

NAME: Mr. Mr. Fitzgerald PHONE #: 997-9623

1. Please take a few minutes to go through the advertisements in this book. Please take as much time with each ad as you care to. If you ordinarily wear reading glasses, you'll need them.

(HAND RESPONDENT PORTFOLIO AND TAKE IT BACK BEFORE CONTINUING.)

2. Now, I'd like to ask you a few questions about the ads in the book.

What brands or products do you remember seeing ads for in the book? (PROBE:)
Any other brands? (DO NOT READ EITHER BRAND NAMES OR PRODUCT CATEGORIES.)

GENERAL ADS		CIGARETTE ADS (14)	
Amans Range-----	1	Dole Pineapple-----	1
BankAmericard/VISA-----	2	General Electric Washer-----	2
Bayer Aspirin-----	3	Hilton Hotels-----	3
Bolens Lawn Mower-----	4	Kawasaki-----	4
Budweiser-----	5	Old Spice Pocket Cologne-----	5
Canadian Club-----	6	Polaroid Camera-----	6
Coca Cola-----	7	Singer Sewing Machines-----	7
Concord Watches-----	8	Taster's Choice-----	8
Crest toothpaste-----	9	Weight Watchers-----	9
		Luke-----	3
		Golden Lights-----	4
		Golden (Unsp.)-----	5
		Kent Golden-----	6
		Kent Golden Lights-----	7
		Kent Lights-----	8
		Kent (Unsp.)-----	9
		Lights (Unsp.)-----	0
		True-----	x

Other (SPECIFY):

(IF NO CIGARETTE BRANDS MENTIONED ABOVE, ASK Q.3a.)

(IF ONLY ONE OR TWO CIGARETTE BRANDS MENTIONED, SKIP TO Q.3b.)

(IF ALL THREE CIGARETTE BRANDS MENTIONED, SKIP TO Q.4.)

- 3a. (IF NO CIGARETTE BRANDS MENTIONED ABOVE, ASK:)
Do you remember any ads for cigarettes?

Yes ----- (15) -----> What brands do you remember seeing ads for?
Any others?

Luke-----	3
Golden Lights-----	4
Golden (Unsp.)-----	5
Kent Golden-----	6
Kent Golden Lights-----	7
Kent Lights-----	8
Kent (Unsp.)-----	9
Lights (Unsp.)-----	0
True-----	x

Other (SPECIFY):

No ----- 2 -----> (SKIP TO Q.10)

(IF "ONE" OR "TWO" CIGARETTE BRANDS MENTIONED, ASK:)

- 3b. Do you remember any ads for any other brands of cigarettes?

Yes ----- (16) -----> What brands were they? Any others?

No ----- 2 ----->

Luke-----	3
Golden Lights-----	4
Golden (Unsp.)-----	5
Kent Golden-----	6
Kent Golden Lights-----	7
Kent Lights-----	8
Kent (Unsp.)-----	9
Lights (Unsp.)-----	0
True-----	x

Other (SPECIFY):

(IF TRUE MENTIONED IN Q.2, 3a, OR 3b, CONTINUE.)

(IF TRUE NOT MENTIONED IN Q.2, 3a, OR 3b, SKIP TO Q.10.)

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