

November, 1982

SM NAME TEST
(Screener)

VERSION 1b

Hello, my name is _____ from _____.
We're talking to people between the ages of 18 and 54 about their opinions on certain
products and I'd like to ask you a few questions.

1a. First of all, are you between the ages of 18 and 54?

Yes... ()

No... ()

(THANK AND TERMINATE)

1b. And are you between 18 and 34 years of age, or 35 and 54 years of age?

18 - 34..... ()

35 - 54..... ()

} (CHECK QUOTAS)

1c. Observe and record sex:

Male..... ()

Female..... ()

} (CHECK QUOTAS)

1d. Observe and record race:

White/other..... ()

Black..... ()

} (CHECK QUOTAS)

2. Do you smoke filter cigarettes?

Yes... ()

No... ()

(THANK AND TERMINATE)

3. Do you usually smoke menthol or non-menthol cigarettes?

Menthol... ()

Non-Menthol... ()

(THANK AND TERMINATE)

4. Do you usually smoke the regular king-size cigarettes or the cigarettes that
are longer than king-size -- that is, the 100 millimeter or the 120 millimeter
size?

Regular/kings..... ()

Longer than kings/100's/120's.... ()

} (CHECK QUOTAS)

5. What is your regular brand of cigarettes, that is, the brand you smoke most
often? (HAND RESPONDENT BRAND LIST. RECORD THE FULL BRAND NAME AND THE TWO
LETTERS EXACTLY AS PRINTED ON THE BRAND LIST. IF NO LETTERS, THANK AND TER-
MINATE.) ~~CHECK QUOTA FOR LOW TAR (2 OR 3) AND FULL FLAVOR (4)~~

BRAND: _____

LETTERS: _____

6. Do you usually buy your regular brand in a box or a soft pack?

Box..... ()

Soft pack..... ()

IF ELIGIBLE, ESCORT RESPONDENT INTO TEST AREA

Read Verbatim: I have some packs of cigarettes I'd like you to look at.
This will take 15 or 20 minutes of your time, and for
help; us out I'd like to give you a (10 New Lights/
cigarette lighter) as a token of our appreciation.

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