

THE DATA GROUP INCORPORATED
7846 Old York Road
Elkins Park, Pennsylvania 19117

Study ~~January~~
June
~~January~~, 1977

CIGARETTE ATTITUDE &
AWARENESS STUDY

Questionnaire # 1-4

Card #1 6-1

Wave #1 7-1

Hello. I'm Mrs. _____ calling long distance from The Data Group in Philadelphia. We are a market research firm, and today we're conducting a short national study. (GO DIRECTLY TO Q. 1)

1. Are there any people living in your household 21 years of age or older who smoke ten or more cigarettes a day?

ASK Q. 1a	Yes	1
TERMINATE & RECORD "T-1" ON SAMPLE FORM	No	2

- 1a. May I please speak to the (READ LIST IN ORDER) who is 21 years of age or older?

Youngest Male Smoker	1
Next Youngest Male Smoker	2
Youngest Female Smoker	3
Next Youngest Female Smoker	4

(RE-INTRODUCE YOURSELF WHEN SPEAKING TO RESPONDENT CALLED TO PHONE.)
(IF SMOKER NOT AVAILABLE, ARRANGE A CALL BACK TIME.)

2. RECORD SEX OF RESPONDENT.

Male	1
Female	2

3. About how many cigarettes do you, yourself, smoke in an average day? (DO NOT READ LIST)

ASK Q. 3a	Less than 10 (less than 1/2 pack)	1
	10 to 20 (about a pack)	2
SKIP TO Q. 4	21 to 30 (1 1/2 packs)	3
	31 to 40 (about two packs)	4
	40 or more (over two packs)	5

- 3a. Is there anyone else in your household who smokes ten or more cigarettes a day?

ASK TO SPEAK WITH THAT PERSON & START WITH Q. 2	Yes	1
TERMINATE & RECORD "T-3a" ON SAMPLE FORM	No	2

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3b, 3c →

NOTE: FOR QUESTIONS 4, 6, 7, & 8, USE PROBES ON HELP SHEET AND CIRCLE NUMBER IN APPROPRIATE COLUMN ON ANSWER GRID.

4. What one brand of cigarettes do you smoke most often? (PROBE FOR ONE BRAND, SIZE, AND TYPE) (IF "TRUE," USE PROBE "A" ON HELP SHEET) (RECORD UNDER Q. 4 ON GRID)
5. How long have you smoked (BRAND IN Q. 4)? (DO NOT READ LIST)

12-	
3 months or less	1
4 to 6 months	2
7 to 11 months	3
12 months (1 year)	4
Over 1 to 2 years	5
Over 2 to 5 years	6
Over 5 years	7

6. What one brand of cigarettes did you smoke most often before you began smoking (BRAND IN Q. 4)? (PROBE FOR BRAND, SIZE, AND TYPE) (IF "TRUE," USE PROBE "A" ON HELP SHEET) (RECORD UNDER Q. 6 ON GRID)

- 6a. How long had you smoked (BRAND IN Q. 6) before you began smoking (BRAND IN Q. 4)? (DO NOT READ LIST)

3 months or less	1
4 to 6 months	2
7 to 11 months	3
12 months (1 year)	4
Over 1 to 2 years	5
Over 2 to 5 years	6
Over 5 years	7

7. If the brand and type you smoke most often--(BRAND IN Q. 4)--were no longer available, what one brand and type of cigarettes would you be most likely to smoke? (PROBE FOR BRAND, SIZE, AND TYPE) (IF "TRUE," USE PROBE "A" ON HELP SHEET) (RECORD UNDER Q. 7 ON GRID)
8. What other brands or types of brands, if any, have been bought for your use, either by you or by someone else, in the past three to six months or so? (PROBE FOR BRAND, SIZE, AND TYPE) (IF "TRUE," USE PROBE "A" ON HELP SHEET) (RECORD UNDER Q. 8 ON GRID)
9. What brands of cigarettes have you seen advertised recently? (PROBE) What other brands have you seen advertised recently? (IF "TRUE" MENTIONED, USE PROBE "A" ONLY ON HELP SHEET. IF STARTED (✓) BRAND MENTIONED, USE PROBE "B" ONLY ON HELP SHEET.)

