

AMF MARKETING RESEARCH  
801 Second Avenue  
New York, New York 10017

non-mental  
female

1277 NATIONAL CONSENSUS SURVEYS  
#25077W  
August, 1977

R

CIGARETTE PORTFOLIO  
SCREENING QUESTIONNAIRE

TIME INTERVIEW: STARTED: 11:02 ENDED: 11:15  
RESPONDENT'S NAME: Lea Ham TEL. #: 392-5579  
ADDRESS: 3116 Skelly Rd. CITY: Beck City STATE: Texas  
INTERVIEWER: Lorraine Lenon METRO AREA: Omaha DATE: 8-29-77  
VALIDATED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

1. (INDICATE CITY.)

- (5)
- |               |   |
|---------------|---|
| Boston        | 1 |
| Des Moines    | 2 |
| Detroit       | 3 |
| Lincoln       | 4 |
| New Orleans   | 5 |
| Omaha         | 6 |
| San Francisco | 7 |

Hello. I'm Lorraine Lenon from National Consensus Surveys. We are conducting a study in this area and I'd like to ask you a few questions.

2. (INITIAL REFUSAL: CIRCLE NEXT HIGHEST NUMBER BELOW.)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120

3. Have you, yourself, participated in a market research survey in the past three months or so?

(TERMINATE AND CIRCLE NEXT HIGHEST NUMBER BELOW) -- Yes

(CONTINUE) -- No 6

PARTICI-  
PATED IN  
STUDY:

1	2	3	4	5	6	7	8	9	10	11	12
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6-

4. (SHOW AGE CARD.) Please tell me which letter on this card includes your age.

(TERMINATE AND CIRCLE NEXT HIGHEST NUMBER  
BELOW NEXT TO "UNDER OR OVER AGE")

A. Under 21

- (7)
- |    |          |   |
|----|----------|---|
| B. | 21 to 24 | 1 |
| C. | 25 to 29 | 2 |
| D. | 30 to 34 | 3 |
| E. | 35 to 39 | 4 |
| F. | 40 to 44 | 5 |
| G. | 45 to 49 | 6 |
| H. | 50 to 55 | 7 |

(CONTINUE)

(TERMINATE AND CIRCLE NEXT HIGHEST NUMBER  
BELOW NEXT TO "UNDER OR OVER AGE")

I. Over 55

UNDER  
OR OVER  
AGE:

1	2	3	4	5	6	7	8	9	10	11	12
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(TAKE BACK AGE CARD.)

8- 84464536

(OVER)