

MALE.....1
FEMALE.....2
18-24.....1
25-34.....2
CELL 1.....1
CELL 2.....2
CELL 3.....3
CELL 4.....4

**FOR FIELD USE:**

Monitored/  
Validated By: \_\_\_\_\_  
Edited By: \_\_\_\_\_  
Complete ☐  
Terminate ☐

HB Revised 9/22/82

STATE CODE	COUNTY CODE	GEO. REG./ CO. SIZE	TELEPHONE NUMBER			INTERVIEWER NUMBER
			AREA CODE	PREFIX	SUFFIX	

DATE     /     / 82 TIME ENDED     :     :     AM PM TIME STARTED     :     :     AM PM NO. OF MIN.    

Hello, I'm \_\_\_\_\_ calling long distance from M/A/R/C Consumer Research, an independent research company. May I please speak to (ASK FOR RESPONDENT BY NAME.)

(IF NOT AVAILABLE, ARRANGE FOR CALLBACK TIME.)

CALLBACK INFORMATION: \_\_\_\_\_

1. A few weeks ago, we sent you test cigarettes to try, have you had a chance to smoke the cigarettes? Yes (SKIP TO Q.3a).....1  
No (CONTINUE).....2
2. Will you be able to smoke the cigarettes in the next few days? Yes (ARRANGE CALLBACK).....1  
No (TERMINATE).....2
- 3a. What did you like about the cigarettes we gave you? (DO NOT PROBE OR CLARIFY.)


- 3b. What did you not like about the cigarettes we gave you? (DO NOT PROBE OR CLARIFY.)


4. Now, I'm going to ask you the questions which were provided along with the cigarettes you received. (ASK RESPONDENT TO GET INSTRUCTION LETTER, IF IT'S HANDY.) Respondent is using instruction letter.....1  
Respondent is not using instruction letter.....2

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