

SMOKER STUDY

Oct. 1973

Good morning/afternoon/evening. My name is \_\_\_\_\_ from \_\_\_\_\_.  
We're talking to people today about their opinions on certain products, and I'd like to ask you a few questions.

1. In the past week or two, have you spent any time looking through, or reading a magazine or newspaper at home?

Yes \_\_\_\_ (ASK Q.2)

No \_\_\_\_ (THANK AND TERMINATE)

2. Do you smoke cigarettes?

Yes \_\_\_\_ (ASK Q.3)

No \_\_\_\_ (THANK AND TERMINATE)

3. What is your regular brand of cigarettes, the brand you smoke most often?  
(SHOW "BRAND CARD" TO RESPONDENT).

Please read the name and the number. (IF NO NUMBER THANK AND TERMINATE)

Brand Name

Number

(IF NO REGULAR BRAND, THANK AND TERMINATE)

4. How long have you smoked it? \_\_\_\_\_

ASK Q.5 AND 6 ONLY IF "BASIC" (#68 or 69) REGULAR BRAND

5. Before you started smoking Basic, what brand were you smoking?

(SHOW "BRAND CARD" TO RESPONDENT)

Brand Name

Number

6. And how long were you smoking that brand? \_\_\_\_\_

(TAKE BACK "BRAND CARD")

INVITE INTO ROOM. OFFER A "SMALL CASH GIFT FOR COOPERATION"

7. Here's an easy way to tell more about what you think of your brand. Here are some descriptions that are opposites of one another. If you feel that your brand is like the words on the left, put an X in the box on the left (POINT). If you feel it is most like the box on the right, put an X in the box on the right (POINT). Or you may feel it falls somewhere in between. In that case, put the X somewhere in between (POINT)

(GIVE RESPONDENT PAGE 7)

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