

James E. Dillard III  
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August 8, 2014

*Via Courier/Hand-Delivery*

Division of Dockets Management (HFA-305)  
Food and Drug Administration  
5630 Fishers Lane, Room 1061  
Rockville, Maryland 20852

**Re: Docket No. FDA-2014-N-0189 (RIN 0910-AG38) (79 Fed. Reg. 23142) (April 25, 2014) – Comments on Proposed Rule “Deeming Tobacco Products to be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and FSPTCA; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products”**

Altria Client Services Inc. (“ALCS”), on behalf of John Middleton Co. (“Middleton”),<sup>1</sup> submits the following two separate comments on the Food and Drug Administration’s (“FDA” or “the Agency”) Notice of Proposed Rulemaking (“Proposed Rule”) on the deeming of tobacco products subject to the Food, Drug, and Cosmetic Act (“FDCA”), as amended by the Family Smoking Prevention and Tobacco Control Act (“FSPTCA”).<sup>2</sup>

- General Comments
- Descriptor Ban Comments

We appreciate the opportunity to submit these documents in response to the Proposed Rule.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. Dillard III", is written over a horizontal line.

James E. Dillard III

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<sup>1</sup> Middleton is a wholly-owned indirect subsidiary of Altria Group, Inc. ALCS provides certain services, including regulatory affairs, to the Altria family of companies. “We” and “our” are used throughout these comments to refer to Middleton, except where the context requires otherwise.

<sup>2</sup> 79 Fed. Reg. 23142 (Apr. 25, 2014).



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Altria Client Services Inc. (“ALCS”), on behalf of John Middleton Co. (“Middleton”),<sup>1</sup> appreciates the opportunity to comment on the Food and Drug Administration’s (“FDA” or “the Agency”) Notice of Proposed Rulemaking (“Proposed Rule”) on the deeming of tobacco products subject to the Food, Drug, and Cosmetic Act (“FDCA”), as amended by the Family Smoking Prevention and Tobacco Control Act (“FSPTCA”).<sup>2</sup>

Altria, on behalf of its tobacco operating companies, supported the passage of the FSPTCA because it believed that a comprehensive regulatory framework, thoughtfully implemented, can contribute to resolving many of the complex issues that surround tobacco products. With the Proposed Rule, FDA has the opportunity to bring all tobacco products under a single, public health regulatory authority. We support FDA extending appropriate regulatory authority over all tobacco products. FDA should apply the provisions of the FSPTCA in a science- and evidence-based manner and reflective of the particular aspects and history of different tobacco product categories, including cigars and pipe tobacco.

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<sup>1</sup> Middleton is a wholly-owned indirect subsidiary of Altria Group, Inc. ALCS provides certain services, including regulatory affairs, to the Altria family of companies. “We” and “our” are used throughout these comments to refer to Middleton, except where the context requires otherwise.

<sup>2</sup> 79 Fed. Reg. 23142 (Apr. 25, 2014).

Our comments are organized as follows:

- I. Executive Summary
- II. Background Information about Middleton and Its Products
- III. FDA's Adherence to Guiding Principles and Fundamental Legal Requirements Will Help Ensure Successful Implementation of the Deeming Regulation
- IV. Premium Cigars Should Be Subject to Deeming
- V. Middleton Supports FDA's Proposal to Establish a Federal Minimum Age to Purchase Deemed Tobacco Products
- VI. Health Warnings Should Be Uniform for All Tobacco Products in a Category and Allow Communication of Brand Equity
- VII. Any Action FDA Takes with Regard to Flavored Cigars and Pipe Tobacco Must Be Science- and Evidence-Based and Should Respect Adult Tobacco Consumer Preferences
- VIII. Meaningful Testing for Harmful and Potentially Harmful Constituents Will Require a Category Specific List of Constituents, Testing Protocols, Validated Consensus Standards and Certified Reference Products
- IX. Conclusion

## **I. Executive Summary**

Middleton is a manufacturer of machine-made large cigars and pipe tobacco. Middleton supported passage of the FSPTCA and supports FDA extending appropriate regulatory authority over all tobacco products in a manner that reflects the attributes of each tobacco product category.

As it finalizes the Proposed Rule, FDA should apply certain key principles. First, FDA must base its regulations and decisions on science and evidence to protect the integrity of its decision-making process and provide a consistent and predictable regulatory environment. Second, FDA should preserve and respect the choices of adult tobacco consumers while limiting access to minors. Third, FDA must ensure that it does not violate Constitutional principles. Fourth, regulation should apply equally to all manufacturers of tobacco products in a category.

In addition to these foundational principles, Middleton comments on several specific topics that are important to Middleton as a manufacturer of cigars and pipe tobacco.

Middleton believes that premium cigars should be regulated by FDA. Given FDA's statements in the preamble to the Proposed Rule that "all cigars are harmful and potentially addictive,"<sup>3</sup> we do not believe that certain cigars should be exempted from regulation. Moreover, FDA's attempt to define a class of cigars that would be exempted from regulation is not supported by evidence,

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<sup>3</sup> 79 Fed. Reg. at 23143, 23150.

may motivate some manufacturers to evade regulation by changing their cigars, and could communicate an unintended message to consumers about the health risks of cigars.

As FDA deems products, it should not reflexively extend provisions of the FSPTCA that simply should not apply to certain deemed products. Specifically, any blanket extension by FDA of the cigarette “descriptor” prohibition in Section 911 to categorically ban use of the word “mild” in Middleton’s BLACK & MILD<sup>®</sup> trademark would run afoul of the FSPTCA, the Administrative Procedure Act, and the Constitution. In light of the importance of this issue to Middleton, we have filed separate comments to this docket specifically on this topic.<sup>4</sup>

Middleton supports FDA’s proposal to establish a nationwide minimum age of 18 to purchase cigars and pipe tobacco.

There are inconsistencies between the health warning requirements for cigars and pipe tobacco that FDA proposes and existing federal and state warning requirements. FDA should resolve regulatory inconsistencies by establishing a uniform regime of national warning requirements that is appropriate for the protection of the public health, prevents consumer confusion, establishes clear compliance obligations for manufacturers, and is consistent with Constitutional requirements.

If FDA decides to act with regard to cigars and pipe tobacco marketed with characterizing flavors, it should follow the process established in Section 907 of the FSPTCA. This approach would guarantee the opportunity for public notice and comment, science-based regulatory decision-making, and uniform application of any product standards. FDA must be mindful of the need for clear definitions and the importance of respecting adult consumer choice.

With regard to testing and reporting of harmful and potentially harmful constituents (“HPHC”) for deemed products, the Agency should recognize the differences between currently regulated tobacco products and cigars and pipe tobacco in particular. FDA will need to develop tobacco category-specific HPHC lists, establish protocols and validated consensus standards, develop certified reference materials, and implement laboratory proficiency testing.

## **II. Background Information about Middleton and Its Products**

Founded in 1856 as a pipe tobacco retailer, Middleton is a leading manufacturer of cigars and pipe tobacco, operating two facilities in Pennsylvania that employ more than 400 people. Middleton’s cigar portfolio is led by the BLACK & MILD<sup>®</sup> brand family. Middleton’s top pipe tobacco brands are PRINCE ALBERT<sup>®</sup>, CARTER HALL<sup>®</sup>, and MIDDLETON’S CHERRY BLEND<sup>®</sup>.

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<sup>4</sup> See John Middleton Co. Comments on Docket No. FDA-2014-N-0189 (RIN 0910-AG38) (79 Fed. Reg. 23142) (April 25, 2014) – Comments on Proposed Rule “Deeming Tobacco Products Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and FSPTCA; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products” (Aug. 8, 2014). (Descriptor Ban Comments on behalf of John Middleton Co.)



All of Middleton's cigars are classified as large cigars for federal excise tax purposes.<sup>5</sup> The majority of Middleton's cigars are tipped, with a plastic or wood mouthpiece. Middleton's cigars are machine-made, with machines used for rod making, tip application and final packing. With this combination of tax classification and machine manufacturing, Middleton's cigars are referred to as machine-made large cigars. Building upon Middleton's tradition as a retailer and manufacturer of pipe tobacco,<sup>6</sup> the majority of Middleton's cigars use pipe tobacco in the filler.<sup>7</sup>

Middleton manufactures and markets 29 unique packings of pipe tobacco in seven brand families. For hundreds of years, pipe tobacco has been manufactured to be flavorful and aromatic and to achieve various taste, smoothness, and aroma profiles specific to the pipe tobacco category.

### **III. FDA's Adherence to Guiding Principles and Fundamental Legal Requirements Will Help Ensure Successful Implementation of the Deeming Regulation**

The following guiding principles are essential to effectively regulate deemed tobacco products, and we urge FDA to consider them as it develops its Final Rule.

#### **A. Regulation must be based on science and evidence**

FDA's regulations and decision-making must be science- and evidence-based. Commitment to this standard protects the integrity of the Agency's decision-making process and provides a consistent and predictable regulatory environment for manufacturers. FDA leaders have stressed that science and evidence are central to making decisions about regulatory policy: "We need evidence to support any policy that we might enact, because it carries the force of law. When we are exploring our regulatory policy options, we focus on those that have the strongest support in the science base."<sup>8</sup>

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<sup>5</sup> The Internal Revenue Code provides a definition of "cigar" to classify those products for federal excise tax purposes. 26 U.S.C. § 5702(a) ("Cigar" means any roll of tobacco wrapped in leaf tobacco or in any substance containing tobacco (other than any roll of tobacco which is a cigarette within the meaning of subsection (b)(2).)) When specifying the tax rate applicable to cigars, the Internal Revenue Code distinguishes between "small cigars" and "large cigars," with the former defined as not weighing more than three pounds per thousand and the latter defined as weighing more than three pounds per thousand. 26 U.S.C. § 5701(a).

<sup>6</sup> Middleton was founded as a single store tobacco retailer in downtown Philadelphia. By the 1950's, the firm had divested its retail operations and begun to focus on its pipe tobacco manufacturing business, culminating in the opening of its King of Prussia, Pennsylvania, plant in 1960. In the 1960s, Middleton developed a new product – a "pipe-tobacco cigar" based on *Middleton's Cherry Blend* pipe tobacco. In 1980, Middleton launched its second pipe-tobacco cigar – *Black & Mild*, made with the company's *Black & Mild* pipe tobacco.

<sup>7</sup> "Pipe tobacco" is defined in the Internal Revenue Code as "any tobacco which, because of its appearance, type, packaging, or labeling, is suitable for use and likely to be offered to, or purchased by, consumers as tobacco to be smoked in a pipe." 26 U.S.C. § 5702(n). While the filler in Middleton's pipe-tobacco cigars is not intended to be smoked in a pipe, it contains the same type of tobacco leaf and goes through the same manufacturing process as Middleton's pipe tobacco that is packaged and sold as such.

<sup>8</sup> Q&A: Mitchell Zeller on the FDA and Tobacco. (2014). *Cancer Discovery* 4: 10-11.

## **B. Regulation should preserve and respect the choices of adult tobacco consumers**

Congress intended for FDA to respect adult tobacco consumer choice, while granting FDA authority to regulate tobacco products. In so doing, Congress also explicitly preserved tobacco products as those that adults may use. A stated purpose of the FSPTCA was “to continue to permit the sale of tobacco products to adults in conjunction with measures to ensure that they are not sold or accessible to underage purchasers.”<sup>9</sup>

## **C. Regulation must not violate Constitutional principles**

FDA’s regulation must respect statutory and Constitutional limitations on its authority.<sup>10</sup>

Tobacco product labeling, advertising, and marketing are commercial speech protected by the First Amendment.<sup>11</sup> Four principles must guide FDA’s approach: (1) FDA should focus on preventing underage tobacco use;<sup>12</sup> (2) small risks of underage exposure do not justify broad restrictions on communications with adult consumers;<sup>13</sup> (3) FDA has no legitimate interest in restricting the use of images, color, or sound in communications with adult customers;<sup>14</sup> and (4) FDA should consider the broader context and cumulative weight of regulations on tobacco companies’ speech.

FDA must also ensure that its regulation does not constitute a “taking” in violation of the Fifth Amendment.<sup>15</sup> FDA must refrain from regulatory actions that arbitrarily or capriciously restrict manufacturers’ ability to continue marketing their existing products or bring new products to market or that unnecessarily reduce or eliminate the value of intellectual property (including trademarks) associated with those products.

## **D. Regulation should apply equally to all manufacturers**

As a general principle, regulatory requirements should be the same for all manufacturers and importers. We believe that the FSPTCA can benefit adult tobacco product consumers by establishing a common set of high standards for all manufacturers and importers doing business in the United States, regardless of their size.

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<sup>9</sup> FSPTCA § 3(7).

<sup>10</sup> See generally PM USA and USSTC Comments on Docket No. FDA-2009-N-0294 (Regulation of Tobacco Products Under the Family Smoking Prevention and Tobacco Control Act (Dec. 22, 2009) (“Dec. 22, 2009 FSPTCA Comments”); PM USA Comments on Docket No. FDA-2010N-0568 (Required Warnings for Cigarette Packages and Advertisements) (Jan. 11, 2011).

<sup>11</sup> See *Lorillard Tobacco Co. v. Reilly*, 533 U.S. 525, 553-54 (2001) (tobacco advertising and marketing is protected commercial speech); *Discount Tobacco City & Lottery, Inc. v. United States*, 674 F.3d 509, 539 (6<sup>th</sup> Cir. 2012) (“[a]dvertising, marketing, and promotion of tobacco products” are protected “commercial expression”).

<sup>12</sup> See December 22, 2009 FSPTCA Comments at 7-8.

<sup>13</sup> See *id.* at 8. See also, e.g., *Thompson v. W. States Med. Ctr.*, 535 U.S. 357, 374 (2002) (“We have previously rejected the notion that the Government has an interest in preventing the dissemination of truthful commercial information in order to prevent members of the public from making bad decisions with the information.”); 44 *Liquormart, Inc. v. Rhode Island*, 517 U.S. 484, 503 (1996) (“The First Amendment directs us to be especially skeptical of regulations that seek to keep people in the dark for what the government perceives to be their own good.”).

<sup>14</sup> See Dec. 22, 2009 FSPTCA Comments at 8-9.

<sup>15</sup> U.S. Const. amend. V, cl. 4.

Consistent with that principle, FDA should not create special rules for small manufacturers and importers of deemed tobacco products by extending compliance periods or staggering compliance dates.<sup>16</sup> All manufacturers should comply with such fundamental requirements as disclosing the locations of their facilities, the products that they manufacture or import, or the ingredients that are added to their products.

If FDA creates special rules for certain manufacturers and importers based on their size, it should clearly explain its rationale for doing so, including why such special rules are permitted by the FSPTCA, appropriate for the protection of public health, and necessary. If, rather than creating special rules, FDA decides to allow manufacturers and importers to petition on a case-by-case basis for additional time to comply with certain requirements, FDA should establish clear criteria to govern its decisions and a transparent process for making them consistently.

#### **IV. Premium Cigars Should Be Subject to Deeming**

FDA proposes two options for regulating cigars pursuant to the Proposed Rule. Under Option 1, FDA would extend its authority to all products meeting the definition of “tobacco product,” except for accessories of such products.<sup>17</sup> Under Option 2, FDA would extend its authority only to a subset of cigars that it defines as “covered cigars” and to other products meeting the definition of “tobacco product,” except for accessories of such products.<sup>18</sup> Option 2 proposes to exempt premium cigars by providing a definition of “covered cigar” that lists criteria related to the contents of the wrapper, binder, and filler; the method by which the cigar is made; the price; the flavor; and the weight.<sup>19</sup>

FDA should adopt Option 1 and include premium cigars in the final rule. Option 1 is consistent with FDA’s statement in the preamble to the Proposed Rule that “all cigars are harmful and potentially addictive.”<sup>20</sup> In contrast, Option 2 would exempt cigars not classified as “covered cigars” from regulatory oversight and the requirements provided under the FSPTCA, including enforcement action against adulterated and misbranded products; submission of ingredient lists and HPHC reporting; registration and product listing; and premarket review requirements. This differential regulatory treatment could create an incentive for some manufacturers to evade regulation by changing the classification of their cigars.<sup>21</sup> It might also be misunderstood by consumers to mean that unregulated cigars present less of a health risk than regulated cigars.

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<sup>16</sup> See 79 Fed. Reg. at 23177.

<sup>17</sup> 79 Fed. Reg. at 23203.

<sup>18</sup> *Id.*

<sup>19</sup> *Id.*

<sup>20</sup> 79 Fed. Reg. at 23143, 23150.

<sup>21</sup> Two recent scenarios that demonstrate the effect of differential regulation on product classification include shifts in consumption between roll-your-own tobacco and pipe tobacco, and between small cigars and large cigars after disproportionate changes in federal excise tax rates on these products. See, Government Accountability Office, Tobacco Taxes, Large Disparities in Rates for Smoking Products Trigger Significant Market Shifts to Avoid Higher Taxes. GAO 12-475 (April 2012). As FDA notes in the preamble to the Proposed Rule, “[w]ithout a common regulatory framework, tobacco firms can exploit differences in regulatory requirements to drive consumers to different product markets.” 79 Fed. Reg. at 23,147.

FDA should not exempt premium cigars. If FDA nevertheless does so, it should establish criteria for defining premium cigars that are clear and supported by evidence.

In the Proposed Rule, FDA defines premium cigars by excluding them from the definition of “covered cigars” according to eight criteria.<sup>22</sup> FDA has not provided evidence that these criteria are, in fact, appropriate for distinguishing premium cigars from other cigars. Instead, FDA has asked for comments to provide “supporting facts, research, and other evidence” about whether these or other criteria are appropriate for that objective.<sup>23</sup>

FDA proposes, for example, to define premium cigars based in part on their retail price. A cigar would be classified as a premium cigar if it has a “retail price (after any discounts or coupons) of no less than \$10 per cigar” and if other requirements are met.<sup>24</sup> FDA requests comments and evidence on whether the \$10 price point would be appropriate and, if not, what price point would be more appropriate.<sup>25</sup> It is not evident whether it is even feasible to identify a non-arbitrary retail price point that rationally distinguishes premium cigars from other cigars from a public health perspective. FDA asserts that premium cigars may be used differently and “may have less of a public health impact than other types of cigars”<sup>26</sup> but does not support or explain why a cigar that costs \$9.50 would affect public health differently than a cigar that costs \$10.50.

## **V. Middleton Supports FDA’s Proposal to Establish a Federal Minimum Age to Purchase Deemed Tobacco Products**

Middleton supports FDA’s proposal to establish a minimum age of 18 to purchase tobacco products, including cigars and pipe tobacco. Kids should not smoke cigars or pipe tobacco or use any tobacco products. While all states currently impose a minimum age of at least 18 for the purchase of cigars and pipe tobacco, FDA’s proposal to promulgate a national minimum age for purchase will allow the Agency to apply its resources toward comprehensive enforcement.

## **VI. Health Warnings Should Be Uniform for All Tobacco Products in a Category and Allow Communication of Brand Equity**

The Proposed Rule specifies new warning requirements for cigars and pipe tobacco. Appendix A describes the details of these requirements.

For cigars, the Proposed Rule would require a random distribution of five warning statements regarding health risks and addiction on packaging and a quarterly rotation of the warnings in advertising.<sup>27</sup> For pipe tobacco, FDA proposes a single warning regarding addiction.<sup>28</sup>

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<sup>22</sup> 79 Fed. Reg. at 23203 (proposed § 1100.3, Option 2).

<sup>23</sup> 79 Fed. Reg. at 23150.

<sup>24</sup> 79 Fed. Reg. at 23203 (proposed § 1100.3, Option 2).

<sup>25</sup> 79 Fed. Reg. at 23150.

<sup>26</sup> *Id.*

<sup>27</sup> 79 Fed. Reg. at 23205 (proposed § 1143.5).

<sup>28</sup> 79 Fed. Reg. at 23205 (proposed § 1143.3(a)).

We agree that an addiction warning is appropriate for cigars and pipe tobacco that contain nicotine. We also agree that it is appropriate to include the four other cigar warnings proposed by FDA and previously required by the Federal Trade Commission (“FTC”).

As explained in greater detail below, we are concerned with inconsistencies between the warning requirements in the Proposed Rule and existing federal and state warning requirements. We urge FDA to resolve regulatory inconsistencies and establish uniform national warnings for cigars and pipe tobacco. When supported by the science and evidence, and necessary to achieve harmonization, FDA should align its proposed warnings more closely with existing warnings – for example, by (i) adding FTC’s reproductive effects warning for cigars, and (ii) adding the California Proposition 65 cancer and reproductive effects warning for pipe tobacco or by requiring that pipe tobacco carry the same health and addiction warnings as cigars. Once harmonized, FDA should obtain commitments from other federal and state regulatory authorities that compliance with FDA warning requirements will be deemed compliance with their warning requirements.

## **A. Existing warning requirements are not compatible with the Proposed Rule**

### **1. Cigar warning requirements**

The FTC and the state of California have established warning requirements that apply to cigars.

FTC’s warning requirements arise from Consent Orders entered in 2000 with seven of the largest cigar manufacturers in the country, including Middleton,<sup>29</sup> to “provide for a uniform, federally mandated system of health warnings on cigar packages and advertisements nationwide.”<sup>30</sup> FTC stated that “[E]ntry of the order will uniformly provide consumers in all states and territories of the United States with clear, conspicuous and understandable disclosures of the health risks of cigar smoking.”<sup>31</sup> FDA noted that FTC warnings appear on “virtually every cigar package and advertisement.”<sup>32</sup>

California’s warning requirements for cigars arise from its Proposition 65 (“Prop 65”) law<sup>33</sup> and a 1988 court judgment enforcing it against Middleton and other cigar manufacturers.<sup>34</sup> In

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<sup>29</sup> The manufacturers subject to the FTC Consent Orders were Middleton, Swisher International, Havatampa, Consolidated Cigar Corp., General Cigar Holdings, Lane Limited, and Swedish Match. *See* Fed. Trade Comm’n, Commission Actions: August 2000, <http://www.ftc.gov/enforcement/cases-proceedings>.

<sup>30</sup> *See, e.g., In the Matter of John Middleton, Inc.*, Decision and Order, No. C-3968, at 16. (F.T.C. Aug. 18, 2000) (the “Consent Order”).

<sup>31</sup> *Id.*

<sup>32</sup> 79 Fed. Reg. at 23163. According to the FTC, when the Consent Orders were entered, the manufacturers subject to the Consent Orders “comprised about 95 percent of the US cigar market.” FTC Press Release, FTC Announces Settlements Requiring Disclosure of Cigar Health Risks (June 26, 2000).

<sup>33</sup> This legislation, officially titled the “Safe Drinking Water and Toxic Enforcement Act of 1986,” is found at Cal. Health & Safety Code § 25249.6. A “plain language” overview is found at California Office of Environmental Health Hazard Assessment, Proposition 65 in Plain Language, <http://oehha.ca.gov/prop65/background/p65plain.html> (lasted accessed May 21, 2014).

<sup>34</sup> In 1988, the California Attorney General filed a Prop 65 complaint in a case known as *People v. Safeway Stores* “to remedy the failure of defendant tobacco companies and retail sellers of cigars and pipe tobacco” to provide Prop 65 warnings. *See* Complaint, *People of the State of California, ex rel. John K. Van De Kamp, Attorney General of California v. Safeway Stores, Inc. et al.*, No. 897576 (Sep. 30, 1988), available at

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response to an inquiry from FTC at the time of the FTC Consent Orders, the California Attorney General agreed that “compliance with the FTC Consent Order will result in compliance with Proposition 65.”<sup>35</sup> This agreement permits manufacturers to comply with both FTC and Prop 65 judgment requirements by using a single set of warnings.

The warning requirements in the Proposed Rule conflict with FTC and Prop 65 judgment warning requirements in multiple respects, as shown in Appendix A. Cigar manufacturers cannot comply with all of these requirements by using a single set of warnings. The sometimes overlapping – but distinct – requirements as to content, format, and placement will create significant uncertainty for manufacturers unless FDA resolves inconsistencies such as the following:

- FDA’s proposal would not require a reproductive effects warning.<sup>36</sup> FTC requires a reproductive effects warning, and so does Prop 65.<sup>37</sup>
- FDA would require an addiction warning. Neither FTC nor Prop 65 requires an addiction warning.
- FDA would require each warning to be preceded with the word “WARNING”, but FTC requires the preceding phrase “SURGEON GENERAL WARNING”.
- Both the Proposed Rule and the FTC Consent Orders require five warnings, but because the warnings are not the same, manufacturers could not comply with both regimes by using a single set of warnings. For example, manufacturers could not ensure a random display of FDA’s five warnings “in as equal a number of times as is possible,” as required by the Proposed Rule, while including the reproductive effects warning required by FTC in that random distribution.

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<http://legacy.library.ucsf.edu/tid/sdk21a00/pdf> (“*Safeway Complaint*”); *id.* at 1; *id.* at ¶¶ 1, 30. Defendants included John Middleton Inc. and 35 other cigar and pipe tobacco manufacturers. This case settled through a stipulated judgment in 1988 requiring the manufacturers to put a specified Prop 65 warning on “tobacco products manufactured or imported . . . for sale in California” and on “the outside surface of retail packages in which Tobacco Products are sold.” Stipulation for Entry of Judgment and Judgment as to Defendants the American Tobacco Company et al., *People of the State of California, ex rel. John K. Van De Kamp, Attorney General of California v. Safeway Stores, Inc. et al.*, No. 897576, at §§ 2.0.0, 2.3 (Oct. 18, 1988), available at <http://legacy.library.ucsf.edu/tid/vkq99d00/pdf> (“Prop 65 Stipulated Judgment”).

<sup>35</sup> Letter from Bill Lockyer, California Attorney General, to Robert Pitofsky, Chairman of FTC (June 23, 2000). Additionally, in 1999, California enacted a statute requiring three rotating warnings on cigar retail packaging. Cal. Health & Safety Code §§ 104550-552. The FTC Consent Orders were entered before this statute took effect and displaced its requirements.

<sup>36</sup> FDA explained that it is not requiring the reproductive effect warning because, “although cigarette smoke causes these health effects (and cigar smoke is similar to cigarette smoke), the Agency is not aware of studies specifically linking cigars to these reproductive effects.” 79 Fed. Reg. at 23144, 23168.

<sup>37</sup> The FTC reproductive effects warning states “Tobacco Use Increases the Risk of Infertility, Stillbirth and Low Birth Weight.” Consent Order § I. FTC also requires two cancer warnings. As noted above, the California Attorney General has deemed these warnings to satisfy Prop 65. Prior to that agreement, Middleton satisfied Prop 65 by complying with a stipulated judgment that required it and other cigar manufacturers to use a packaging warning that stated: “WARNING: This Product Contains/Produces Chemicals Known To The State of California To Cause Cancer, And Birth Defects Or Other Reproductive Harm.” Prop 65 Stipulated Judgment § 2.1.

- The Proposed Rule and the FTC Consent Orders specify different and incompatible formatting requirements for the warnings to be placed on packaging and in advertising.<sup>38</sup>
- The Proposed Rule and the FTC Consent Orders specify different placement requirements for warnings on packaging and in advertising.<sup>39</sup>

## 2. Pipe tobacco warning requirements

Like cigars, pipe tobacco is subject to warning requirements arising from Prop 65 and a court judgment enforcing it against Middleton and other manufacturers.<sup>40</sup> Since 1988, most pipe tobacco nationwide has carried the Prop 65 warning (“WARNING: This Product Contains/Produces Chemicals Known To The State of California To Cause Cancer, And Birth Defects Or Other Reproductive Harm.”).

Appendix B compares the requirements of the Proposed Rule and the Prop 65 judgment. The requirements are not the same. Efforts by pipe tobacco manufacturers to comply with inconsistent requirements could result in consumer confusion caused by pipe tobacco packaging and advertising carrying multiple warnings with inconsistent content, format, and placement. For example, pipe tobacco manufacturers would face difficulty complying with FDA’s addiction warning requirement and the requirements of the Prop 65 judgment.

### B. FDA should harmonize existing requirements to create uniform national warnings for cigars and pipe tobacco

If the Proposed Rule is finalized, manufacturers will have to determine how to comply with FDA’s warning requirements, even as other regulatory authorities expect continued compliance with their warning requirements.

FDA should establish a uniform regime of national warning requirements for both cigars and pipe tobacco that is appropriate to protect the public health, prevents consumer confusion, establishes clear compliance obligations for manufacturers, and is consistent with Constitutional constraints.

Health warnings should, as a matter of policy, be uniform nationwide for all products in the same tobacco product category that present the same risks. A lack of uniformity will confuse consumers and could erroneously signal a difference in risk among the products.<sup>41</sup> Consumers

<sup>38</sup> Compare, e.g., 79 Fed. Reg. at 23205 (proposed § 1143.5(a)(2)(iii)) (requiring warning statements to be printed in Helvetica bold or Arial bold type and in black text on a white background or white text on a black background), with Consent Order § III(C) (requiring warning statements to be printed in Univers 57 Condensed type), and Consent Order § II (requiring warning statements to be printed in black against a solid white background).

<sup>39</sup> Compare, e.g., 79 Fed. Reg. at 23205 (proposed § 1143.5(a)(2)(i)) (requiring warning statements to be located on the two principal display panels of the package, comprising at least 30 percent of each panel), with Consent Order §§ III(A), (B) (requiring the warning statement to be located on one principal display panel and to be separated in every direction from other written or graphic content on the panel by the equivalent of at least twice the height of the “W” in the word “Warning”).

<sup>40</sup> Prop 65 Stipulated Judgment at §§ 2.0.0, 3.4.

<sup>41</sup> That confusion is exactly what Congress was seeking to avoid when it prohibited manufacturers from making modified risk claims absent an FDA determination that certain requirements were satisfied. See FSPTCA § 911. Any difference in warnings within the same category should be based on science and evidence, such as FDA’s determination not to require a mouth cancer warning or a gum disease and tooth loss warning for smokeless tobacco

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are entitled to health warnings sufficient to reasonably inform them of the known health risks of the tobacco product category. The content of health warnings must be driven by science and evidence.

We support FDA's leadership in proposing and implementing health warnings for cigars and pipe tobacco. FDA alone has the scientific expertise and rulemaking authority to establish the appropriate health warnings for cigar and pipe tobacco packaging and advertising.<sup>42</sup> FDA has stated its intention to consult with FTC to "harmonize national requirements for health warnings on cigar product packages and in advertisements"<sup>43</sup> and "[t]o consult with State and local jurisdictions about the potential impact this rule could have on their requirements."<sup>44</sup> These consultations can allow FDA to harmonize different warning requirements to establish uniform national warnings for cigars and pipe tobacco that provide manufacturers with a clear path for compliance. The FSPTCA<sup>45</sup> and applicable Executive Orders<sup>46</sup> require no less. Harmonization can also help manufacturers estimate, manage and control costs.<sup>47</sup>

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products marketed solely for use in the nasal cavity. See Draft Guidance for Industry: Submission of Warning Plans for Cigarettes and Smokeless Tobacco Products (Sept. 2011) at 7.

<sup>42</sup> Congress recognized FDA's unique position in the FSPTCA, describing FDA as the sole federal agency with the "scientific expertise to identify harmful substances in products to which consumers are exposed" and to implement effectively all provisions of the FSPTCA. FSPTCA § 2(44). As Congress emphasized, "[n]either the Federal Trade Commission nor any other Federal agency except the Food and Drug Administration possesses the scientific expertise needed to implement effectively all provisions" of the FSPTCA. FSPTCA § 2(45). In addition, FDA's leaders have stressed that FDA is "a science-based regulatory agency," indicated that FDA "must shape [its] programs, policies and decision-making on sound evidence," and emphasized that "all of [FDA's] activities must be guided by the best possible data and science." American Public Health Association. Q&A with FDA Commissioner Margaret Hamburg. *Public Health Newswire* (Apr. 9, 2014), <http://www.publichealthnewswire.org/>.

<sup>43</sup> 79 Fed. Reg. at 23163.

<sup>44</sup> 79 Fed. Reg. at 23195.

<sup>45</sup> The FSPTCA instructs FDA that "[p]rior to promulgating rules under this chapter, the Secretary shall endeavor to consult with other Federal agencies as appropriate." FSPTCA § 901(g). In addition, Congress directed FDA to coordinate with FTC to revise FTC's regulations over cigarettes and smokeless tobacco, which unlike cigars and pipe tobacco were immediately subject to FDA's jurisdiction under the FSPTCA. See FSPTCA § 914 (b).

<sup>46</sup> Executive Order No. 12866 specifies that "[e]ach agency shall avoid regulations that are inconsistent, incompatible, or duplicative with its other regulations or those of other Federal agencies." 58 Fed. Reg. 51735 (Sept. 30, 1993), Sec. 1(10). Executive Order No. 13563 provides that "[s]ome sectors and industries face a significant number of regulatory requirements, some of which may be redundant, inconsistent, or overlapping. Greater coordination across agencies could reduce these requirements, thus reducing costs and simplifying and harmonizing rules. In developing regulatory actions and identifying appropriate approaches, each agency shall attempt to promote such coordination, simplification, and harmonization. Each agency shall also seek to identify, as appropriate, means to achieve regulatory goals that are designed to promote innovation." 76 Fed. Reg. 3821 (Jan. 18, 2011), Sec. 3.

<sup>47</sup> FDA has explained that it seeks approaches that will "reduce costs for manufacturers yet would still be appropriate for the public health." 79 Fed. Reg. at 23144. Even under a single, comprehensive, multiple warning regime manufacturer costs would include: (i) compliance, legal and financial resources necessary for the development of a compliance plan; (ii) creative and production costs for packaging and advertising; (iii) inventory management, product distribution and advertising placement costs; and, (iv) marketplace monitoring costs to ensure that the product distribution plans remain geographically balanced through changes in demand and for compliance reporting purposes. These costs could multiply if the compliance plan were ultimately determined to be inadequate as a result of conflicting regulatory demands. Manufacturers would face considerable costs in attempting to comply with multiple and potentially inconsistent warning requirements.



FDA should coordinate with FTC to ensure that cigar manufacturers subject to the FTC Consent Orders will be deemed to comply with those orders by complying with FDA's warning requirements. A Memorandum of Understanding ("MOU") would be an appropriate vehicle to provide clear evidence of the agencies' intentions and a clear path for compliance. FDA should also coordinate with California (and other states as needed) to ensure that science- and evidence-based warning requirements on cigars and pipe tobacco are harmonized. Further, FDA should make it clear that compliance with its warning requirements satisfies the requirements of Section 903(a)(8) of the FSPTCA.

The warning size on product packages and in advertisements should not exceed FDA's current proposal,<sup>48</sup> which is more than adequate to inform adult tobacco consumers of the risks relating to the deemed products. The First Amendment constrains FDA from imposing larger warnings than are necessary to meet this government interest.<sup>49</sup> Space on product packages and in advertising must be maintained for manufacturers to convey other mandated text, as well as brand equity and other commercial speech protected by the First Amendment. The proliferation of multiple warning requirements not only exacerbates First Amendment concerns, but could also give rise to a regulatory taking in violation of the Fifth Amendment. Unless these requirements are harmonized, the cumulative amount of space needed to display governmental warnings could crowd out trade dress and trademarks, depriving manufacturers of their commercial value and resulting in substantial economic loss.<sup>50</sup>

### **C. The addiction warning should be revised to accurately apply to products containing tobacco**

While we agree that an addiction warning is appropriate for cigars and pipe tobacco, the phrase "derived from tobacco" in the proposed addiction warning ("WARNING: This product contains nicotine derived from tobacco. Nicotine is an addictive chemical.") is potentially confusing. The nicotine in cigars and pipe tobacco is not "derived from tobacco" because it naturally occurs and remains in the tobacco leaf used to make these products. FDA should remove this phrase from the warning.

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<sup>48</sup> FDA currently proposes to use the warning sizes in place for smokeless tobacco products: package warnings comprising 30 percent of the two principal display panels and 20 percent of advertisements. *See* Proposed Rule §§ 1143.3(a)(2)(i)(package warnings for deemed products other than cigars); 1143.3(b)(2)(i)(advertising warnings for deemed products other than cigars); 1143.5(a)(2)(i)(cigar package warnings); 1143.5(b)(2)(i)(cigar advertisement warnings); 15 U.S.C. §§ 4402(a)(2)(A) (smokeless tobacco package warnings); 15 U.S.C. §§ 4402(b)(2)(B) (smokeless tobacco advertisement warnings).

<sup>49</sup> *See Cent. Hudson Gas & Elec. Corp. v. Pub. Serv. Comm'n*, 447 U.S. 557, 566 (1980) (for regulation burdening commercial speech to survive, the government must affirmatively prove that (1) its asserted interest is substantial, (2) the restriction directly and materially advances that interest, and (3) the restriction is narrowly tailored)

<sup>50</sup> The Fifth Amendment Takings Clause prohibits the government from taking private property "for public use, without just compensation." U.S. Const. amend. V, cl. 4. When determining whether a regulatory taking has occurred, courts assess (1) the character of the government action; (2) the economic impact of the regulation on the property owner; and (3) the regulation's interference with the property owner's reasonable investment-backed expectations. *See Penn Central Transportation Co. v. City of New York*, 438 U.S. 104, 124 (1978). Here, the distinguishing characteristic of the government action is unnecessarily cumulative warnings. The economic impact is to deprive the trademarks and trade dress of effectiveness in the marketplace. The reasonable expectation defeated by the government's action is that investments in brand identification and loyalty among adult tobacco consumers would not be wasted because of a failure of coordination among government agencies.

## **VII. Any Action FDA Takes with Regard to Flavored Cigars and Pipe Tobacco Must Be Science- and Evidence-Based and Should Respect Adult Tobacco Consumer Preferences**

The preamble to the Proposed Rule states “FDA is aware that some tobacco products, such as e-cigarettes and certain cigars, are being marketed with characterizing flavors, and that these flavors can be especially attractive to youth.”<sup>51</sup> FDA further states that “many of the products proposed to be covered by this rule are offered in fruit and candy flavors, such as chocolate and grape flavors, making them especially attractive to children and young adults.”<sup>52</sup> FDA requests comments on what, if any, additional actions it should take “to address the sale of candy and/or fruit flavored products to children and young adults,” and specifically states that FDA may establish a product standard “prohibiting flavors” in deemed products.<sup>53</sup>

When considering any additional actions to regulate the marketing of deemed tobacco products with characterizing flavors, we offer several guiding principles, including the following:

- Kids should not use any tobacco products, with or without characterizing flavors, and the FSPTCA provides FDA with ample tools to combat the use of tobacco products by minors.
- Tobacco product manufacturers should not use children’s cartoon characters or youth-oriented candy trademarks.
- Any action FDA might take regarding currently marketed, deemed tobacco products with characterizing flavors must follow the process that Congress established in Section 907 of the FSPTCA and should be science- and evidence-based.
- Clear definitions are necessary for a science- and evidence-based determination regarding whether any restrictions on tobacco products with certain characterizing flavors are appropriate for the protection of the public health.
- FDA should take adult consumer preferences into account if and when it considers product standards relating to characterizing flavors.

Kids should not use any tobacco product and access to tobacco products, including those with characterizing flavors, should be strictly limited to adults. As noted in Section V, we support FDA’s Proposed Rule to establish a minimum age of 18 to purchase any tobacco product. In addition, the FSPTCA provides FDA with other tools to combat use of tobacco products with

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<sup>51</sup> 79 Fed. Reg. at 23144.

<sup>52</sup> 79 Fed. Reg. at 23146. Throughout the preamble, FDA uses inconsistent, undefined terms when discussing the use of flavors in tobacco products. FDA refers to products “marketed with characterizing flavors” (79 Fed. Reg. 23114); “flavored tobacco product usage” (*Id.*); “fruit and candy-flavored e-cigarette liquid” (*Id.*); “flavorants” in new tobacco product applications (79 Fed. Reg. 23147); and establishing a product standard “prohibiting flavors” (*Id.*). These disparate references make it difficult to respond to the precise issues under consideration by FDA and highlight the need for clear definitions. For present purposes, we use the term “characterizing flavor” while commenting on the potential regulation of deemed tobacco products that have an identifiable and predominant flavor other than tobacco.

<sup>53</sup> 79 Fed. Reg. at 23147.

characterizing flavors by minors. For example, when FDA finalizes the Proposed Rule, it can inspect retail stores to ensure that they conduct appropriate age verification.

We also believe that cigar and pipe tobacco manufacturers should not use children's cartoon characters or youth-oriented candy trademarks to market their products. Addressing such activities should be part of FDA's initial focus as it regulates deemed tobacco products.<sup>54</sup>

Aside from addressing inappropriate marketing activities, if and when FDA takes action to regulate deemed tobacco products with characterizing flavors, it must follow the process Congress established in Section 907. This approach would ensure that any proposed regulatory action is supported by science and evidence, that the public is provided with notice and an adequate opportunity to comment, and that any standard would be uniformly applied to all regulated entities.<sup>55</sup>

In addition to evaluating the available science and evidence for any proposed product standard under Section 907, FDA must consider unintended consequences and other countervailing effects associated with any product standard before promulgating regulation on the subject.<sup>56</sup> For example, FDA would need to consider whether a ban on cigars with a defined characterizing flavor could result in demand for contraband cigars having that flavor without being subject to FDA regulatory oversight or the important public health requirements of the FSTPCA.

FDA should be mindful of the difficulty in defining and identifying "characterizing flavors." Clear definitions and methodologies are necessary for a non-arbitrary, science- and evidence-based determination regarding whether restrictions on a particular characterizing flavor for a defined tobacco product category are appropriate for the protection of the public health. We are not aware of any standardized methods for determining what constitutes a tobacco product with a "characterizing flavor."

The ambiguity of defining tobacco products with characterizing flavors is evident in various published surveys. For example, the Legacy Young Adult Cohort study asks respondents to identify the tobacco product brands used in the past 30 days and whether the products are "candy-, fruit-, or alcoholic-beverage flavored."<sup>57</sup> The National Adult Tobacco Survey asks

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<sup>54</sup> For example, if FDA identifies a tobacco manufacturer using children's cartoon characters or youth-oriented candy trademarks, FDA could work with the legitimate owners to enforce their intellectual property rights against infringing entities inappropriately using their children's cartoon characters or trademarks associated with youth-oriented products.

<sup>55</sup> FDA asks for comment on other routes for addressing the sale of candy and fruit-flavored products, such as requesting that manufacturers filing substantial equivalence reports or premarket tobacco product applications make required showings with regard to flavorants (79 Fed. Reg. at 23147). This route does not provide the same science-based rigor, notice and comment process, or universal and consistent application afforded by the tobacco product standards process established in Section 907. FDA also mentions the possibility of re-classifying certain products as "cigarettes" for the purposes of making them subject to the existing ban on cigarettes with characterizing flavors (*Id.*) If FDA finds certain products labelled as "cigars" are instead "cigarettes" as defined by the FSPTCA, then it should regulate them as cigarettes today; however, it would not be appropriate to "stretch" the definition of "cigarettes" to include cigars solely for the purpose of extending the Special Rule for Cigarettes to cigars without rulemaking pursuant to Section 907.

<sup>56</sup> FSPTCA § 907(b)(2).

<sup>57</sup> Villanti, A.C., Richardson, A., Vallone, D.M., & Rath, J.M. (2013). Flavored tobacco product use among U.S. young adults. *Am J Prev Med* 44(4):388-391.

respondents whether tobacco products they used were “flavored to taste like candy, fruit, chocolate, or other sweets.”<sup>58</sup> Other surveys use less specific questions to measure use of flavored tobacco products. For example, the 2012/2013 Canadian Youth Smoking Survey<sup>59</sup> asks if respondents have used “flavoured cigars, little cigars or cigarillos,” and the 2011 National Youth Tobacco Survey<sup>60</sup> asks a similar non-specific question.<sup>61</sup>

Congress stated that a purpose of the FSPTCA is “to continue to permit the sale of tobacco products to adults in conjunction with measures to ensure that they are not sold or accessible to underage purchasers.”<sup>62</sup> Congress intended for FDA to preserve and respect adult tobacco consumer choice when it granted FDA authority to regulate tobacco products to address the public health impact of such products, including underage tobacco use.

One such choice that many adults make is to smoke flavored cigars and pipe tobacco.<sup>63</sup> Flavored cigars comprise a significant portion of the volume of large machine-made cigars sold in the United States. Moreover, flavors have been used in pipe tobacco for decades. For example, the following excerpt about pipe tobacco from a 30-year-old tobacco treatise emphasizes the importance and long-standing use of flavors:

Flavours have played an important role in pipe smoking tobacco for many years. The packet aroma is even more important for pipe tobaccos than for cigarettes, and great care has to be taken to ensure that the flavour does not mask any of the natural tobacco flavour, yet at the same time adds a distinctive note to each particular brand on opening the packet or pouch, and to smoke taste. The casing materials added to the air-cured portion of the blend, and the more volatile flavours added as a top flavor, have to give a pleasant room aroma on burning and have to be sufficiently stable to give the required flavour to the smoke throughout each charge to tobacco smoked in the pipe. Some world-famous brands of pipe tobacco owe their success to their manufacturer having combined these three requirements to perfection.<sup>64</sup>

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<sup>58</sup> King, B.A., Dube, S.R., & Tynan, M.A. (2013). Flavored cigar smoking among U.S. adults: findings from the 2009-2010 National Adult Tobacco Survey. *Nicotine Tob Res* 15(2):608-614.

