



## INTERMEDIATE G7 EXTRACT EVALUATION

## PRODUCT TEST CALLBACK

M/A/R/C#: 146-0103

MRD#: 89-94116

FFLR NM 100 (X W/C)

## OR FIELD USE:

Initiated/

Validated By: \_\_\_\_\_

dated By: \_\_\_\_\_

complete ☐terminate ☐

DLW/sds 3/29/89 9:30 a.m.

Site Code	County Code	Geo. Reg. Co. Size	TELEPHONE NUMBER			Interviewer Number
			Area Code	Prefix	Suffix	

Time Ended: \_\_\_\_\_ am \_\_\_\_\_ pm Time Started: \_\_\_\_\_ am \_\_\_\_\_ pm No. Of Min.: \_\_\_\_\_

MALE . . . . . 1  
FEMALE . . . . . 221-24. . . . . 1  
25-34. . . . . 2  
35-49. . . . . 3CELL 1 . . . . . 1  
CELL 2 . . . . . 2  
CELL 3 . . . . . 3  
CELL 4 . . . . . 4  
CELL 5 . . . . . 5

- 1a) May I please speak to (ASK FOR RESPONDENT FROM TOP OF SCREEN)? (IF ASKED WHO IS CALLING, SAY: "I'm #01 from National Product Opinion Surveys.") (IF RESPONDENT NOT AVAILABLE, SAY: "Please have him/her call our toll free number." Toll free number: 1-800-535-8210. ASK FOR BEST TIME TO REACH RESPONDENT AND SET-UP CALLBACK FOR 2 DAYS AT THAT TIME, UNLESS GIVEN SPECIFIC TIME AND DAY TO CALL.)

Respondent available  
[SKIP TO Q.1d] . . . . . 1  
Respondent not available  
[SCHEDULE CALLBACK] . . . . . 2  
No further contact . . . . . 3

- 1b) (INTERVIEWER'S NOTE: IF RESPONDENT REFUSES, CLARIFY: This may not have been a good time to reach you for this test, however, would you or any other member of your household still be willing to participate in our cigarette surveys in the future? (CODE APPROPRIATE REFUSAL RESPONSE IN NEXT QUESTION.) (IF RESPONDENT IS STILL WILLING TO PARTICIPATE IN THE FUTURE, CODE "REFUSAL - TEST.")

- 1c) (FOR INTERVIEWER ONLY):  
Why is the respondent  
unable/unwilling to complete this  
interview? (BE SPECIFIC, DO NOT READ  
LIST)

[SKIP TO SMS] &lt;—

Deceased . . . . . 1  
Moved/no new number. . . . . 2  
No such person . . . . . 3  
Quit smoking/trying. . . . . 4  
Refusal-test (ONLY TEST) . . . . . 5  
Refusal-panel. . . . . 6  
Someone else smoked them . . . . . 7  
Hospitalized . . . . . 8  
Other (SPECIFY) [ ] . . . . . 9

- 1d) Recently, we sent you some cigarettes  
to try. Have you smoked any of the  
cigarettes we sent?

Yes [SKIP TO Q.2a] . . . . . 1  
No [SKIP TO Q.2e] . . . . . 2  
Did not receive. . . . . 3

[BUILDER'S NOTE: IF DID NOT RECEIVE  
PREVIOUSLY SKIP TO SMS VERIFY;  
OTHERWISE CONTINUE.]

- 1e) Would you please call our toll free number with your opinions after you have  
received and smoked the cigarettes. (Toll free number 1-800-535-8210.)  
(INTERVIEWER: INDICATE ON SAMPLE CALLBACK LABEL "NR - (date of interview)".  
SCHEDULE CALLBACK FOR 3 DAYS FROM TODAY.)

Did not receive [SKIP  
TO CALLBACK GRID] . . . . . 1

50733 8165