

Cognitive Testing IDs - Current, Former & Never Smokers						
Market Designation	Region (Facility Location)	Group	Gender (QS1) / Age (QS6)	Smoker Type (QS14 & QS15)	Intent to Quit (QS23)	Menthold / Non-Menthol (QS20)
CT1	Northeast (NY) 9/10/2018	CT-1	Female 21-25	Current Smokers	Intend to Quit	Mix
		CT-2	Female 21-25	Never Used		
		CT-3	Female 26-49	Current Smokers	No Intent to Quit	Mix
		CT-4	Female 26-49	Never Used		
		CT-5	Female 50+	Former Smokers	Recent	
		CT-6	Male 21-25	Former Smokers	Long Term	
		CT-7	Male 26-49	Current Smokers	Intend to Quit	Mix
		CT-8	Male 26-49	Former Smokers	Recent	
		CT-9	Male 50+	Current Smokers	No Intent to Quit	Mix
CT2	South (Chattanooga) 9/11/2018	CT-19	Female 21-25	Former Smokers	Long Term	
		CT-20	Female 26-49	Current Smokers	Intend to Quit	Mix
		CT-21	Female 26-49	Former Smokers	Recent	
		CT-22	Female 50+	Current Smokers	No Intent to Quit	Mix
		CT-23	Male 21-25	Current Smokers	Intend to Quit	Mix
		CT-24	Male 21-25	Never Used		
		CT-25	Male 26-49	Current Smokers	No Intent to Quit	Mix
		CT-26	Male 26-49	Never Used		
		CT-27	Male 50+	Former Smokers	Recent	
CT3	Midwest (Detroit) 9/12/2018	CT-10	Female 21-25	Former Smokers	Recent	
		CT-11	Female 26-49	Current Smokers	Intend to Quit	Mix
		CT-12	Female 26-49	Former Smokers	Recent	
		CT-13	Female 50+	Former Smokers	Long Term	
		CT-14	Male 21-25	Current Smokers	No Intent to Quit	Mix
		CT-15	Male 21-25	Never Used		
		CT-16	Male 26-49	Former Smokers	Long Term	
		CT-17	Male 50+	Current Smokers	Intend to Quit	Mix
		CT-18	Male 50+	Never Used		
CT4	West (Los Angeles) 9/14/2018	CT-28	Female 21-25	Current Smokers	No Intent to Quit	Mix
		CT-29	Female 21-25	Never Used		
		CT-30	Female 26-49	Former Smokers	Long Term	
		CT-31	Female 50+	Current Smokers	Intend to Quit	Mix
		CT-32	Female 50+	Never Used		
		CT-33	Male 21-25	Former Smokers	Recent	
		CT-34	Male 26-49	Current Smokers	Intend to Quit	Mix
		CT-35	Male 26-49	Former Smokers	Recent	

		CT-36	Male 50+	Former Smokers	Long Term	
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Definitions

Legal Age: Please see age spreadsheet. Legal age is determined by federal, state, county and

Current Smokers: Adults who have smoked at least 100 cigarettes in their entire life and cur

Former Smokers: Adults who have smoked at least 100 cigarettes in their entire life and curr

Never Smokers: Adults who have not smoked more than 100 cigarettes in their entire life an

Intent to Quit: Current smokers will be divided into to two subgroups based on response to

Recency of Cessation: Former smokers will be divided into two subgroups based on respons

Full/Light Flavor: Current smokers will be asked type of cigarettes smoked regularly. We ne

Menthol/Non-Menthol: Current smokers will be asked type of cigarettes smoked regularly.