

**YOUTH MEDIA CAMPAIGN LONGITUDINAL SURVEY  
MASTER QUESTIONNAIRE  
CHILD INTERVIEW**

This questionnaire contains all questions asked in the YMCLS.

1 = Asked in 2002 only	6 = Asked in 2004 only	11 = Asked in 2006 only
2 = Asked in 2003-2006	7 = Asked in 2004-2006	12 = Asked in 2002-2003 & 2006
3 = Asked in 2005-2006	8 = Asked in 2002-2004	13 = Asked in 2004 & 2005
4 = Asked in 2002-2003	9 = Asked in 2003-2004	
5 = Asked in 2003 only	10 = Asked in 2005 only	

**EX\_CHILD**

Hi, my name is (INTERVIEWER) and I'm calling for the Centers for Disease Control and Prevention, the CDC. We are asking kids across the country to volunteer to participate in a study about their after-school and weekend activities. It takes about 10 minutes, and your answers will be kept private. I'll try to make my questions very clear, but if you don't understand something, I'll explain again. If there is something you don't want to answer, just say so, and if you want to stop, just tell me. [We have already talked with your (RELATION) and you can check with (him/her) if you have questions about this.] If you're ready, let's begin.

C1. Do you go to school right now, or are you out of school for (a/summer) break?

IN SCHOOL.....	1
NOT IN SCHOOL .....	2
OUT FOR SUMMER.....	3
OUT FOR ANOTHER SCHOOL BREAK.....	4
OTHER (SPECIFY) .....	91

If P_D1=1 and P_D2=2, go to C_8A. If P_D1= 2 and P_D2 =1, go to C2INTRO. Else, go to C2INTRO.
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**C2INTRO**

For the next few questions, think about the physical activities you may have done in the past 7 days, things that got your body moving like sports, physical activity lessons, or playing actively with your friends. (Do not include things you did during the school day like PE, gym class, or recess.)

C2. In the past 7 days, since last [DAY], did you do any physical activities (after school or on the weekend)?

YES .....	1 (GO TO C3)
NO .....	2 (GO TO C6INTRO)

- C3. What physical activities did you do in the past 7 days? (Remember not to include things you did during the school day like PE, gym class, or recess.)  
(PROBE: Did you do any other physical activities in the past 7 days?)

C3AEROBC	AEROBICS/WEIGHT TRAINING/GYM/EXERCISE .....	1
	BASEBALL/SOFTBALL/	
C3BASBL1 & 2	CATCH/PITCHING .....	2
C3BSKTBL	BASKETBALL .....	3
C3BIKRD1 & 2	BIKE RIDING/DIRT BIKING/MOUNTAIN BIKING .....	4
C3CHEERL	CHEERLEADING .....	5
C3DANCE1, 2 & 3	DANCE.....	6
C3FIELDH	FIELD HOCKEY/STREET HOCKEY/ROLLER HOCKEY .....	7
C3FOOTBL	FOOTBALL .....	8
C3GOLF	GOLF .....	9
C3GYMNAS	GYMNASTICS/TUMBLING .....	10
C3HIKING	HIKING.....	11
C3ICEHOC	ICE HOCKEY .....	12
C3ICESKA	ICE SKATING .....	13
C3JUMPRP	JUMPING ROPE .....	14
C3LACROS	LACROSSE.....	15
C3MRART1 & 2	*MARTIAL ARTS (KARATE/TAE KWON DO/JUDO, ETC.) <sup>2</sup> .....	16
C3PLYGM1, 2, & 3	PLAYING GAMES (PROBE WERE YOU PHYSICALLY ACTIVE? IF NO, DON'T COUNT) .....	17
C3ROLLER	ROLLER BLADING/ROLLER SKATING .....	18
C3RUNNIN	RUNNING/JOGGING .....	19
C3SCOOTR	SCOOTER RIDING (PROBE: DOES IT HAVE A MOTOR? IF YES, DON'T COUNT) .....	20
C3SKATEB	SKATEBOARDING .....	21
C3SOCCER	SOCCER.....	22
C3SWIM	SWIMMING .....	23
C3TENNIS	TENNIS.....	24
C3TRACKF	TRACK & FIELD .....	25
C3VOLLEY	VOLLEYBALL .....	26
C3WALK	WALKING.....	27
C3WRESTL	WRESTLING .....	28
	OTHER 4 (SPECIFY).....	91

<sup>2</sup> Asked in 2003-2006.

