

CONTEMPORARY MARKETING RESEARCH
770 Lexington Ave.
New York, New York 10021

30:4
COMMERCIAL TEST
SCREENING QUESTIONNAIRE

1-6-140
June, 1981
5 - 1

NAME: <u>Reflex to give name + address</u>	CITY/STATE: <u>NY</u>		
ADDRESS: _____	_____		
TIME INTERVIEW BEGAN: <u>3:50</u>	ENDED: <u>3:59</u>	LENGTH: <u>9</u>	6/7
INTERVIEWER: <u>MM</u>	DATE: <u>6-20-81</u>		
VALIDATED BY: _____	DATE: _____		

Hello. I'm MM from Contemporary Marketing Research. We are asking men and women in your area a few questions and would like to include your opinions in our study.

INTERVIEWER: CHECK SEX QUOTAS. CONTINUE IF NEEDED. CIRCLE RESPONDENT'S SEX:

Male 1 (8)
Female 2

A. First, do you or does anyone in your family work for the following types of companies? (READ LIST)
A Market Research firm ()
An advertising agency ()
A Manufacturer or distributor of cigarettes or tobacco products ()

IF YES TO ANY, TERMINATE

B. Which of the following groups includes your age? (READ LIST)

TERMINATE Under 21
CHECK QUOTAS.
CONTINUE IF NEEDED
[21 - 29 _____ 1 (9)
30 - 34 _____ 2
35 - 39 _____ 3
40 - 49 _____ 4
50 - 59 _____ 5
60 - 65 _____ 6
Over 65 _____ 7]
TERMINATE Refused Age (DO NOT READ)

C. Do you smoke cigarettes?

Yes 1 CONTINUE
No 2 TERMINATE

D. About how many cigarettes do you smoke in an average day?

TERMINATE Less than 10 (Less than 1/2 pack)
CONTINUE 10 - 19 (1/2 to less than 1 pack) 1 (10)
20 - 29 (1 pack to less than 1 1/2 packs) 2
30 - 39 (1 1/2 packs to less than 2 packs) 3
40 or More (2 or more packs) 4

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E. ROTATE ADS BELOW USING THE COLOR QUESTIONNAIRE INDICATED. BE SURE TO CIRCLE THE CODE #'s AND CHECK THE PROPER QUOTA GROUPS:

CIRCLE QUOTAS BELOW

AD LETTER	QUESTIONNAIRE COLOR	CIRCLE	Male	Female	21-34	35+	(13)
AD "J"	WHITE QUESTIONNAIRE	1 (11)	1	2	(12)	1	2 (13)
AD "K"	BLUE QUESTIONNAIRE	2	3	4	3	4	
AD "L"	PINK QUESTIONNAIRE	3	5	6	5	6	
AD "M"	YELLOW QUESTIONNAIRE	4	7	8	7	8	
AD "N"	GREEN QUESTIONNAIRE	5	9	0	9	0	