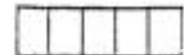


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CARD 1#1-5

HONG KONG PRICE-POSITIONING STUDY

(Revised on 15/11/84)

has no cig acct

Good-morning/afternoon/evening, I am an interviewer from Walmsley Research Ltd., We are conducting a survey on cigarette smoking. Would you mind to spend sometime to talk to me please?

1. Firstly, would you tell me how many people are there in this household who are aged 16 years or over?
(PROBE : Did you include yourself in the list?) _____
2. How many members of the household aged 16 years and over are smokers? Starting with the oldest, could you tell me the age and sex of each smoker?
(RECORD IN SECTION 1 OF GRID. REPEAT FOR ALL HOUSEHOLD MEMBERS LISTED)
(INTERVIEWER NOTE : If no cigarette smoker in household, terminate the interview)

Instruction for Selecting Respondent

This questionnaire has a number circled at the top of the grid. Look down the column below this number and circle the number on the line corresponding to the youngest smoker in the family. Then interview the smoker who appears on the line (in section 1) corresponding to that number.

GRID

All Cigarette smokers 16 years old or over			Household Number											
<u>Section 1</u>			1	2	3	4	5	6	7	8	9	10	11	12
No.	Age	Sex	1	2	3	4	5	6	7	8	9	10	11	12
1			1	1	1	1	1	1	1	1	1	1	1	1
2			1	1	1	2	2	1	1	2	1	2	2	2
3			1	3	2	2	3	1	3	1	2	1	3	2
4			4	1	3	4	2	2	3	3	1	4	1	2
5			2	5	3	3	4	4	1	1	2	1	2	5
6			3	1	4	1	5	2	6	2	3	5	6	4
7			1	5	2	7	3	4	1	2	4	5	3	6
8			6	1	2	8	4	1	5	2	3	3	4	7
9			6	2	1	5	1	5	3	9	4	6	8	7
10			2	6	1	4	9	10	9	2	5	8	3	7
11			2	5	4	3	6	10	11	2	8	1	9	7
12			2	12	9	10	3	4	8	7	8	1	5	11

2048748572

INTERVIEWER'S NAME _____

NAME: _____

DATE OF INTERVIEW _____

ADDRESS: _____