

MARKETING RESEARCH SERVICES, INC.
15 EAST EIGHTH STREET
CINCINNATI, OHIO 45202
(513) 579-1555

1990 CONTINUOUS TRACKING STUDY
AUGUST, 1990
MRS #8224
(8/1/90)

QUITTER - SMOKING HOUSEHOLD

- 1A. Hello, I'm _____ of Marketing Research Services, a national public opinion firm calling long distance from Cincinnati, Ohio. I'd like to ask you a few questions, and your answers, of course, will be kept entirely confidential. We're talking to people 18 years of age and over, so first of all, are you 18 or over?

Yes - 1 - ASK Q.1B
No - 2 - ASK: May I speak to someone
who is 18 or over?

IF NO ONE 18 OR OVER IS AT HOME NOW WHO CAN BE INTERVIEWED, THANK AND
ARRANGE TO CALL BACK. IF NECESSARY, RE-INTRODUCE YOURSELF AND PROCEED.

IF NO ADULT 18+ LIVES IN HOUSEHOLD, TERMINATE AND TALLY.

- 1B. And since we are talking to a cross-section of people all over the United States, could you tell me, do you live in a...(READ LIST)

Big city	- 1
Small city	- 2
Town	- 3
Suburb	- 4
Out in the country	- 5
Or what? (SPECIFY)	- 6
DO NOT READ - DK	- 7
Refused	- 8

2. Are there any people in this household, including yourself, who are 18 years of age or over and smoke cigarettes?

Yes - 1 - ASK Q.3
No - 2 - GO TO Q.48

CALLBACK DATE: _____	CALLBACK TIME: _____
NAME: _____	AGE: _____
TELEPHONE: (____) _____	TIME ZONE: E C M P
STATE CODE: ____	COUNTY CODE: ____

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