

CAMEL LTS 83MM BOX CONVERSION  
 PRODUCT TEST CALLBACK  
 FFLT NM 85 (X RJR)  
 M/A/R/C#: 146-0192  
 BID#: 90-94101



|                |       |
|----------------|-------|
| FOR FIELD USE: |       |
| Monitored/     |       |
| Validated By:  | _____ |
| Edited By:     | _____ |
| Completed [ ]  |       |
| Terminated [ ] |       |

DLW/abp 07/16/90 11:50 AM

|        |   |
|--------|---|
| MALES  | 1 |
| 18-24  | 1 |
| 25-34  | 2 |
| 35-49  | 3 |
| CELL 1 | 1 |
| CELL 2 | 2 |
| CELL 3 | 3 |
| CELL 4 | 4 |
| CELL 5 | 5 |
| CELL 6 | 6 |
| CELL 7 | 7 |
| CELL 8 | 8 |

| State Code | County Code | Geo. Reg./<br>Co. Size | TELEPHONE NUMBER |        |        | Interviewer Number |
|------------|-------------|------------------------|------------------|--------|--------|--------------------|
|            |             |                        | Area Code        | Prefix | Suffix |                    |
|            |             |                        |                  |        |        |                    |

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_ Time Ended: \_\_\_\_:\_\_\_\_:\_\_\_\_ am pm Time Started: \_\_\_\_:\_\_\_\_:\_\_\_\_ am pm No. Of Min.: \_\_\_\_

- 1) May I please speak to [INSERT RESPONDENT'S NAME]? (IF ASKED WHO IS CALLING, SAY: "I'm \*01 from National Product Opinion Surveys.") (INTERVIEWER ONLY: SMOKER INFORMATION FOR THE HOUSEHOLD IS LISTED BELOW. THIS INFORMATION SHOULD BE USED TO HELP IDENTIFY THE MEMBER WHO SMOKED THE PRODUCT. DO NOT ATTEMPT TO UPDATE THE HOUSEHOLD AT THIS TIME. THE FIRST PERSON LISTED IS THE PERSON DESIGNATED TO RECEIVE AND SMOKE THE PRODUCT.)

[BUILDER NOTE: DISPLAY HOUSEHOLD  
SMOKER INFORMATION]

Respondent available  
 [SKIP TO Q.10] . . . . . 1  
 Respondent not  
 available . . . . . 2  
 Other family member smoked  
 [SKIP TO Q.6] . . . . . 3  
 No further contact  
 [SKIP TO Q.4] . . . . . 4

- 2) Is there an adult, 18 years of age or older, who smokes cigarettes in your household who I could speak to? (IF NO OTHER FAMILY MEMBER AVAILABLE, ENTER CODE 2 AND SCHEDULE CALLBACK FOR 2 DAYS AND SAY: "Would you please have (NAME AT TOP OF SCREEN) call our toll-free number with opinions regarding the cigarettes we recently mailed him/her.")

(TOLL FREE NUMBER:  
1-800-535-8210)

(IF OTHER SMOKER AVAILABLE, ASK TO  
SPEAK TO HIM/HER AND ENTER CODE 1.)

[BUILDER NOTE: IF OFM SMOKED, AND  
CODE 1, SKIP TO Q.7.]

[BUILDER NOTE: DISPLAY HOUSEHOLD  
SMOKER INFORMATION.]

Other smoker available . . . . . 1  
 No other smoker available  
 [SKIP TO CALLBACK  
GRID] . . . . . 2

- 3) (IF NECESSARY REINTRODUCE YOURSELF AND SAY:) I was calling today to ask (NAME AT TOP OF SCREEN) a few questions about the cigarettes we recently mailed [HIM/HER]. But since, [HE/SHE] is not available, I would like to take this opportunity to verify that the information I have concerning cigarette smokers in your household is correct. (IF UNWILLING TO UPDATE HOUSEHOLD, \B TO PREVIOUS QUESTION AND CODE 2 "NO OTHER SMOKER AVAILABLE".) [SKIP TO Q.26a.]

- 4) (INTERVIEWER'S NOTE: IF RESPONDENT REFUSES, CLARIFY: This may not have been a good time to reach you for this test, however, would you or any other member of your household still be willing to participate in our cigarette surveys in the future? (CODE APPROPRIATE REFUSAL RESPONSE IN NEXT QUESTION.) (IF RESPONDENT IS STILL WILLING TO PARTICIPATE IN THE FUTURE, CODE "REFUSAL - TEST.")

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