

DENNIS AND COMPANY, INC.

45 CHURCH STREET
STAMFORD, CONNECTICUT 06906
(203) 327-6596

Study #1800
September, 1989

DO NOT WRITE IN THIS BOX

VALIDATION NO.

(1-4)

(5-8)

**ADVERTISING COMMUNICATIONS STUDY
PRE-RECRUIT QUESTIONNAIRE**

Date: _____

Time Started: _____

Time Completed: _____

(PLEASE PRINT:)

**TOTAL TIME IN MINUTES
(9-10)**

Name: _____ Tel. # () _____

Address: _____ City: _____ State: _____

Interviewer: _____ Zip: _____

QUOTA BOX

<u>Sex</u>	<u>Brand</u>	<u>Main Q're Color</u>
Male 1	Vantage 1	White 1
Female 2	Marlboro. 2	Blue. 2
	Other 3	
<u>Age</u>	<u>Type</u>	
25-34. 1	Low Tar 1	
35 or older. . . 2	Ultra Low Tar . . . 2	

Hello, I'm _____ from Dennis and Company, a national marketing research organization. We're conducting a survey in this area about various types of products and I'd like to ask you a few questions.

A1. Record sex:

Male 1
Female 2

5
00725
8
524
9