

CARLTON ADVERTISING TEST  
WAVE I

I.D.#: \_\_\_\_\_  
(1 - 3)

Respondents Name: _____	Tel. #:( ) _____
Address: _____	Date: _____
City/State/Zip: _____	Time Began: _____ am/pm
Interviewer: _____	Time Ended: _____ am/pm

Hello, I am \_\_\_\_\_ of Vector Marketing Research. We are conducting a survey and would like to ask you some questions.

1. Are you 21 years of age or older?

Yes.....1  
No.....2 ---> TERMINATE

2. Which of the following have you done in the past 7 days?

Had a wine cooler.....1  
Taken a picture with a 35 mm. camera.....2  
Smoked cigarettes.....3 IF "YES" CONTINUE,  
OTHERWISE TERMINATE.  
Eaten in a fast food restaurant.....4  
Bought a pair of athletic shoes.....5

TERMINATE: Q.2 - NO RECENT USAGE

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	( )

We are asking different people we speak to about different product categories. In your case we would like to speak about...(PAUSE) cigarette smoking.

3. About how many cigarettes do you currently smoke in an average day?  
(DO NOT READ LIST)

Less than half a pack a day (1-9 cigarettes).....1--> TERMINATE  
A half a pack but less than a pack (10-19 cigarettes).....2  
A pack but less than 2 packs.....3  
Two packs but less than three packs.....4  
Three or more packs a day (60 or more cigarettes).....5

TERMINATE: Q.3 - LESS THAN HALF A PACK PER DAY

1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	( )

4. What brand of cigarettes do you consider to be your regular brand, that is, the brand you smoke most often?

\_\_\_\_\_ (WRITE IN BRAND) (8, 9, 10, 11, 12)

4a. Is that a...

(13)  
Filter.....1  
Non-filter.....2

4b. Is that a...

(14)  
Menthol.....1  
Non-menthol.....2

4c. Is that a...

(15)  
King size.....1  
100 millimeter..2  
120 millimeter..3