

PM190-2
185
8628

1-7
8-9
10-12
13
14-15

16
TQI/Did not receive product 1
Stopped smoking 2
Respondent not available for duration of test 3
Deceased 4
Refused to be interviewed (Not stopped smoking) 5
No such person 6

SCREENER

HOME TESTING INSTITUTE
P.O. Box 9200
Port Washington, NY 11050

Time Started: _____

Time Ended: _____

Interviewer's
Name: _____

Date: _____

Disconnected (New # not available) 7
Other tester 8
Other contact/Lang/Hear 9
Could not participate 0
No answer after attempts x
Completed interview y
Usable 17-1
Non-usuable (Switched brands) 2

| CALLBACK SCHEDULE | I.I. | RESULT | | | | | | | | | | | | | | |
|-------------------|------|---------|------|-------|------------|---------------------------|--------------------|----|-------------------|---------------|------|------|----|----------|-------|----------------------------|
| | | ATTEMPT | | Comp. | NA/ BSY | Disc. + Not In Srv. | RMA For Dur. | CB | Didn't Receive | Didn't Use | Inc. | Ref. | TO | NSP # | Wrong | RMA Other - Explanation |
| | | Date | Time | | | | | | | | | | | | | |
| | | | 1 | A.M. | | | | | | | | | | | | |
| | | | 2 | A.M. | P.M. | | | | | | | | | | | |
| | | | 3 | A.M. | P.M. | | | | | | | | | | | |
| | | | 4 | A.M. | P.M. | | | | | | | | | | | |
| | | | 5 | A.M. | P.M. | | | | | | | | | | | |
| | | | 6 | A.M. | P.M. | | | | | | | | | | | |
| | | | 7 | A.M. | P.M. | | | | | | | | | | | |
| | | | 8 | A.M. | P.M. | | | | | | | | | | | |
| | | | 9 | A.M. | P.M. | | | | | | | | | | | |

Hello, I'm _____ calling for Janet Hall of Home Testing Institute. May I speak to (NAME OF PERSON ON LABEL)? (IF RESPONDENT NOT AVAILABLE MAKE CALLBACK ARRANGEMENT. IF RESPONDENT AVAILABLE, REINTRODUCE YOURSELF) I'm calling to get your reactions to the Concord Cigarettes we sent you.

1. Did you receive the carton of Concord Cigarettes that we mailed to you?

18

Yes 1 ➔(ASK Q.2)

No 2 ➔(VERIFY ADDRESS. THANK RESPONDENT AND TERMINATE)

2. Approximately how many packs of the Concord Cigarettes did you smoke? (FILL IN THE NUMBER)

_____ 19-20
Cigarettes

IF LESS THAN 5 PACKS, MAKE CALLBACK ARRANGEMENT IF YOU CAN. IF TESTER HAS SMOKED AT LEAST 5 PACKS COMPLETE INTERVIEW.

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