

SF 12519  
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COREY, CANAPARY & GALANIS RESEARCH  
San Francisco, California

Interviewer: Xarpel  
Date: 5-22

SCREENING QUESTIONNAIRE - CIGARETTE GROUPS - JUNE 4 (GROUP A ONLY)

Hello, I'm \_\_\_\_\_ of Corey Research. We're conducting a product usage study in your area, and I'd like to ask you a few questions.

1. Is there anyone living in your household employed in the sale, manufacture or distribution of tobacco products, or marketing research or advertising?

NO ☒ YES ☐ TERMINATE

2. Is there anyone living in your home between the ages of 21 - 55 who is a smoker?

YES ☒ NO ☐ TERMINATE

3. May I speak to that person? YES ☒ NO ☐ TERMINATE

4. About how many cigarettes do you smoke in a day? 2 pks (IF LESS THAN 10 CIGARETTES PER DAY OR LESS THAN HALF A PACK, TERMINATE) Open 2 packs

5. What is your regular brand of cigarettes - that is, the brand you smoke most often?

(If listed brand  
not mentioned,  
TERMINATE.)

WINSTON LIGHTS 100'S..... ☐  
MARLBORO LIGHTS 100'S..... ☐  
PARLIAMENT LIGHTS 100'S..... ☐  
MERIT 100'S..... ☒  
VANTAGE 100'S..... ☐  
(KENT) GOLDEN LIGHTS 100'S..... ☐  
BENSON & HEDGES LIGHTS 100'S..... ☐  
CAMEL LIGHTS 100'S..... ☐

NOTE: Viceroy 100's, Lark Lights 100's and Tarryton Lights 100's may be taken if necessary, but we would prefer not to include them.

6. Is that the filter ☒ or non-filter ☐ TERMINATE.

7. Is that a non-menthol ☒ or a menthol ☐ TERMINATE.

8. Is that the regular ☐ TERMINATE, king size ☐ TERMINATE, or the longer 100's ☒ ?

9. Now I'm going to read the names of a few cigarette brands and would like to know if you've ever heard of them. Have you ever heard of... (READ LIST)

	YES	NO
CARLTON.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
TRUE.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
KENT III.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>
LARK LIGHTS.....	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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10. Of the brands that were just mentioned, are there any that you would NEVER consider purchasing? (READ LIST)

	WOULD OR MIGHT PURCHASE	WOULD NEVER PURCHASE
CARLTON.....	<input type="checkbox"/>	<input checked="" type="checkbox"/>
TRUE.....	<input type="checkbox"/>	<input type="checkbox"/>
KENT III.....	<input type="checkbox"/>	<input type="checkbox"/>
LARK LIGHTS.....	<input type="checkbox"/>	<input type="checkbox"/>

TERMINATE