

918-EL9-1476

JOHN F. KRAFT, INC.
527 MADISON AVENUE, NEW YORK, N. Y. 10022
PLAZA 9-2810

JOHN KRAFT

June 21, 1967

PERSONAL AND CONFIDENTIAL

Mr. H. Thomas Austern
Covington & Burling
Union Trust Building
Washington, D.C. 20005

Dear Mr. Austern:

I'm enclosing a draft of the questionnaire. It has been tested in this area already, and we think it is a practical and workable approach. For insurance, however, we are having it tested in a couple of other areas of the country. We expect no serious problems will develop, and are scheduling interviewing on a national basis to begin next week. As a matter of fact, in order to meet the deadline, we'll simply have to get interviewing started next week.

You have asked about the sample, and requested a definition or description of it. As I mentioned in our last conversation, we were in the process of choosing one of two possible sample approaches. We made the decision over this past weekend.

We agreed with you, when we met in Washington, that it would be mandatory to produce a rigidly designed probability sample, right down to the selection of the individual within a household, and with no multiple interviews within a given household.

Mr. H. Thomas Austern

For this survey we will be using a multi-purpose master sample which, in common with any sample adaptable to the solution of many different kinds of researchable problems, satisfies the following critical requirements:

1. It is capable of representing any universe within its total frame with maximum efficiency.
2. It provides an operational basis for statistical analyses and test hypotheses associated with most sampling problems.
3. Its data are projectible to the universe they reflect with known reliability.

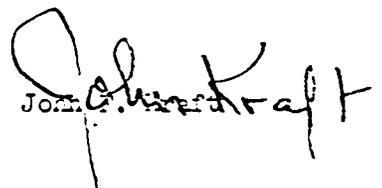
Technically, it is a replicated probability sample. It comprises, actually, two randomly selected, stratified, independent and interpreting samples of matched attributes. It is representative of all United States households, each having a known chance of inclusion. By extension, it is also fully representative of all individuals living in households in the United States.

It is a sample of 160 points, of which 108 are in standard metropolitan statistical areas and the remaining 52 in non-metropolitan areas. And as I've already suggested, because this study deals with individual rather than household measurements, interviews will be conducted with randomly selected household members, down to the age of 16, in every instance.

I hope this completes what you need to know to this point. And if it doesn't, I'm sure I'll be hearing from you or the Senator.

As I've mentioned, we hope to get the interviewing started almost immediately, and that being the case I'm enclosing our statement for the second phase of the job.

Sincerely,


John F. Kennedy

JFK:g
Encl.
cc: Earle C. Clements

JOHN F. KRAFT, INC.

June 21, 1967

Covington & Burling, Dr.

to

John F. Kraft, Inc.

Tobacco Company Counsel Study:

Estimated to Cost \$30,000 + or - 15%

1. Upon Confirmation, received \$10,000
2. Before start of Field Interviewing, due now \$10,000
3. Upon delivery of Report, remaining balance

Our Study No. 608/122

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