

AMF MARKETING RESEARCH
801 Second Avenue
New York, New York 10017

on mental m
2039
NATIONAL CONSENSUS SURVEYS
#12947W
May, 1977

CIGARETTE PORTFOLIO
SCREENING QUESTIONNAIRE

TIME INTERVIEW: STARTED: 11 AM ENDED: 11:20
RESPONDENT'S NAME: [REDACTED] TEL. #: [REDACTED]
ADDRESS: [REDACTED] CITY: [REDACTED] STATE: [REDACTED]
INTERVIEWER: Ruth N. Smith METRO AREA: DENVER DATE: 5/20/77
VALIDATED BY: _____ DATE: _____

1. (INDICATE CITY.) _____

- (5)
Albany ----- 1
Boston ----- 2
Buffalo ----- 3
Denver ----- 4
Des Moines ----- 5
Milwaukee ----- 6
Minneapolis ----- 7
Syracuse ----- 8

Hello. I'm _____ from National
Consensus Surveys. We are conducting a study
in this area and I'd like to ask you a few
questions.

2. (INITIAL REFUSAL: CIRCLE NEXT HIGHEST NUMBER BELOW.)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80
81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	119	120

3. Have you, yourself, participated in a market research survey in the past three months or so?

(TERMINATE AND CIRCLE NEXT HIGHEST NUMBER BELOW) -- Yes
(CONTINUE) -- No

PARTICI-
PATED IN
STUDY:

1 2 3 4 5 6 7 8 9 10 11 12

6-

4. (SHOW AGE CARD.) Please tell me which letter on this card includes your age.

(TERMINATE AND CIRCLE NEXT HIGHEST NUMBER
BELOW NEXT TO "UNDER OR OVER AGE")

A. Under 21

- (7)
B. 21 to 24 ----- 1
C. 25 to 29 ----- 2
D. 30 to 34 ----- 3
E. 35 to 39 ----- 4
F. 40 to 44 ----- 5
G. 45 to 49 ----- 6
H. 50 to 55 ----- 7

(CONTINUE) _____

(TERMINATE AND CIRCLE NEXT HIGHEST NUMBER
BELOW NEXT TO "UNDER OR OVER AGE")

I. Over 55

UNDER
OR OVER
AGE:

1 2 3 4 5 6 7 8 9 10 11 12

8-

(TAKE BACK AGE CARD.)

(OVER)

84456728

R

5a. Do you smoke cigarettes?

(CONTINUE) -- Yes -----
(TERMINATE & CIRCLE NEXT HIGHEST NUMBER BELOW) -- No -----

DOES	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	9-
NOT	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	
SMOKE:	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	10-

5b. Do you usually smoke menthol or non-menthol cigarettes?

 Menthol ----- (11)
 Non-menthol ----- 2

12-138

6a. Do you drink coffee?

 (SKIP TO Q.7a) Yes ----- a
 -- No ----- b

6b. Is that instant or regular coffee?

 Instant ----- a
 Regular ----- b

7a. Do you have a driver's license?

 (SKIP TO Q.8a) Yes ----- a
 -- No ----- b

7b. About how many miles would you say you've driven in the past year? (READ LIST.)

 Less than 1,000 miles ----- a
 1,000 - 5,000 miles ----- b
 5,000 - 10,000 miles ----- c
 Over 10,000 miles ----- d

8a. Do you own a camera?

 (SKIP TO Q.9) Yes ----- a
 -- No ----- b

8b. Do you use color film most of the time, black and white film most of the time, or equal amounts of color and black and white film?

 Color film most of the time ----- a
 Black and white film most of the time ----- b
 Equal amounts of color and
 black and white film ----- c

9. As part of this survey, I'd now like to show you some advertisements. The advertisements are being shown just a few steps away. We would appreciate it if you could take a few minutes to help us.

 (ESCORT RESPONDENT TO INTERVIEWING LOCATION) ← Yes ----- a
 (TERMINATE, RECORD ON CALL RECORD SHEET &
 SAVE SCREENER) ← No ----- b

84456729

M. Munchal

NATIONAL CONSENSUS SURVEYS
801 Second Avenue
New York, New York 10017

#12947W

NAME: _____

PHONE #: _____

1. Please take a few minutes to go through the advertisements in this book. Please take as much time with each ad as you care to. If you ordinarily wear reading glasses, you'll need them.

(HAND RESPONDENT PORTFOLIO AND TAKE IT BACK BEFORE CONTINUING.)

2. Now, I'd like to ask you a few questions about the ads in the book.

What brands or products do you remember seeing ads for in the book? (PROBE:)
Any other brands? (DO NOT READ EITHER BRAND NAMES OR PRODUCT CATEGORIES.)

