

DISCO

JOB # K761-1
B & W 78-233

Hello, I'm _____ from Market Facts, Inc.. We want to thank you for your recent survey on cigarettes.

1. Are you, or any of your relatives or close friends associated with an advertising or research company, or a company that makes cigarettes?

Yes (Invalid) No (Valid)

2. Are you at least 21 years of age?

YES (Valid) No (Invalid)

3. How packs of cigarettes do you smoke per week?

1 - 3 Packs (Invalid)
4 or more (Valid)

4. What brand of cigarettes do you smoke most often?

Viceroy (Valid)
Marlboro (Valid)
Winston (Valid)
Others (Invalid)

5. Have you ever participated in a test of this type about cigarettes before?

No (Valid) Yes (ask Q. 5a)

- 5a. How many?

More than three (Invalid)

Less than three (Valid and ask Q. 5b)

- 5b. Of the most recent, when was the last time?

6 months or more (Valid)

Less than 6 months (Invalid)

6. Were you asked to test some cigarettes for a week and have the interviewer return to get your opinions?

Yes (Valid) No (Invalid)

7. Were you asked to compare your regular brands of cigarettes to the two test cigarettes on a rating scale of 0 to 10?

Yes (Valid) No (Invalid)

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