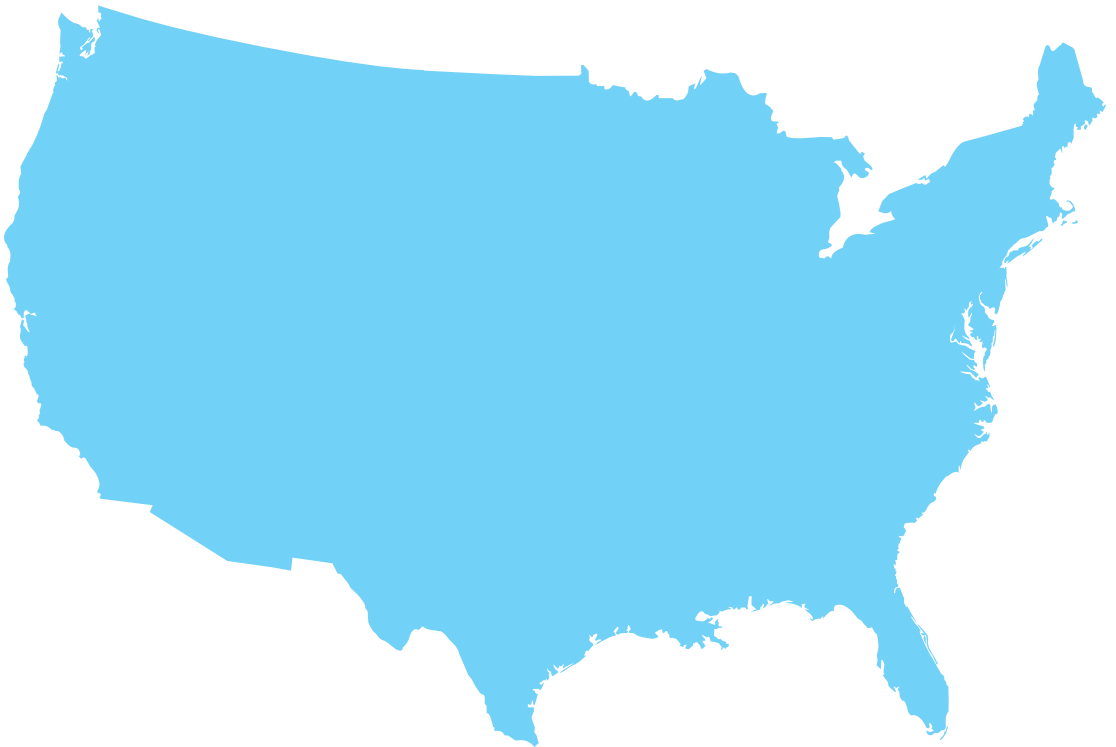


**2018**

**AMERICAN**

**KIDS**

**STUDY**



# Hi!

**We are talking to kids all over the United States about things they have, and do, and things that are important to them.**

**This workbook is for you to tell us what you think.**

**A grown-up can help you read the questions, but please give all the answers yourself.**

## Thank you for all your help!

# about you



1 **Are you a ...**

- Boy <sup>[40-1]</sup>
- Girl

2 **How old are you?**

- 5 years old <sup>[41-1]</sup>
- 6 years old
- 7 years old <sup>[3]</sup>
- 8 years old
- 9 years old <sup>[5]</sup>
- 10 years old
- 11 years old <sup>[7]</sup>
- 12 years old

3 **What grade are you in?**

- Kindergarten <sup>[42-1]</sup>
- 1st grade
- 2nd grade <sup>[3]</sup>
- 3rd grade
- 4th grade <sup>[5]</sup>
- 5th grade
- 6th grade <sup>[7]</sup>
- 7th grade
- 8th grade <sup>[9]</sup>
- Other (write in: \_\_\_\_\_ )

# magazines



# Directions Page

In this section, we are going to ask you some questions about **MAGAZINES**. Read each question carefully and put an “X” in the box next to your answer.

Watch for a yellow arrow next to your answer. When you see a yellow arrow pointing to the right (  ), **turn the page**.

When you see a yellow arrow pointing down (  ), go to the **next question** on the page.

**Here is a page for you to look at as an example.**

## MAGAZINE X

- 1 Have you read or looked through MAGAZINE X in the *last year* (that is the *last 12 months*)? (Pick one)

No  **GO TO THE NEXT MAGAZINE BELOW**

Not Sure

Yes

- 2 How many copies of MAGAZINE X did you read or look through in the *last year* (that is the *last 12 months*)? (Pick one)

(There are 6 different copies in a year)

All or Most  Some  1 or 2  None  Not Sure

- 3 Have you read or looked through MAGAZINE X in the *last two months* (last 60 days)? (Pick one)

Yes  No  Not Sure



- 1 Have you read or looked through AMERICAN GIRL MAGAZINE in the *last year* (that is the *last 12 months*)? (Pick one) <sup>[12]</sup>

No  **GO TO THE NEXT MAGAZINE BELOW**

Not Sure <sup>[2]</sup>

Yes

- 2 How many copies of AMERICAN GIRL MAGAZINE did you read or look through in the *last year* (that is the *last 12 months*)? (Pick one) (There are 6 different copies in a year) <sup>[13]</sup>

All or Most  Some <sup>[2]</sup>  1 or 2  None <sup>[4]</sup>  Not Sure

- 3 Have you read or looked through AMERICAN GIRL MAGAZINE in the *last two months* (last 60 days)? (Pick one) <sup>[14]</sup>

Yes  No <sup>[2]</sup>  Not Sure

## Boys' Life

- 1 Have you read or looked through BOYS' LIFE MAGAZINE in the *last year* (that is the *last 12 months*)? (Pick one) <sup>[15]</sup>

No **TURN THE PAGE** 

Not Sure <sup>[2]</sup>

Yes

- 2 How many copies of BOYS' LIFE MAGAZINE did you read or look through in the *last year* (that is the *last 12 months*)? (Pick one) (There are 12 different copies in a year) <sup>[16]</sup>

All or Most  Some <sup>[2]</sup>  1 or 2  None <sup>[4]</sup>  Not Sure

- 3 Have you read or looked through BOYS' LIFE MAGAZINE in the *last month* (last 30 days)? (Pick one) <sup>[17]</sup>

Yes  No <sup>[2]</sup>  Not Sure

# J-14

- 1 Have you read or looked through J-14 MAGAZINE in the *last year* (that is the *last 12 months*)? (Pick one) [18]

No  **GO TO THE NEXT MAGAZINE BELOW**

Not Sure [2]

Yes

- 2 How many copies of J-14 MAGAZINE did you read or look through in the *last year* (that is the *last 12 months*)? (Pick one) (There are 6 different copies in a year) [19]

All or Most  Some [2]  1 or 2  None [4]  Not Sure

- 3 Have you read or looked through J-14 MAGAZINE in the *last two months* (last 60 days)? (Pick one) [20]

Yes  No [2]  Not Sure



- 1 Have you read or looked through NATIONAL GEOGRAPHIC KIDS MAGAZINE in the *last year* (that is the *last 12 months*)? (Pick one) [21]

No **TURN THE PAGE** 

Not Sure [2]

Yes

- 2 How many copies of NATIONAL GEOGRAPHIC KIDS MAGAZINE did you read or look through in the *last year* (that is the *last 12 months*)? (Pick one) (There are 10 different copies in a year) [22]

All or Most  Some [2]  1 or 2  None [4]  Not Sure

- 3 Have you read or looked through NATIONAL GEOGRAPHIC KIDS MAGAZINE in the *last month* (last 30 days)? (Pick one) [23]

Yes  No [2]  Not Sure





1 Have you read or looked through SPORTS ILLUSTRATED KIDS MAGAZINE in the *last year* (that is the *last 12 months*)? (Pick one) [24]

No

**TURN THE PAGE** 

Not Sure [2]

Yes

2 How many copies of SPORTS ILLUSTRATED KIDS MAGAZINE did you read or look through in the *last year* (that is the *last 12 months*)? (Pick one) (There are 11 different copies in a year) [25]

All or Most

Some [2]

1 or 2

None [4]

Not Sure

3 Have you read or looked through SPORTS ILLUSTRATED KIDS MAGAZINE in the *last month* (last 30 days)? (Pick one) [26]

Yes

No [2]

Not Sure

**These are some of the things other kids have said about MAGAZINES. Thinking about yourself, which of the following statements do you completely agree with?**

**I COMPLETELY AGREE that:**

*(You can pick more than one)* [42]

- I read magazines for fun.
- I enjoy playing the games in magazines. [2]
- Reading magazines makes me think.
- I like to look at the ads or advertisements in magazines. [4]
- I learn a lot from reading magazines.

