

SF 12519
April/May 1979

COREY, CANAPARY & CALANIS RESEARCH
San Francisco, California

Interviewer: *Taylor*
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 pkgs (IF LESS THAN 10 CIGARETTES PER DAY OR LESS THAN HALF A PACK TERMINATE) *Tropic 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.....	<input type="checkbox"/>
MARLBORO LIGHTS 100'S.....	<input type="checkbox"/>
PARLIAMENT LIGHTS 100'S.....	<input type="checkbox"/>
MERIT 100'S.....	<input checked="" type="checkbox"/>
VANTAGE 100'S.....	<input type="checkbox"/>
(KENT) GOLDEN LIGHTS 100'S.....	<input type="checkbox"/>
BENSON & HEDGES LIGHTS 100'S.....	<input type="checkbox"/>
CAMEL LIGHTS 100'S.....	<input type="checkbox"/>

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