

World Cup Drink Campaign

About you

Q1 How old are you?

Under 18.....	<input type="checkbox"/>	46 - 50.....	<input type="checkbox"/>
19 - 25.....	<input type="checkbox"/>	51 - 55.....	<input type="checkbox"/>
26 - 30.....	<input type="checkbox"/>	56 - 60.....	<input type="checkbox"/>
31 - 35.....	<input type="checkbox"/>	61 - 65.....	<input type="checkbox"/>
36 - 40.....	<input type="checkbox"/>	66+.....	<input type="checkbox"/>
41 -45.....	<input type="checkbox"/>		

Q2 Are you male or female?

Male..... Female.....

Q3 What is your ethnic origin/racial group?

Q4 What borough do you live in?

About the campaign

We ran a local campaign about drinking responsibly during the World Cup. This campaign used posters and beer mats.

Q5 Please indicate whether you noticed any of the campaign posters or beer mats

	<i>Yes I noticed</i>	<i>No I didn't notice</i>	<i>Don't Know/Not Sure</i>
World Cup Drink Poster	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
World Cup Drink Beer mat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 If you did notice any campaign posters or beer mats please say where you saw them.

Q7 Please rate how well you think the campaign poster does the following.

	<i>Very good</i>	<i>Quite good</i>	<i>Average</i>	<i>Quite bad</i>	<i>Very bad</i>
Easy to understand	<input type="checkbox"/>				
Easy to remember	<input type="checkbox"/>				
Is believable	<input type="checkbox"/>				
Is a powerful message	<input type="checkbox"/>				

Q8 Please rate how well you think the campaign beer mat does the following.

	<i>Very good</i>	<i>Quite good</i>	<i>Average</i>	<i>Quite bad</i>	<i>Very bad</i>
Easy to understand	<input type="checkbox"/>				
Easy to remember	<input type="checkbox"/>				
Is believable	<input type="checkbox"/>				
Is a powerful message	<input type="checkbox"/>				

Q9 Please say whether you agree or disagree with the following statements?

	<i>Agree</i>	<i>Disagree</i>	<i>Don't know/Not sure</i>
The world cup campaign made me think about my drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The world cup campaign gave good reasons for drinking responsibly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The world cup campaign probably affected my behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The world cup campaign was a good idea	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10 Any other comments

Thank you for your time