

Newman-Stein, Inc.
1500 Broadway
New York, N.Y. 10036

0415

Job #2712
May, 1985

CIRCLE QUOTA TO WHICH APPLIED:

15-1

Q.8--SEX (6)
Male 1
Female 2

CIRCLE CITY: (7)
Detroit-Oakland..... 1
Detroit-Westland..... 2
Jackson..... 3
Phoenix..... 4
Seattle..... 5

CIGARETTE CONCEPT TEST

(Screening Questionnaire)

RESPONDENT'S NAME _____ AREA CODE _____ TELEPHONE # _____
ADDRESS _____ CITY _____ STATE _____ ZIP CODE _____
INTERVIEWER'S NAME _____ I.D.# _____ TIME BEGAN _____ AM/PM (8-11)
DATE _____ TIME ENDED _____ AM/PM (12-15)

Hello, I'm _____ from Newman-Stein, Inc., a national market research firm.
We're conducting a survey today and I would like to ask you a few questions.

1a. First, which of the following products do you currently use? (READ LIST)

(16)
Beer 1
Cigarettes 2 → (MUST BE CIRCLED. IF NOT, TERMINATE, RECORD ON
TALLY SHEET, ERASE AND RE-USE)
Wine 3
Liquor 4

1b. Do you or does any member of your household work ... (READ LIST)?

	Yes	No
In advertising	1	2
In market research	1	2
For any company which manufactures, distributes or promotes any tobacco products	1	2

ALL MUST BE CIRCLED: "NO" IN Q.1b. OTHERWISE, TERMINATE, RECORD ON TALLY SHEET,
ERASE AND RE-USE.

1c. (HAND RESPONDENT AGE CARD)
Which of the following age groups best describes your age?

(17)
Under 21 1 → (TERMINATE, RECORD ON TALLY SHEET, ERASE
AND RE-USE)
21-24 2
25-29 3
30-34 4 (CONTINUE)
35-49 5
50-54 6
55 and over 7 → (TERMINATE, RECORD ON TALLY SHEET, ERASE
AND RE-USE)

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