



ADCO FLAVOR SCREENING VI
CALLBACK
PROJECT # 140-1751

Product (NM) 9035D 1

FOR FIELD USE:

Monitored/
Validated By: _____
Edited By: _____
Complete ☐
Terminate ☐

RESPONDENT NUMBER:

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RESPONDENT'S NAME: _____

NKD/dir 5/25/89 10:00 a.m.

State Code	County Code	Geo. Reg./ Co. Size	TELEPHONE NUMBER						Interviewer Number
			Area Code	Prefix	Number				

Date: ____/____/____ Time Ended: ____:____:____ am pm Time Started: ____:____:____ am pm No. Of Min.: _____

- 1) (ASK TO SPEAK ONLY TO PERSON WHOSE NAME APPEARS ABOVE. IF RESPONDENT IS NOT AVAILABLE, ENTER CODE 2 AND SCHEDULE CALLBACK.)

Hello, I'm *01 with M/A/R/C CONSUMER RESEARCH, an independent research company. I'd like to ask you a few questions about the cigarettes you were sent a few days ago.

Respondent Available 1
Respondent Not Available
[SCHEDULE CALLBACK]. 2
No Such Person/No longer
in household
[TERMINATE]. 3
Refused to continue
[TERMINATE]. 4

- 1a) First, have you received the cigarettes we sent you via Federal Express?

Yes. 1
No [SKIP TO Q.1d]. 2

- 1a1) How many days ago did you receive the cigarettes?

[_____] (ENTER EXACT # OF DAYS)

[BUILDER NOTE: SUBTRACT NUMBER OF DAYS FROM JULIAN DATE OF INTERVIEW AND STASH.]

- (1b) Did you, yourself, have a chance to start smoking the cigarettes we sent you?

Yes. 1
No [SKIP TO Q.2]. 2

[1b¹) OMIT]

[1b²) OMIT]

- 1c) And how many of the cigarettes we sent you would you say you have smoked? (RECORD EXACT NUMBER. DO NOT ACCEPT RANGE.)

[_____] (NUMBER OF CIGARETTES USED)
[SKIP TO Q.3]

- 1d) (RECORD NAME AND ADDRESS ON PAPER CALLBACK FORM FOR VERIFICATION OF SHIPMENT AND SCHEDULE CALLBACK.)

- 2) [IF THIS IS A SECOND CALL, SKIP TO Q.58; OTHERWISE, CONTINUE.]

There is only a limited supply of the test product available and we are counting on your participation. It is very important that you try the cigarette and tell us your honest opinion of it. Through research such as this you can directly influence the kinds of products that are developed and placed on the market. Would you be able to smoke any of the cigarettes we gave you in the next day or so?

Yes [SCHEDULE CALLBACK
ONE TIME]. 1
NO [CONTINUE]. 2

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