<sup>59</sup> Youth Smoking Survey 2012/2013, questionnaire available at [https://uwaterloo.ca/canadian-student-tobacco-alcohol-drugs-survey/sites/ca.canadian-student-tobacco-alcohol-drugs-survey/files/uploads/files/YSS12\\_qq\\_mod\\_A\\_english.pdf](https://uwaterloo.ca/canadian-student-tobacco-alcohol-drugs-survey/sites/ca.canadian-student-tobacco-alcohol-drugs-survey/files/uploads/files/YSS12_qq_mod_A_english.pdf). Note prior to asking about use of specific types of “flavoured” tobacco products, the questionnaire defines “flavoured tobacco products” generally as “menthol, cherry, strawberry, vanilla, etc.”

<sup>60</sup> Note that the 2012 National Youth Tobacco Survey instrument was modified to include the following question: “Were any of the tobacco products you used in the past 30 days flavored to taste like menthol (mint), clove, spice, alcohol (wine, cognac), candy, fruit, chocolate, or other sweets?”

<sup>61</sup> King, B.A., Tynan, M.A., Dube, S.R., & Arrazola, R. (2014). Flavored-little-cigar and flavored-cigarette use among U.S. middle and high school students. *J Adolesc Health* 54(1):40-46; Leatherdale, S.T., Rios, P., Elton-Marshall, T., & Burkhalter, R. (2011). Cigar, cigarillo, and little cigar use among Canadian youth: are we underestimating the magnitude of this problem? *J Prim Prev* 32(3-4):161-170.

<sup>62</sup> FSPTCA § 3(7).

<sup>63</sup> As noted above, it is difficult to determine what is a “characterizing flavor.” We are not aware of which flavored cigars and pipe tobacco would be considered to have a flavor that “characterizes” the taste of the product. Flavors have traditionally been used in and referenced in connection with cigars and pipe tobacco.

<sup>64</sup> *Tobacco Encyclopedia* 412 (Voges ed. 1984).

Any action FDA might take to regulate currently marketed cigars or pipe tobacco with a characterizing flavor should follow the process for establishing product standards in section 907 of the FSPTCA. To establish the necessary science basis for any standards, FDA should use clear definitions. FDA should also preserve and respect adult tobacco consumer preferences and should recognize the long history of the use of flavors in cigars and pipe tobacco, while using the current means at its disposal to limit access to tobacco products by minors.

### **VIII. Meaningful Testing for Harmful and Potentially Harmful Constituents Will Require a Category Specific List of Constituents, Testing Protocols, Validated Consensus Standards and Certified Reference Products**

When the Proposed Rule becomes final, deemed products will be subject to the same general FSPTCA provisions as cigarettes and smokeless tobacco, including reporting of HPHCs.<sup>65</sup> Middleton supports HPHC testing and reporting requirements for cigars and pipe tobacco. However, in order to generate useful data for product comparisons and other decision-making, FDA will need to develop category-specific HPHC lists; establish protocols and validated consensus standards; utilize certified reference materials to ensure the integrity of the data FDA seeks; and implement laboratory proficiency testing.

To ensure that HPHC testing and reporting requirements are appropriate, FDA should develop cigar and pipe-tobacco-specific HPHC lists, just as FDA identified separate category-specific abbreviated HPHC lists for cigarettes, smokeless tobacco, and roll-your-own testing and reporting requirements.<sup>66</sup> FDA should begin this work by defining the purpose of the HPHC lists. That purpose should be specific enough to allow scientifically-informed decision-making.

Protocols and validated consensus standards for measuring constituents in cigar and pipe tobacco smoke must be developed. Only one standardized protocol exists today for measuring some constituents (tar, nicotine, and carbon monoxide) in cigar smoke; and no formal protocols exist for measuring constituents in pipe tobacco smoke. In the absence of standardized protocols, constituent testing and reporting will necessarily be of limited utility. For example, independently developed and implemented analytical methods according to manufacturers' or laboratories' internal processes will result in significant changes over time and statistically significant lab-to-lab differences for many constituents, limiting reproducibility and comparison across labs.

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<sup>65</sup> 79 Fed. Reg. at 23143. Section 904(a)(3) of the Tobacco Control Act provides "Each tobacco product manufacturer or importer, or agents thereof, shall submit to the Secretary the following information....a list of all constituents, including smoke constituents as applicable, identified by the Secretary as harmful or potentially harmful to health in each tobacco product, and as applicable in the smoke of each tobacco product, by brand and by quantity in each brand and subbrand."

<sup>66</sup> For example, FDA's abbreviated list of HPHCs requires manufacturers or importers to provide quantitative information for nine constituents for smokeless tobacco, 18 constituents for cigarettes and six constituents for cigarette filler and roll-your-own tobacco. *Draft Guidance for Industry Reporting Harmful and Potentially Harmful Constituents in Tobacco Products and tobacco Smoke Under the Federal Food, Drug and Cosmetic Act* (March 2012).

<http://www.fda.gov/downloads/TobaccoProducts/GuidanceComplianceRegulatoryInformation/UCM214600.pdf>.

Because of the differences in product type, it would be inappropriate and challenging to use current cigarette smoking machines and machine smoking protocols for cigars and pipe tobacco smoke. For example, cigars vary in length and circumferences and deliver a wide range of constituent yields.

Organizations like the Cooperation Centre for Scientific Research Relative to Tobacco (“CORESTA”) are developing testing protocols for cigars and pipe tobacco.<sup>67</sup> We encourage FDA to engage with CORESTA as that organization continues its work in this area.

While CORESTA has a few recommended methods for determination of tar, nicotine and carbon-monoxide in cigar smoke, additional standards for constituent testing of cigar smoke must be developed.<sup>68</sup> As a result, voluntary consensus standards for constituent testing are needed.<sup>69</sup> While a handful of voluntary consensus standards exist for cigarettes, smokeless and roll-your-own, even fewer exist today for cigars and pipe tobacco. The absence of voluntary consensus standards means that HPHC data will be inconsistent and unreliable for product comparisons and other decision making.

No certified reference products currently exist for cigars or pipe tobacco. Certified reference products are integral to comparing analytical results from different laboratories at a single point in time as well as across laboratories over time.<sup>70</sup>

Certified reference products will allow testing laboratories to verify the performance of their analytical procedures – a critical component for FDA to obtain representative and comparable data about tobacco products. Certified reference products would also help facilitate the establishment of validated HPHC analytical methods in laboratories and in conducting performance evaluations of laboratories. We encourage FDA to establish a certification process for reference products. FDA’s recent efforts to create certified reference products for cigarettes provide a useful model for how the Agency could develop reference cigars and pipe tobacco.<sup>71</sup>

Laboratory proficiency testing should also be part of the HPHC testing and reporting process. Such testing provides assurance that the quality of the data is comparable to reference values or to the performance of similar laboratories. Results from proficiency testing can provide confidence in data and insight into inter-lab differences. Proficiency testing results will help increase the understanding of the effectiveness, comparability and performance characteristics of

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<sup>67</sup> [www.coresta.org](http://www.coresta.org), Study Groups, Product Technology.

<sup>68</sup> [www.coresta.org](http://www.coresta.org), Technical Documents, Recommended Methods No. 46, 47, 64-68.

<sup>69</sup> See ALCS submission “Comments on Draft Guidance Entitled “Reporting Harmful and Potentially Harmful Constituents in Tobacco Products and tobacco Smoke Under the Federal Food, Drug and Cosmetic Act” (6/1/2012) which states that for cigarette smoke testing under the ISO smoking conditions, 14 of the 18 constituents on the abbreviated HPHC List have standardized methods developed through a Voluntary Consensus Standard process. There are no standardized methods for the Canadian Intense smoking condition. For tobacco (both smokeless and tobacco used in cigarettes), it is only three out of ten.

<sup>70</sup> ISO GUIDE 30:1992(E)/Amd.1:2008 defines certified reference materials as “reference material characterized by a metrologically valid procedure for one or more specified properties, accompanied by a certificate that provides the value of the specified property, its associated uncertainty, and a statement of metrological traceability.”

<sup>71</sup> See CTP Awards Cooperative Agreement to Develop a Cigarette Tobacco Reference Products Program to University of Kentucky

<http://www.fda.gov/AboutFDA/CentersOffices/OfficeofMedicalProductsandTobacco/AbouttheCenterforTobaccoProducts/ucm391336.htm>.

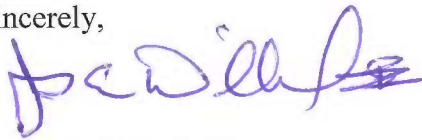
method(s). These results will also create the potential to assign values to reference products and offer an opportunity to evaluate new sample matrices.

FDA should develop category-specific HPHC lists, establish protocols and validated consensus standards, utilize certified reference products, and implement laboratory proficiency testing prior to requiring HPHC reporting.

## **IX. Conclusion**

Middleton appreciates the opportunity to submit these comments. We hope FDA will consider them in developing any final rule and in determining how to apply the FSPTCA's provisions to deemed products, including cigars and pipe tobacco.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. E. Dillard III", with a stylized flourish at the end.

James E. Dillard III

## Appendix A. Comparison of Cigar Warning Requirements

	FDA Proposed Rule	FTC Consent Orders (2000)	<i>California v. Safeway</i> (1988) (enforcing CA Prop 65)
Content on Packaging and in Advertising	<p>“WARNING: Cigar smoking can cause cancers of the mouth and throat, even if you do not inhale.”</p> <p>“WARNING: Cigar smoking can cause lung cancer and heart disease.”</p> <p>“WARNING: Cigars are not a safe alternative to cigarettes.”</p> <p>“WARNING: Tobacco smoke increases the risk of lung cancer and heart disease, even in nonsmokers.”</p> <p>“WARNING: This product contains nicotine derived from tobacco. Nicotine is an addictive chemical.”</p>	<p><b>“SURGEON GENERAL WARNING: Cigar Smoking Can Cause Cancers Of The Mouth And Throat, Even If You Do Not Inhale.”</b></p> <p><b>“SURGEON GENERAL WARNING: Cigar Smoking Can Cause Lung Cancer And Heart Disease.”</b></p> <p><b>“SURGEON GENERAL WARNING: Tobacco Use Increases The Risk Of Infertility, Stillbirth And Low Birth Weight.”</b></p> <p><b>“SURGEON GENERAL WARNING: Cigars Are Not A Safe Alternative To Cigarettes.”</b></p> <p><b>“SURGEON GENERAL WARNING: Tobacco Smoke Increases The Risk Of Lung Cancer And Heart Disease, Even In Nonsmokers.”</b></p>	<p>“WARNING : This Product Contains/Produces Chemicals Known To The State Of California To Cause Cancer, And Birth Defects Or Other Reproductive Harm”</p>
Distribution on Packaging	<p>“The warning statements ... must be randomly displayed in each 12-month period, in as equal a number of times as is possible on each brand of cigar sold in product packaging and be randomly distributed in all areas of the United States.”</p>	<p>“Display each of the five warning statements required by this order randomly in each twelve (12) month period in as equal a number of times as possible on the labels of each brand of the product and distribute the packages randomly in all parts of the United States in which the cigars are marketed.”</p>	
Format on Packaging	<p>“[T]he warning area must comprise at least 30 percent of each of the principal display panels.”</p> <p>“Be printed in a font size that ensures that the text occupies the greatest possible proportion of the warning area set aside for the text required.”</p> <p>“Be printed in conspicuous and legible Helvetica bold or Arial bold type and in black</p>	<p>“The warning statement shall be capitalized and punctuated as indicated ... with the words <b>‘SURGEON GENERAL WARNING’</b> printed in uppercase letters in bold print and the remaining words printed with the initial letter of each word in uppercase print and the remaining letters in lowercase print.”</p> <p>“The warning statement shall be printed in black against a</p>	<p>“The warning ... shall be displayed in a clear and reasonable manner.”</p>



	FDA Proposed Rule	FTC Consent Orders (2000)	<i>California v. Safeway</i> (1988) (enforcing CA Prop 65)
	text on a white background or white text on a black background....”	solid white background. In addition, the warning statement shall appear in two to four lines that are parallel to each other as well to the base of the cigar package ....” “[T]he warning statement shall appear in the type style Univers 57 Condensed....” For rectangular or square cigar packages, the Consent Orders require warning text in font sizes that increase in size with increases in the surface area of the largest panel of the package ( <i>e.g.</i> , 9-point type if total less than 5 square inches; 10-point type if total more than 5 but less than 10 square inches. For cylindrical cigar packages, the Consent Orders require warning text in font sizes that increase in size with increases in the lengthwise surface area of the cylinder ( <i>e.g.</i> , 8-point type if total less than 5 square inches; 9-point type if total more than 5 but less than 15 square inches.	
Placement on Packaging	“Be located in a conspicuous and prominent place on the two principal display panels of the package....” “Be centered in the warning area in which the text is required to be printed and positioned such that the text of the required warning statement and the other information on the principal display panel have the same orientation.”	“The warning statement shall be in a clear and conspicuous place on the principal display panel of the label. The principal display panel is the part of a label that is likely to be displayed, presented, shown, or examined under normal viewing conditions. In the case of a rectangular or square cigar package, the principal display panel shall mean the front or top panel of the package, whichever is larger.” “[I]n the case of a rectangular or square package containing ten or more premium cigars, the warning shall appear on the front or top panel of the package, whichever is the principal display panel. In the case of a cylindrical cigar	“[The warning] shall appear on the outside surface of retail packages in which Tobacco Products are sold....”

	FDA Proposed Rule	FTC Consent Orders (2000)	California v. Safeway (1988) (enforcing CA Prop 65)
		package, a clear and conspicuous place shall mean along the length of the cylinder and perpendicular to the top and bottom of the cylinder.”	
Format and Placement for Cigars Sold Individually	<p><i>Format:</i> “[A] sign that is a minimum of 8.5 x 11 inches....”</p> <p>“The sign must be ... printed in black Helvetica bold or Arial bold type against a solid white background in at least 17 point type with appropriate space between the warning statements.”</p> <p><i>Placement:</i> “[P]osted on or within 3 inches of each cash register where payment may be made so that the sign(s) are unobstructed in their entirety....”</p>		<p><i>Placement:</i> “[W]ith respect to cigars sold individually ... from display boxes or containers supplied by a Judgment Defendant, the warning shall be placed on the display box or container so that the warning can ordinarily be read by retail customers removing products from that box or container.”</p>
Distribution in Advertising	“The warning statements ... must be rotated quarterly in alternating sequence in each advertisement for each brand of cigar....”	“[R]otate each of the five warning statements required by this order every three (3) months in an alternating sequence in the advertisement for each brand of cigar.”	
Format in Advertising	<p>“Occupy at least 20 percent of the area of the advertisement.”</p> <p>“Be printed in a font size that ensures that the text occupies the greatest possible proportion of the warning area set aside for the text required.”</p> <p>“Be printed in conspicuous and legible Helvetica bold or Arial bold type and in black text on a white background or white text on a black background....”</p> <p>“Be capitalized and punctuated as indicated.”</p>	<p>“The warning statement shall be capitalized and punctuated as indicated ... with the words <b>‘SURGEON GENERAL WARNING’</b> printed in uppercase letters in bold print and the remaining words printed with the initial letter of each word in uppercase print and the remaining letters in lowercase print.”</p> <p>“The warning statement shall be printed in black against a solid white background. In addition, the warning statement shall appear in two to four lines that are parallel to each other as well to the base of the ... advertisement.”</p> <p>“The warning statement shall appear in a ruled rectangular box with the enclosing rule</p>	

	FDA Proposed Rule	FTC Consent Orders (2000)	<i>California v. Safeway</i> (1988) (enforcing CA Prop 65)
		<p>printed in black, and shall be centered both horizontally and vertically within the rectangular box and separated from any edge of the rule by at least one-half the height of the 'W' in the word 'WARNING' in the warning statement."</p> <p>"The size of the warning statement shall be clear and conspicuous and shall be in Univers 57 Condensed type style...."</p> <p>The Consent Orders require warning text in font sizes and with outside dimensions that increase in size with increases in the advertising display area (<i>e.g.</i>, 9-point type, 2" by ¾" border, and 1-point rule width if total less than 15 square inches; 11-point type, 3" by ¾" border, and 2-point rule width if total more than 15 but less than 65 square inches).</p>	
Placement in Advertising	<p>"The required warning statement must appear in the upper portion of the area of the advertisement within the trim area...."</p> <p>"Be centered in the warning area in which the text is required to be printed and positioned such that the text of the required warning statement and the other textual information in the advertisement have the same orientation."</p> <p>"Be surrounded by a rectangular border that is the same color as the text of the required warning statement and that is not less than 3 millimeters (mm) or more than 4 mm."</p>	<p>"The warning statement shall be in a clear and conspicuous place. For purposes of this part, a 'clear and conspicuous place' shall mean a location within the advertisement that is separated from any other written or textual matter or any graphic designs, elements or geometric forms by a distance from the outside rule at least twice the height of the 'W' in the word 'WARNING' in that warning statement."</p>	

## Appendix B. Comparison of Pipe Tobacco Warning Requirements

	FDA Proposed Rule	<i>California v. Safeway</i> (1988) (enforcing CA Prop 65)
Content on Packaging and in Advertising	“ <b>WARNING:</b> This product contains nicotine derived from tobacco. Nicotine is an addictive chemical.”	“ <b>WARNING:</b> This Product Contains/Produces Chemicals Known To The State Of California To Cause Cancer, And Birth Defects Or Other Reproductive Harm”
Format on Packaging	<p>“[T]he warning area must comprise at least 30 percent of each of the principal display panels.”</p> <p>“Be printed in a font size that ensures that the text occupies the greatest possible proportion of the warning area set aside for the text required.”</p> <p>“Be printed in conspicuous and legible Helvetica bold or Arial bold type and in black text on a white background or white text on a black background....”</p> <p>“Be capitalized and punctuated as indicated.”</p>	“The warning ... shall be displayed in a clear and reasonable manner.”
Placement on Packaging	<p>“Be located in a conspicuous and prominent place on the two principal display panels of the package....”</p> <p>“Be centered in the warning area in which the text is required to be printed and positioned such that the text of the required warning statement and the other information on the principal display panel have the same orientation.”</p>	“[The warning] shall appear on the outside surface of retail packages in which Tobacco Products are sold; provided, however, that with respect to ... loose tobacco sold in bulk, from display boxes or containers ... the warning shall be placed on the display box or container so that the warning can ordinarily be read by retail customers removing products from that box or container.”
Format in Advertising	<p>“Occupy at least 20 percent of the area of the advertisement.”</p> <p>“Be printed in a font size that ensures that the text occupies the greatest possible proportion of the warning area set aside for the text required.”</p> <p>“Be printed in conspicuous and legible Helvetica bold or Arial bold type and in black text on a white background or white text on a black background....”</p> <p>“Be capitalized and punctuated as indicated.”</p>	
Placement in Advertising	<p>“The required warning statement must appear in the upper portion of the area of the advertisement within the trim area....”</p> <p>“Be centered in the warning area in which the text is required to be printed and positioned such that the text of the required warning statement and the other textual information in the advertisement have the same orientation.”</p>	

	<b>FDA Proposed Rule</b>	<b><i>California v. Safeway</i> (1988) (enforcing CA Prop 65)</b>
	“Be surrounded by a rectangular border that is the same color as the text of the required warning statement and that is not less than 3 millimeters (mm) or more than 4 mm.”	



**James E. Dillard III**  
Senior Vice President  
Regulatory Affairs

August 8, 2014

Division of Dockets Management (HFA-305)  
Food and Drug Administration  
5630 Fishers Lane, Room 1061  
Rockville, Maryland 20852

Re: **Docket No. FDA-2014-N-0189 (RIN 0910-AG38) (79 Fed. Reg. 23142) (Apr. 25, 2014) – Comments on “Deeming Tobacco Products to be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products; Proposed Rule” (Descriptor Ban Comments on behalf of John Middleton Co.)**

Altria Client Services Inc. (“ALCS”), on behalf of John Middleton Company (“Middleton”),<sup>1</sup> submits these comments in response to the Food and Drug Administration’s (“FDA”) Notice of Proposed Rulemaking (“Proposed Rule”) on the deeming of tobacco products subject to the Food Drug and Cosmetic Act (“FDCA” or “FD&C”), as amended by the Family Smoking Prevention and Tobacco Control Act (“Act” or “FSPTCA”).<sup>2</sup>

In explaining the Proposed Rule, FDA stated that “products deemed under [the final] rule will be subject to the same FD&C Act provisions that cigarettes ... are subject to, with respect to the ... prohibition against use of modified risk descriptors (e.g., ‘light,’ ‘low,’ and ‘mild’ descriptors).”<sup>3</sup> This statement suggests that FDA may reflexively apply the “descriptor” prohibition in Section 911 of the FSPTCA to cigars and pipe tobacco, with no assessment of whether words such as “mild” convey a “modified risk” claim for products other than cigarettes, and with no procedure to make such a determination.

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<sup>1</sup> Middleton is a wholly-owned indirect subsidiary of Altria Group, Inc. ALCS provides certain services, including regulatory affairs, to the Altria family of companies. “We” and “our” are used throughout these comments to refer to Middleton. Because of the importance of the issue addressed herein, ALCS is submitting these comments separately from other comments on the Proposed Rule that ALCS is submitting on behalf of Middleton. *See* John Middleton Co. Comments on Docket No. FDA-2014-N-0189 (RIN 0910-AG38) (79 Fed. Reg. 23142) (April 25, 2014) – Comments on Proposed Rule “Deeming Tobacco Products to be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and FSPTCA; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products” (Aug. 8, 2014). (General Comments on behalf of John Middleton Co.)

<sup>2</sup> 79 Fed. Reg. 23142 (Apr. 25, 2014).

<sup>3</sup> *Id.* at 23143.

Middleton submits that such a blanket extension of the descriptor ban would run afoul of the FSPTCA, the Administrative Procedure Act (“APA”), and the Constitution. While Congress found that words such as “light,” “low,” and “mild” connoted a modified risk claim for cigarettes, it made no such determination for cigars or pipe tobacco. FDA cannot assume that such words have a similar meaning with respect to these other tobacco products. To the contrary, the word “mild” for centuries has described the taste or body of cigars and pipe tobacco, not any attribute related to health. The only evidence of consumers’ perception of the word “mild” with regard to cigars and pipe tobacco shows that consumers do not understand the word to convey a modified risk.

Middleton is especially concerned about the possibility of a categorical ban on the word “mild.” For more than three decades, Middleton has manufactured BLACK & MILD<sup>®</sup> cigars and pipe tobacco. Today, BLACK & MILD<sup>®</sup> cigars account for most of the Company’s sales. There is no evidence that the BLACK & MILD<sup>®</sup> trademark communicates any claim about the risk of these products, and with these comments we submit evidence establishing that it does not. For FDA to ban the word “mild” as a *per se* descriptor of modified risk for cigars and pipe tobacco would unjustifiably destroy Middleton’s trademark. The FSPTCA does not require or even contemplate such a result, and neither the APA nor the Constitution would permit it.

**The FSPTCA.** The statutory text and history of the FSPTCA do not support a categorical ban on words such as “mild” for cigars and pipe tobacco—particularly when the word is integrated into a trademark like BLACK & MILD<sup>®</sup>. Section 911 prohibits the word “mild” *only* when used as a “descriptor” of “modified risk.”<sup>4</sup> Where, as in the trademark BLACK & MILD<sup>®</sup>, the word “mild” does not describe anything about risk, Section 911 does not prohibit use of that word for a deemed tobacco product. The legislative context of the provision confirms this reading. The statutory findings about modified risk descriptors concerned only the marketing of low-tar cigarettes, not cigars or pipe tobacco. The legislative history likewise reflects no Congressional concern about descriptors for cigars or pipe tobacco, much less about the word “mild” in longstanding trademarks for those products. Were there any doubt that the FSPTCA does not ban the BLACK & MILD<sup>®</sup> trademark, however, the canon of constitutional avoidance—here, avoidance of the free speech and takings infirmities described below—would resolve the issue against such a ban.

**The APA.** It would be arbitrary and capricious for FDA to categorically prohibit words such as “mild” for cigars and pipe tobacco, including in the BLACK & MILD<sup>®</sup> trademark, without evidence that the word is a “descriptor” of (*i.e.*, it describes) a modified risk. FDA’s Proposed Rule identifies no such evidence, because there is none. But there is evidence to the contrary. Professor Itamar Simonson of Stanford University, one of the foremost experts on consumer behavior and perception, conducted a survey at Middleton’s request to determine consumers’ understanding of the name BLACK & MILD<sup>®</sup>. Professor Simonson’s report (“Simonson Report”) is included as **Attachment A**. Professor Simonson surveyed hundreds of cigar smokers, asking them what various cigar brand names communicated, and found that smokers do *not* interpret the name BLACK & MILD<sup>®</sup> as referring to health or risk. Instead, those survey respondents who believed that the name BLACK & MILD<sup>®</sup> told them something about the type

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<sup>4</sup> FSPTCA § 911(a), (b)(2)(A)(ii).

or characteristics of the cigar generally thought it suggested a dark color or a mild taste or flavor.<sup>5</sup>

**The Constitution.** Banning Middleton’s BLACK & MILD<sup>®</sup> trademark also would be unconstitutional. Companies have a First Amendment interest in the trademarks (or brand names) of their products. FDA thus must show that banning the trademark BLACK & MILD<sup>®</sup> would directly serve a substantial government interest and that less restrictive alternatives are not available. A categorical ban on particular words without scientific basis would fail this test, particularly where sensible alternatives are readily available. Moreover, any approach that would destroy Middleton’s well-established trademark without paying just compensation would result in additional constitutional violations and impose serious financial harm. Altria acquired Middleton in 2007 for \$2.9 billion. As Middleton’s principal brand, the BLACK & MILD<sup>®</sup> trademark accounts for most of that multi-billion dollar investment.<sup>6</sup>

**The Required Approach.** Given the absence of evidence that the word “mild” communicates a modified risk claim for cigars or pipe tobacco—and the affirmative proof that it does not—FDA must make clear that any final rule does not forbid any and all uses of “mild” for cigars and pipe tobacco. In particular, FDA should clarify that it is not categorically prohibiting a trademark such as BLACK & MILD<sup>®</sup>. In addition, consistent with its commitment to evidence-based decision-making, the Agency should adopt a procedure to assess whether terms such as “mild” in specific cigar or pipe tobacco labeling and advertising are used as “descriptors” of “modified risk,” or conversely, whether those terms convey no information related to health risk. If FDA does not adopt such a tailored, evidence-based process, it should at least mitigate the harm to Middleton by declaring that, in the exercise of enforcement discretion, the Agency will not challenge Middleton’s use of the word “mild” in the BLACK & MILD<sup>®</sup> trademark.

## I. Background on BLACK & MILD<sup>®</sup>

In 1856, John Middleton founded the company that bears his name as a small retail shop in Philadelphia, Pennsylvania, catering to pipe smokers. Over time, Middleton became known for its private blends of pipe tobacco. As a newspaper story from the 1940s explained, Middleton was successful because of its tobacco blend, “naturally aromatic, considered mild and mellow by experienced smokers.”<sup>7</sup>

By the mid-1960s, after Middleton had shifted to manufacturing, the Company discovered that many consumers enjoyed the taste and aroma of pipe tobacco, but did not have the time or desire to smoke a pipe. Therefore, in 1968, the Company launched a new product—a “pipe-tobacco cigar”—using a popular blend of Middleton pipe tobacco. Middleton’s pipe-tobacco cigars, made with pipe tobacco filler, are classified as “large cigars,” not “little cigars.”<sup>8</sup> In 1977,

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<sup>5</sup> E.g., Simonson Report ¶ 30.

<sup>6</sup> See Altria Group, Inc., SEC Form 10-K at 7 (Feb. 28, 2008); Altria Group, Inc., SEC Form 10-K at 49 (Feb. 26, 2014).

<sup>7</sup> J. Harte, *The Middletons of Philadelphia*, Pipe Lovers Magazine, May 1946, at 164, 165.

<sup>8</sup> The Internal Revenue Code defines the term “cigar” for federal excise tax purposes. 26 U.S.C. § 5702(a) (“‘Cigar’ means any roll of tobacco wrapped in leaf tobacco or in any substance containing tobacco (other than any roll of tobacco which is a cigarette within the meaning of subsection (b)(2)).”). When specifying the tax rate applicable to

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Middleton adopted the BLACK & MILD<sup>®</sup> trademark and introduced BLACK & MILD<sup>®</sup> pipe tobacco for sale. In 1980, Middleton launched BLACK & MILD<sup>®</sup> pipe-tobacco cigars using largely the same pipe tobacco sold under the BLACK & MILD<sup>®</sup> trademark.<sup>9</sup>

As explained by Carl Hamilton, who has spent decades working for Middleton, when the Company chose the BLACK & MILD<sup>®</sup> mark in the 1970s, it was common for pipe-tobacco manufacturers to use the word “black” in the names of their products. Decl. of Carl Hamilton, Jr. (“Hamilton Decl.”) ¶ 21 (**Attachment B**). Middleton considered numerous combinations of the word “Black” and another word, such as Black & Mellow, Mellow Black, or Black & White.<sup>10</sup> The Company chose “Black & Mild” because Middleton executives thought it sounded good and was easy to remember.<sup>11</sup> The name was never used or thought to convey anything about health risks.<sup>12</sup>

By the mid-1990s, Middleton’s BLACK & MILD<sup>®</sup> cigar five-pack had become the bestselling cigar package in the United States.<sup>13</sup> BLACK & MILD<sup>®</sup> is now an iconic brand name and the Company’s flagship brand.<sup>14</sup> Based on the strength of the BLACK & MILD<sup>®</sup> trademark, Altria Group, Inc. purchased Middleton in 2007 for \$2.9 billion dollars. Today, Middleton continues to sell dozens of cigar and pipe tobacco products under the BLACK & MILD<sup>®</sup> trademark,<sup>15</sup> and the trademark is worth billions of dollars.

## **II. Section 911 does not categorically ban the word “mild” for cigars and pipe tobacco, particularly in brand names such as BLACK & MILD<sup>®</sup>**

On its face, Section 911 of the FSPTCA prohibits words such as “mild” only when used as a “descriptor” of “modified risk.”<sup>16</sup> Because the word “mild” in the trademark BLACK & MILD<sup>®</sup>

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cigars, the Internal Revenue Code distinguishes between “small cigars” and “large cigars,” with the former defined as not weighing more than three pounds per thousand and the latter defined as weighing more than three pounds per thousand. 26 U.S.C. § 5701(a); 27 C.F.R. § 40.11. Other federal laws, including the FSPTCA and the Federal Cigarette Labeling and Advertising Act (“FCLAA”), define “little cigar” as “any roll of tobacco wrapped in leaf tobacco or any substance containing tobacco (other than any roll of tobacco which is a cigarette within the meaning of subsection (1)) and as to which one thousand units weigh not more than three pounds.” 15 U.S.C. § 1332(7); FSPTCA § 900(11) (adopting FCLAA definition). Middleton cigars are large cigars—cigars that weigh greater than three pounds per thousand.

<sup>9</sup> The BLACK & MILD<sup>®</sup> trademark was first registered with the United States Patent and Trademark Office (“USPTO”) on the Principal Register on October 3, 1978, in connection with smoking tobacco and accorded Registration No. 1103566. The BLACK & MILD<sup>®</sup> trademark was later registered with the USPTO on the Principal Register on November 10, 1984, in connection with cigars and accorded Registration No. 1177552. Since that time, Middleton has obtained 67 Federal registrations for trademarks incorporating the BLACK & MILD<sup>®</sup> trademark.

<sup>10</sup> Hamilton Decl. ¶ 22.

<sup>11</sup> *Id.*

<sup>12</sup> *Id.* ¶ 23.

<sup>13</sup> *Id.* ¶ 19.

<sup>14</sup> *Id.*

<sup>15</sup> *Id.* ¶¶ 12, 15.

<sup>16</sup> FSPTCA § 911(a), (b)(2)(A)(ii).

is not a “descriptor” of “modified risk,” Section 911 does not ban the BLACK & MILD<sup>®</sup> trademark.

**A. The text of Section 911 does not support a *per se* ban on the word “mild”**

**1. Congress gave FDA flexibility to determine whether words such as “mild” are used as prohibited “descriptors” of “modified risk”**

The language of Section 911 does not categorically prohibit the word “mild” in cigar and pipe-tobacco labeling, advertising, or trademarks without regard to whether the term conveys a modified risk claim. Subsection (a) of Section 911 sets forth the basic prohibition, barring the sale of “any modified risk tobacco product” unless FDA issues an order permitting it.<sup>17</sup> Subsection (b)(1) then defines “modified risk tobacco product” as “any tobacco product that is sold or distributed for use to reduce harm or the risk of tobacco-related disease associated with commercially marketed tobacco products.”<sup>18</sup> Subsection (b)(2), in turn, defines that phrase as including any tobacco product, “the label, labeling, or advertising of which uses *the descriptors* ‘light’, ‘mild’, or ‘low’ or *similar descriptors*.”<sup>19</sup>

The word “descriptors” limits the scope of Subsection 911(b)(2)(A)(ii). Instead of imposing the modified risk prohibition whenever a manufacturer generically “uses ‘light’, ‘mild’, or ‘low’,” Congress imposed the prohibition only when the company “uses the *descriptors* ‘light’, ‘mild’, or ‘low.’” By inserting the specific modifier “descriptors,” Congress necessarily conveyed that Subsection (b)(2)(A)(ii) covered something narrower than *all* uses of the listed terms. Otherwise, the word “descriptors” would be superfluous. As the Supreme Court has held many times, “[i]t is [a court’s] duty to give effect, if possible, to every clause and word of a statute.”<sup>20</sup>

The question, then, is when do “mild” and the other terms referenced in Section 911 come within the statutory ban. The answer lies in the statutory context in which the term is used.<sup>21</sup> The caption of Section 911, “Modified Risk Tobacco Products,” identifies that context. The provision is designed to prevent unsubstantiated “modified risk” claims. Thus, to be a prohibited “descriptor,” the word “mild” must communicate a “modified risk”—*i.e.*, it must communicate that the product is sold “for use to reduce harm or the risk of tobacco-related disease associated with commercially marketed tobacco products.”<sup>22</sup> For cigarettes originally subject to the

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<sup>17</sup> FSPTCA § 911(a). Where the labeling or advertising conveys a modified risk, Congress prescribed a procedure for the manufacturer to demonstrate to FDA that the product is in fact safer than other products. *Id.* § 911(g). The procedure is onerous, and for cigars and pipe tobacco like BLACK & MILD<sup>®</sup> that are not in fact asserting a risk reduction over comparable products, to require companies to satisfy the modified risk standards if they use specific words is effectively to ban those words.

<sup>18</sup> FSPTCA § 911(b)(1).

<sup>19</sup> FSPTCA § 911(b)(2)(A)(ii) (emphases added).

<sup>20</sup> *Duncan v. Walker*, 533 U.S. 167, 174 (2001) (internal quotation marks omitted); *see also Roberts v. Sea-Land Servs., Inc.*, 132 S. Ct. 1350, 1362 (2012) (quoting same); *accord Astoria Fed. Sav. & Loan Ass’n v. Solimino*, 501 U.S. 104, 112 (1991).

<sup>21</sup> *See United Sav. Ass’n of Tex., v. Timbers of Inwood Forest Assocs.*, 484 U.S. 365, 371 (1988) (“Statutory construction . . . is a holistic endeavor. A provision that may seem ambiguous in isolation is often clarified by the remainder of the statutory scheme . . .”).

<sup>22</sup> FSPTCA § 911(a), (b).

FSPTCA, Congress found that the listed words did in fact communicate a modified risk.<sup>23</sup> But Congress made no such determination for cigars and pipe tobacco. Therefore, to apply the descriptor ban to cigars and pipe tobacco, FDA first would need to find as a factual matter that the word “mild” conveys a modified risk claim for those products.

FDA acknowledges that extending Section 911 to deemed products is intended to “reduc[e] the use of misleading claims and descriptors *about the relative risk of tobacco products*.”<sup>24</sup> But FDA fails to assess whether extending the descriptor ban will actually have this effect. It also fails to consider what happens when words such as “mild” are *not* used to describe the “relative risk of tobacco products.” If FDA mechanically applied the ban on words such as mild to cigars and pipe tobacco regardless of whether they actually describe a modified risk, the Agency would impermissibly read the word “descriptors” out of Section 911.

Interpreted as a whole, Section 911 affords FDA the flexibility to determine whether the word “mild,” either in a particular trademark or in the label, labeling, or advertising of cigars or pipe tobacco, is a prohibited “descriptor” of a “modified risk.” Particularly given that a key purpose of the FSPTCA is to provide FDA “flexible enforcement authority,”<sup>25</sup> the statute does not allow, and certainly does not compel, a blanket prohibition on the use of certain words for deemed products, without any demonstrated connection to health claims.

## **2. BLACK & MILD<sup>®</sup> is not a “descriptor” of “modified risk”**

For at least two reasons, the word “mild” in BLACK & MILD<sup>®</sup> is not a “descriptor” of “modified risk” under Section 911.

*First*, consumers have come to recognize BLACK & MILD<sup>®</sup> primarily as a brand name rather than a description of some specific attribute of Middleton’s cigar and pipe tobacco products.<sup>26</sup> And FDA has identified no evidence that BLACK & MILD<sup>®</sup> or any other Middleton cigar or pipe tobacco brand name conveys anything about health.

With this submission, by contrast, Middleton has provided affirmative evidence that the word “mild” in BLACK & MILD<sup>®</sup> does *not* convey a health claim. Professor Itamar Simonson, the

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<sup>23</sup> FSPTCA § 2(38), (39).

<sup>24</sup> 79 Fed. Reg. at 23143 (emphasis added); *id.* at 23,149 (“Elimination of ‘light,’ ‘low,’ and ‘mild’ *descriptors and other unproven modified risk claims*”) (emphasis added).

<sup>25</sup> FSPTCA § 3(4).

<sup>26</sup> The USPTO’s treatment of BLACK & MILD<sup>®</sup> reinforces the conclusion that the trademark does not describe any modified risk. The USPTO will not register a trademark on the Principal Register if it merely describes the product, and registrants must disclaim any right to exclusive use of descriptive elements within a trademark. Since acknowledging the acquired distinctiveness of the BLACK & MILD<sup>®</sup> trademark, the USPTO has consistently recognized BLACK & MILD<sup>®</sup> as a distinctive (that is, not merely descriptive) unitary brand name, requiring other descriptors of taste or product attributes in BLACK & MILD<sup>®</sup>-branded products be disclaimed but not requiring a disclaimer of “MILD” in the distinctive BLACK & MILD trademark. For example, the USPTO has required Middleton to disclaim “APPLE” and “PIPE TOBACCO CIGARS” in the trademark registration for BLACK & MILD APPLE MIDDLETON’S PIPE-TOBACCO CIGARS & Design (Reg. No. 4208205); “SHORTS” in the trademark registration for BLACK & MILD SHORTS (Reg. No. 4138026); “CREAM” in the trademark registration for BLACK & MILD CREAM (Reg. No. 3480310); and “DARK” in the trademark registration for BLACK & MILD DARK (Reg. No. 4436588). These USPTO disclaimer requirements and its recognition of BLACK & MILD as a distinctive trademark undercuts any suggestion that “MILD” in the BLACK & MILD<sup>®</sup> name describes a specific attribute of the product.

Sebastian S. Kresge Professor of Marketing at the Stanford University Graduate School of Business and one of the foremost experts on consumer behavior and perception, developed a survey to evaluate the issue. Professor Simonson has won multiple awards for his writings in the fields of consumer behavior, marketing management, survey methods, and human judgment and decision making, and his body of published work ranks among the most extensive and influential in the discipline.<sup>27</sup> In addition, he has conducted, supervised, or evaluated more than 1,000 marketing research surveys, and regularly consults for companies and organizations on a variety of marketing and buyer behavior topics.<sup>28</sup>

Professor Simonson designed and conducted a rigorous study to determine what, if anything, the name BLACK & MILD<sup>®</sup> communicates to cigar smokers about the type and characteristics of the cigars.<sup>29</sup> He used a sample sufficiently large to produce statistically reliable results, surveying more than 300 cigar smokers. He used screening criteria in selecting the participants to ensure that they were a representative sample of cigar smokers. And he asked open-ended questions that suggested no particular response to the participants. Additionally, survey participants and the online research firm that implemented and coded the survey were “blind” to its purpose and sponsor.<sup>30</sup>

As Professor Simonson concluded, the results show “unambiguously” that the name BLACK & MILD<sup>®</sup> does not communicate to consumers a lower risk or any characteristic of the cigar potentially associated with a lower risk.<sup>31</sup> When asked whether the brand name BLACK & MILD<sup>®</sup> says anything about “any characteristics or features of that cigar compared to other cigars,” most participants (61 percent) said no (or they did not know).<sup>32</sup> Of the remaining 39 percent, most said the name conveys a dark color or a mild taste or flavor.<sup>33</sup> See Table 1. Similarly, when asked whether the brand name BLACK & MILD<sup>®</sup> says anything about “the type of cigar it is,” close to half (42 percent) said no (or they did not know).<sup>34</sup> And again, most of the remaining participants said the name conveys a dark color or a mild taste or flavor.<sup>35</sup>

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<sup>27</sup> See Simonson Report ¶¶ 3-7.

<sup>28</sup> *Id.* ¶ 8.

<sup>29</sup> *Id.* ¶ 12-22.

<sup>30</sup> *Id.* Professor Simonson’s report includes the entire survey questionnaire, the study results, and the coded answers of all participants. See *id.*, Exs. B-F.

<sup>31</sup> *Id.* ¶ 30.

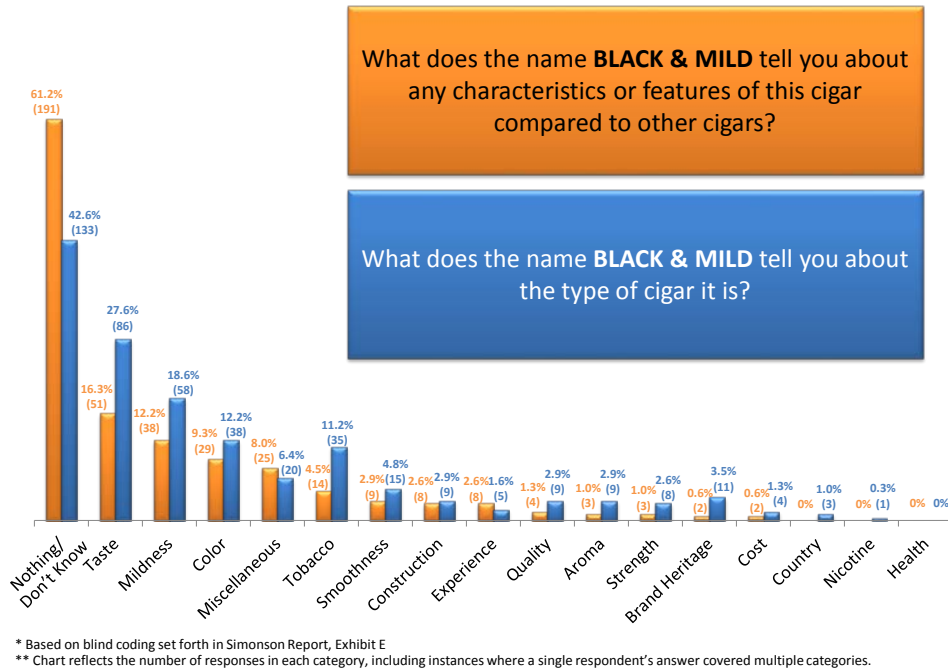
<sup>32</sup> *Id.* ¶ 28.

<sup>33</sup> *Id.*

<sup>34</sup> *Id.* ¶ 26.

<sup>35</sup> *Id.*

**Table 1. Survey Responses Concerning BLACK & MILD®**



As Table 1 shows, not a single participant mentioned the words “health,” “risk,” or “safety” in response to neutral, open-ended questions regarding the message conveyed by the brand name BLACK & MILD®. And only one of the 312 participants—less than one-third of one percent—reported that “Mild means nicotine content is low.”<sup>36</sup> As Professor Simonson explains, such an atypical or aberrant response represents mere “noise” and “guessing.”<sup>37</sup>

This is consistent with common sense and well-established law. For example, under the Lanham Act standards for false advertising, if survey results show confusion “below 10%, they can become evidence which will indicate that confusion is *not* likely.”<sup>38</sup> The Federal Trade Commission similarly requires a showing that a substantial percentage of consumers interpret the statement at issue in the manner alleged to be deceptive, explaining that “[a] representation does not become ‘false and deceptive’ merely because it will be unreasonably misunderstood by an

<sup>36</sup> *Id.* ¶ 11.

