

**NFO Research, Inc.**

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Subject: DIARY PANEL ALTERNATIVE RECRUITMENT TEST

Background

Over the past few years, recruitment of smokers for the diary has utilized two sources, the Marketing Database (MD) and Tracker. Participants were recruited through the use of an in-mail letter (MD) or prompted at the end of a telephone interview (Tracker). As the cost associated with the recruitment process rose and the sample build became more involved, alternative means of sample procurement were investigated.

The Smoker Resource Management System (SRMS) presented itself as a viable source for supplementing the monthly build. In the interest of cost containment, participants were taken directly from the SRMS database without undergoing a recruitment process. However, as was to be expected, the performance (return rate of the diary) of individuals recruited through SRMS has shown to be significantly lower than that observed for MD.

Objective

The inclusion of individuals who had not been recruited created two concerns. First, the low return rate noted for non recruited SRMS participants increased the already difficult task of determining and providing the appropriate monthly outgo. Second, the no recruitment methodology was inconsistent with the one utilized for the majority of the sample.

To address these two issues, a test was established to determine the impact of recruitment on participants taken from the SRMS database, i.e. how significant is the impact of recruitment on the rate of return. Individuals from both the active and inactive panels of the database were included.