

QFILE

The Center for Advertising Practice
Dark/Light/P.M. Brown/Strength/

#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 TERMINATE
No

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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