

THE DATA GROUP INCORPORATED
Executive Plaza
Elkins Park, Pa. 19117

SCREENER
MAX STUDY

Study #5891
August, 1978

Questionnaire # _____

Hello. I'm Mrs./Mr. _____ calling long distance from The Data Group in Philadelphia. We are a market research company, and today we are conducting a short study for the tobacco industry. (GO DIRECTLY TO Q. A)

A. What brands of cigarettes do you and any members of your household smoke on a regular basis? (PROBE) Any others?

None (ASK Q. B)		L. T. Brown	26	St. Moritz	52
Alpine	01	Lark	27	* Salem	53*
Belair	02	Long Johns	28	Salem Lights	54
* Benson & Hedges	03*	Longs	29	Salem Long Lights	55
Benson & Hedges Multi-Filter	04	* Lucky Strike	30*	Saratoga	56
* Camel	05*	Lucky 10's	31	Silva Thins	57
Camel Lights	06	Lucky 100's	32	Spring	58
Capri	07	* Marlboro	33*	Tall	59
Carlton	08	Marlboro Lights	34	* Tareyton	60*
Chesterfield	09	Max	35	Tareyton Lights	61
Dawn	10	Merit	36	Tareyton Low Tar Menthol	62
Decade	11	More	37	True	63
Doral	12	* Newport	38*	Twist (Lemon Twist)	64
Eagle	13	Newport Lights	39	Vanguard	65
Eve	14	Now	40	Vantage	66
Fact	15	* Old Gold	41*	Vello	67
Gauloises	16	Old Gold Lights	42	* Viceroy	68*
Iceberg	17	* Pall Mall	43*	Viceroy Extra Mild	69
* Kent	18*	Pall Mall Extra Mild	44	Virginia Slims	70
Kent Golden Lights	19	* Parliament	45*	* Winston	71*
* Kool	20*	Parliament Ultra Lights	46	Winston Lights	72
Kool Milds	21	Philip Morris	47	Zack	73
Kool Super Lights	22	Phoenix	48	Other (SPECIFY)	74
* L & M	23*	* Raleigh	49*		
L & M Flavor Lights	24	Raleigh Extra Milds	50		
L & M Long Lights	25	Real	51		

(IF "MAX" MENTIONED, ASK TO SPEAK TO THE MAX SMOKER AND GO TO PINK QUESTIONNAIRE)
(IF "MAX" NOT MENTIONED, ASK Q. B)

B. Did anyone in this household ever smoke Max cigarettes as their regular brand of cigarettes?

ASK TO SPEAK TO THAT PERSON AND GO TO BLUE QUESTIONNAIRE	Yes	1
TERMINATE (T-B)	No	

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