

1061

712-J  
10961

CIGARETTE QUESTIONNAIRE

IMPORTANT

1. Please do not go back and change any answers on a page once you have completed that page.
2. Since we want everyone's own personal opinion, please don't discuss your answers with anyone until the session is over. If you have a question, please raise your hand.
3. Some pages will have at the bottom "DO NOT TURN PAGE UNTIL ASKED TO DO SO." Please be sure to follow this instruction. If you look ahead, it may spoil the way you answer the questions.

CGI-01714

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2022241016

1. Please write in as many different brands of cigarettes as you can think of, in each of the three categories below.

a. NON-MENTHOLATED CIGARETTES WITHOUT A FILTER (PLAIN END):

- |          |          |           |           |
|----------|----------|-----------|-----------|
| 1. _____ | 5. _____ | 9. _____  | 13. _____ |
| 2. _____ | 6. _____ | 10. _____ | 14. _____ |
| 3. _____ | 7. _____ | 11. _____ | 15. _____ |
| 4. _____ | 8. _____ | 12. _____ | 16. _____ |

b. NON-MENTHOLATED CIGARETTES WITH A FILTER:

- |          |          |           |           |
|----------|----------|-----------|-----------|
| 1. _____ | 5. _____ | 9. _____  | 13. _____ |
| 2. _____ | 6. _____ | 10. _____ | 14. _____ |
| 3. _____ | 7. _____ | 11. _____ | 15. _____ |
| 4. _____ | 8. _____ | 12. _____ | 16. _____ |

c. MENTHOLATED CIGARETTES, WITH OR WITHOUT A FILTER:

- |          |          |          |           |
|----------|----------|----------|-----------|
| 1. _____ | 4. _____ | 7. _____ | 10. _____ |
| 2. _____ | 5. _____ | 8. _____ | 11. _____ |
| 3. _____ | 6. _____ | 9. _____ | 12. _____ |

2. In the past seven days I have smoked --

- "X" ONLY ONE BOX
- 1( ) Less than a pack of cigarettes  
 2( ) A pack or more of cigarettes  
 0

3. About how many cigarettes did you smoke yesterday?

- "X" ONLY ONE BOX
- 3( ) Less than half a pack  
 4( ) Half a pack or more, but less than a full pack  
 5( ) A full pack  
 6( ) More than a full pack but less than two packs  
 7( ) Two packs or more  
 x



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4. About how often do you smoke mentholated cigarettes?

- "X" ONLY ONE BOX
- 1( ) Never
  - 2( ) Rarely (less than one pack per month)
  - 3( ) Occasionally (one to five packs per month)
  - 4( ) Regularly (more than five packs per month)

5. Below are listed cigarette brands. Please read the list. Put an "X" in Column A next to each brand that you have bought within the past five years for your own use.

<u>BRAND</u>	<u>COL. A</u>	<u>COL. B</u>
Alpine	1( )	1( )
BelAir	2( )	2( )
Benson & Hedges	3( )	3( )
Camel	4( )	4( )
Chesterfield	5( )	5( )
Hit Parade	6( )	6( )
Kent	7( )	7( )
Kentucky Kings	8( )	8( )
Kool Filter	9( )	9( )
Kool Regular	0( )	0( )
Life	x( )	x( )
L&M	y( )	y( )
Lucky Strike	1( )	1( )
Marlboro	2( )	2( )
Newport	3( )	3( )
Oasis	4( )	4( )
Old Gold Filter	5( )	5( )
Old Gold Straights	6( )	6( )
Pall Mall	7( )	7( )
Parliament	8( )	8( )
Phillip Morris	9( )	9( )
Raleigh Filter	0( )	0( )
Raleigh Regular	x( )	x( )
Riviera	y( )	y( )
Salem	1( )	1( )
Spring	2( )	2( )
Tareyton Filter	3( )	3( )
Herbert Tareyton	4( )	4( )
Viceroy	5( )	5( )
Winston	6( )	6( )
Other brand _____ (write in)	7( )	7( )

6. Please go back over the list, and put an "X" in Column B next to the brand that you now smoke most of. If you smoke two or three brands equally, please mark them.

**C**

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7. Below are listed some cigarette brands and across are listed names of cigarette companies. For each brand, please circle the number under the name of the company that makes that brand. If you don't happen to know who makes a particular brand, circle the number under "DON'T KNOW." Some of the brands are not made by any of the companies shown. For those brands, circle the number under "NONE OF THEM."