<sup>37</sup> *Id.*

<sup>38</sup> 6 McCarthy on Trademarks and Unfair Competition § 32.189 (emphasis added); accord, e.g., *CareFirst of Md., Inc. v. First Care, P.C.*, 434 F.3d 263, 265 (4th Cir. 2006) (survey showing two percent level of confusion among 130 people is de minimis and is “hardly a sufficient showing of actual confusion”); *Newport Pac. Corp. v. Moe’s Sw. Grill, LLC*, No. 05-955-KL, 2006 WL 2811905, at \*16 (D. Or. Sept. 28, 2006) (14 percent confusion is “barely above McCarthy’s threshold that confusion results below 10% are evidence that confusion is *not* likely”); *Brockmeyer v. Hearst Corp.*, 248 F. Supp. 2d 281, 298 (S.D.N.Y. 2003) (three percent confusion is proof that there will be no likelihood of confusion); *Paco Sport, Ltd. v. Paco Rabanne Parfums*, 86 F. Supp. 2d 305, 321-24 (S.D.N.Y. 2000) (advertisement was not misleading when levels of confusion “are negligibly low (below 5%)”).

insignificant and unrepresentative segment of the class of persons to whom the representation is addressed.”<sup>39</sup>

*Second*, beyond BLACK & MILD®, the word “mild”—along with “medium” and “heavy/full”—generally has been used for centuries to describe the taste and body of cigars and pipe tobacco, not to communicate any message about health risk. For instance, a rudimentary Google search identifies books, magazines, advertisements, and various other publications dating to the early 1800s that use “mild” in discussing cigars and pipe tobacco, with no hint of any health claim.<sup>40</sup> The mildness of pipe tobacco even inspired 19<sup>th</sup>-century poetry praising the “soothing mild pipe of Tobacco.”<sup>41</sup> A 1946 feature story about the Middleton family reported that the company was successful because of its “mild and mellow” pipe tobacco blend.<sup>42</sup>

Similar usage of the word “mild” in the context of cigars and pipe tobacco remains common today. Cigar retailers, including the largest online distributors of cigars, commonly use the terms “mild,” “medium,” and “full” to refer to a cigar’s body or taste.<sup>43</sup> Retailers of pipe tobacco use the same terms in the same manner.<sup>44</sup> Further, retailers typically categorize cigars and pipe

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<sup>39</sup> *Cliffdale Assocs., Inc.*, 103 F.T.C. 110 (1984) (quoting *Heinz W. Kirchner*, 63 F.T.C. 1282, 1290 (1963)).

<sup>40</sup> *Ten Minutes Advice in Choosing Cigars; with a Word or Two on Tobacco; and Something about Snuff* 14 (J. Meadan publisher 1833) (“If the Tobacco-leaf is wanted particularly mild, the plants are suffered to branch into a greater variety of sprouts, thereby diffusing the strength.”); *id.* at 17 (“If you like a mild cigar, choose one *rather* thicker in the middle than at the ends . . . .”); E.R. Billings, *Tobacco: Its History, Varieties, Culture, Manufacture and Commerce* 68 (1875) (“On testing the tobacco grown by the London and Plymouth companies it was found to be sweet and mild in flavor, of a light color, and well adapted for smoking.”); *id.* at 302 (“Havana cigars have as many distinct flavors as there are colors of the leaf, ranging from very mild to very strong.”); *id.* at 305 (“The flavor [of Manilla cigars] is not unpleasant, but is better suited to those who prefer a mild rather than a full flavored cigar. The aroma is pleasant and mild, and to those but little acquainted with them, agreeable.”); George J. Manson, *Smoking: A World of Curious Facts, Queer Fancies, and Lively Anecdotes about Pipes, Tobacco, and Cigars* 9 (1891) (“This tobacco, which is yellow and as fine as hair, is mild and of very agreeable flavor.”); Eugene Vallens, *Facts on Cigars for up to date Smokers* 17 (1914) (describing some cigars as “milder and others heavier and richer or rather higher flavored”); *Oklahoma Miner*, Apr. 22, 1920 (“Your pipe takes on a mild sweetness that is Velvet’s natural tobacco sweetness.”).

<sup>41</sup> E.R. Billings, *supra* note 40, at 178.

<sup>42</sup> J. Harte, *supra* note 7, at 165.

<sup>43</sup> See, e.g., VIP Sweet Tip by George Rico Robusto Single, Atlantic Cigar Co., <http://www.atlanticcigar.com/Singles/VIP-Sweet-Tip-By-George-Rico-Robusto-Single.asp> (accessed July 2014) (“This may just become your new best friend due to its mild-bodied and tasty profile, which produces a creamy smooth smoke.”); Garcia Y Vega, J-R Cigars, <http://www.jrcigars.com/jr/index.cfm/hurl/evt=brand/b=GARCIA%20Y%20VEGA> (accessed July 2014) (“These smokes promise a smooth, mild taste—and they deliver every time.”); Antonio Y Cleopatra Grenadier Cigars, Famous Smoke Shop, <http://www.famous-smoke.com/antonio+y+cleopatra+grenadier+cigars/item+7196> (accessed July 2014) (stating that the cigars “offer a fairly mild taste”); CAO Gold Cigars, Smoke Inn, <http://www.smokeinn.com/eshop/cao-gold.html> (accessed July 2014) (“Ultra premium Connecticut seed Ecuadorian wrapper is used combined with a balanced blend of Cuban seed Nicaraguan Fillers and binder producing a deep rich mild flavor.”); Phillies Titan Natural Lonsdale, Thompson Cigar, <http://www.thompsoncigar.com/product/PHILLIES-TITAN-NATURAL-LONSDALE/74779.uts?parentCategoryId=8335&categoryId=9101&subCategoryId=11213> (accessed July 2014) (“Produced in Puerto Rico, Phillies cigars feature tobacco filler from the Dominican Republic and Honduras for the perfectly mild-bodied taste.”).

<sup>44</sup> See, e.g., Captain Black Gold Pipe Tobacco, Cigars International, <http://www.cigarsinternational.com/pipe-tobacco/39858/captain-black-gold-pipe-tobacco/> (accessed July 2014) (“Captain Black Gold pipe tobacco uses only Golden Cavendish tobaccos, creating a brilliantly-hued tobacco, and very mild taste.”); Cherokee Mellow Blend 16

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tobacco using the terms “mild,” “medium,” and “full.” Popular cigar publications, like *Cigar Aficionado* magazine, similarly use the word “mild” in reviews of cigars to describe body or taste.<sup>45</sup>

There is, in sum, no basis to equate the word “mild” with any type of health claim regarding cigars or pipe tobacco. That is particularly the case with the distinctive BLACK & MILD<sup>®</sup> trademark.

**B. Congress did not intend to ban the word “mild” in cigar or pipe-tobacco brand names such as BLACK & MILD<sup>®</sup>**

Beyond the text of the FSPTCA, the context in which Section 911 arose confirms that it does not categorically ban the word “mild” for cigars and pipe tobacco, including in the BLACK & MILD<sup>®</sup> trademark. Congress predicated the descriptor ban in Section 911 on the findings of government agencies, public health authors, courts, and others that certain terms were “descriptors” of “modified risk” for *cigarettes*. There are no such findings for cigars or pipe tobacco; the legislative history of the FSPTCA reflects no Congressional concern, or even discussion, about descriptors for these products. Nor would there have been any reason for concern. Cigars and pipe tobacco were never subject to government tar reporting requirements and were never marketed using terms like “light” or “mild” to convey lower average tar yields. There is no basis to transplant Congressional concerns regarding cigarettes to other products.

**1. The prohibition on “light” and other cigarette descriptors arose in the context of federal tar and nicotine testing requirements that never applied to cigars or pipe tobacco**

The prohibition on cigarette descriptors arose in the context of longstanding government tar and nicotine testing unique to the cigarette industry. Beginning in the 1950s, scientific evidence suggested that reducing tar and nicotine yields in cigarettes would lower the risk cigarettes posed of diseases such as lung cancer. Based on this evidence, the public health community urged cigarette companies to develop and market low tar cigarettes and advised smokers who would not quit to smoke such cigarettes.<sup>46</sup> In the mid-1960s, the Federal Trade Commission (“FTC”) decided to permit cigarette manufacturers to state the average tar and nicotine yields of their cigarettes based on the “Cambridge method” that the FTC adopted as the standardized test methodology.

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oz, Thompson Cigar, <http://www.thompsoncigar.com/product/CHEROKEE-MELLOW-BLEND-16OZ/83185.uts?parentCategoryId=8394&categoryId=8398&subCategoryId=8398> (accessed July 2014) (“Air cured and blended with choice Green River and Black Cavendish tobaccos, mild-bodied Cherokee Mellow pipe tobacco features a slight vanilla aroma . . .”).

<sup>45</sup> See, e.g., *The 25 Best Cigars of the Year 2013: Davidoff Nicaragua Toro*, Cigar Aficionado, <http://www.cigaraficionado.com/cigars/top25detail/year/2013/rank/3> (accessed July 2014) (“[T]he vast majority of those cigars have been a mild- to medium-bodied blend of locally grown filler and binder leaves wrapped with creamy, light Connecticut-seed tobacco.”).

<sup>46</sup> See, e.g., U.S. Dep’t Health, Educ. & Welfare, *Smoking and Health – A Report of the Surgeon General* xiv (1979); U.S. Dep’t Health & Human Servs., *The Health Consequences of Smoking: The Changing Cigarette – A Report of the Surgeon General* 15 (1981).

By contrast, manufacturers, government agencies, and retailers did not differentiate cigars or pipe tobacco based on relative average tar and nicotine yields. Cigars and pipe tobacco were not subject to testing by the Cambridge method for purposes of federal average tar and nicotine reporting. There was no government health policy applicable to cigars or pipe tobacco that urged reductions in average tar and nicotine yields. The FTC did not issue any guidance permitting manufacturers of cigars or pipe tobacco to disclose average tar and nicotine yields in advertisements for those products. Cigar and pipe tobacco manufacturers thus did not describe tar and nicotine yields in labels or advertising and historically did not use terms such as “light,” “low tar,” or “mild” to refer to relative differences in tar or nicotine among cigar brands.

**2. Monograph 13 and other studies concluded that terms such as “light” incorrectly suggested a reduced health risk for certain cigarettes, but no similar findings exist for cigars or pipe tobacco**

In November 2001, the National Cancer Institute (“NCI”) released Smoking and Tobacco Control Monograph No. 13, entitled “Risks Associated with Smoking Cigarettes with Low Machine-Measured Yields of Tar and Nicotine” (“Monograph 13”). Monograph 13 concluded, among other things:

- “Measurements of tar and nicotine yields using the FTC method do not offer smokers meaningful information on the amount of tar and nicotine they will receive from a *cigarette*. The measurements also do not offer meaningful information on the relative amounts of tar and nicotine exposure likely to be received from smoking different brands of *cigarettes*.”<sup>47</sup>
- “[M]any consumers use the terms ‘Light’ and ‘Ultra Light’ as a guide to the riskiness of particular brands of *cigarettes*.”<sup>48</sup>

Following Monograph 13, in 2008, the FTC rescinded its 1966 guidance regarding use of the Cambridge method, expressing concern that the method could mislead “consumers who rel[ied] on its ratings as indicators of the amount of tar and nicotine they actually will get from their cigarettes.”<sup>49</sup>

Monograph 13 did not address cigars or pipe tobacco—only cigarettes. The NCI monograph that did address cigars (Monograph 9, “Cigars: Health Effects and Trends”) never even alluded to descriptors as an issue. Monograph 9 was a two-hundred page publication written by dozens of scientists and public health officials. Nowhere did this exhaustive analysis suggest that cigar smokers consider tar and nicotine measurements in determining the relative risks of smoking cigars. And nowhere did it find that consumers perceive words such as “mild” as a guide to the risks of particular brands of cigars.

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<sup>47</sup> Monograph 13 at 10 (emphases added).

<sup>48</sup> *Id.* at 197 (emphasis added).

<sup>49</sup> See Rescission of FTC Guidance Concerning the Cambridge Filter Method, 73 Fed. Reg. 74,500, 74,501 (Dec. 8, 2008).



### **3. Although a court found that “light” and “mild” incorrectly suggested reduced risk of certain cigarettes, there were no such court findings regarding cigars or pipe tobacco**

In 2006, the trial court in the United States’ lawsuit against cigarette manufacturers found that marketing cigarettes as “‘low tar,’ ‘light,’ ‘mild,’ ‘medium’ and ‘ultra light’ ... create[s] the false impression that such cigarettes are less harmful to smokers.”<sup>50</sup> The litigation over cigarette descriptors, however, never involved cigars or pipe tobacco. The 1,682-page decision in the *DOJ* case cited seven sources in support of its conclusion that consumers interpret certain descriptors as conveying reduced risk of harm. Each of those sources related to cigarette descriptors. Not one concerned cigars or pipe tobacco.<sup>51</sup>

Although the FTC brought an action challenging the labeling, marketing, and advertising practices of cigar manufacturers, the action did not indicate any objection to the use of words such as “mild.” Ultimately, the FTC and the manufacturers entered into a consent decree mandating new warnings on cigar labeling and imposing other restrictions.<sup>52</sup> The FTC, however, neither sought nor obtained any prohibition on the then widespread use of “mild” in cigar advertising and brand names, including BLACK & MILD®, then a top-selling cigar brand. Nor did the FTC suggest at any time that cigar labeling, marketing, and advertising conveyed any modified risk claims.

### **4. Congress’s findings in the FSPTCA address only low-tar cigarettes**

To support extending the descriptor prohibition to deemed products, FDA quotes Congress’s findings in the FSPTCA “that the health dangers of tobacco products marketed as modified risk tobacco products that ‘do not in fact reduce risk’ are ‘so high’ that FDA’s premarket review is necessary to protect public health and ensure that such products will reduce health risks (section

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<sup>50</sup> *United States v. Philip Morris USA, Inc.*, 449 F. Supp. 2d 1, 925 (D.D.C. 2006), *aff’d in part, vacated in part*, 566 F.3d 1095 (D.C. Cir. 2009), *cert. denied*, 130 S. Ct. 3501 (June 28, 2010) (“the *DOJ* case”).

<sup>51</sup> *Id.* at 448 (“Tar, nicotine, and CO numerical ratings based upon current FTC methods and presented on cigarette packages and in advertising . . . are misleading and should not be displayed . . . ” (quoting World Health Organization, SACTob Conclusions on Health Claims Derived from IS/FTC Method to Measure Cigarette Yield, 2001)); *id.* at 476 (“The problem is that when people see the word ‘light,’ it is my opinion that they believe it’s safer . . . ” (quoting Plaintiff expert Farone, Trial Tr. 1865:9-10, Oct. 7, 2004)); *id.* at 509 (“The FTC’s 1967 report to Congress concluded that [manufacturers] were using the word ‘mild’ in advertising ‘as a euphemism for cloaking the dangers of increased cigarette smoking.’” (quoting Federal Trade Commission, Report to Congress Pursuant to the Federal Cigarette Labeling and Advertising Act (1967))); *id.* at 509 (“Advertising in 1966 featured the phrase ‘mild taste’ to describe the satisfactions obtained from smoking and also as a euphemism to cloak the dangers of cigarette smoking.” (quoting Federal Trade Commission, Report to Congress Pursuant to the Federal Cigarette Labeling and Advertising Act (1968))); *id.* at 510 (“There is little, if any, dispute that consumers believe that ‘light’ cigarettes deliver less tar and nicotine than regular cigarettes, and that consumers believes that regular cigarettes are more hazardous than ‘light’ cigarettes.” (citing Henningfield. Written Direct Examination, 57:5-10)); *id.* (“A 1996 article in the American Journal of Public Health cited a 1993 Gallup survey in which 56% of smokers believed use of the term ‘low tar’ conveyed relative safety compared to full-flavor cigarettes.” (citing Joel Cohen, Smokers’ Knowledge and Understanding of Advertised Tar Numbers: Health Policy Implications, 86 Am. J. Pub. Health (Jan. 1996))); *id.* at 925 (“As the National Cancer Institute concluded in Monograph 13, descriptors are inherently deceptive.” (citing Monograph 13)).

<sup>52</sup> Decision and Order, *In the Matter of John Middleton, Inc.*, No. C-3968 (F.T.C. Aug. 18, 2000), [http://www.ftc.gov/sites/default/files/documents/cases/2000/08/ftc.gov-middleton.do\\_.htm](http://www.ftc.gov/sites/default/files/documents/cases/2000/08/ftc.gov-middleton.do_.htm).

2(39), (40), and (43) of the Tobacco Control Act).”<sup>53</sup> While Congress noted in general terms the “dangers of products sold or distributed as modified risk tobacco products that do not in fact reduce risk,”<sup>54</sup> the relevant statutory findings express this concern only in the context of the NCI’s Monograph 13 regarding *cigarettes*, “[r]ecent studies” concerning “‘low tar’ and ‘light’ cigarettes,” and the FTC’s rescission of its 1966 guidance regarding the Cambridge method for testing *cigarettes*.<sup>55</sup> None of the findings mention cigars or pipe tobacco. And neither the findings nor any other provision of the FSPTCA suggests that Congress envisioned the application of a categorical descriptor ban to these other products through deeming.

The legislative history of the FSPTCA likewise reflects Congress’s singular focus on the use of modified risk descriptors for cigarettes, with a heavy emphasis on the findings in Monograph 13 concerning cigarette descriptors.<sup>56</sup> We have identified nothing in the hearings, the floor debates in both Houses of Congress, the Congressional reports on the legislation, or the multiple drafts of the bills that became the FSPTCA—in fact, nothing in the entire legislative history—to suggest that there was ever such an issue with cigars or pipe tobacco. This rebuts any suggestion that the FSPTCA treats the word “mild” as a *per se* “descriptor” of “modified risk” for these products.

### **C. The canon of constitutional avoidance eliminates any potential doubt**

If there were any remaining doubt about the proper interpretation of Section 911—and there is not—the canon of constitutional avoidance would dispel it. The canon provides that “[i]f one [interpretation of a statute] would raise ... constitutional problems, the other should prevail.”<sup>57</sup> As explained in Part IV below, reading the FSPTCA to categorically prohibit words such as “mild” in the brand names of cigars and pipe tobacco—even when those words are not used or understood as “descriptors” of “modified risk”—would violate both the First Amendment and the Fifth Amendment Takings Clause. But FDA need not agree with that proposition to recognize that it is at the very least prudent to avoid encasing in regulations an interpretation of the Act raising serious constitutional concerns. The canon of constitutional avoidance thus should weigh heavily in FDA’s consideration of these issues.

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<sup>53</sup> 79 Fed. Reg. at 23149.

<sup>54</sup> FSPTCA § 2(40); *see also id.* § 2(43).

<sup>55</sup> *Id.* § 2(38), (39), (41).

<sup>56</sup> *See, e.g.,* Examining S.625 to Protect the Public Health by Providing the Food and Drug Administration with Certain Authority to Regulate Tobacco Products Before the S. Comm. on Health, Educ., Labor & Pensions, 110th Cong. 17 (2007) (statement of Matthew L. Myers) (referencing Monograph 13’s conclusion “that ‘light’ and ‘low tar’ products did not reduce the risk of disease and did deter millions of smokers from quitting”); *id.* at 38 (statement of Jack E. Henningfield) (referencing Monograph 13’s conclusion that scientific evidence “does not indicate a benefit to public health from changes in cigarette design and manufacturing over the past 50 years”).

<sup>57</sup> *Clark v. Martinez*, 543 U.S. 371, 380-81 (2005).

### **III. It would be arbitrary and capricious for FDA to treat the word “mild” as a *per se* “descriptor” of “modified risk,” especially in the case of BLACK & MILD®**

The FSPTCA requires that each rulemaking “be in accordance with chapter 5 of title 5, United States Code”—*i.e.*, the Administrative Procedure Act.<sup>58</sup> Under the APA, an agency rulemaking is arbitrary and capricious when the agency acts counter to the evidence in the record or when its action lacks a rational connection to the facts in the record.<sup>59</sup> Thus, courts reviewing agency action must confirm that the agency made “a reasoned decision based on reasonable extrapolations from some reliable evidence.”<sup>60</sup>

To support the application of Section 911 to cigars and pipe tobacco, FDA states: “Given that certain users have initiated and continued using certain tobacco products rather than others (or quitting entirely) based on unproven modified risk claims and consumers’ unsubstantiated beliefs that some tobacco products are less hazardous than others, this requirement could lead to increased cessation and reduced initiation.”<sup>61</sup> But no scientific evidence supports FDA’s apparent presupposition that the word “mild” in cigar or pipe tobacco brand names such as BLACK & MILD® conveys “unproven modified risk claims” leading to “unsubstantiated beliefs” about the relative risks of various cigars or pipe tobacco products. And no evidence supports FDA’s apparent intimation that eliminating the word “mild” would increase cessation and reduce initiation for cigars or pipe tobacco.

#### **A. No study or other evidence cited by FDA supports treating the word “mild” as a *per se* modified risk descriptor for cigars or pipe tobacco**

Of the 195 references cited by FDA in its Proposed Rule, not one addresses the use of descriptors for cigars or pipe tobacco.<sup>62</sup> And not one suggests that cigar or pipe tobacco manufacturers use, or that consumers perceive, the word “mild” to convey a modified risk claim. Only 37 of those 195 studies address cigars at all, and even fewer address pipe tobacco. Moreover, those studies merely analyze generalized usage rates for cigars and pipe tobacco. None contains data on brand-specific attributes. None addresses consumers’ perception of the risk of specific kinds of cigars compared to other cigars. None discusses the use of terms such as “mild” for cigars or consumers’ understanding of those terms. As shown in Table 2 below, the studies do not address why consumers choose any particular cigar brand over another. They provide no meaningful insights with respect to the application of the descriptor ban to cigars:

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<sup>58</sup> FSPTCA § 901(d).

<sup>59</sup> See, e.g., *Motor Vehicle Mfrs. Ass’n of U.S., Inc. v. State Farm Mut. Auto. Ins. Co.*, 463 U.S. 29, 43-44 (1983).

<sup>60</sup> *La Botz v. FEC*, 889 F. Supp. 2d 51, 60 (D.D.C. 2012).

<sup>61</sup> 79 Fed. Reg. at 23,149; *accord id.* at 23143.

<sup>62</sup> See 79 Fed. Reg. at 23197-202.

**Table 2. Inapplicability of Studies Cited by FDA**

<b>Reference No. in the Notice of Proposed Rulemaking</b>	<b>Addresses consumers' understanding of cigarette descriptors as applied to cigars</b>	<b>Addresses consumers' perception of the risk posed by specific kinds of cigars compared to other cigars</b>
Ref. 2, Arrazola <i>et al.</i>	No	No
Ref. 5, CDC	No	No
Ref. 8, Richter <i>et al.</i>	No	No
Ref. 17, Villanti <i>et al.</i>	No	No
Ref. 20, Delnevo <i>et al.</i>	No	No
Ref. 21, Delnevo	No	No
Ref. 22, CDC	No	No
Ref. 28, National Cancer Institute	No	No
Ref. 29, Borawski <i>et al.</i>	No	No
Ref. 30, Baker <i>et al.</i>	No	No
Ref. 31, American Cancer Society	No	No
Ref. 34, Coleman <i>et al.</i>	No	No
Ref. 35, HHS	No	No
Ref. 37, CDC	No	No
Ref. 52, Substance Abuse and Mental Health Services Administration	No	No
Ref. 54, HHS	No	No
Ref. 64, Fabian <i>et al.</i>	No	No
Ref. 65, Terchek <i>et al.</i>	No	No
Ref. 66, Nasim <i>et al.</i>	No	No
Ref. 80, Substance Abuse and Mental Health Services Administration	No	No
Ref. 81, Substance Abuse and Mental Health Services Administration	No	No

Reference No. in the Notice of Proposed Rulemaking	Addresses consumers' understanding of cigarette descriptors as applied to cigars	Addresses consumers' perception of the risk posed by specific kinds of cigars compared to other cigars
Ref. 87, Tverdal <i>et al.</i>	No	No
Ref. 116, Malone <i>et al.</i>	No	No
Ref. 117, Brooks <i>et al.</i>	No	No
Ref. 118, Nyman <i>et al.</i>	No	No
Ref. 119, Smith <i>et al.</i>	No	No
Ref. 124, Bombard <i>et al.</i>	No	No
Ref. 158, Les Études de Marché Créatec +	No	No
Ref. 160, Kozlowski <i>et al.</i>	No	No
Ref. 161, Yerger <i>et al.</i>	No	No
Ref. 162, Cullen <i>et al.</i>	No	No
Ref. 163, Jolly	No	No
Ref. 164, American Cancer Society	No	No
Ref. 165, Delnevo <i>et al.</i>	No	No
Ref. 166, Substance Abuse and Mental Health Services Administration	No	No
Ref. 167, CDC	No	No
Ref. 193, Perelman	No	No

To the extent the 37 studies addressing cigars discuss causes of increased initiation or reduced cessation, they do not point to the use of particular words on labels, labeling, or advertising or to brand names like BLACK & MILD<sup>®</sup>. Instead, they implicate other, unrelated factors. Primary among these is cost: studies cited by FDA most frequently state that the higher excise taxes imposed on cigarettes, compared to cigars, have directly impacted their use.<sup>63</sup> Additional cited factors include (i) aroma and taste,<sup>64</sup> (ii) status or lifestyle,<sup>65</sup> and (iii) lack of inhalation.<sup>66</sup>

<sup>63</sup> Centers for Disease Control and Prevention (“CDC”), *Tobacco Product Use Among Middle and High School Students--United States, 2011 and 2012*, 62 Morbidity and Mortality Weekly Report 893, 896 (Nov. 15, 2013); CDC, *Consumption of Cigarettes and Combustible Tobacco--United States, 2000-2011*, 61 Morbidity and Mortality Weekly Report, 565, 567 (Aug. 3, 2012); Cristine D. Delnevo & Mary Hrywna, “A Whole ‘Nother Smoke” or a

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More specifically, neither the studies FDA cited nor any other study we have identified suggests that consumers believe “mild” in a brand name like BLACK & MILD<sup>®</sup> conveys a modified risk claim or compares the risk of BLACK & MILD<sup>®</sup> to other products, including cigarettes or other cigars or pipe tobacco. To the contrary, many of FDA’s sources show that “mild” is a characterization of the taste or body of cigars and invokes no association with any modified risk. For instance, in Monograph 9, the only references to “mild” appear in a discussion of a 1996 article in *Cigar Aficionado* advising that, for a food, wine, and cigar event, planners should offer “a mix of full-bodied and mild cigars” to account for varying tastes.<sup>67</sup> The Department of Health and Human Services likewise has noted that some cigars have a “mild taste.”<sup>68</sup> Sources not cited by FDA make similar points.<sup>69</sup>

FDA states that some people believe cigars are safer than cigarettes.<sup>70</sup> But that proposition, even if true, in no way suggests that this belief is attributable to or affected by the word “mild” in the BLACK & MILD<sup>®</sup> brand name. In any event, for more than a decade, as required by FTC consent orders, randomly distributed warnings on the packaging of most cigars, including Middleton’s, have included a warning stating, “Cigars Are Not a Safe Alternative to Cigarettes.” FDA itself concludes that such a warning is effective and helps “both users and nonusers better understand and appreciate these dangers.”<sup>71</sup>

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*Cigarette in Disguise: How RJ Reynolds Reframed the Image of Little Cigars*, 97 Am. J. Pub. Health 1368, 1369 (2007); Christine D. Delnevo *et al.*, *Trading Tobacco: Are Youths Choosing Cigars Over Cigarettes?* 95 Am. J. Public Health, 2123, 2123 (2005).

<sup>64</sup> David H. Jolly, *Exploring the Use of Little Cigars by Students at a Historically Black University*, 5 Preventing Chronic Disease 1, 1-3 (2008) (respondents indicated that cigars taste and smell better than cigarettes).

<sup>65</sup> Monograph 9 at 14 (cigars are “symbols of a luxuriant and successful lifestyle”); U.S. Dep’t Health & Human Servs. (“HHS”), *Youth Use of Cigars: Patterns of Use and Perceptions of Risk* 11 (1999) (cigar smokers seen as “rich, successful, or high-class”); Jolly, *supra* note 64, at 4 (cigar use is “cool” and many popular hip-hop and rap artists smoke little cigars); A.L. Nyman *et al.*, *Trends in Cigar Smoking and Perceptions of Health Risks Among Massachusetts Adults*, 11 Tobacco Control (Suppl. II) ii25, ii27 (2002) (the “glamorisation of cigars” corresponded with an increase in cigar usage).

<sup>66</sup> Patricia A. Richter *et al.*, *Young Adult Smoker Risk Perceptions of Traditional Cigarettes and Nontraditional Tobacco Products*, 30 Am. J. Health Behavior, 302, 309 (2006) (reporting a smoker perception that cigars are less harmful because the smoke is not inhaled).

<sup>67</sup> Monograph 9 at 209.

<sup>68</sup> HHS, *supra* note 65, at 8; *see also* Perelman’s *Pocket Cyclopedia of Cigars*, 2010, at 1, 5-6, 9-11, 14-15, 19, 21-25, 27, [http://www.cigarcyclopedia.com/images/stories/cigarcyclopedia/10\\_machine\\_az-111409.pdf](http://www.cigarcyclopedia.com/images/stories/cigarcyclopedia/10_machine_az-111409.pdf) (describing many cigars as having a “mild taste,” containing a “mild blend,” or simply being “mild”); Les Études de Marché Créatec +, *Health Warning Messages on Smokeless Tobacco, Cigars, and Pipe Products: A Qualitative Study With Consumers* 36, H4097-02-5029 (2003) (describing “perceived product attributes” of cigars and pipes as “tastes good . . . light, mild”).

<sup>69</sup> *See generally* Jorge L. Armenteros, *The Tobacconist Handbook: The Essential Guide to Cigars and Pipes* (2009) (generally discussing cigars as having “mild” taste); Jane Resnick, *International Connoisseur’s Guide to Cigars* (1996) (describing cigar flavors as mild, medium, or full).

<sup>70</sup> 79 Fed. Reg. at 23,158.

<sup>71</sup> *Id.* at 23,164.

## **B. Cigarette studies cannot substitute for studies of cigars or pipe tobacco**

Before FDA banned words such as “mild” for specific cigars or pipe tobacco, the Agency would have the burden of developing evidence to justify the ban. It has not done so. Instead, FDA appears to rely on *cigarette* studies and generalized assessments of cigar usage (discussed above) to support categorically banning specific words for all deemed products. But there is no evidence that consumer beliefs about tar and nicotine descriptors in cigarettes parallel consumer beliefs about the use of the word “mild” with respect to cigars and pipe tobacco.

To the contrary, 80 percent of the respondents in Professor Simonson’s study, discussed above, were current or former cigarette smokers.<sup>72</sup> These cigarette smokers—a group presumed under the FSPTCA to perceive words such as “light” or “mild” to convey a lower risk for cigarettes—harbored no such belief as to the brand name BLACK & MILD®.<sup>73</sup> As Professor Simonson explained, “the pertinent survey results apply to all respondent groups. They did not differ based on whether respondents also smoked cigarettes, nor were they dependent on age or gender.”<sup>74</sup> Particularly in light of this compelling evidence, it would be arbitrary and capricious for FDA to treat the word “mild” as a *per se* “descriptor” of “modified risk” for cigars and pipe tobacco.

## **IV. Banning the trademark BLACK & MILD® would violate the First Amendment and the Fifth Amendment Takings Clause**

### **A. Banning the BLACK & MILD® trademark would violate the First Amendment**

The First Amendment protects trademarks, brand designs, packaging, and advertising by product manufacturers.<sup>75</sup> The Supreme Court has recognized companies’ First Amendment right to communicate with consumers on product packaging and in advertisements when offering products in a marketplace awash with competing brands.<sup>76</sup> Applying these principles, the Supreme Court and lower courts have struck down unduly restrictive regulation of marketing for tobacco products, including marketing for cigars.<sup>77</sup>

Manufacturers rely on trademarks to distinguish their products from competing products. Middleton, for instance, relies on its BLACK & MILD® trademark to identify and distinguish its brand from competing cigar and pipe tobacco brands. Middleton has spent more than three decades developing value and goodwill in the BLACK & MILD® brand. That effort led to a sale

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<sup>72</sup> Simonson Report ¶¶ 10, 25.

<sup>73</sup> *Id.* ¶¶ 29-30.

<sup>74</sup> *Id.* ¶ 29.

<sup>75</sup> *Hurley v. Irish-Am. Gay, Lesbian and Bisexual Grp. of Boston*, 515 U.S. 557, 569-70 (1995).

<sup>76</sup> *See, e.g., Zauderer v. Office of Disciplinary Counsel*, 471 U.S. 626, 647 (1985) (“The use of illustrations or pictures in advertisements serves important communicative functions . . . .”); *Friedman v. Rogers*, 440 U.S. 1, 11 (1979) (trade name is commercial speech); *Piazza’s Seafood World, LLC v. Odom*, 448 F.3d 744, 752-53 (5th Cir. 2006) (First Amendment protects trade name).

<sup>77</sup> *Lorillard Tobacco Co. v. Reilly*, 533 U.S. 525, 571 (2001); *R.J. Reynolds Tobacco Co. v. FDA*, 696 F.3d 1205, 1222 (D.C. Cir. 2012); *Commonwealth Brands, Inc. v. United States*, 678 F. Supp. 2d 512, 525-26 (W.D. Ky. 2010), *aff’d in part*, *Discount Tobacco City & Lottery, Inc. v. U.S.*, 674 F.3d 509, 548 (6th Cir. 2012).

of the Company for \$2.9 billion, with the value of its BLACK & MILD<sup>®</sup> trademarks accounting for most of that amount.<sup>78</sup>

Because the First Amendment protects trademarks such as BLACK & MILD<sup>®</sup>, application of the descriptor prohibition to ban that mark must satisfy the four-part test for commercial speech restrictions under *Central Hudson Gas & Electric Corp. v. Public Service Commission of New York*, 447 U.S. 557 (1980). To uphold the regulation, FDA would need to prove either that (1) the speech “concerns unlawful activity or is misleading,” or that (2) the restriction furthers a “substantial” government interest, and does so (3) “directly” and (4) in a manner no “more extensive than is necessary to serve that interest.”<sup>79</sup> This test offers substantial protection for commercial speech, and it particularly disfavors paternalistic regulations targeting specific speakers or messages.<sup>80</sup> As “[t]he party seeking to uphold a restriction on commercial speech,” FDA would “bear[] the burden of justifying it.”<sup>81</sup>

Applying the descriptor ban to categorically forbid words such as “mild” in cigar and pipe tobacco trademarks, labels, labeling, or advertising, without regard to whether they actually convey a claim of reduced health risk, would fail the *Central Hudson* test.

Under *Central Hudson*, the first question is whether the speech concerns unlawful activity or is misleading. In this case, manufacturing and marketing cigars and pipe tobacco is a lawful activity. The FSPTCA itself reflects Congress’s desire to “continue to permit the sale of tobacco products.”<sup>82</sup>

Nor is the brand name BLACK & MILD<sup>®</sup> misleading. It is not even “potentially misleading,” though that, too, would be insufficient to justify a restriction on speech. “In order to end the *Central Hudson* analysis on the first prong, the speech must be ‘inherently misleading,’ which is defined in *Central Hudson* as ‘more likely to deceive the public than to inform it.’”<sup>83</sup> As Professor Simonson’s survey confirms, consumers do *not* view the name BLACK & MILD<sup>®</sup> as communicating anything about the health or risk of BLACK & MILD<sup>®</sup> cigars. The BLACK & MILD<sup>®</sup> brand name therefore conveys nothing that is even potentially, much less inherently, misleading.

On the second prong of the *Central Hudson* test, no one disputes that FDA has a substantial, generalized interest in protecting the public health, preventing tobacco use by minors, and barring dissemination of misleading information. But that does not end the inquiry.

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<sup>78</sup> See Altria Group, Inc., SEC Form 10-K at 7 (Feb. 28, 2008); Altria Group, Inc., SEC Form 10-K at 49 (Feb. 26, 2014).

<sup>79</sup> *Central Hudson*, 447 U.S. at 566.

<sup>80</sup> See *Lorillard Tobacco*, 533 U.S. at 571; *44 Liquormart, Inc. v. Rhode Island*, 517 U.S. 484, 516 (1996); *Thompson v. W. States Med. Ctr.*, 535 U.S. 357, 376-77 (2002) (striking down federal statute prohibiting pharmacy compounding advertising under *Central Hudson* commercial speech test); *Va. State Bd. of Pharmacy v. Va. Citizens Consumer Council*, 425 U.S. 748, 773 (1976) (striking down state statute prohibiting pharmacy advertising of prescription drug prices).

<sup>81</sup> *R.J. Reynolds Tobacco Co.*, 696 F.3d at 1217 (citing *Edenfield v. Fane*, 507 U.S. 761, 770-71 (1993)).

<sup>82</sup> FSPTCA § 3(7).

<sup>83</sup> *Wash. Legal Found. v. Friedman*, 13 F. Supp. 2d 51, 66-67 (D.D.C. 1998) (citations and internal quotations marks omitted).



On the third prong, categorically prohibiting non-misleading words in a trademarked brand name would not directly or materially advance any legitimate government interest. Where, as here, there is no evidence that consumers perceive the words at issue as conveying a modified risk—and where there is affirmative evidence that they do not—a categorical ban fails this prong of the test. Absent substantial evidence of consumer confusion regarding “mild” for cigars or pipe tobacco, extending the descriptor ban would be the kind of speculative enterprise the First Amendment prohibits.

In any event, even if a ban on “mild” could somehow surmount the first three *Central Hudson* hurdles, it could not plausibly overcome the fourth. A categorical ban on the word “mild” in cigar or pipe tobacco brand names such as BLACK & MILD® restricts far more speech than necessary. Alternatives to a ban on the word exist. For example, FDA can establish a procedure to determine whether a particular trademark in fact should fall within the descriptor ban because it *does* convey a modified risk claim.<sup>84</sup> Such a procedure would adequately protect the government’s interest in preventing the use of words such as “mild” as descriptors of modified risk. It would give FDA the opportunity to make an informed evaluation of the issue in the context of specific products and uses of the words. Absent such a procedure, FDA’s rule would unnecessarily and unjustifiably restrict manufacturers’ protected speech in violation of the First Amendment. It would prohibit the use of the word “mild” in contexts where the word does not convey a modified risk claim.

The final rule thus should specify a date by which cigar and pipe-tobacco manufacturers can provide information about their trademarks. Manufacturers should then be permitted to continue the sale and distribution of those products unless FDA, based on the evidence, issues an order providing otherwise.

Alternatively, FDA could require disclaimers rather than an outright ban. For instance, FDA could require a disclosure that “mild” does not convey a reduced risk compared to any other tobacco product. Courts have expressed a clear preference for the use of disclaimers over the suppression of protected speech.<sup>85</sup>

## **B. Banning the BLACK & MILD® trademark would violate the Takings Clause**

The Fifth Amendment Takings Clause prohibits the government from taking private property “for public use, without just compensation.” U.S. Const. amend. V, cl. 4. When determining whether a regulatory taking has occurred, courts assess the factors delineated in *Penn Central*

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<sup>84</sup> See FSPTCA § 903(b).

<sup>85</sup> See, e.g., *Zauderer*, 471 U.S. at 640 n.9, 651 (the mere possibility that advertising will mislead cannot justify suppression, especially when warning may suffice); *Peel v. Attorney Registration and Disciplinary Comm’n of Ill.*, 496 U.S. 91, 111 (1990) (Marshall, J., concurring) (Government may not “ban *potentially* misleading speech if narrower limitations could be crafted to ensure that information is presented in a nonmisleading manner.”); *John Doe No. 1 v. Reed*, 561 U.S. 186, 196 (2010) (“Disclosure requirements may burden the ability to speak, but they do not prevent anyone from speaking.”) (alterations and internal quotation marks omitted). If the government disfavors certain speech, “the remedy to be applied is more speech, not enforced silence.” *United States v. Alvarez*, 132 S. Ct. 2537, 2550 (2012) (quoting *Whitney v. California*, 274 U.S. 357, 377 (1927) (Brandeis, J., concurring)); see also *Sorrell v. IMS Health Inc.*, 131 S. Ct. 2653, 2671 (2011) (“Vermont may be displeased that detailers who use prescriber-identifying information are effective in promoting brand-name drugs. The State can express that view through its own speech.”).

*Transportation Co. v. City of New York*, 438 U.S. 104 (1978): (1) the character of the government action; (2) the economic impact of the regulation on the property owner; and (3) the regulation’s interference with the property owner’s reasonable investment-backed expectations.<sup>86</sup>

Under this test, banning the valuable BLACK & MILD<sup>®</sup> trademark would be a regulatory taking for which the government must pay just compensation. *First*, it is appropriate to categorize the character of the government action as a taking because, as noted above, banning the use of “mild” for cigars or pipe tobacco is unnecessary to prevent consumers from being misled. *Second*, Middleton unquestionably would suffer a large economic loss if it could no longer use its BLACK & MILD<sup>®</sup> trademark. The value of the name is reflected in the \$2.9 billion purchase price that Altria paid for Middleton, whose principal asset was its BLACK & MILD<sup>®</sup> product line. *Third*, Middleton has used the BLACK & MILD<sup>®</sup> trademark for decades without interference, and it reasonably expected to be able to continue doing so, particularly given the lack of evidence that “mild” communicates a modified health risk for cigars or pipe tobacco. The U.S. Patent and Trademark Office repeatedly has granted protection to the BLACK & MILD<sup>®</sup> trademarks, establishing federal intellectual property rights for one of the country’s iconic cigar and pipe tobacco brands.

## V. Alternative Approaches

Given the longstanding use of the federally registered BLACK & MILD<sup>®</sup> trademark and the evidence that consumers do not perceive it as conveying any health claim, FDA should recognize that the word “mild” in the trademark is not a “descriptor” of “modified risk.” If FDA remains concerned about the word “mild” in BLACK & MILD<sup>®</sup> or other cigar or pipe tobacco brand names, the Agency at the very minimum must create the type of regulatory process described in Part IV.A. above, to determine whether the term conveys a modified risk claim. Apart from the requirement under the First Amendment to adopt alternatives that are less restrictive of speech, such a process would be in keeping with FDA’s commitment to science-based regulation—imposing regulatory controls only where the evidence supports doing so. This alternative would not require creation of any new bureaucratic structure. FDA could adapt its existing procedures for regulatory hearings.<sup>87</sup>

In addition, the option of a disclaimer is not only preferable on First Amendment grounds to an outright ban as previously noted, but also reflects better regulatory practice. A message affirmatively conveyed can inform consumers and potentially shape their behavior. A ban on speech merely leaves them uninformed.

In sum, under FDA’s own favored regulatory approach, under the APA, and under an interpretation of the Tobacco Control Act that protects it from constitutional infirmity, the Agency needs to create some pathway in lieu of a categorical ban on terms that do not convey a modified risk for cigars and pipe tobacco.

Whatever FDA concludes regarding the approaches discussed above, the fact remains that the purpose of Section 911 is to prevent modified risk claims, and the BLACK & MILD<sup>®</sup> brand

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<sup>86</sup> *Penn Central*, 438 U.S. at 124.

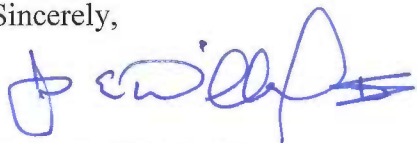
<sup>87</sup> See 21 C.F.R. Part 16.

name does not convey one. Therefore, if the Agency does nothing else, it should at least exercise its enforcement discretion to disavow any challenge to Middleton's continuing use of the BLACK & MILD<sup>®</sup> trademark.

## VI. CONCLUSION

Middleton appreciates the opportunity to submit these comments. We hope FDA will follow them in developing any final rule and in determining how to apply the FSPTCA's provisions to deemed products, including cigars and pipe tobacco.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. E. Dillard III", with a stylized flourish at the end.

James E. Dillard III

# Attachment A

## EXPERT REPORT OF DR. ITAMAR SIMONSON

1. I am the Sebastian S. Kresge Professor of Marketing at the Graduate School of Business, Stanford University. A copy of my curriculum vitae, which includes a complete list of my publications, is attached as Exhibit A.

2. I hold a Ph.D. in Marketing from Duke University, Fuqua School of Business, a Master's degree in business administration (MBA) from the UCLA Graduate School of Management, and a Bachelor's degree from The Hebrew University with majors in Economics and Political Science.

