

## INTEREST IN ADVERTISING

The Spring 2004 MRI Interest in Advertising database is a subsample of the MRI Spring 2004 study. It includes all respondents who completed the battery of Interest in Advertising questions and completed the MRI product usage questionnaire.

Include the Interest in Advertising base c\*c-p definition: 13\*75-1

Weight (XXXX.XX) - Card 15 Cols. 08-13

Unweighted respondent counts and projected populations are as follows:

	ADULTS -----	MEN ---	WOMEN -----
Unweighted respondents	10,855	5,183	5,672
Projected respondents	211,845,000	101,655,000	110,190,000

Segments

- 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		

## 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

CARD/COL.

TV Advertising

- 133\*80 Advertising on TV provides me with useful information about bargains.
- 134\*01 For me, advertising on TV is funny.
- 134\*02 Advertising on TV provides me with meaningful information about the product use of other consumers.
- 134\*03 Advertising on TV provides me with useful information about new products and services.
- 134\*04 For me, advertising on TV is amusing.
- 134\*05 For me, advertising on TV appears at inconvenient moments.
- 134\*06 For me, advertising on TV is too loud.
- 134\*07 For me, advertising on TV has no credibility.
- 134\*08 For me, advertising on TV is repeated too often.
- 134\*09 For me, all ads on TV are alike.

Radio Advertising

- 134\*10 Advertising on radio provides me with useful information about bargains.
- 134\*11 For me, advertising on radio is funny.
- 134\*12 Advertising on radio provides me with meaningful information about the product use of other consumers.
- 134\*13 Advertising on radio provides me with useful information about new products and services.
- 134\*14 For me, advertising on radio is amusing.
- 134\*15 For me, advertising on radio appears at inconvenient moments.
- 134\*16 For me, advertising on radio is too loud.
- 134\*17 For me, advertising on radio has no credibility.
- 134\*18 For me, advertising on radio is repeated too often.
- 134\*19 For me, all ads on radio are alike.

Newspaper Advertising

- 134\*20 Advertising in newspapers provides me with useful information about bargains.
- 134\*21 For me, advertising in newspapers is funny.
- 134\*22 Advertising in newspapers provides me with meaningful information about the product use of other consumers.
- 134\*23 Advertising in newspapers provides me with useful information about new products and services.
- 134\*24 For me, advertising in newspapers is amusing.
- 134\*25 For me, advertising in newspapers appears at inconvenient moments.
- 134\*26 For me, advertising in newspapers is too loud.
- 134\*27 For me, advertising in newspapers has no credibility.
- 134\*28 For me, advertising in newspapers is repeated too often.
- 134\*29 For me, all ads in newspapers are alike.

Magazine Advertising

- 134\*30 Advertising in magazines provides me with useful information about bargains.
- 134\*31 For me, advertising in magazines is funny.
- 134\*32 Advertising in magazines provides me with meaningful information about the product use of other consumers.
- 134\*33 Advertising in magazines provides me with useful information about new products and services.
- 134\*34 For me, advertising in magazines is amusing.
- 134\*35 For me, advertising in magazines appears at inconvenient moments.
- 134\*36 For me, advertising in magazines is too loud.
- 134\*37 For me, advertising in magazines has no credibility.
- 134\*38 For me, advertising in magazines is repeated too often.
- 134\*39 For me, all ads in magazines are alike.

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

Internet Advertising

- 134\*40 Advertising on the Internet provides me with useful information about bargains.  
134\*41 For me, advertising on the Internet is funny.  
134\*42 Advertising on the Internet provides me with meaningful information about the product use of other consumers.  
134\*43 Advertising on the Internet provides me with useful information about new products and services.  
134\*44 For me, advertising on the Internet is amusing.  
134\*45 For me, advertising on the Internet appears at inconvenient moments.  
134\*46 For me, advertising on the Internet is too loud.  
134\*47 For me, advertising on the Internet has no credibility.  
134\*48 For me, advertising on the Internet is repeated too often.  
134\*49 For me, all ads on the Internet are alike.

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

Attitudes toward Advertising

- 134\*50 Advertising helps me keep up-to-date about products and services that I need or would like to have.  
134\*51 Too many products do not perform as well as the ads claim.  
134\*52 Advertising is more manipulative than it is informative.  
134\*53 Much of advertising is way too annoying.  
134\*54 I like to look at advertising.  
134\*55 On average, brands that are advertised are better in quality than brands that are not advertised.