

ADMAR USA, L.P.

304 PARK AVENUE SOUTH

NEW YORK, NY 10010

Interviewer Initials: \_\_\_\_\_

AM

Job No.: 459-92

Project No. 1992-71 KM

November 1992

Time Interview Begins: \_\_\_\_\_ PM

**CIGARETTE STUDY: FIRST CALLBACK**  
CIGARETTE #341

CARD 2

VERSION 15 (11-12)  
(CREAM)

NAME: _____	TEL. NO.: _____
ADDRESS: _____	CITY/STATE: _____

(INTERVIEWER: PLEASE TAKE ONE UNOPENED PACKAGE OF CIGARETTE #341 WITH YOU. BE SURE THAT YOU HAVE WRITTEN THE NAME OF THE RESPONDENT'S MOST OFTEN USED BRAND (INCLUDING LENGTH), AS INDICATED ON THE COVER SHEET, IN THE BLANK IN Q.20. MAKE SURE YOU HAVE THE RINGED HAND CARDS AVAILABLE. TAKE 5 PACKS OF CIGARETTE #341 WITH YOU, BUT KEEP THEM OUT OF SIGHT UNTIL TIME FOR THEIR PLACEMENT).

1a. Hello, Mr./Ms/Mrs. \_\_\_\_\_. Have you smoked any of the cigarettes we left with you?

Yes ..... 1

No ..... 2 -->

(IF RESPONDENT INTENDS TO SMOKE CIGARETTES AND TIME PERMITS, RESCHEDULE INTERVIEW. IF NOT, END)

(SHOW RESPONDENT PACK OF CIGARETTE #341)

1b. How many packs of cigarette #341 have you smoked? (RECORD NUMBER OF OPENED PACKS BELOW).

One Pack ..... 1

Two Packs ..... 2

Three packs ..... 3

Four Packs ..... 4

Five packs ..... 5

(13)

(IF RESPONDENT HAS SMOKED ALL FIVE PACKS, SKIP TO INSTRUCTIONS BEFORE Q.2)

1c. Would you please get me any of cigarette #341 you have left over? (WAIT UNTIL RESPONDENT HAS GIVEN THEM TO YOU. PUT THEM AWAY OUT OF SIGHT. THEN CONTINUE).

Now, I'd like to get your reaction to cigarette #341. I'll need to know all the things you liked about cigarette #341, and what things you disliked about cigarette #341.

2. First, I'd like you to tell me what you liked about cigarette #341. (RECORD BELOW). (PROBE THOROUGHLY AND COMPLETELY CLARIFY KEY WORDS AND TERMS).

_____	14 -
_____	15 -
_____	16 -
_____	17 -
_____	18 -
_____	19 -
What else did you like? _____	20 -
_____	21 -
_____	22 -
_____	23 -

3. Now, what did you dislike about cigarette #341? (RECORD BELOW).

_____	24 -
_____	25 -
_____	26 -
_____	27 -
_____	28 -
_____	29 -
What else did you dislike? _____	30 -
_____	31 -
_____	32 -
_____	33 -