

Q-FILE

The Center for Adult Study Procedure
Deck 1/6 Jet / P.M. Brown / Strength 1

#424-074
July, 1971

Male _____
Female _____

QUESTIONNAIRE

Hello, I'm _____ from _____, a national market research company.
We are conducting a study among men and women about smoking/cigarettes.

Do you smoke one or more packages of cigarettes a week?

Yes _____
No _____ TERMINATE

Here is an advertisement for a new product. Please read this ad entirely. REMOVE AD.
This is what the product looks like.

1. Would you consider smoking P. M. Brown as your regular smoke instead of what
you usually smoke?

Yes _____ SKIP TO Q. 3.
No _____

2a. Would you consider smoking it occasionally?

Yes _____
No _____

2b. IF NO TO Q. 1 AND 2, ASK: Why not?

3. Do you think that P. M. Brown would be..... READ CHOICES.

- Milder than the average cigarette _____
- Stronger than the average cigarette _____
- About the same as the average cigarette _____

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