

FRC RESEARCH CORPORATION
470 Park Avenue South
New York, NY 10016

6/20

HD TRIER STUDY
#77514
JUNE, 1994

I.O. # 1-4

CARD I
5-1

TIME INTERVIEW BEGAN: _____ TIME INTERVIEW ENDED: _____ TOTAL TIME: _____ 6-
RESPONDENT'S NAME: _____ TELEPHONE NO. _____ 7-
ADDRESSES: _____ CITY: _____
STATE: _____ ZIP: _____
INTERVIEWED BY: _____ DATE: _____
VALIDATED BY: _____ DATE: _____

SCREENER

(ASK TO SPEAK TO ADULT MALE 18+ IN THE HOUSEHOLD.)
Hello, I'm _____ from FRC Research a nationwide opinion research company. We are
conducting a survey in your area about cigarettes and would like to ask you a few
questions.

(IF NO MALE ADULT AVAILABLE OR RESPONDENT REFUSES TO BE SCREENED, TERMINATE AND CIRCLE
NEXT AVAILABLE NUMBER IN APPROPRIATE BOX BELOW. RE-USE QUESTIONNAIRE.)

BOX I: REFUSES TO BE INTERVIEWED

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50

 8-
9-

BOX II: NO MALE ADULT IN III

1	2	3	4	5	6	7	8	9	0	x	y
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 14-

- A. Do you or does anyone in your family work for the following types of companies?
(READ LIST AND OBTAIN ANSWERS FOR EACH.)

	Yes
A marketing research firm	()
An advertising agency	()
A manufacturer or distributor of cigarettes or tobacco products	()

(IF "YES" TO ANY OF THE ABOVE, TERMINATE AND CIRCLE NEXT AVAILABLE NUMBER IN
BOX III BELOW. RE-USE QUESTIONNAIRE.)

BOX III: INELIGIBLE OCCUPATION

1	2	3	4	5	6	7	8	9	0	x	y
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 15-

- B. Have you been interviewed on the subject of cigarettes in the last 3 months?

Yes 1 → (TERMINATE. CIRCLE NEXT AVAILABLE NUMBER IN BOX IV
BELOW. ERASE AND REUSE SCREENER.)
No 2 → (CONTINUE)

BOX IV: HAVE BEEN INTERVIEWED IN LAST 3 MONTHS

1	2	3	4	5	6	7	8	9	0	x	y
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