**1** What do you do with your magazines after you have read them?

*(You can pick more than one)* [43]

- I save them to read again.
- I save them for my collection. [2]
- I share them with my friends or family.
- I cut out pictures, articles, or ads. [4]
- I throw them away or recycle them.
- I don't do any of these things. [6]

# media

(tv, internet, video games,  
movies, radio, and music)



**Have you watched any of these in the LAST WEEK (last 7 days) and if yes, what did you watch it on? (Put an X in the box) (You can pick more than one)**

**Watched in Last Week?**



- Yes, on a TV [12]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV [18]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No

**Have you watched any of these in the LAST WEEK (last 7 days) and if yes, what did you watch it on? (Put an X in the box) (You can pick more than one)**

**Watched in Last Week?**



- Yes, on a TV [19]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV [25]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No

**Have you watched any of these in the LAST WEEK (last 7 days) and if yes, what did you watch it on? (Put an X in the box) (You can pick more than one)**

**Watched in Last Week?**



- Yes, on a TV <sup>[26]</sup>
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV <sup>[32]</sup>
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No

**Have you watched any of these in the LAST WEEK (last 7 days) and if yes, what did you watch it on? (Put an X in the box) (You can pick more than one)**



**Watched in Last Week?**

- Yes, on a TV [33]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV [39]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No

**Have you watched any of these in the LAST WEEK (last 7 days) and if yes, what did you watch it on? (Put an X in the box) (You can pick more than one)**



**Watched in Last Week?**

---

- Yes, on a TV [40]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No




- Yes, on a TV
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No



- Yes, on a TV [42]
- Yes, on a Computer
- Yes, on a Tablet or Phone
- No




- 1 How often do you usually watch TV? *(Pick one)*
- Every day <sup>[48-1]</sup>
  - 3 to 6 days a week
  - 1 to 2 days a week
  - Less than once a week <sup>[4]</sup>
  - I don't usually watch TV  *(Turn 2 pages to the INTERNET/ONLINE section)*
- 2 Who do you watch TV with? *(You can pick more than one)*
- Mom <sup>[49-1]</sup>
  - Dad
  - Another adult <sup>[3]</sup>
  - Older brother
  - Younger brother <sup>[5]</sup>
  - Older sister
  - Younger sister <sup>[7]</sup>
  - Friends
  - By myself <sup>[9]</sup>
  - Someone else
- 3 When you watch TV, how often do you watch with a parent?  
*(Pick one)*
- Always <sup>[50-1]</sup>
  - Most of the time
  - Sometimes <sup>[3]</sup>
  - Never
- 4 When you watch TV with a parent, who decides what to watch?  
*(Pick one)*
- I decide <sup>[51-1]</sup>
  - My parent decides
  - We decide together <sup>[3]</sup>
  - I don't watch TV with a parent
- 5 When you watch TV with a brother or sister, who decides what to watch? *(Pick one)*
- I decide <sup>[52-1]</sup>
  - My brother or sister decides
  - We decide together <sup>[3]</sup>
  - I don't watch TV with a brother or sister

- 6 What do you watch on TV? (*You can pick more than one*)
- Cartoons <sup>[53-1]</sup>
  - Funny shows
  - Action or adventure shows <sup>[3]</sup>
  - Real stories about people or animals
  - Movies <sup>[5]</sup>
  - Music and dancing shows
  - Shows about space, robots or science <sup>[7]</sup>
  - Sad or serious shows
  - Shows about children and families <sup>[9]</sup>
  - Other
- 7 Do you use Video-On-Demand to watch TV shows or movies? (*Pick one*)
- Yes <sup>[54-1]</sup>
  - No
  - Not Sure <sup>[3]</sup>
- 8 Do you record TV shows and movies using TiVo or another DVR? (*Pick one*)
- Yes <sup>[55-1]</sup>
  - No
  - Not Sure <sup>[3]</sup>
- 9 How much time do you spend watching TV on a typical *school day* or *week day* (*Monday through Friday*)? (*Pick one*)
- Less than 1/2 hour <sup>[56-1]</sup>
  - 1/2 hour to less than 1 hour
  - 1 hour to less than 2 hours <sup>[3]</sup>
  - 2 hours to less than 5 hours
  - 5 hours or more <sup>[5]</sup>
- 10 How much time do you spend watching TV on a typical *weekend day* (*Saturday or Sunday*)? (*Pick one*)
- Less than 1/2 hour <sup>[57-1]</sup>
  - 1/2 hour to less than 1 hour
  - 1 hour to less than 2 hours <sup>[3]</sup>
  - 2 hours to less than 5 hours
  - 5 hours or more <sup>[5]</sup>



**When you pick an answer that has this sign next to it, turn the page.**

- 1 Have you gone online in the *last month* (last 30 days)? (Pick one)
- Yes <sup>[58-1]</sup>
- No  (Turn 12 pages to the MOVIES section)
- 2 Where were you when you went online in the *last month* (last 30 days)? (You can pick more than one)
- At home <sup>[59-1]</sup>
- At school
- At the library or bookstore <sup>[3]</sup>
- Someplace else (like a friend's house)
- 3 How often do you usually go online? (Pick one)
- Every day <sup>[60-1]</sup>
- 3 to 6 days a week
- 1 to 2 days a week <sup>[3]</sup>
- Less than once a week
- 4 Do you have your own email address? (Pick one)
- Yes <sup>[61-1]</sup>
- No
- Not Sure <sup>[3]</sup>
- 5 What websites or search engines do you use to find websites? (You can pick more than one)
- AOL /AOL.com <sup>[62-1]</sup>
- Ask.com
- Bing.com <sup>[3]</sup>
- Google.com
- Yahoo.com <sup>[5]</sup>
- Other (write in: \_\_\_\_\_ )
- I don't use websites or search engines to find websites <sup>[7]</sup>



**If you have not gone online in the last month, turn II more pages to the MOVIES section.**

6 What activities did you do online in the *last month* (last 30 days)? (You can pick more than one)

- Used Email [63-1]
- Used chat or IM
- Did stuff for school/homework [3]
- Shopped or looked at things to buy
- Went to chat rooms [5]
- Downloaded music
- Listened to music [7]
- Downloaded games
- Played online games [9]
- Got tips or cheats on games
- Looked for websites/surfed the web [X]
- Watched videos, TV programs or movies
- Visited a radio station or radio program's website [64-1]
- Visited a TV network or TV show's website
- Blogged or kept online journal [3]
- Found out about different things I like
- Downloaded a TV program [5]
- Downloaded a movie
- Shared pictures [7]
- Looked for information about exercising
- Looked for information about being healthy [9]
- Looked for information about entertainment or celebrities
- Made a phone call [X]
- Other (write in: \_\_\_\_\_ )



If you have not gone online in the last month, turn 10 more pages to the **MOVIES** section.

