

# *What do you think of marketing and advertising?*

To: Survey Participant

I am a member of a class on campus that is conducting a survey as part of a course project. We are studying college students' opinions of marketing and advertising. Your response will help our class understand how college students respond to marketing, and what they like or dislike about marketing. Please be assured that your answers are anonymous and will not be used for any purpose beyond this class project.

Thanks for your participation,

1. Please indicate how *strongly you agree or disagree* with the following statements concerning new products. Use the number from the scale below and write it in the blank to the left.

*Scale*  
**Strongly Disagree    1    2    3    4    5    6    7    Strongly Agree**

- \_\_\_\_\_ When I hear about cool new products, I like to learn about them.
- \_\_\_\_\_ I wonder about what products will be like in the future.
- \_\_\_\_\_ I enjoy discovering new products and activities.
- \_\_\_\_\_ I imagine what things like travel, communications, and shopping will be like in the future.
- \_\_\_\_\_ When I hear about cool new products that aren't out yet, I want to learn about them.
- \_\_\_\_\_ I daydream about cool new products.
- \_\_\_\_\_ I spend a lot of time imagining what the future will be like.
- \_\_\_\_\_ I shop around a lot for cool new stuff in stores just to find about the latest features or styles.
- \_\_\_\_\_ I think about how I would use different products, even though I don't yet own them.

2. Please *check any* of the words below that you believe describe **advertising**.

- |                    |                          |
|--------------------|--------------------------|
| _____ funny        | _____ disrespectful      |
| _____ intrusive    | _____ boring             |
| _____ entertaining | _____ informative        |
| _____ irritating   | _____ misleading         |
| _____ silly        | _____ to-the-point       |
| _____ repetitive   | _____ attention grabbing |
| _____ appealing    | _____ effective          |
| _____ creative     | _____ truthful           |
| _____ interesting  | _____ useful             |
| _____ overwhelming | _____ informative        |
| _____ corny        | _____ manipulative       |

3. Please *check any* of the words below that describe *ideally* what you would like advertising to be like.

- |                    |                          |
|--------------------|--------------------------|
| _____ funny        | _____ disrespectful      |
| _____ intrusive    | _____ boring             |
| _____ entertaining | _____ informative        |
| _____ irritating   | _____ misleading         |
| _____ silly        | _____ to-the-point       |
| _____ repetitive   | _____ attention grabbing |
| _____ appealing    | _____ effective          |
| _____ creative     | _____ truthful           |
| _____ interesting  | _____ useful             |
| _____ overwhelming | _____ informative        |
| _____ corny        | _____ manipulative       |

4. Please indicate *how strongly you agree or disagree* with the following statements concerning advertising in general. Use the number from the scale below and write it in the blank to the left. Choose N/A if the question is not applicable to you.

*Scale*

**Strongly Disagree    1   2   3   4   5   6   7   Strongly Agree**  
**N/A=not applicable**

\_\_\_\_\_ Overall, I am satisfied with advertising.

\_\_\_\_\_ The purpose of marketing is to attract customers by learning what they want.

\_\_\_\_\_ Advertising sometimes encourages me to seek out more information about products that I am interested in.

\_\_\_\_\_ Ads can be a good way to learn about new products.

\_\_\_\_\_ Advertising is an interesting business.

\_\_\_\_\_ If there was less advertising, the world would be a better place.

\_\_\_\_\_ Advertising appeals to the selfishness of human beings.

\_\_\_\_\_ Advertising is usually designed to sell things that people don't really need.

\_\_\_\_\_ I try to avoid advertising whenever possible.

\_\_\_\_\_ I think it would be fun to work for an advertising agency.

\_\_\_\_\_ Advertising is bad for society.

5. Please indicate how effective or ineffective the following advertising approaches are in getting *you* to pay attention to an ad.

*Scale*

**Not at all effective    1   2   3   4   5   6   7   Very Effective**

\_\_\_\_\_ Informational ads

\_\_\_\_\_ Humorous ads

\_\_\_\_\_ Touching/Emotional ads

\_\_\_\_\_ Sex appeal

\_\_\_\_\_ Ads with attractive models

\_\_\_\_\_ Ads with clever slogans

\_\_\_\_\_ Ads with catchy music

\_\_\_\_\_ Colorful ads

\_\_\_\_\_ Ads featuring people my age in fun settings

6. In general, how would you rate the *trustworthiness of advertising* that appears in the following media. Use a number from the scale below and write it in the blank to the left.

