

20300M

REFOCUS INTERVIEW

This last part is somewhat different. One of the advertisers you saw earlier in this issue is doing something new in trying to understand how people feel about this particular ad.

OPEN MAGAZINE TO TRAMPS AD.

Would you please read this ad again all the way through.

ALLOW UP TO 20 SECONDS THEN CLOSE MAGAZINE.

1. Please read this along with me and then "X" the one box for each line that best describes your feeling about Tramps cigarettes.

Very Mild		Somewhat Mild		Not At All Mild	
1	2	3	4	5	6
Above Average Amount Of Flavor		Average Amount Of Flavor		Less Than Average Amount Of Flavor	
1	2	3	4	5	6
Above Average Filtration		Average Filtration		Below Average Filtration	
1	2	3	4	5	6
Very Satisfying		Somewhat Satisfying		Not At All Satisfying	
1	2	3	4	5	6
Very Natural Tobacco Taste		Average Tobacco Taste		Very Artificial Taste	
1	2	3	4	5	6

INTERVIEWER NAME _____

RESPONDENT NUMBER _____

(PLEASE TURN PAGE)

M R O

RECEIVED
FEB 1 1975