- 7 Which type of messaging or chat services do you use?  
(You can pick more than one)
- Facebook Messenger [66-1]
  - FaceTime
  - Google Hangouts [3]
  - Skype
  - Snapchat Chat [5]
  - WeChat
  - WhatsApp [7]
  - Yahoo! Messenger
  - Other [9] (write in: \_\_\_\_\_)
  - I don't use any chat services
- 8 Do your parents let you go anywhere you want on the Internet?  
(Pick one)
- Yes [67-1]       No
- 9 How much time do you spend using the Internet on a typical *school day* or *week day* (Monday through Friday)? (Pick one)
- Less than 1/2 hour [68-1]
  - 1/2 hour to less than 1 hour
  - 1 hour to less than 2 hours [3]
  - 2 hours to less than 5 hours
  - 5 hours or more [5]
- 10 How much time do you spend using the Internet on a typical *weekend day* (Saturday or Sunday)? (Pick one)
- Less than 1/2 hour [69-1]
  - 1/2 hour to less than 1 hour
  - 1 hour to less than 2 hours [3]
  - 2 hours to less than 5 hours
  - 5 hours or more [5]



**If you have not gone online in the last month, turn 9 more pages to the MOVIES section.**

**1** Do you have your own account or your own page on social media, like Instagram or Snapchat? *(Pick one)*

- Yes  *(Go to Question 3)* <sup>[70-1]</sup>
- No

**2** If no, do you use a friend or family member's social media account? *(Pick one)*

- Yes <sup>[71-1]</sup>
- No  *(Turn the page)*

**3** Have you done any of these on social media in the *last month* (last 30 days)? *(You can pick more than one)*

- Update your status <sup>[72-1]</sup>
- Update your profile
- Post a picture <sup>[3]</sup>
- Post a video
- Post a website link <sup>[5]</sup>
- Visit a friend's profile or page
- Comment on a friend's post <sup>[7]</sup>
- Post a blog entry
- Comment on a product or service <sup>[9]</sup>
- Send a message or e-mail
- Use chat or IM <sup>[X]</sup>
- Play a game
- Invite people to an event <sup>[73-1]</sup>
- Post that you "Like" something
- "Follow" or become a "fan of" something or someone <sup>[3]</sup>
- Click on an advertisement
- Watch a video <sup>[5]</sup>
- Post your current location
- Use hashtags(#) in a post or comment <sup>[7]</sup>

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**

**ADDICTING GAMES**

*Addicting Games*

- Yes, the website or app [12]  
 No

 **American Girl®**

*American Girl*

- Yes, the website or app  
 No



*Apple Music*

- Yes, the website or app  
 No

*Barbie™*

*Barbie*

- Yes, the website or app  
 No

**Boys' Life**

*Boys' Life*

- Yes, the website or app  
 No



- Yes, the website or app  
 No

**Coolmath Games**

*Coolmath Games*

- Yes, the website or app [18]  
 No

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



*Club Penguin Island*

- Yes, the website or app [19]  
 No



*Discovery Family*

- Yes, the website or app  
 No



*Discovery Kids*

- Yes, the website or app  
 No



*Disney*

- Yes, the website or app  
 No



*Disney Channel*

- Yes, the website or app  
 No



*Disney Junior*

- Yes, the website or app  
 No



*DisneyNOW*

- Yes, the website or app [25]  
 No



**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



Disney XD

- Yes, the website or app [26]  
 No



EA Sports

- Yes, the website or app  
 No



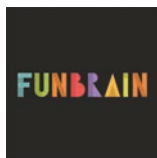
ESPN

- Yes, the website or app  
 No



Facebook

- Yes, the website or app  
 No



Funbrain

- Yes, the website or app  
 No



Hasbro

- Yes, the website or app  
 No



iHeart Radio

- Yes, the website or app [32]  
 No

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



*Instagram*

- Yes, the website or app <sup>[33]</sup>  
 No

iTunes

*iTunes*

- Yes, the website or app  
 No

J-14

*J-14*

- Yes, the website or app  
 No



*Kids Click*

- Yes, the website or app  
 No



*LEGO*

- Yes, the website or app  
 No



*MARVEL*

- Yes, the website or app  
 No



*Marvel HQ*

- Yes, the website or app <sup>[39]</sup>  
 No

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



*Mattel*

- Yes, the website or app <sup>[40]</sup>  
 No



*Minecraft*

- Yes, the website or app  
 No



*Miniclip*

- Yes, the website or app  
 No



*MSN*

- Yes, the website or app  
 No



*Musical.ly*

- Yes, the website or app  
 No



*National Geographic Kids*

- Yes, the website or app  
 No



*Nick*

- Yes, the website or app <sup>[46]</sup>  
 No

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



- Yes, the website or app [47]  
 No



- Yes, the website or app  
 No



- Yes, the website or app  
 No



- Yes, the website or app  
 No



- Yes, the website or app  
 No



- Yes, the website or app  
 No



- Yes, the website or app  
 No



- Yes, the website or app [54]  
 No

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



SIRIUS XM

- Yes, the website or app [55]  
 No



Sports Illustrated Kids

- Yes, the website or app  
 No



Spotify

- Yes, the website or app  
 No



Star Wars

- Yes, the website or app  
 No



TeenNick

- Yes, the website or app  
 No



Twitch

- Yes, the website or app  
 No



Twitter

- Yes, the website or app [61]  
 No

**Have you visited or used any of these websites or apps in the LAST MONTH (last 30 days)?**  
(Put an X in the box)

**Visited or Used  
in Last Month?**



Universal Kids

- Yes, the website or app [62]  
 No



Vevo

- Yes, the website or app  
 No



WIKIPEDIA  
The Free Encyclopedia  
Wikipedia

- Yes, the website or app  
 No



Wizard101

- Yes, the website or app  
 No



WWE

- Yes, the website or app  
 No



Yahoo!

- Yes, the website or app  
 No




YouTube

- Yes, the website or app [68]  
 No

1 Since the start of school last fall, have you seen a movie at a movie theater? *(Pick one)*

- Yes <sup>[71-1]</sup>
- No

2 How do you find out about new movies you want to see? *(You can pick more than one)*

- My friends <sup>[72-1]</sup>
- My family
- Radio commercials <sup>[3]</sup>
- Television commercials
- TV shows that talk about movies <sup>[5]</sup>
- Coming attractions or previews at a movie theater
- Online movie trailers or previews <sup>[7]</sup>
- Online personalities (like YouTube stars)
- Social media (like Instagram or Snapchat) <sup>[9]</sup>
- Magazine advertisements
- Newspaper advertisements <sup>[73-1]</sup>
- Billboard advertisements
- Other <sup>[3]</sup> (write in: \_\_\_\_\_ )
- I do not go to the movies  *(Go to the COMIC BOOKS section on the next page)*


3 After you see a movie, who do you tell about it? *(You can pick more than one)*

- My friends <sup>[74-1]</sup>
- My family
- Other <sup>[3]</sup> (write in: \_\_\_\_\_ )
- I don't usually talk about movies

## movies

- 4 What type of movies do you go to?  
(You can pick more than one)
- Action or adventure movies [75-1]
  - Animated movies
  - Funny movies [3]
  - Real stories about people or animals
  - Sad or serious movies [5]
  - Movies about children and families
  - Scary movies [7]
  - Movies about love
  - Movies about space, robots or science [9]
  - Movies with music and dancing
  - Other [X]
- 5 Who do you go to the movies with? (You can pick more than one)
- Mom [76-1]
  - Dad
  - Another adult [3]
  - Older brother
  - Younger brother [5]
  - Older sister
  - Younger sister [7]
  - Friends
  - By myself [9]
  - Someone else

## comic books

- 1 Have you read or looked through a comic book in the **last month** (last 30 days)?
- Yes [77-1]
  - No  (Turn 2 pages to the RADIO section)

**Turn the page for more questions about COMIC BOOKS.**



**Have you read or looked through any of these comic books in the LAST MONTH (last 30 days)? (Put an X in the box)**

Read or Looked through in Last Month?



