

SE SURVEYS INC.
New York, New York

#5301
May 1983

CIGARETTE PRODUCT TEST
CALLBACK QUESTIONNAIRE

(8)

NAME: _____ TEL.# [Area Code] () _____

[ASK TO SPEAK TO PERSON ON QUESTIONNAIRE. IF NOT AVAILABLE, RECORD TIME AND DATE WHEN HE/SHE WILL BE IN. NO ONE ELSE QUALIFIES.]

Hello. I'm _____ from SE Surveys. I'm calling about the cigarettes we asked you to try.

1a. First, did you receive the cigarettes we asked you to try?

Yes a → [CONTINUE]
No b → [TERMINATE AND RETURN]

1b. And did you try both types of cigarettes we sent you?

Yes a → [GO TO Q.1d]
No b → [ASK Q.1c AND TERMINATE AND RETURN]

1c. Why didn't you try both types of cigarettes?

[TERMINATE AND RETURN]

1d. Please get the note sheet you used for recording your opinions of the cigarettes.

Got note sheet 1 [5]
Did not get note sheet 2

1e. Did you smoke the cigarettes marked 'Use First' before you smoked the second ones?

[6]
Yes 1 → [GO TO Q.2a]
No 2 → [ASK Q.1f]
Don't remember 3 → [TERMINATE AND RETURN]

1f. Let me just make sure I have it right. The cigarettes you smoked first were not the ones marked 'Use First'. That is, you actually smoked the other cigarettes first. Is that correct?

Yes 4 → [TERMINATE]
No a → [REPEAT Q.1e. IF ANSWER TO Q.1e IS STILL NO, TERMINATE AND RETURN]

2a. Now, let's talk about the cigarettes you smoked first, #916. About how many of them did you smoke? [READ LIST] [RECORD BELOW]

2b. Now think about the cigarettes you smoked second, #874. About how many of them did you smoke? [READ LIST] [RECORD BELOW]

	2a	2b
	[7]	[8]
Less than one pack	1	1
About one pack [1 to 1-1/2]	2	2
About 2 packs [1-3/4 to 2-1/2]	3	3
About 3 packs [2-3/4 to 3-1/2]	4	4
All of them	5	5

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