\* Martial Arts (asked in 2003-2006) replaced Karate (asked in 2002 only) after 2002.

C4. Was [ACTIVITY] with an organized group that has a coach, instructor, or leader, or was this an activity you did in your free time?

AC4Z1-AC4Z5	ORGANIZED .....	1
	FREE TIME .....	2
	BOTH ORGANIZED AND FREE TIME.....	3
	OTHER (SPECIFY) _____	91

C5. [IF BOTH ORGANIZED AND FREE TIME, repeat twice: Thinking of just the days you [VERB ACTIVITY] (as an organized group...../ as an activity in your free time....)]

On how many of the past 7 days, since last [DAY], did you participate in [ACTIVITY] (after school or on the weekend)? [REPEAT FOR 5 ACTIVITIES.]

AC5Z1-AC5Z5 (Organized)	NUMBER OF DAYS _____
AC5A1-AC5A5 (Free time)	(ENTER # 0 to 7)

C5c.<sup>6</sup> [ASK FOR UP TO THREE FREE-TIME ACTIVITIES IN ORDER OF LISTING:] About how long do you spend doing (ACTIVITY) when you do it in your free time?

	NONE .....	1	(GO TO C6INTRO)
AC5CHR1-AC5CHR5 (Hours)	HOURS.....	2	(GO TO C5aOV)
AC5CMN1-AC5CMN5 (Minutes)	MINUTES .....	3	(GO TO C5aOV)
AC5C1-AC5C5 (Time)	HOURS AND MINUTES .....	4	(GO TO C5aOV)

C5aOV.<sup>6</sup> NUMBER OF (HOURS/MINUTES/HOURS AND MINUTES) \_\_\_\_\_

In 2002, children with C3=2 (no physical activity in the past 7 days) were not asked C6 (physical activity yesterday). In 2003, a subsample of respondents with C3=2 were asked C6. As a result of that experiment, in 2004-2006 all children were asked C6, regardless of their response at C2.

C6INTRO

For the next few questions, think about the sports, lessons, or physical activities you may have done yesterday. (Please do not include things you did during the school day like PE, gym class, or recess.)

C6. Did you do any physical activities yesterday, on [DAY]?

YES .....	1	(GO TO C7)
NO .....	2	(GO TO C8 in 2002/ C_7a in 2003-2006)

<sup>6</sup> Asked in 2004 only. (Replaced by C\_7x in 2005.)

C7. What physical activities did you do yesterday? [PROBE: Did you do any other physical activities yesterday?]

C7AEROBC	AEROBICS/WEIGHT TRAINING/GYM/EXERCISE .....	1
C7BASBL1 & 2	BASEBALL/SOFTBALL/ CATCH/PITCHING .....	2
C7BSKTBL	BASKETBALL .....	3
C7BIKRD1 & 2	BIKE RIDING/DIRT BIKING/MOUNTAIN BIKING .....	4
C7CHEERL	CHEERLEADING .....	5
C7DANCE1, 2 & 3	DANCE.....	6
C7FIELDH	FIELD HOCKEY/STREET HOCKEY/ROLLER HOCKEY .....	7
C7FOOTBL	FOOTBALL .....	8
C7GOLF	GOLF .....	9
C7GYMNAS	GYMNASTICS/TUMBLING .....	10
C7HIKING	HIKING.....	11
C7ICEHOC	ICE HOCKEY .....	12
C7ICESKA	ICE SKATING .....	13
C7JUMPRP	JUMPING ROPE .....	14
C7LACROS	LACROSSE.....	15
C7MRART1 & 2	*MARTIAL ARTS (KARATE/TAE KWON DO/JUDO, ETC.) <sup>2</sup> .....	16
C7PLYGM1, 2, & 3	PLAYING GAMES (PROBE WERE YOU PHYSICALLY ACTIVE? IF NO, DON'T COUNT).....	17
C7ROLLER	ROLLER BLADING/ROLLER SKATING .....	18
C7RUNNIN	RUNNING/JOGGING .....	19
C7SCOOTR	SCOOTER RIDING (PROBE: DOES IT HAVE A MOTOR? IF YES, DON'T COUNT) .....	20
C7SKATEB	SKATEBOARDING .....	21
C7SOCCER	SOCCER.....	22
C7SWIM	SWIMMING .....	23
C7TENNIS	TENNIS.....	24
C7TRACKF	TRACK & FIELD .....	25
C7VOLLEY	VOLLEYBALL .....	26
C7WALK	WALKING.....	27
C7WRESTL	WRESTLING .....	28
	OTHER 4 (SPECIFY).....	91

<sup>2</sup> Asked in 2003-2006.

