

12-18-84

SOUTHEASTERN INSTITUTE  
OF RESEARCH

SIR #1322 (EW)

Name: \_\_\_\_\_

Questionnaire No.

(1 - 4)

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Male 1 (5)

Female 2

White 1 (6)

Non-White 2

Regular Brand Smoked

- 1 Carlton 100's
- 2 Now 100's
- 3 Merit Ultra Light 100's
- 4 Vantage Ultra Light 100's
- 5 Winston Ultra Light 100's
- 6 Kent III 100's

(7)

Hello, this is \_\_\_\_\_ from SIR Research. I am calling about the test cigarettes we asked you to smoke for us.

1. Have you completed smoking the test product?

Go to Q. 2 — Yes   
No

Ask when will complete and arrange to call back.

2. Have you answered all of the questions on the questionnaire we sent you.

Go to Q. 3 — Yes   
No

Ask when will complete and arrange to call back.

3. About how many packs of the "G" brand have you smoked? How many packs of the "L" brand have you smoked?

"G"	1	2	3	4	5
"L"	1	2	3	4	5

(8)

(9)

4. Which brand did you smoke first?

"G" first 1 (10)  
"L" first 2

5. Now if you would just turn to the answers you have recorded for brand \_\_\_\_\_, the one you smoked first, under Part 1 of the questionnaire.