

THE DATA GROUP INCORPORATED  
Executive Plaza  
Elkins Park, Pa. 19117

Study #6189  
July, 1980

SPECIAL CIGARETTE STUDY

Questionnaire #

Good morning/afternoon/evening. I'm Mrs./Mr. \_\_\_\_\_ calling long distance from The 1 Group in Philadelphia. We are a market research company, and today we are conduct a short national study. (GO DIRECTLY TO Q. A)

- A. Of all the television programs you watch, which of the following types of programs would you say you watch most often? (READ)

ASK Q. B	Soap operas
	Adventure shows - like detective stories or westerns
	Comedy shows
SKIP TO Q. D	Don't watch TV

- B. Thinking only of soap operas, do you think there should be more soap operas on television during the evening hours?

Yes
No
Don't know/don't care

- C. Now, thinking of television overall, would you say you are generally satisfied or dissatisfied with the programming that is currently televised?

Satisfied
Dissatisfied

- D. Is there anyone living in your household 21 years of age or older who smokes ten or more cigarettes a day?

ASK Q. E	Yes
TERMINATE (T-D)	No

- E. Please tell me the ages of all men 21 years of age or older, from the youngest to oldest, living in this household who smoke ten or more cigarettes a day. (IF RESPONDENT IS MALE, SAY:) Be sure to include yourself if you smoke ten or more cigarettes a day.

- F. Now, tell me the ages of all the women 21 years of age or older, from the youngest to oldest, in the household who smoke ten or more cigarettes a day. (IF RESPONDENT IS FEMALE, SAY:) Be sure to include yourself if you smoke ten or more cigarettes a day.

8-9 Bl.

(BE SURE TO WRITE IN THE  
ACTUAL NUMBER OF RESPONDENTS  
WITHIN EACH AGE CATEGORY)

AGES	MALE	FEMALE
21 to 24	10+	11+
25 to 29	12+	13+
30 to 34	14+	15+
35 to 39	16+	17+
40 to 49	18+	19+
50 & over	20+	21+

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