



EXHIBIT 1: Evaluative Dimensions in the Cigarette Market

1. SMOKER IMAGE

A. Sexual Poles

- | | |
|-------------|-------------------------|
| (1) For men | For either men or women |
| (2) Macho | Sensitive person |

B. Age/Maturity

- | | |
|-------------------|-------------|
| (3) Younger | Older |
| (4) Younger men | Older men |
| (5) Younger women | Older women |
| (6) Mature | Immature |

C. Smoking Character

- | | |
|-----------------------------------|---------------------------------|
| (7) Confirmed smoker | Casual smoker |
| (8) About to give up smoking | Can't give up smoking |
| (9) Wants to give up smoking | Doesn't want to give up smoking |
| (10) Can handle strong cigarettes | Cannot handle strong cigarettes |
| (11) Very concerned about health | Not very concerned about health |

D. Social Position and Life Cycle Stage

- | | |
|--|--------------------------------|
| (12) High status | Low status |
| (13) White collar | Blue collar |
| (14) Near the top of the ladder of success | Climbing the ladder of success |

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(cont'd.)

(15) Settled person	Not yet settled person
(16) Sophisticated	Unsophisticated
<u>E. Activity</u>	
(17) Socially active	Socially passive
(18) Physical	Cerebral
<u>F. Dealing with Tension</u>	
(19) Hurried	Relaxed
<u>G. Relationship to Values</u>	
(20) Traditional	Trendy
(21) Modern	Old fashioned
(22) Open-minded	Closed-minded
<u>H. Personality Traits</u>	
(23) Self-indulgent	Controlled
(24) Self-confident	Insecure
(25) Reserved	Ordinary
(26) Gregarious	Loner
(27) Serious	Light-spirited
(28) Pleasant person	Unpleasant person
(29) Fastidious	Slovenly

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(cont'd.)

2. BRAND IMAGE

A. Sexuality

- | | |
|--|--------------------|
| (30) Masculine | Feminine |
| (31) Sticking out of a man's
shirt pocket | In a woman's purse |
| (32) To impress men | To impress women |

B. Strength

- | | |
|---------------------------|-----------------------|
| (33) Strong | Mild |
| (34) Low tar and nicotine | High tar and nicotine |

C. Smoking/Health

- | | |
|--|---|
| (35) A brand to switch to | A brand to be loyal to |
| (36) Better for one's health | Worse for one's health |
| (37) A brand to cut down to | Not a brand to cut down to |
| (38) A brand to smoke when trying
to quit smoking | A brand to smoke when not
trying to quit smoking |

D. Reputation/Age

- | | |
|--|--|
| (39) Well-known brand | Not well-known brand |
| (40) Brand that has been around
a long time | Brand that has been around
a short time |

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(cont'd.)

E. Occasions

- | | |
|-------------------------------|-------------------------|
| (41) High pressure situations | Low pressure situations |
| (42) Partying | Alone |
| (43) After a full meal | Any time |
| (44) With coffee | Any time |

F. Differentiation

- | | |
|-------------------------|------------------------|
| (45) Expensive-looking | Cheap-looking |
| (46) Distinctive | Commonplace |
| (47) Impressive-looking | Not impressive-looking |

G. Visual Cues (Package)

- | | |
|-----------------------|------------------|
| (48) Formal-looking | Informal-looking |
| (49) Clean | Messy |
| (50) Relaxing-looking | Busy-looking |
| (51) Warm | Cold |
| (52) Modern | Old fashioned |
| (53) Fancy-looking | Plain-looking |
| (54) Dark-colored | Light-colored |
| (55) Fancy name | Plain name |

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(cont'd.)

3. SMOKING EXPERIENCE

A. Taste

- | | |
|----------------------------|------------------------|
| (54) Strong taste | Mild taste |
| (57) More flavor than most | Less flavor than most |
| (58) Pleasant aroma | Unpleasant aroma |
| (59) Smooth tasting | A shot of bitter taste |
| (60) Sweet taste | Acrid taste |

B. Drawing

- | | |
|--------------------------------|------------------------------|
| (61) Hard to draw | Easy to draw |
| (62) A lot of smoke coming out | Not enough smoke coming out |
| (63) Feeling smoke going down | Not feeling smoke going down |
| (64) A full feeling | An empty feeling |

C. Sensation

- | | |
|-----------------|-------------|
| (65) Harsh | Soft |
| (66) Irritating | Mellow |
| (67) Moist | Dry |
| (68) Has a kick | Has no kick |
| (69) Burning | Pleasurable |
| (70) Has edge | Has no edge |

D. Outcome

- | | |
|------------------------------|--------------------------|
| (71) Smoking more cigarettes | Smoking fewer cigarettes |
|------------------------------|--------------------------|

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Exhibit 1 Proposed Assignment of Brands to Samples

Brand	Brand Set Number						Total Exposure (n)
	1 (n=25)	2 (n=25)	3 (n=25)	4 (n=25)	5 (n=25)	6 (n=25)	
1					X		50
2		X				X	50
3	X			X			50
4			X			X	50
5	X				X		50
6					X	X	50
7	X		X				50
8		X		X			50
9	X		X				50
10					X	X	50
11		X		X			50
12	X		X				50
13				X	X		50
14		X	X				50
15				X		X	50

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