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## TELL US ABOUT YOUR SMOKING PREFERENCES.

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Use the lines below to print name  
and address corrections only.

Please complete the information below by 1/31/96 so that you may continue to be eligible to receive free offers and coupons by mail. Or call 1-800-669-0388 to complete this survey by phone.

☐ Do you smoke cigarettes? ☐ Yes ☒ No. Skip to questions 14 and 15.

By signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive cigarette coupons and law.

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Signature

X

(Area Code)

Birth Date (required)

Mo. / Day / Yr.

Mo. / Day / Yr.

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

(brand)

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

☐ Regular/King Size ☐ 100's ☐ 120's

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

☐ Menthol ☐ Non-Menthol

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

☐ Lowest/1mg Tar ☐ Ultra/Extra Low Tar  
☐ Light/Mild ☐ Medium ☐ Full Flavor

5. Do you usually buy it by the...? (Check one.)

☐ Pack ☐ Carton ☐ Both Ways

6. How long have you smoked this brand?

☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years  
☐ 3 to 5 years ☐ Over 5 years

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

(brand)

8. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

☐ 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.

9. 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.

10. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

<input type="checkbox"/> Alpine	<input type="checkbox"/> Doral	<input type="checkbox"/> Newport
<input type="checkbox"/> Basic	<input type="checkbox"/> GPC	<input type="checkbox"/> Now
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Kent	<input type="checkbox"/> Parliament
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Kool	<input type="checkbox"/> Salem
<input type="checkbox"/> Best Value	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Store Brand/ Generic
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Merit	<input type="checkbox"/> True
<input type="checkbox"/> Camel	<input type="checkbox"/> Misty	<input type="checkbox"/> Vantage
<input type="checkbox"/> Capri	<input type="checkbox"/> Monarch	<input type="checkbox"/> Virginia Slims
<input type="checkbox"/> Carlton	<input type="checkbox"/> Montclair	<input type="checkbox"/> Winston
<input type="checkbox"/> Other _____		<input type="checkbox"/> None

(brand)

11. 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.)

Brand Name

# of Packs

12. Where do you usually buy your cigarettes?

(Check one.)

☐ Supermarket Chain ☐ Drug Store/  
☐ Neighborhood Grocery Pharmacy  
☐ Convenience/Gas Station ☐ Discount Store

13. 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... ☐ ☐ ☐

14. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name M.I. Last Name

Birth Date Regular Brand

First Name M.I. Last Name

Birth Date Regular Brand

15. Do you have a friend, 21 years of age or older, who smokes and would like to receive cigarette coupons and incentive items in the mail? Please print full

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