

Shifrin Research, Inc.
10 East 21st Street
New York, New York 10010

Job #1801
July, 1989

QUOTA BOX: (CIRCLE EACH GROUPING BELOW)	
AGE	TYPE OF SMOKER
18-22 1	Marlboro Red 1
30-39 2	Marlboro Lights 2
AREA	Competitive full flavor 3
A County 1	Competitive flavor lights 4
B County 2	
C County 3	
D County 4	

CIRCLE CITY:

CIGARETTE STUDY
(Telephone Screener)

RESPONDENT'S NAME: _____ AREA CODE: _____ TELEPHONE #: _____
ADDRESS: _____ CITY: _____ STATE: _____ ZIP CODE: _____
INTERVIEWER'S NAME: _____ I.D.#: _____ TIME BEGAN: _____ AM/PM
DATE: _____ TIME ENDED: _____ AM/PM

Hello, I'm _____ from Shifrin Research, Inc., a national market research company. We're conducting a survey today among people about various products used in the household and I'd like to ask you a few questions if I may.
(SPEAK TO MEN ONLY)

1. Which one of the following age groups best describes your age? (READ LIST)
- | | | | |
|-------------|---|---|---|
| Under 18 | 1 | → | (ASK IF THERE ARE ANY OTHER MEN IN THE HOUSEHOLD FROM 18 AND 39. IF PERSON NOT AVAILABLE, ASK WHEN YOU CAN CALL BACK TO SPEAK TO THAT PERSON. IF NO ONE, TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE.) |
| 18-22 | 2 | → | (ELIGIBLE FOR 18-22 YEAR OLD QUOTA) |
| 23-29 | 3 | → | (TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE) |
| 30-34 | 4 | } | → (ELIGIBLE FOR 30-39 YEAR OLD QUOTA) |
| 35-39 | 5 | | |
| 40 and over | 6 | → | (ASK IF THERE ARE ANY OTHER MEN IN THE HOUSEHOLD FROM 18 TO 39. IF PERSON NOT AVAILABLE, ASK WHEN YOU CAN CALL BACK TO SPEAK TO THAT PERSON. IF NO ONE TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE.) |

IF OVER QUOTA FOR AGE GROUP, TERMINATE, RECORD ON TALLY SHEET, ERASE AND RE-USE.
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