

COMMUNICUS, INC.  
Project LLD-6  
April, 1978

116  
Female  
GROUP B 4-2

5 -1 Milwaukee 6 -1  
-2 Syracuse -2  
Omaha -3

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/TOWN. \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_

INTERVIEWED BY \_\_\_\_\_

VALIDATED BY: \_\_\_\_\_

Hello, I'm \_\_\_\_\_ from Communicus, a consumer opinion firm. We are conducting a survey and would like to include you.

1a. Do you smoke filter, non-menthol cigarettes?

Yes → CONTINUE  
No → TERMINATE

b. How many cigarettes do you usually smoke per day? (DO NOT READ LIST.)

0 - 9  
Between 10 and 15  
16 to 25  
More than 25

TERMINATE  
7 -1  
-2  
-3

2. Which of the following statements apply to you?

A. I eat dinner in a restaurant at least once a month.

B. I read a daily newspaper.

C. I do most of the food shopping for myself and/or my family.

D. I have taken an airline trip on a scheduled commercial airline in the past 12 months.

3. Into which of the following age groups do you fall? (READ LIST)

Under 21 → TERMINATE  
21 - 34 → CONTINUE  
35+ → TERMINATE

-1

-2

-3

-4

84460491

- 1a. INSERT FOCUS SLIDE WITH METAL CLIP. SET SECONDS DIAL (X1) ON 3 AND THE TENTH-OF-SECONDS DIAL (X0.1) ON ZERO (0) -- 3 SECOND EXPOSURE.

SAY: "Now, I'd like to show you a slide in this viewer. This slide is just to show you how this machine works. I will count to 3. At 3, would you press down the RED button on the viewer once and then take your finger off the button. The light in the viewer will go on for a little while. When the light goes off, will you tell me if you can see the slide clearly?"

HAND VIEWER TO RESPONDENT. COUNT TO 3. WAIT FOR LIGHT TO GO OFF, THEN ASK IF RESPONDENT CAN SEE THE SLIDE CLEARLY. CONTINUE WITH THOSE WHO CAN SEE IT CLEARLY. THOSE WHO CANNOT SEE CLEARLY AFTER A SECOND TRIAL MUST BE TERMINATED.

- 1b. SET (X1) DIAL ON ZERO (0) AND (X0.1) DIAL ON 2 -- TWO-TENTHS OF A SECOND EXPOSURE.

SAY: "Now, I'd like to show you this same slide for a very short time. I will again count to 3, and at 3 would you again press down the RED button once very quickly and then take your finger off the button.

COUNT TO 3. BE SURE RESPONDENT IS ONLY PUSHING THE BUTTON LONG ENOUGH TO GET ONE EXPOSURE BEFORE CONTINUING.

2. INSERT "S" SLIDE. CHECK DIALS TO MAKE SURE THEY ARE SET FOR A .2 (TWO-TENTHS OF A SECOND) EXPOSURE.

SAY: "I'm going to show you a different slide for a brief time. After you see it, I would like you to tell me whatever you saw. I will count to 3 again. At 3, please push the button . . . . What did you see?"

CIRCLE FIGURES MENTIONED. USE SCALE BELOW TO DETERMINE AT WHAT SPEED RESPONDENT PASSES THE THRESHOLD TEST.

CONTINUE TO SHOW "S" SLIDE AT .4, .6, THEN .8 UNTIL HE/SHE RECALLS ENOUGH FIGURES. THEN CIRCLE THE SPEED AT WHICH CORRECT NUMBER WAS RECALLED, AND GO ON TO THE NEXT PAGE.

At .2 Any 3 correct figures must be remembered; if not able, set to .4  
At .4 Any 4 correct figures must be remembered; if not able, set to .6  
At .6 Any 5 correct figures must be remembered; if not able, threshold speed is .8

(NOTE: MAKE SURE RESPONDENT CANNOT SEE THE FIGURES ON THIS PAGE OF THE QUESTIONNAIRE).

SQUARE



CIRCLE



X



TRIANGLE



CRESCENT, C, HALF MOON



DIAMOND



CROSS, PLUS SIGN



STAR



84460492

CIRCLE THRESHOLD SPEED:

.2

.4

.6

.8

1. Now, I'd like to give you a brief exposure of a billboard advertisement.

SHOW SLIDE B AT THRESHOLD.

a. What words or printing do you remember seeing?

I don't believe  
it's a light

9-346789

What else?

Blonde man, blue background  
no

b. What pictures or illustrations do you remember seeing?

Man was  
holding something cig

11-138

What else?

no

12-12

13-12

c. What product or service was being advertised?

I believe  
it was cigarettes no

14-1

d. Who was the advertiser? What specific brand was being advertised?

OK

15-

16-

e. What was the main idea of the ad? What point was the advertiser trying to get across?

OK

17-

What else?

18-

19-

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2. Now, I'd like to give you a longer exposure of this billboard.

