

TO: Brad Broecker
FROM: Jean Fortwengler
DATE: August 28, 1981
SUBJECT: "Response Analysis" Survey

Last night (8/27) at about 10:00 p.m. I received a phone call from a woman who said she was phoning for an organization called "Response Analysis" out of Princeton, NJ. She was calling from Philadelphia. Her first question was: "Are you, or is a member of your household, employed by the tobacco industry?" A list of 40-50 questions followed, a sampling of which is given below.

- How many hours per week do you spend reading the newspaper? Watching TV? Listening to the radio?
- Do you agree or disagree (i.e., definitely, strongly, or somewhat) that smoking causes cancer?
Do you agree or disagree that the tobacco industry is a generous contributor to community events, the arts, museums? (Again, to what degree?) Agree or disagree (to what degree) that tobacco companies are generous employers?
- Are you familiar with any groups supporting the tobacco industry? Which? How familiar? (Never heard of, very familiar with, somewhat familiar with)
- Are you familiar with any anti-smoking groups/individuals? Which ones? How familiar?
- Do you think the tobacco industry does a good job of defending itself against attackers? (Excellent, good, fair, poor)
- Are you familiar with the following publications: Time, Newsweek, U.S. News & World Report, Progressive Farmer, Kentucky Farmer (plus a few others)...How familiar?
- Do you know the name of the Tobacco Institute's newsletter? How familiar are you with this publication?
- Do you think the tobacco industry is economically beneficial only to the South?

521043633

- Have you written a letter to your newspaper regarding any "issue of the day" in the past year? Written your Congressman?
- Do you think the tobacco industry should make its stands on issues better known to the public? To its employees?

The conversation ended with the interviewer confirming my phone number, asking what state I reside in, my position (at work), and age, and what salary category I fit into (listed in \$5,000 ranges). My name or the company I work for were not requested. I asked caller how she got my phone number and she said "from a computerized listing" of numbers provided by "Response Analysis."

Jean

521043634