\* Martial Arts (asked in 2003-2006) replaced Karate (asked in 2002 only) after 2002.



C8. For the next questions, think about all the ways kids can be physically active, including all of the sports teams, lessons, and physical activities you do in your free time.

For each statement, please tell me if you really agree, sort-of agree, sort-of disagree, or really disagree. The first one is...

[INSERT STATEMENT.] [READ SCALE FIRST TIME, THEN IF NECESSARY.] [IF AGREE, PROBE THE FIRST TIME:] Would you say you really agree or sort of agree?, IF DISAGREE, PROBE the first time: Would you say you really disagree or sort of disagree?)

(ROTATE START.)

SET 1

	REALLY AGREE	SORT OF AGREE	SORT OF DISAGREE	REALLY DISAGREE
C8b. I'd rather watch TV or play video games than do physical activities. ....	1	2	3	4
C8c. <sup>12</sup> I feel safe doing physical activities outside, in my neighborhood. ....	1	2	3	4
C8d. <sup>4</sup> Usually there is no one around for me to do physical activities with. ....	1	2	3	4
C8e. There are lots of places in my neighborhood where I can do physical activities. ....	1	2	3	4
C8f. My family thinks I should do physical activities. ....	1	2	3	4
C8g. My parents show or tell me they really like it when I do physical activities. ....	1	2	3	4
C8h. If I asked my parents to do physical activities with me, they probably would. ....	1	2	3	4
C8i. I should probably do more physical activities than I do. .	1	2	3	4
C8j. I'm too busy to do more physical activities than I do. ....	1	2	3	4
C8k. I could find a physical activity to do that I enjoy. ....	1	2	3	4
C8l. <sup>5</sup> My parents don't really care if I do physical activities or not. ....	1	2	3	4
C8m. <sup>2</sup> My friends think that doing physical activities is fun. ....	1	2	3	4
C8n. <sup>2</sup> Kids my age think that doing physical activities is fun. ....	1	2	3	4
C8o. <sup>2</sup> My friends think that doing physical activities is important. ....	1	2	3	4
C8p. <sup>2</sup> Kids my age think that doing physical activities is important. ....	1	2	3	4
C8q. <sup>5</sup> My friends think that going to after-school programs is fun. ....	1	2	3	4
C8r. <sup>7</sup> I'm not athletic enough to do physical activities. ....	1	2	3	4
C8s. <sup>7</sup> There aren't many ways to play sports without signing up or being on a team. ....	1	2	3	4

<sup>12</sup> Asked in 2002-2003 and 2006.

<sup>4</sup> Asked in 2002-2003.

<sup>5</sup> Asked in 2003 only.

<sup>2</sup> Asked in 2003-2006.

<sup>7</sup> Asked in 2004-2006.

[ROTATE START.]

SET 2

Now tell me if you really agree, sort-of-agree, sort-of-disagree, or really disagree with these statements. If I did physical activities on most days...

		REALLY AGREE	SORT OF AGREE	SORT OF DISAGREE	REALLY DISAGREE
C8aa. <sup>1</sup>	It would keep me in shape .....	1	2	3	4
C8ab.	It would be boring .....	1	2	3	4
C8ac.	It would be fun .....	1	2	3	4
C8ad.	It would help me make new friends.....	1	2	3	4
C8ae.	It would help me spend more time with my friends ....	1	2	3	4
C8af.	It would make me feel good about myself.....	1	2	3	4
C8ag.	It would keep me from doing other things I like better	1	2	3	4

Now just a few more questions. Do you really agree, sort-of agree, sort-of disagree, or really disagree with these statements...

[ROTATE START.]