*Scale*

**Not at all trustworthy   1   2   3   4   5   6   7   Very Trustworthy**

\_\_\_\_\_ Television                      \_\_\_\_\_ Movies

\_\_\_\_\_ Newspapers                      \_\_\_\_\_ Direct Mail

\_\_\_\_\_ Radio                                      \_\_\_\_\_ Internet

\_\_\_\_\_ Magazines                              \_\_\_\_\_ Yellow Pages

7. Please indicate *how strongly you agree or disagree* with the following statements concerning specific advertising approaches. Use the number from the scale below and write it in the blank to the left. Choose N/A if the question is not applicable to you

*Scale*

**Strongly Disagree    1   2   3   4   5   6   7   Strongly Agree**  
**N/A=not applicable**

- \_\_\_\_ Radio ads are enjoyable.
- \_\_\_\_ Celebrities in advertising are generally trustworthy.
- \_\_\_\_ Magazine ads are enjoyable.
- \_\_\_\_ Online pop-up ads are intrusive.
- \_\_\_\_ I pay attention to ads with celebrities when I am interested in the celebrity.
- \_\_\_\_ I pay attention to ads with celebrities when they are selling products that they know something about.
- \_\_\_\_ Product placement in videogames would make me like videogames less.
- \_\_\_\_ I pay more attention to ads with celebrities.

8. Approximately how many hours of television do you typically watch a week?

- \_\_\_\_ Less than 5 hours
- \_\_\_\_ 5-10 hours
- \_\_\_\_ 11-15 hours
- \_\_\_\_ 16-20 hours
- \_\_\_\_ 20 or more hours

9. Approximately how many times do you typically go to the movie theater a month?

- \_\_\_\_ Less than once a month
- \_\_\_\_ 2-3 times a month
- \_\_\_\_ 4-5 times a month
- \_\_\_\_ More than 5 times a month

10. How much time do you spend on the Internet a week?

- \_\_\_\_ Less than 5 hours
- \_\_\_\_ 5-10 hours
- \_\_\_\_ 11-15 hours
- \_\_\_\_ 16-20 hours
- \_\_\_\_ 20 or more hours

11. How many banner ads can you remember seeing during your last internet session?

- \_\_\_\_ None
- \_\_\_\_ 1-2
- \_\_\_\_ 2-3
- \_\_\_\_ 3-4
- \_\_\_\_ 5 or more

12. What types of magazines do you read at least once a month? (Check ALL that apply.)

- Fashion and Health (Ex: Cosmopolitan, Glamour, Elle)
- Women's Fitness (Ex: Shape, Fitness)
- Men's Interests (Ex: Esquire, GQ)
- Sports (Ex: Sports Illustrated)
- Business (Ex: Business Week, Fortune)
- News, Politics and World Affairs (Ex: Newsweek, Time)
- General interest (Ex: People, US Weekly)
- Hobbies/crafts/special interests
- Other: Please specify \_\_\_\_\_
- None

13. **How frequently** do you do the following things? Choose a number from the scale below and write it in the blank to the left.

**Scale**

**1= Always**

**2= Often**

**3= Sometimes**

**4= Seldom**

**5= Never**

**N/A=not applicable**

- Pay attention to TV ads.
- Talk to friends about an ad I really like.
- Talk to friends about a product I really like.
- Change the channel when commercials come on TV.
- Change the station when ads come on the radio.
- Refuse to buy from a company just because I object to their advertising.
- Pay attention to a magazine ad that interests me.
- Click on an internet ad that interests me.
- Use coupons.
- Search for better prices on items I want.
- Avoid internet sites with intrusive ads.
- Use search engines to find information about products that interest me.

**Turn the page for more →**

15. How much do you *like* the following ad campaigns? Choose a number and write it in blank to the left. Write N/A if you are not familiar with the commercial.

**Dislike   1   2   3   4   5   6   7   Like**  
**N/A=Not Applicable**

- \_\_\_ HP Photosmart
- \_\_\_ iPod Nano
- \_\_\_ Axe Body Spray
- \_\_\_ Herbal Essence
- \_\_\_ Aflac
- \_\_\_ Jack in the Box
- \_\_\_ Citibank Identity Theft
- \_\_\_ Budweiser
- \_\_\_ Paris Hilton Carl's Jr.
- \_\_\_ Dove
- \_\_\_ Old Navy
- \_\_\_ Starbucks

16. How many ads per day would you say that you actively pay attention to?

- \_\_\_ None
- \_\_\_ 1-2
- \_\_\_ 3-4
- \_\_\_ 5-10
- \_\_\_ More than 10

17. What, if anything, would make advertising more appealing to you?

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*One more brief page →*

18. The following information is being collected for classification purposes only.

a. I am:

Male  
 Female

b. My major is in the College of:

The Arts  
 Business Administration  
 Education  
 Engineering  
 Health and Human Services  
 Liberal Arts  
 Natural Sciences and Mathematics

c. I am a:

freshman  
 sophomore  
 junior  
 senior

d. I work:

0 hours a week  
 1-10 hours a week  
 11-20 hours a week  
 20 or more hours a week

d. My age is: \_\_\_\_\_ (fill in the blank with your age)

***Thanks for your participation!***