

**Bellomy-Carrigg, Inc.**2025 UNIVERSITY PARKWAY  
WINSTON-SALEM, N.C. 27101

Job #0906

October, 1984

1305

(1 - 4)

5-1

## AA EXTENDED USE CONCEPT/PRODUCT TEST

## SCREENER

RESPONDENT'S NAME: Debbie Pierce  
ADDRESS: 271 Dushane CITY: Town of Tonalawanda STATE: 14223  
AREA CODE: (716) PHONE: 838 1991 DATE: 10/8/84  
INTERVIEWED BY: Patricia L. Laverie

(INTERVIEW WOMEN ONLY)

Hello, I'm \_\_\_\_\_ from (YOUR COMPANY), an independent marketing research company. We're conducting a survey with women about various consumer products. (ASK TO SPEAK TO FEMALE 18+ YEARS OR OLDER.)

1. Into which of the following age groups does your age belong? Are you.... (READ LIST)

Under 18.....          TERMINATE, ERASE AND RE-USE

18-24..... 6-1

25-34..... -2

35-49..... -3

50+..... -4

CHECK QUOTA TO DETERMINE IF  
NEEDED. IF OVER QUOTA, ASK  
FOR ANOTHER FEMALE IN AGE  
GROUP NEEDED.

Refused.....          TERMINATE, ERASE AND RE-USE

2. Which of the following products do you use daily?

Breathmints.....         

Mouthwash.....         

Cigarettes..... X

Gel toothpaste..... ✓

Cream toothpaste....         

CONTINUE ONLY IF CIGARETTES CHECKED ABOVE IN Q.2. OTHERWISE,  
ASK FOR ANOTHER FEMALE HOUSEHOLD MEMBER 18+ AND GO BACK TO Q.1.  
IF NONE, TERMINATE, ERASE AND RE-USE.

3. Which of the following brands have you used in the past week?

Certs breathmints.....         

Clorets breathmints.....         

Topal toothpaste.....         

Aqua Fresh toothpaste.... X

Clinomint.....         

Scope.....         

Listerine.....         

50552 8240