(IF "TRUE" NOT MENTIONED IN Q. 4, 6, 7, 8, OR 9, ASK Q. 10; OTHERWISE, SKIP TO INSTRUCTION BEFORE Q. 11)

10a, 10b →

10. Have you ever heard of a cigarette called True?

13-	
SEE INSTRUCTION FOR Q. 11	Yes 1
SKIP TO Q. 30	No 2

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(IF "TRUE" NOT MENTIONED IN Q. 9, ASK:)

11. Have you recently seen any advertising for True cigarettes?

14-	
ASK Q. 12	Yes 1
SKIP TO Q. 14c	No 2

(IF "TRUE" MENTIONED IN Q. 9 OR "YES" TO Q. 11, ASK Q. 12; OTHERWISE, SKIP TO Q. 14c)

12. You just mentioned that you have seen advertising for True. Specifically, where have you seen the True advertising? (DO NOT READ LIST) (CIRCLE ALL THAT APPLY)

Saw in store	15-
Billboard	1
Newspaper	2
Sunday supplement	3
Magazine	4
Free sample	5
Other (SPECIFY)	6
	7

- 13a. What do you remember about the advertising that you saw for True? (PROBE AND CLARIFY)

16-17

18-19

20-21

- 13b. What else can you tell me about the advertising? (PROBE AND CLARIFY)

- 14a. Overall, would you describe your attitude toward the advertising you have seen for True as: (READ)

SKIP TO INSTRUCTION BEFORE Q. 14c	Favorable	22-
ASK Q. 14b	Unfavorable	1
SKIP TO INSTRUCTION BEFORE Q. 14c	Neither favorable nor unfavorable	2
		3

- 14b. Why do you say that? (PROBE AND CLARIFY)

23-24

25-26

27-28

(IF "LOWERED TAR LEVEL" NOT MENTIONED IN Q. 13a OR Q. 13b, ASK Q. 14c; OTHERWISE, SKIP TO Q. 15)

- 14c. To the best of your knowledge, have you seen or heard of any changes regarding True cigarettes?

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ASK Q. 14d	Yes	29-
SKIP TO Q. 15	No	1
		2

- 14d. Specifically, in what way has it been changed? (DO NOT READ)

30-

Lowered tar level	1
Other (SPECIFY)	2

27, 28, 29

(ASK EVERYONE)

out

15. Other than the fact that True cigarettes are available in a menthol and regular version, are you aware that there are currently two different True cigarettes available in the marketplace?

31-

ASK Q. 15a	Yes	1
SKIP TO Q. 15b	No	2

out

15b. What are the differences between the two True cigarettes currently available in the marketplace? (PROBE) Anything else? (PROBE AND CLARIFY)

32-33

34-35

36-37

15b. True cigarettes are available in both an 85mm King Size length and a longer 100mm Size length. Which of these two lengths of True, if either, have you ever tried?

38-

ASK Q. 15c	85mm (Only)	1
SKIP TO Q. 15f & 15g	100mm (Only)	2
ASK Q. 15c	Both	3
SKIP TO Q. 15h	Neither	4

(ASK ONLY IF "85mm" OR "BOTH" MENTIONED IN Q. 15b)

15c. Approximately when was the last time you, yourself, tried a True 85mm King cigarette?

39-

Within past 6 months	1
Over 6 months ago	2

15d. What was your main reason for trying True 85mm Kings?

40-41

15e. What other reasons did you have for trying True 85mm Kings? (PROBE AND CLARIFY)

42-43

44-45

46-47

(SKIP TO Q. 16)

(ASK ONLY IF "100mm" MENTIONED IN Q. 15b)

15f. What was your main reason for trying True 100mm cigarettes?

48-49

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15g. Why is it that you've never tried True 85mm Kings? (PROBE AND CLARIFY)

50-51

52-53

54-55

(SKIP TO Q. 18)

(ASK ONLY IF "NEITHER" MENTIONED IN Q. 15b)

15h. Why is it that you've never tried True cigarettes? (PROBE AND CLARIFY)

56-57

58-59

60-61

(SKIP TO Q. 18)

16. Have True 85mm Kings ever been bought for your use either by yourself or by someone else?

62-

ASK Q. 17	Yes	1
SKIP TO Q. 18	No	2

17. Have True 85mm Kings been bought for your use, either by yourself or someone else, one time or more than one time?

63-

ASK Q. 17a	One time	1
SKIP TO Q. 18	More than one time	2

17a. Approximately how many packs or cartons of True 85mm Kings have you smoked? (IF ONLY GIVES NUMBER, ASK:) Would that be packs or cartons?

OF PACKS

64-66

-OR-

OF CARTONS

CODING ONLY 80-

1
2

CARD #2

6- 2

18. How likely are you to buy True 85mm Kings or have someone else buy True 85mm Kings for you in the near future? Would you say that you: (READ)

8-

Definitely would buy	1
Probably would buy	2
Might or might not buy	3
Probably would not buy	4
Definitely would not buy	5

19. You said you (ANSWER TO Q. 18) True 85mm Kings. Why do you feel that way? (PROBE AND CLARIFY)

9-10

11-12

13-14

20. Based on your impressions or actual smoking experiences, what, if anything, do you like about True 85mm Kings? (PROBE AND CLARIFY)