Amazing Spider-Man

- Yes [12]  
 No



Black Panther

- Yes  
 No



The Incredible Hulk

- Yes  
 No



Looney Tunes (Bugs Bunny, Wile E. Coyote, Sylvester the Cat)

- Yes  
 No



Marvel Two-In-One

- Yes  
 No



Moon Girl and Devil Dinosaur

- Yes [17]  
 No

Read or Looked through in Last Month?



Scooby-Doo Team up

- Yes [18]  
 No



Scooby-Doo, Where Are You?

- Yes  
 No



Spider-Gwen

- Yes  
 No



Super Powers

- Yes  
 No



Teen Titans Go!

- Yes  
 No



The Unbeatable Squirrel Girl

- Yes [23]  
 No

## radio

1 How often do you usually listen to the radio? (*Pick one*)

- Every day [29-1]
- 3 to 6 days a week
- 1 to 2 days a week [3]
- Less than once a week
- I usually don't listen to the radio [5]



2 Have you listened to Radio Disney in the *last week* (last 7 days)?

- Yes [30-1]
- No

## music/audio

1 What do you use to listen to music? (*You can pick more than one*)

- CD Player [31-1]
- MP3 Player (*like iPod*)
- Cell Phone [3]
- Car Radio
- Radio (*like the one in your house or that you carry*) [5]
- Computer using Internet
- Tablet [7]
- TV (*like music videos or radio on TV*)
- Other [9] (write in: \_\_\_\_\_)
- I do not listen to music

2 Have you listened to a podcast in the *last month* (last 30 days)?

- Yes [32-1]
- No

## music/audio

3 How do you find out about new music?

(You can pick more than one)

- My friends [33-1]
- My family
- Social media (like YouTube or Facebook) [3]
- Other websites or apps
- TV [5]
- Radio
- Magazines [7]
- Other (write in: \_\_\_\_\_ )
- I don't usually find out about new music [9]


4 After you hear new music, who do you tell about it?

(You can pick more than one)


- My friends [34-1]
- My family
- Other [3] (write in: \_\_\_\_\_ )
- I don't usually talk about new music

## video, computer, cell & online games

1 Have you played any video games, computer games, cell phone games or online games in the **last month** (last 30 days)? (Pick one)

- Yes [35-1]
- No  (Turn 4 pages to the THINGS YOU HAVE section)

2 Which of the following did you use to play these games in the **last month** (last 30 days)? (You can pick more than one)

- Video game system (like PlayStation, Xbox or Nintendo) [36-1]
- Handheld (like Nintendo DS)
- Internet (Online games) [3]
- Computer using a CD
- Computer CD and the Internet together [5]
- Cell phone
- MP3 player (like iPod touch) [7]
- Tablet (like Apple iPad)
- Other (write in: \_\_\_\_\_ ) [9] *turn the page* 

- 3 How often do you usually play these games? *(Pick one)*
- Every day <sup>[37-1]</sup>
  - 3 to 6 days a week
  - 1 to 2 days a week <sup>[3]</sup>
  - Less than once a week
- 4 When do you usually play video games on a typical *school day* or *week day* (Monday through Friday)? *(You can pick more than one)*
- Before school <sup>[38-1]</sup>
  - After school and before dinner
  - After dinner <sup>[3]</sup>
- 5 How much time do you spend playing video games on a typical *school day* or *week day* (Monday through Friday)? *(Pick one)*
- Less than 1/2 hour <sup>[39-1]</sup>
  - 1/2 hour to less than 1 hour
  - 1 hour to less than 2 hours <sup>[3]</sup>
  - 2 hours to less than 5 hours
  - 5 hours or more <sup>[5]</sup>
- 6 When do you usually play video games on a typical *weekend day* (Saturday or Sunday)? *(You can pick more than one)*
- Morning <sup>[40-1]</sup>
  - Afternoon
  - Evening, before dinner <sup>[3]</sup>
  - After dinner
- 7 How much time do you spend playing video games on a typical *weekend day* (Saturday or Sunday)? *(Pick one)*
- Less than 1/2 hour <sup>[41-1]</sup>
  - 1/2 hour to less than 1 hour
  - 1 hour to less than 2 hours <sup>[3]</sup>
  - 2 hours to less than 5 hours
  - 5 hours or more <sup>[5]</sup>

**8** What types of video games, computer games, cell phone games or online games do you play? *(You can pick more than one)*

- |  |  |
|--|--|
| <input type="checkbox"/> Action/adventure [42-1]                     | <input type="checkbox"/> Puzzle/Strategy [X]                             |
| <input type="checkbox"/> Card/Board games                            | <input type="checkbox"/> Racing  |
| <input type="checkbox"/> Creative <i>(like Minecraft)</i> [3]        | <input type="checkbox"/> Role-playing/<br>Fantasy [43-1]                 |
| <input type="checkbox"/> Educational                                 | <input type="checkbox"/> Shooter   |
| <input type="checkbox"/> Exercise/Fitness <i>(like Wii Fit)</i> [5]  | <input type="checkbox"/> Simulation [3]<br><i>(like driving, flying)</i> |
| <input type="checkbox"/> Extreme Sports                              | <input type="checkbox"/> Sports  |
| <input type="checkbox"/> Fighting [7]                                | <input type="checkbox"/> War [5]   |
| <input type="checkbox"/> Games with toys<br><i>(like Skylanders)</i> | <input type="checkbox"/> Word  |
| <input type="checkbox"/> Music/Dance [9]                             |  |
| <input type="checkbox"/> Other (write in: _____ )                    |  |

**9** What video game systems or handhelds do you or your family have at home? *(You can pick more than one)*

- |  |  |
|--|--|
| <input type="checkbox"/> Game Boy/Game Boy<br>Advance [44-1] | <input type="checkbox"/> Nintendo Wii [45-1]     |
| <input type="checkbox"/> Leapster                            | <input type="checkbox"/> Nintendo Wii U          |
| <input type="checkbox"/> Nintendo DS/DS Lite [3]             | <input type="checkbox"/> PlayStation 2 (PS2) [3] |
| <input type="checkbox"/> Nintendo DSi/DSi XL                 | <input type="checkbox"/> PlayStation 3 (PS3)     |
| <input type="checkbox"/> Nintendo Switch [5]                 | <input type="checkbox"/> PlayStation 4 (PS4) [5] |
| <input type="checkbox"/> Nintendo 2DS                        | <input type="checkbox"/> Sony PSP/PSPgo          |
| <input type="checkbox"/> Nintendo 3DS [7]                    | <input type="checkbox"/> Sony PS Vita [7]        |
| <input type="checkbox"/> Nintendo 3DS XL                     | <input type="checkbox"/> Xbox                    |
| <input type="checkbox"/> Other [9] (write in: _____ )        | <input type="checkbox"/> Xbox 360 [9]            |
| <input type="checkbox"/> None [X]                            | <input type="checkbox"/> Xbox One                |

**10** What video game accessories do you or your family have at home? *(You can pick more than one)*

- PlayStation VR [46-1]
- Wii Balance Board
- Xbox Kinect [3]
- Other (write in: \_\_\_\_\_ )

**11** Who do you play video games with?  
(You can pick more than one)

- Mom <sup>[47-1]</sup>
- Dad
- Another adult <sup>[3]</sup>
- Older brother
- Younger brother <sup>[5]</sup>
- Older sister
- Younger sister <sup>[7]</sup>
- Friends
- By myself <sup>[9]</sup>
- Someone else

**12** Where do you and your family usually buy video games or computer games? (You can pick more than one)

- Toy Stores (like Toys“R”Us) <sup>[48-1]</sup>
- Large Stores (like Target or Walmart)
- Electronic Stores (like Best Buy) <sup>[3]</sup>
- Gaming Stores (like GameStop)
- Video Stores <sup>[5]</sup>
- Online (like Amazon.com or Ebay.com)
- Through a video game system  
(like Xbox Live or PlayStation Network) <sup>[7]</sup>
- Other (write in: \_\_\_\_\_ )
- We do not buy video games or computer games <sup>[9]</sup>