3. My field of expertise is consumer behavior, marketing management, survey methods, and human judgment and decision making. Most of my research has focused on buyers' purchasing behavior; the effect of product characteristics (such as brand name, price, and features), the competitive context, and marketing activities (such as promotions and advertising) on buying decisions; and other influences on consumers' behavior and perceptions.

4. I have received several awards, including (a) the award for the Best Article published in the *Journal of Consumer Research* (the major journal on consumer behavior) between 1987 and 1989; (b) The Ferber Award from the Association for Consumer Research, which is the largest association of consumer researchers in the world; (c) the 1997 O'Dell Award, given for the *Journal of Marketing Research* (the major journal on marketing research issues) article that has had the greatest impact on the marketing field in the previous five years; (d) the 2001 O'Dell award (and a finalist for the O'Dell Award in 1995, 2002, 2004, 2005, 2007,

2008, and 2012); (e) the award for the Best Article published in the *Journal of Public Policy & Marketing* (the major journal on public policy and legal aspects of marketing) between 1993 and 1995; (f) the 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award; (g) the 2002 American Marketing Association award for the Best Article in the area of services marketing; (h) the 2012 elected Fellow of the Association for Consumer Research; and (i) winner in a competition dealing with research on the effectiveness of direct marketing programs, which was organized by the Direct Marketing Association and the Marketing Science Institute. In addition to these awards, my research has been widely cited by other researchers in the marketing, consumer behavior, and other fields, and my publication record has been ranked as one of the most prolific and influential.<sup>1</sup>

5. At Stanford University I have taught MBA and executive courses on Marketing Management, covering such topics as buyer behavior, developing marketing strategies, building brand equity, advertising, sales promotions, and retailing. I also taught an MBA course on Marketing to Businesses and a course on High Technology Marketing. In addition to teaching MBA courses, I have guided and supervised numerous MBA student teams in their work on company and industry projects dealing with a variety of markets.

6. I have taught several doctoral courses. One doctoral course examines methods for conducting consumer research. It focuses on the various stages involved in a research project, including defining the problem to be investigated, selecting and developing the research approach, data collection and analysis, and deriving conclusions. A second doctoral

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<sup>1</sup> See, e.g., S. Seggie and D. Griffith (2009), "What does it take to get promoted in marketing academia? Understanding exceptional publication productivity in the leading marketing journals," *Journal of Marketing*, 73, 122-132.

course that I have taught deals with buyer behavior, covering such topics as buyer decision making processes, influences on purchase decisions, and persuasion. A third doctoral course that I have taught deals with buyer decision making. Prior to joining Stanford University, during the six years that I was on the faculty of the University of California at Berkeley, I taught an MBA Marketing Management course, a Ph.D. course on buyer behavior, and a Ph.D. course on buyer decision making. I also taught in various executive education programs, including a program for marketing managers in high technology companies.

7. After completing my MBA studies and before starting the Ph.D. program, I worked for five years in a marketing capacity in a subsidiary of Motorola Inc., serving in the last two years as the product marketing manager for two-way communications products. My work included (a) defining new products and designing marketing plans for new product introductions; (b) customer and competitor analysis; and (c) sales forecasting.

8. I have conducted, supervised, or evaluated well over 1,000 marketing research surveys, including many related to consumer behavior and information processing, trademark, branding, marketing strategies, and advertising-related issues. I serve on eight editorial boards, including leading journals such as the *Journal of Consumer Research*, *Journal of Marketing Research*, and the *Journal of Consumer Psychology*. I am also a frequent reviewer of articles submitted to journals in other fields, such as psychology, decision making, and economics. I received (twice) the Outstanding Reviewer Award from the *Journal of Consumer Research*. As a reviewer, I am asked to evaluate the research of scholars wishing to publish their articles in leading scholarly journals. I have also worked as a consultant for companies and organizations on a variety of marketing and buyer behavior topics. And I have served as an expert in litigation

involving various marketing and buyer behavior issues, trademark-related matters involving confusion and dilution surveys, false advertising, branding, and other areas. I am being compensated at my standard rate of \$750 an hour.

#### SUMMARY OF CONCLUSIONS

9. I conducted a study to assess what, if anything, the name “Black & Mild” communicates to consumers about the cigars bearing that name. The survey was conducted in accordance with well-established survey standards that have been relied upon in numerous academic and litigation-related survey matters. Furthermore, the key questions were open-ended, allowing respondents to use their own words to describe what the name “Black & Mild” communicated to them about the type of cigar as well as about its characteristics compared to other cigars. In order to not reveal the focus of the study and to have controls for guessing, respondents were asked similar questions about several other cigar brands.

10. Study participants included over 300 adult machine-made cigar smokers, 69% of whom had smoked “Black & Mild” within the previous 12 months. In addition, about 80% of the respondents are current and/or prior cigarette smokers.

11. The survey results showed unambiguously that the brand name “Black & Mild” does not communicate to consumers anything about health, risk, or safety of the cigars individually or compared to other cigars or tobacco products. The results also showed unambiguously that consumers do not perceive the brand name as conveying lower tar or nicotine. In fact, only one (see Respondent 36 in Exhibit D) out of the 312 respondents (representing 0.3% of the sample) stated that “Mild means nicotine content is low.” One



response represents mere “noise” and guessing. Instead, those who indicated that the “Black & Mild” brand name communicated something about the type of cigar and its characteristics compared to other cigars referred mainly to its flavor and a variety of other unrelated features such as being “dark.”

## SURVEY METHODOLOGY

### A. Introduction

12. As stated above, I designed the survey to determine whether, and if so what, the brand name “Black & Mild” communicates to smokers about the type and characteristics of the cigar. In particular, the survey allows us to determine if the name “Black & Mild” communicates that the cigars offer any health or risk benefit. Accordingly, the survey was designed to determine the takeaways, if any, from the cigar’s brand name.<sup>2</sup>

13. The best survey approach is to allow respondents to use their own words, as opposed to providing them with preselected answers. In particular, provided answers tend to be leading, suffer from “demand effects,”<sup>3</sup> and are often susceptible to the “acquiescence bias” (i.e., the tendency to accept or agree with provided answers). Thus, the current survey relied

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<sup>2</sup> The survey was not designed to assess the strength, distinctiveness, or recognition of the trademark “Black & Mild.”

<sup>3</sup> “Demand effects” refer to the phenomenon whereby survey respondents use cues provided by the survey procedure and questions to figure out the purpose of the survey and what they expect to be the “correct” answers to the questions they are asked. The respondents then tend to provide what they perceive as the “correct” answers, to make sure that the results “come out right.” Demand and order effects can pollute the results of a survey dramatically. Accordingly, courts have also recognized the significance of demand effects, and such problems have contributed to the rejection of surveys. The first article to describe the demand effects that can be produced by the demand characteristics of a study is Martin T. Orne, “On the Social Psychology of the Psychological Experiment,” 17 *American Psychologist* 776 (1962). For a discussion of demand effects, see also Itamar Simonson and Ran Kivetz (2012), “Demand Effects in Likelihood of Confusion Surveys,” *Trademark and Deceptive Advertising Surveys*, Chapter 11, Shari Diamond and Jerre Swann, Eds., American Bar Association.

on open-ended questions, while making sure that respondents had every opportunity to express any meaning or message communicated by the brand name “Black & Mild.”

14. In order to not reveal the focus of the study and to have controls for guessing, the survey asked similar questions about different cigar brand names and not just about “Black & Mild.”

15. The survey respondents as well as the online research firm whose panel members participated in the study were “blind” to the purpose of the survey and the identity of its sponsor. Similarly, those who coded the respondents’ verbal answers to open-ended questions were “blind” to the purpose of the study and the identity of its sponsor. More details regarding respondent screening, the questions that were asked, the survey procedure, the results, and the manner in which the survey procedures were validated are presented next.

16. The entire survey questionnaire (before programming) is presented in Exhibit B. Screenshots of the questionnaire (as seen by respondents) are included in Exhibit C.

B. Screening Criteria and Survey Universe

17. To qualify for participation in the study, respondents had to meet the following screening criteria:

(a) They had smoked within the previous 12 months one or more of the following cigars: Black & Mild, Swisher Sweets, Phillies, White Owl, Garcia y Vega, and Dutch Masters, which I understand are the top-selling machine-made cigars.

- (b) Consistent with standard practice, those working in an industry that may make them unrepresentative survey participants (such as those working for a market research firm or a company that makes, distributes, or sells cigars) were not interviewed.
- (c) To represent the gender and age characteristics of “Black & Mild” cigar smokers, the respondents needed to meet certain gender (80% male) and age (50% 18-35, and 50% 36 and over) characteristics.
- (d) At least half of the respondents had to be prior cigarette smokers (for at least a year) to help determine whether cigarette smokers had different perceptions of “Black & Mild” from non-cigarette smokers.

C. Main Questionnaire

18. All respondents were asked the exact same questions, with the order of cigar names randomized across respondents. They were first given the following instruction:

“First, for each question, if you don’t know or don’t have an answer, please don’t guess, just indicate that you “don’t know” or “don’t have an answer” by typing in the words “don’t know” and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.”

19. Respondents then received the following instruction (see Exhibit C):  
“You will next be asked about different cigar brand names, including some you may not be familiar with. For each name, I will ask you if the name tells you anything about the type of cigar it is and any characteristics or features of that cigar compared to other cigars. That is, ignoring any other information you may have about that cigar brand, the questions are only

about the name of each brand. Please don't guess – if you have no opinion or don't know, just type 'don't know' or 'no opinion'".

20. Respondents were asked a series of questions about the following cigar names (one at a time, in random order): Swisher Sweets, La Aroma De Cuba, Black & Mild, After Dinner, Café Crème, Dutch Masters, Smokin' Toad, Vintage, and Aging Room. The first question (about each brand name) was as follows:

"Does or doesn't the cigar name [name of cigar, in bold and underlined letters] tell you anything about the type of cigar it is?

1: Yes, it does

2: No, it doesn't

3: Don't know"

If they chose "Yes," they were next asked:

"What does the name [name of cigar] tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible."

This question was followed by a probe:

"Anything else? Please type your answer in the box below, and be as specific as possible."

21. The next question (about each brand) was as follows:

"Does or doesn't the cigar name [name of cigar] tell you anything about any characteristics or features of that cigar compared to other cigars?"

If they chose "Yes," they were asked:

"What does the name [name of cigar] tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible."

This question was followed by a probe ("Anything else?").

D. Analysis and Validation

22. Data collection was managed and supervised by Target Research Group, a highly experienced survey research firm. Following standard best practices for surveys, a validation survey was conducted by an independent research firm, Field Solutions (located in Florida). The purpose of a validation survey is to confirm participation in the survey and to again ascertain that the respondents were qualified to participate. A total of 312 interviews were completed during June 2014. Out of the 312 interviews, 242 respondents were reached and validated (78%), a validation rate that far exceeds the required validation standards. No discrepancies were found with respect to participation in the study and qualifications for participation.

SUMMARY OF SURVEY FINDINGS

23. The complete study results are presented in Exhibit E. Exhibit F includes an Excel file that presents the coded answers of all respondents. The open-ended (verbal) responses are presented in Exhibit D. The codebook, which can be used to identify the meaning of each code (in Exhibit F), is included in Exhibit G. In this section I will review key findings and discuss their implications.

Respondent Characteristics

24. Tables 1-9 of Exhibit E describe the characteristics of the respondents. As indicated, 80% of the respondents were males; with respect to age, half the respondents were between 18 and 35 years old, and the other half were 36 or over.

25. Respondents have smoked a wide variety of cigars. The most commonly smoked cigars were Swisher Sweets (71%) and Black & Mild (69%). Most respondents (about 80% of them) have also smoked cigarettes.

What, If Anything, Does the Name “Black & Mild” Communicate to Consumers about the Cigar Type or its Characteristics?

26. As shown in Table 10 of Exhibit E, 42% of the respondents (131 of the 312 respondents) answered that “Black & Mild” communicated nothing about the cigar type or said they did not know. Fifty-eight percent of the respondents (181 out of the 312 respondents) answered affirmatively when asked whether “Black & Mild” communicated something about the cigar type (compared with 65% for “Swisher Sweets”). They were next asked what the name communicated about the cigar type (Table 13 in Exhibit E). Not a single participant mentioned the words “health,” “risk,” or “safety.” By far the largest response category referred in various ways to taste/flavor/color (as indicated, only one respondent, Respondent #36 in Exhibit D, mentioned “low nicotine”). Typical responses included, for example, “milder taste,” “black and mild” and “dark” or “black” tobacco, and the cigar’s “aroma.”

27. Fifty respondents answered the question regarding the Black & Mild cigar type using the words “mild,” “milder,” or “mild cigar,” without being more specific. Accordingly, it is important to examine how these respondents (who used the word “mild”) described the features of the cigar when answering the subsequent question regarding the characteristics of the cigar compared to other cigars. As summarized in Table 30 (Exhibit E; see also the verbatim answers of the respondents), their answers to this follow-up question left little doubt that mentions of “mild” referred primarily to taste/flavor and other characteristics that have nothing to do with any health benefit. Indeed, there is no indication that those using the term “mild” in reference to “Black & Mild” referred to a health or low risk benefit.

28. Table 20 (Exhibit E) shows that 61% of the respondents (189 out of the 312 respondents) said that the name “Black & Mild” told them nothing about the features or characteristics of the cigar compared to other cigars (or said they did not know). Only 39% of the respondents (123 out of the 312 respondents) said that the name “Black & Mild” told them something about the features or characteristics of the cigar compared to other cigars. As can be seen in Table 23 (Exhibit E), these respondents were again most likely to indicate that the

name communicated aspects related to the cigar's taste (as well as other features such as the dark tobacco).

29. It is noteworthy that the pertinent survey results apply to all respondent groups. They did not differ based on whether respondents also smoked cigarettes, nor were they dependent on age or gender.

30. In conclusion, the survey results show unambiguously that the brand name "Black & Mild" does not communicate anything to adult consumers about health or risk. Instead, among those who took away any message from the name, adult consumers typically understood the brand name to refer to taste or flavor or color.

Date: 7/31/2014

A handwritten signature in black ink, reading "I. Simonson", written over a horizontal line.

Itamar Simonson, Ph.D.

# Exhibit A



Itamar Simonson

**ADDRESSES**

March 2014

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**EDUCATION**

Ph.D.

Duke University, Fuqua School of Business  
Major: Marketing; May 1987

M.B.A.

UCLA, Graduate School of Management  
Major: Marketing; March 1978

B.A.

Hebrew University, Jerusalem, Israel  
Major: Economics, Political Science; August 1976

**ACADEMIC POSITIONS**

July 1987 - June 1993    University of California, Berkeley  
Haas School of Business  
Assistant Professor

July 1993 – Aug. 1996    Stanford Graduate School of Business  
Associate Professor of Marketing

Sept. 1996 – Aug. 1999    Stanford Graduate School of Business  
Professor of Marketing

Sept. 1999 – Present    Stanford Graduate School of Business  
Sebastian S. Kresge Professor of Marketing

1994 – 2000    Stanford Graduate School of Business  
Marketing Group Head

2000, 2004, 2012    Visiting Professor of Marketing: MIT; NYU; Columbia

## **AWARDS**

- Best Article in the *Journal of Consumer Research* during the period 1987-1989.
- The 1997 O'Dell Award (for the *Journal of Marketing Research* article that has had the greatest impact on the marketing field in the previous five years).
- The 2001 O'Dell Award.
- Finalist for the O'Dell Award: 1995; 2002; 2004; 2005; 2007; 2008; 2012.
- Best Article in the *Journal of Public Policy & Marketing* during the period 1993-1995.
- Elected Fellow of the Association for Consumer Research.
- The 2007 Society for Consumer Psychology Distinguished Scientific Achievement Award.
- The 2002 American Marketing Association Award for the Best Article on Services Marketing.
- The Association for Consumer Research 1990 "Ferber Award."
- Finalist for the 2003 Paul Green Award (for the *Journal of Marketing Research* article with the greatest potential to contribute to the practice of marketing research).
- Runner-up for the 2005 *Journal of Consumer Research* Best Article Award.
- Winner in the Marketing Science Institute and Direct Marketing Association competition on "Understanding and Measuring the Effect of Direct Marketing."
- Runner-up for the 1993 *California Management Review* Best Article Award.
- National Science Foundation Grant (for 1996-8).
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2005, 2009.
- Honorable Mention for the Sloan Executive Program Teaching Award.
- Five years in the Berkeley School of Business "6-Point Club" (instructors with teaching ratings of 6 or more on a 7-point scale).

## **TEACHING EXPERIENCE**

### Stanford University:

Marketing Management (for MBAs and the Sloan Executive Program)  
Marketing to Businesses (for MBAs); Technology Marketing (for MBAs)  
Critical Analytical Thinking (for MBAs)  
Research Methods for Studying Buyer Behavior (a Ph.D. Course)  
Decision Making (a Ph.D. Course)  
Consumer Behavior (a Ph.D. course)

### University Of California, Berkeley:

MBA, Ph.D. and Executive Education Classes on Marketing Management and Consumer Behavior.

## BUSINESS EXPERIENCE

October 1978-August 1983 Motorola, Inc.

Worked in an international subsidiary; responsibilities included marketing research and customer analysis, definition of new products, pricing, analysis of sales force performance, competitive intelligence, and forecasting. Conducted studies of markets for various communications products. Last two years served as Product Marketing Manager for communications products.

### Consulting:

Consulted for clients from a wide range of industries such as technology, communications, services, and manufacturing sectors.

Expert witness assignments: trademark infringement, deceptive advertising, surveys, consumer behavior, marketing management, branding, retailing, distribution, assessment of demand drivers and feature value, and other marketing issues.

## PUBLICATIONS

Itamar Simonson (2014), "Vices and Virtues of Misguided Replications: The Case of Asymmetric Dominance," *Journal of Marketing Research*; In press.

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## **ARTICLES UNDER REVIEW**

- Itamar Simonson and Emanuel Rosen, "Consumer Decision Making in an Information-Rich Socially-Intensive Environment."
- Leilei Gao, Yanliu Gao, and Itamar Simonson, "Tipping Points in Consumer Choice: More than Two Is Where Collections Start."
- Leilei Gao and Itamar Simonson, "Buying First and Choosing First: The Impact of Decision-Making Order on Consumer Choice"
- Aner Sela and Itamar Simonson, "Perceptions of Value: The Effect of Context, Mindset, and Deliberation."
- C. Ofir, I. Simonson, O. Grossman, A. Hasdia, and M. Rachamim, "The Impact of Ethnic Minority Solidarity on Service Evaluations."
- Itamar Simonson, Aimee Drolet, and Aner Sela, "Construction Disposition: The Case of Compromising."

## Doctoral Dissertations Chaired:

Ravi Dhar (Chaired Professor, Yale U.)  
Aimee Drolet (Chaired Professor, UCLA)  
Stephen Nowlis (Chaired Professor, Washington U., St. Louis)  
Ziv Carmon (Chaired Professor, INSEAD)  
Ran Kivetz (Chaired Professor, Columbia U.)  
Donnel Briley (Professor, U.O. Sydney)  
Thomas Kramer (Tenured Associate Professor, U.O. South Carolina)  
Wendy Liu (Tenured Associate Professor, U.O. Calif., San Diego)  
Sanjay Sood (Tenured Professor, UCLA)  
Song-Oh Yoon (Assistant Professor, Korea U.)  
Michal Maimaran (Visiting Assistant Professor, Kellogg School).  
Leilei Gao (Assistant Professor, Chinese University, Hong Kong).  
Aner Sela (Assistant Professor, U. O. Florida)  
Jonah Berger (Tenured Associate Professor, Wharton School, U.O. Penn.)

## EDITORIAL ACTIVITIES

Editorial Boards: *Journal of Marketing Research, Journal of Consumer Psychology, Journal of Marketing, Journal of Consumer Research, Journal of Behavioral Decision Making, International Journal of Research in Marketing, Journal of Marketing in Emerging Economies, Marketing Letters, Journal of Academy of Marketing Science, Review of Marketing Research.*

Reviewer for *Marketing Science, Journal of Economic Behavior and Organization, Science, Management Science, Journal of Retailing and Consumer Services, Journal of Marketing, Journal of Retailing, Organizational Behavior and Human Decision Processes, Journal of Experimental Psychology, Psychological Review, Psychological Bulletin, Journal of Personality and Social Psychology, Psychological Science, California Management Review, Journal of Economic Psychology, European Journal of Social Psychology, Journal of Judgment and Decision Making, Medical Decision Making, and National Science Foundation.*

## PROFESSIONAL AFFILIATIONS

Association for Consumer Research  
Judgment and Decision Making Society  
American Psychological Society

## PERSONAL DATA

Birth Date: December 25, 1951  
Marital Status: Married, 2 children



# Exhibit B

**#103-14075 CIGAR SURVEY**

**- Specs -**

**N=310**

**1 cell**

**80% males; 20% females**

**Within gender: ½ 18-37 and ½ 38+**

**Half (N=155) must say “yes” to either Q100 or Q110**

**#103-14075 CIGAR SURVEY**

**- Screener -**

**(QUESTION 10)**

Today we are talking to people about cigars. Please take a few moments to complete our questions; we are sure you will find it interesting.

**{PROGRAMMER: GENDER QUOTA: 80% MALES AND 20% FEMALES}**

**(QUESTION 20)**

What is your gender? (Select one response)

1: Male

2: Female

**{PROGRAMMER: AGE QUOTAS WITHIN GENDER: ½ 21-37 AND ½ 38+}**

**{Programming Note: IF Response 1 ('Under 21'), terminate.}**

**(QUESTION 30)**

Which of the following groups listed below includes your age? (Select one response)

1: Under 18

2: 18 - 37

3: 38 or older

**{PROGRAMMER: REGION QUOTAS IN TOTAL: NORTHEAST 18%; MIDWEST 22%, SOUTH 37% AND WEST 23%}**

**(QUESTION 40)**

In which of the following states do you live? (Select one response)

**{PROGRAMMER: SHOW DROP DOWN STATE LIST}**

**(QUESTION 50)**

**{Programming Note: Response 4 ('None of these'), must be selected to continue. Otherwise, terminate.}**

Do you, or does any member of your household currently work for any of the following? (Select all that apply)

1: An advertising, public relations or marketing agency or advertising department of a company

2: A market research firm or a marketing research department of a company

3: A company that makes, distributes, or sells cigars

4: None of these

**(QUESTION 60)**

**{Programming Note: Response 1 ('Yes'), must be selected to continue. Otherwise, terminate.}**

In the past 12 months, have you or haven't you purchased any cigars? (Select one response)

1: Yes, I have

2: No, I haven't

3: Don't know



**(QUESTION 70)**

Have you been smoking cigars for more than a year? (Select one response)

- 1: Yes, I have
- 2: No, I haven't
- 3: Don't know

**(QUESTION 80)**

**{Programming Note:**

**Randomize Cigar Brand List.**

**Show one cigar brand per screen.**

**"Yes" must be selected for at least one brand coded 1-6 to continue. IF NOT, TERMINATE.**

**(ASK FOR EACH BRAND)** During the past 12 months, have you smoked **(INSERT NAME OF CIGAR—in bold and underlined)** cigars? (Select one response)

Answer Choices:

- 1 Yes, I have
- 2: No, I haven't
- 3: Don't know

Cigar Brand List:

- 1: Black & Mild
- 2: Swisher Sweets
- 3: Phillies
- 4: White Owl
- 5: Garcia y Vega
- 6: Dutch Masters
- 7: Cohiba
- 8: Macanudo

**(QUESTION 90)**

In the next 12 months, do you or don't you expect to purchase any cigars? (Select one response)

- 1: Yes, I do
- 2: No, I don't
- 3: Don't know

**{PROGRAMMER: CIGARETTE QUOTA: ½ MUST SAY RESPONSE 1 "YES" TO EITHER Q.100 OR Q.110}**

**(QUESTION 100)**

Have you or haven't you ever smoked cigarettes for a period of more than a year? (Select one response)

- 1: Yes, I have
- 2: No, I haven't
- 3: Don't know

**(QUESTION 110)**

Do you currently smoke cigarettes? (Select one response)

- 1: Yes, I do
- 2: No, I don't
- 3: Don't know



**(QUESTION 120)**

Thank you, you qualify for this study.

Now, we need you to provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; we will only call to verify your participation.

Please record your name and phone number below:

Name \_\_\_\_\_

Phone Number: ( \_ \_ \_ ) \_ \_ \_ - \_ \_ \_ \_

***{PROGRAMMER: IF NAME AND/OR PHONE NUMBER ARE LEFT BLANK IN Q.120, ASK Q.130}***

**(QUESTION 130)**

***{Programming Note: Need to keep track of qualifying terminates at this question}***

Are you sure that you do not want to enter your name and phone number and continue with the survey?

1 Yes, want to continue—***Programmer – repeat screen at Q.120 and then continue with Q.140.***

2 No, do not want to continue survey—***Programmer, terminate interview and count as qualifying terminate***

**(QUESTION 140)**

If you usually wear eyeglasses or contacts while using the computer, please put them on now.

**#103-14075 CIGAR SURVEY**  
**- Main Questionnaire -**

**(QUESTION 150)**

First, for each question, if you don't know or don't have an answer, please don't guess, just indicate that you "don't know" or "don't have an answer" by typing in the words "don't know" and it will go on to the next question. Also, you should complete this survey without stopping in the middle, and please make sure not to consult anyone and not open another browser while working on this survey.

**(QUESTION 160)**

You will next be asked about different cigar brand names, including some you may not be familiar with. For each name, I will ask you if the name tells you anything about the type of cigar it is and any characteristics or features of that cigar compared to other cigars. That is, ignoring any other information you may have about that cigar brand, the questions are only about the name of each brand. Please don't guess – if you have no opinion or don't know, just type "don't know" or "no opinion".

***{Programming Note: Ask Q.170-Q.205 in sequence for all 9 of the cigar brands listed below. Randomize order of cigar brands.}***

- 1: Swisher Sweets**
- 2: La Aroma De Cuba**
- 3: Black & Mild**
- 4: After dinner**
- 5: Café Crème**
- 6: Dutch Masters**
- 7: Smokin' Toad**
- 8: Vintage**
- 9: Aging Room**

**(QUESTION 170)**

Does or doesn't the cigar name **(INSERT NAME OF CIGAR—in bold and underlined)** tell you anything about the type of cigar it is? **(Select one response)**

- 1: Yes, it does
- 2: No, it doesn't
- 3: Don't know

**(QUESTION 180)**

***{Programming Note: If response 1 "yes" in Q.170, ask Q.180 AND Q.185.}***

What does the name **(INSERT NAME OF CIGAR—in bold and underlined)** tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible.

***{Programming Note: SHOW Q.185 ON SAME SCREEN BELOW Q.180}***

***{Programming Note: Q.185 MAY BE LEFT BLANK}***

**(QUESTION 185)**

Anything else? Please type your answer in the box below, and be as specific as possible.

**(QUESTION 190)**

Does or doesn't the cigar name **(INSERT NAME OF CIGAR—in bold and underlined)** tell you anything about any characteristics or features of that cigar compared to other cigars? **(Select one response)**

- 1: Yes, it does
- 2: No, it doesn't
- 3: Don't know

**(QUESTION 200)**

**{Programming Note: If response 1 “yes” in Q.190, ask Q.200 AND Q.205.}**

What does the name **(INSERT NAME OF CIGAR—in bold and underlined)** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.

**{Programming Note: SHOW Q.205 ON SAME SCREEN BELOW Q.200}**

**{Programming Note: Q.205 MAY BE LEFT BLANK}**

**(QUESTION 205)**

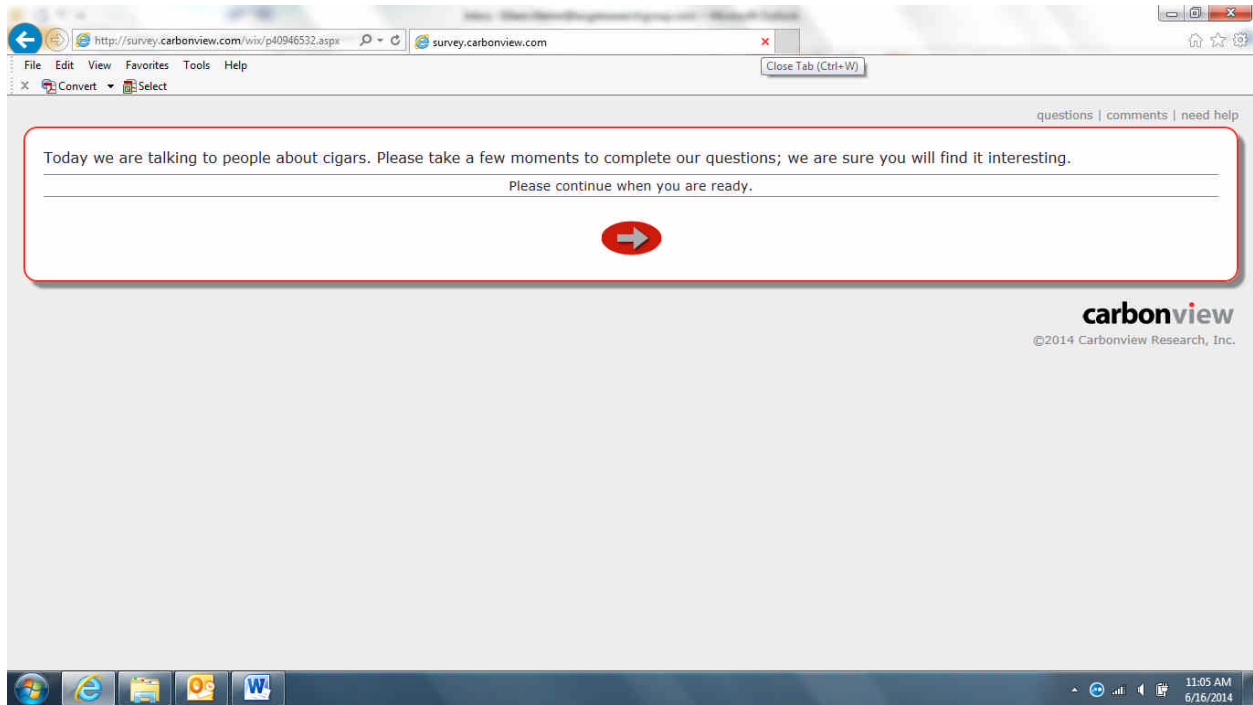
Anything else? Please type your answer in the box below, and be as specific as possible.

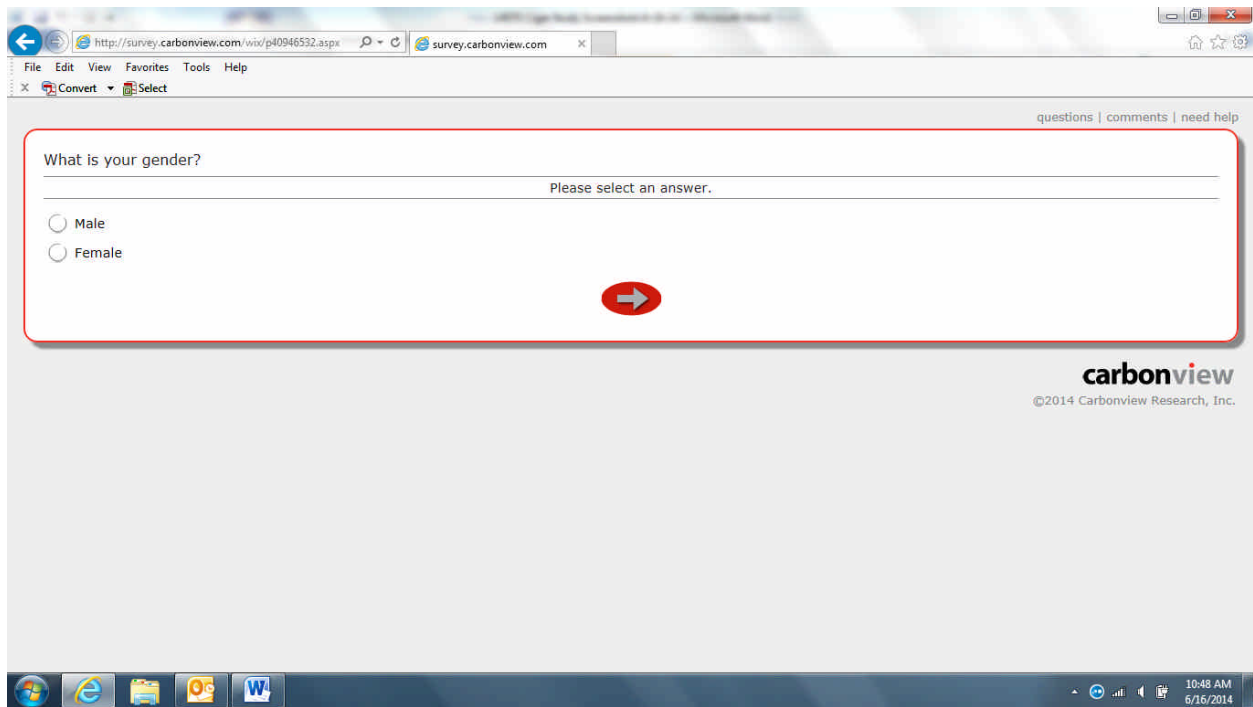
**(QUESTION 210)**

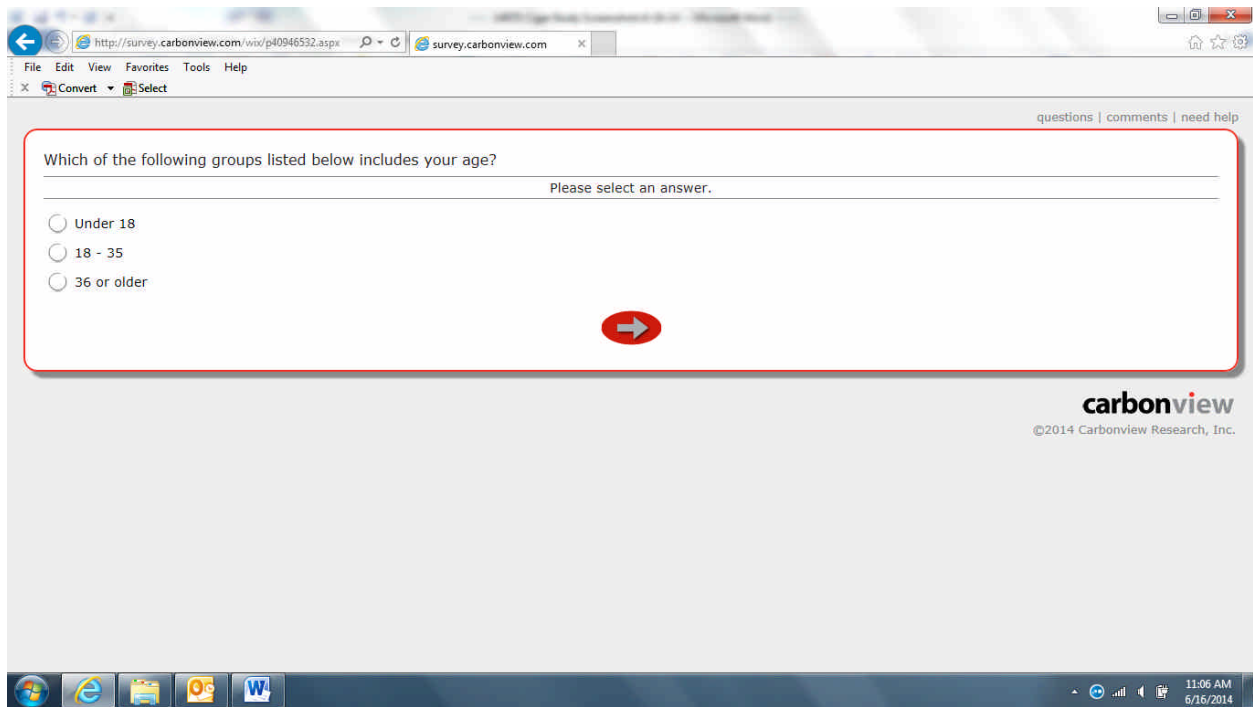
Thank you for completing this survey.

