

CRAWFORD

*Discussion Outline*

A. GENERAL (5-10 minutes)

Brand smoked - why?

Recent switching - why?

Experience with menthols - why? (Don't refer to menthol explicitly)

B. DISSATISFACTIONS (20-25 minutes)

Positive & negative aspects of the smoking experience

- The "timing" of pleasant and unpleasant features: does the smoking experience change as the *day* wears on? as the *years* wear on?

The nature of the smoking experience, concentrating especially on understanding the negatives attaching to the sensory aspects: harshness, irritation, burning sensation, aftertaste, smoked out, dirty tasting, etc.

The "ideal" smoke: What would it *have*?

What would it *not* have?

How would the smoker describe this "ideal" to someone who had *never* smoked, to a *smoker*?

Methods currently adopted to minimize negative aspects

C. ALTERNATIVE SOLUTIONS (20-25 minutes)

Presentation of a number of concepts (rotated order)

Reactions to each: positives, negatives, assumptions, questions,

likelihood of solving or alleviating the central problem

- Trial of the corresponding cigarettes (and concomitant review of each concept)

Reactions to each, with specific emphasis on the extent to which a given product fulfills its promise

Preference and reasons

Likelihood of adopting

102686714