	<u>AMERICAN TOBACCO</u>	<u>BROWN &amp; WILLIAMSON</u>	<u>LIGGETT &amp; MYERS</u>	<u>P. LORILLARD</u>	<u>PHILIP MORRIS</u>	<u>R.J. REYNOLDS</u>	<u>NONE OF THEM</u>	<u>DON'T KNOW</u>
Alpine	1	2	3	4	5	6	7	0
BelAir	1	2	3	4	5	6	7	0
Benson & Hedges	1	2	3	4	5	6	7	0
Camel	1	2	3	4	5	6	7	0
Chesterfield	1	2	3	4	5	6	7	0
Hit Parade	1	2	3	4	5	6	7	0
Jets	1	2	3	4	5	6	7	0
Kent	1	2	3	4	5	6	7	0
Kentucky Kings	1	2	3	4	5	6	7	0
King Sano	1	2	3	4	5	6	7	0
Kool Filter	1	2	3	4	5	6	7	0
Life	1	2	3	4	5	6	7	0
I&M	1	2	3	4	5	6	7	0
Lucky Strike	1	2	3	4	5	6	7	0
Marlboro	1	2	3	4	5	6	7	0
Newport	1	2	3	4	5	6	7	0
Oasis	1	2	3	4	5	6	7	0
Old Gold Straights	1	2	3	4	5	6	7	0
Pall Mall	1	2	3	4	5	6	7	0
Parliament	1	2	3	4	5	6	7	0
Philip Morris	1	2	3	4	5	6	7	0
Raleigh Filter	1	2	3	4	5	6	7	0
Riviera	1	2	3	4	5	6	7	0
Royal	1	2	3	4	5	6	7	0
Salem	1	2	3	4	5	6	7	0
Spring	1	2	3	4	5	6	7	0
Tareyton Filter	1	2	3	4	5	6	7	0
Viceroy	1	2	3	4	5	6	7	0
Winston	1	2	3	4	5	6	7	0



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8. In this question, please let your imagination run free. Four words are shown below. For each one we would like to know at least five things that it reminds you of when you see it. Try to write down the first five thoughts you have on reading each word, and any other ideas that follow.

a. ALPINE

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b. KOOL

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c. NEWPORT

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d. SALEM

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Here is a question about the advertising of some particular brands of cigarettes.

9. How often have you seen advertising of each of the cigarette brands listed below? Please circle the number under the statement which comes closest to describing how often you have seen each brand's advertising.

	<u>Have Seen Very Often</u>	<u>Have Seen Fairly Often</u>	<u>Have Rarely Seen</u>	<u>Have Never Seen</u>
Alpine	1	2	3	4
Kool	5	6	7	8
Newport	1	2	3	4
Salem	5	6	7	8

WHEN YOU HAVE COMPLETED THIS  
PAGE IN THE QUESTIONNAIRE -- STOP --  
PLEASE DO NOT TURN THE PAGE UNTIL  
YOU ARE ASKED TO DO SO.



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10. Please circle below all numbers corresponding to the cards you placed under the Alpine package on the first sort.

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

10a. If you placed cards under your own brand on the first sort, and then resorted those cards, please circle below all numbers corresponding to the cards you placed under the Alpine package on the second sort.

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

11. Please circle below all numbers corresponding to the cards you placed under the Kool package on the first sort.

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



11a. If you placed cards under your own brand on the first sort, and then resorted those cards, please circle below all numbers corresponding to the cards you placed under the Kool package on the second sort.

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

12. Please circle below all numbers corresponding to the cards you placed under the Newport package on the first sort.

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

12a. If you placed cards under your own brand on the first sort, and then resorted those cards, please circle below all number corresponding to the cards you placed under the Newport package on the second sort.

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





13. Please circle below all numbers corresponding to the cards you placed under the Salem package on the first sort.

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

13a. If you placed cards under your own brand on the first sort, and then resorted those cards, please circle below all numbers corresponding to the cards you placed under the Salem package on the second sort.

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

14. Please circle below all numbers corresponding to the cards you placed under your own brand on the first sort.

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



15. Of the four brands of cigarettes on the card in front of you (ALPINE, KOOL, NEWPORT, SALEM) which TWO do you think are easiest to tell apart; that is, which two do you think are most different? Even if you have had no personal experience with all four brands, please try to answer this question.

\_\_\_\_\_

15a. Why do you feel those two brands are most different? Please give as full a description of the differences between the two brands as you can, even if it is mainly guesswork.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. Of the four brands (ALPINE, KOOL, NEWPORT, SALEM) which TWO do you think are hardest to tell apart; that is, which two do you think are most alike? Even if you have had no personal experience with all four brands, please try to answer this question.

\_\_\_\_\_

16a. Why do you feel those two brands are most alike? Please give as full a description of the differences between the two brands as you can, even if it is mainly guesswork.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

17. If you had to make a choice between the four brands on the board in front of you (ALPINE, KOOL, NEWPORT, SALEM) which one would you be most likely to smoke? Please write a 1 by the name of that brand in the space below. By the brand you would be next most likely to smoke, write a 2. By the brand you would be next most likely to smoke, write a 3, and by the brand you would be least likely to smoke, write a 4.

- a. ALPINE \_\_\_\_\_
- b. KOOL \_\_\_\_\_
- c. NEWPORT \_\_\_\_\_
- d. SALEM \_\_\_\_\_



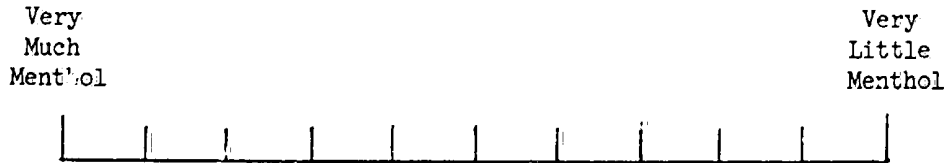
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18. Here are some statements like those on the card you just sorted. For each of these statements, please indicate by circling the number in the appropriate column, whether it applies mostly to mentholated cigarettes, mostly to non-mentholated, to both kinds, or to neither kind of cigarettes.

