

JOHN F. KRAFT, INC.
527 MADISON AVENUE, NEW YORK, N. Y. 10022
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JOHN KRAFT

July 13, 1967

PERSONAL AND CONFIDENTIAL

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

Dear Mr. Austern:

By now you have a copy of the questionnaire we hope to use in this survey. It is a product of our own thinking and testing, combined with the suggestions you have received from several people.

A few comments on those suggestions are in order. We like the idea of starting off by asking about use of such things as chewing gum, coffee, and tea. It's a comfortable lead-in. We don't object to asking a question about "six-or-more-a-day" as long as this does not become the final determinator of who is or is not a smoker.

Turning to the whole question of the sample, there are these points I wish to make:

1. Our original plan was to conduct interviews with a representative cross section of 2500 people. Give or take 500 interviews, we felt a reasonable price would be \$30,000 plus or minus fifteen percent, for a nationwide survey.

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2. Subsequent to that estimate we began to learn something about the strict controls which would be required for such a survey, were it to be presented to such an organization as the FTC. And we began to appreciate the importance of producing an adequate number of minors in the age-range of 16 to 20.
3. After considering this whole problem for a month or more, we now feel that we ought to begin with a sample plan which will be based on 5,000 contacts. With three call-backs, this should yield a total of 4,000 interviews at an 80 percent level of successful completions.

It should also yield approximately 400 interviews with those who are aged sixteen to twenty.

But to insure adequate coverage of the younger group, it is our plan to over-sample within those households in which a relevant teenager resides.

The over-sample should match up to the basic sample of teenagers very well, and the total interviews with those people should be regarded as pretty solid, and unassailable for purposes of testimony.

However, as you can see, we have now come a long way from the sample-size we suggested originally, and we have also come a long way from our original notion of how the sample should be laid out. And on top of all of that, we have gone through several revisions of the questionnaire approach, not to mention the testing.

In other words, to get to the point, we are expanding our sampling by some forty percent, increasing the number of interviews by a similar percentage, getting ourselves involved with an over-sample -- and all of that's correct. But the improvements will have to add about \$10,000 to our original estimate. Which was \$30,000 plus-or-minus fifteen percent.

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You have our final draft of our questionnaire in your hands. We're prepared to get this job started almost immediately, but I hope you'll appreciate that sample adjustments will have to take some time. If you decide to go ahead, could you give us a new schedule of your deadlines, and tell us how soon we might get started?

Sincerely,


John F. Kraft

JFK:g
cc: The Honorable Earle C. Clements