

Market Facts, Inc., 100 South Wacker Drive, Chicago, Illinois 60606

SCREENING FORM

Market Facts' Repr. _____

Field Station _____ Date _____

Job No. _____

Project No. 75-166

Qu. No. _____

Hello! My name is _____ and I'm representing Market Facts, Inc. We're conducting a research project in this area. **IF NECESSARY -- May I speak to someone who is 21 years of age or older?**

1. Are you, any of your relatives or close friends associated with an advertising or research company or a company that makes cigarettes?

Yes 1 (TERMINATE) No 2

2a. Do you smoke cigarettes?

Yes 1 (SKIP TO QUESTION 3) No 2

2b. Is there anyone else home who smokes cigarettes?

Yes 1 (ASK TO SPEAK TO THAT PERSON. IF NOT AVAILABLE, TERMINATE)

No 2 (TERMINATE)

3. About how many packs of cigarettes would you say you have smoked in the past week?

No. of Packs: _____ (TERMINATE IF LESS THAN FOUR PACKS)

☐ 5

4. What brand of cigarettes do you smoke most often?

Viceroy 1

Raleigh 2

Marlboro 3

Winston 4

Other _____ (TERMINATE) Specify on Call Record Sheet.

☐ 6

5a. Is the (NAME BRAND) you smoke most often a menthol or a non-menthol cigarette?

Menthol 1 (TERMINATE) Non-menthol 2

7

5b. Is the (NAME BRAND) you smoke most often a filter or a non-filter cigarette?

Filter 1 Non-filter 2 (TERMINATE)

8

6a. (SHOW LABELS APPROPRIATE TO BRAND SMOKED MOST OFTEN) Which of the labels on this page is the (NAME BRAND) you smoke most often?

Kings 1
(Left Side)

Longs 2 (TERMINATE)
(Middle)

Autos/Lights 3 (TERMINATE)
(Right Side)

9

7a. Have you ever participated in a cigarette testing study before?

Yes 1

No 2 (SKIP QUESTIONS 7b AND 7c -- FILL OUT END OF SCREENING FORM AND GO ON TO PLACEMENT INSTRUCTIONS)

10

7b. About how long ago was the last cigarette study you took part in? (TERMINATE IF LESS THAN 6 MONTHS AGO)

(WRITE IN)

11

7c. How many cigarette testing studies including this one have you participated in? (TERMINATE IF MORE THAN 3)

(WRITE IN)

12

Respondent's Name: _____

Address: _____

City: _____ State: _____ Tel. No. _____

(CHECK QUOTA SHEET. SELECT QUESTIONNAIRE BY GRID AND READ PLACEMENT INSTRUCTIONS.)