

BQR
New York

JOB #9060
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SCREENING QUESTIONNAIRE

Hello, my name is _____, from _____, a market research firm. We are conducting a survey in your area, and I'd like to ask you a few questions.

Q. 1 Are you/May I speak with a (male) (female) between 18 and 21 years of age?

Yes () REINTRODUCE YOURSELF, IF NECESSARY
No () TERMINATE

AT EACH SESSION, YOU ARE TO RECRUIT HALF MALES AND HALF FEMALES.

Q. 2 What is your exact age?

RECORD
ATTEMPT TO RECRUIT EQUAL/NEARLY EQUAL NUMBERS FOR EACH OF THE FOUR YEARS WHICH QUALIFY.

Q. 3a Sometimes the type of work people do, and the kinds of companies they work for, affect the kinds of products they buy. Please tell me what your occupation is, and the type of company you work for.

Occupation _____ Type of Company _____

Q. 3b (If Married ask) It is also essential that I know the occupation of your spouse, and the type of company he/she works for.

Occupation _____ Type of Company _____

Q. 3c (If a Student) If you work, I need to know your occupation, and the type of company you work for.

Occupation _____ Type of Company _____

Because you are a student, it is important that I know the occupations, and the types of companies your parents work for.

Mother's Occupation _____ Type of Company _____

Father's Occupation _____ Type of Company _____

TERMINATE IF CANDIDATE, SPOUSE OR PARENTS WORK FOR: A MARKET RESEARCH FIRM; AN ADVERTISING AGENCY; A RADIO OR TV STATION; A NEWSPAPER OR MAGAZINE, A COMPANY THAT MANUFACTURES, SELLS OR DISTRIBUTES TOBACCO PRODUCTS, IN GENERAL, OR CIGARETTES.

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