

MARKET TRENDS, INC.

44 EAST 23rd STREET

NEW YORK, NEW YORK 10010

3044

Project No. 219-3
November 1962

SCREENING QUESTIONNAIRE

Good (morning) (afternoon) (evening). My name is SE from
Market Trends, Inc., a public opinion research company. We are conducting a public
opinion survey in this mall and I would like to ask you a few short questions.

1. What is your age? Are you between the ages of 21 and 35, younger or older?

Younger than 21 ———→ (TERMINATE. CIRCLE NEXT AVAILABLE
NUMBER BELOW)

Between 21 - 35 ———→ (CONTINUE)

Older than 35 ———→ (TERMINATE. CIRCLE NEXT AVAILABLE
NUMBER BELOW)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	17 - 0
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	18 - 0

2. Do you or does any member of your immediate family work for: (READ CHOICES)

An advertising agency..... 1

A market research company..... 2

A company manufacturing, selling or distributing
beer, wine or other alcoholic beverages..... 3

A company manufacturing, selling or distributing
tobacco products..... 4

TERMINATE

IF "YES" TO 1, OR 2, OR 4 ABOVE, TERMINATE. CIRCLE NEXT AVAILABLE NUMBER BELOW

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	19 - 0
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	20 - 0

3a. Which of the following did you do in the past 2 days? Did you: (READ EACH CHOICE.
DO NOT RECORD ANSWERS)

Drink a glass of wine? Yes No

Have a glass of beer? Yes No

Smoke a cigarette? Yes No

TERMINATE, CIRCLE NEXT
AVAILABLE NUMBER BELOW

(CONTINUE WITH Q.3b)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21 - 1
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	22 - 6

3b. About how many cigarettes do you smoke in an average day? Would you say: (READ
CHOICES)

Less than half a pack, ———→ (TERMINATE. CIRCLE NEXT
AVAILABLE NUMBER BELOW)

or

Half a pack or more? ———→ (CONTINUE)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	23 - 0
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	24 - 1

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