

SIMILARITY/DIFFERENCE TEST  
(MENTHOL SMOKER -- VERGE)

CARD 1

1. This book contains some ads for cigarettes. What I would like you to do is to look at each ad for as long as you like and then go on to the next ad.

WHEN RESPONDENT HAS FINISHED, TAKE BACK PORTFOLIO

2. Which brands do you remember seeing ads for? Please tell me the complete brand name, as complete as you can make it. For example, if there was an ad for L&M Flavor Lights, then you would say "L&M Flavor Lights", not just "L&M". Now, which brands do you remember seeing ads for? (PROBE) What others do you remember seeing? Again, please tell me the complete brand name. (WRITE IN VERBATIM RESPONSES)

27/28/29-

39/40/41-

30/31/32-

42/43/44-

33/34/35-

45/46/47-

36/37/38-

48/49/50-

IF BENSON & HEDGES NOT MENTIONED IN Q.2, ASK Q.3; OTHERWISE, SKIP TO Q.4

3. In the book there was an ad for Benson & Hedges. Did you notice it?

Yes... 51( )-1

No... ( )-2

(SKIP TO INSTRUCTIONS BEFORE Q.7)

4. What specific Benson & Hedges brand was being advertised, that is, what was the complete brand name?

52-  
53-  
54-

5. In your own words, what was the main idea of the Benson & Hedges ad in the portfolio; that is, what were they trying to get across about Benson & Hedges besides getting you to buy it? (PROBE FULLY)

55-  
56-  
57-  
58-  
59-

6. And, can you describe the Benson & Hedges ad to me in detail. What did it show, what did it say? (PROBE FULLY. CLARIFY EACH RESPONSE)

60-  
61-  
62-  
63-  
64-

RE-EXPOSE BENSON & HEDGES AD FROM PORTFOLIO

7. If you were to go to the store to buy these cigarettes, what would you ask for?

65-  
66-  
67-

TAKE AD AWAY AND PLACE ALL 4 BENSON & HEDGES PACKINGS IN FRONT OF RESPONDENT

8. Of these four brands, which is the one that was in the ad I just showed you?

68-  
69-  
70-

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7-

**(HAND RESPONDENT CARD #2, THEN POINT TO PACK " ")**

9. I realize you may have not tried this brand before, but based on your impression of it, which statement on this card best describes what you think this cigarette would be like? **(START WITH "X'ED" PACK AND CONTINUE UNTIL EACH PACK HAS BEEN READ AND ANSWERED)**

		Very Mild Tasting	Mild Tasting	Average Tasting	Strong Tasting	Very Strong Tasting
( )	" L ".....	8( )-1	( )-2	( )-3	( )-4	( )-5
( )	" G ".....	9( )-1	( )-2	( )-3	( )-4	( )-5
( )	" I ".....	10( )-1	( )-2	( )-3	( )-4	( )-5
( )	" N ".....	11( )-1	( )-2	( )-3	( )-4	( )-5

**(HAND RESPONDENT CARD #3, THEN POINT TO PACK " ")**

10. And what about the tar level? Which statement on this card best describes what you think this cigarette would be like? **(START WITH "X'ED" PACK AND CONTINUE UNTIL EACH PACK HAS BEEN READ AND ANSWERED)**

		Very Low In Tar	Low In Tar	About Average	Slightly Above Average	High In Tar
( )	" L ".....	12( )-1	( )-2	( )-3	( )-4	( )-5
( )	" G ".....	13( )-1	( )-2	( )-3	( )-4	( )-5
( )	" I ".....	14( )-1	( )-2	( )-3	( )-4	( )-5
( )	" N ".....	15( )-1	( )-2	( )-3	( )-4	( )-5

11. If I could give you a pack of only one of these four brands to try, which one would you choose? **(RECORD THE NUMBER "1" NEXT TO THAT PACK)**
12. Which would be your second choice? **(RECORD THE NUMBER "2" NEXT TO THAT PACK)**
13. Which would be your third choice? **(RECORD THE NUMBER "3" NEXT TO THAT PACK)**
14. Record last choice.