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15-16

17-18

19-20

21. What, if anything, do you dislike about True 85mm Kings? (PROBE AND CLARIFY)

21-22

23-24

25-26

22. Still based on your impressions or your actual smoking experiences, I'd like your opinion of True 85mm King cigarettes on a number of statements. As I read each one, please tell me the extent to which you agree or disagree with the statement. For example, (READ FIRST STATEMENT STARTING AT RANDOM CHECK). Do you agree strongly, agree somewhat, disagree somewhat, or disagree strongly that (REPEAT CHECKED STATEMENT)? (CONTINUE UNTIL ALL STATEMENTS ARE RATED) (PROBE FOR DEFINITE ANSWER)

RANDOM START		AGREE STRONGLY	AGREE SOMEWHAT	DISAGREE SOMEWHAT	DISAGREE STRONGLY	DO NOT READ
						NEITHER AGREE NOR DISAGREE
	True 85's are easy to draw on	27- 1	2	3	4	5
	True 85's have an effective filter	28- 1	2	3	4	5
	True 85's burn at the rate I like	29- 1	2	3	4	5
	True 85's do not have a harsh or irritating taste	30- 1	2	3	4	5
	True 85's have a good tobacco taste	31- 1	2	3	4	5
	True 85's are mild	32- 1	2	3	4	5
	True 85's are the right length for me	33- 1	2	3	4	5
	True 85's satisfy me	34- 1	2	3	4	5
	<i>True 85's have the right balance of low tar and good taste ✓</i>					

Add: →

23. Do you think the amount of tar and nicotine in True 85mm Kings is: (READ)

	35-
Lower than most other cigarettes	1
About the same as most other cigarettes	2
Higher than most other cigarettes	3

24. As far as tar levels are concerned, what other cigarette brands would you say True 85mm Kings are similar to? (PROBE) Any others? (DO NOT READ LIST)

Decade

Carlton	1	36-
Doral	2	37-
Fact	3	38-
Iceberg	4	39-
Kent Golden Lights	5	40-
Kool Milds	6	41-
Lucky Tens	7	42-
Marlboro Lights	8	43-
Marvels	9	44-
Merit	0	45-
Multifilter	1	46-
Now	2	47-
Pall Mall Extra Mild	3	48-
Raleigh Extra Mild	4	49-
Salem Lights	5	50-
Sano	6	51-
Tempo	7	52-
Vanguard	8	53-
Vantage	9	54-
Vello	0	55-
Viceroy Extra Milds	1	56-
Winston Lights	2	57-
Other (SPECIFY)	3	58-
Don't know	4	59-

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25. Different cigarettes have different levels of taste. Would you say True 85mm Kings have: (READ)

More taste than you prefer	1
Just the right amount of taste for you	2
Not as much taste as you prefer	3

26. How many milligrams of tar per cigarette does a True 85mm King contain?

RECORD ACTUAL MILLIGRAMS

27. I'd like you for a moment to consider True 85mm Kings, together with two other cigarette brands--Now and Carlton. Based on your actual smoking experiences or your impressions, please tell me which one of these three cigarettes you feel has the best overall taste.

True	1
Now	2
Carlton	3

28. How about True 85mm Kings and Merit cigarettes and Kent Golden Light cigarettes. Again, which one of these three do you feel has the best overall taste?

True	1
Merit	2
Kent Golden Lights	3

29. Just for the record, have you, yourself actually tried (READ BRANDS) cigarettes?

	YES	NO
Merit	64- 1	2
Kent Golden Lights	65- 1	2
Carlton	66- 1	2
Now	67- 1	2

30. How concerned are you with the tar and nicotine level of your current cigarette? (READ)

Do you think about it and are very concerned	1
Do you think about it and are somewhat concerned	2
Do you think about it but are not concerned, or	3
Do you not think about it	4

- 30a. Do you think the amount of tar and nicotine in the brand of cigarettes you smoke most often is: (READ)

Lower than most other cigarettes	1
About the same as most other cigarettes	2
Higher than most other cigarettes	3

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UnAided for True SP UnAided for Trustee's

4 - Regular bond

5 - Previous bond

6 - Substitute bonds

7 - Bonds bought in for 3-6 mos

8 - Bonds seen advertised

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3a) Please tell me the names of all the 85 mm king size brands of cigarettes you can think of. (PROBE:) What other 85 mm King size brands can you name?

3b) Now, Tell me the names of all the longer, 100 MM brands you can think of. (PROBE:) What other 100 mm brands can you name?

10a) While you may have mentioned one or more of these brands before, I'd like to know which of these brands of cigarettes you have ever heard of:

(READ LIST; RECORD BELOW)

10b) (FOR EACH BRAND HEARD OF IN 10a, ASK:) Do you know if (brand) is available in 85 mm King size only, 100 mm only or in both lengths? (RECORD BELOW)

	HEARD OF:	LENGTH		
		85 ONLY	100 ONLY	BOTH
Carlton	—	—	—	—
Kent Golden Lights	—	—	—	—
Merit	—	—	—	—
Now	—	—	—	—
True	—	—	—	—

Bease

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