

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)

 REC'D
 FEB 1 1975
 MDO

If the film image is less clear
this notice. It is due to the
quality of the document being filed.

77620 9841