



VECTOR

MARKETING RESEARCH, INC.

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MARKETING AND STRATEGY ANALYSTS INC.
1400 EXECUTIVE DRIVE, FORT LEE, NEW JERSEY 07024
TEL: (201) 461-0110 FAX: (201) 461-8991

CIGARETTE PRODUCT

QUALITY STUDY

Prepared for:

THE AMERICAN TOBACCO COMPANY

June, 1990

OBJECTIVES

The objective of this research was to determine what product quality deficiencies, if any, are generally attributed to their own brand of cigarettes by a sample of the overall smoking population.

Additionally, the research was designed to measure how these product quality deficiencies rank in importance with the smoker.

STUDY METHODOLOGY

A total of 200 personal interviews were conducted in high traffic malls in the following cities:

Atlanta	Chicago
Boston	Oklahoma City
San Diego	

All respondents were screened to ensure they...

... were at least 21 years of age

... smoke at least 10 cigarettes per day.

Additionally, quotas were established to produce a sample composition of...

... half men, half women

50 smokers of R.J. Reynolds cigarette brands

50 smokers of Philip Morris cigarette brands

100 smokers of other cigarette brands

All interviewing was conducted during the week of April 9, 1990.

QUESTION AREA#

The questionnaire employed in this study covered the following question areas:

REGULAR BRAND USAGE

- Type of cigarette smoked as regular brand
Filter/Non-Filter
Menthol/Non-Menthol
- Type of pack purchased
Soft Pack/Hard Pack
- How usually purchased
By the pack/By the carton
- Type of retail outlet where cigarettes are usually purchased

RATING OF CURRENT REGULAR BRAND ON VARIOUS ATTRIBUTES

RATING OF CURRENT REGULAR BRAND ON PACKAGING AND PRODUCT CONSISTENCY

IMPORTANCE OF CIGARETTE PACKAGING CHARACTERISTICS

RATING OF REGULAR BRAND ON CIGARETTE PACKAGING CHARACTERISTICS

IMPORTANCE OF CIGARETTE CHARACTERISTICS

RATING OF REGULAR BRAND ON CIGARETTE CHARACTERISTICS

AVAILABILITY OF REGULAR CIGARETTE BRAND

DEMOGRAPHICS

SUMMARY OF FINDINGS

1. Smokers rated their regular brand of cigarettes extremely high on virtually all product attributes. With "5" being a perfect mean score, the range of mean scores achieved were 4.62 for "undamaged cigarettes" to 3.77 for "attractive packaging".
2. The regular brand of cigarette smoked was rated extremely high on the specific product characteristics of the "condition of the pack when purchased", "the consistent quality of the cigarettes", "the condition of the carton when purchased" and "how well the pack protects the cigarettes".
3. The packaging characteristic considered most important was "there are no cigarettes missing in the pack". The only characteristics not considered very important were "there are no bits of tobacco under the cellophane" and "there are no bits of tobacco in the pack".

The smokers included in this study felt that the characteristic which their regular brand satisfies most often was also the one considered most important - "there are no cigarettes missing in the pack".

4. All but one cigarette characteristic was considered to be "extremely important". The only characteristic considered unimportant was "tobacco is loosely packed".

In terms of satisfaction, although the smoker rated their regular brand quite high on all characteristics, the levels of satisfaction fall below the levels of importance by a considerable margin on several items. This indicates that these may need watching if not improved to protect smokers' loyalty to their regular brand. The areas of particular concern are:

- Cigarettes are fresh tasting
- There are no bent or broken cigarettes in the pack
- Cigarette paper is loose
- Tobacco does not fall out at end of cigarette
- There are no hard pieces in the tobacco

FINDINGS

Sample Composition

- The proportion of the filter to non-filter smokers included in the sample closely matches the total corporate market. (See Table 1)
- Menthol smokers comprised a larger percentage of the respondents included in this study than actually exists in the total market. (See Table 2)
- Soft pack usage was somewhat lower among the respondent sample than the national average. (See Table 3)
- There appears to be a smaller segment of carton purchasers and a larger segment of both pack and carton purchasers in the study sample than in the total market. (See Table 3)

The difference between the study sample and the total market mentioned above are not influencing factors considering the purpose of this research i.e., to determine product quality discrepancies attributed to a smoker's regular brand of cigarettes.