	RECORD #
"L" 16-	_____
"G" 17-	_____
"I" 18-	_____
"N" 19-	_____

15. Why are you most interested in trying **(POINT TO PACK RANKED #1 IN Q.11)** this brand?

\_\_\_\_\_ 20-

\_\_\_\_\_ 21-

\_\_\_\_\_ 22-

\_\_\_\_\_ 23-

\_\_\_\_\_ 24-

16. And why are you least interested in trying **(POINT TO PACK RANKED #4 IN Q.14)** this brand?

\_\_\_\_\_ 25-

\_\_\_\_\_ 26-

\_\_\_\_\_ 27-

\_\_\_\_\_ 28-

\_\_\_\_\_ 29-

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## POINT TO APPROPRIATE PACK WHEN ASKING Q'S. 17-20

17. What do you think you might dislike about (POINT TO PACK " ") this brand?

\_\_\_\_\_ 30-  
 \_\_\_\_\_ 31-  
 \_\_\_\_\_ 32-  
 \_\_\_\_\_ 33-  
 \_\_\_\_\_ 34-

18. What do you think you might dislike about (POINT TO PACK " ") this brand?

\_\_\_\_\_ 35-  
 \_\_\_\_\_ 36-  
 \_\_\_\_\_ 37-  
 \_\_\_\_\_ 38-  
 \_\_\_\_\_ 39-

19. What do you think you might dislike about (POINT TO PACK " ") this brand?

\_\_\_\_\_ 40-  
 \_\_\_\_\_ 41-  
 \_\_\_\_\_ 42-  
 \_\_\_\_\_ 43-  
 \_\_\_\_\_ 44-

20. What do you think you might dislike about (POINT TO PACK " ") this brand?

\_\_\_\_\_ 45-  
 \_\_\_\_\_ 46-  
 \_\_\_\_\_ 47-  
 \_\_\_\_\_ 48-  
 \_\_\_\_\_ 49-

21. Now I would like you to think about how the cigarettes in each of these different packs taste. To do this, I will be giving you two packs at a time to look at. What I would like you to do is tell me whether the cigarettes in each of the two packs taste exactly the same, about the same or different. Let's begin with... (START WITH "X'ED PAIR AND CONTINUE UNTIL EACH PAIR HAS BEEN READ AND ANSWERED)

Rotate		Exactly The Same	About The Same	Different
( )	LG	50 ( )-1	( )-2	( )-3
( )	LI	51 ( )-1	( )-2	( )-3
( )	LN	52 ( )-1	( )-2	( )-3
( )	GI	53 ( )-1	( )-2	( )-3
( )	GN	54 ( )-1	( )-2	( )-3
( )	IN	55 ( )-1	( )-2	( )-3

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## SIMILARITY/DIFFERENCE TEST

CARD 2

22. Now I have just a few more questions about your regular brand of cigarettes.  
First of all, how long have you been smoking your regular brand? (DO NOT READ LIST)

6 months or less.....56/57( )-99  
More than 6 months - 1 year..... ( )-98  
More than 1 year - 2 years..... ( )-97  
More than 2 years - 3 years..... ( )-96  
More than 3 years (SPECIFY:) \_\_\_\_\_ ( )

23. Out of 100 packs of cigarettes that you generally buy, about how many are  
for your regular brand and about how many are for other brands?

Regular brand \_\_\_\_\_ Other brands \_\_\_\_\_  
58/59- 60/61-

24. Which brand, if any, did you smoke most often before you switched to your  
current brand?

62/63/64-

25. Which brand would you buy if your brand were no longer on the market?

65/66/67-

26. Do you generally buy your cigarettes by the pack or by the carton?

Pack..... 68( )-1  
Carton..... ( )-2  
Both ways about equally.... ( )-3

27. That concludes our interview for today. Thank you very much for your time  
and cooperation.

COLS. 269-280 BLANK

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