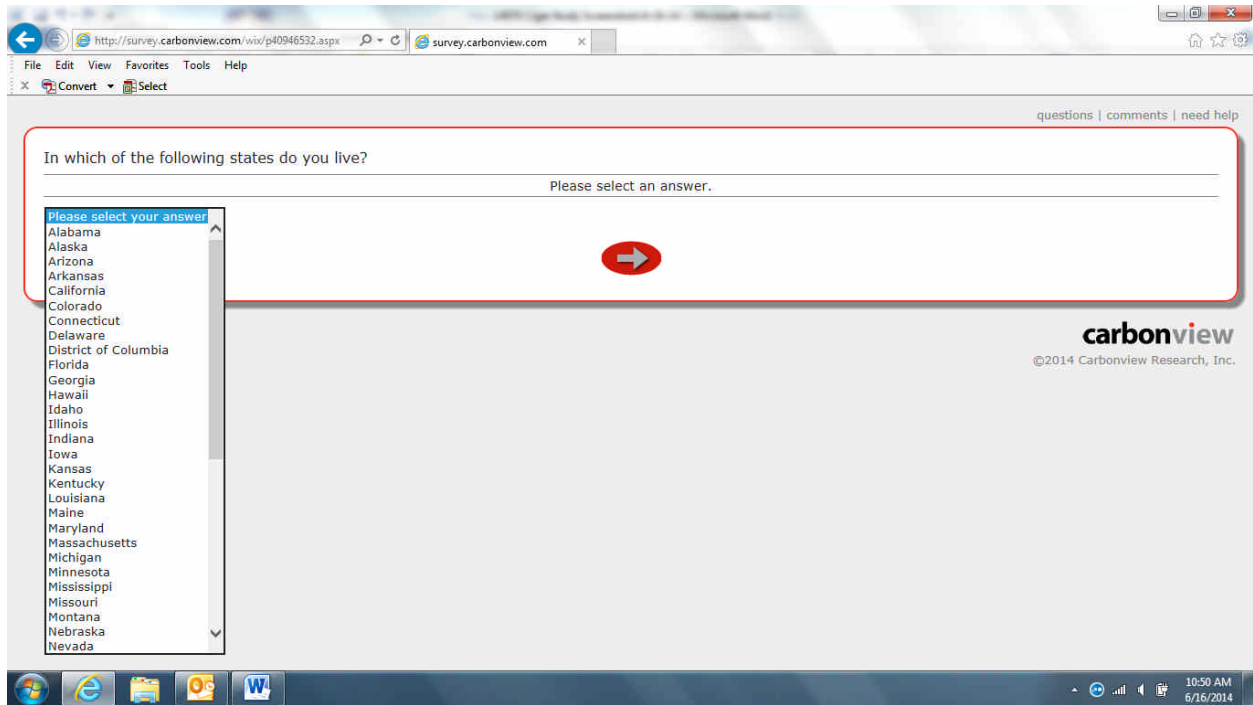
# Exhibit C

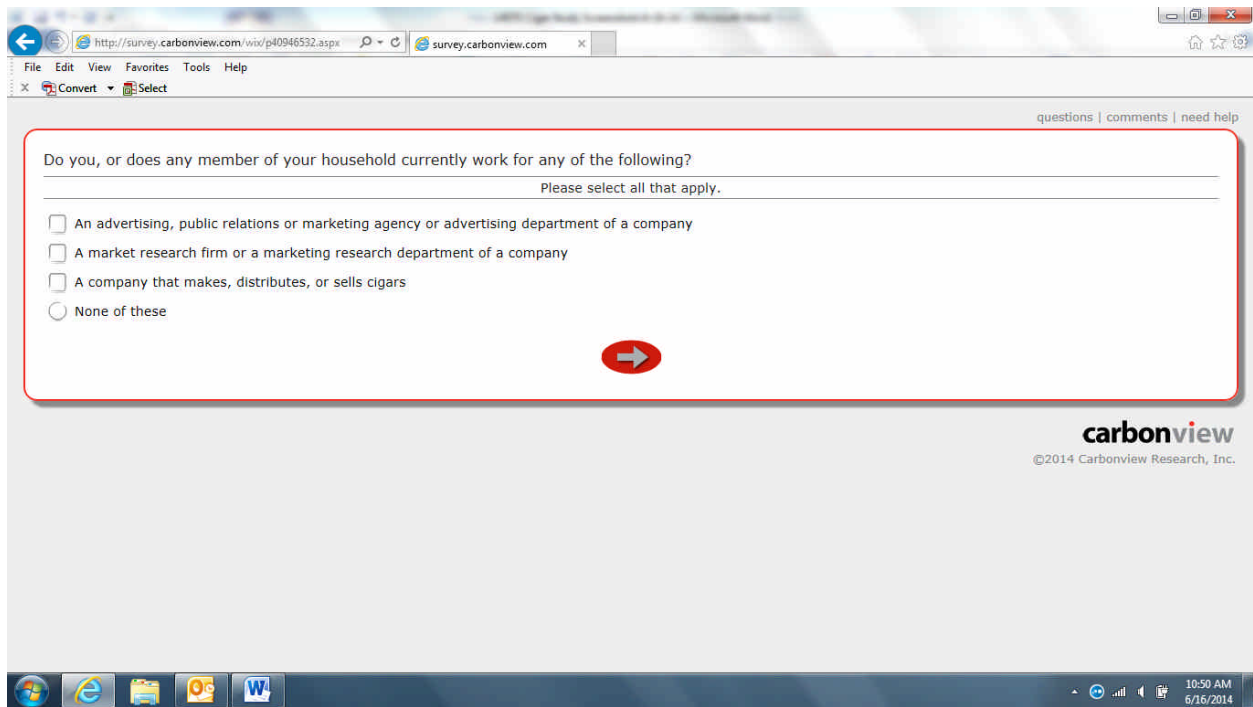


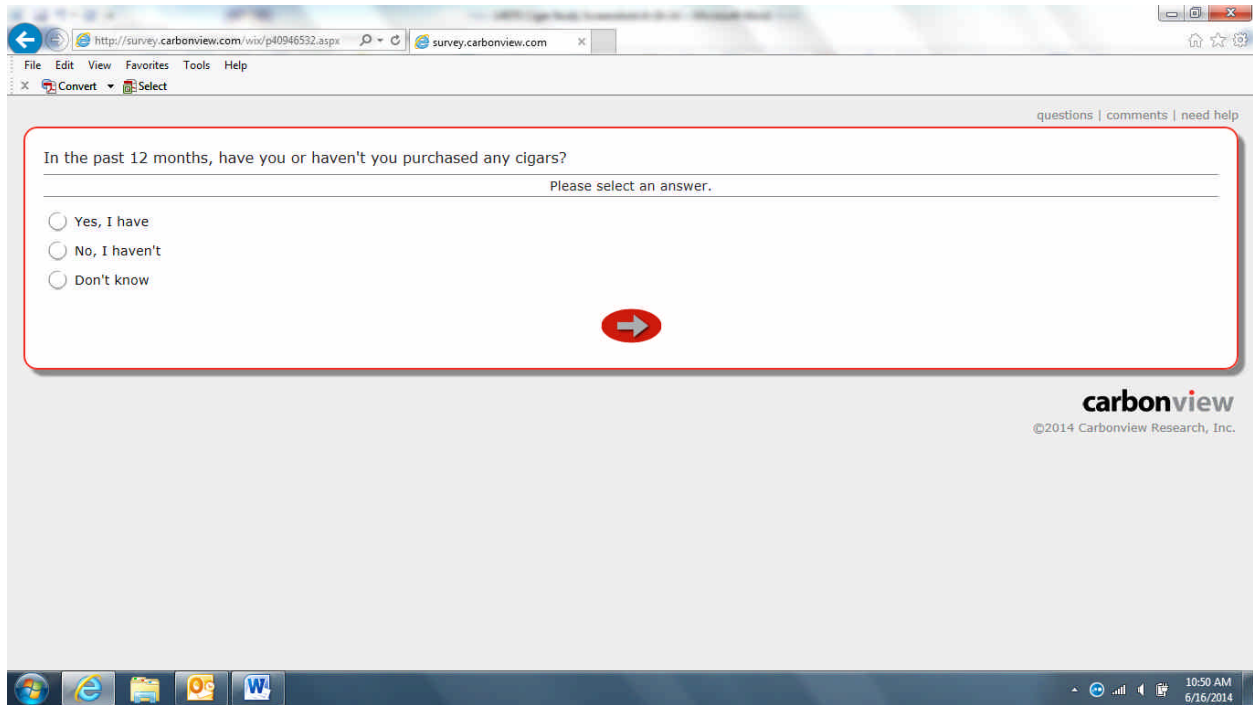


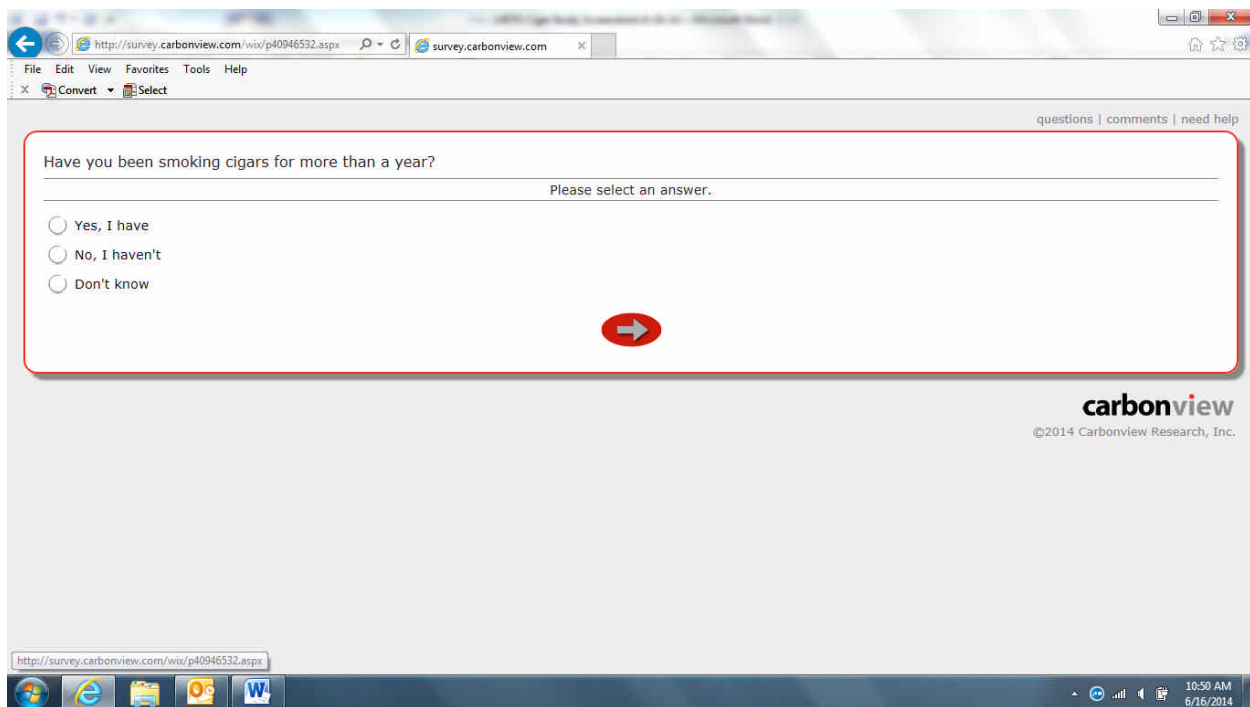


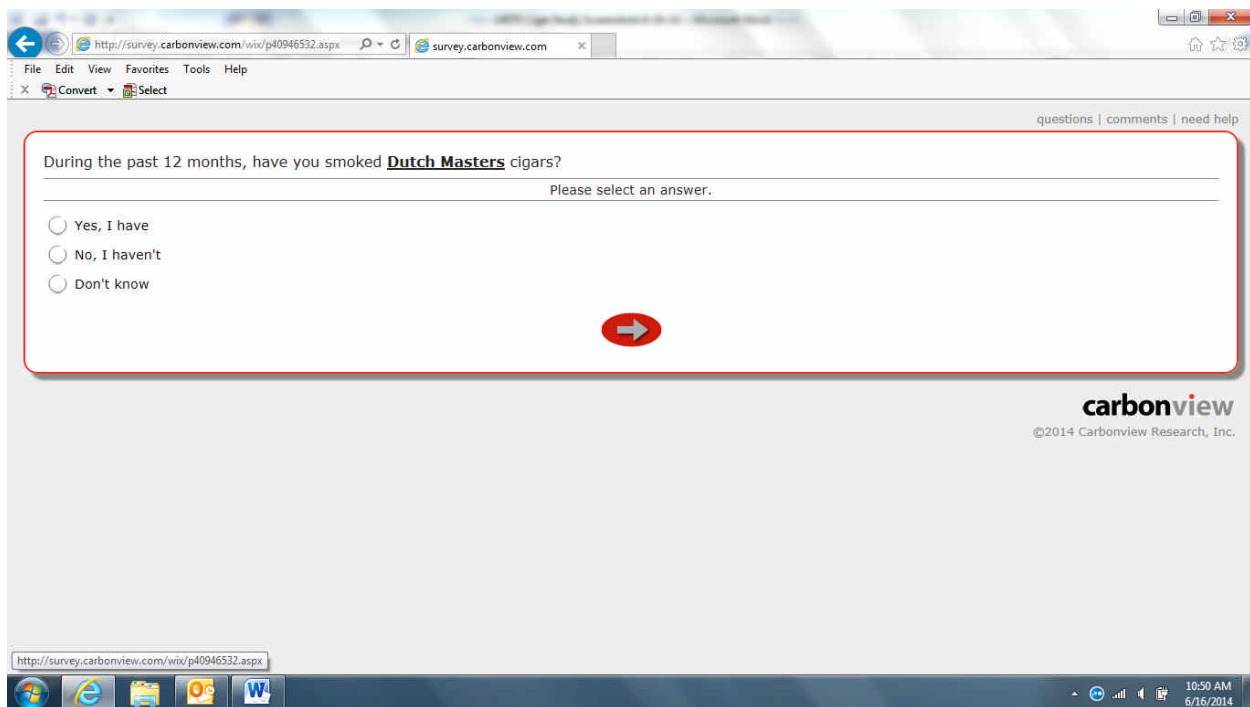




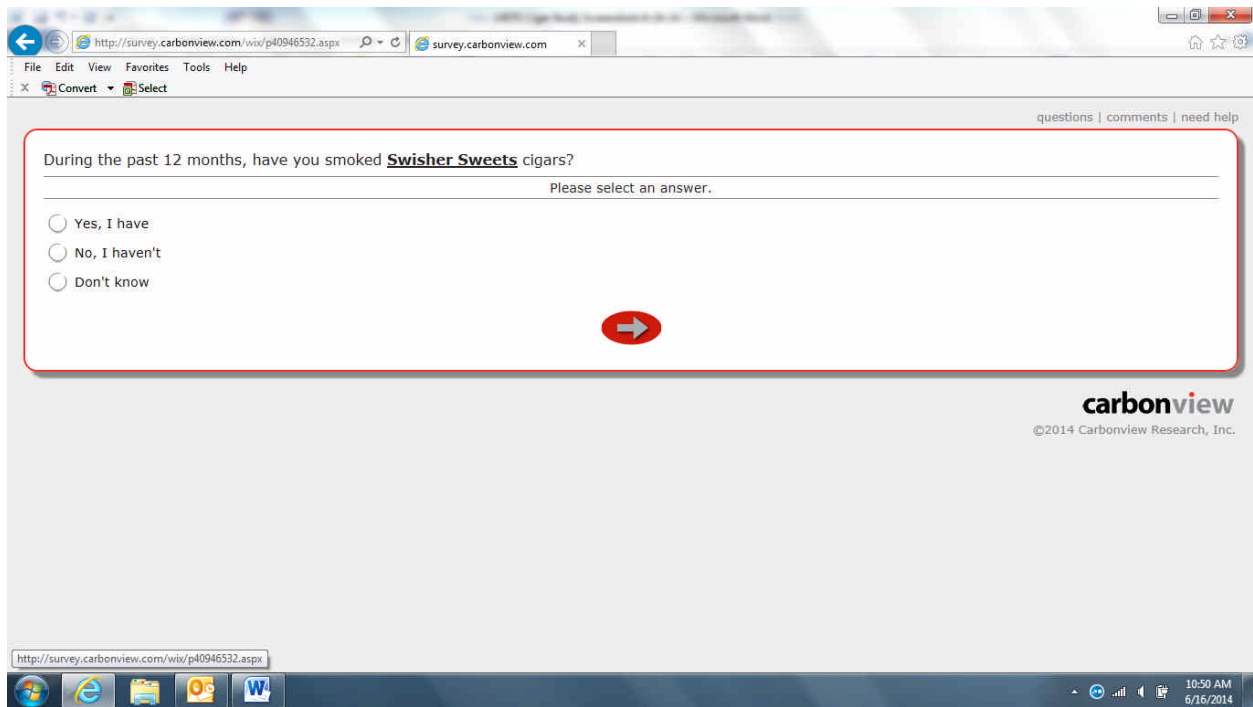


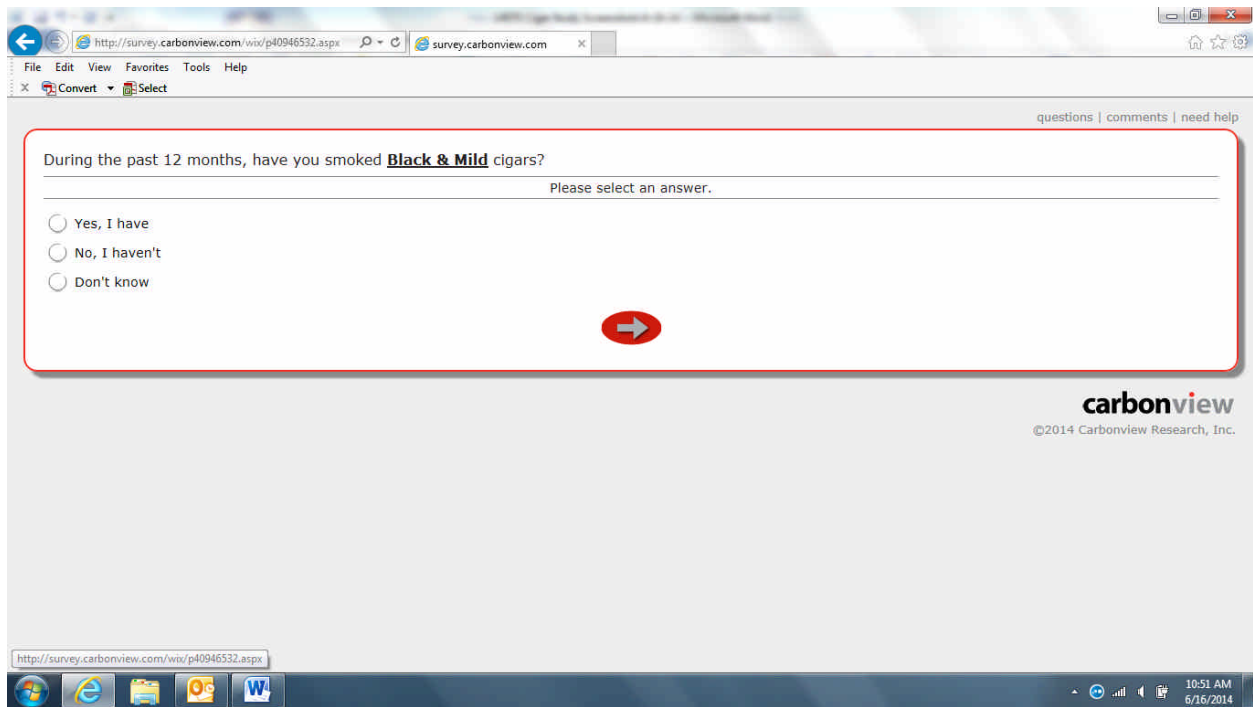


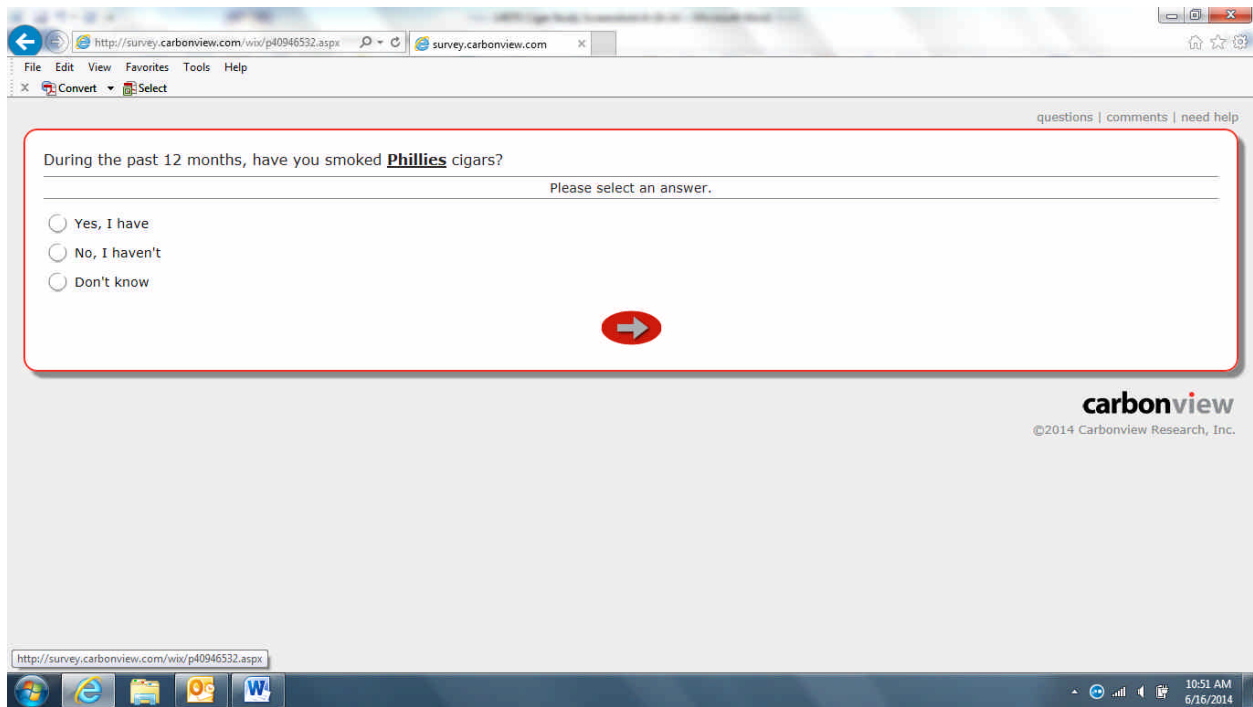


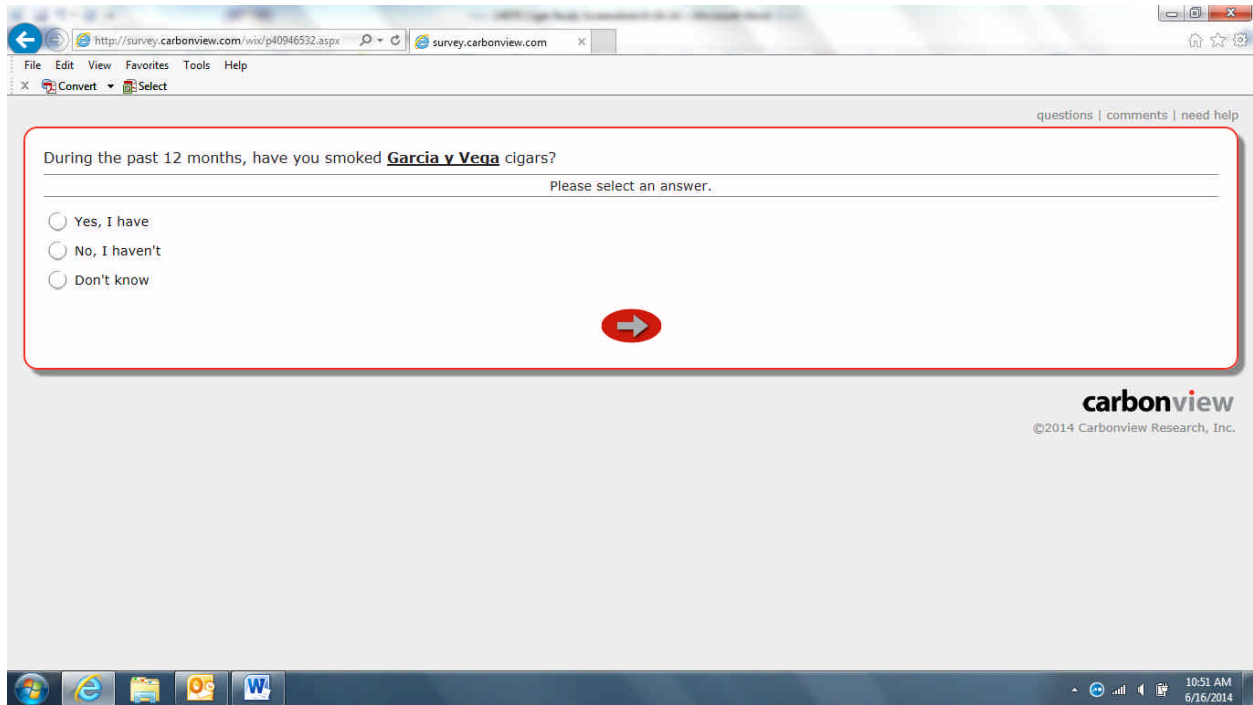


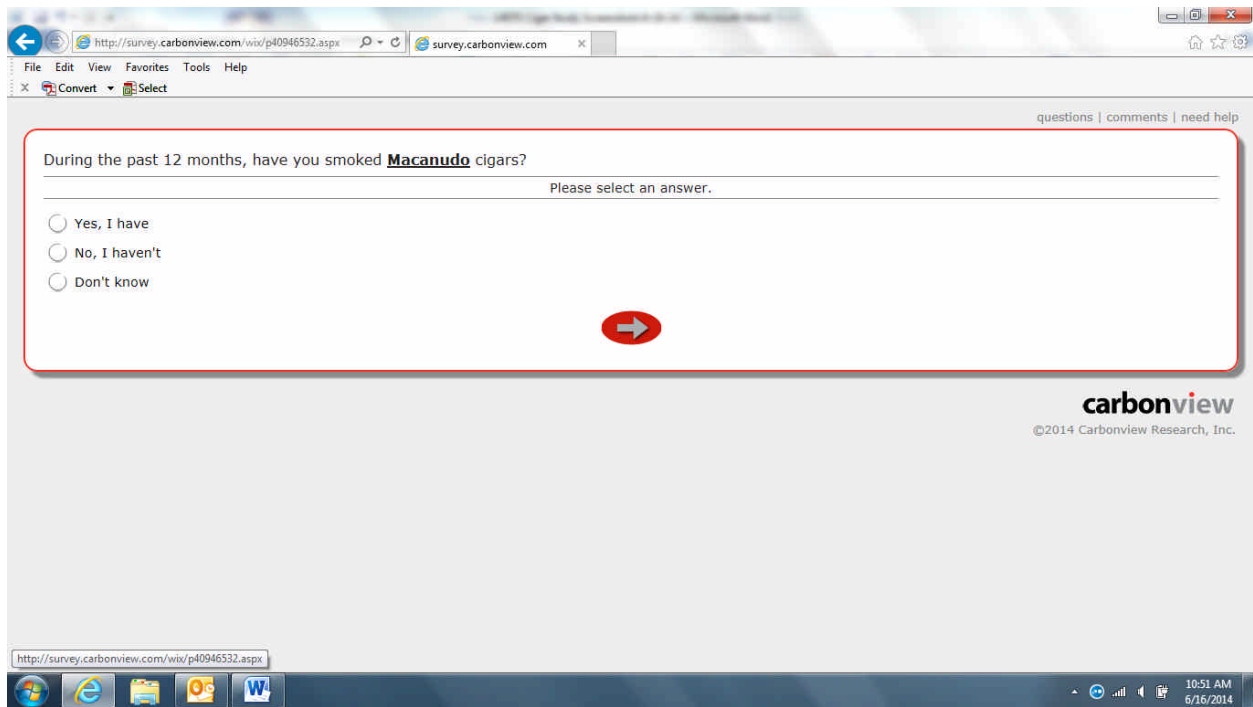


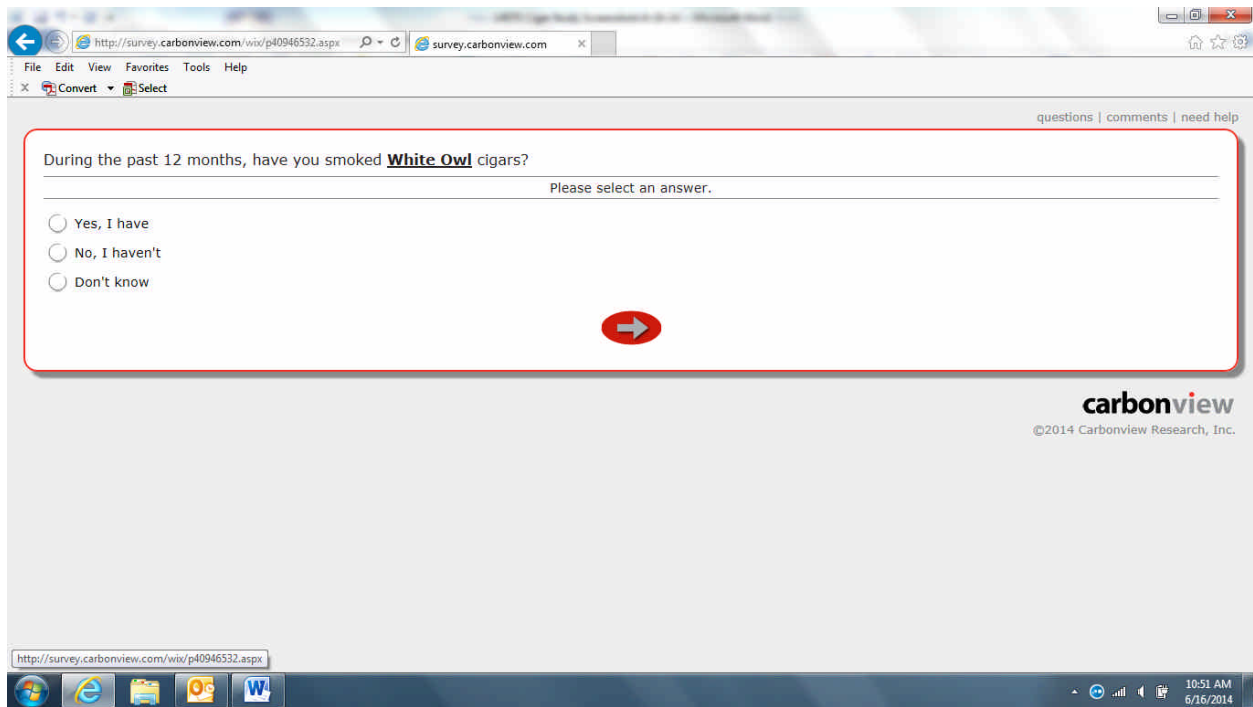


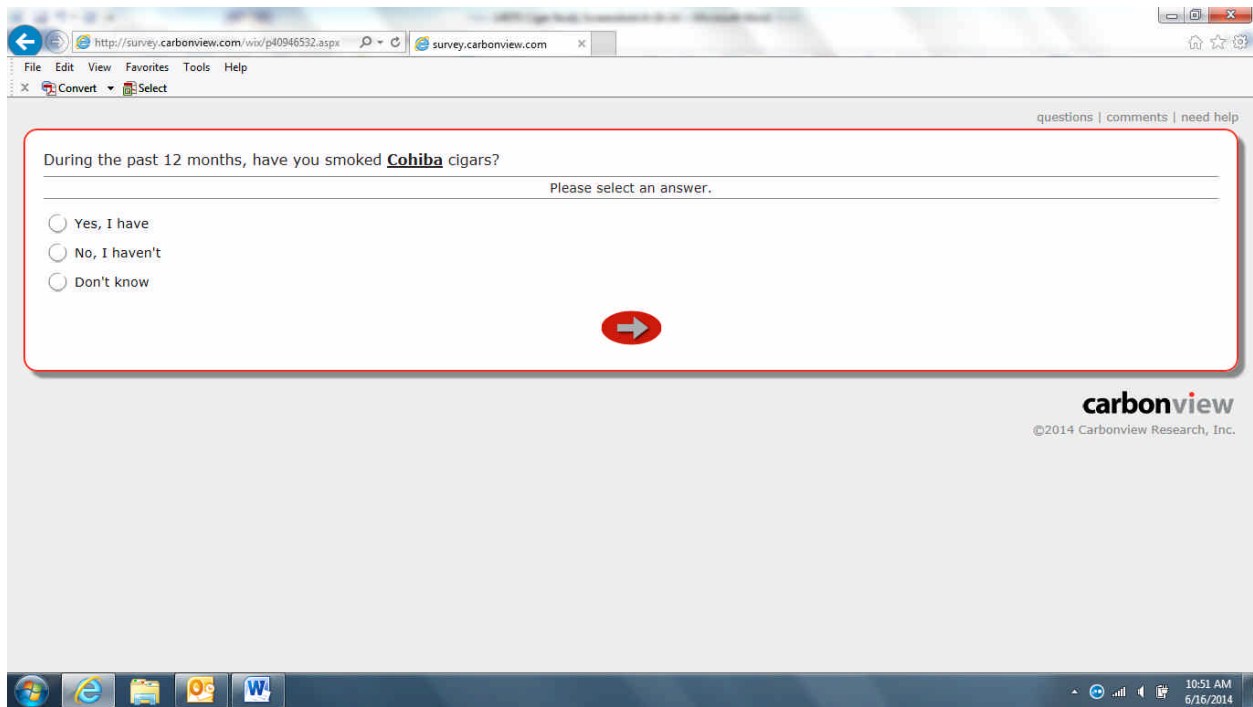


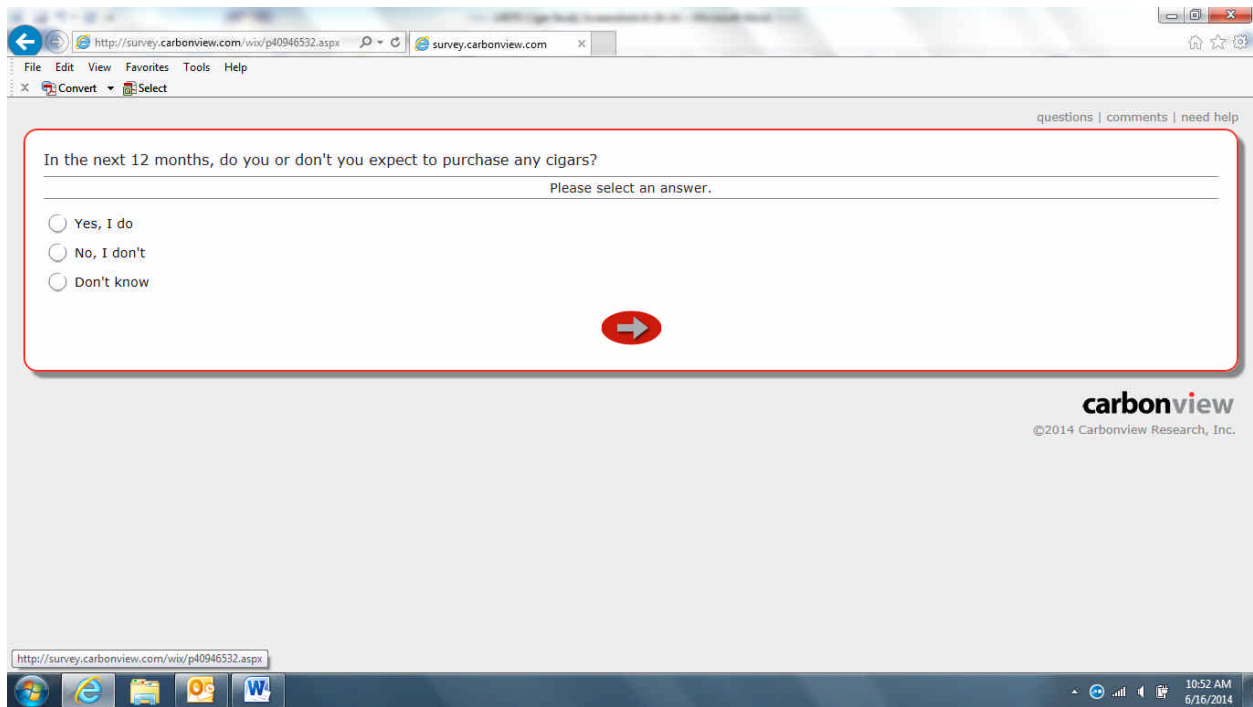




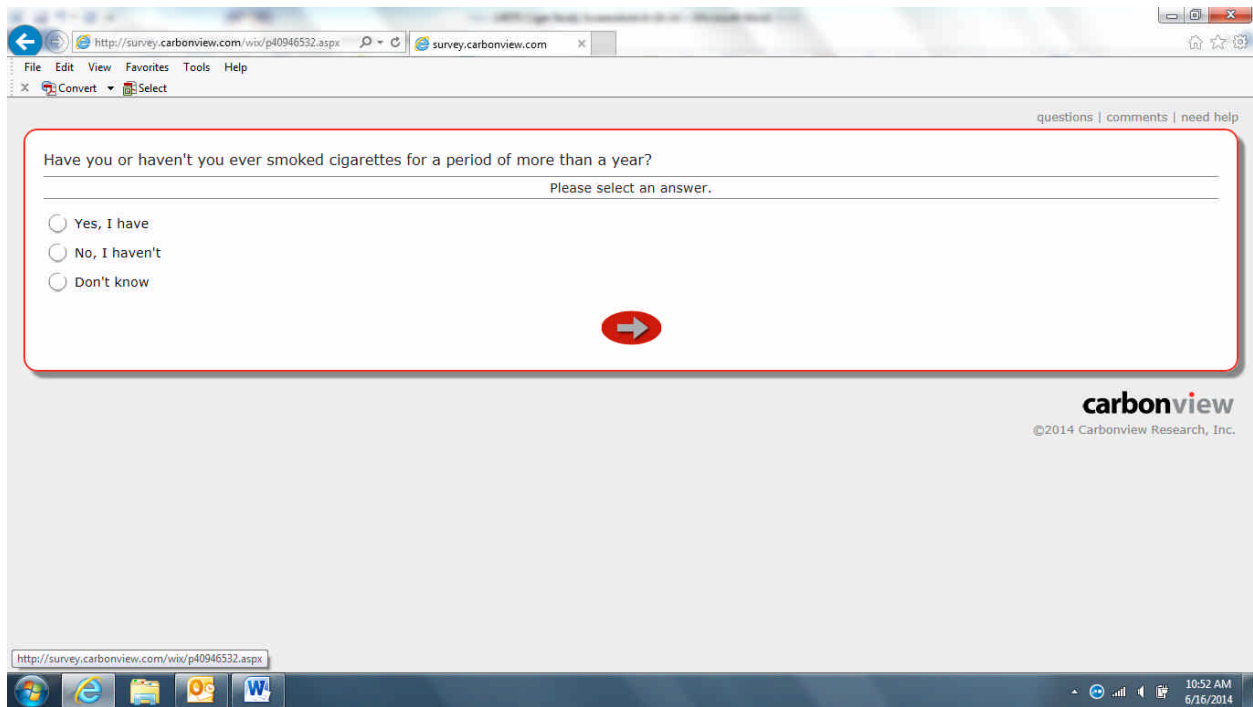


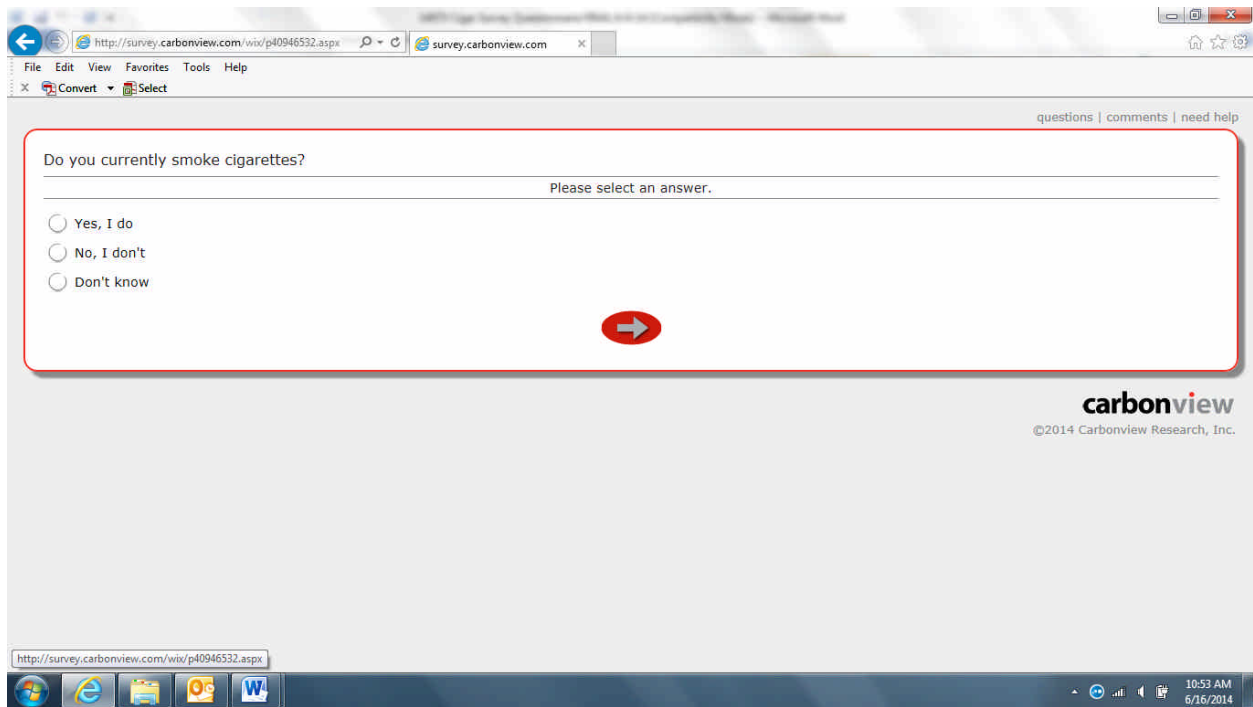












http://survey.carbonview.com/wix/p40946532.aspxsurvey.carbonview.com

FileEditViewFavoritesToolsHelp

ConvertSelect

questions | comments | need help

Thank you, you qualify for this study.

Now, we need you to provide us with your name and phone number so we can call you to verify that you participated in this survey.

Your name and phone number and your responses to this survey will be kept completely confidential. We will not be calling to sell you anything; we will only call to verify your participation.

Please record your name and phone number below:

Enter the requested information in the spaces provided below.

Name:

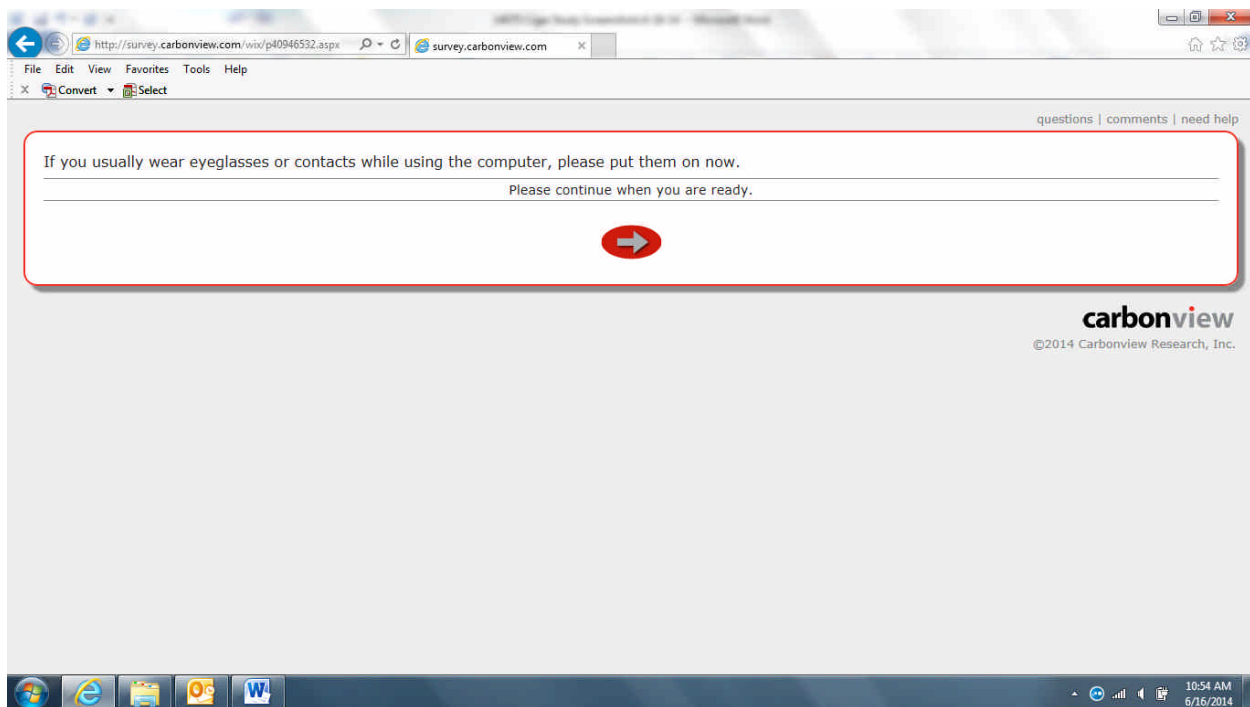
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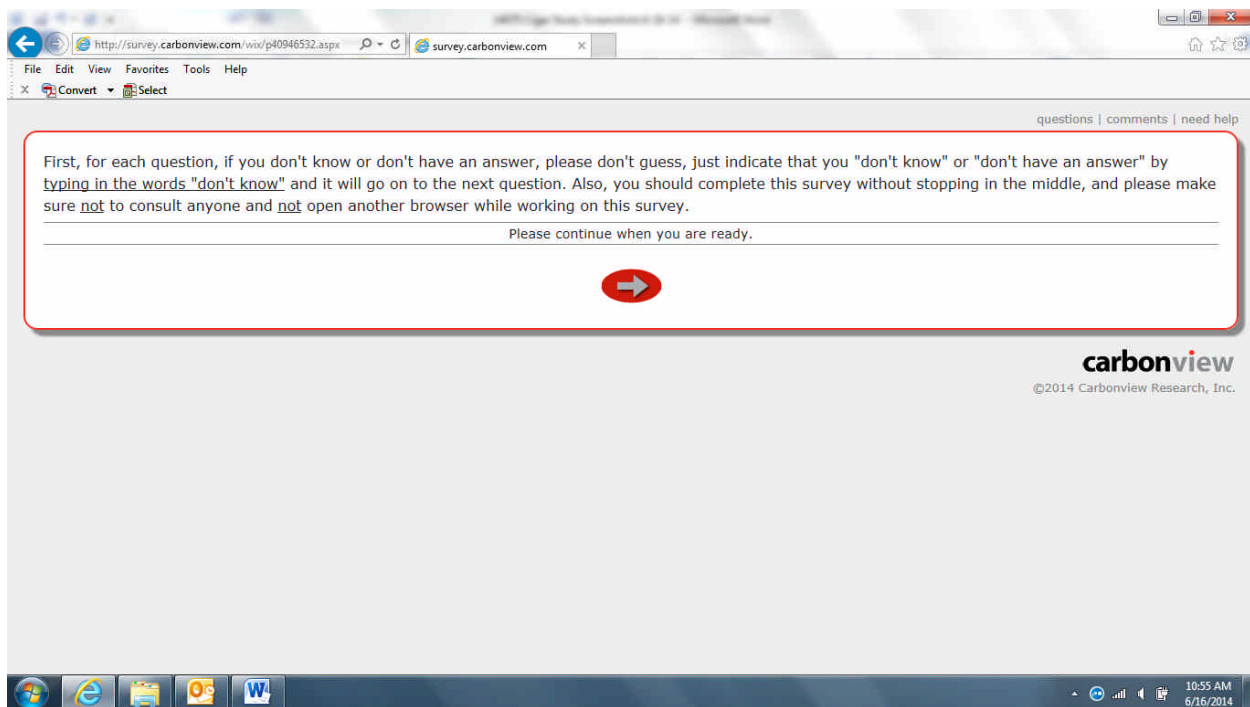
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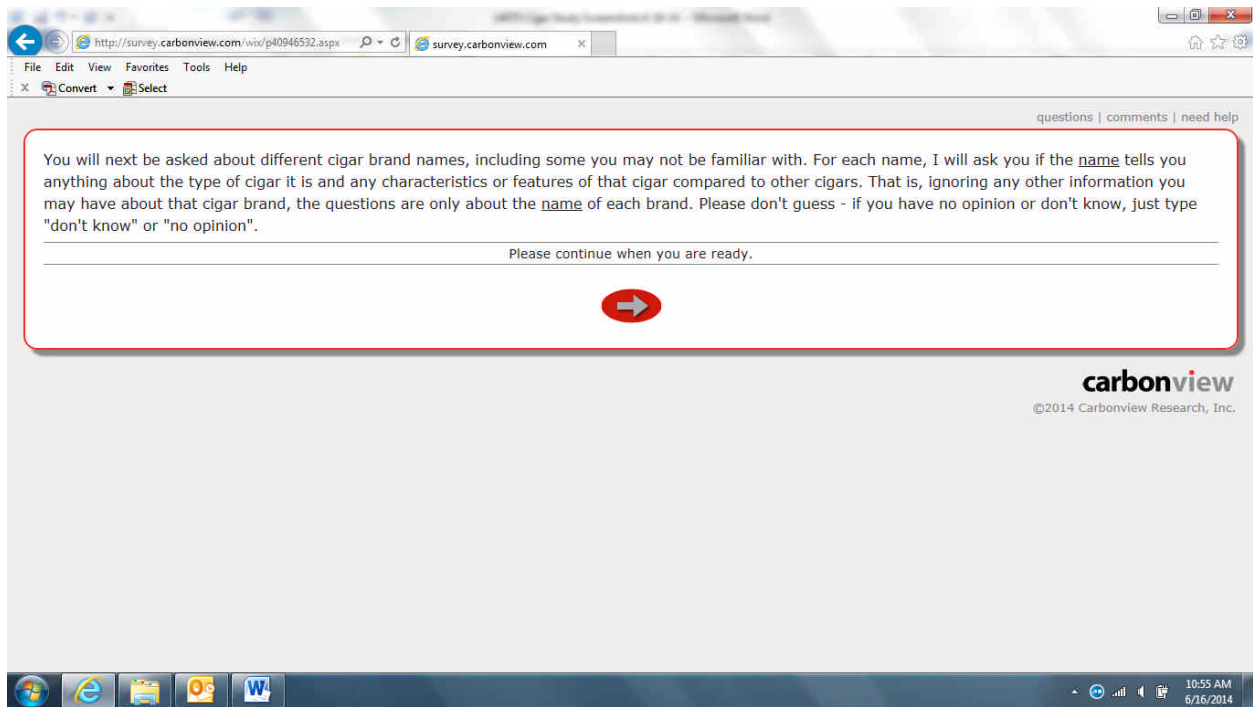
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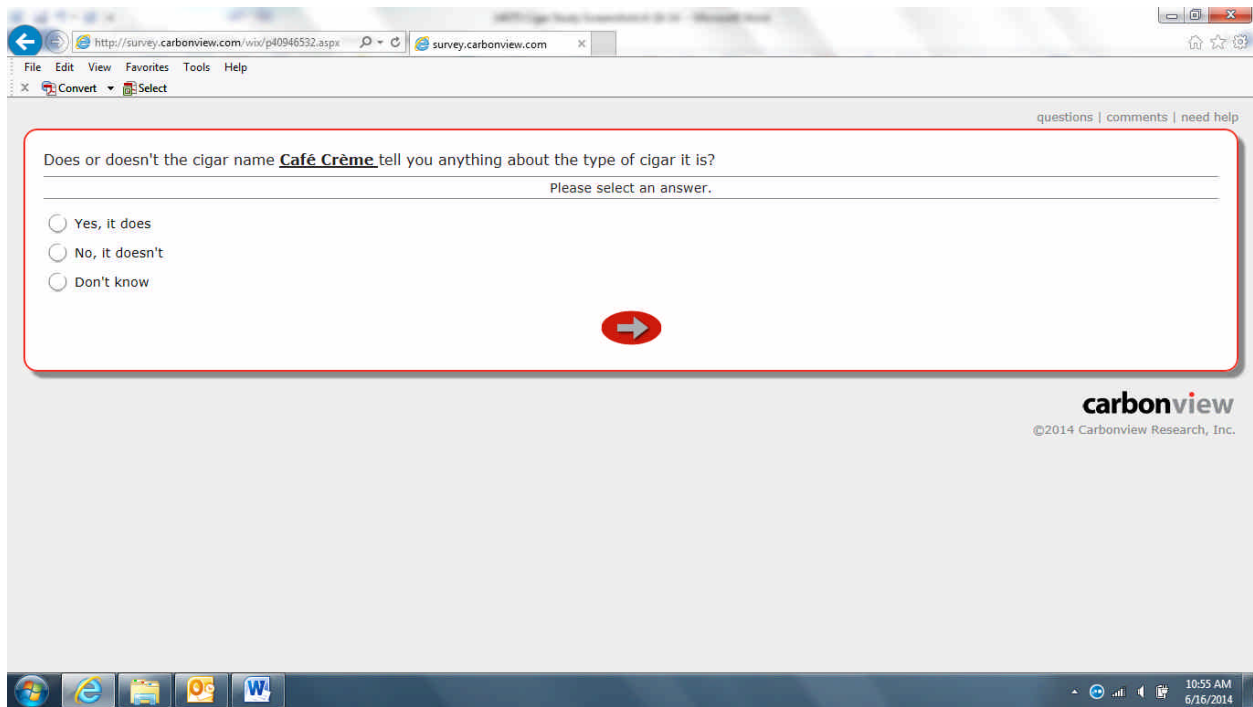
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What does the name Café Crème tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

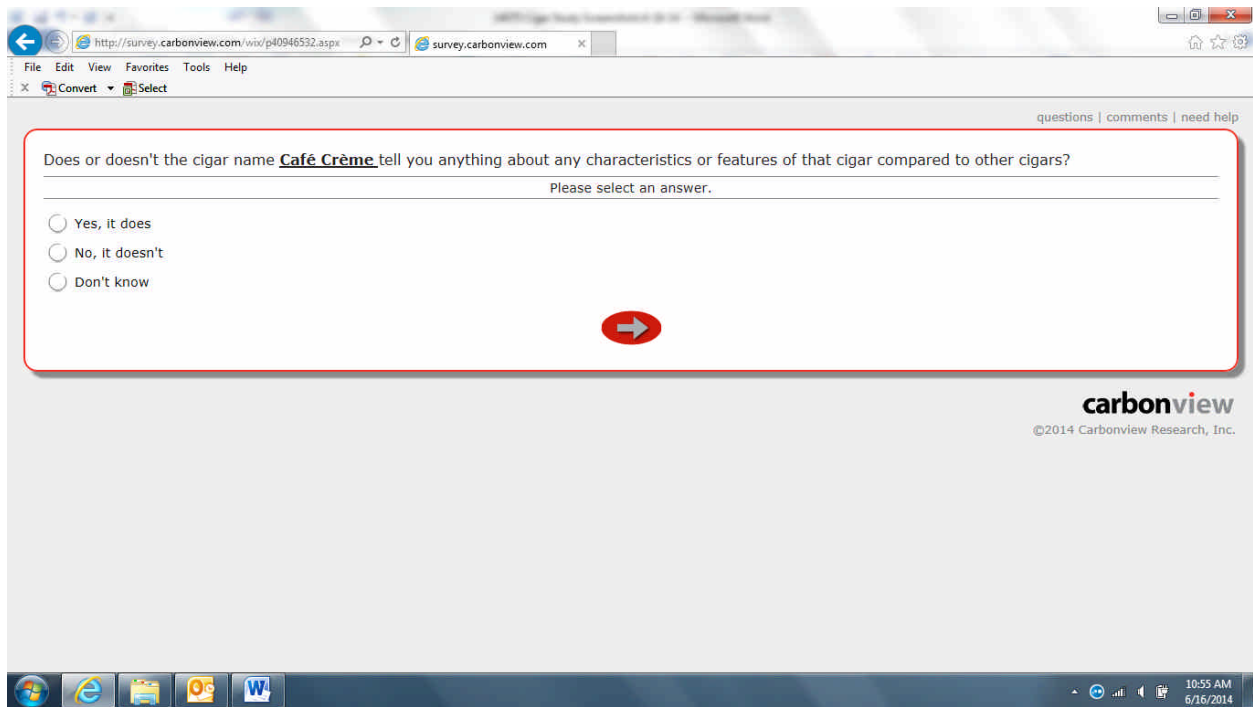
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What does the name **Café Crème** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.