- The types of retail outlets where cigarettes are purchased most often by the smoker included in this research are supermarkets (52%), convenience stores (39%) and gas stations (27%). (See Table 5)

Rating of Regular Brand on Product Attributes

The respondents were asked to rate their regular brand of cigarettes on seven product attributes. The scale used for these ratings consisted of a five-point bi-polar scale with "5" representing the positive pole and "1" representing the negative pole.

Using the mean score for analysis, with 5.00 being a perfect score, the respondents rated their regular brand very high on virtually all product attributes. On the attribute of undamaged cigarette (5) vs. damaged cigarettes (1) the mean score achieved was an overwhelming 4.62.

The only attribute rated under 4.00 was attractive package vs. not an attractive package which achieved a mean score of 3.77.

<u>Attribute</u>	<u>Mean Score</u>
Undamaged cigarettes (5) vs. Damaged Cigarette (1)	4.62
Good quality cigarette (5) vs. poor quality cigarette (1)	4.50
Good filter (5) vs. defective filter (1)	4.47
Fresh tobacco (5) vs. stale tobacco (1)	4.42
Good drawing cigarette vs. poor drawing cigarette (1)	4.39
High quality packaging (5) vs. poor quality packaging (1)	4.19
Attractive packaging (5) vs. not an attractive package (1)	3.77

(See Table 6)

Rating of Regular Brand on Specific Product Characteristics

Using a five-point ("excellent" to "poor") scale, the respondents were asked to rate their regular brand of cigarettes on four specific product characteristics.

Comparing the percent of respondents rating their regular brand as "excellent" or "very good" (Top Two Box score), the respondents felt that their regular brand performed extremely well on all four characteristics.

<u>Characteristics</u>	<u>% Rating "Excellent" or "Very Good" Top Two Box Scores</u>
The condition of the pack when you buy it	80%
The consistent quality of the cigarette themselves	77
The condition of the carton when you buy it	72
How well the pack protects the cigarettes	70

(See Table 7)

Importance of Cigarette Packaging Characteristics

The respondents were asked to rate the importance of several packaging characteristics using a five-point scale ranging from "extremely important" to "not at all important".

The packaging characteristics receiving the highest "extremely important" rating (Top Box Score) was "there are no cigarettes missing in the pack" (92%). Also considered "extremely important" by a substantial proportion of respondents was "the pack is not squashed or crushed" (72%)., "cellophane on the pack is not torn when you buy it" (69%) "the pack does not come apart in use" (66%) and "cigarette pack is not wrinkled or wavy" (63%).

The two characteristics considered the least important were "there are no bits of tobacco under the cellophane" (34%) and "there are no bits of tobacco in the pack" (29%).

There were no significant differences in any of the importance ratings between soft pack and hard box purchasers.

(See Table 8)

How Often Regular Brand Satisfies Packaging Characteristics

Using a five-point scale ("always" to "never"), the respondents were asked how often their regular cigarette brand satisfies each of the packaging characteristics.

The characteristic rated most important "there are no cigarettes missing" is also rated most often as being satisfied "always" (Top Box Score) (72%). However, "the foil is easy to remove" is considered as "always" being satisfied by 70% of the respondents and "tear-off strip is easy to remove" is considered "always" satisfied by 69% of the respondents. These two characteristics were rated 6th and 7th on importance. Indicating that some of the "extremely important" characteristics are not satisfied as often as they should be.

Hard box purchasers are much more satisfied with their regular brands package than soft pack purchases. Purchases of hard box brands rate their package higher than soft pack purchases on:

"there are no cigarettes missing in the pack" - (88% vs. 67%)

"the pack is not squashed or crushed when you buy it" - (69% vs. 52%)

"the cellophane on the pack is not torn when you buy it" - (79% vs. 54%)

"the pack does not come apart in use" - (63% vs. 49%)

(See Table 9)

Importance of Cigarette Characteristics

Again, using a five-point scale ("extremely important" to "not at all important") the respondents rated a series of cigarette characteristics in terms of how important each is to them.

Using the Top-Box score ("Extremely Important") as the criteria for judging importance, all but one of the characteristics achieved high importance ratings. The four characteristics considered most important were:

<u>Characteristics</u>	<u>% Rating "Extremely Important"</u>
Cigarettes are fresh tasting	(91%)
There are no bent or broken cigarettes in the pack	(89%)
Cigarette paper is not loose	(84%)
Filter is firmly attached to the cigarette	(83%)

Six of the seven remaining characteristics were considered "extremely important" by two-thirds to three-quarters of the respondents.

