

Bellomy-Carrigg, Inc.

125 UNIVERSITY PARKWAY
WINSTON-SALEM, N.C. 27108

Job #0906

October, 1984

1884

(1 - 4)

5-1

AA EXTENDED USE CONCEPT/PRODUCT TEST

SCREENER

RESPONDENT'S NAME: Kathy Moroz

ADDRESS: 101 S. Gemini CITY: Tuc STATE: AZ.

AREA CODE: (602) PHONE: 624-6172 DATE: 10/16

INTERVIEWED BY: J.H.

(INTERVIEW WOMEN ONLY)

Hello, I'm _____ from (YOUR COMPANY), an independent marketing research company. We're conducting a survey with women about various consumer products. (ASK TO SPEAK TO FEMALE 18+ YEARS OR OLDER.)

1. Into which of the following age groups does your age belong? Are you.... (READ LIST)

Under 18..... TERMINATE, ERASE AND RE-USE

18-24..... 6-1

25-34..... X -2

35-49..... -3

50+..... -4

CHECK QUOTA TO DETERMINE IF NEEDED. IF OVER QUOTA, ASK FOR ANOTHER FEMALE IN AGE GROUP NEEDED.

Refused..... TERMINATE, ERASE AND RE-USE

2. Which of the following products do you use daily?

Breathmints.....

Mouthwash.....

Cigarettes..... +

Gel toothpaste.....

Cream toothpaste.... +

CONTINUE ONLY IF CIGARETTES CHECKED ABOVE IN Q.2. OTHERWISE, ASK FOR ANOTHER FEMALE HOUSEHOLD MEMBER 18+ AND GO BACK TO Q.1. IF NONE, TERMINATE, ERASE AND RE-USE.

3. Which of the following brands have you used in the past week?

Certs breathmints.....

Clorets breathmints.....

Topal toothpaste.....

Aqua Fresh toothpaste....

Clinomint.....

Scope.....

Listerine.....

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