		REALLY AGREE	SORT OF AGREE	SORT OF DISAGREE	REALLY DISAGREE
C8a.	I think I can ask my parents to sign me up for a sport or other physical activity. ....	1	2	3	4
C8ah. <sup>7</sup>	I think I can be physically active no matter how busy my day is. ....	1	2	3	4
C8ai. <sup>7</sup>	I think I can be physically active no matter how tired I may feel .....	1	2	3	4
C8aj. <sup>7</sup>	I think I can be physically active even if it is hot or cold outside .....	1	2	3	4
C8ak. <sup>7</sup>	I think I have what it takes to be physically active. ....	1	2	3	4

C\_8x.<sup>7</sup> Please tell me which sentence best describes you. During my free time on most days...

- I am sure I **will not** be physically active ..... 1
- I **probably will not** be physically active. .... 2
- I **may or may not** be physically active ..... 3
- I **probably will** be physically active..... 4
- I am sure I **will** be physically active ..... 5

<sup>1</sup> Asked in 2002 only.

<sup>7</sup> Asked in 2004-2006

<sup>7</sup> Asked in 2004-2006.

C\_8a.<sup>2</sup> Now I'd like you to describe yourself. Please tell me if each word describes you never, sometimes, or usually. Are you...

	NEVER	SOMETIMES	USUALLY
C_8aa. Confident? .....	1	2	3
C_8ab. Lazy? .....	1	2	3
C_8ac. A leader? .....	1	2	3
C_8ad. Athletic (physically)? .....	1	2	3
C_8ae. Popular? .....	1	2	3

C\_8b.<sup>2</sup> Here are just a few other statements. Please tell me if you really agree, sort-of-agree, sort-of-disagree, or really disagree with these statements.

	REALLY AGREE	SORT OF AGREE	SORT OF DISAGREE	REALLY DISAGREE
C_8ba. In general, I am satisfied with myself. ....	1	2	3	4
C_8bb. My parents don't really understand me. ....	1	2	3	4
C_8bc. My parents have rules about how much time I can spend watching TV .....	1	2	3	4
C_8bd. My parents have rules about how much time I can spend playing video games .....	1	2	3	4

If P\_D1= 1 and P\_D2 =1, go to C13 in 2002-2003/ C14 in 2004-2006. Else, if P\_D1= 2 and P\_D2 =1 go to C\_8c. Else if P\_D1= 1 and P\_D2 =2, go to C10INTRO.

C\_8c.<sup>2</sup> How many kids your age do physical activities every day? Would you say...

- None, ..... 1
- Some, ..... 2
- Most, or ..... 3
- All?..... 4

C\_8d.<sup>2</sup> How many of your friends do physical activities every day? Would you say...

- None, ..... 1
- Some, ..... 2
- Most, or ..... 3
- All?..... 4

C9.<sup>8</sup> Now just answer yes or no. In the last two months, have you tried a new physical activity that you've never done before?

- YES ..... 1
- NO ..... 2

<sup>2</sup> Asked in 2003-2006.

<sup>8</sup> Asked in 2002-2004.



If P\_D1=1 and P\_D2=2, go to C10INTRO. If P\_D1= 2 and P\_D2 =1, go to C13 in 2002-2003/ C14 in 2004-2006.

C10INTRO

These next questions are about some other activities that kids might be involved in.

C10. Do you currently belong to community groups like Scouts or 4-H, or any other special groups for kids?

YES ..... 1  
NO ..... 2

C11. Do you currently belong to school groups like band, drama club, newspaper, or student government?

YES ..... 1  
NO ..... 2

C12.<sup>1</sup> For the next questions, think about all of the group activities kids can be involved in like clubs, organizations, or other activities, and tell me if you really agree, sort-of agree, sort-of disagree, or really disagree with each of the following statements.

[READ SCALE FIRST TIME; REPEAT IF NECESSARY.] (IF AGREE, PROBE THE FIRST TIME: Would you say you really agree or sort of agree? IF DISAGREE, PROBE the first time: Would you say you really disagree or sort of disagree?)

	REALLY AGREE	SORT OF AGREE	SORT OF DISAGREE	REALLY DISAGREE
C12a. If I wanted to, I could find a new club or group activity to join.....	1	2	3	4
C12b. I'd rather watch TV or play video games than be involved in clubs or group activities .....	1	2	3	4
C12c. My parents show or tell me they really like it when I do clubs or group activities .....	1	2	3	4

C13.<sup>4</sup> Now just answer yes or no. Do you currently take any music lessons like piano or guitar?

YES ..... 1  
NO ..... 2

<sup>1</sup> Asked in 2002 only.