Only "tobacco is loosely packed" (20%) received a low-rating of importance.

Also soft pack purchasers felt that "there are no hard pieces in the tobacco" was more important than did hard pack purchasers (67% vs. 52%).

(See Table 10)

How Often Regular Brand Satisfies Cigarette Characteristics

Using the five-point ("always" to "never") scale, respondents rated their own brand as to how well it satisfies each characteristics.

Of the eleven characteristics rated, six produced lower top-box scores ("always satisfies") than the importance attached to them in the earlier question. These characteristics and the scores they achieved on each question are:

	<u>"Extremely Important"</u>	<u>"Always Satisfies"</u>	<u>% Gap</u>
Cigarettes are fresh tasting	91%	77%	-14%
There are no bent or broken cigarettes in the pack	89	63	-26%
Cigarette paper is loose	84	67	-17%
Cigarettes are not wrinkled	75	54	-21%
Tobacco does not fall out of cigarettes	74	52	-22%
There are no hard pieces in the tobacco	64	51	-13%

Although the satisfaction scores produced by these characteristics are relatively high, it does appear that they are not being satisfied to the degree that consumers might prefer.

(See Table 10)

(See Table 11)

Availability of Regular Brand of Cigarettes

Smokers of R.J. Reynolds' brands of cigarettes reported a higher availability of their brands than smokers of other brands.

Almost three quarters (72%) of R.J. Reynolds brands smokers said that their brands are hardly ever or never unavailable as compared with 57% of Philip Morris brand smokers and 56% of smokers of other brands.

(See Table 12)

Among those who reported some unavailability of their regular brand, when asked what procedure they follow in these instances, 66% of R.J. Reynolds' brand smokers, 74% of Philip Morris' brand smokers and 60% of smokers of other brands buy another style of their regular brand or go to another location to buy their regular brand.

(See Table 13)

TABLE 1

REGULAR BRAND - FILTER VS. NON-FILTER

	<u>TOTAL</u>	<u>TOTAL MARKET</u>
Base:	(201) 100%	(16,226) 100%
Filter	93%	96%
Non-Filter	7	4

TABLE 2
REGULAR BRAND - MENTHOL VS. NON-MENTHOL

	<u>TOTAL</u>	<u>TOTAL MARKET</u>
Base: Filter Smokers	(187) 100%	(15,577) 100%
Menthol	39%	29%
Non-Menthol	61	71

TABLE 3
REGULAR BRAND - TYPE OF PACK

	<u>TOTAL</u>	<u>TOTAL</u> <u>MARKET</u>
Base: Filter Smokers	(187)	(15,577)
	100%	100%
Soft Pack	74%	84%
Hard Pack	25	16
DK/NA	1	-

TABLE 4

HOW REGULAR BRAND IS USUALLY PURCHASED

	<u>TOTAL</u>	<u>TOTAL</u> <u>MARKET</u>
Base:	(201) 100%	(16,226) 100%
By the pack	42%	42%
By the carton	38	50
Both	20	8

TABLE 5

TYPES OF RETAIL OUTLET WHERE REGULAR BRAND IS USUALLY PURCHASED

	<u>TOTAL RESPONDENTS</u>
Base:	(201) 100%
Supermarkets	52%
Convenience Stores	39
Gas Stations	27
Drug Stores	18
Mass Merchandisers	11
Vending Machines	6
All other outlets	8

(Allowed for multiple responses)

Q.8. In what type or types of retail outlets do you usually purchase your current regular brand of cigarettes?

