

JOB NO. E113-03
PROJECT NO. 84-211
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CIGARETTE STUDY: PLACEMENT PAGE

CIGARETTE NUMBER #894

VERSION

65

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 66

(INTERVIEWER: RECHECK AGAINST SCREENING QUALIFICATIONS AND GRID TO BE SURE YOU ARE USING THE CORRECT QUESTIONNAIRE. RECHECK PACKS TO BE SURE YOU HAVE THE CORRECT CIGARETTE NUMBERS.)

M		F	
-35	35+	-35	35+

Kent 85mm
Kent Deluxe 100mm
Marlboro 85mm
Marlboro 100mm

30. Okay. I'd like to leave 5 packs of cigarette #894 with you. First let me check them to be sure which product I'm giving you. (LOOK AT THE CODE NUMBER ON THE BOTTOM OF ALL FIVE PACKS. IF ANY OF THE PACKS ARE NOT NUMBERED #18421, DO NOT MAKE THE PLACEMENT, AND RETURN THE CIGARETTES WITH THIS QUESTIONNAIRE TO YOUR SUPERVISOR. IF ALL FIVE PACKS ARE #18421, AND ALL FIVE PACKS ARE #894 ON THE SIDE, CONTINUE.) Please smoke all five packs of these cigarettes, and try not to smoke any other brands while you're smoking these. When I come back, I'll be collecting any leftover cigarettes and giving you some more cigarettes to smoke. I'd like to come back as close as possible to the time when you've finished smoking the cigarettes. When do you think you'll have smoked these five packs?

SCHEDULE CALLBACK AS CLOSE AS POSSIBLE TO DAY RESPONDENT THINKS SMOKING WILL BE COMPLETE, BUT NO SOONER THAN TWO DAYS AND NO LATER THAN SIX DAYS FROM THE DATE OF THIS PLACEMENT INTERVIEW.

FIRST CALLBACK APPOINTMENT

DAY: _____ DATE: _____ TIME: _____

RESPONDENT'S NAME: _____

ADDRESS: _____

CITY & STATE: _____

TELEPHONE AREA CODE: _____ TELEPHONE NUMBER: _____

INTERVIEWER: WRITE YOUR NAME AND YOUR AGENCY'S TELEPHONE NUMBER AND THE CALLBACK DATE AND TIME ON THE THANK-YOU CARD. LEAVE IT WITH THE CIGARETTES.

31. So we can be sure we're getting a cross-section of people, into which of these age groups do you fall? (SHOW CARD #21) Just tell me the number that indicates your age group.

Under 21 1 → (END)	40 to 44 6	
21 to 24 2	45 to 49 7	(67)
25 to 29 3	50 to 54 8	
30 to 34 4	55 & over 9	
35 to 39 5		

(TAKE BACK CARD #21)

(68-79 Open)

We hope you enjoy our research project. Thank you!

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