<sup>4</sup> Asked in 2002-2003.

C14. How many hours did you watch TV, play video games, or play computer games yesterday, [DAY]? [DOES NOT INCLUDE HOMEWORK ON COMPUTER.]

- NONE ..... 1 (GO TO C15)
- HOURS..... 2 (GO TO C14OV)
- MINUTES ..... 3 (GO TO C14OV)
- HOURS AND MINUTES ..... 4 (GO TO C14OV)

C14OV. NUMBER OF (HOURS/MINUTES/HOURS AND MINUTES)\_\_\_\_\_

C15.<sup>1</sup> There are many ads on television, radio, and in newspapers and magazines with slogans you may or may not remember. Have you heard, read, or seen any ads with the slogan...[KEEP A FIRST; ROTATE B THROUGH E.]

	YES	NO
a. "Just do it"?	1	2
b. How about "My Anti-Drug"?	1	2
c. How about "Stay True to the Game"?	1	2
d. How about "Verb "?	1	2
e. How about "Akimbo "?	1	2

C16.<sup>1</sup> Have you been to any special events lately that encourage kids to do physical activities?

- YES ..... 1
- NO ..... 2

C\_15INTRO.

Next we have a few questions about messages and advertising you may have seen.

C\_15.<sup>2</sup> Have you seen, read, or heard about any messages or advertising for kids getting active?

- YES ..... 1 (GO TO C\_16)
- NO ..... 2 (GO TO C\_17)

C\_16.<sup>2</sup> What is the name of the message or advertising?

[PROBE: If something other than VERB mentioned: Are there any others for kids getting active?  
 PROBE AGAIN If second message other than VERB mentioned: Are there any others?]

- VERB..... 1 (GO TO C\_18)
- OTHER (SPECIFY) ..... 91 (GO TO C\_17)

C\_17.<sup>2</sup> Have you seen, read, or heard any messages or advertising about VERB?

- YES ..... 1
- NO ..... 2

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<sup>1</sup> Asked in 2002 only.

<sup>2</sup> Asked in 2003-2006.

If C\_16 = 1 or C\_17=1, go to C\_18. Else, go to C\_24.

C\_18.<sup>2</sup> Please tell me in your own words what VERB is all about? [PROBE ONE OR TWO TIMES WITH ANY OF THE FOLLOWING: Can you tell me more? What does that mean? Anything else?]

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C\_19.<sup>2</sup> What ideas did VERB give you? [PROBE ONE OR TWO TIMES WITH ANY OF THE FOLLOWING: Can you tell me more? What does that mean? Anything else?]

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**THE FOLLOWING CATEGORIES WERE USED TO CODE ALL OPEN-ENDED TEXT RESPONSES TO C\_18 AND C\_19:**

- 1 It's what you do/ what I/you can do/what kids do (slogan and its variation)
- 2 Action word
- \*3 Action; get/be/stay active; get moving; get up and out
- \*4 Sports; playing/involved in sports; athletic; specific sports mentioned (e.g. baseball football soccer etc.)
- \*5 General physical activities; running around; specific activities; playing outside
- \*6 Have fun; enjoy; be entertained; what you like to do (in general)
- \*7 Staying healthy/fit; getting in shape; exercising; endurance
- 8 Language/vocabulary/parts of speech; "action word" (when clearly referring to a part of speech)
- \*9 Avoid sitting around/watching TV/getting fat; avoid getting a disease
- 10 Avoid drugs; stay out of trouble
- \*11 Be/believe yourself; have confidence; believe you can do it; work/try hard/harder; put effort into it
- \*12 Start/try/do new things; try different things (e.g. sports activities)
- 13 Inactive pursuits mentioned (hobbies drawing video games cooking talking etc)
- 14 Clubs; service activities; working to help others at school or in the community
- 15 Shows verbs; people/kids with verbs/words/colors; kids with verbs playing sports/find your verb choose your verb pick your verb (describes the ad or repeats ad copy)
- \*16 Play (not associated with specific activities)
- 17 Other (specify)
- 97 Refused (used only when refusal is clear)
- 98 Don't know (nothing/none/no ideas/not sure/no)
- 99 Not ascertain

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<sup>2</sup> Asked in 2003-2006.

\* Denotes an understanding of VERB messages.