TABLE 6
RATING OF REGULAR BRAND ON PRODUCT ATTRIBUTES
(5 Point Rating Scale)

<u>Attributes</u>	<u>-5-</u>	<u>-4-</u>	<u>Scale</u> <u>-3-</u>	<u>-2-</u>	<u>-1-</u>	<u>Mean</u> <u>Score</u>
Attractive Package/ Not an attractive pack	33%	25%	30%	6%	5%	<u>3.77</u>
Good quality cigarette/ Poor quality cigarette	68	19	10	1	2	<u>4.50</u>
Good filters Defective filters	61	24	8	1	2	<u>4.47</u>
Fresh tobacco/ Stale tobacco	59	27	11	3	1	<u>4.42</u>
Good drawing cigarette Poor drawing cigarette	57	30	9	3	2	<u>4.39</u>
High quality packaging Poor quality packaging	53	20	21	4	2	<u>4.19</u>
Undamaged cigarettes Damaged cigarettes	75	16	6	2	1	<u>4.62</u>

- Q. 9. I am going to show you some statements which have opposite meanings and refer to your current regular brand of cigarette. On a scale of 5 to 1, where 5 refers strongly to the first statement and 1 refers to its opposite statement, please indicate how you rate your current regular brand on these attributes. For example, if you feel very strongly that your brand had a very attractive package, you would choose #5.

TABLE 7

RATING OF REGULAR BRAND ON OTHER PRODUCT PACKAGING CHARACTERISTICS

	<u>Excellent</u> 5	<u>Very Good</u> 4	<u>Good</u> 3	<u>Fair</u> 2	<u>Poor</u> 1	<u>Mean Score</u>
The condition of the pack when you buy it.....	54%	80% 26%	19%	1%	-	4.33
The condition of the carton when you buy it.....	44	72% 28	20	3	-	4.18
The consistent quality of the cigarettes themselves.....	47	77% 30	17	5	1	4.18
How well the pack protects the cigarettes.....	43	70% 27	23	6	1	4.04

2. 10. I am going to read some statements about cigarettes. As I read each statement, please tell me how would you rate your current regular cigarette. For each statement I read, do you feel your current regular brand is "Excellent", "Very Good", "Good", "Fair" or "Poor".

TABLE 8

IMPORTANCE OF CIGARETTE PACKAGING CHARACTERISTICS
(TOP BOX - "EXTREMELY IMPORTANT")

Base	<u>TOTAL</u> (201) 100%	<u>SOFT</u> <u>PACK</u> (153) 100%	<u>HARD</u> <u>BOX</u> (48) 100%
<u>EXTREMELY IMPORTANT</u>			
There are no cigarettes missing in the pack	92%	92%	90%
The pack is not squashed or crushed	72	70	77
Cellophane on the pack is not torn when you buy it	69	68	73
The pack does not come apart in use	66	65	67
Cigarette pack is not wrinkled or wavy	63	63	60
The top foil is easy to remove	54	54	52
tear-off strip is easy to remove	47	48	46
There are no bits of tobacco under the cellophane	34	33	38
There are no bits of tobacco in the pack	29	31	23

- Q. 11. Now, thinking just about the package in which your current regular brand comes, I am going to read to you some characteristics of cigarette packaging. As I read each characteristic would you tell me if, in your opinion, you consider this characteristic to be extremely important, very important, somewhat important, not too important or not at all important for cigarette packaging.

TABLE 2
HOW OFTEN REGULAR BRAND
SATISFIES PACKAGING CHARACTERISTICS
("ALWAYS")

Base	<u>TOTAL</u> (201) 100%	<u>SOFT</u> <u>PACK</u> (153) 100%	<u>HARD</u> <u>BOX</u> (48) 100%
<u>ALWAYS</u>			
There are no cigarettes missing in the pack	72%	67%	88%*
The pack is not squashed or crushed when you buy it	56	52	69*
Cellophane on the pack is not torn when you buy it	60	54	79*
The pack does not come apart in use	52	49	63**
Cigarette pack is not wrinkled or wavy	54	52	58
The top foil is easy to remove	70	71	65
The tear-off strip is easy to remove	69	69	67
There are no bits of tobacco under the cellophane	38	37	42
There are no bits of tobacco in the pack	30	29	33

* Hard Box significantly higher than soft pack at 95% confidence level.

** Hard Box significantly higher than soft pack at 90% confidence level.

Q. 12. How often does the packaging of your current regular brand satisfy each of these characteristics? In your opinion, does the packaging of your current regular brand always, quite often, sometimes, hardly ever or never satisfy each of these characteristic.

TABLE 10

IMPORTANCE RATING OF REGULAR BRAND
FOR CIGARETTE CHARACTERISTICS

(Top Box - "Extremely Important")

Base:	<u>TOTAL</u> (201) 100%	<u>SOFT</u> <u>PACK</u> (153) 100%	<u>HARD</u> <u>BOX</u> (48) 100%
Cigarettes are fresh tasting	91%	91%	90%
There are no bent or broken cigarettes in the pack	89	89	88
Cigarette paper is not loose	84	84	83
Filter is firmly attached to the cigarette	83	82	85
The filter is easy-drawing	78	77	79
Cigarettes are not wrinkled	75	76	71
Cigarettes burn easily	75	76	73
Tobacco does not fall out of end of cigarette	74	76	69
Tobacco is tightly packed	70	71	65
There are no hard pieces in the tobacco	64	67	52**
Tobacco is loosely packed	20	21	19

** Soft Pack significantly higher than Hard Box at 90% confidence level.

13. I would now like you to think about your current regular brand of cigarettes, specifically the cigarettes themselves. I am going to read to you some characteristics of cigarettes. As I read each statement, would you tell me, if in your opinion, you consider this characteristic to be extremely important, very important, somewhat important, not too important or not at all important.

TABLE 11
HOW OFTEN REGULAR BRAND
SATISFIES CIGARETTE CHARACTERISTIC
("ALWAYS")

Base:	TOTAL (201) 100%	SOFT PACK (153) 100%	HARD BOX (48) 100%
<u>ALWAYS</u>			
Cigarettes are fresh tasting	77%	79%	69%
There are no bent or broken cigarettes in the pack	63	59	77*
Cigarette paper is not loose	67	65	75
Filter is firmly attached to the cigarette	86	84	92
The filter is easy-drawing	81	81	79
Cigarettes are not wrinkled	54	50	65**
Cigarettes burn easily	81	81	79
Tobacco does not fall out of end of cigarette	52	50	56
Tobacco is tightly packed	74	76	69
There are no hard pieces in the tobacco	51	50	56
Tobacco is loosely packed	13	14	13

* Hard Box significantly higher than Soft Pack at 95% confidence level.

** Hard Box significantly higher than Soft Pack at 90% confidence level.

14. How often does your current regular brand of cigarettes satisfy each of these cigarette characteristics? In your opinion, does your current regular brand, always, quite often, sometimes, hardly ever or never satisfy each of these characteristic.

TABLE 12
AVAILABILITY OF REGULAR BRAND OF CIGARETTES

	<u>TOTAL</u>	<u>R.J. REYNOLDS</u>	<u>PHILIP MORRIS</u>	<u>OTHER</u>
Base:	(201)	(50)	(51)	(100)
	100%	100%	100%	100%
Quite often unavailable	10%	4%	16%	11%
Sometimes unavailable	29	24	28	33
Hardly ever unavailable	28	30	33	24
Never unavailable	32	42	24	32

Q.15a. Thinking about your current regular brand of cigarettes, how often is it unavailable when you stop to buy cigarettes. Would you say your regular brand is...

TABLE 13

PROCEDURE FOLLOWED WHEN REGULAR BRAND OF CIGARETTES
IS UNAVAILABLE

	<u>TOTAL</u>	<u>R.J.</u> <u>REYNOLDS</u>	<u>PHILIP</u> <u>MORRIS</u>	<u>OTHER</u>
Base: Total Brand Unavailable	(136)	(29)	(39)	(68)
	100%	100%	100%	100%
Buy another style of your current regular brand	16%	7%	23%	16%
Buy another brand of cigarettes	34	35	23	40
Go to another location to buy regular brand	49	59	51	44
Don't know/No answer	1	-	3	-

Q.15b. What do you do when your current regular brand is unavailable in that location?

TABLE 14
MANUFACTURER OF REGULAR CIGARETTE BRAND

	<u>TOTAL</u>	<u>TOTAL MARKET</u>
Base:	(201) 100%	(16,226) 100%
R. J. Reynolds	25%	31%
Philip Morris	25	40
Other	41	23
American	9	6

DEMOGRAPHICS

Base:	<u>TOTAL</u> (201) 100%	<u>TOTAL</u> <u>MARKET</u> (16,226) 100%
<u>AGE</u>		
21 - 34	42%	40%
35 - 49	37	33
50+	21	27
<u>EDUCATION</u>		
Less than high school	11%	17%
High school graduate	46	45
Some college	27	21
Graduate college	11	17
Post Graduate School	5	N/A
<u>INCOME</u>		
Under \$20,000	26%	29%
\$20,000 - \$30,000	27	26
\$30,000 - \$40,000	19	18
\$40,000 - \$50,000	7	10
\$50,000 or more	14	16
Refused	7	-
<u>RESIDENCE</u>		
Urban	44%	N/A
Suburban	46	N/A
Rural	10	N/A

CIGARETTE QUALITY STUDY

RECORD MARKET Atlanta... () Okla. City... () Boston... () San Diego... () Chicago... ()	RECORD SEX Male.... () Female... () CHECK QUOTA	RECORD MANUFACTURER R.J. Reynolds.. () Philip Morris.. () Other..... () CHECK QUOTA
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Respondent's Name: _____	
Address: _____	Phone #: () _____
City/State/Zip: _____	Date: _____
Interviewer: _____	Time Began: _____
Market: _____	Time Ended: _____

Hello, I am _____, of Vector Marketing Research. We are conducting a survey and would like to ask you some questions.

1. Are you 21 years of age or older?

Yes.....1
 No.....2 ----> (TERMINATE)

2. RECORD SEX: Male....1 (CHECK QUOTA)
 Female...2

1. Which of the following have you done in the past 7 days?

Had a wine cooler.....1
 Taken a picture with a 35 mm. camera.....2
 Smoked cigarettes.....3----> (IF "YES" CONTINUE,
 OTHERWISE TERMINATE)
 Eaten in a fast food restaurant.....4
 Bought a pair of athletic shoes.....5

TERMINATE: Q.3 - NO RECENT USE												
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	()

We are asking different people we speak to about different product categories. In your case we would like to speak about...(PAUSE) cigarette smoking.

4. About how many cigarettes do you currently smoke on an average day? (DO NOT READ)

Less than half a pack a day
 (1-9 cigarettes).....1 ----> TERMINATE
 A half pack but less than a pack
 (10-19 cigarettes).....2
 A pack but less than 2 packs
 (20-39 cigarettes).....3
 2 packs but less than 3 packs
 (40-59 cigarettes).....4 ----> CONTINUE WITH Q.5
 3 or more packs a day
 (60 or more cigarettes).....5

TERMINATE: Q.4 - INSUFFICIENT FREQUENCY												
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	()

5. What brand of cigarettes do you consider to be your regular brand, that is, the one you smoke most often?

(WRITE IN BRAND)

CHECK QUOTA FOR MANUFACTURER
FROM LIST OF BRANDS.

TERMINATE: Q.5 - MANUFACTURER QUOTA FILLED												
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	()

5a. In that a...

Filter.....1---> (CONTINUE)
Non-Filter...2---> (SKIP TO Q.6)

5b. In that a...

Menthol.....1
Non-Menthol.....2

5c. In that a...

King Size.....1
100 millimeter....2
120 millimeter....1

5d. In that a...

Full-Flavor.....1
Lights.....2
Ultra Lights.....3

5e. In that a...

Soft pack.....1
Hard box.....2

6. How long have you smoked that brand as your regular brand? (DO NOT READ LIST)

Less than 1 months.....1
1 months but less than 6 months....2
6 months but less than a year.....3
1 year but less than 2 years.....4
2 years but less than 3 years.....5
3 years but less than 5 years.....6
5 years but less than 10 years....7
10 years but less than 15 years....8
15 years or more.....9

7. How do you usually purchase your regular cigarette brand, by the pack or by the carton? (DO NOT READ LIST)

By the pack.....1
By the carton.....2
Both.....3
Don't know/no response.....4

8. In what type or types of retail outlets do you usually purchase your current regular brand of cigarettes? (CHECK AS MANY AS APPLY)

Supermarket.....	Newsstand.....
Convenience Store.....	Stationery/Candy Store.....
Mass Merchandisers.....	Drug Store.....
e.g., K-Mart/Walgreens.....	Vending Machine.....
Gas Stations.....	Other (SPECIFY).....
Tobacco Shop.....	

INTERVIEWER: HAND QUESTIONNAIRE AND PENCIL TO RESPONDENT AND ASK HIM/HER TO READ AND ANSWER Q.9 THEN TAKE QUESTIONNAIRE FROM RESPONDENT.

9. I am going to show you some statements which have opposite meanings and refer to your current regular brand of cigarette. On a scale of 5 to 1, where 5 refers strongly to the first statement and 1 refers to its opposite statement, please indicate how you rate your current regular brand on these attributes. For example, if you feel very strongly that your brand had a very attractive package, you would choose 5.

	5--	4--	3--	2--	1--	
Attractive Package	___	___	___	___	___	Not an attractive pack
Good quality cigarette	___	___	___	___	___	Poor quality cigarette
Good filters	___	___	___	___	___	Defective filters
Fresh tobacco	___	___	___	___	___	Stale tobacco
Good drawing cigarette	___	___	___	___	___	Poor drawing cigarette
High quality packaging	___	___	___	___	___	Poor quality packaging
Undamaged cigarettes	___	___	___	___	___	Damaged cigarettes

*** PLEASE HAND QUESTIONNAIRE BACK TO INTERVIEWER ***

INTERVIEWER NOTE:

10. I am going to read some statements about cigarettes. As I read each statement, please tell me how would you rate your current regular cigarette. For each statement I read, do you feel your current regular brand is "Excellent", "Very Good", "Good", "Fair" or "Poor".

	Excellent	Very Good	Good	Fair	Poor
The condition of the pack when you buy it.....	5	4	3	2	1
The condition of the carton when you buy it.....	5	4	3	2	1
The consistent quality of the cigarette themselves.....	5	4	3	2	1
How well the pack protects the cigarettes.....	5	4	3	2	1

11. Now, thinking just about the package in which your current regular brand comes, I am going to read to you some characteristics of cigarette packaging. As I read each characteristic would you tell me if, in your opinion, you consider this characteristic to be extremely important, very important, somewhat important, not too important or not at all important for cigarette packaging.

-----IMPORTANT-----					
	Extremely	Very	Somewhat	Not too	Not at all
[] The pack is not squashed or crushed when you buy it.....5	4		3	2	1
[] There are no bits of tobacco under the cellophane.....5	4		3	2	1
[] The tear-off strip is easy to remove..5	4		3	2	1
[] The pack does not come apart in use...5	4		3	2	1
[] There are no bits of tobacco in the pack.....5	4		3	2	1
[] Cellophane on the pack is not torn when you buy it.....5	4		3	2	1
[] The top foil is easy to open.....5	4		3	2	1
[] There are no cigarettes missing in the package.....5	4		3	2	1
[] Cigarette pack is not wrinkled or wavy.....5	4		3	2	1

12. How often does the packaging of your current regular brand satisfy each of these characteristics? In your opinion, does the packaging of your current regular brand, always, quite often, sometimes, hardly ever or never satisfy each of these characteristic.

	Always	Quite Often	Sometimes	Hardly Ever	Never
[] The pack is not squashed or crushed when you buy it.....1	2		3	4	5
[] There are no bits of tobacco under the cellophane.....1	2		3	4	5
[] The tear-off strip is easy to remove..1	2		3	4	5
[] The pack does not come apart in use...1	2		3	4	5
[] There are no bits of tobacco in the pack.....1	2		3	4	5
[] Cellophane on the pack is not torn when you buy it.....1	2		3	4	5
[] The top foil is easy to open.....1	2		3	4	5
[] There are no cigarettes missing in the package.....1	2		3	4	5
[] Cigarette pack is not wrinkled or wavy.....1	2		3	4	5

13. I would now like you to think about your current regular brand of cigarettes, specifically the cigarettes themselves. I am going to read to you some characteristics of cigarettes. As I read each statement, would you tell me, if in your opinion, you consider this characteristic to be extremely important, very important, somewhat important, not too important or not at all important.

-----IMPORTANT-----					Not
	Extremely	Very	Somewhat	Not too	at all
[] Filter is firmly attached to the cigarette.....1	2	3	4	5	
[] There are no hard pieces in the tobacco.....1	2	3	4	5	
[] There are no bent or broken cigarettes in the pack.....1	2	3	4	5	
[] Tobacco is tightly packed.....1	2	3	4	5	
[] Cigarettes are fresh tasting.....1	2	3	4	5	
[] Cigarette paper is not loose.....1	2	3	4	5	
[] Tobacco does not fall out of end of cigarette.....1	2	3	4	5	
[] Tobacco is loosely packed.....1	2	3	4	5	
[] Cigarettes are not wrinkled.....1	2	3	4	5	
[] Cigarettes burn easily.....1	2	3	4	5	
[] The filter is easy-drawing.....1	2	3	4	5	

14. How often does your current regular brand of cigarettes satisfy each of these cigarette characteristics? In your opinion, does your current regular brand, always, quite often, sometimes, hardly ever or never satisfy each of these characteristics.