**13** What are the ratings of the video or computer games that you play? (You can pick more than one)

- EC (Early Childhood) <sup>[49-1]</sup>
- E (Everyone)
- E 10+ (Everyone 10 and older) <sup>[3]</sup>
- T (Teen)
- M (Mature 17+) <sup>[5]</sup>
- Other (write in: \_\_\_\_\_ )
- None of these <sup>[7]</sup>
- I don't know/I'm not sure

## video, computer, cell & online games

14 How do you find out about new video games?  
(You can pick more than one)

- My friends [50-1]
- My family
- Social media (like YouTube or Facebook) [3]
- Other websites or apps
- TV [5]
- Radio
- Magazines [7]
- At the store
- Other [9] (write in: \_\_\_\_\_)
- I don't usually find out about new video games

15 After you play new video games, who do you tell about it?  
(You can pick more than one)

- My friends [51-1]
- My family
- Other [3] (write in: \_\_\_\_\_)
- I don't usually talk about new video games

## things you have

1 Which of these things do you have in your bedroom?  
(You can pick more than one)

- |   |   |
|---|---|
| <input type="checkbox"/> CD player [52-1] | <input type="checkbox"/> Color Printer            |
| <input type="checkbox"/> DVD player       | <input type="checkbox"/> Video game system [7]    |
| <input type="checkbox"/> Computer [3]     | <input type="checkbox"/> TV                       |
| <input type="checkbox"/> Internet access  | <input type="checkbox"/> None of these things [9] |
| <input type="checkbox"/> Radio [5]        |   |

2 Which of these things do you have? (You can pick more than one)

- Film camera [53-1]
- Digital camera
- Digital video camera [3]
- iPod touch
- None of these things [5]

## things you have

3 Do you have your own cell phone? *(Pick one)*

- Yes <sup>[54-1]</sup>
- No

4 Does anyone else in your family have a cell phone that you use? *(Pick one)*

- Yes <sup>[55-1]</sup>
- No

5 If you have or use a cell phone, what do you use the cell phone for? *(You can pick more than one)*


- |   |  |
|---|--|
| <input type="checkbox"/> Call my parents <sup>[56-1]</sup>        | <input type="checkbox"/> Download games <sup>[57-1]</sup>  |
| <input type="checkbox"/> Call friends                             | <input type="checkbox"/> Play games                        |
| <input type="checkbox"/> Call other people <sup>[3]</sup>         | <input type="checkbox"/> Download music <sup>[3]</sup>     |
| <input type="checkbox"/> Text message parents                     | <input type="checkbox"/> Listen to music                   |
| <input type="checkbox"/> Text message friends <sup>[5]</sup>      | <input type="checkbox"/> Listen to podcasts <sup>[5]</sup> |
| <input type="checkbox"/> Text message other people                | <input type="checkbox"/> Take pictures                     |
| <input type="checkbox"/> Chat or IM <sup>[7]</sup>                | <input type="checkbox"/> Take videos <sup>[7]</sup>        |
| <input type="checkbox"/> Go online/Internet                       | <input type="checkbox"/> Video calling                     |
| <input type="checkbox"/> Visit or use social media <sup>[9]</sup> | <input type="checkbox"/> Download video <sup>[9]</sup>     |
| <input type="checkbox"/> Download ringtones                       | <input type="checkbox"/> Watch streaming video             |
| <input type="checkbox"/> Emergencies <sup>[X]</sup>               | <input type="checkbox"/> Download apps <sup>[X]</sup>      |
| <input type="checkbox"/> Picture messaging                        | <input type="checkbox"/> Other                             |





- 6 What other things do you do on either your own or your family's cell phone? *(You can pick more than one)*
- Get information about entertainment or celebrities [58-1]
  - Get information about the news
  - Get information about sports [3]
  - Get information about the weather
  - Get information about science or math [5]
  - Listen to podcasts
  - Read books [7]
  - Use photography sites or apps
  - Use social media sites or apps *(like Instagram or Snapchat)* [9]
- 7 How often do you usually use a cell phone? *(Pick one)*
- Every day [59-1]
  - 3 to 6 days a week
  - 1 to 2 days a week [3]
  - Less than once a week
- 8 Do you have an iPod or other MP3 player?  
*(You can pick more than one)*
- Yes, I have an iPod [60-1]
  - Yes, I have a different kind of MP3 player
  - No [3]
- 9 Do you or does anyone else in your family have a smart speaker, like the Amazon Echo or Google Home that you use? *(Pick one)*
- Yes [61-1]
  - No

10 Do you or does anyone else in your family have a tablet, like the Apple iPad or an e-reader, like the Amazon Kindle that you use?  
(You can pick more than one)

- Yes, I have my own tablet or e-reader [62-1]
- Yes, someone in my family has a tablet or e-reader that I use
- No  (Go to the next page) [3]

11 Which of these tablets or e-readers do you use?  
(You can pick more than one)

- Amazon Kindle (e-reader) [63-1]
- Amazon Kindle Fire (tablet)
- Apple iPad [3]
- LeapPad
- Samsung Galaxy Tab/Galaxy Note (tablet) [5]
- Other Tablet
- Other E-Reader [7]

12 What do you use the tablet or e-reader for?  
(You can pick more than one)

- Read books [64-1]
- Read magazines
- Watch movies [3]
- Watch TV shows
- Watch other videos [5]
- Play games
- Listen to music [7]
- Go online/Internet
- Social media (like Instagram or Snapchat) [9]
- Something else

**Thinking about yourself, which of the following statements do you completely agree with?**


**I COMPLETELY AGREE that:**

*(You can pick more than one)*

- I would rather play video games than watch TV. [65-1]
- I am usually the first one of my friends to play new video games.
- I would rather play outside than watch TV. [3]
- One of my favorite things is spending time on the computer.
- I would rather watch TV than go on the computer. [5]
- I usually go to movies when they first come out.
- I would rather watch TV than play video games. [7]
- I know all the new songs before my friends do.
- I think computers are boring. [9]
- One of my favorite things is reading books for fun.
- I would rather watch TV than play with toys. [X]
- I would rather play video games than play with toys.
- I enjoy watching TV while using a tablet. [66-1]

# products



- 1 What do you usually eat for breakfast?  
(You can pick more than one)
- Cereal (like Cheerios or Rice Krispies) [12-1]
  - Hot cereal (like oatmeal)
  - Breakfast bar (like cereal bars or Nutri-Grain) [3]
  - Eggs
  - Bacon/Sausage [5]
  - Yogurt/Yogurt drinks
  - Toaster foods (like Pop-Tarts) [7]
  - Pancakes/Waffles
  - Fruit [9]
  - Breakfast drinks
  - Donuts/pastries [X]
  - Bagels
  - Other [13-1] (write in: \_\_\_\_\_ )
  - I don't usually eat breakfast  (Turn the page)

- 2 How often do you get or make your own breakfast? (Pick one)
- All of the time [14-1]
  - Sometimes
  - Hardly ever [3]
  - Never

- 3 Where do you usually eat breakfast on school days?  
(You can pick more than one)
- At home [15-1]
  - At school
  - On the way to school [3]
  - At a restaurant or fast food place (like McDonald's)
  - Someplace else [5]
  - I don't usually eat breakfast on school days

**The following statements are about FOODS, SNACKS, AND DRINKS. Put an X next to ALL of the statements that YOU COMPLETELY AGREE WITH.**

