

DB MARKET STRUCTURE STUDY
 (Screening Questionnaire)

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Hello, I'm _____ of Marketing Information Systems. We're conducting an opinion survey today among men and women 18 years of age and older about various products used in the household and I'd like to ask you a few questions.

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1a. First of all, are you 18 years of age or older?

Yes... ()

No... ()
 (THANK AND TERMINATE)



1b. What is your exact age? (RECORD EXACT AGE AT LEFT BELOW; THEN "X" CORRESPONDING AGE CATEGORY)

18 - 21.....	9()-2
22 - 24.....	()-3
25 - 29.....	()-4
30 - 34.....	()-5
35 - 39.....	()-7
40 - 44.....	()-8
45 - 49.....	()-9
50 - 54.....	()-0
55 - 64.....	()-x
65 and over.....	()-y

(EXACT AGE)

2a. (RECORD, DO NOT ASK.)

Sex

Male.... 10()-1
 Female.. ()-2

2b. (RECORD, DO NOT ASK.)

Race

White... ()-4
 Black... ()-5
 Asian... ()-6

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