

*File Copy
Started 7/26/75*

SMOKE EASY CAMPAIGN COMMUNICATION-STUDY

(CRISS-CROSS)

MRD # 75-0464

DO NOT
USE THIS
COLUMN

1 2 3 4 5 6
7 8 9 10
750464
9

NAME: _____

ADDRESS: _____ PHONE: _____

INTERVIEWER: _____ DATE: _____

SEX: MALE ☐ AGE: 18-24 ☐ 35-49 ☐ Ref. ☐

FEMALE ☐ 25-34 ☐ 50 & Over ☐

CITY: Chicago ☐ Atlanta ☐
Detroit ☐ Baltimore ☐
Houston ☐ Dallas ☐
Kansas City, Mo. ☐ Los Angeles ☐
Boston ☐ Cleveland ☐
Indianapolis ☐ Oakland ☐

1. INTRODUCTION AND ELIGIBILITY

"Hello, I'm calling for Lane Services, a marketing research company, and we're doing a study on products people use."

1a. "Have you smoked any cigarettes in the past seven days?"

YES → ☐ • SKIP TO QU. 1c.

NO → ☐ • ASK QU. 1b.

1b. "Would there be anyone else presently at home, 18 years of age or older, who smokes cigarettes?"

YES → ☐ • ASK TO SPEAK WITH THAT PERSON & REPEAT QU. 1a.

NO → ☐ • TERMINATE AND DO NOT COUNT TOWARD QUOTA.

1c. "How many cigarettes do you usually smoke per day?"

Less than 1 → ☐ • ASK QU. 1b., AND IF "NO" TERMINATE

1-15.....-1

16-25.....-2

Over 25.....-3

16-

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