GENERAL ADS

AARP -----	1	Hamm's Beer -----	1
Bakers Chips 'N Nuts -----	2	Igor Vodka -----	2
Can People -----	3	Inns of Jamaica -----	3
Canadian Mist -----	4	ITT -----	4
Carrols -----	5	Mitchum Anti-Perspirant -----	5
Country Store Mashed Potato -----	6	Polaroid -----	6
Dr. Pepper -----	7	TAP -----	7
Ford Pinto -----	8	Tenneco -----	8
GAP Hearth-Glow Brick -----	9	U.S. Virgin Islands -----	9

CIGARETTE ADS (14)

Luke -----	1
Golden Lights -----	2
Golden Lights 100mm -----	3
Kent Golden -----	4
Kent Golden 100mm -----	5
Kent Golden Lights -----	6
Kent Golden Lights 100mm -----	7
Kent Lights -----	8
Kent Lights 100mm -----	9
Kent (Unsp.) -----	0
Kent 100mm (Unsp.) -----	x
Lights (Unsp.) -----	y
Old Gold Lights -----	1
Old Gold (Unsp.) -----	2

(IF NO CIGARETTE BRANDS MENTIONED ABOVE ASK Q.3a.)

(IF ONLY ONE OR TWO CIGARETTE BRANDS MENTIONED, SKIP TO Q.3b.)

(IF ALL THREE CIGARETTE BRANDS MENTIONED, SKIP TO Q.4.)

- 3a. (IF NO CIGARETTE BRANDS MENTIONED ABOVE, ASK:)
Do you remember any ads for cigarettes?

Yes ----- 1 -----> What brands do you remember seeing ads for?
Any others?

Not really - wasn't too interested

16-

No ----- 2 -----> (SKIP TO Q.10)

(IF "ONE" OR "TWO" CIGARETTE BRANDS MENTIONED, ASK:)

- 3b. Do you remember any ads for any other brands of cigarettes?

Yes ----- 1 -----> What brands were they? Any others?

No ----- 2 ----->

(IF OLD GOLD LIGHTS OR OLD GOLD UNSPECIFIED MENTIONED IN Q.2, 3a OR 3b, CONTINUE.)

(IF OLD GOLD LIGHTS OR OLD GOLD UNSPECIFIED NOT MENTIONED IN Q.2, 3a OR 3b, SKIP TO Q.10.)

84456730

18-

19-

4. What do you remember about the (OLD GOLD LIGHTS/OLD GOLD) advertisement? (PROBE:)
What else do you remember?

_____ 20-
 _____ 21-
 _____ 22-
 _____ 23-
 _____ 24-
 _____ 25-

5. Aside from wanting you to buy them, what was the message the manufacturer was trying to get across to you about (OLD GOLD LIGHTS/OLD GOLD)? (PROBE:)
Anything else?

_____ 26-
 _____ 27-
 _____ 28-
 _____ 29-
 _____ 30-
 _____ 31-

(IF RESPONDENT SAYS "DON'T KNOW" TO Q.5, SKIP TO Q.10.)

(HAND RESPONDENT CARD 6.)

6. Thinking about what you've just told me about the advertising message, what phrase on this card best describes how important this is to you? (32)

Extremely important ----- 6
 Very important ----- 5
 Somewhat important ----- 4
 Somewhat unimportant ----- 3
 Very unimportant ----- 2
 Not at all important ----- 1

7. (HAND RESPONDENT CARD 7.)

Again, thinking about the advertising message, which phrase on this card best describes how believable this is to you?

(33)
 Extremely believable ----- 6
 Very believable ----- 5
 Somewhat believable ----- 4
 Somewhat unbelievable ----- 3
 Very unbelievable ----- 2
 Extremely unbelievable ----- 1

8. (HAND RESPONDENT CARD 8.)

And, which phrase on this card best describes how different you think this message is from other cigarette advertising?

(34)
 Extremely different ----- 6
 Very different ----- 5
 Somewhat different ----- 4
 Somewhat similar ----- 3
 Very similar ----- 2
 Extremely similar ----- 1

9. (HAND RESPONDENT CARD 9.)

Based on the message, which phrase on this card best describes your interest in trying (OLD GOLD LIGHTS/OLD GOLD) cigarettes? (35)

Extremely interested ----- 6
 Very interested ----- 5
 Somewhat interested ----- 4
 Somewhat disinterested ----- 3
 Very disinterested ----- 2
 Extremely disinterested ----- 1

84456731

(ASK ALL)

10. Let's take a few seconds to look at the OLD GOLD LIGHTS ad again.
(EXPOSE FOR 5 SECONDS AND REMOVE.)

What do you think is the main idea the manufacturer wants to get across about
OLD GOLD LIGHTS? (PROBE:) Anything else?

Less tax & nicotine / OK 35-
37-9
38-
39-
40-
41-

(OPEN PORTFOLIO TO OLD GOLD LIGHTS AD.)

- 11a. Is there anything in the Old Gold Lights ad that you particularly like?

(CONTINUE)--Yes ----- (42) 1
(SKIP TO Q.12a)--No ----- 2

- 11b. What is there in the Old Gold Lights ad that you particularly like? (PROBE:)
Anything else?

Visually its not hard to read / 43-6
Nothing else. 44-
45-
46-

- 12a. Is there anything in the Old Gold Lights ad that you particularly dislike?

(CONTINUE)--Yes ----- (47) 1
(SKIP TO Q.13)--No ----- 2

- 12b. What is there in the Old Gold Lights ad that you particularly dislike? (PROBE:)
Anything else?

just advertising cigarettes 48-
49-
50-

84456732

13a. What one brand of cigarettes do you smoke most frequently? (DO NOT READ BRAND NAMES.)

