

MERIT ADVERTISING TRACKING

SCREENER

Hello, I'm _____ from Marketing Research Services, a national marketing research firm, calling long distance from Cincinnati, Ohio. I'd like to speak to (ANY/SOMEONE) (MAN) (WOMAN) in your household 18 years of age or older.

(ASK FOR TOLEDO, PHOENIX, PORTLAND, AND SEATTLE)

1A. First of all, can you please tell me what county and state you live in?

1B. And, (just to check) are you under 18, between 18 and 34, or 35 years of age or older?

Under 18	-1	—	SKIP TO Q.2
18 - 34	-2	→	CHECK QUOTA. IF FILLED, SKIP TO Q.2;
35 or over	-3	→	OTHERWISE, ASK Q.1C

1C. Do you smoke cigarettes?

Yes	-1	-	SKIP TO Q.3A
No	-2		

2. Is there (ANYONE) (A MAN) (A WOMAN) in your household who is (18 YEARS OF AGE OR OVER) (18 TO 34 YEARS) (35 YEARS OF AGE OR OVER) and who smokes cigarettes?

Yes -1 - ASK TO SPEAK TO THAT PERSON, REINTRODUCE YOURSELF AND BEGIN AGAIN WITH Q.1B. IF NOT AVAILABLE, ARRANGE FOR CALLBACK ON CALLBACK FORM.

No -2 - THANK RESPONDENT AND TERMINATE

3A. Do you currently smoke filtered or non-filtered cigarettes?

Filtered	-1		
Non-Filtered	-2	-	THANK RESPONDENT AND TERMINATE

3B. And is your regular brand a menthol or a non-menthol?

Menthol	-1
Non-Menthol	-2

3C. Do you usually smoke the regular King size cigarettes, or the cigarettes that are longer than King size, that is, the 100 millimeter or the 120 millimeter size?

Regular/Kings	-1
Longer Than Kings	-2

3D. (DO NOT ASK, BUT RECORD SEX):

Male	-1	→	CHECK QUOTAS
Female	-2		

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