	Always	Quite Often	Sometimes	Hardly Ever	Never
[] Filter is firmly attached to cigarette.....1	2	3	4	5	
[] There are no hard pieces in the tobacco.....1	2	3	4	5	
[] There are no bent or broken cigarettes in the pack.....1	2	3	4	5	
[] Tobacco is tightly packed.....1	2	3	4	5	
[] Cigarettes are fresh tasting.....1	2	3	4	5	
[] Cigarette paper is not loose.....1	2	3	4	5	
[] Tobacco does not fall out of end of cigarette.....1	2	3	4	5	
[] Tobacco is loosely packed.....1	2	3	4	5	
[] Cigarettes are not wrinkled.....1	2	3	4	5	
[] Cigarettes burn easily.....1	2	3	4	5	
[] The filter is easy-drawing.....1	2	3	4	5	

- 15a. Thinking about your current regular brand of cigarettes, how often is it unavailable when you stop to buy cigarettes. Would you say your regular brand is.....

Quite often unavailable.....
 Sometimes unavailable.....
 Hardly ever unavailable.....
 Never unavailable.....

ASK Q. 15b

SKIP TO Q.16

- 15b. What do you do when your current regular brand is unavailable in that location. Do you...

Buy another style of your current regular brand....
 Buy another brand of cigarettes.....
 Go to another location to buy regular brand.....

- 16a. Thinking about your current regular brand of cigarettes, are there any other characteristics of the packaging or the cigarettes themselves that you consider to be a problem that we have not discussed?

Yes.....1---> (ASK Q. 16b)
No.....2---> (SKIP TO Q. 17)

- 16b. What are these problems? (PROBE FULLY)

17. Before your regular brand, which brand did you consider your regular brand?

(WRITE IN BRAND)

- 17a. Is that a...

Filter.....1---> (CONTINUE)
Non-Filter...2---> (SKIP TO Q.18)

- 17b. Is that a...

Menthol.....1
Non-Menthol.....2

- 17c. Is that a...

King Size.....1
100 millimeter....2
120 millimeter....3

- 17d. Is that a...

Full-Flavor.....1
Light.....2
Ultra Light.....3

- 17e. Is that a...

Soft pack.....1
Hard box.....2

18. Why did you switch from this brand to your current regular brand?

CLASSIFICATION

now for classification purposes only.

19. Into which of the following categories does your age fall? (READ LIST)

(SHOW CARD)

21 - 24.....	50 - 54.....
25 - 29.....	55 - 59.....
30 - 34.....	60 - 64.....
35 - 39.....	65 and over...
40 - 44.....	Refused.....
45 - 49.....	

21. Which is the last grade of school you completed? (DO NOT READ LIST)

Less than high school graduate...	Graduate college.....
High school graduate.....	Post graduate school...
Some college.....	Other.....

22. What is your heritage, are you White, Black, Oriental or Spanish speaking?

White.....
Black.....
Oriental.....
Spanish speaking.....
Other (SPECIFY).....
Refused.....

23. Are you currently employed?

Full-time.....
Part-time.....
Not employed.....

24. Please tell me which of these best describes your job or the type of work that you do? (READ LIST, RECORD ONE ANSWER)

Professional or technical worker.....
Farmer or farm manager.....
A manager, official or proprietor.....
A clerical worker.....
A sales worker.....
A craftsman or foreman.....
A machine operator.....
A service worker.....
A laborer.....
Other.....

DO NOT READ

25. I am going to read you some income categories. Please stop me when I read the category that most accurately describes the total annual income, before taxes, of all the members of your household. (READ LIST)

Less than \$15,000 per year.....
\$15,000 to less than \$20,000...
\$20,000 to less than \$25,000...
\$25,000 to less than \$30,000...
\$30,000 to less than \$35,000...
\$35,000 to less than \$40,000...
\$40,000 to less than \$50,000...
\$50,000 or more per year.....
Refused.....

(DO NOT READ)

26. Do you live in an urban, suburban or rural area? (CHECK ONE)

Urban.....
Suburban.....
Rural.....

Thank you very much for your time.