

October, 1986

NON-MENTHOL IN-DEPTHS
(Screener)

Hello, I'm _____ of _____. We're conducting an opinion survey today among people between the ages of 18 and 54 about various products used in the household and I'd like to ask you a few questions.

1. First of all, are you between the ages of 18 and 54?

Yes... ()

No... ()
(THANK AND TERMINATE)

2. And are you between 18 and 34 years of age, or between 35 and 54 years of age?

18 - 34..... ()

35 - 54..... ()

3. OBSERVE AND RECORD.

Male..... ()

Female..... ()

4. OBSERVE AND RECORD.

White..... ()

Black..... ()

5. Next, I'm going to read you a list of products. For each one I read, please tell me if you, yourself, use the product. The first one is... (READ ENTIRE LIST ONE AT A TIME AND RECORD).

	Yes	No
Antacids.....	()	()
Aspirin.....	()	()
Beer.....	()	()
Breakfast cereals.....	()	()
Cigarettes.....	()	() <u>THANK AND TERMINATE</u>
Diet Soda.....	()	()
Frozen Vegetables.....	()	()

WHEN ASKING Q.6 AND/OR Q.8, PROBE FOR EXACT OCCUPATION. IF JOURNALISM, PUBLIC RELATIONS, ADVERTISING, OR MARKETING ANSWERED IN EITHER QUESTION, THANK RESPONDENT AND TERMINATE.

6. Since we're talking to people all across the country, we're interested in talking to a cross-section of people in different occupations. What is your occupation?

(WRITE IN FULL TITLE)

(IF RESPONDENT GIVES A GENERAL OCCUPATION SUCH AS SALES OR MANUFACTURING, ASK:) What products are involved in your occupation? (TERMINATE IF RESPONDENT ANSWERS, "CIGARETTES".)

(WRITE IN PRODUCTS)

7. Are you married?

Yes... ()

No... ()
(SKIP TO Q.9)

8. What is the occupation of your spouse?

(WRITE IN FULL TITLE)

(IF RESPONDENT GIVES A GENERAL OCCUPATION SUCH AS SALES OR MANUFACTURING, ASK:) What products are involved in your spouse's occupation? (TERMINATE IF RESPONDENT ANSWERS, "CIGARETTES".)

(WRITE IN PRODUCTS)

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