

VSO DISPLAY TEST
(Screener)

Hello, my name is _____ from Marketing Information Systems.
Today we're talking to women 18 through 54 years of age about their opinions
on certain products and I'd like to ask you a few questions.

CARD 1 = COL.6(1)

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

Yes... ()

No... ()
(THANK AND TERMINATE)

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

18 - 34..... 8()-1 } (CHECK QUOTAS)
35 - 54..... ()-2 }

3. Observe and record race:

White/other..... 9()-1 } (CHECK QUOTAS)
Black..... ()-2 }

4. In the past week or two, have you spent any time looking through or reading
a magazine or newspaper at home?

Yes... 10()-1

No... ()-2
(THANK AND TERMINATE)

5. Do you smoke filter cigarettes?

Yes... ()-3

No... ()-4
(THANK AND TERMINATE)

6. Do you usually smoke the regular king-size cigarettes, or the cigarettes that
are longer than king-size -- that is, the 100 millimeter or 120 millimeter size?

Regular/kings... ()-5 (THANK AND TERMINATE) 100's/120's... ()-6

7. Do you usually smoke a menthol or a non-menthol cigarette?

Menthol..... 11()-1 } (CHECK QUOTAS)
Non-menthol..... ()-2 }

8. What is your regular brand of cigarettes, that is, the brand you smoke most
often? (HAND RESPONDENT BRAND LIST. RECORD THE FULL BRAND NAME AND THE TWO
LETTERS EXACTLY AS PRINTED ON THE BRAND LIST; THEN CHECK QUOTAS. IF NO LETTERS
APPEAR NEXT TO THE BRAND, THANK AND TERMINATE)

BRAND: _____ LETTERS: _____
12/13/14- 15-

IF ELIGIBLE, TELL RESPONDENT THAT WE HAVE SOME ADS WE'D LIKE HER TO LOOK
AT, AND ESCORT TO INTERVIEWING AREA.

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