

# Positive Social Norms Marketing Campaign Survey Pre-Test

Thank you for taking the time to complete this survey. Please do not write your name on this survey. Please be honest in your responses.

SCHOOL: \_\_\_\_\_

DATE: \_\_\_\_\_

GRADE: \_\_\_\_\_

GENDER:       Male       Female

We would like you to answer some questions about kids in your School. When answering the questions below, imagine a group of 10 random students in your school.

1. How many of the 10 kids do you think have EVER smoked cigarettes, even 1 or 2 puffs? \_\_\_\_\_
  
2. How many of the 10 kids do you think have smoked a cigarette in the last 30 days? \_\_\_\_\_
  
3. Most kids think smoking is:
  - a.) Really cool
  - b.) Kinda cool
  - c.) Not at all cool
  
4. Do you think smoking is:
  - a.) O.K. for your health
  - b.) I'm not sure
  - c.) Bad for your health
  
5. Have you seen this logo in your school?
  - a.) Yes
  - b.) No