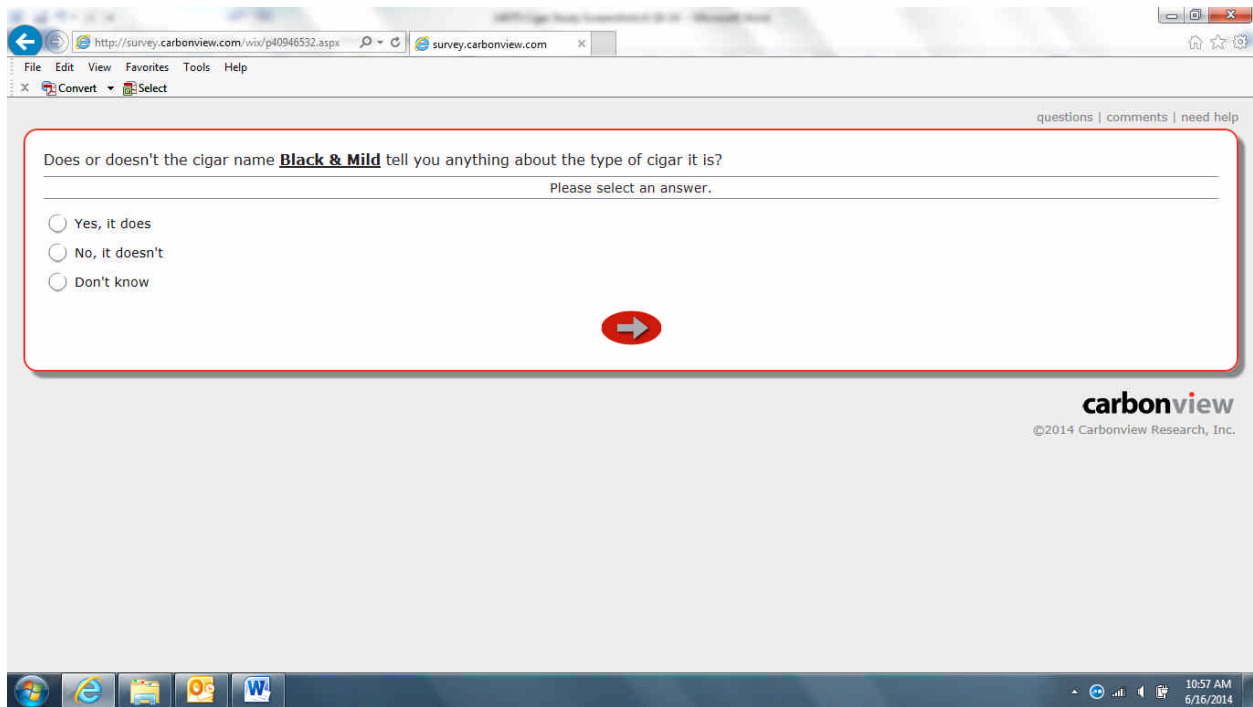
Please type your answer below. Please be specific and include details.

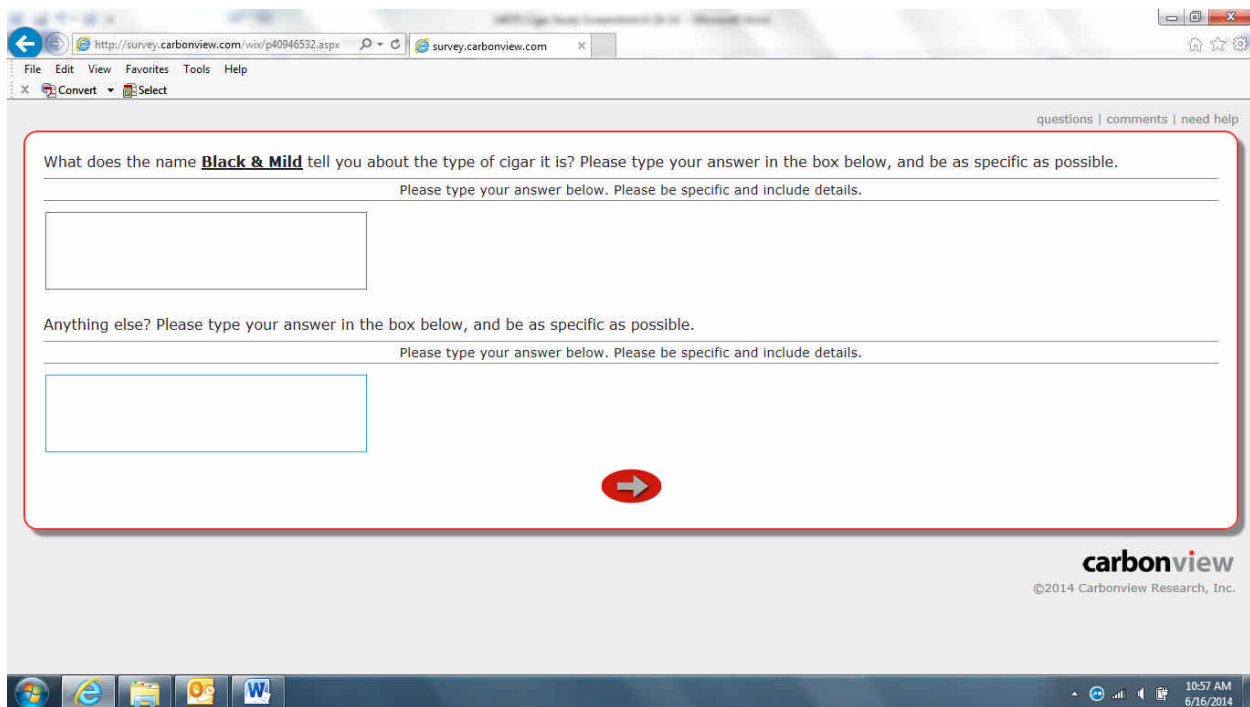
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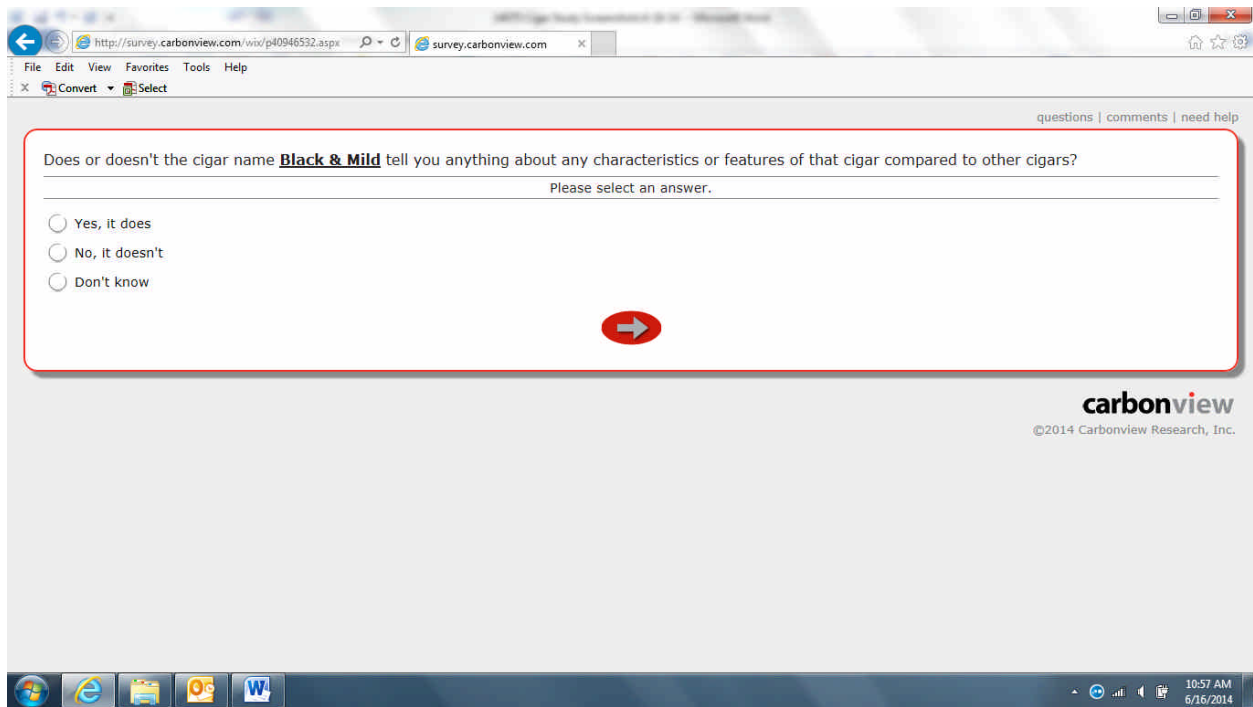
Please type your answer below. Please be specific and include details.

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What does the name **Black & Mild** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

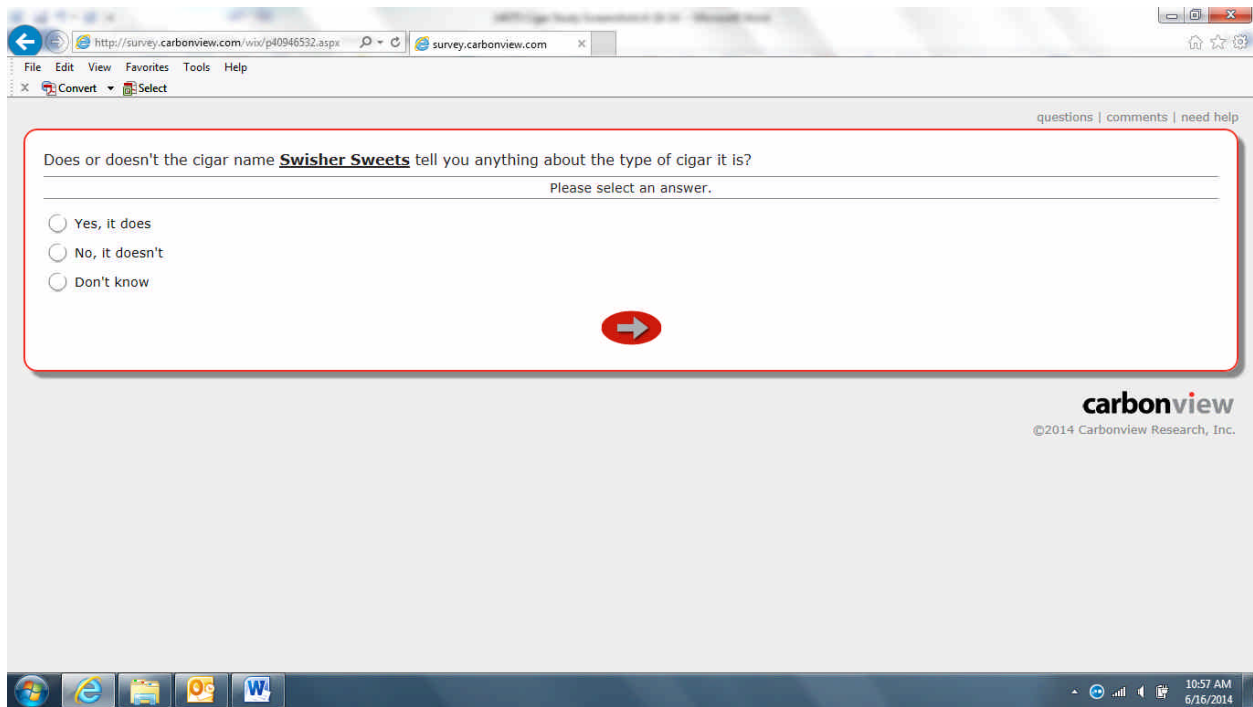
Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

→

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What does the name **Swisher Sweets** tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

Anything else? Please type your answer in the box below, and be as specific as possible.

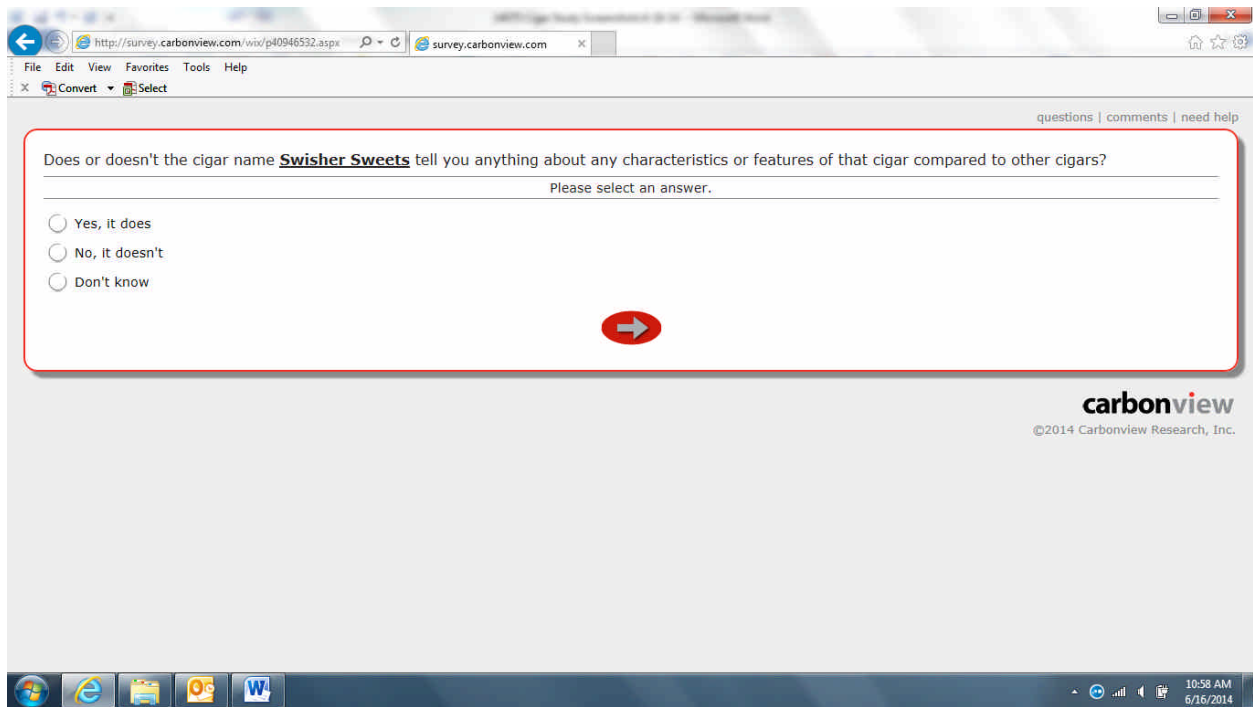
Please type your answer below. Please be specific and include details.

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What does the name **Swisher Sweets** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.







Please type your answer below. Please be specific and include details.

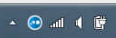
Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

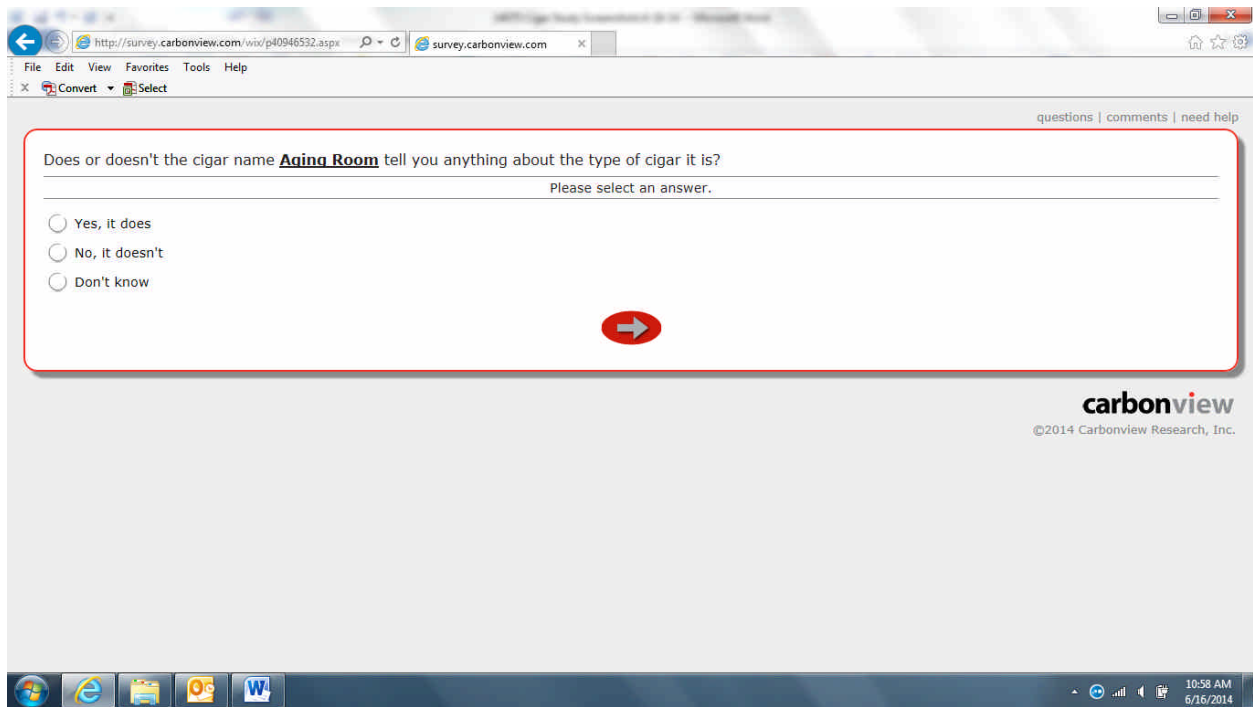
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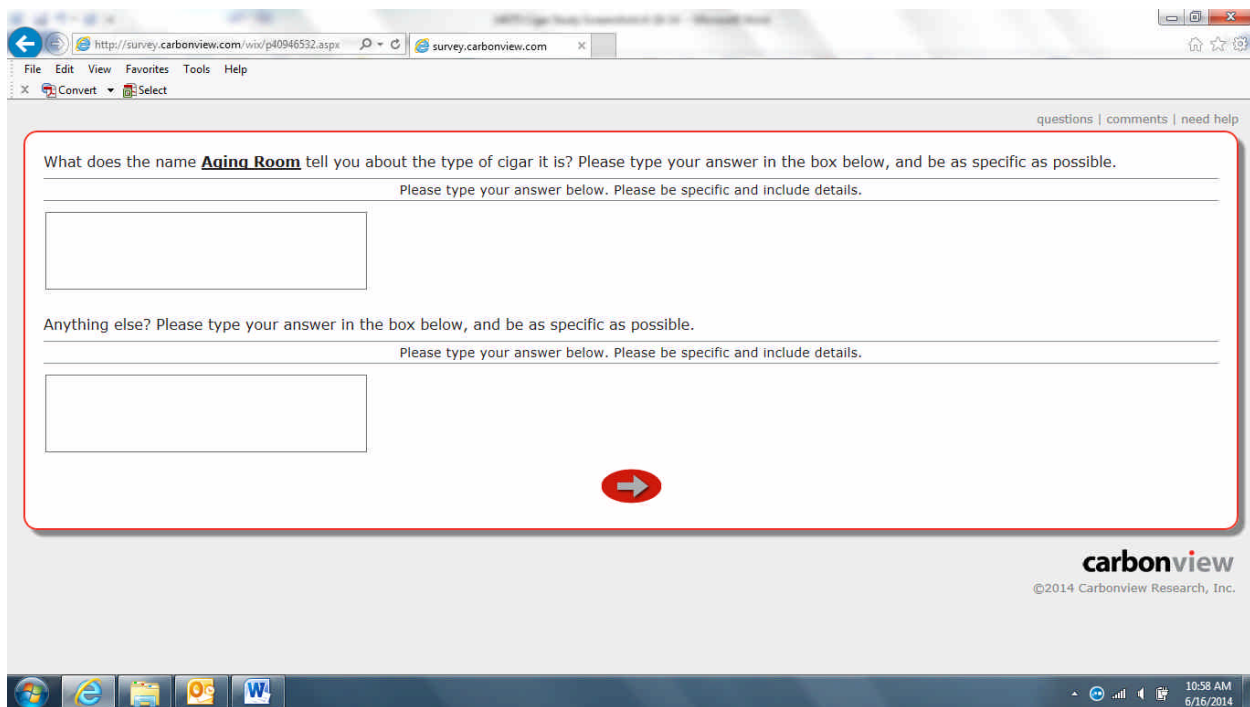
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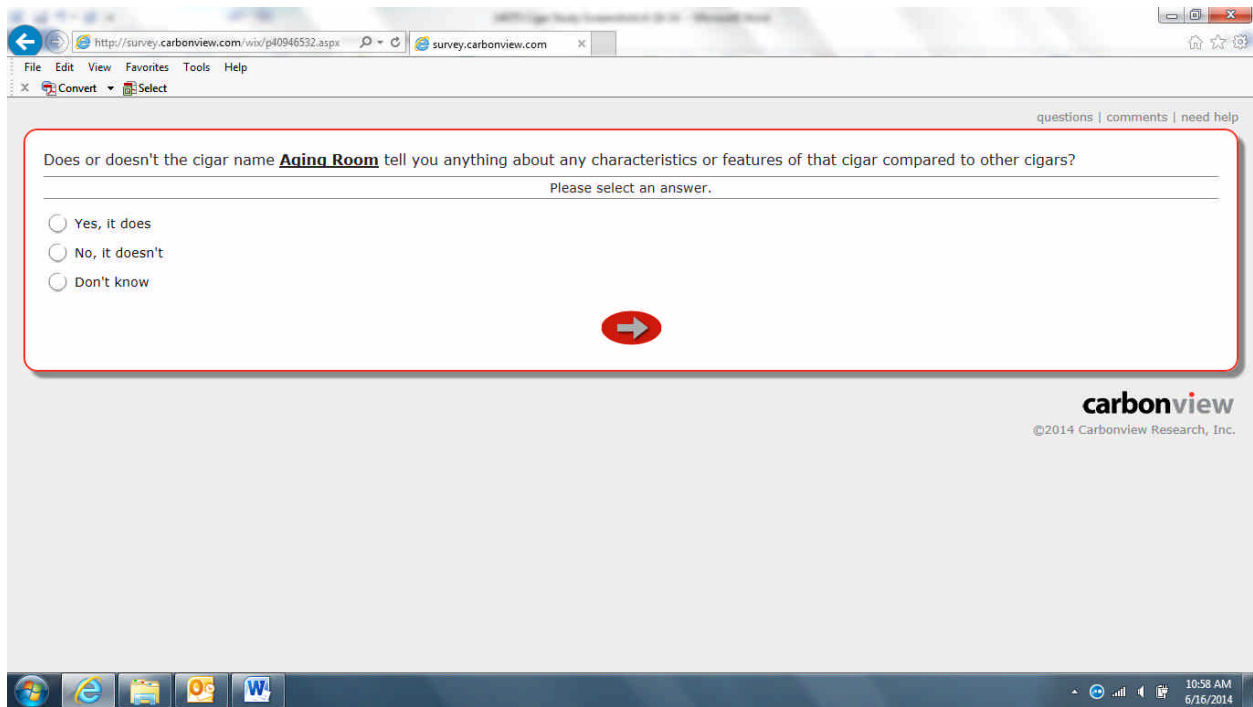




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What does the name **Aging Room** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.







Please type your answer below. Please be specific and include details.


Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

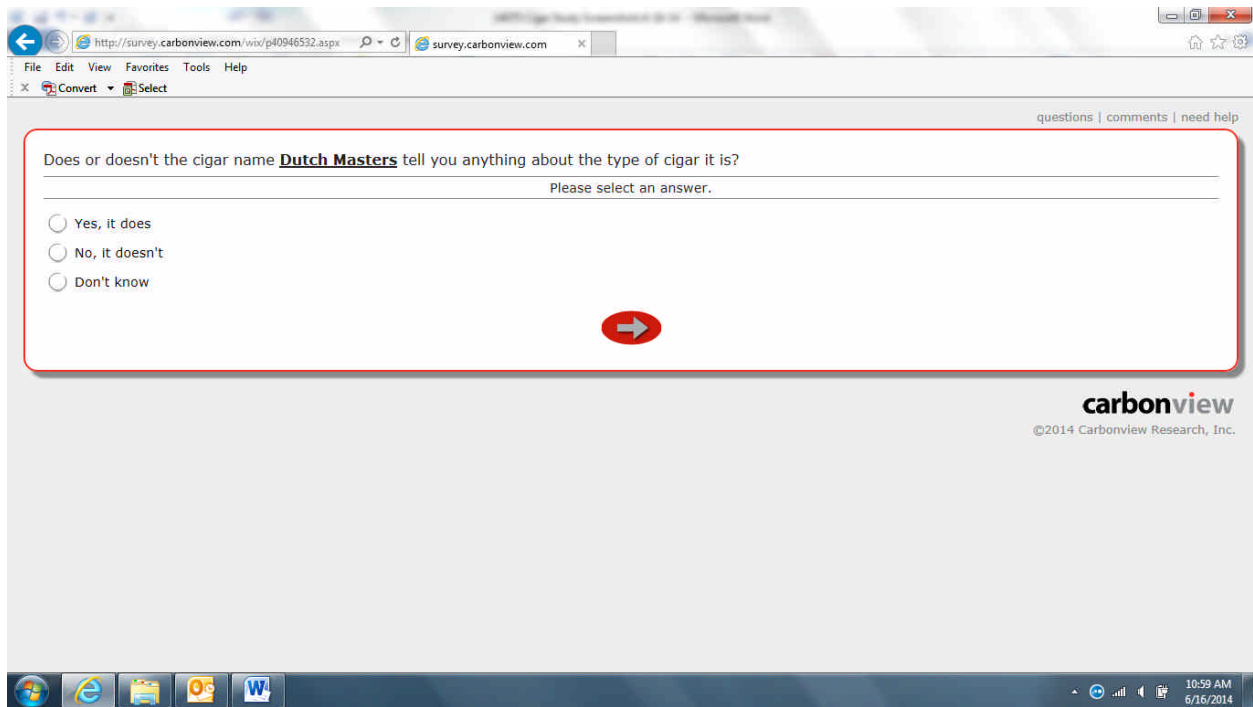
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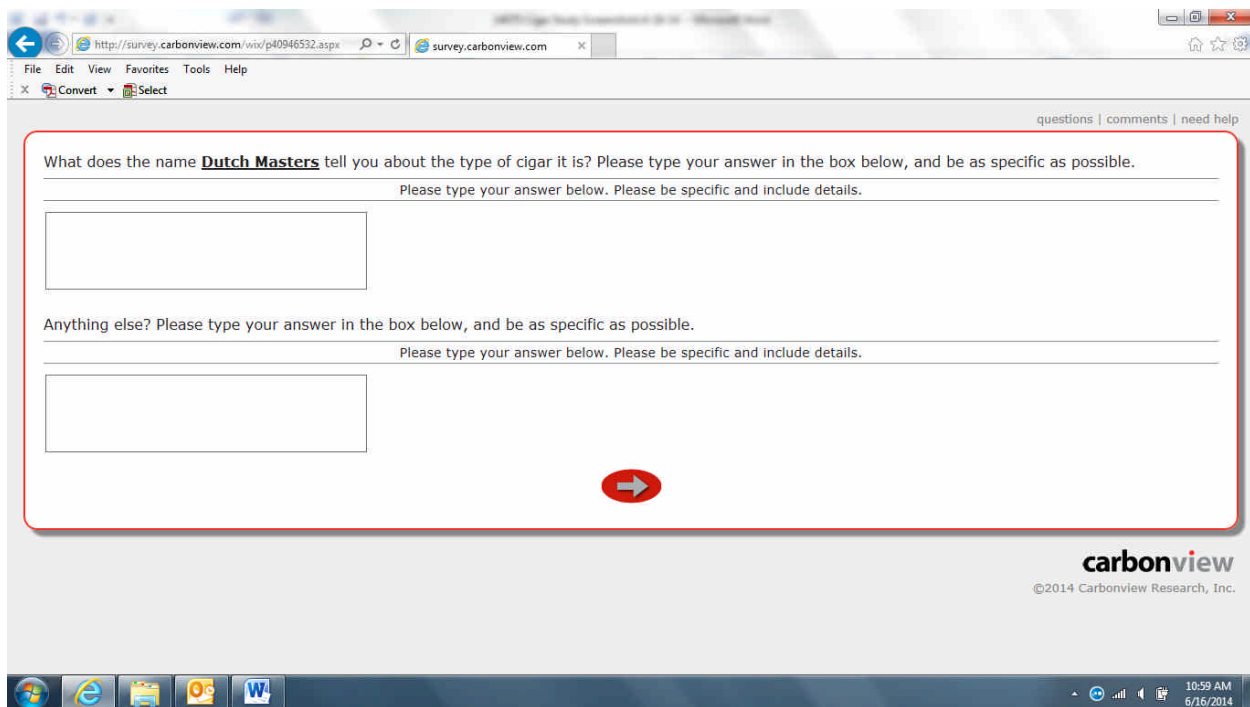
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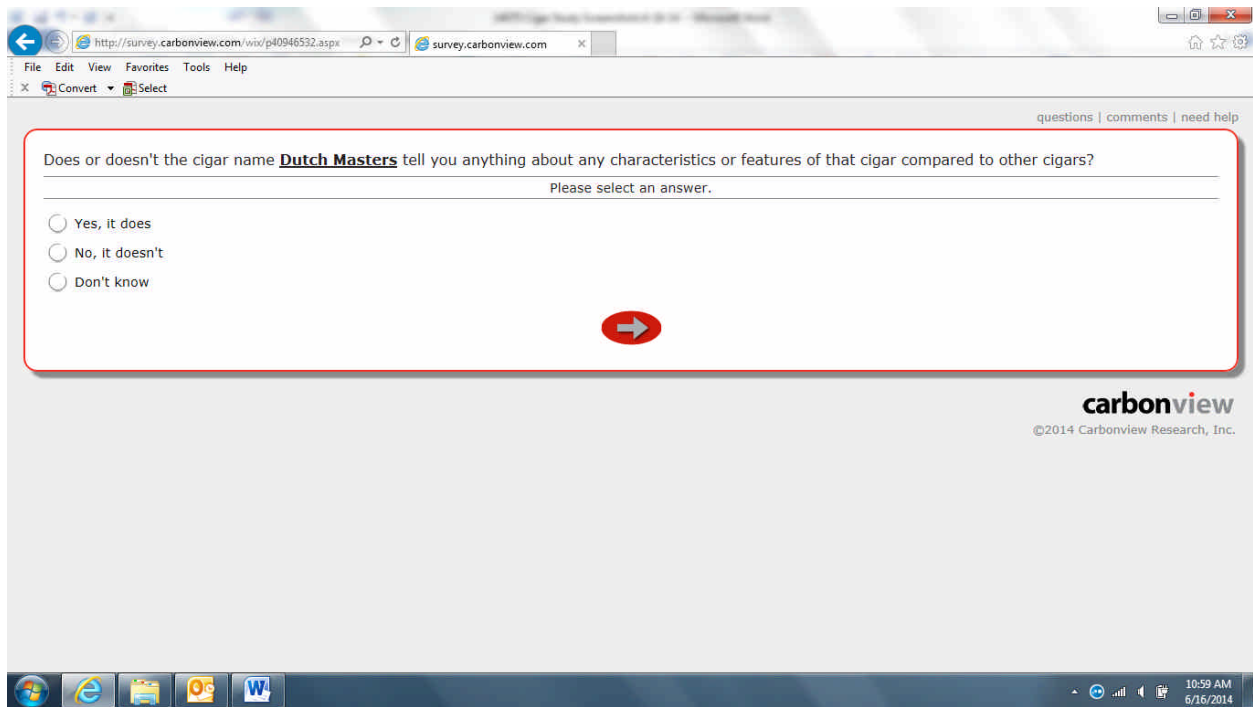


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What does the name **Dutch Masters** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.







Please type your answer below. Please be specific and include details.


Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

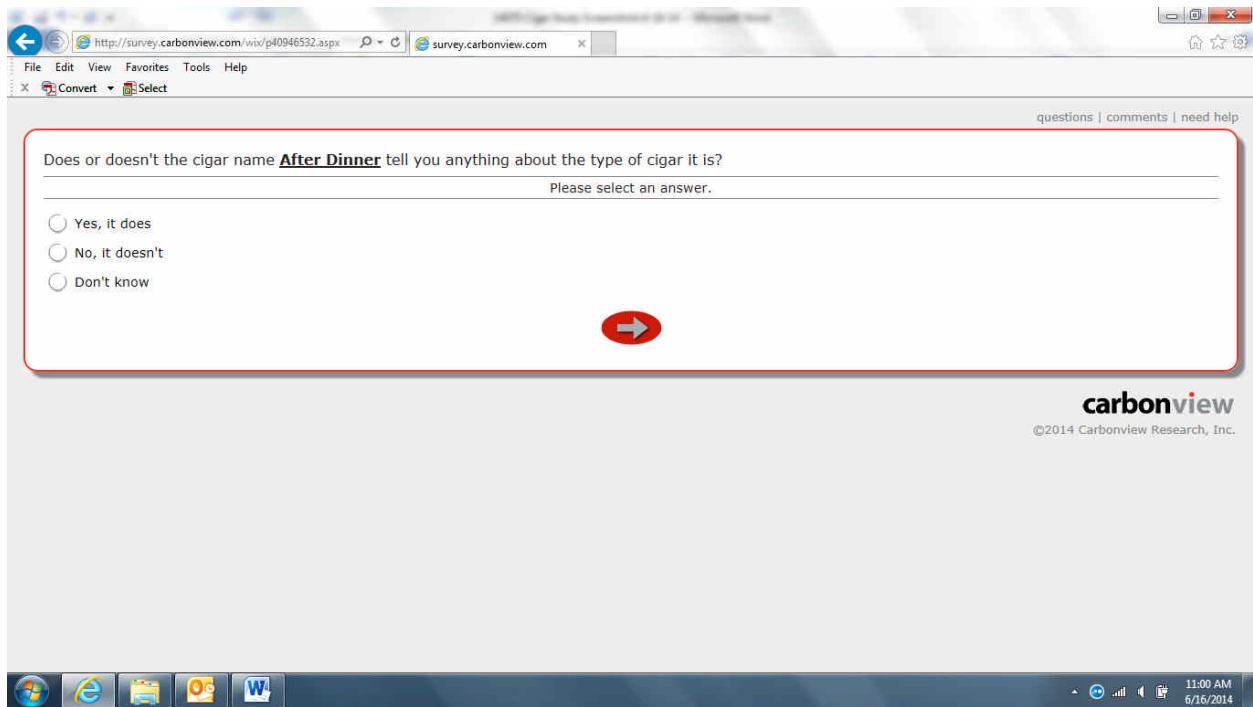
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What does the name **After Dinner** tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

Anything else? Please type your answer in the box below, and be as specific as possible.

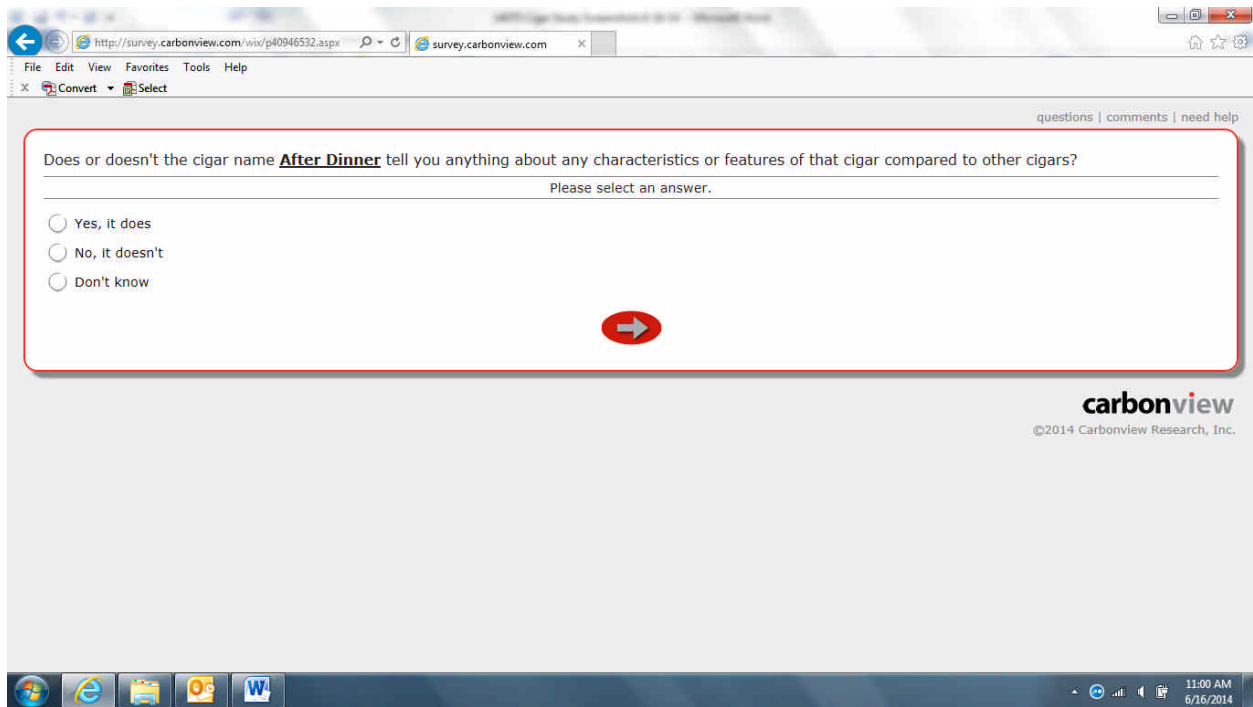
Please type your answer below. Please be specific and include details.

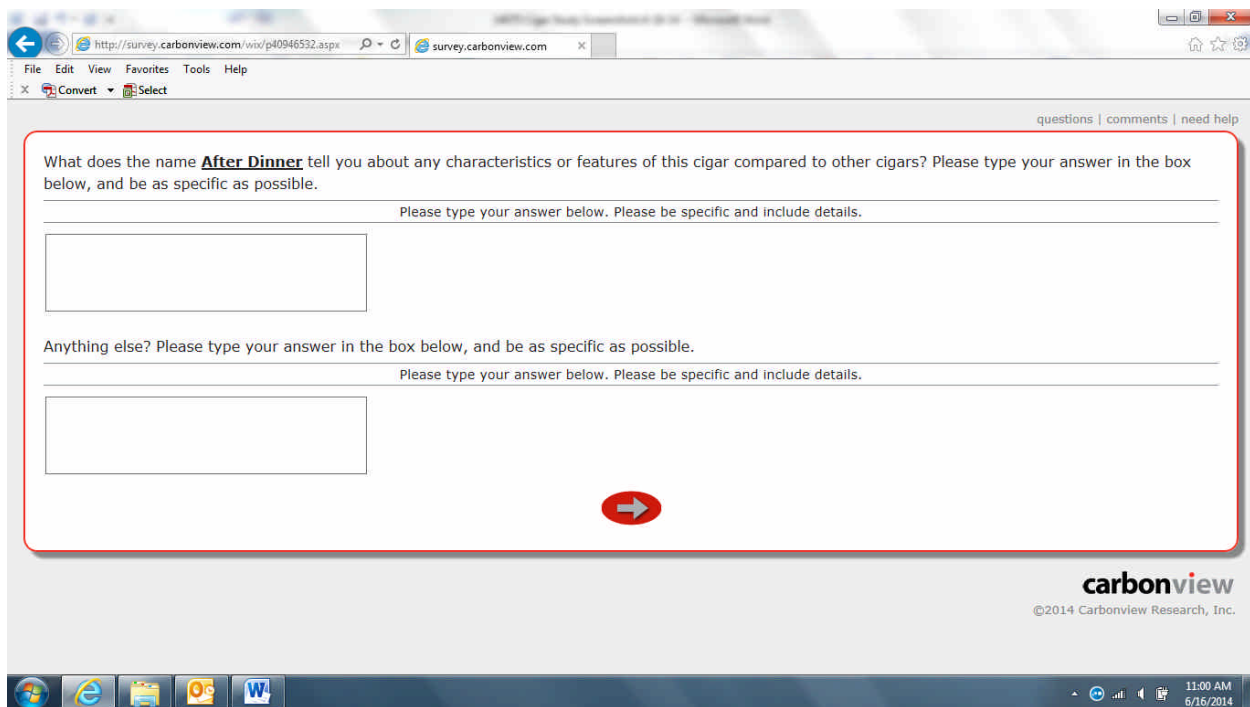
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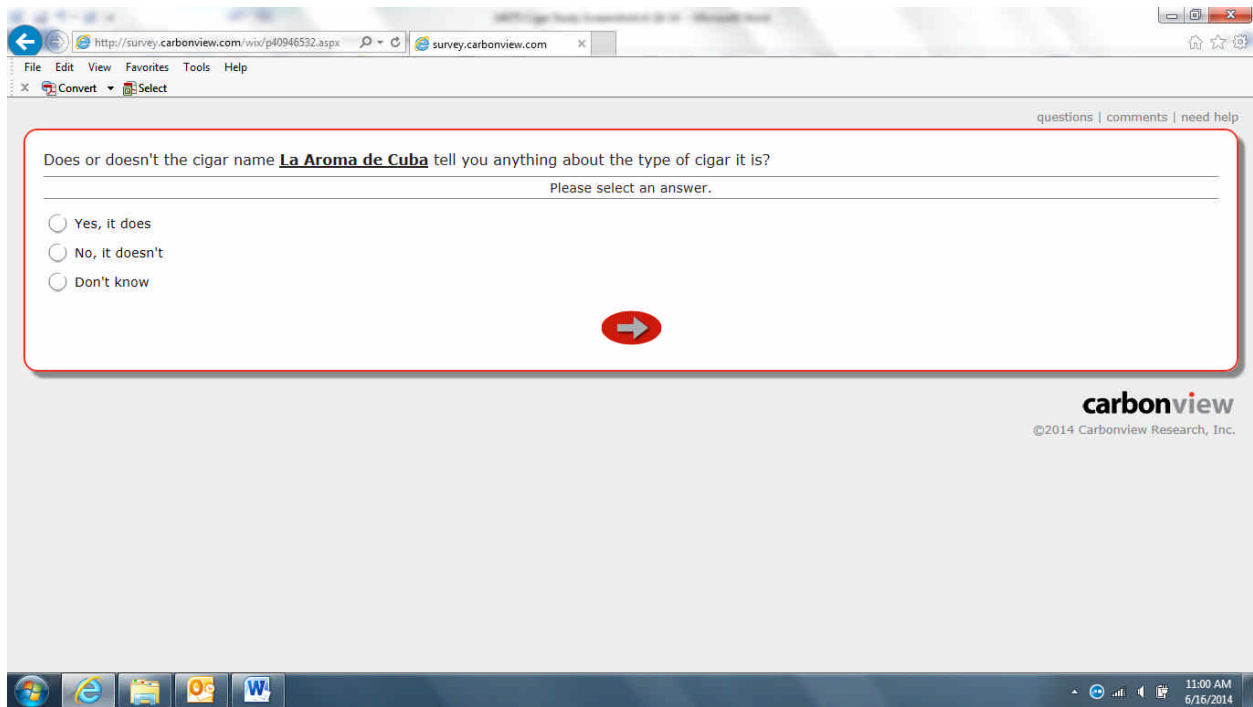
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What does the name **La Aroma de Cuba** tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible.

