

Minster here to seal before mailing.

## Take a moment to tell us about your smoking preferences.

Please take a moment to fill out  
the postage-paid survey below and  
drop it in the mail today.

5070100231997547

Print corrections below

MAR 15 1994

Your answers will help us to better  
understand the preferences of today's  
smokers. And you could be eligible for  
future offers of special interest to smokers.

Ms. Mary Siener

1954 North Linwood Avenue  
Indianapolis, IN 46218-4572

By responding to this survey and mailing it below, I certify that I am a cigarette smoker 21 years of age or older. I am  
also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required)

X

Birthdate (required)

Smoking kills her

1. What is your regular brand of cigarettes—that is,  
the brand you smoke most often?

2. Is your regular brand...? (Check one)

Regular/King-size    10's or    12's

3. Is your regular brand...? (Check one)

Menthol    Non-Menthol

4. Is your regular brand...? (Check one)

Filter or    Non-Filter

5. Is your regular brand...? (Check one)

Lowest/1 mg Tar    Medium

Ultra/Extra Low Tar    Full Flavor

Light/Mild

6. Do you usually buy it by the ...?

Pack    Carton    Both Ways

7. How long have you smoked this brand?

Less than 1 year    2 to 3 years

1 to 2 years    3 to 5 years

Over 5 years

8. What, if any, was your previous brand?

9. The next time you go to the store if your regular brand  
were not available, what would you do?

Go to another store to buy my regular brand.

Buy another type or length of my regular brand.

Wait until the store has my regular brand.

Buy a different brand entirely.

10. Which of the following statements best describes the  
way you use cigarette coupons? (Check one)

I use almost any cigarette coupon I get.

I occasionally use coupons for cigarettes, even if  
they are not for my regular brand.

I only use coupons if they are for my regular brand.

I never use coupons to buy cigarettes.

11. How often do you use special in-store cigarette  
offers, such as a free gift with purchase, a 2-for-1, or  
special prices?

Frequently   Occasionally   Never

I look for special offers  
for my regular brand...        

I take advantage of special  
offers for brands other  
than my regular brand...        

12. If your regular brand were not available, what other  
brands would you consider buying?

(Check all that apply)

- |                                     |                                    |  |
|-------------------------------------|------------------------------------|--|
| <input type="checkbox"/> Alpine     | <input type="checkbox"/> Doral     | <input type="checkbox"/> Now                 |
| <input type="checkbox"/> Basic      | <input type="checkbox"/> GPC       | <input type="checkbox"/> Parliament          |
| <input type="checkbox"/> Benson &   | <input type="checkbox"/> Kent      | <input type="checkbox"/> Pyramid             |
| Hedges                              | <input type="checkbox"/> Kool      | <input type="checkbox"/> Raleigh Extra       |
| <input type="checkbox"/> Best Buy   | <input type="checkbox"/> Magna     | <input type="checkbox"/> Salem               |
| <input type="checkbox"/> Best Value | <input type="checkbox"/> Marlboro  | <input type="checkbox"/> Store Brand/Genetic |
| <input type="checkbox"/> Bristol    | <input type="checkbox"/> Ment      | <input type="checkbox"/> Superslims          |
| <input type="checkbox"/> Bucks      | <input type="checkbox"/> Misty     | <input type="checkbox"/> True                |
| <input type="checkbox"/> Cambridge  | <input type="checkbox"/> Monarch   | <input type="checkbox"/> Vantage             |
| <input type="checkbox"/> Camel      | <input type="checkbox"/> Montclair | <input type="checkbox"/> Viceroy             |
| <input type="checkbox"/> Capri      | <input type="checkbox"/> More      | <input type="checkbox"/> Virginia Slims      |
| <input type="checkbox"/> Carlton    | <input type="checkbox"/> Newport   | <input type="checkbox"/> Winston             |
| <input type="checkbox"/> Other      |                                    |  |
| <input type="checkbox"/> None       |                                    |  |

13. Please list all the brands of cigarettes you smoked  
at least one pack of in the past two weeks. How many  
packs did you smoke of each brand? (Use as many  
lines as you need. Write in exact number of packs for each  
brand below. Note: 1 carton = 10 packs.)

# of Packs

(brand)

# of Packs

(brand)