C\_20.<sup>2</sup> Please tell me all of the places you have seen, read or heard about VERB.  
 [DO NOT READ LIST. CIRCLE ALL RESPONSES.] [RECORD ANSWERS BELOW UNDER C\_20.]

C\_21.<sup>2</sup> Have you seen, read or heard about VERB ... [READ ITEMS NOT CIRCLED UNDER C\_20.  
 RECORD ALL THAT APPLY UNDER C\_21.]

		C_20	C_21	
			YES	NO
C_20TV	On television .....	1	C_21A 1	2
C_20RAD	On the radio .....	2	C_21B 1	2
C_20INT	On the internet .....	3	C_21C 1	2
C_20FRND	From friends .....	4	C_21D 1	2
C_20PRNT	From your parents .....	5	C_21E 1	2
C_20SCHL	At school/(from teacher) <sup>3</sup> .....	6	C_21F 1	2
C_20MAGA	In magazines .....	7	C_21G 1	2
C_20MOVI <sup>9</sup>	Before a movie .....	7	C_21H <sup>9</sup> 1	2
C_20SIGN	On signs, billboards, or posters .....	8	C_21I 1	2
C_20EVNT <sup>3</sup>	At an event, concert, or the mall .....	9	C_21K <sup>3</sup> 1	2
C_20CLUB <sup>3</sup>	At an after-school or community club, like the YMCA .....	10	C_21L <sup>3</sup> 1	2
C_20NEWS <sup>3</sup>	In newspapers .....	11	C_21M <sup>11</sup> 1	2
C_20OTHR	Anywhere else? Other: Specify _____	91	C_21J 1	2

If C\_20=1 or C\_21a = 1, and/or if C\_20=2 or C\_21b = 1, ask C\_21x. Else go to C\_24 in 2003/ C\_25INTRO in 2004-2006.

C\_21x.<sup>7</sup> How often do you usually (see/hear/see or hear) a message or advertisement about VERB on (television/radio/television or the radio). Would you say...

- About every day,..... 1
- Several times a week,..... 2
- About once a week, or ..... 3
- Less than once a week..... 4

If C\_20=6 or C\_21f = 1, ask C\_21y. Else go to C\_24 in 2003/ C\_25INTRO in 2004-2006.

<sup>2</sup> Asked in 2003-2006.

<sup>3</sup> Asked in 2005-2006.

<sup>9</sup> Asked in 2003-2004.

<sup>11</sup> Asked in 2006 only.

<sup>7</sup> Asked in 2004-2006.

C\_21y.<sup>7</sup> Please tell me all the places during the school day you have seen, heard, or read about VERB. [Code all that apply.]

C_21YCH1	CHANNEL 1 .....	1
C_21YTV	TV OR VIDEOS .....	2
C_21YPOS	POSTERS OR SIGNS .....	3
C_21YSUP	SCHOOL SUPPLIES, E.G., BOOK COVERS OR PENCILS .....	4
C_21YFRD	FROM FRIENDS AT SCHOOL.....	5
C_21YTCH	FROM TEACHERS.....	6
C_21YACT	ANYTIME ACTION CARDS.....	7
C_21YFLY	EVENT FLYERS.....	8
C_21YGYM	GYM, PE RECESS, HEALTH CLASS .....	9
C_21YSCHO	SCHOLASTIC, MAGAZINES, NEWSLETTERS.....	10
C_21YCLS	CLASS OR CLASSROOM, LIBRARY .....	11
C_21YCMP	COMPUTER, INTERNET .....	12
C_21YENG	ENGLISH OR LANGUAGE ARTS CLASS .....	13
C_21YOTH	OTHER ( <i>specify</i> ) .....	91

C\_24.<sup>5</sup> Have you ever attended a Nickelodeon “Wild and Crazy Kids Show” in your area?

YES .....	1
NO .....	2

C25INTRO Now I'd like to ask you about some television commercials that you may or may not have seen. [ROTATE START.]

