

NATIONAL CONSENSUS SURVEYS  
801 Second Avenue  
New York, New York 10017

#42318W

13-3

NAME: Jeanette Hollow PHONE #: no phone

1. Please take a few minutes to go through the advertisements in this book. Please take as much time with each ad as you care to. If you ordinarily wear reading glasses, you'll need them.

(HAND RESPONDENT PORTFOLIO AND TAKE IT BACK BEFORE CONTINUING.)

2. Now, I'd like to ask you a few questions about the ads in the book.

What brands or products do you remember seeing ads for in the book? (PROBE:)  
Any other brands? (DO NOT READ EITHER BRAND NAMES OR PRODUCT CATEGORIES.)

GENERAL ADS	CIGARETTE ADS (14)
Amana Range	Luke 3
BankAmericard/VISA	Golden Lights 4
Bayer Aspirin	Golden (Unsp.) 5
Bolens Lawn Mower	Kent Golden 6
Budweiser	Kent Golden Lights 7
Canadian Club	Kent Lights 8
Coca Cola	Kent (Unsp.) 9
Concord Watches	Lights (Unsp.) 0
Crest toothpaste	True x

Other (SPECIFY):

Kent (2)

(IF NO CIGARETTE BRANDS MENTIONED ABOVE, ASK Q.3a.)

(IF ONLY ONE OR TWO CIGARETTE BRANDS MENTIONED, SKIP TO Q.3b.)

(IF ALL [THREE] CIGARETTE BRANDS MENTIONED, SKIP TO Q.4.)

- 3a. (IF NO CIGARETTE BRANDS MENTIONED ABOVE, ASK:)

Do you remember any ads for cigarettes?

(15) Yes ----- 1 -----> What brands do you remember seeing ads for?  
Any others?

Luke	3
Golden Lights	4
Golden (Unsp.)	5
Kent Golden	6
Kent Golden Lights	7
Kent Lights	8
Kent (Unsp.)	9
Lights (Unsp.)	0

True ----- x

Other (SPECIFY):

----- y

No ----- (2) -----> (SKIP TO Q.10)

- (IF "ONE" OR "TWO" CIGARETTE BRANDS MENTIONED, ASK:)  
3b. Do you remember any ads for any other brands of cigarettes?

(16) Yes ----- 1 -----> What brands were they? Any others?

Luke	3
Golden Lights	4
Golden (Unsp.)	5
Kent Golden	6
Kent Golden Lights	7
Kent Lights	8
Kent (Unsp.)	9
Lights (Unsp.)	0

True ----- x

Other (SPECIFY):

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(IF TRUE MENTIONED IN Q.2, 3a, OR 3b, CONTINUE.)  
(IF TRUE NOT MENTIONED IN Q.2, 3a, OR 3b, SKIP  
TO Q.10.)