

January, 1977

CIGARETTE BRAND SWITCHING STUDY

Questionnaire # 1-5

SCREENER

7-1

Hello, I'm Mrs. _____ calling long distance from the Data Group in Philadelphia. We are a market research firm, and today we're conducting a short national study. (GO DIRECTLY TO Q. A)

- A. Is there anyone living in your household 18 years of age or older who smokes ten or more cigarettes a day?

CONTINUE	Yes	1
TERMINATE & RECORD "TA" ON SAMPLE FORM	No	2

- B. Please tell me the ages of all the men, from the youngest to oldest, living in this household who smoke. (IF RESPONDENT IS MALE, SAY:) Be sure to include yourself if you smoke.

- C. Now, tell me the ages of all the women, from the youngest to oldest, in the household who smoke ten or more cigarettes a day. (IF RESPONDENT IS FEMALE, SAY:) Be sure to include yourself if you smoke ten or more cigarettes a day.

(BE SURE TO WRITE IN THE ACTUAL NUMBER OF RESPONDENTS WITHIN EACH AGE CATEGORY)

AGES	MALE		FEMALE	
	Less than 10	10+	Less than 10	10+
18 to 20				
21 to 24				
25 to 29				
30 to 34				
35 to 39				
40 to 49				
50 & Over				

- D. For this survey, I would like to speak to: (READ LIST IN ORDER) (IF NO MALE SMOKERS, DO NOT ASK FOR MALES):

Youngest Male	1
Next Youngest Male	2
Youngest Female	3
Next Youngest Female	4

SPEAK TO THE FIRST AVAILABLE QUALIFIED RESPONDENT FROM ABOVE LIST. RE-INTRODUCE YOURSELF WHEN SPEAKING TO A RESPONDENT WHO IS CALLED TO THE PHONE.

- E. RESPONDENT IS:

Male	23-
Female	24-

- F. About how many cigarettes do you smoke in an average day? (DO NOT READ LIST) (IF RESPONDENT'S ANSWER FALLS BETWEEN 2 CATEGORIES--SUCH AS "ABOUT"--TREAT IT AS HIGHER QUANTITY)

TERMINATE & RECORD "TF" ON SAMPLE FORM	9 or Less (Less than 1/2 a pack)	
CONTINUE	10 to 19 (1/2, but less than 1 pack)	1
	20 to 29 (1, but less than 1 1/2 packs)	2
	30 to 39 (1 1/2, but less than 2 packs)	3
	40 or More (2 or more packs)	4

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