THE FOLLOWING BRANDS MUST BE PROBED:

IF BENSON & HEDGES, ASK: "Is that Benson & Hedges Or "Multi-Filter" made by Benson & Hedges?"
 IF KENT, ASK: "Is that Kent or Kent Golden Lights?"
 IF KOOL, ASK: "Is that Kool or Kool Milds?"
 IF L & M, ASK: "Is that L & M or L & M Flavor Lights?"
 IF LUCKY STRIKE, ASK: "Is that Lucky Strike or Lucky 100's?"
 IF MARLBORO, ASK: "Is that Marlboro or Marlboro Lights?"
 IF PALL MALL, ASK: "Is that Pall Mall or Pall Mall Extra Mild?"
 IF RALEIGH, ASK: "Is that Raleigh or Raleigh Extra Mild?"
 IF SALEM, ASK: "Is that Salem or Salem Lights?"
 IF TAREYTON, ASK: "Is that Tareyton or Tareyton Lights?"
 IF VICEROY, ASK: "Is that Viceroy or Viceroy Extra Mild?"
 IF WINSTON, ASK: "Is that Winston or Winston Lights?"

(51)
 Alpine ----- 1
 Belair ----- 2
 Multi-Filter By Benson & Hedges - 3
 Benson & Hedges (Other) ----- 4
 Camel ----- 5
 Carlton ----- 6
 Chesterfield ----- 7
 Decade ----- 8
 Doral ----- 9
 Eve ----- 0
 Fact ----- x
 Gauloises ----- y
 (52)
 Iceberg-100's ----- 1
 Kent ----- 2
 Kent Golden Lights ----- 3
 Kool Milds ----- 4
 Kool (Other) ----- 5
 L & M ----- 6
 L & M Flavor Lights ----- 7
 Lark ----- 8
 Long Johns ----- 9
 Lucky Strike (Other) ----- 0
 Lucky 100's ----- x
 (53)
 Marlboro Lights ----- 1
 Marlboro (Other) ----- 2
 Max ----- 3
 Merit ----- 4
 More ----- 5

(53)
 Newport ----- 6
 Now ----- 7
 Old Gold ----- 8
 Pall Mall Extra Mild ----- 9
 Pall Mall (Other) ----- 0
 Parliament ----- x
 Philip Morris ----- y
 (54)
 Raleigh Extra Mild ----- 1
 Raleigh (Other) ----- 2
 Salem Lights ----- 3
 Salem (Other) ----- 4
 Saratoga ----- 5
 Silva Thins ----- 6
 Tall ----- 7
 Tareyton Lights ----- 8
 Tareyton (Other) ----- 9
 True ----- 0
 Vanguard ----- x
 Vantage ----- y
 (55)
 Viceroy Extra Mild ----- 1
 Viceroy (Other) ----- 2
 Virginia Slims ----- 3
 Winston Lights ----- 4
 Winston (Other) ----- 5
 Other (SPECIFY):
 ----- x

13b. Is that filter or non-filter?

Filter -----
 Non-filter -----

13c. Is that regular, king-size, 100mm or the extra-long 120mm?

(57)
 Regular ----- 1
 King-size ----- 2
 100mm ----- 3
 120mm ----- 4

13d. How many cigarettes do you smoke in an average day?

(58)
 9 or less (less than 1/2 pack) ----- 1
 10 to 19 (1/2 pack to 3/4 pack) ----- 2
 20 to 29 (1 pack) ----- 3
 30 to 39 (1-1/2 packs) ----- 4
 40 or more (2 packs or more) ----- 5

84456733

(IF MENTHOL SMOKER IN Q.5b, SCREENER, ASK Q.13e.)
 (IF NON-MENTHOL SMOKER IN Q.5b, SCREENER, SKIP TO Q.14.)

- 13e. Do you smoke non-menthol cigarettes regularly or occasionally, about a pack a month or more?

Yes ----- (59)
 No ----- 2

- CLASSIFICATION -

Now, just a few questions for statistical purposes only.

14. What was the last grade of school you completed?

(60)
 Some grammar school (1st-7th grades) --- 1
 Grammar school graduate (8th grade) --- 2
 Some high school (9th-11th grades) --- 3
 High school graduate (12th grade) --- 4
 Some college ----- 5
 College graduate or beyond ----- 6

(HAND RESPONDENT CARD 15.)

15. Again, just for classification purposes, which letter on this card includes your total family income before taxes last year?

(61)
 A. Under \$7,500 ----- 1
 B. \$7,500 to \$10,000 ----- 2
 C. Over \$10,000 to \$15,000 ----- 3
 D. Over \$15,000 to \$20,000 ----- 4
 E. Over \$20,000 to \$25,000 ----- 5
 F. Over \$25,000 ----- 6
 Refused ----- y

16. (INDICATE SEX.)

(62)
 Male ----- 1
 Female ----- 2

ATTACH QUESTIONNAIRE TO SCREENER.

80-1

84456734