

(AREA CODE AND PHONE NUMBER)

312 686-2553

Kapuler Marketing Research  
Project #87-2879  
October 19, 1987

FOR OFFICE USE ONLY:

INTERVIEW # 2065  
(1) (2) (3) (4)

Rep #: 1942  
Page: 1  
Name: Kathryn DeGuzman  
Results: Don't Know  
State: East-Tennessee  
Duration:

WAVE:

-1 10 week  
-2 15 week (5)  
-3 20 week

SEX:

-1 Male  
-2 Female (6)

Q.21: BRANDS RATED

-1 Virginia Slims  
-2 More (7)  
-3 Capri  
-4 Salem  
-5 Benson and Hedges

METRO CAPRI A&U

Hello, I'm \_\_\_\_\_ from Kapuler Marketing Research, a public opinion firm in Chicago. We are conducting a national study about consumers' opinions of some products you may use. Your phone number was selected at random from all telephone households in the \_\_\_\_\_ area, and we would really appreciate your opinions for this study. I'd like to assure you that we are not selling any products, and your answers will be held in complete confidence.

A. May I please speak to someone 21 years of age or older?

- 1 No one in household 21 or older ...> (TERMINATE)  
-2 On/called to phone ...> (GO TO Q.B)  
-3 Unavailable ...> (SET UP CALLBACK)

B. How many people, 21 years of age or older, in your household...

Drink diet beverages? 2  
Smoke cigarettes? 2  
Eat Mexican food 2

(IF "NONE" TO SMOKE CIGARETTES, TERMINATE. IF ONE, ASK FOR THAT PERSON THEN ASK Q.C AND GO TO Q.E ON THE NEXT PAGE. IF MORE THAN ONE, CONTINUE WITH Q.C AND Q.D)

C. Do you, or does anyone in your immediate family work for...(IF YES TO ANY, TERMINATE Q.C.)

- N-1 An advertising agency or advertising department of a company  
N-2 A cigarette manufacturer or tobacco distributor  
N-3 A magazine, newspaper, radio or television station  
N-4 A marketing research company or marketing research department of a company

466911010