

Mailing Instructions: Fold diary as shown below, so that the NATIONAL CONSUMER PANEL return address is on the outside. Seal with tape (please do not staple), and mail it to us on the first or second day following the ending date of the reporting period.

➔ Fold first ➔

NATIONAL CONSUMER PANEL CIGARETTE STUDY

This personal diary is for: GERTRUDE

Date of Birth: Personal
Confidential
Identification
Redacted

Sex: M ☒ F
(Circle one)

CONTINUOUS SMOKER SURVEY

- How many packs do you smoke in a week? 5
- What is your regular brand? DARAZ
- In the past week, to what extent did smoking restrictions affect you? (Circle one)

① Not Affected	2 Slightly Affected	3 Consid- erably Affected	4 Very Greatly Affected
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- In the past week, how many times did a cigarette promotion cause you to purchase a brand other than your regular brand? (Write in number of times)

- 0 -

➔ Fold second ➔

Dear Smoker,

Thank you for your participation in this special Cigarette Study.

Slip this diary into your pocket or purse. Keep it handy to record all pack and carton purchases.

Remember to return a diary each week, even if no purchases are made.

Each weekly diary earns you **40 points**. You earn a **100 point bonus** by returning all of your diaries each month.

Cordially,

Doris Reed

Doris Reed

➔ Fold third ➔

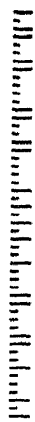
BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 91073 CHICAGO, IL

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN: Doris Reed - Cigarette Study
NATIONAL CONSUMER PANEL
819 South Wabash Ave., 4th Floor
Chicago, IL 60605-9778

2060273407

tape
here



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

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