	<u>Mentholated Cigarettes</u>	<u>Non- mentholated Cigarettes</u>	<u>Both</u>	<u>Neither</u>
a. Poor quality tobacco	1	2	3	4
b. People who really like to smoke	5	6	7	8
c. Somewhat like a medicine	9	0	x	y
d. Mainly for men	1	2	3	4
e. People who switch brands	5	6	7	8
f. Mainly for women	9	0	x	y
g. Strong-tasting	1	2	3	4
h. People who worry about their health	5	6	7	8
i. Good for a change of pace	9	0	x	y
j. People who enjoy life	1	2	3	4
k. People just starting to smoke	5	6	7	8
l. People who smoke heavily	9	0	x	y



19. We would like to get your estimate as to the amount of menthol in the four brands of mentholated cigarettes on the board in front of you. On the scale below, please show where you think each of the four brands (ALPINE, KOOL, NEWPORT, SALEM) fits, according to how much menthol they contain. Do this by writing the name of each brand above the scale, and drawing a line down to the point on the scale where you think the brand belongs.



20. Now we would like to find out how much menthol you personally would like to have in your cigarettes, whether you now smoke mentholated or nonmentholated cigarettes. The scale below runs from very much menthol (on the left) to no menthol at all (on the right). Note that the scale is divided into two sections. The section on the left represents the range of menthol now used in mentholated cigarettes. The section on the right represents a smaller amount of menthol than is presently used in any mentholated cigarettes. Mark an "X" on the scale at the point which indicates how much menthol you would like.

MENTHOL SCALE



Present range of menthol in mentholated cigarettes

No mentholated cigarettes presently made with this amount of menthol



WHEN YOU HAVE REACHED THIS  
PAGE IN THE QUESTIONNAIRE -- STOP --  
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YOU ARE ASKED TO DO SO.



As you answer the questions below, please look over carefully the pack of Alpine cigarettes you have been given.

21. Looking at the package, I have the feeling it looks . . .

- "X" ONLY ONE BOX
- 1( ) Too warm
  - 2( ) Neither too warm or too cool
  - 3( ) Too cool

22. The package has . . .

- "X" ONLY ONE BOX
- 4( ) Too much white used in it
  - 5( ) About the right amount of white used
  - 6( ) Too little white

23. The color used in the package is . . .

- "X" ONLY ONE BOX
- 7( ) Too blue, not green enough
  - 8( ) About right
  - 9( ) Too green, not blue enough

24. The mountain shown on the package gives me a . . .

- "X" ONLY ONE BOX
- 0( ) A pleasant feeling
  - x( ) Neither a pleasant nor an unpleasant feeling
  - y( ) An unpleasant feeling

25. What was your reasoning in answering the previous question as you did?

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26. The company that makes Alpine is considering putting out a new cigarette which would be non-mentholated. Would the name "Alpine" be a good name for such a cigarette, or wouldn't it be a good name?

- "X" ONLY ONE BOX
- 1( ) "Alpine" would be a good name
  - 2( ) "Alpine" would not be a good name
  - 0

27. What was your reasoning in answering the previous question as you did?

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28. If the company that makes Salem put out a new cigarette which was non-mentholated, would the name "Salem" be a good name for such a cigarette, or wouldn't it be a good name?

"X" ONLY ONE BOX

3( ) "Salem" would be a good name

4( ) "Salem" would not be a good name

x

29. What was your reasoning in answering the previous question as you did?

\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

The following questions are for statistical purposes only. Your answers will be combined with hundreds of others.

30. Are you a . . . 1( ) Man 2( ) Woman

31. What was the last grade you completed in school?

1( ) Less than 8th grade

2( ) 8th grade

3( ) Attended high school but did not graduate

"X" ONLY

4( ) Graduated high school

ONE BOX

5( ) Attended college but did not graduate

6( ) Graduated college

7( ) Postgraduate work, college

8( ) Other (Please specify) \_\_\_\_\_

32. What kind of work does the head of the household (chief wage earner) do? Please give the exact job title if there is one, and a brief description of the type of work.

JOB TITLE \_\_\_\_\_

TYPE OF WORK: OCCUPATION \_\_\_\_\_

33. What kind of business is that, that is, what do they make or do where the chief wage earner works?

DESCRIPTION OF WAGE EARNER'S KIND OF BUSINESS \_\_\_\_\_

34. In which age bracket do you fit?

1( ) 20 years old or younger

2( ) 21 - 29 years

3( ) 30 - 39 years

4( ) 40 - 49 years

5( ) 50 - 59 years

6( ) 60 years and over

THANK YOU VERY MUCH FOR YOUR COOPERATION.

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