

S-1

CIGARETTE PROMOTION EVALUATION

BMR #41-092 (1-5)

Complete ()
Term () at Q. _____

FOR OFFICE USE

Resp. # _____ (6-9)

Inv. Name _____

Date ____ / ____ / 80

Card -1 (10)

Resp. Name _____

Inv. # _____ (11-14)

Phone # () _____

City: Buffalo -1

Houston -2 (15)

MRD 1980-140

Miami/Ft. Lauderdale -3

INTRODUCTION/SCREENER

- (To whoever answers.)
A. HELLO, I'M _____ CALLING (LONG DISTANCE) FROM BURKE MARKETING RESEARCH. TODAY WE ARE GETTING SOME INFORMATION FOR A STUDY ON CIGARETTE SMOKING. MAY I SPEAK TO (name on Dialing Card)?

Yes - Q.8
No/Ref - Disc./rec. "Ref."
RNA - Make callback appointment
No Such Person - Disc./rec. "No Resp."

- X B. ARE YOU OR ANY OF YOUR RELATIVES OR CLOSE FRIENDS ASSOCIATED WITH AN ADVERTISING AGENCY, OR MARKET RESEARCH COMPANY, OR A COMPANY THAT MAKES CIGARETTES?

Yes/DK - Disc./rec. "Empl."
No - Continue

- C. DO YOU SMOKE CIGARETTES?

Yes - Continue
No/DK - Thank respondent., discontinue/rec. "Not Smoke"

- D. ARE YOU 21 YEARS OF AGE OR OLDER, OR NOT?

Yes - Continue
No/Ref - Discontinue/rec. "Age"

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