**I COMPLETELY AGREE that:**

*(You can pick more than one)*

- I try not to eat foods with lots of sugar. [16-1]
- I try not to eat fattening foods.
- The taste of food is really important to me. [3]
- I learn about nutrition in school.
- My parents teach me about nutrition. [5]
- I don't know much about nutrition.
- I usually read the nutrition labels on food and beverages. [7]
- I eat whatever I want.
- I try to eat breakfast every day. [9]
- I enjoy trying different types of foods.
- I often feel I eat too much. [X]
- I love to eat in restaurants.
- I would rather eat fast food than a home-cooked meal. [17-1]
- I use the microwave to heat up foods  
*(without help from an adult.)*
- I eat dinner with my family almost every night. [3]
- I feel too old to order a kid's meal.
- The most important thing about a kid's meal is the toy. [5]

## drinks

1 What do you usually drink during the week?  
(You can pick more than one)


- Flavored bottled water [18-1]
- Bottled water
- Water [3]
- Juice Drinks
- Sports Drinks (like Gatorade) [5]
- Soda/Pop
- Flavored milk (like chocolate milk) [7]
- Regular milk
- Soy or rice milk [9]
- Powdered drinks (like Kool-Aid)
- Hot Chocolate [X]
- Iced Tea
- Smoothie [19-1]
- Shakes (like breakfast shakes)
- Other [3] (write in: \_\_\_\_\_)

## cereals

1 What cereals do you usually have during the week?  
(You can pick more than one)

- Apple Jacks [20-1]
- Cap'n Crunch (any kind)
- Cheerios (any kind) [3]
- Cinnamon Toast Crunch
- Cocoa Puffs [5]
- Cookie Crisp
- Corn Flakes [7]
- Corn Pops
- Froot Loops [9]
- Frosted Flakes
- Frosted Mini-Wheats (any kind) [X]
- Lucky Charms
- Rice Krispies (any kind) [21-1]
- Other (write in: \_\_\_\_\_)
- I don't usually eat cereal [3]

1 When during the day do you usually have snacks?  
(You can pick more than one)

- Before lunchtime [22-1]
- During lunch
- Afterschool/afternoon but before dinner [3]
- After dinner/before bedtime (like a dessert snack)
- Other [5] (write in: \_\_\_\_\_)
- I don't usually eat snacks  (Turn the page)


2 What do you usually have for snacks during the week?  
(You can pick more than one)

- |  |   |
|--|---|
| <input type="checkbox"/> Candy [23-1]  | <input type="checkbox"/> Ice cream [X]                                  |
| <input type="checkbox"/> Cookies   | <input type="checkbox"/> Ice pop<br>(like Bomb Pop)                     |
| <input type="checkbox"/> Cereal bars<br>(like Nutri-Grain, Rice Krispies Treats) [3] | <input type="checkbox"/> Pizza/bagel bites [24-1]                       |
| <input type="checkbox"/> Cheese  | <input type="checkbox"/> Salty snacks<br>(like chips, pretzels)         |
| <input type="checkbox"/> Crackers & cheese/peanut butter<br>(in a package) [5]       | <input type="checkbox"/> Snack cakes<br>(like Twinkies or cupcakes) [3] |
| <input type="checkbox"/> Fruit/Vegetables  | <input type="checkbox"/> Toaster pastries<br>(like Pop-Tarts)           |
| <input type="checkbox"/> Fruit snacks<br>(like Gushers, Fruit Roll-Ups) [7]          | <input type="checkbox"/> Hot sandwiches<br>(like Hot Pockets) [5]       |
| <input type="checkbox"/> Popcorn   | <input type="checkbox"/> Yogurt   |
| <input type="checkbox"/> Granola bars [9]  | <input type="checkbox"/> Other [7]                                      |
| <input type="checkbox"/> Gum   |   |



1 Did you go to a fast food restaurant (like McDonald's, Taco Bell, or another) in the *last month* (last 30 days)? (Pick one)

Yes <sup>[25-1]</sup>

No  (Turn to the next page)

2 How often do you usually go to fast food restaurants? (Pick one)

Every day <sup>[26-1]</sup>

3 to 6 days a week

1 to 2 days a week <sup>[3]</sup>

Less than once a week

3 What fast food restaurants did you go to in the *last month* (last 30 days)? (You can pick more than one)

Arby's <sup>[27-1]</sup>

Baskin-Robbins

Burger King <sup>[3]</sup>

Chick-Fil-A

Chuck E. Cheese <sup>[5]</sup>

Dairy Queen

Domino's Pizza <sup>[7]</sup>

Dunkin' Donuts

Jack in the Box <sup>[9]</sup>

KFC

Other <sup>[X]</sup> (write in: \_\_\_\_\_ )

Little Caesars

McDonald's <sup>[28-1]</sup>

Papa John's

Pizza Hut <sup>[3]</sup>

Sonic Drive-In

Starbucks <sup>[5]</sup>

Subway

Taco Bell <sup>[7]</sup>

Wendy's

4 What meals did you get at a fast food restaurant in the *last month* (last 30 days)? (You can pick more than one)

Breakfast <sup>[29-1]</sup>

Lunch

Dinner <sup>[3]</sup>

Snack

5 How often do you get a kid's meal when you go to a fast food restaurant? (Pick one)

Every time <sup>[30-1]</sup>

Sometimes

Hardly Ever <sup>[3]</sup>

Never

## family-style restaurants

1 Did you go to a family-style restaurant (like Applebee's or Red Lobster) in the **last month** (last 30 days)? (Pick one)

Yes <sup>[31-1]</sup>

No  (Turn to the next page)

2 How often do you usually go to family-style restaurants? (Pick one)

Every day <sup>[32-1]</sup>

3 to 6 days a week

1 to 2 days a week <sup>[3]</sup>

Less than once a week

3 What family-style restaurants did you go to in the **last month** (last 30 days)? (You can pick more than one)

Applebee's <sup>[33-1]</sup>

Buffalo Wild Wings

The Cheesecake  
Factory <sup>[3]</sup>

Chili's Grill & Bar

CiCi's Pizza <sup>[5]</sup>

Cracker Barrel

Denny's <sup>[7]</sup>

Friendly's

Golden Corral <sup>[9]</sup>

IHOP (*International House of Pancakes*)

Other (write in: \_\_\_\_\_) <sup>[X]</sup>

Old Country/Hometown Buffet <sup>[34-1]</sup>

Olive Garden

Outback Steakhouse <sup>[3]</sup>

Red Lobster

Red Robin <sup>[5]</sup>

Ruby Tuesday

Texas Roadhouse <sup>[7]</sup>

TGI Friday's

4 What meals did you get at a family-style restaurant in the **last month** (last 30 days)? (You can pick more than one)

Breakfast <sup>[35-1]</sup>

Lunch

Dinner <sup>[3]</sup>

Snack

## sneakers

1 Which of these sneakers do you wear? (You can pick more than one)

- |   |  |
|---|--|
| <input type="checkbox"/> Adidas [36-1]                | <input type="checkbox"/> Puma            |
| <input type="checkbox"/> Airwalk                      | <input type="checkbox"/> Reebok [9]      |
| <input type="checkbox"/> Converse [3]                 | <input type="checkbox"/> Skechers        |
| <input type="checkbox"/> Heelys                       | <input type="checkbox"/> Stride Rite [X] |
| <input type="checkbox"/> New Balance [5]              | <input type="checkbox"/> Under Armor     |
| <input type="checkbox"/> Nike                         | <input type="checkbox"/> Vans [37-1]     |
| <input type="checkbox"/> Other [7] (write in: _____ ) |  |

