FILTER SMOKERS - MENTHOLATED

Now, I'd like to ask you about your experience with some mentholated filter brands. It may be possible that you have already told me the brand you smoked but please bear with me again for these first few questions.

FOR EACH BRAND LISTED BELOW ASK:

7. Have you ever heard of (BRAND NAME) cigarettes? (RECORD BELOW UNDER Q. 7)

8. (ASK FOR EACH BRAND "X'D" IN Q. 7): Have you ever bought (BRAND NAME) cigarettes for yourself? (RECORD BELOW UNDER Q. 8) (IF NONE SKIP TO Q. 10)

9a. (ASK FOR EACH BRAND "X'D" IN Q.8): Have you bought (BRAND NAME) for your own smoking in the last six months? (RECORD BELOW UNDER Q. 9a)

9b. (ASK FOR EACH BRAND "X'D" IN Q. 9a): Was it during the last six months that you first bought (BRAND NAME)? (RECORD BELOW UNDER Q. 9b)

Brand	Q. 7 Ever Heard Of	Q. 8 Brand Ever Bought	Q. 9a Bought Last 6 Months	Q. 9b First Bought Last 6 Months
Benson & Hedges	( ) 48-1	( ) 49-1	( ) 50-1	( ) 51-1
Kool	( ) -2	( ) -2	( ) -2	( ) -2
True Menthol	( ) -3	( ) -3	( ) -3	( ) -3
Newport	( ) -4	( ) -4	( ) -4	( ) -4

10. (ASK FOR EACH BRAND NOT "X'D" IN Q. 8 ABOVE:) Have you ever tried (BRAND NAME) cigarettes? (RECORD BELOW UNDER Q. 10)

Brand

Benson & Hedges	( ) 52-1
Kool	( ) -2
True Menthol	( ) -3
Newport	( ) -4

11. (ASK FOR EACH BRAND "X'D" IN Q. 7 ABOVE:) Do you think you'll buy a pack of (BRAND NAME) within the next month?

	Yes	No	Don't Know	
Benson & Hedges	( ) 53-1	( ) 54-1	( ) 55-1	
Kool	( ) -2	( ) -2	( ) -2	IF BOTH BOXED
True Menthol	( ) -3	( ) -3	( ) -3	BRANDS ARE CHECKED DON'T KNOW-GO TO
Newport	( ) -4	( ) -4	( ) -4	Q.12)
	ASK BELOW	SEE BELOW		

(IF "YES" FOR TRUE):
Would you say you would

Definitely buy	( ) 56-7
Almost definitely buy	( ) -6
or probably buy True?	( ) -5
Don't know	( )) -4

(IF "NO" FOR TRUE):
Would you say you would

Definitely not buy	( ) 56-1
Almost definitely not buy	( ) -2
or probably not buy True	( ) -3
Don't know	( ) -4

(IF "YES" FOR NEWPORT):
Would you say you would

Definitely buy	( ) 57-7
Almost definitely buy	( ) -6
or probably buy Newport	( ) -5
Don't know	( )) -4

(IF "NO" FOR NEWPORT):
Would you say you would

Definitely not buy	( ) 57-1
Almost definitely not buy	( ) -2
or probably not buy Newport	( ) -3
Don't know	( ) -4

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