

Media Images Survey

Sex: F _____ M _____

Race: Caucasian _____ African-American _____ Asian _____ Hispanic _____ Other _____

Please answer with the appropriate letter for the flyer and give a brief explanation for your choice.

1. Which flyer is the most eye catching? Flyer _____
2. Which flyer is the least eye catching? Flyer _____
3. Which flyer is the most believable? Flyer _____
4. Which flyer is the least believable? Flyer _____
5. Which flyer has the most useful information for you? Flyer _____
6. Which flyer has the least useful information for you? Flyer _____

For each flyer, please briefly answer the following question:

“What is happening in this picture?”

Flyer A:

Flyer B:

Flyer C:

Flyer D:

Flyer E:

