sale advertising has to do with where and how alcohol ads are placed in stores that sell beer, wine and/or liquor.

8. Do you remember seeing any ads or promotions for alcoholic beverages in any of the stores where you normally shop? Y N

IF NO to Question 8, go to SECTION 3: RADIO ADVERTISING

9. In what type of stores did you see these ads? *Circle all that apply.*

- a. Supermarket
- b. Convenience store
- c. Drug store
- d. Gas station
- e. Other, What stores? _____

10. Where did you see these ads? *Circle all that apply.*

- a. Right where I entered the store
- b. On the windows
- c. Where the beer, wine and/or liquor was located
- d. Near the snacks
- e. Near the soda/juice/water coolers
- f. Near the candy
- g. At the checkout counter
- h. Other, where? _____

11. From what you remember, did these store ads include any of the following? *Circle all that apply.*

- a. The price of the beverage.
- b. Any sports figures, football, NASCAR, basketball, etc...
- c. Any cartoon or animal figures.
- d. Pictures or cutouts of attractive men or women.
- e. Parties
- f. Candy
- g. Celebrities or entertainers
- h. Other _____

12. As a whole, did the store ads you see make you think that: *Circle all that apply.*

- a. Drinking is a boring thing to do.
- b. Drinking is a good way to get good looking girls or guys.
- c. Drinking is important for a real good party.
- d. Drinking will make you popular.
- e. Drinking is fun or funny.
- f. Drinking could be harmful to your health.
- g. It is better for people to drink responsibly.
- h. It is better for people to wait until they are 21 to drink.
- i. Other, please explain _____

13. Do you think that alcohol ads you saw in the stores are trying to appeal to young people under 21? Y N

SECTION 3: RADIO ADVERTISING

14. How many hours a day on average do you listen to the radio?
- a. Never
 - b. Less than an hour
 - c. 1-2 hours
 - d. 2-3 hours
 - e. More than 3 hours

15. What type of music do you listen to? *Circle all that apply.*
- a. Country
 - b. Classic rock
 - c. Rap
 - d. Hip hop/R&B
 - e. Alternative
 - f. Oldies
 - g. Other, What? _____

16. Do you recall hearing any ads for alcohol while listening to the radio? Y N

17. Do you recall hearing radio ads for places that sell alcohol (clubs and bars) on the stations you most listen to? Y N

IF NO to both Questions 16 and 17, go to SECTION 4: TELEVISION ADVERTISING

18. What, if anything, do you remember, about any of these radio ads? *Circle all that apply.*
- a. The voices sounded attractive or sexy.
 - b. It sounded like a great party was happening.
 - c. The ads discussed contests or prizes.
 - d. The ads discussed cheap drinks.
 - e. People in the ad sounded like they were popular or part of the in-crowd.
 - f. The ads were funny or amusing.
 - g. The ads portrayed drinking as a great way to meet people.
 - h. I remember the alcohol brand.
 - i. Other, please explain _____

19. As a whole, did the radio ads you heard make you think that: *Circle all that apply.*
- a. Drinking was a boring thing to do.
 - b. Drinking was a good way to get good looking girls or guys.
 - c. Drinking was important for a real good party.
 - d. Drinking would make you popular.
 - e. Drinking was fun or funny.
 - f. Drinking could be harmful to your health.
 - g. It is better for people to drink responsibly.
 - h. It is better for people to wait until they are 21 to drink.
 - i. Other, please explain _____

20. Do you think that the ads that you heard on the radio are trying to appeal to young people under 21? Y N

SECTION 4: TELEVISION ADVERTISING

21. How many **hours a day**, on average, do you watch television?
- a. Never
 - b. Less than one hour
 - c. 1-2 hours
 - d. 2-3 hours
 - e. More than 3 hours

If Never to Question 21, then go to SECTION 5: GENERAL QUESTIONS

22. What are your favorite types of television programs? *Circle all that apply.*
- a. Reality TV
 - b. Music related/Music videos
 - c. Game Shows
 - d. Talk Shows
 - e. Sitcoms/ Comedies
 - g. Drama
 - h. Nature
 - i. Sports
 - j. News
 - k. Other please explain _____

23. Do you ever see alcohol advertisements while watching TV? Y N

IF NO to Question 23, go to SECTION 5: GENERAL QUESTIONS

24. What do you remember about any of these TV ads you saw? *Circle all that apply.*
- a. An animal or cartoon like characters.
 - b. The people drinking looked attractive or sexy.
 - c. A great party was happening.
 - d. The male and female actors who were drinking were physically attracted to each other.
 - e. The people drinking looked like they had strength and athletic ability.
 - f. The people in the ads looked popular or part of the in-crowd.
 - g. The ads were funny or amusing.
 - h. The ads portrayed drinking as a great way to meet people.
 - i. The ads discussed contests and prizes.
 - j. I remember the alcohol brand.
 - k. Other, please explain _____

25. Did anyone in any of the TV ads look like they could be under 21 years of age? Y N

26. As a whole, did the TV ads you see make you think that: *Circle all that apply.*
- a. Drinking was a boring thing to do.
 - b. Drinking was a good way to get good looking girls or guys.
 - c. Drinking was important for a real good party.
 - d. Drinking would make you popular.
 - e. Drinking was fun or funny.
 - f. Drinking could be harmful to your health.
 - g. It is better for people to drink responsibly.
 - h. It is better for people to wait until they are 21 to drink.
 - i. Other, please explain _____
 - l. The ad or ads had no effect at all on what I thought or felt.

27. Do you think that alcohol ads on television are trying to appeal to young people under 21? Y N

SECTION 5: GENERAL QUESTIONS

Everyone makes his or her own choices about whether to use alcohol or not. Many things, including parents, friends, religion, and values influence these choices. This survey allows you to tell us what you think of alcohol advertising. Some of the questions ask how ads affect you and other questions ask how you think ads may affect others.

ABOUT ADVERTISING IN GENERAL:

28. If you see an ad that really catches your attention do you ever think, "I might like to have that product"? Y N
29. Why do you think people or companies advertise? *Circle all that apply.*
- a. To get people to recognize their product over other similar products.
 - b. To get people to try their product.
 - c. To get people to buy something they might not otherwise buy.
 - d. Other, please explain _____
30. Are you ever influenced by advertising to buy a product?
- a. Yes, very often
 - b. Yes, sometimes
 - c. Not very often
 - d. Never
31. What things about advertising might influence your interest to try or want a product? *Describe.*

ABOUT ALCOHOL ADVERTISING:

32. Does alcohol advertising, as it is currently practiced, appeal to **YOU**? Y N
33. Do you think that alcohol advertising, as it is currently practiced, appeals to **OTHER UNDERAGE YOUTH**? Y N
34. Do you think **YOU** are influenced by alcohol advertising? Y N
35. Do you think **OTHER UNDERAGE YOUTH** are influenced by alcohol advertising? Y N
36. Do you think alcohol ads make it more or less likely that **YOU** might try drinking?
- a. Much More likely
 - b. Somewhat more likely
 - c. No difference
 - d. Somewhat less likely
 - e. Less likely
37. Do you think alcohol ads make it more or less likely that **OTHER UNDERAGE YOUTH** as a **group** might try drinking?
- a. Much More likely
 - b. Somewhat more likely
 - c. No difference
 - d. Somewhat less likely
 - e. Less likely
38. Have you ever had an alcoholic drink (don't count religious or family celebrations where you might have had just a few sips)? **Remember we can't identify you, so you can be honest.** Y N