

DENNIS AND COMPANY, INC.

45 CHURCH STREET
STAMFORD, CONNECTICUT 06906
(203) 327-6596

Study #1800
September, 1989

DO NOT WRITE IN THIS BOX

VALIDATION NO.

(1-4)

(5-8)

**ADVERTISING COMMUNICATIONS STUDY
PRE-RECRUIT QUESTIONNAIRE**

Date: _____

Time Started: _____

Time Completed: _____

TOTAL TIME IN MINUTES
(9-10)

(PLEASE PRINT:)

Name: _____

Tel. # () _____

Address: _____

City: _____

State: _____

Interviewer: _____

Zip: _____

QUOTA BOX

Sex	Brand	Main Q're Color
Male1	Vantage1	White1
Female2	Marlboro2	Blue2
	Other3	
Age	Type	
25-341	Low Tar1	
35 or older . .2	Ultra Low Tar . . .2	

Hello, I'm _____ from Dennis and Company, a national marketing research organization. We're conducting a survey in this area about various types of products and I'd like to ask you a few questions.

A1. Record sex:

Male1
Female2

50725 8909

524