

RESPONDENT _____ (M) (F) BRAND _____ # YEARS _____ # CIGARETTES _____

PART I Here are three cigarettes. I want you to light each cigarette and return each to the tray. When the ash has reached 1/4 of an inch, smoke each for three puffs to realize flavor.

Please answer these simple questions ...

(1)	(2)	(3)	(4)	(5)	(6)
L	L	K	K	K	T
T	K	L	F(K)	T	F(K)
K	T	T	L	F(K)	K

- 1) (a) Which did you like best?
- (b) Which did you like least?

If no difference, skip 2 & 3 and repeat test. Mark "no difference"

- 2) (a) Why did you like one best?

Was there anything you disliked about it?

- (b) Why did you dislike one cigarette most?

Was there anything you liked about it?

- 3) (a) (Explore for statements re: flavor, irritating, dryness, mildness, burning) General Open End Question and Answer.
- (b) If no adequate response, probe with questions re: mildness, flavor, dryness, etc.

PART II

(1)	(2)	(3)	(4)	(5)	(6)
K	T	T	L	F(K)	K
T	K	L	F(K)	T	F(K)
L	L	K	K	K	T

- 1) (a) Which did you like best?
- (b) Which did you like least?

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PART III

A major cigarette company is going to put a new cigarette on the market. It will have three special characteristics.

- 1) It will have an entirely new filter.
- 2) This filter will cut the tar content of your brand inhaled, by about 70% of its present content.
- 3) It will reduce the nicotine content 70% in most brands.
- 4) It will permit a richer fuller flavor of the tobacco to come through than with current filters.

1) Expectation of purchase probability.

Would you expect to buy and try such a product I have described when it is on the market.

ANSWER SHEET

- | | |
|----|---|
| 10 | -Certain, Practically Certain (99 in 100) |
| 9 | -Almost Sure (9 in 10) |
| 8 | -Very Probably (8 in 10) |
| 7 | -Probable (7 in 10) |
| 6 | -Good Possibility (6 in 10) |
| 5 | -Fairly Good Possibility (5 in 10) |
| 4 | -Fair Possibility (4 in 10) |
| 3 | -Some Possibility (3 in 10) |
| 2 | -Slight Possibility (2 in 10) |
| 1 | -Very Slight Possibility (1 in 10) |
| 0 | -No Chance, Almost No Chance (1 in 100) |

2) Purchase Probability

ANSWER SHEET

- | | |
|----|---|
| 10 | -Certain, Practically Certain (99 in 100) |
| 9 | -Almost Sure (9 in 10) |
| 8 | -Very Probable (8 in 10) |
| 7 | -Probable (7 in 10) |
| 6 | -Good Possibility (6 in 10) |
| 5 | -Fairly Good Possibility (5 in 10) |
| 4 | -Fair Possibility (4 in 10) |
| 3 | -Some Possibility (3 in 10) |
| 2 | -Slight Possibility (2 in 10) |
| 1 | -Very Slight Possibility (1 in 10) |
| 0 | -No Chance, Almost No Chance (1 in 100) |

- 2) Why? Explore for statements regarding flavor, dryness, mildness, less irritating.

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