Appendix B: Sample survey items

This appendix includes an example of the survey format. This format was used for each pack comparison described in the article. This is a raw version of the images and survey items. A final, hi-res, formatted PDF version is available at request from the author.

PLEASE TAKE A MOMENT AND LOOK AT THE TWO PACKS BELOW.

Now please answer the following questions for each pack.

If you think there is no difference, you can select neither pack.

Pack A Pack B

Which, if either, of the cigarettes above do you think carries **less of a health risk**?	☐	☐
Which, if either, of the packs above do you think is **more attractive**?	☐	☐
Which, if either, of the cigarettes above do you think is typically	☐	☐