## toys

1 Which of these things do you play with? (You can pick more than one)

- Arts & crafts/activity kit [38-1]
- Bike/Scooter
- Board games [3]
- Building/construction toys (like Legos or K'Nex)
- Card Games (like Uno) [5]
- Clay/Play-Doh
- Collectible mini figures or characters (like Shopkins) [7]
- Crayons/color markers
- Doll Accessories (like Doll clothes) [9]
- Drawing toys (like Magna Doodle)
- Electric Toys or Games [X]
- Foam shooting toys (like Nerf)
- Kitchen/Cooking (like Easy-Bake Oven) [39-1]
- Mini cars/trucks/planes (like Hot Wheels or Matchbox)
- Puzzles/Brain Teasers [3]
- Remote control cars/trucks/planes (like Land Sea RC)
- Robots [5]
- Science Kits
- Skateboards [7]
- Sports equipment (like a soccer ball or baseball glove)
- Stuffed Animals/Plushies (like Build-A-Bear or Care Bears) [9]
- Trading Cards (like Yu-Gi-Oh!, Pokémon or Baseball)
- None of these things [X]

## dolls

1 Which dolls do you own? (You can pick more than one)

- |   |  |
|---|--|
| <input type="checkbox"/> American Girl [40-1]           | <input type="checkbox"/> Hatchimals [3]              |
| <input type="checkbox"/> Angry Birds                    | <input type="checkbox"/> Hello Kitty                 |
| <input type="checkbox"/> Bitty Baby [3]                 | <input type="checkbox"/> Lalaloopsy [5]              |
| <input type="checkbox"/> Baby Alive                     | <input type="checkbox"/> L.O.L.                      |
| <input type="checkbox"/> Barbie and Friends [5]         | <input type="checkbox"/> Mashems [7]                 |
| <input type="checkbox"/> Bratz                          | <input type="checkbox"/> Minions                     |
| <input type="checkbox"/> Decendants [7]                 | <input type="checkbox"/> Monster High [9]            |
| <input type="checkbox"/> Dora the Explorer              | <input type="checkbox"/> Polly Pocket                |
| <input type="checkbox"/> Furby [9]                      | <input type="checkbox"/> Shopkins [X]                |
| <input type="checkbox"/> Cabbage Patch Kids             | <input type="checkbox"/> Strawberry Shortcake [42-1] |
| <input type="checkbox"/> Disney Princess [X]            | <input type="checkbox"/> Webkinz                     |
| <input type="checkbox"/> Other [41-1] (write in: _____) | <input type="checkbox"/> Zhu Zhu Pets [42-3]         |
| <input type="checkbox"/> I don't own a doll             |  |

## action figures

1 Which action figures do you own? (You can pick more than one)

- |  |  |
|--|--|
| <input type="checkbox"/> Bakugan [43-1]                                  | <input type="checkbox"/> Pokémon [3]                         |
| <input type="checkbox"/> Batman  | <input type="checkbox"/> Power Rangers                       |
| <input type="checkbox"/> Ben 10 [3]                                      | <input type="checkbox"/> Rescue Heroes [5]                   |
| <input type="checkbox"/> Beyblade  | <input type="checkbox"/> Skylanders                          |
| <input type="checkbox"/> Buzz Lightyear or<br>other Toy Story figure [5] | <input type="checkbox"/> Spider-Man [7]                      |
| <input type="checkbox"/> Captain America                                 | <input type="checkbox"/> Star Wars                           |
| <input type="checkbox"/> G.I. Joes [7]                                   | <input type="checkbox"/> Superman [9]                        |
| <input type="checkbox"/> Green Lantern                                   | <input type="checkbox"/> Thor                                |
| <input type="checkbox"/> Hulk [9]  | <input type="checkbox"/> Teenage Mutant<br>Ninja Turtles [X] |
| <input type="checkbox"/> Iron Man  | <input type="checkbox"/> Transformers                        |
| <input type="checkbox"/> Lego Action Figures [X]                         | <input type="checkbox"/> WWE [45-1]                          |
| <input type="checkbox"/> Justice League                                  | <input type="checkbox"/> X-Men                               |
| <input type="checkbox"/> Other [44-1] (write in: _____)                  |  |
| <input type="checkbox"/> I don't own an action figure                    |  |

# **lifestyle**



## school

- 1 What is your favorite subject in school? *(Pick one)*
- Art [12-1]
  - Music
  - Math [3]
  - Science
  - Other [5] (write in: \_\_\_\_\_)
  - Social Studies
  - Writing/English [7]
  - Reading

- 2 What do you usually do for lunch at school? *(Pick one)*
- I usually bring my own lunch [13-1]
  - I usually eat a school lunch
  - I usually do not eat lunch at school [3]
  - Other (write in: \_\_\_\_\_)

## hobbies/activities

- 1 What are your favorite hobbies or things to do?  
*(You can pick more than one)*
- Play sports on a team [14-1]
  - Play other sports
  - Watch TV [3]
  - Watch videos
  - Make videos [5]
  - Do arts & crafts
  - Read books, magazines or comics [7]
  - Play video games
  - Use the computer [9]
  - Play with toys
  - Hang out with friends [X]
  - Do homework/study
  - Play with my pets [15-1]
  - Take lessons (like music, dance or language)
  - Listen to music [3]
  - Go to concerts
  - Go to sports events [5]
  - Coding or programming
  - Other [7] (write in: \_\_\_\_\_)

1 Did you play a sport in the *last year* (last 12 months)? (Pick one)

Yes [16-1]

No  (Turn to the next page)

2 Which of these sports did you do, at anytime, in the *last year* (last 12 months)? (You can pick more than one)

Baseball [17-1]

Basketball

Bike riding/  
Dirt bike riding [3]

Bowling

Cheerleading [5]

Dancing

Fishing [7]

Football

Gymnastics [9]

Ice skating/Ice hockey

Jogging/running [X]

Other (write in: \_\_\_\_\_)

Karate [18-1]

Rollerblading/  
Roller Skating

Skateboarding [3]

Skiing/Snowboarding

Soccer [5]

Softball

Swimming/Diving [7]

Tennis

Volleyball [9]

Walking for exercise

3 Why do you play sports? (You can pick more than one)

They are fun to play [19-1]

To keep in shape/It's good for me

To be with my friends [3]

I am good at sports

Keeps me from getting bored [5]

My parents want me to

To compete against other kids [7]

Because I have to

Other [9] (write in: \_\_\_\_\_)

I don't know

**Thinking about yourself, which of the following statements do you completely agree with?**

**I COMPLETELY AGREE that:**

*(You can pick more than one)*

- I worry about school tests. [20-1]
- I am happy being my age.
- I wish I were older so I could do more. [3]
- Religion is important to me.
- I want to go to college. [5]
- I wish I had more free time.
- I want to make a lot of money when I am older. [7]
- I often do things to help other people.
- I feel stressed out a lot of the time. [9]
- I am one of the first people to try new things.
- The environment is important to me. [X]
- I worry about what will happen in the future.
- Advertising gives me ideas for things I want to buy. [21-1]
- My family is an important part of my life.
- My friends are an important part of my life. [3]
- I don't like the way I look.
- Sometimes I worry so much I can't sleep. [5]
- Other kids my age look to me for what is cool.
- Being "in style" is very important to me. [7]
- I am happy with my weight.
- I wish I could gain weight. [9]
- I wish I could lose weight.
- I think it's important to recycle. [X]
- I will vote as soon as I'm old enough.
- When I'm with my friends, I'm the one who decides what to do. [22-1]



**Still thinking about yourself, which of the following statements do you completely agree with?**

**I COMPLETELY AGREE that:**

*(You can pick more than one)*

- I like to spend time with my family. [23-1]
- I think I'm a pretty normal kid.
- I would like to be more sporty or athletic. [3]
- I ask my parents to buy things I see on TV.
- It's easy for me to make friends. [5]
- I like spending time on my own.
- I ask my parents for things my friends have. [7]
- I ask my parents for things my brother or sister has.
- I would like to be more popular. [9]
- Getting good grades is important to me.
- I ask my parents to buy things that are good for the environment. [X]
- I would like to be less shy.
- I care about what my brother or sister thinks is cool. [24-1]

