

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: Refused to give name + address
ADDRESS: _____ CITY/STATE: CT
TIME INTERVIEW BEGAN: 3:50 ENDED: 3:59 LENGTH: 9 6/7
INTERVIEWER: MM DATE: 6-20-81
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 ()	} IF YES TO ANY, TERMINATE
An advertising agency ()	
A Manufacturer or distributor of cigarettes or tobacco products ()	

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

TERMINATE → Under 21 _____ 1 (9)
CHECK QUOTAS. CONTINUE IF NEEDED → 21 - 29 _____ 2
30 - 34 _____ 3
35 - 39 _____ 4
40 - 49 _____ 5
50 - 59 _____ 6
60 - 65 _____ 7
Over 65 _____ 7

TERMINATE → Refused Age (DO NOT READ)

C. Do you smoke cigarettes?

Yes → CONTINUE
No → TERMINATE

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

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

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+
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