

Bellomy Research, Inc.

108 CAMBRIDGE PLAZA DRIVE
WINSTON-SALEM, N.C. 27104

BR1 089107
January, 1989

(1-3)
LN CONCEPT TEST

Concept T (White)..... (4-1)
Concept C (Yellow)..... -2

NAME: _____
ADDRESS: _____ CITY/STATE: _____
TELEPHONE: (____) _____ DATE: _____ INTERVIEWER: _____

(APPROACH BOTH MALES AND FEMALES WHO APPEAR TO BE AT LEAST 18.)

Hello, I'm _____ from Bellomy Research, Inc., a national marketing research company. We are conducting a survey in this area about various types of products and I'd like to ask you a few questions.

A. First, how old are you? (CIRCLE AGE GROUP BELOW. IF UNDER 18, TALLY AND TERMINATE.)

18-24..... 5-1
25-34..... -2
35-49..... -3
50-65..... -4
66+ -5

Refused..... ASK: Are you 18 or over?

Yes..... -6

No/Refused..... TALLY AND TERMINATE

O.A. UNDER 18 OR REFUSED

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50

 (6, 7)

B. Which of the following products do you use daily? (READ LIST. CHECK AS MANY AS APPLY.)

No Yes

Coffee
Wine
Beer
Soft drinks

Cigarettes CONTINUE ONLY IF SMOKE.
TOOTH PASTE OTHERWISE, TALLY AND TERMINATE.

Toothpaste
Bath or hand soap

O.B. DO NOT SMOKE

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50

 (8, 9)

C. (READ SLOWLY AND DISTINCTLY) We are always looking for people with certain occupations that are hard to find. Are you, anyone in your household, any relative, neighbor or CLOSE friend employed in any of the following industries or professions? (READ LIST. PAUSE FOR ANSWER AFTER EACH ITEM.)

Yes No

Pharmaceuticals
Health and beauty aids
Food manufacturer
Soda manufacturer or distributor
Medicine
Manufacturer or distributor of wine, beer or liquor
State/federal government

Tobacco manufacturer or distributor
Advertising
Market research
Market consulting
Newspaper/Magazine company
Radio/Television station
Sales person at grocery/Drug/Convenience/Discount store ...
Refused

IF "YES" TO ANY, TALLY
AND TERMINATE.

(DO NOT READ)

O.C. EMPLOYMENT

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
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 (10,11)