**1** Do you think you are...? *(You can pick more than one)*

- |  |  |
|--|--|
| <input type="checkbox"/> Creative [25-1]             | <input type="checkbox"/> Loud [X]                  |
| <input type="checkbox"/> Funny                       | <input type="checkbox"/> Friendly                  |
| <input type="checkbox"/> Active [3]                  | <input type="checkbox"/> Sporty or Athletic [26-1] |
| <input type="checkbox"/> Smart                       | <input type="checkbox"/> Shy                       |
| <input type="checkbox"/> Curious [5]                 | <input type="checkbox"/> Happy [3]                 |
| <input type="checkbox"/> Popular                     | <input type="checkbox"/> Brave                     |
| <input type="checkbox"/> Quiet [7]                   | <input type="checkbox"/> Healthy [5]               |
| <input type="checkbox"/> Cool                        | <input type="checkbox"/> Pretty or Handsome        |
| <input type="checkbox"/> Other [9] (write in: _____) |  |
| <input type="checkbox"/> None of these               |  |

- 1 People can see or hear advertising in different places. Which of these advertisements do you like seeing or hearing?  
(You can pick more than one)

I REALLY LIKE Seeing/Hearing:

- Commercials on TV [27-1]
- Ads on the radio
- Ads on the Internet (*computer*) [3]
- Ads in video games
- Ads before movies (*at a movie theater*) [5]
- Ads in newspapers
- Ads on cell phone [7]
- Ads on tablet
- Other (write in: \_\_\_\_\_) [9]
- I don't like seeing or hearing advertisements

- 2 What things do you really like to see or hear in advertising?  
(You can pick more than one)

I REALLY LIKE to See/Hear in Advertising:

- Something that surprises me [28-1]
- Funny things (*like a funny animal or character*)
- Kids my age [3]
- Famous people I like
- Music [5]
- Sarcastic humor that makes fun of things
- Silly humor [7]
- Tricks played on people
- Colorful images [9]
- Action and excitement
- Learn more about a new product [X]
- Other (write in: \_\_\_\_\_)

- 3 Have you ever visited a website that you saw or heard about in a commercial or advertisement? (*Pick one*)

- Yes [29-1]
- No
- Not Sure [3]

## advertising

- 4 What do you usually do when TV commercials come on?  
(You can pick more than one)
- Watch the commercials [30-1]
  - Flip or surf the channels
  - Fast forward commercials using a DVR (*like TiVo*) [3]
  - Change the channel to watch another show
  - Do other things like go online or do homework [5]
  - Go away from the TV (*like to get a snack or go to the bathroom*)
  - Look at or use a cell phone [7]
  - Other (write in: \_\_\_\_\_ )
  - I don't know [9]

- 5 While watching TV, what else do you usually do?  
(You can pick more than one)
- Listen to the radio [31-1]
  - Read magazines
  - Read books/comic books [3]
  - Go online
  - Use social media (*like Instagram or Facebook*) [5]
  - Do homework
  - Play video or computer games [7]
  - Talk on the phone
  - Send text messages [9]
  - Eat
  - Other [X] (write in: \_\_\_\_\_ )
  - I don't usually do anything else

## money

- 1 How do you get money that you spend?  
(You can pick more than one)
- Allowance [32-1]
  - Job (*like babysitting or a newspaper route*)
  - Gift Card [3]
  - Other gift (*like birthday money*)
  - Doing chores or helping out at home [5]
  - Get money to buy school breakfast or school lunch
  - Other [7] (write in: \_\_\_\_\_ )
  - I do not get spending money

2 Which of the following things did you buy with your own money in the *last month* (last 30 days)? (You can pick more than one)

- |  |  |
|--|--|
| <input type="checkbox"/> Candy, gum or snacks [33-1]                 | <input type="checkbox"/> Buy DVDs                |
| <input type="checkbox"/> School lunch or school breakfast            | <input type="checkbox"/> Buy video games [34-1]  |
| <input type="checkbox"/> Drinks [3]                                  | <input type="checkbox"/> Rent a video game       |
| <input type="checkbox"/> Clothes                                     | <input type="checkbox"/> iPod or MP3 Songs [3]   |
| <input type="checkbox"/> Sneakers [5]                                | <input type="checkbox"/> Books                   |
| <input type="checkbox"/> Jewelry or fashion accessories              | <input type="checkbox"/> Comics or magazines [5] |
| <input type="checkbox"/> Food [7]                                    | <input type="checkbox"/> Toys or board games     |
| <input type="checkbox"/> Make-up (like lip gloss)                    | <input type="checkbox"/> Sports equipment [7]    |
| <input type="checkbox"/> Rent a movie [9]                            | <input type="checkbox"/> Trading cards           |
| <input type="checkbox"/> Other (write in: _____)                     |  |
| <input type="checkbox"/> I didn't buy anything with my own money [X] |  |

3 How much spending money do you get a *week*? (Pick one)

- None [35-1]
- \$1 to \$4
- \$5 to \$9 [3]
- \$10 to \$14
- \$15 to \$19 [5]
- \$20 or more

4 Do you have your own savings account at a bank?

- Yes [36-1]
- No
- I don't know/I am not sure [3]

**Thinking about yourself, which of the following statements do you completely agree with?**

**I COMPLETELY AGREE that:**

*(You can pick more than one)*

- I try hard to save money — I'm careful about how I spend it. [37-1]
- I should be able to buy anything I want.
- I get money from my parents on a regular basis to spend as I choose. [3]
- My parents buy most everything I ask for.
- I usually decide what to spend my money on. [5]

1 How do your parents know what foods you like?  
(You can pick more than one)

- |   |  |
|---|--|
| <input type="checkbox"/> They just know [38-1]      | <input type="checkbox"/> I put it on the shopping list [5] |
| <input type="checkbox"/> I pick it out in the store | <input type="checkbox"/> They ask me                       |
| <input type="checkbox"/> I tell them [3]            | <input type="checkbox"/> I don't know [7]                  |
| <input type="checkbox"/> They like the same food    |  |

2 Who usually decides what goes into the shopping cart when your family shops for groceries? (Pick one)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [39-1]   | <input type="checkbox"/> We decide together [3] |
| <input type="checkbox"/> My parents decide |   |

3 Who usually decides what video games you get? (Pick one)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [40-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

4 Who usually decides what apps you get? (Pick one)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [41-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

5 Who usually decides what movies you go to? (Pick one)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [42-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

6 Who usually decides what movies your family should rent or watch at home? (Pick one)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [43-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

7 Who usually decides what fast food restaurants your family goes to?  
(Pick one)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [44-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

8 Who usually decides what other restaurants (*not fast food*) your family goes to? (*Pick one*)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [45-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

9 Who usually decides where your family goes on vacation? (*Pick one*)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [46-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

10 Who usually decides what computer your family should buy? (*Pick one*)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [47-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

11 Who usually decides what computer software your family should buy? (*Pick one*)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [48-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

12 Who usually decides what toys you get? (*Pick one*)

- |  |   |
|--|---|
| <input type="checkbox"/> I decide [49-1]   | <input type="checkbox"/> We decide together [3]     |
| <input type="checkbox"/> My parents decide | <input type="checkbox"/> My family does not do this |

### One last question...

Who worked on this booklet with you? (*Pick one*)

- A grown-up worked on it with me [50-1]
- My brother or sister worked on it with me
- I worked on it with a friend [3]
- I did it all by myself
- Other [5] (write in: \_\_\_\_\_)

**Thank you for all of your answers!**

**Please turn the page, we now have some questions for your parents.**

# QUESTIONS for your PARENTS

**1** What race or races do you consider the child who answered this questionnaire to be?  
(Please select all that apply)

- White [51-1]
- Black/African American
- Asian [3]
- Other

**2** Is the child who answered this questionnaire of Spanish, Hispanic or Latino origin or descent?

- Yes [52-1]
- No



