

CROSSLEY, S-D SURVEYS, INC.
405 Park Avenue
New York 22, New York

#13382
February, 1964

Respondent's Name _____

Cluster Frame # _____

Interviewer's Name _____

CIGARETTE STUDY
"SMOKER" QUESTIONNAIRE

(SECTION "A" CONTINUED)

1. CURRENT SMOKING BEHAVIOR

3. About how long have you been smoking cigarettes on a regular basis?
- | | |
|----------------------------------|-----|
| One month or less | 7-1 |
| Over one month to 3 months . . . | -2 |
| Over 3 months to 6 months . . . | -3 |
| Over 6 months to 1 year . . . | -4 |
| Over 1 year to 2 years . . . | -5 |
| Over 2 years to 3 years . . . | -6 |
| Over 3 years to 5 years . . . | -7 |
| Over 5 years to 10 years . . . | -8 |
| Over 10 years | -9 |
4. On the average, about how many cigarettes do you smoke each day?
- | | |
|------------------------------------|-----|
| 10 cigarettes or less . . . | 8-1 |
| Over 10 to 19 cigarettes . . . | -2 |
| Twenty cigarettes (one pack) . . . | -3 |
| Over 20 to 30 cigarettes . . . | -4 |
| Over 30 to 39 cigarettes . . . | -5 |
| Forty cigarettes (two packs) . . . | -6 |
| Over forty cigarettes . . . | -7 |
- 5a. Is this more, about the same, or less than the number of cigarettes you were smoking daily at this time last year?
- | | |
|------------|----|
| More . . . | -9 |
| Less . . . | -0 |
| Same . . . | -x |

SKIP TO QUESTION 6a

- b. Why are you smoking more/less cigarettes? (PROBE) _____
- _____ 9-
- _____ 10-

CURRENT BRAND

- 6a. What brand of cigarettes are you smoking at present ... that is, the brand you have on hand? _____
- (BRAND)
- b. Is that a regular or king size cigarette? Regular 15-1
King . -2
- c. Is that a filter tip or non-filter tip cigarette? Filter tip . . -4
Non-filter tip -5
- d. Is that a mentholated or non-mentholated cigarette? Mentholated . . -7
Non-mentholated -8

Why are you smoking (current Brand) at present, instead of some other Brand