	YES	NO
C_25a. <sup>6</sup> Have you seen a commercial on television that shows girls and boys on the beach hitting a ball over a net, and then the ball hits a lifeguard in the head? .....	1	2
C_25b. <sup>6</sup> How about a television commercial that shows a boy playing horse on a basketball court who dribbles the ball between his legs and bounces it off a wall but misses his shot? .....	1	2
C_25c. <sup>6</sup> Have you seen a commercial on television that shows a group of kids racing their bikes through a neighborhood while an announcer describes the race? .....	1	2
C_25d. <sup>6</sup> How about a commercial on television that shows a group of boys and girls who keep playing their football game even after it begins to rain and they get all wet?.....	1	2
C_25e. <sup>13</sup> Have you seen a commercial on television that shows tennis star Venus Williams playing with some kids who made up their own rules? .....	1	2

<sup>7</sup> Asked in 2004-2006.

<sup>5</sup> Asked in 2003 only.

<sup>6</sup> Asked in 2004 only.

<sup>13</sup> Asked in 2004 and 2005.

C_25g. <sup>10</sup>	Have you seen a commercial on television that shows football player Donovan McNabb playing touch football in a park with kids who are calling plays that Donovan never heard of? .....	1	2
C_25h. <sup>10</sup>	How about a commercial on television that shows basketball player Allen Iverson taking turns jumping on a trampoline with a bunch of kids? .....	1	2
C_25i. <sup>10</sup>	Have you seen a commercial on television that shows soccer star Landon Donovan playing with some kids who made up their own rules? .....	1	2
C_25j. <sup>10</sup>	How about a television commercial where Ned Bigby, the star of a show on Nickelodeon, shows different ways to have fun while skating on the ice? .....	1	2
C_25k. <sup>10</sup>	Have you seen a commercial where a boy is relaxing on the couch and he gets a call on his cell phone? When he reaches to answer it, the phone slides off the table and goes out through a doggy door? .....	1	2
C_25l. <sup>11</sup>	Have you seen a commercial on television that shows kids who are playing with a <u>glowing</u> ball that looks like the sun and playing different games with it? .....	1	2
C_25m. <sup>11</sup>	Have you seen a commercial on television that shows Emma Roberts, the star of the show "Unfabulous" on Nickelodeon, playing volleyball with her friends on the beach? .....	1	2
C_25n. <sup>11</sup>	Have you seen a commercial on television that shows characters from the show "Juniper Lee" playing games with a ball that looks like the sun (or playing with the sun)? .....	1	2
C_25o. <sup>11</sup>	Have you seen or heard anything about kids playing with and passing around yellow balls? .....	1	2

C\_26.<sup>7</sup> Would you describe yourself as...

- Very underweight,..... 1
- Slightly underweight,..... 2
- About the right weight,..... 3
- Slightly overweight, or..... 4
- Very overweight..... 5

C\_22.<sup>2</sup> Have you ever visited the website *[that had information about VERB]* for "VERB"?

- YES ..... 1
- NO ..... 2

<sup>10</sup> Asked in 2005 only.

<sup>10</sup> Asked in 2005 only

<sup>11</sup> Asked in 2006 only.

<sup>7</sup> Asked in 2004-2006.

<sup>2</sup> Asked in 2003-2006. (Item moved to the end of the questionnaire in 2004-2005 and changed to include "a website that had information about VERB.")

<p>If C_20=1 or C_21a = 1, and/or if C_20=2 or C_21b = 1, ask C_27. Else go to C_23INTRO.</p>
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C\_27.<sup>11</sup> Thinking of the last time you (saw/heard/saw or heard) a message or advertisement for VERB, would you say it was...

- In the past week..... 1
- More than 1 week, but less than 1 month ago..... 2
- 1 to 2 months ago..... 3
- More than 2 months ago, but within the past year..... 4
- More than 1 year ago..... 5

C\_23INTRO. Now, one last question—you've really done a good job...

C\_23.<sup>12</sup> Have you attended any events, concerts or shows that had messages or advertising about VERB?

- YES ..... 1 (GO TO C\_23ov)
- NO ..... 2 (GO TO EXCTHNK)

C\_23ov.<sup>11</sup> Was this in the past year?

- YES ..... 1
- NO ..... 2

**CLOSING STATEMENT**

EXTDTHNK

Those are all of the questions I have for you. You've helped us understand more about what kids like you think about the activities they do.

(If more than one child) May I speak with [CHILD2] now?

THANK2. Thank you so much for answering these questions. We are only interviewing in households with children age 9 to 13.

THANK4. Those are all the questions I have for you. Thank you very much for your time.

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<sup>11</sup> Asked in 2006 only.

<sup>12</sup> Asked in 2002-2003 and 2006.