

INTEREST IN ADVERTISING*

"Please read the following statements and check the box that most closely reflects your opinion.
Questions 1-5 are based on a 5 point scale and Question 6 is based on a 10 point scale."

- 1 Agree Strongly
- 2 Agree Somewhat
- 3 Neutral
- 4 Disagree Somewhat
- 5 Disagree Strongly

Questions 1-5:

TV Advertising

- 144*32 Advertising on TV provides me with useful information about bargains.
- 144*33 For me, advertising on TV is funny.
- 144*34 Advertising on TV provides me with meaningful information about the product use of other consumers.
- 144*35 Advertising on TV provides me with useful information about new products and services.
- 144*36 For me, advertising on TV is amusing.
- 144*37 For me, advertising on TV appears at inconvenient moments.
- 144*38 For me, advertising on TV is too loud.
- 144*39 For me, advertising on TV has no credibility.
- 144*40 For me, advertising on TV is repeated too often.
- 144*41 For me, all ads on TV are alike.

Radio Advertising

- 144*42 Advertising on radio provides me with useful information about bargains.
- 144*43 For me, advertising on radio is funny.
- 144*44 Advertising on radio provides me with meaningful information about the product use of other consumers.
- 144*45 Advertising on radio provides me with useful information about new products and services.
- 144*46 For me, advertising on radio is amusing.
- 144*47 For me, advertising on radio appears at inconvenient moments.
- 144*48 For me, advertising on radio is too loud.
- 144*49 For me, advertising on radio has no credibility.
- 144*50 For me, advertising on radio is repeated too often.
- 144*51 For me, all ads on radio are alike.

Newspaper Advertising

- 144*52 Advertising in newspapers provides me with useful information about bargains.
- 144*53 For me, advertising in newspapers is funny.
- 144*54 Advertising in newspapers provides me with meaningful information about the product use of other consumers.
- 144*55 Advertising in newspapers provides me with useful information about new products and services.
- 144*56 For me, advertising in newspapers is amusing.
- 144*57 For me, advertising in newspapers appears at inconvenient moments.
- 144*58 For me, advertising in newspapers is too loud.
- 144*59 For me, advertising in newspapers has no credibility.
- 144*60 For me, advertising in newspapers is repeated too often.
- 144*61 For me, all ads in newspapers are alike.

INTEREST IN ADVERTISING* (cont.)

Magazine Advertising

- 144*62 Advertising in magazines provides me with useful information about bargains.
- 144*63 For me, advertising in magazines is funny.
- 144*64 Advertising in magazines provides me with meaningful information about the product use of other consumers.
- 144*65 Advertising in magazines provides me with useful information about new products and services.
- 144*66 For me, advertising in magazines is amusing.
- 144*67 For me, advertising in magazines appears at inconvenient moments.
- 144*68 For me, advertising in magazines is too loud.
- 144*69 For me, advertising in magazines has no credibility.
- 144*70 For me, advertising in magazines is repeated too often.
- 144*71 For me, all ads in magazines are alike.

Internet Advertising

- 144*72 Advertising on the Internet provides me with useful information about bargains.
- 144*73 For me, advertising on the Internet is funny.
- 144*74 Advertising on the Internet provides me with meaningful information about the product use of other consumers.
- 144*75 Advertising on the Internet provides me with useful information about new products and services.
- 144*76 For me, advertising on the Internet is amusing.
- 144*77 For me, advertising on the Internet appears at inconvenient moments.
- 144*78 For me, advertising on the Internet is too loud.
- 144*79 For me, advertising on the Internet has no credibility.
- 144*80 For me, advertising on the Internet is repeated too often.
- 145*01 For me, all ads on the Internet are alike.

Question 6:

Attitudes toward Advertising

Does not describe your attitude at all										Describes your attitude completely		
1	2	3	4	5	6	7	8	9	0			

- 145*02 Advertising helps me keep up-to-date about products and services that I need or would like to have.
- 145*03 Too many products do not perform as well as the ads claim.
- 145*04 Advertising is more manipulative than it is informative.
- 145*05 Much of advertising is way too annoying.
- 145*06 I like to look at advertising.
- 145*07 On average, brands that are advertised are better in quality than brands that are not advertised.

INTEREST IN ADVERTISING* (cont.)

Segments

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1- I (Least)

2- II

3- III

4- IV

5- V (Most)

7- Upper half (Least)

8- Lower half (Most)

37*66	TV-Irritation	37*69	Radio-Irritation
37*67	TV-Information	37*70	Radio-Information
37*68	TV-Entertainment	37*71	Radio-Entertainment
37*72	Newspaper-Irritation	38*51	Magazine-Irritation
38*49	Newspaper-Information	38*52	Magazine-Information
38*50	Newspaper-Entertainment	38*53	Magazine-Entertainment
38*54	Internet-Irritation		
38*55	Internet-Information		
39*41	Internet-Entertainment		

*Beginning with the Fall 2004 Study, use of a separate weight and base for the Interest in Advertising battery of statements is no longer required.