SET DIAL FOR (1) SECOND EXPOSURE . . . SHOW SAME SLIDE.

a. What words or printing do you remember seeing? Old Gold  
lights in white

What else? (X) Gold & white package and 20-34678  
a simple general message (X) no 21-1

b. What pictures or illustrations do you remember seeing? The  
man, 22-138

What else? (X) The yellow lettering 23-16  
across the top (X) no 24-12

c. What product or service was being advertised? Cigarettes  
(X) no 25-1

d. Who was the advertiser? What specific brand was being advertised?  
Old Gold 26-1

What style or type of cigarettes is being advertised, for example, 100's, lights, low tars, menthols, regulars?

lights 27-4

e. What was the main idea of the ad? What point was the advertiser trying to get across?

I think probably trying to  
say they have more of flavor  
than one would expect of  
What else? a light (X) no 28-245  
29-1  
30-1

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3. Now, I'd like to give you a longer exposure of this billboard.

SET DIAL FOR (5) SECOND EXPOSURE . . . . SHOW SAME SLIDE.

a. What words or printing do you remember seeing?

*I don't believe  
its a light*

What else?

*Old Gold package*

31-346789

*no*

32-1

b. What pictures or illustrations do you remember seeing?

*man holding a pack of old  
Gold cigarettes*

33-138

What else?

*Smoker general message*

34-146

*no*

35-12

c. What product or service was being advertised?

*Old gold  
lights*

36-1

d. Who was the advertiser? What specific brand was being advertised?

*Old Gold*

37-1

What style or type of cigarettes is being advertised, for example, 100's, lights, low tars, menthols, regulars?

*lights*

38-y

e. What was the main idea of the ad? What point was the advertiser trying to get across?

*more flavor in a  
light cigarette*

What else?

*I OK no*

39-245

40-1

41-

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4. Did you learn anything new after seeing this ad?

Yes 42 -1  
No (-2)

IF "YES", ASK: What did you learn? \_\_\_\_\_

What else? \_\_\_\_\_

43-

5. Was there anything about the ad that you found confusing or hard to understand?

Yes 44 -1  
No (-2)

IF "YES", ASK: What was confusing or hard to understand? \_\_\_\_\_

What else? \_\_\_\_\_

45-

6. Did you find anything in the ad hard to believe?

Yes 46 -1  
No (-2)

IF "YES", ASK: What was hard to believe? \_\_\_\_\_

What else? \_\_\_\_\_

47-

7. The ad said "I can't believe it's a light." In your own words, what do you think they meant by that?

*They taste good & more  
flavor than a light.*

What else? (X)

*I would assume they  
were low in tar & to*

48-

49-

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2457

8. Personally, what was the most important thing the ad told you?

*Probably to try them & see what they taste like (X) No* 50-1  
*That's all (X) no* 51-  
 52-

9. Based on the ad you saw, I'd like your impression of the type of person most likely to smoke Old Gold Lights.

a. Do you think Old Gold Lights smokers are more likely to be men, more likely to be women, or do you think an equal number of men and women smoke Old Gold Lights?

More likely men 53 -1  
 More likely women (2)  
 Equal number of men and women -3

b. Do you think Old Gold Lights smokers are more likely to be younger, middle-aged, older, or do you think that an equal number of all ages smoke Old Gold Lights?

Younger 54 -1  
 Middle-aged -2  
 Older -3  
 All ages (Y)

10. Now, please rate the model in this Old Gold Lights ad (HAND CARD A). Please tell me how much you agree or disagree that each of these characteristics describes him. For example, looking at the first characteristic, how much do you agree or disagree that the man in the ad is confident, self-assured? Do you agree completely, agree somewhat, neither agree nor disagree, disagree somewhat or disagree completely?

RECORD RATING. CONTINUE, ASKING FOR EACH CHARACTERISTIC: "How much do you agree or disagree that the man is (a) (READ CHARACTERISTIC)?"

	AGREE COMPLETELY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE COMPLETELY
Confident, self-assured	55 -1	(-2)	-3	-4	-5
Loner	56 -1	-2	(-3)	-4	-5
Aggressive, hard driving	57 -1	-2	(-3)	-4	-5
Depends on others	58 -1	-2	(-3)	-4	-5
Realistic, down to earth	59 -1	(-2)	-3	-4	-5
Insecure	60 -1	-2	-3	-4	(-5)
Easy going, flexible	61 -1	(-2)	-3	-4	+5
Independent	62 -1	(-2)	-3	-4	-5

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11. Have you ever tried Old Gold Lights?

Yes 63 -1  
No -2

b. Based on seeing this ad, how likely would you be to try Old Gold Lights (again)? Would you say that you . . . ? (READ LIST.)

Definitely would 64 -1  
Probably would -2  
Might or might not -3  
Probably would not -4  
Definitely would not -5

Why do you say that?

*Because I've been smoking my brand for 15 years* 65-  
66-1

12a. What is the one brand of cigarettes you usually smoke and consider to be your regular brand?

*Larks - filter - N.Y. - Kings* 67-7  
Any others? 68-

b. Approximately how long have you been smoking that brand?

*15 years* 69-0

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