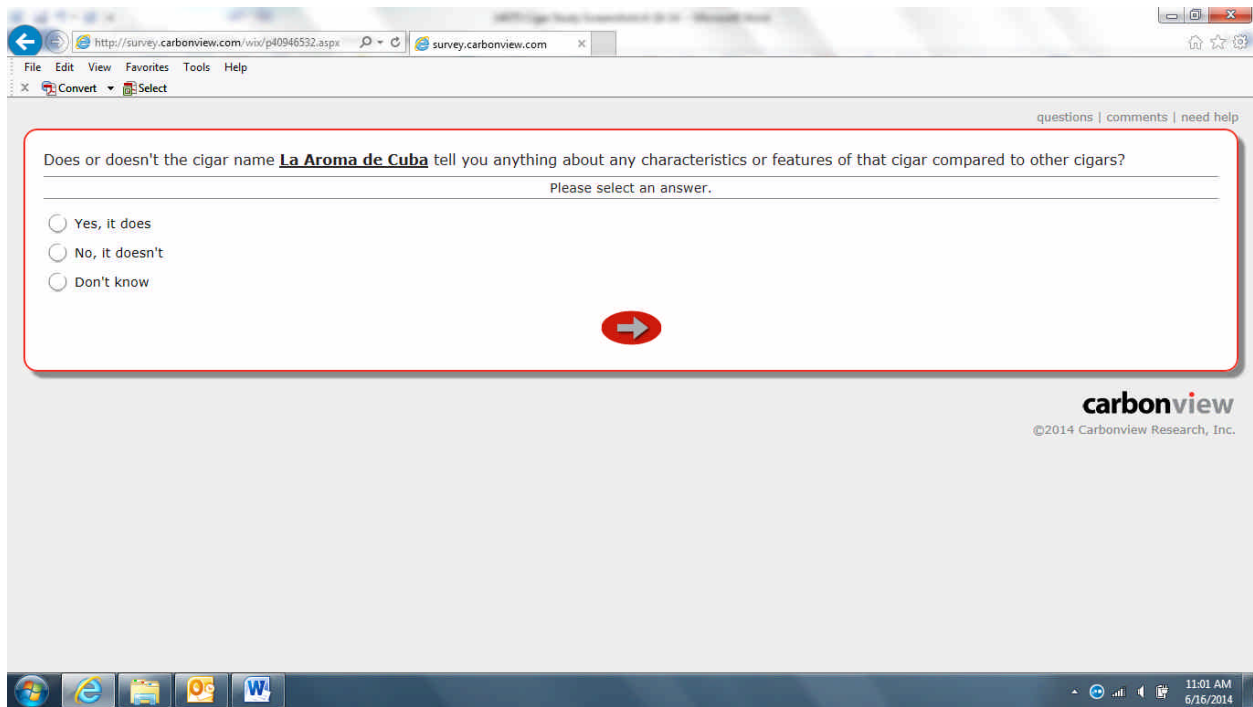
Please type your answer below. Please be specific and include details.

Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

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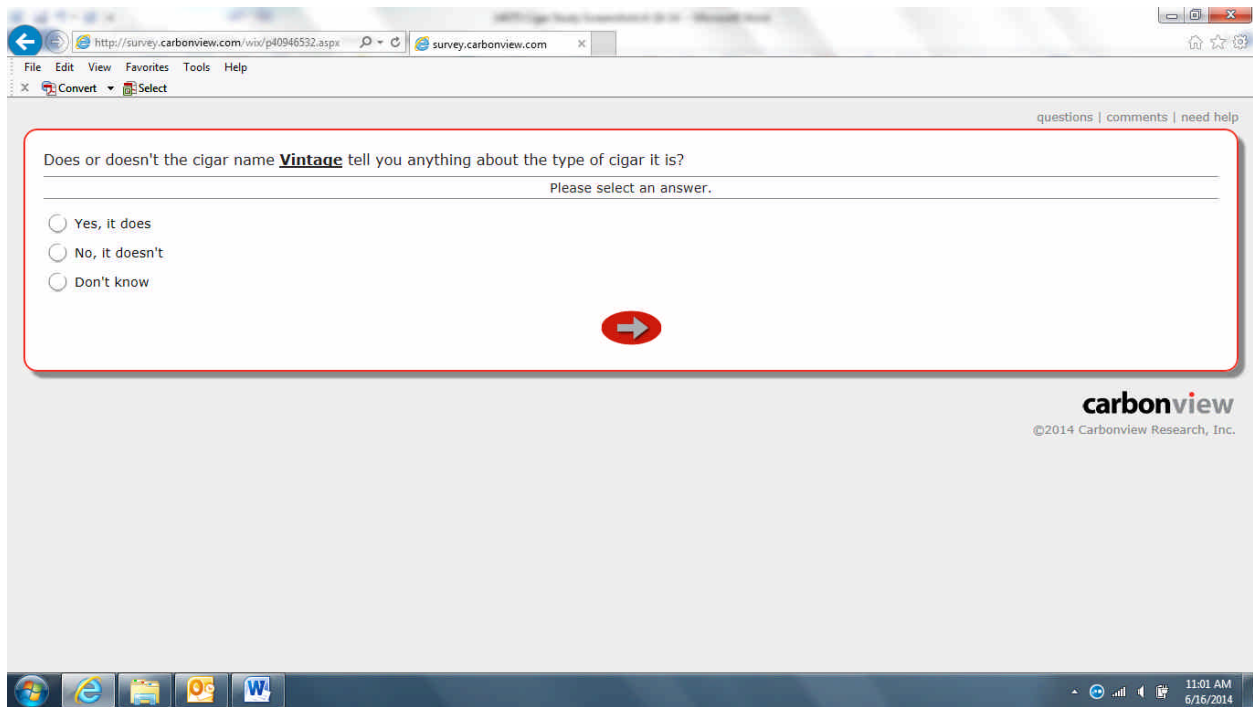
What does the name **La Aroma de Cuba** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.

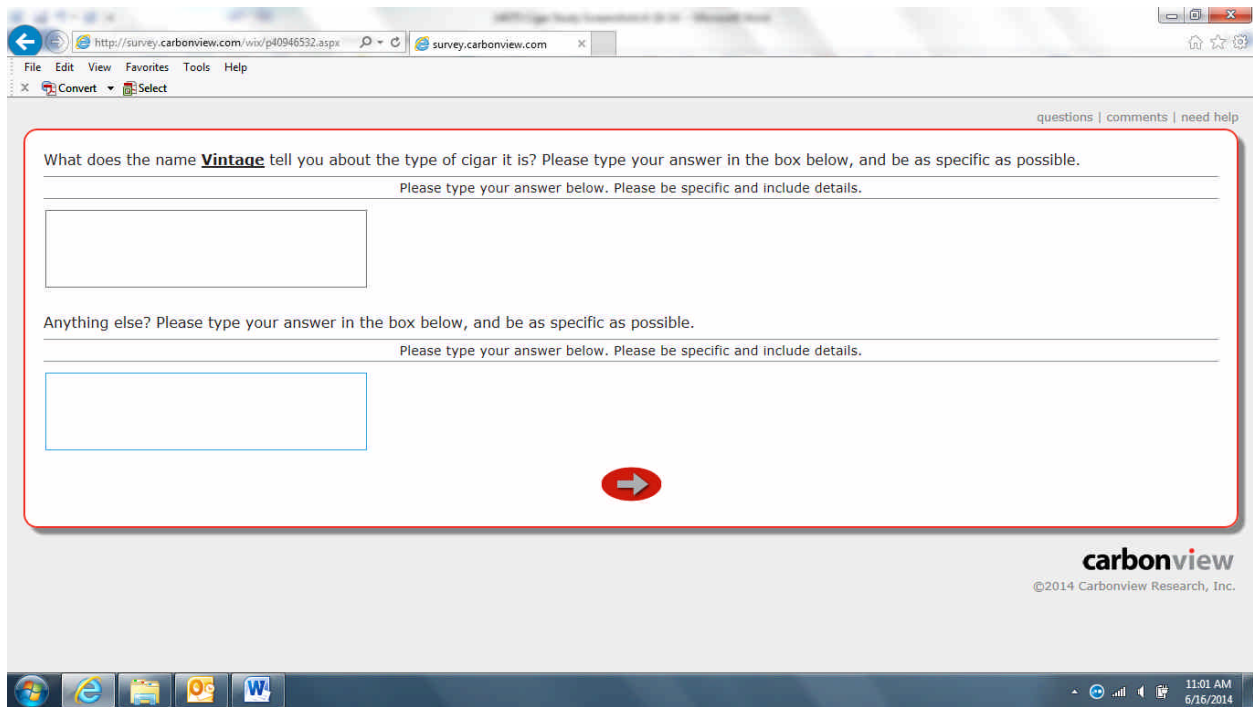
Please type your answer below. Please be specific and include details.

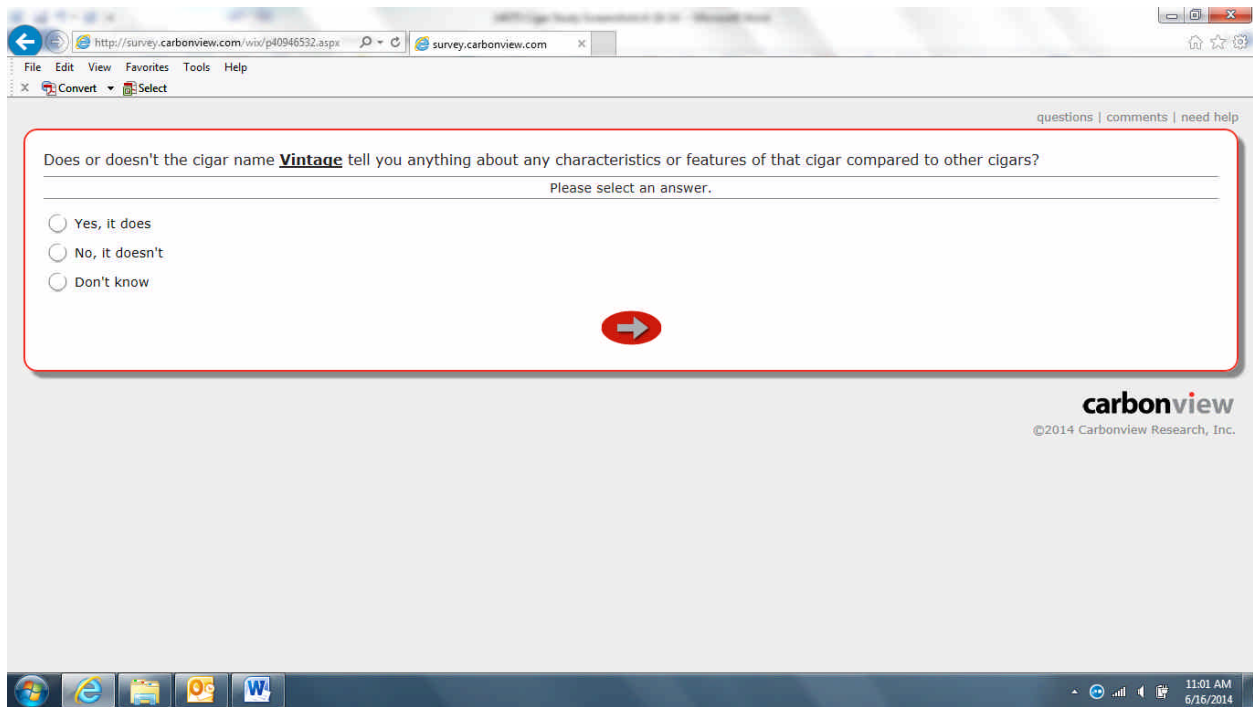
Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

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What does the name Vintage tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.

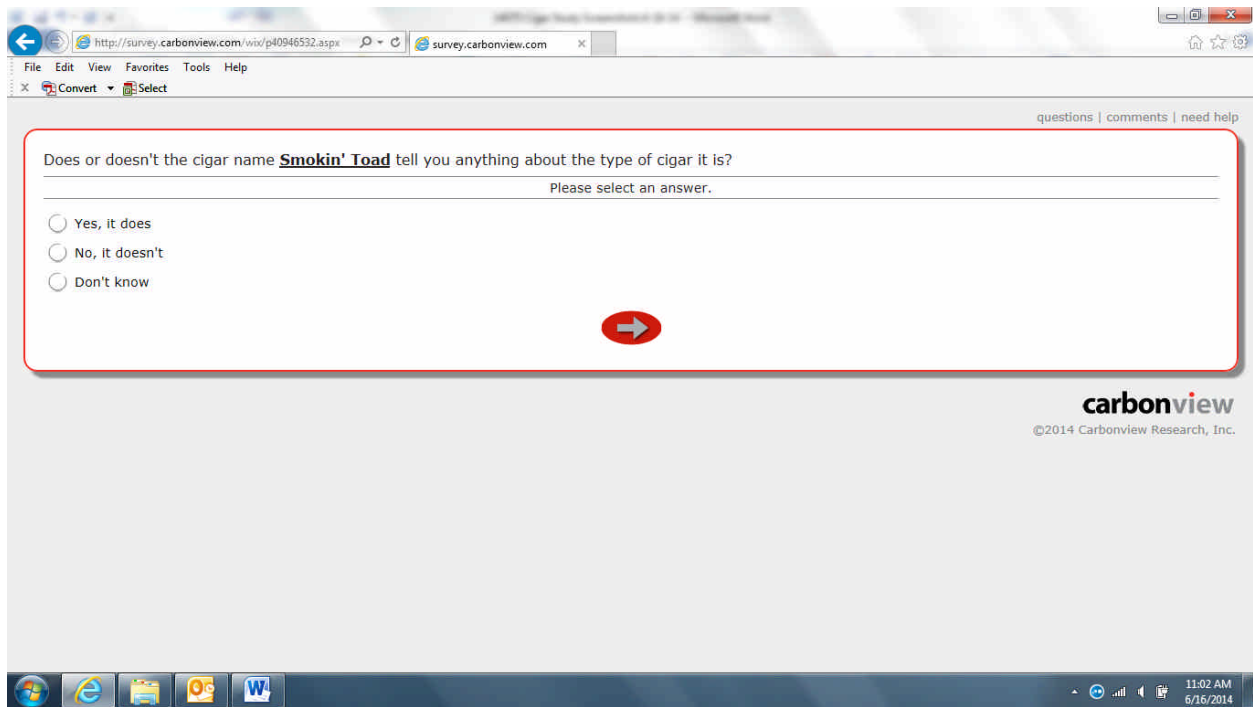
Please type your answer below. Please be specific and include details.

Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

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What does the name **Smokin' Toad** tell you about the type of cigar it is? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

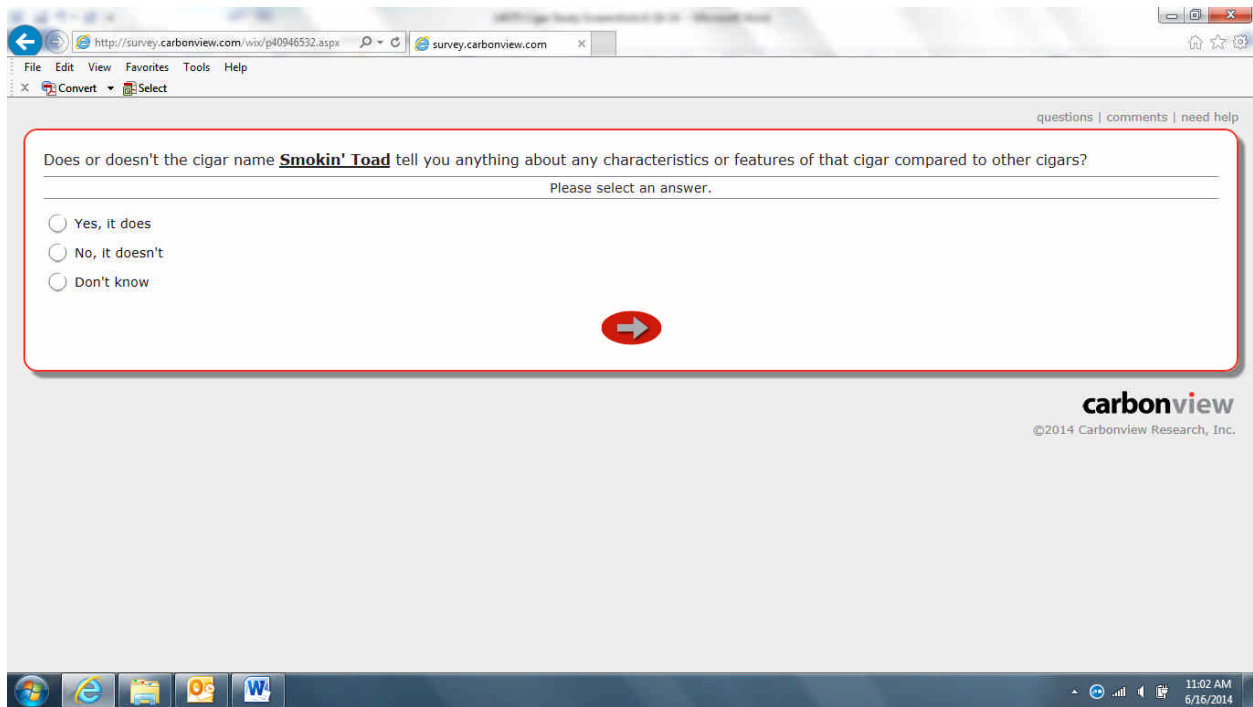
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What does the name **Smokin' Toad** tell you about any characteristics or features of this cigar compared to other cigars? Please type your answer in the box below, and be as specific as possible.







Please type your answer below. Please be specific and include details.

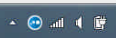
Anything else? Please type your answer in the box below, and be as specific as possible.

Please type your answer below. Please be specific and include details.

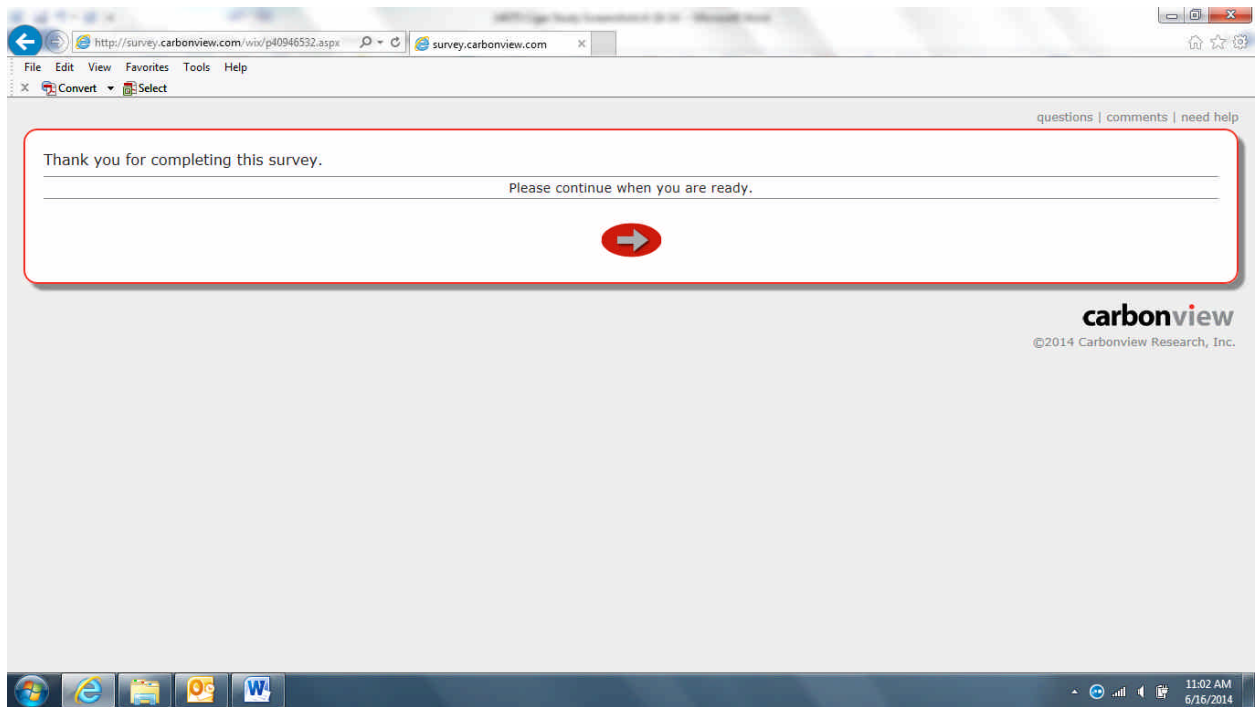
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# Exhibit D

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1	complete					is more attractive this brand	nothing
6	complete			Claims is to be a mild, sweet smoke unlike regular blended cigars	A change-of-pace smoke not for regular smoking	Implies that is was made with Cuban leafs	Clais that the aroma of the smoke is desirable
7	complete						
8	complete	sweet	nothing				
11	complete	That it's sweet	na				
12	complete						
16	complete	They are well known for their cherry and other blends as a small cigar which delivers a lot of enjoyment.	I think that beginners would probably start with a cigar like this.			It would hopefully be a Cuban cigar or have a similar bouquet to one of those.	It would bring back memories of Cuba or Cuban cigars.
17	complete	it has a swedish background	no				
18	complete						
20	complete	nice overall and sugar flavored	quite preferred by a great part of customer	smell good	none	make form Cuba	none
21	complete	sweet	nothing			good	nothing
27	complete	has a sweet taste		sweet			

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
1	is more relevant						
6							
7							
8			mild	nothing			after dinner
11							Not sure
12	cuban inspired	high quality	mild taste	nothing			
16			It would be a mild cigar and a black blend, obviously from the title.	If you like your cigars dark and mild then this is the one for you.			Obviously it would be enjoyed after eating, so maybe you could put something in it to improve digestion.
17							
18							
20	unique flavor of "cubaist" cigar	none	original tobacco and soft	the smoke may be smelt good	it may not create something hard to the throat	none	
21			mild	nothing			after u eat
27							

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1				is very relevant			
6				Implies that it is a small, short smoke probably sold in a box of 10 or more	Sounds like its a very mild smoke		
7							
8	flavored perhaps			flavored	nothing		
11							
12							
16	I think it is pretty obvious from the name what it does.			It sounds like it would have the flavor of coffee and cream, which would be an interesting blend to try.	It sounds very tasty and definitely worth trying.		
17							
18							
20						have coffee ingredient and flavor of creme	it is worth to experience
21	nothing			lite	nothing		
27							

# Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1	this name is more relvant		this name is very different		this brand is very different	nothing	this brand is excellent
6							
7							
8							
11							
12							
16	It is quite familiar with the painters' paintings shown and you get the impression that they have been around for a long time.	When you think of the classic cigar box then this would probably be the one you consider.	They really know their tobacco and are artists when it comes to cigars.	They have a strong tradition of quality that is apparent when you use their products.			
17							
18							
20			ingredient may be originated from Dutch	none			
21			taste	nothing			
27							



# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1	nothing						
6							
7							
8						aged	perhaps in a humidor
11						High quality	na
12							
16		It would be an older created blend of tobacco like the classic recipe.	It would be like wine, a great heritage or blend that was very popular years ago and is making a comeback.				
17		old	no				
18							
20				have an odor and sense of old time	none		
21							
27							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1		
6	Claims that the cigar has been aged for a smoother smoke	The name does not impress me
7		
8		
11		
12		
16		
17		
18		
20		
21		
27		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
34	complete	sweet taste	nil	sweet taste	sweet smelling aroma		
36	complete	Sweet type cigar		More European taste			
37	complete					sounds like a sweet smelling cuban cigar	no
44	complete	This is a sweet and mild cigar.				This is a Cuban cigar. An imported cigar.	
45	complete			the taste of the cigar might be sweet			
47	complete	it fits with what i want to smoke its smooth and quick tastes ideal	no	sweet	no	speaks of cuba	no
49	complete	taste sweet	no				
50	complete	Sweet and mild tabacco	sweet and mild tabacco	type of tabacco	taste of tabacco	smell or scent	smell or scent
53	complete						
54	complete	Sweet	Na				
62	complete	its a sweet tasting cigar	its 20 cigars in one box	its sweet	its a great aroma		

# Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
34			dark tobacco with a mild taste	nil	dark colored tobacco	nil	for an after dinner cigar
36	These are Cuban cigars		Mild means nicotine content is low		Taste is unique		After dinner cigar
37							
44	It is an imported cigar.		This is a dark and mild cigar.		This cigar will have a smooth taste.		It will be a sweet smooth cigar.
45	the smell of cuba		its black and the smell is probably strong		the cigar is black and the smell is strong		
47	words of cuba		quick and easy to smoke lasts a long time and its smooth and easy	no	its a clena and mild cigar that works easy and smokes good	no	
49			mild taste	smooth			
50			tobaco	taste of cigar	taste and type of tobaco	taste and type of tabacco	
53							
54	Cuba	Na	Black	Mild			
62							

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
34	nil			vanilla flavore	nil		
36		After dinner cigar		Sweet cigar very european		Very sweet like deertyj	
37						it makes it sound like it would be sweet	and mellow
44		It will be a treat of a cigar.		It will be very smooth and go well with coffee.		It will be a very mild cigar.	
45						may have something to do with coffee	
47							
49							
50				Type of cigar	taste of cigar	type of cigar	taste of cigar
53							
54							
62							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
34							
36	More european		Old fashioned imported				
37							
44	This is a Dutch smooth cigar.				It is a mild low intensity cigar.		It is a smooth slow burning cigar.
45							
47							
49							
50	Brand name	Brand name					
53	Known brand and experoence with same		well mae and reasonably priced				
54							
62							

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
34		aged	nil	special variety of tobacco leaves used	nil	aged	nil
36		Old fashioned		Old fashioned seasoned cigar		More aged and seasoned cigar	
37						sonds like and old boys locker room	doesnt sound bvery appealing
44		This is a aged and good tasting cigar.		This is a great tasting cigar.		This will be a very seasoned and aged cigar.	
45							
47							
49							
50		age	taste				
53						storage of cigars to mature	
54							
62							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
34		
36	Very traditional cigar	
37		
44	This cigar has been around for a while. It is a strong cigar.	
45		
47		
49		
50		
53	usually a bit milder	
54		
62		



Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
65	complete	that it has a sweet taste as compared with other cigars	it is an established brand name with a distinct flavor	that it will have a sweet taste		that is trying to copy a cuban cigar	it is using word play to make you think that it is a good cigar
66	complete	sweeter aroma	nothing	sweeter taste	nothing	cuban like	nothing
67	complete						
68	complete	sweet taste from swiss	none	sweet taste	None	specisl aromaform Cuba	None
70	complete	that its a flavorful cigar		that its a sweet tasting cigar		that its from cuba and most likly of a higher quality cigar	
79	complete	flavored	sweeter				
80	complete	it has a very sweet taste	nothing			it is probably a Cuban seed cigar	nothig
82	complete	It is a sweeter smoking cigar	no	sweet tasting	nothing	cuban tobacco cigar	nothing
83	complete	flavored					

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
65			that it is a specific brand				
66							
67							
68	special aroma	none	Mild type	none	Mild type	none	
70			it tells me its mild in flavor and perhaps the leaves it comes from are darker		mild in flavor		tells me its like a phillies blunt quick cheaper cigar
79			smooth	dark leaf			
80			it is a mild cigar	it has a heavy sweetness characteristic to it			it is a cigar meant for after dinner, most probably a milder type cigar
82	cuban seed wrapper	nothing	a mild tasting cigar	nothing			nothing
83							

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
65						that it is a flavored cigar	
66				sweet taste	nothing		
67							
68							
70				it tells me its most likely a cheaper cogar lke a black and mild or a phillies blunt maybe some sort of coffee and creme flavor		that its probably creme flavored	
79				crem flavoed	no		
80	nothing	it is probably mild	nothing	it is a flavored cigar	nothing	it is probably mild in taste	and has a crème flavor
82	nothing			flavored like coffee with cream	nothing	that it is probably lighter tasting and on the mild side	nothing
83				flavored			

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
65	established name				that it is bad		
66							
67							
68							
70	that its perhaps of a more mid quality cigar not the cheaper brands but not the highest quality on the market		it tells me that it has been tested against others and is of good enough quality to smoke				
79	old relible	no					green leaf
80	it is quality made	it is mid level in cost	it is a relatively mild cigar	may have a sweet accent to the taste			
82							
83	machine made		mild				

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
65		that it is older and of higher quality		that it is older and a better tobacco			
66				old fashioned	nothing		
67							
68		Historical	none	Historical	none	aging product	none
70		vintage tells me aged with class that its been around for awhile and has the experience,but the reason its still around is because its good enough to outlast the ages.Vintage		It tells me that i may be smoking from the same tobacco plants as my grandfather could have		aging room tells me its most likely a stuffy kind of cigar perhaps like they smoked in the south in the 1800s	
79	no						
80		a type that has been around for a long time	nothing	the characteristics were popular long ago	nothing		
82							
83		old style				well made	

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
65		
66		
67		
68	aging product	none
70		
79		
80	it is made with aged tobacco	nothing
82		
83	good tobaco	

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
87	complete	that it is a sweet Swedish cigar		that it is sweet			
91	complete	sweet tasting	no	sweet tasting	no	old school cuban robust	no
95	complete	sweet blend		sweet taste mild smoke	none	made from cuban tobaccos	none
97	complete	A sweet taste rather than a tobacco taste. Smoke aroma is also sweet.	Nothing else.	Sweeter taste and smoke than other cigars.	No	From Cuban seed.	No
99	complete	has a sweet taste to it	pleasant aroma with or without a tip			imitation of cohiba	good quality tobacco
103	complete	small cigar		small, usually in larger packs			
107	complete	It has a sweet tip.		It has a sweet tip			
108	complete					they are from Cuba	don't know
113	complete	sweet after taste		sweet after taste		fine aroma cuban cigar	
117	complete			That the tobacco is sweet.	Nothing else	That it could be from Cuba.	No

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
87			that it is made from black tabbaco an it mild		that is black mild tabbaco		after diner cigar
91	robust	no			smooth and strong	no	you smoke it after having a nice dinner
95					mild smoke	none	
97							
99	closer to cohibas	na					
103							made to smoke after dinner
107	It's from Cuba						
108	they are from Cuba.	don't know.					
113	fine aroma		darker leaf less bold flavor		darker leaf		and enjoyable cigar after a fine dinner
117					That it is black in color and mild in taste.	No	



# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
87		it is a cigar that is good after a meal		creamery coffee		milky coffee flavor cigar	
91	no	possibly sweet and smooth	no	smooth and creamy	no	smooth and creamy	no
95		heaveier smoke	none				
97							
99							
103		not sweet					
107							
108							
113							
117						That it maybe lighter in taste.	

# Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
87	that is is a premium dutch		that it is a good ducth cigar				
91							
95							
97							
99							
103							
107							
108							
113							
117	That it maybe a dutch tobacco.	Nothing else					

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
87		that it is old style		old style			
91		old school	no	old school	no	older blend	no
95						agged or long cured	none
97						Aged tobacco leaves used for filler and wrap.	No
99						higher quality	no
103						old style	kept in a room to age the cigar
107		tobacco in the cigars are several years old.		tobacco in the cigars are several years old			
108							
113		a cigar with tradition					
117		That it maybe an older type of cigar.	Nothing else	That it is old.	Nothing else	It says to me that it's target consumer is elderly people.	Nothing else

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
87		
91	older blend	no
95		
97		
99	smoother draw	no
103	is better with age	
107		
108		
113		
117		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
118	complete	It has a sweet taste	It's mild	sweater	milder	great aroma	made in cuba
119	complete	mild		easy on the tongue			
120	complete	Sweet tasting cigar	A taste like no other	Sweet tasting	Very refreshing and pleasant.		
121	complete	its a sweeter cigar	made by swisher co.	sweet	sweeter flavor than others	it's from Cuba and has an aroma	maybe a good aroma
124	complete	Sweet.	If you want a specific format for the phone number, tell "us" at the outset; don't wait until we put something in, and then yell at us for fucking it up!	artificially sweet. Maybe lower quality tobacco, masked by the sweetness	Is this the same question?	A cigar trying to tempt me into thinking it will be reminiscent of Cuba, which is probably untrue, so the cigar is probably a lie	no
126	complete	sweet				from Cuba	

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
118	high quality	hand made	dark pipe tobacco	mild tobacco	very rich	still mild	enjoy after meal
119							
120			Dark taste	Mild flavor			
121			its black tobacco with a mild flavor	its more mild than others			
124					"Black" trys to make me think that "black" is important, special. Which it is not.	"Mild" probably means it has no flavor - advertising hype to get me to try it. - Even thought I have no use for "mild"	
126	Cuban quality						can have it after meal

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
118	relax with a drink	Relaxing	smooth				
119							
120				Seems like a flavorful, refreshing cigar	No	It is flavorful, easy to smoke and has a consistant taste	No
121							
124							
126				sweet		sweet	

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
118	Dutch origin	master cigar makers	Dutch quality	cigar experts			
119	quality without high price		always good flavor				
120	Innovative and respectable	It is made with high quality and is consistant.					
121							
124							
126	good quality		nice aroma				



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
118		made the old fashion way	been around for a long time	a classic	hand rolled		
119						better quality tobacco	
120		Stands out better than others	Vintage to me means it is high class and has a clever taste.			Is set aside to make sure it is developed into a fine quality cigar	It is made and prepared like a good quality cigar.
121							
124				More advertising hype to conceal a low-rated cigar.	Hopefully you ask about Don Diego or Punch; those are my favorite cigars		
126							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
118		
119		
120		
121		
124	More advertising hype; meaningless words	
126		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
127	complete					yes product the aroma of Cuban cigars	
128	complete	none	none			cuban cigar	none
131	complete	candy cigar		sweet like candy		sounds cuban	
132	complete	A sweet, sometimes flavored cigar.	Small	They add sweet and flavorful mixes to the tobacco.	No	An aromatic cigar from Cuba.	Nothing else.

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
127	has the flavor of Cuban cigars		will consist of two different cigar blends. The Black blend is being manufactured in the Dominican Republic and the White blend is being manufactured in Nicaragua. Both blends are very different, but each delivers a powerhouse of flavor. The Black Dominican blend uses a Habano wrapper				to be smoked after dinner
128							IT is a relaxing smell
131	a flavour of cuba		sounds njce		sounds tasty		a nice smoke after a meal
132			Mild tobacco for a smooth calming smoke.	Nothing else	For the light occasional smoker.	No	A type of cigar for when you are winding down at the end of the day.

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
127		to finish after fine dinning				mild taste	
128	none						
131		a smoke after a meal		sounds like coffee		mellow	
132	A nice relaxing smoke.			That it has a mild addition of some flavorings to the tobacco for a pleasant scent and flavor to your smoking pleasure.	Nothing else.	Flavorings	No

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
127							
128							
131							sounds rancid
132	Its makers are professional at making a good cigar for all types of smokers.	Nothing else					

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
127						aged to perfection	
128							
131		sounds special		sounds special		sounds old and stale	
132		That is like cigars from the past, no extras.	Nothing else.			It sounds to me like it would have a very bold strong tobacco flavor.	Nothing else.

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
127	aged for longer flavor	
128		
131	old and stale	
132	Strong and perhaps tobacco that is more dense in texture than some brands.	



# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
134	complete	they have a sweet flavor to them	no	the flavor		i gess there like a cuban cigar	no
139	complete	that it has a sweet factor about them		that it is sweet		must smell like a Cuban cigar	
141	complete	The taste is sweet with a smooth finsih		smooth and sweet			
144	complete						
146	complete	tells me it has a sweet taste				has a good smell such as a cuban cigar	
149	complete	thin	none				
150	complete	has a sweet taste		it would taste sweet		it is made in cuba	
151	complete	Sweet after taste		sweet after taste		This sounds like a premium cigar	
153	complete						

# Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
134					there dark in color	no	to have a cigar after your dinner
139	must have a distinct smell		must describe the color and the fact that it is mild in flavor		that it is both black and mild		sounds like a cigar designed to be smokes after you eat sinner
141			Dark tobacco with a mild finish	smooth finish	Smooth		A relaxing, smooth cigar
144							
146			It is dark in color but mild in taste				
149			heavy taste	none			cognac flavored
150	the aroma is cuban oriented		it is black & mild		it would taste mild		
151	Smooth						
153							A Great way to Enjoy a After-Dinner Treat.

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
134	no						
139							
141	it will leave a nice finish	smooth finish	light flavor				
144							
146				it has a creamy taste			
149	brandy flavored	thicker	none				
150		it would taste good after dinner				it would have a creamy texture	
151							
153	Refreshing.!!!	A well deserved Treat after a Dinner.	None				

Open-Ended Responses

resp id	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
134							
139	that it resembles a cigar with dutch traditions		resembles a dutch product				
141							
144							
146							
149							
150							a frog smoking
151							
153							

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
134		thave been around a long time				for old people	no
139							
141		classic probably a medium		it would be a medium body			
144							
146						tells me it has been aged properly	
149							
150		longevity					
151							
153							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
134		
139		
141		
144		
146		
149		
150		
151	This image of a bunch of old fat guys sitting around in a gentlemen's club (1920's) not the modern naked bars lol.	
153		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
154	complete						
155	complete	smooth taste	no	smooth taste	no	assuming country of origin	no
156	complete						
157	complete	it is sweet					
159	complete	sweet cigar		sweet tasting			
162	complete	Sweet cigar		It is a sweet cigar and milder			
165	complete			A sweet tasting flavor	Nothing	Cuban made	Nothing

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
154							I would expect this name to reflect that the cigar is possibly a bit sweeter and more full bodied. A relaxing smoke.
155	origin	no					
156							i dont always smoke after dinner
157			it is a vvery mild cigar		the color		
159							
162			Very dark and millow				It sounds likes cigar you would want to sit back and enjoy after dinner
165	A Pleasant smelling aroma given off as you smoke it.	Nothing	Not as potent as a more pronounced cigar	Nothing			The name indicates you smoke it after dinnertime.



Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
154	None						
155							
156	no						
157				the flavor			
159							
162							
165	Nothing						

# Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
154							
155							
156							
157							
159							
162							
165	Not sure but would assume it manufactured by dutch	Nothing in particular					

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
154		Because it's name is "Vintage" I would expect the manufacturer thinks it should cost more.	It doesn't tell me anything about the flavor or characteristics of the cigar				
155							
156							
157							
159		GOOD QUALITY		Quality tobacco		Aged cigars in temp controlled room	
162							
165		Gives an impression of a tobacco that has aged or is original	Nothing				

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
154		
155		
156		
157		
159		
162		
165		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
167	complete	Approachable, popular, trendy.	None else.			Sounds premium or upscale.	None else.
170	complete	Sweeter in flavor for cigar smokers who don't like the stronger flavored cigars.		Much milder and sweeter than other cigars		from cuba	
174	complete						
175	complete	A sweeter cigar flavor	None	They are a sweeter cigar than most of the others.	I like that it resembles a cigarette more than a cigar.	The smell of Cuba.	Mexican cigars are some of the best.
176	complete	it has a mild sweet flavor	no				
179	complete	sweet rum	smooth				
180	complete	SWEET TASTE	NONE	IT SWEET	NONE		
181	complete	flavord		let sweetness roll around in mouth		from cuba...flavored	
182	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
167	Sounds unique and original, one of a kind.	None else.					
170	cuban tobacco		Darker tobacco but milder than most other black tobacco cigars.		Darker tobacco yet milder than most other dark tobacco cigars		For a relaxing after meal cigar
174			two different tastes	no	has a distinctive taste	no	goes well as an after dinner cigar
175	The smell of Cuba.	Cuban cigars are excellent.	Its got a milder flavor.	A darker tobacco flavor. My son smokes these.	It is a milder cigar compared to some others.	A darker tobacco flavor.	
176			it's mild	no			
179			dark tobacco	mild			smooth
180			MILD SMOHT SMOKEY TASET	NONE	SMOOTHER LESS HARSH	NONE	
181	smells of cuba		black tobacco and not full flavor		color and strength		
182							

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
167							
170	Probably mild	More of a relaxing cigar after a nice dinner, probably fairly mild.					
174	has a specific taste						
175							
176							
179	tastey						
180				COFFEE TASTE	NONE	COFEE TASTE	NONE
181							
182							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
167	One that is unique and made with imported quality.	None else.	European standard, one of a kind.	None else.			Sounds bossy or commanding and controlling.
170							
174							
175	They have been around a long time.	They make some of the best cigars.	They have been around a long time.	You can buy these cigars just about anywhere.			
176							
179			history	been around for years			
180							
181	European craft						
182					good	none	



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
167	None else.	Sounds traditional, original, or classic.	None else.	Upscale and premium, one that is rather rare or difficult to obtain, not mass marketed.	None else.		
170		That it has been around for a while and is old school.		That is more old school and probably stronger than some newer cigars.			
174						it tells me the cigar is well-aged	probably a more expensive type of a cigar
175				An older combination of tobacco is used.	A tried and true combination.		
176							
179							
180		OLD FAMILIAR	NONE	TRADITIONAL	NONE		
181		old producton					
182		it's old and classy	none				

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
167		
170		
174	that this brand is of a higher quality than others	a high end cigar
175		
176		
179		
180		
181		
182		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
189	complete	its a tiny cigar	no				
192	complete	Mild, sweet flavor		Sweet and mild		Authentic flavor	
194	complete	flavor is more on the sweeter side	none	more sweet than other cigars	none		
196	complete	sweet and strong flavor	none.	sweet flavor	none		
197	complete	it is a sweet tasting cigar	don't know				
198	complete			IT GIVES A SWEETER TASTE WHEN SMOKING IT	NOTHING ELSE		
199	complete						
200	complete	sweet aroma	sweet taste	sweet aroma	sweet taste	very strong	
203	complete	It means the cigar is sweet.	The cigar is sweet.	The cigar is sweet.	The cigar is sweet.	It's a cuban cigar.	It's a cuban cigar.
207	complete	classically sweet		a touch of sweetness		hand-rolled	n/a
211	complete					smells like Cuba	none

# Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
189			its a mild tasting cigar	no	its a dark tobacco that is mild on the throat	no	its a cigar for after a meal
192	Authentic flavor		Dark colored, mild tasting		Dark colored mild taste		Big, relaxing smoke
194					implies the flavor of the tobacco	none	
196							
197			it is a mild tasting cigar	don't know	its mild a flavor	don't know	its an after dinner cigar
198							
199							it might be a bit more mild and have the ability to complement your meal
200	strong cigar		mild	sweet	mild	sweet	robust and stronger
203	It's from Cuba.	It's a Cuban cigar.	It's a mild cigar.	This cigar is black and mild.	This cigar is mild.	This cigar is mild.	It tastes better after a meal. Most
207	imported	n/a	smooth yet bold	no	a strong taste that is smooth and satisfying	no	goes well after a meal
211							you smoke it after you eat

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
189	no						
192		Big, relaxing smoke		Light colored flavored cigar		Sweet flavored	
194							
196							
197	don't know	made for an after dinner smoke	don't know				
198							
199	It could work well with an after dinner drink			could have a coffe aroma to it		could have a coffee flavor or aroma to it	
200	no	more robust and stronger		sweet aroma	sweet taste	sweet and chocolately or coffeeish	
203	Most people that smoke have a smoke after a meal.	This cigar tastes better after a meal.	It should be smoked after a meal.	It has a creme flavor.l	It has a coffee and creme flavor.	A coffee and creme flavor.	Taste like coffee and creme.
207	n/a	great for after a meal	n/a	slightly sweet...creamy	n/a	smooth and sweet	n/a
211	none						

# Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
189							
192							
194							
196							
197							
198							
199							
200	longstanding quality brand		high quality				
203							
207	old world	n/a	imported tobacco	n/a			
211					smells like a burning frog	none	

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
189		its an older style cigar	no				
192		Big, natural		Darker color		Aged tobacco	
194							
196		strong feel	none.				
197		that its aged	don't know				
198							
199							
200							
203		This cigar is old and aged before smoking.	The older the better.	The older the better it tastes.	The older the better.	This cigar is aged like liquor.	This cigar is aged before.
207		an old fashioned taste	n/a	a classic taste	n/a	aged tobaccos	n/a
211		high quality	expensive				

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
189		
192	Aged tobacco	
194		
196		
197		
198		
199		
200	longer aged than most	no
203	This cigar is aged before smoking.	This cigar is aged before smoking.
207	aged	n/a
211		



# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
215	complete					love cuba	no
220	complete	sweets teast	good name				
225	complete	it sounds sweet and good		sounds like a really good smoke		that it is cuban	
226	complete						
228	complete	Sweet tipped.	No.	Has a sweet tip.	Is most likely machine made.		
229	complete						
233	complete					Pleasant loving scent	Magnificent cigar
234	complete	sweet taste	no	sweet taste	no	the aroma of cuba	no
235	complete	It tells me that this will be a sweet tasting cigar		It will have a sweet taste.		It makes me think that this cigar would be hand rolled as they are in Cuba. I think this would be a quality cigar.	
239	complete					the smell of great cigars	produced in a country with the finest cigars
240	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
215							
220			its light	good name			
225			that it is mild and good		that it is mild		it is good to smoke after dinner
226							
228			Is mild and flavorful at the same time.	No.	Is a dark, mild tasting cigar.	No.	Best enjoyed after dinner.
229							It's a light after dinner cigar.
233							
234			black and mild	no	color and mild	no	special for relaxtion after dinner
235			I think this would be a dark cigar but with a mild flavor				
239			evenly balanced cigar flavors	unique blend	will be bold and flavorful	nothing	
240							

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
215		smoke after eating	no				
220		i thing its make you love smoke after you eat dinner	its look a good brand of cigar	good teast	good name		
225							
226							
228	No.			A quick, creamy tasting cigar.	No.	Has a smooth taste.	No.
229							
233							
234	no						
235							
239				smooth, flavorful cigar	has a hint of coffe flavor	a unique blend of flavors that makes it unique	innovation at its best
240							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
215							
220					a very heave cigar	good name	
225	that it is made by the best		it is the best				
226							
228							
229							
233							
234	quality	no					
235	Dutch Masters tells me that it is a good quality cigar. Dutch Masters has been around for as long as I can remember.						
239	a one of a kind cigar	made with intriguing ingredients					
240							

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
215							
220		good name	good name				
225							
226							
228						Made with an aged tobacco.	More flavorful.
229							
233		Antique	Traditional, long history	Traditional	Cigars have long time history		
234						properly aged	no
235							
239						aged for a perfect result	only uses the finest ingredients
240							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
215		
220		
225		
226		
228		
229		
233		
234	proper aging equals smoother smoke	no
235		
239		
240		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
241	complete	sweet taste	no	sweeter taste	no		
242	complete						
243	complete					It was made from cuba is pleasant to smoke	none
255	complete	sweet cigars	none				
256	complete	they have a sweetness incorporated into the tobacco to give a more pleasant taste and aroma		as previously mentioned, the sweetness of the tobacco.			
257	complete	small cigar with a tip	sweet tasting	sweet taste	small cigar		
261	complete	Small	Domestic	Sweet taste	Light flavor	A Carribean made cigar. Not necessarily Cuban	High end, hand wrapped
262	complete						
264	complete	A sweet tobacco flavor.		Made for a brief smoke.		More of a robust flavor, but rich and engaging.	
278	complete					cuban	large
286	complete	sweetness	no	sweet	no		

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
241			dark mild cigar	no	not strong	no	enjoy after a meal
242							
243							
255			mild black cigars	none	mild black	none	
256			they are a mild cigar and, in most cases, a darker tobacco		refer to my previous answer for this brand		
257			small cigars with either a wood or plastic tip	taste good	it's a small cigar	has a mild flavor	
261	Quality tobacco	Hand made	Domestic	Inexpensive	Dark wrapper	Cool and mild smoking tobaccoes	American made cigar
262							
264	A richer textured flavor compared to local cigars.		A darker colored tobacco with a mild, distinctive sweet taste.	A pleasant smoking cigar with less of a traditional cigar body.	Shorter time length smoke with a soft, pleasant taste.		A pleasing, pleasant, mild yet rich flavor filled cigar
278	aroma	smell					relax
286							



Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
241	no						
242							
243							
255							
256							
257							
261	Probably large size cigar	Probaly large	Dark wrapper	Made and wrapped in the Carribean	Hand wrapped cigar	Smooth smoking	Mild smoking cigar
262				The taste of a decent coffee	none		
264		A well formed, not too thick shape with a little longer length, cigar		A mild, aromatic cigar with a hint of light cream or coffee taste.		Less of a normal cigar tobacco taste, light in taste with a hint of another common flavor.	
278	enjoy						
286							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
241							
242							
243							
255							
256							
257	regular sized cigar	make wraps					
261					Domestic	Machine made	Inexpensive tobacco
262	Dutch quality	Industry luxury of sporulation					
264	A long lived cigar with a medium taste and pleasant smell.						
278	preminum	great	better	smokin			
286							

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
241							
242							
243							
255							
256							
257							
261	Strong flavor	Expensive	Domsetic				
262							
264						A robust, yet smooth flavor.	
278		classic	old			perfection	time
286							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
241		
242		
243		
255		
256		
257		
261		
262		
264	Set aside in a controlled atmosphere for a certain period of time Rich,aromatic,yet	
278	controled	refined
286		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
291	complete						
300	complete	modern	small cigars	aromatic	tastes great	hand crafted/rolled	made from Cuban tobacco
302	complete						
303	complete					THE SMELL OF A CUBAN CIGAR	
305	complete	flavorful as in sweets, different, variety, pleasant tasting but sweeter	swisher is a value cigar and not the higher end quality	taste will be a little sweeter and they have various flavors which are the sweetness	no	quality Cuban cigar	quality aroma so quality tobacco
308	complete	Light sweet cigar		Emphasizes the sweet taste as compared to other cigars		Flavorful cuban style cigar	
310	complete	sweet flavor	relatively mild flavor	sweet flavor	relatively mild flavor	strong scent	strong tobacco flavor

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
291							
300	high quality	authentic brand					
302							
303	A BETTER CIGAR						ENJOY A POST DINNER CIGAR
305	smooth flavorful aroma	no	darker tobacco/wrap with a mild aroma and taste	because I've had these numerous times, it tells me this is a value cigar and not a higher end/ quality cigar	milder aroma and taste	darker tobaccos	its a smooth relaxing cigar that you want to have after dinner, much like a pleasant desert
308	More exotic		Intense but smooth		Emphasizes its smooth taste compared to others		Mild cigar for after a meal, not too heavy
310	strong scent	strong flavor	dark tobacco	smooth flavor	smoother and milder than most cigars in flavor	none	calming and mild flavor

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
291							
300				tastes of coffee	it is aromatic	made by hand	authentic brand
302		It taste good after dinner.	na				
303							
305	take your time enjoying this	this would be a smoother cigar meant to enjoy for example after dinner when you want to relax	no	more sophisticated cigar meant to enjoy while a relaxing place such as a cafe	no	me denotes a rather smooth taste, aroma and texture	relaxing type cigar
308		After Dinner implies it would be a smooth cigar, great for after a meal		more sweet tasting style		more classy style	
310	neutral flavor	smooth flavor	neutral and not strong flavor	after dinner cigar	smooth flavor	after dinner flavor	smooth flavor and mild

# Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
291							
300	quality	great taste and tradition	higher quality	better tasting			
302							
303	THE BRAND OF THE CIGAR	TRADITION	QUALITY BRAND	POPULAR BRAND			
305	high quality, been around a long time, masters conotates quality and perfection		masterful aroma, flavor and texture	Dutch enjoy their cigars and liquor so this is a quality cigar	rather a masculine cigar that's not very refined	no	very refined, masculine taste and aroma
308	Classic style		Iconic name that stands out compared to others				
310							



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
291							
300							
302							
303						SAYS THE CIGARS/TOBACCO LEAF IS CURED IN A ROOM TO BRING OUT THE BEST FLAVOR.	
305	coarse	vintage cigars is a like a vintage wine that has been aged and tastes better	no	vintage or aged brings out a smoother flavor and taste	no	this has some flavor to it just as aging wines and scotches do	no
308						Old school style, maybe a more low key flavor	
310							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
291	made and sits before being sold	idk
300		
302		
303	BETTER QUALITY	
305	smooth taste and aroma due to aging	pleasant after taste
308	Sounds like it would be a more high class style cigar	
310		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
312	complete	It has a sweet taste.	None			The smell of Cuba	I don't know anything else.
314	complete						
315	complete	sweet taste	na	much sweeter than others	na	rich smell	na
316	complete	a small cigar dipped in something sweet	I think I've had this cigar in the past many years ago. It was designed to be mild tasting with a hint of sweetness. Not an expensive cigar but one you start with as you work your way up to better quality cigars				
318	complete	that is has a sweeter taste	tastes mild	almost sounds more feminine	none	sweeter lighter	none

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
312			Dark color with a mild taste.	Nothing	It's not strong as a typical dark cigar.	None.	Smoke after dinner.
314							
315			hybrid	na	does not have as rich a taste / aroma	na	
316	somewhat misleading as Cuban cigars are illegal in the United States	perhaps the cuttings came from Cuba but had to been grown somewhere else or are an attempt to imitate a Cuban cigar					
318	better tasting	none	milder flavor yet crisp	none	crisp and mild	none	milder balanced blend of tobacco

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
312	No						
314							
315				sweet or flavored	na	sweeter tasting	na
316							
318	none	works well for after eating	none	flavored and sweeter	none	flavored and sweet	none

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
312	Made by the dutch.	no					
314							
315							
316	an inexpensive cigar that was the kind of cigar my father and grandfather would smoke. They've been made for years	I used to have one of their cigar boxes as a kid			sounds like an unflattering name for a cigar. It conjured up an image of the remains of a burning toad	x	
318	vintage tobacco	older recipe	more tobacco taste with deeper undertones	none			

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
312		One of a kind.	None				
314							
315		old fashioned taste, old school	na			rich taste	na
316							
318		older tobaccos	none	more complex flavors	none		

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
312		
314		
315		
316		
318		



Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
319	complete	That it has a sweet taste.	That's all.			Just that it's a Cuban cigar.	That's all.
321	complete	that it has a sweet taste to it when smoking it	I use to enjoy them yrs back			it would be that it is expressing : the aroma of Cuba :	do not know
327	complete					manufactured in Cuba	
330	complete						
332	complete	Drug store / convenience store counter brand. Yuck !	The name itself is a total turn off for me. "Swisher" reminds me of a company called that, they clean bathrooms in bars and restraurants. I don't particularly care for "sweet" smokes.	cheap		A cigar with a pleasant "aroma" and a Cuban one at that.	Most people find cigar smoke "stinky". I am guessing that it would have a more "pleasing" aroma when smoking in public around non-smokers.

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
319			That it has a dark but mild taste.	That's all.			Just that it's a good 'after dinner' cigar.
321	there has to be something to do with the aroma it gives off when burning	no	it is a dark colored cigar with a mild flavor	they have a pleasant smell			it must be a specific after dinner cigar
327					black filler(what surrounds the tobacco) and mild taste		
330							
332	maybe it doesn't stink so bad		Dark tobacco but with a mild flavor - perhaps less "heavy" a smoke		Color of course - mild flavor		All smokers like the "after dinner" smoke.

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
319	That is all.			It has a smooth taste.	That's all.		
321	no						
327							
330							
332	I would hope it has a "robust" flavor that compliments a fine meal.	There would have to be something special or different about it that would "enhance" the joy of smoking after a great meal.		It tells me that it may be "flavored" to resemble the taste of creamer used in coffee	I would believe it comes in other "flavors" as well, such as Chocolate Mint, Vanilla, Caramel, etc.	It sounds like a cigar to be enjoyed after a meal or after dessert.	It sounds like it would be a "smooth" smoke

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
319	It tells me that it's an old-time cigar company that produces 'masterpiece' cigars.	It's a classic.	Again, as I just stated, it tells me that this is an old-line cigar company and that they take great care to produce great cigars.	It's a masterpiece of a cigar.			
321							
327							
330							
332	It is a well know and easily recognizable brand that I grew up seeing in the drug store. It's the kind with a plastic tip on it.	I am a snob when it comes to cigars - I would not purchase such a product.	Cheap drug store brand.				

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
319							
321							
327							
330							
332		I imagine it would be a special blend that has been "aged"	It would have a distinct flavor like aged meat. I would expect it to be more expensive or perhaps on the high end	It is a "special" blend or specially prepared/cured.		specially "aged" or cured tobacco.	

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
319		
321		
327		
330		
332	Like craft beers that are specially brewed with premium hops - it would be specially "aged" or "cured"	

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
336	complete	mild somewhat sweet	no			aromatic	somewhat expensive
338	complete	sweet flavor	odd shape			the smell of a Cuban cigar	nothing
344	complete	it is sweet	none	it is sweet	none		
347	complete						
348	complete	Mild		mild		smell	
349	complete					smells good.	nothing
351	complete	has a sweet flavor					
353	complete	sweet flavor	no	sweet flavor	no		
354	complete					its cuban	no
357	complete	sweet flavors	nope	sweet flavors	nope	where it is made	probably flavorful
359	complete	This type of cigar has a sweet flavor on the tip so you can get a delicious flavor while smoking it.	This type of cigar lasts long enough for a quick relief, but not too long so you do not be tired of it			La Aroma de Cuba is one of the world's best selling boutique cigar brands	The name La Aroma de Cuba came from a Cigar Aficionado article
361	complete	SWEET TASTE	NO	SWEET TASTE	NO		
363	complete	It would be a smaller type cigar		It would have a sweeter or fruit taste		It would have a better aroma	

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
336							
338	the smell of a Cuban cigar	nothing	a dark mild cigar	nothing	a dark and smooth cigar	nothing	
344							strong cigar
347					is mild and has a plastic tip	none	
348	smell		mild		mild		
349	s	s					
351			one with a mild flavor				it is good to have after a meal
353	Cuba	no	mild flavor	no			
354	its from cuba	no					its good for munchies
357	how it is rolled	not really	mild tasting	nothing			
359	it is realy bad cigar and I would never buy it again	It is very strong and taste really bad					
361			MILD CIGAR	DARK COLOR	MILD CIGAR	BLACK	
363	It would be a stronger flavor		It would be a larger cigar		It would be a stronger taste but mild not harsh		



# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
336							
338							
344	none					creamy tasting, mild	none
347							
348				creamy mild		mild	
349							
351				that it will have a different flavor			
353							
354	no					its cream	no
357				creamy tasting	nope		
359						I do not like this type of cigar	I would not want to buy it
361							
363				It would mild with a flavor		It would be flavored tobacco	

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
336							
338							
344							
347							
348							
349							
351							
353							
354							
357			it is a master	nope			
359	Taste is horrible compared to other same brand cigars even the burn and construction are good	ove the Palma, but the wrappers are very difficult to un-wrap. Wasted several cigars because the tab does not appear on most and when it does it rips.			The name La Aroma de Cuba came from a Cigar Aficionado article	The name La Aroma de Cuba came from a Cigar Aficionado article	
361							
363	It would be a higher quality		It would be smoother tasting				

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
336							
338		old time flavor	cigars the old fashioned way				
344							
347							
348							
349						well aged tabacco	nothing
351		old school		big like a cuban cigar			
353		old	no				
354						its old	no
357		been around awhile	nope				
359		The name La Aroma de Cuba came from a Cigar Aficionado article	The name La Aroma de Cuba came from a Cigar Aficionado article	The name La Aroma de Cuba came from a Cigar Aficionado article	The name La Aroma de Cuba came from a Cigar Aficionado article	I would not buy it because it does not taste good	It is also bad for your health to smoke anyways
361							
363						It would be more selctive tobaaco	

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
336		
338		
344		
347		
348		
349		
351		
353		
354		
357	it is aged	nope
359	The name La Aroma de Cuba came from a Cigar Aficionado article	The name La Aroma de Cuba came from a Cigar Aficionado article
361		
363	It would be a bolder taste	

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
365	complete	sweet taste					
368	complete	sweet flavor	nothing				
369	complete	Good quality	Low price	Satisfied taste	Relaxing		
370	complete	sweets for a sweeter taste	nothing	sweeter taste	nothing	the aroma of Cuba	nothing
372	complete	brand		sweet		made in cuba	
375	complete	has a sweet taste					
376	complete	swiss made	no				
377	complete	A cigar with a slightly sweet taste		Has a sweeter, milder flavor than other cigars		Strong flavor aromatic scent	
380	complete	a sweet affordable cigar	none				
386	complete	A mild sweet smoking experience		A sweeter smoking cigar			
392	complete	sweet and mild	not overly sweet either. the perfect blend			in line w/ the old original tastes of the 'classic cuban cigars' of old.	rich
393	complete						
395	complete	THIS IS A SPECIAL TYPE OF SWEET TOBACCO CIGAR MADE BY SWISHER	THESE ATE VERY GOOD CIGARS.	THIS IS A SWEET TOBACCO CIGAR.	THIS IS A VERY GOOD CIGAR.		

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
365	cubans stink						
368			not harsh	nothing			
369			Good	Mild	Satisfying	Low price	
370	particular smell	nothing			mild flavor, mellow	nothing	
372	quality		brand		quality		relaxing
375							a good cigar after a meal
376							
377	That it may come from Cuban tobacco		Dark flavor, but not too strong				Smooth mild smoke best after eating
380			a smoth mild cigar	none	plastic tipped	none	
386			A dark rich tobacco with a mild taste		More full flavored	Milder smoking	They are suggesting it is a perfect after dinner cigar
392			rich and smooth	no			the perfect aroma and taste for after a great dinner smoke.
393							
395							

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
365							
368							
369		Mild	Cigarillo				
370							
372		relaxing		brand		cream	
375							
376							
377		Might be milder and sweeter than others		May have a coffee-based flavor		A milder flavor	
380				coffee	none		
386							
392	might be slightly on the sweet side	ditto of the previous question.	see previous question....slightly sweet	one to enjoy while dining outdoors at a cafe' w/ coffee	above		
393							
395							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
365	dutch made						
368							
369	Traditional	Strong	Quality	Big			Chewing tobacco
370	traditional, popular among cigar brands	nothing	high quality	nothing			
372	brand		made in dutch		brand		smoke
375							
376							
377	Old "recipe" from Dutch tradition		Imported tobacco		Probably a small cigar strong earthy flavor		Sound cheap
380							
386							
392							
393							
395							



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
365				olden		dah,aged	
368							
369	None						
370		traditional, been around a long time	nothing				
372		give vantage		better		age of cigar	how well
375							
376							
377		Traditional big cigar		Relies on a traditional "recipe."		Uses carefully aged tobacco	
380							
386		Suggests fine aged tobacco is used					
392						a finely aged cigar for a supurb rich taste and aroma	no
393							
395							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac aged	Q205_9 : Anything else? Please type your answer in the box be
365		
368		
369		
370		
372	better quality	
375		
376		
377	May have a more refined flavor	
380		
386		
392		
393		
395		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
398	complete						
399	complete	very smooth full flaver	not harch	smooth	they r my favorite		
400	complete	tastes sweet	variety of flavors	sweet		forigen	illegal
402	complete	Another sweetie, that if for people that don't enjoy a real cigar	Go Cohiba, Montecristo And, even, Onyx	Sweet	Do I need to repeat myself?		
410	complete	sweet	tasty	sweet	no		
412	complete	I expect a sweet flavor	nope, nothing else				
419	complete						
425	complete					makes me think that they are cuba	i speak spanish so i know hat it means and its a cool statement
426	complete	its sweet		sweet			
427	complete	sweet flavor on tip		sweet flavor on tip			
428	complete	swedish cigars	none	top of the line	premium taste		

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
398			It has a dark but mild taste	No			
399							
400			black	mild			
402			Dark colored wrap; really mild smoke	No			
410			mild	no			
412							
419							
425	the smell oc uba	cool					
426					its mild tobacco black		after dinner cigar
427			Dark cured and mellow cigar				
428							

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
398							
399							
400							
402				A light coffee flavored cigar	no		
410							
412							
419				It's probably a flavored cigar	no	That it's flavored	no
425							
426							
427				Smooth and creamy		Smooth, mellow taste	
428							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
398							
399	been around a long time	good cigar					
400							
402	Cheap	Really cheap	As I already said "cheap"	(See above)			
410							
412							
419							
425							
426							toads like them ??!!
427							
428	swedish cigars	none	it will be like a swedish cigar	none			

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
398							
399							
400							
402							
410		old-fashioned	no				
412						I imagine that the cigar will be aged and more mellow in flavor	probably going to cost more
419		It's an old style cigar or maybe aged	no				
425		sounds cool	chicchue	seems cool		its for old people	and rich old people
426		aged?		aged ?			
427							
428							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
398		
399		
400		
402		
410		
412	I imagine a nice mellow, rich flavor	expensive
419		
425		
426	come to think of it the cigars are aged	
427		
428		



Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
431	complete	Swisher Sweets have a pleasant sweet aroma and taste.	Nothing else.				
433	complete					that it comes from cuba, which is hard to believe	no opinion
438	complete	Its sweet tasting	Nothing else	Its sweeter	No	A cuban cigar	It will have a potent smell or aroma
439	complete	Sweet or flavored tobacco (containing flavor additives)					
440	complete	IT IS SWEET	NO	IT IS SWEETER THAN OTHERS	NO	TRING TO E LIKE ACUBAN CIGAR	NO
446	complete	sweet tasting cigar	none			great smell	Cuban made
454	complete	That it is a mild and sweet cigar	no	That it is a sweet cigar	no	That it's either Cuban or the tobacco is grown from Cuban seeds.	no
456	complete	It's cheap and sweet.	A more sophisticated flavour than a DIRT cheap cigar	It's sweet and easy to smoke.	don't know	It wants to be or is a cigar from Cuba.	don't know
462	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
431							After dinner is a cigar for smoking after the dinner meal.
433			that it is a mild cigar	no opinion	that it is a mild cigar	no opinion	
438			its a mild cigar as far as flavor is concerned	Nothing else			
439			mild black tobacco				That it might be an enjoyable flavor
440	IT IS TRING A ELIKE A CUBA CIGAR	NO	DARK MILD TOBBACO	NO	DARK MILD TOBBACO	NO	
446			smooth tasting	none	milder taste than other brands	none	good cigar to have after dinner
454			That it is a darker tobacco and that it is a mild cigar	no			That it is to be smoked after dinner
456			Everyone from gangsters to bikers to hunters smoke Black & Mild's.	don't know	This is a working man / "wants to be a man's man" cigar	don't know	
462	smell of cuba	no					

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
431	Nothing else.	After Dinner would be a mild pleasant cigar.	Nothing else.				
433							
438							
439				Enhanced with coffee flavors		probably finely cut	
440				IT IS A FLAVORED CIGAR	NOTHING ELSE	IT IS SOMEWHAT SWEET	NO
446	none	would be a quality cigar	none	milk or dairy tasting	none		
454	no					It suggests that it tastes like coffee and cream	or it's meant to be smokes while drinking coffee and cream
456		After dinner implies dessert, so I assume it is sweet.	Perhaps even dessert flavours (ice cream, pie, etc.)	Coffee flavoured cigar! Popular in Europe.	dont' know		
462							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
431							
433							
438							
439					Seems like a lot of smoke and sh to this cigar		Fat leafy cigar
440	SMOKED Y OLD DUTCH MASTERS	NO					
446	master blend	none					confusing
454							
456	It's been around for a long time.	To some people, it is a trusted brand.					
462	masterful	no					

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
431						Aging Room says the cigar has been aged till it is in prime condition.	Nothing else.
433							
438							
439						Cured tobacco probably longer than normal	
440				IT IS AGED TOBACO	NO	IT IS AGED TOBBACO	NO
446	none	top of the line	none				
454							
456		I assume they are aged cigars.					
462				more traditonal	no		

Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
431		
433		
438		
439	Tightly packed	
440	IT IS AGED TOBBACO	NO
446		
454		
456		
462		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
463	complete						
467	complete	a little sweet	nothing	no	no		
469	complete	It's sweet	It's cheap	It's probably treated	Is cheap		
470	complete	gay	sugary			it smells like Cuba	no
473	complete	sweet taste in mouth	no				
479	complete	eruo	that they have a hint of sweet taste	sweet	different taste		
480	complete			I have no idea	noting		
483	complete	high quality		good quality			
484	complete					that it's like a Cuban	nothing
485	complete	small cigars or cigarillos		cigarillos		assume they are cubans	
487	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
463							
467			a very good brand	no	very smooth, and great teasing	na	idk
469			It's a dark tabacco or in a dark wrapper	Flavored			
470	since Cuba is a third world country I expect it to smell like a third world country	Cuba has not upgraded it cigar manufacturing in decades, I expect the cigar to skink	it is colored black	someone thinks it is a mild cigar			I guess you are suppose to smoke after dinner
473					sweet and sour	no	
479			dark tobaco taste	stong tasteing	dark	strong tobaco taste	smoke after dinner
480							
483			high quality				
484							
485			pipe tobacco rolled in a tobacco leaf		pipe tobacco		
487							



Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
463						it has more of a cappichino and latte sound that makes it sound exclusive and elegant	none
467	idk						
469				Is treated with a taste enhancer	Is cheap	That's it has flavor	That it is treated to taste like creme
470	no						
473						mixed with creme	no
479	tasted ment for after dinner			creme taste	yes	sweet creme taste	great rich taste
480							
483				good quality			
484							
485						scandinavian I think	
487				cafe	creamy	cafe	creamy

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
463	nothing it may be a traditional company	none	this may be a traditional brand	none			
467	really unique	nothiung	good	no			
469	It's an old brand	A little more expensive					
470							
473							
479							
480					Intriguing	noting	
483	high quality						
484							
485	belgian						
487							

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
463							
467							
469							
470		its old	no				
473				smooth	no		
479							
480							
483		high quality				high quality	
484							
485		cubans I think				small batch	
487							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
463		
467		
469		
470		
473		
479	they are sged to a certent taste	happy
480		
483		
484		
485		
487		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
493	complete	another chear gas station cigar,		normally a short tipless cigar coming in a five pack, has a series of varieties			
495	complete	that it will be sweet and it is	has a lighter taste and is for lighter occasions	it's sweeter versus dry or smokier or bold	it's cheaper due to being a low cost brand name	a better bolder flavored cigar	that it costs more and is inspired by cuban cigars
498	complete	I have smoked these and they are delicious	nice mild cigar			Cuban cigars are world reknown	none
501	complete						
502	complete						
504	complete	swisher sweets are an old brand that are rum soaked	nope	yeah it's rum soaked	nope	tells me aroma of cuba,as in there like cuban cigars in taste and smell and smoothness	nope

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
493	the name would probably translate to the smell of cuba, and honestly from my impression of cuba I don't know that that is a good thing. regardless it seems like its done in the cuban style		A small thin plastic tipped cigar owned by phillip morris, or its affiliate john middleton. they're cheap and run about .79 a piece at most stores and come in 5 packs and shorts and a series of varieties of flavors.	I at one time managed a gas station... fyi	As i stated. thin tipped cigar		
495	richer bold flavor, medium to dark wrap	hand rolled	dark tobacco and mild flavor	mainstream brand with ok flavor	mild flavor	dark tobacco also less bitterness	light, medium or bold flavor depending upon preference
498	very aromatic	none					
501			great pride	class			
502			ALREADY USE	MILD			
504	it tells me i'd be smoking a cigar similair to the cuban cigars i smoke	nope	it tells me it's made of dark tobacco and it's mild in flavor	nope	dark tobacco means mild flavor	nope	smoke it after dinner

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
493							
495	na			for women	probably a light cigar and not very good quality	likely little flavor	probably sweet and meant as a after dinner cigar for women
498							
501							
502							
504	nope						

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
493	CT cigar, one of the most well known... DUTCHIES	standard sized and cigarello variety	these cigars and a top pick amongst alternatice cigar usage, emptying contents and replacing with a different "tobacco". they are of a lower quality but relatively inexpensive				
495	inexpensive mainstream brand	ok quality but nothing exceptional					it's dry, has a warted appearance
498	they are a reputable brand	none	Dutch masters are some of the best cigars made	none			
501							
502	QUALITY	WELL KNOWN					
504	it tells me it's brand that has been around for ages and is a good overall cigar	nope	it's an oldie and a goodie that i bought 40 years ago	nope			



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
493							
495	probably tastes sour			maybe that it is an aged cigar	possibly a bolder flavor	older tobacco, aged maybe with bourbon or other flavors	soundsa bit like something an old person would go smoke in
498				they should be premium tobacco	quality I presume		
501		Its a mature Cigar	More classy cigar	great quality	classy		
502							
504							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
493		
495	it's aged tobacco with other flavors	it's full bodied
498		
501		
502		
504		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
507	complete	mild sweet	not at thsi time.	dont know	none		
511	complete	it has a sweeter taste than other cigars	it is a machine production cigar and no considered high quality	it has a sweet taste	no	it is either a cuban cigar or made from tobacco of cuban seeds	most likely hand rolled in Dominican Republic or Honduras
515	complete					It is made in cuba.	
518	complete						
519	complete	That it is a flavorful cigar and it is a small cigar usually coming in a two pack.	They are also 5 packs that have different flavors.	It is a small cigar and it has a different burn rate and different flavors	They have Vanilla and liquor flavors and smell fragrant.	It is a Cuban cigar and is made with imported Cuban tobacco leaves.	They are probably made in the Dominican Republic. This is wherenthe Cuban cigar makers moved to.
521	complete	These cigars are among my favorites. A swish of sweet.		SWEET			

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
507			dont know	dontknow			
511	it would no doubt have a pleasant aroma and have a larger ring and length size than production cigar	would be a higher quality and cost more			they have a dark or black wrapper but with a mild taste	no	
515			Its not too strong of a scent.				
518							
519	It is a high quality Cuban cigar.	The cigar should be stronger then the American cigars.	It is a dark cigar and it has a mild taste.	It has a mild taste.	It is a dark cigar and it has a mild taste. It doesn't burn your mouth.	The cigar is easy on your stomache.	It is a pleasant smelling cigar. A perfect smoke for after a meal.
521			Black and Mild is exactly that. They left out smooth.				

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
507							
511							
515							
518							
519	Nothing else I can think of.			It tells you it is a delicate cigar and it has a creamy flavor.	It is a upscale cigar that probably has a plastic tip on it and has a taste and is flavored.	It has a flavor and not plain tasting like other cigars.	It is a small cigar.
521				Cafe Creme should deliver a smooth taste and not be overpowering. The taste however should be exquisite and very high class.	Nope. That about says it.	Cafe Crème should deliver a smoother taste than most other cigars and they are not as strong and overpowering most others. The taste however should be exquisite and very high class.	Nope, that about says it.

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
507	none	none	dutchman	nothing at this time			
511							
515							
518							
519							It is a small froggy cigar. The cigar has a lot of smoke from it when it is lit.
521							

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
507							
511							
515							
518		Aged		They are aged			
519	The name is Toad and it is a stubby cigar.	It is a classic shape cigar.	It has cured tobacco leaf in it. The tobacco is aged to perfection.	It is an aged tobacco cigar.	I said the same thing it is a aged classic cigar.		
521							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
507		
511		
515		
518		
519		
521		



Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
525	complete	it has a sweet taste		made with flavored tobacco			
526	complete			bit of sweet flavor on the tip		imitation Cuban cigar	
528	complete					Havana inspired	N/A
531	complete						
533	complete						
534	complete					tells me what kind of cigar it is just by the brand	none
556	complete					frangrant	
573	complete						
574	complete	It is a small, flavored cigar		It is a small, flavored cigar			
583	complete	A sweet taste	No	They have a sweeter taste than many other cigars	No	It makes me believe that it has an affiliation with Cuba	No
596	complete	a known brand	no				
607	complete	Not sure		It is sweet.			
610	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
525	it has the aroma of a Cuban cigar	no	made with dark cured tobacco and has a mild flavor	nothing else	it has a mild flavor	no	a long liesurely smoke
526			a bit milder taste		a bit milder		
528	Cuban style, fresh aroma						Dessert style perhaps. Maybe with some dessert style flavors
531							
533							
534							
556			mild taste				
573							
574							
583			It would be a dark colored cigar that has a mild taste	No	It would have a mild tatste	No	
596			is a dark cigar and a mild taste	no			it's for after dinner
607					It is mild and black.		It is for after dinner relaxing.
610			GREAT CIGARS	NONE	NONE	NONE	SMOKE IT LATE

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
525	no					its a flavored cigar	
526							
528				Very coffee/bistro style cigars		More authentic. Perhaps more of a hippie/Indy style cigar.	
531							
533							
534							
556		use after dinner		smell like coffee			
573						its good	nope
574							
583							
596	none			sounds like a coffee	no		
607				It has creme bula taste.			
610	NONE	GOOD SMONE	NONE				

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
525							
526							
528	Cheap and effective.				Classy taste. Stylish and smooth	N/a	Kinda like a pub-style cigar. Very British
531							
533	masters	masters	taste	smell			
534							
556							
573							
574							
583	It's a well established cigar brand	I know for a fact it does not taste good					
596							
607	It is the leader of the cigar, from Dutch aka Holland.						
610	GOOD CIGARS	NONE					The cool smoking toad, relaxed.

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
525							
526							
528						Sounds sophisticated	
531							
533							
534							
556							
573							
574							
583						That the cigars are kept in a humidor room	It generally would be at a cigar store
596							
607		It is traditional, full of history.					
610		VERY GOOD	NONE	GREAT TASTE	NONE		

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
525	made with long aged tobacco	
526		
528	Something that an experienced cigar smoker would pick	
531		
533		
534		
556		
573		
574		
583		
596		
607		
610		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
612	complete						
621	complete	a small thin mass producted cigar that has a sweet taste	nothing	I already told you it is sweet	no that is it		
625	complete						
627	complete						
631	complete						
633	complete						
638	complete	It has a sweet flavor	unsure	Sweeter than other cigars	unsure		
639	complete			Sweet aftertaste		Aromatic	
651	complete	taste sweet					
652	complete	Its sweet				Smells like Cuba	
657	complete					From Cuba	No
662	complete	small and tasty	usually with a wooden tip	tasty and sweeter then most cigars	wooden tip and slim		
670	complete	small with a sweet taste	lake a cigarette	they are sweet	na		
685	complete						
690	complete						
693	complete	most likely a sweet taste		most likely a sweet taste		More than likely from Cuba, or Cuban tabacco	
702	complete	sweet tasting	no				

# Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
612			thats it black and mild		no		
621							
625			that it is smooth	that it is mild			it is smooth
627							
631			the flavor		texture		
633							
638			mild cigars	unsure			
639			Tastes smoky dark				Tells you right in name
651							
652	Smells good				Not as strong		Smoke it after dinner
657							
662			stronger tobacco	leafy and bolder	it has a stronger taste and bolder smoke	long and thick	small and tasty
670			small	like a cigagette			you will have it after dinner
685							
690							
693	most likely Cuban tobacco				probably mild and mellow tobacco		
702			darker tobacco, mild flavor	no			that it has flavors that go well with food, or a drink



Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
612							
621							
625	it is refined						
627							
631							
633							
638							
639							
651		sounds tasty					
652				Creamy taste			
657				Creamy	No		
662	short and sweet	usually a dipping cigar	small and crooked	very flavorful	tasty and sweet	sweet and tasty	great after dinner cigar
670	none	they are for after dinner	na				
685							
690							
693							
702	no	smoky flavors	no	sweet, maybe coffee taste	no		

# Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
612							
621							
625							
627							
631							
633							
638							
639							
651							
652	Made by Dutch people				It's smoky		
657							
662	bold and thick	bellowy and strong	longer then most	thick with a strong smoke	small and thick	tighty rolled and mild	shorter then most cigars
670			good cigar	na			
685							
690							
693							
702	european	no			earthy	no	earthy

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
612							
621							
625							
627							
631							
633							
638		aged tobacco	unsure			Tobacco is aged	unsure
639		Old					
651							
652							
657		Old	No				
662	fat and thick					where the tobacco has been aged for mildness	and also for flavor
670		old	old and good	it is a good cigar	has good tobacco	a place where you keep cigars	they stay fresh
685							
690							
693				Probably aged tobacco			
702	no	aged	no			honestly makes it sounds stale	no

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
612		
621		
625		
627		
631		
633		
638		
639		
651		
652	It is aged	
657		
662	milder	smoother
670	you keep good cigars there	they last longer
685		
690		
693		
702		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
710	complete						
725	complete	foreign		foreing		cuban	
726	complete	so nasty omg				lthough regularly enjoyed by celebrities, heads of state, and world leaders, the blend keeps cigar lovers all over the world coming back for more. Enthusiasts have come to expect unmatched consistency from the brand, each box tasting the same as the last. In past issues of Cigar Aficionado, the brand was recognized for its quality and flavor, receiving 93 ratings. Make no mistake	
728	complete					Cuban cigar with all the smelling for there	not really

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
710							
725	cuban		strong and soft				dessert
726					Black & Mild cigars are available in single cigars, in packs of 5 or in boxes of 25 unless noted. The cigars are sold in the following varieties: Original Apple Cream Cherry Cherry Vanilla Dark Blend		Cigars after dinner are delightful, smoking before breakfast is unnatural.
728	The typical Cuban perfume	nothing else					

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
710							
725		dessert					
726				this is really good wow			
728				Good qualityof cigar	parfume also	it has a great parfume and the quality is excellent	no

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
710							
725							strong
726	really good cigar				These cigars look good, the dark Nicaraguan wrapper makes them look mouthwatering. It is a solid cigar packed nice with a lot of small veins running through it. The cap is small so I used a punch on this.		about packet
728							



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
710							
725						old fashoined	
726						i tried these cigars mmm i liked but aren't my favorites	
728							

Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
710		
725	old fashioned	
726		
728		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
730	complete						
738	complete						
745	complete	Sounds like there are flavors that are sweet	Nothing else	There are sweet tastes to the cigars	Nothing else	This could be the smells of cuba. The aroma and delights of cuba could come right out of this cigar.	Smells of cuba.
750	complete						
752	complete	Sweet	Flavorful	Sweet tasting	Mild	Cuban	Vintage
782	complete						
792	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
730			It is smooth				
738							
745	Could feature smells from cuba or even taste from cuba	Nothing I can thinl of	Sweet but mild taste to the cigar.	Sweet smelling cigar.	The characteristic of this cigar is mild with hints of sweetness.	None	
750							
752			Strong	Mild	Gentle but strong taste	Classic	Minty
782							
792					that it has superior quality	no	

# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
730							
738							
745		That it's a good after dinner cigar	Pleasing cigar	Okay this cigar sounds like a cigar I would love to try. This sounds like a coffe break type cigar. Café creme sounds like relaxing coffee tasting cigar.	I would love to try this one.	Could feature a sweet coffee taste. Seems very pleasurable!	Pleasing!
750						good	nice
752	Soft	Easy to smoke	Light	Creamy	Coffee	Flavorful	Coffee tasting
782							
792							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
730							
738							
745					First of all the name is odd. Now saying that I'm hoping not but but could have a frog taste to it or frog smells.	Nothing	
750	good	nice	nice	good			
752							
782	No						
792							

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
730		It is classic		It is classic			
738							
745		This could have the aroma of vintage America. Saying that I mean taste of vintage leather or homey tastes.	Nothing			This cigar could be an aged cigar. Maybe it's like wine and gets better as it ages.	Old smelling cigar.
750		good	nice				
752		Classy	Traditional	Celebrated	Historic	Sounds old	Sounds smelly
782						Not rally	
792							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
730		
738	no comment	no comment
745	That it's an aged cigar. Maybe bold	Nothing else
750		
752	Stinky	Aged
782		
792		



Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
796	complete	Swisher Sweets Perfectos are deliciously straight-forward cigars with the slightest hint of sweet undertones for a unique smoking experience.	-			La Aroma de Cuba is a staple in my humidor, the old blend was consistant and flavor was, for the most part, the same from light to that finger burning last draw. So when the new blend by Don Pepin came I knew I had to give it a try. WOW there is a great difference, the nutty,earthy flavor are more pronounced and the spice is excellent from 1 inch in to again that finger burning last draw.	-
830	complete	Comes in a variety that has sweet flavors	Some people use them to unroll and use for drug use.			Could have the smell and flavor of a cigar from Cuba	don't know

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
796			-	-			
830			Offered in a mild taste	Comes with or without filters, and comes in other flavors with wood tips or plastic.	This is a cigar that I use and enjoy.	don't know	

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
796				-	-		
830				Creme Flavored Cigar	don't know		

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
796	Dutch Masters is a brand of natural wrapped cigars sold in the United States since 1911	-					
830	Cheap cigar that is taken apart by people for drug use	I Associate this brand with filth					

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
796							
830		A new cigar that has vintage qualities in it	don't know				

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
796	Aging Room cigars are made by Rafael Nodal, of Boutique Blends, using rare Dominican tobaccos encased in Habano-seed wrappers.	The tobaccos were originally intended for use in another line, but there simply wasn't enough of it to meet production dema
830		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
839	complete						
868	complete						
871	complete						
873	complete						
876	complete						
877	complete	The taste is very sweet.	The smoke puts off a very sweet smell.	The taste and smell is very sweet.	Nothing.		
878	complete	mild and sweet		mild and sweet		mild	
879	complete						
881	complete						
882	complete	sweet taste and aroma				Has some Cuban tobacco aroma	could contain some Cuban tobacco
888	complete	Very mild, sweet tasting cigar		very mild, sweet tasting cigar	No	Probably a cigar made from Cuban tobacco	Maybe it smells good
891	complete						
892	complete	familiar with is brand not a big fan		its a sweet flavored cigar			
895	complete	Sweet					
905	complete	it is a sweet cigar	not much else	it is sweet	nothing more		

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
839							
868							
871			It is a mild tasting cigar		It is mild tasting		It tastes good after eating a meal
873							
876							
877			The wrapper is black and the taste is sweet and very mild.	Nothing.	The color of the wrapper is black.	The taste is mild.	
878	perfection		flavor/mild				
879	It was made from Spanish people.						
881							
882	aromatic		Dark tobacco with mild taste		darker tones		mild and small
888	Probably a good smelling cigar	No	Dark tobacco, but mild taste	No			
891							
892			i am familiar with this brand				
895							
905			it is not over powering	nothing more			



# Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
839							
868							
871							
873							
876							
877							
878				flavor		flavor	
879							
881							
882				coffee flavored		has taste of coffee	
888				coffee flavored, mild cigar	No		
891						creme colored	no
892							
895							
905							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
839	small cigar	na	small cigar	na			
868							
871							
873							
876							
877							
878	A name that has been around .				something small and rough		
879							
881	it is for rappers	nothing else					
882							
888	The only cigar I smoke	No					
891					nothing	nope	
892	i have smoked and familiar with this brand						
895							
905							

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
839							
868							
871							
873							
876							
877							
878							
879		It was made from the 70's					
881		it is old school and stled	nothing else				
882							
888							
891							
892							
895							
905							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
839		
868		
871		
873		
876		
877		
878		
879		
881		
882		
888		
891		
892		
895		
905		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
913	complete	For rolling!	don't know	Rolling fatty's	don't know	Smells like Cuba	don't know
928	complete	would taste a little sweet	no				
930	complete	sweet		sweet, nectarious, heavenly taste with ecuador wrapper.		la aroma and cuba.	
939	complete	Sweet tasting cigars		that it will taste sweet and be a smaller smoke			
946	complete	Good	nice			It has aroma of cuba	Very nice
954	complete	It makes me think the cigar flavor					
987	complete	Sweet & tasty	Filter	taste sweeter		Cuban	
1006	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
913			Simple, but good	don't know	Small, and easy to handle. Great aroma	don't know	
928							
930	taste so good consistently.it is delish and savory.		black and mild		arresting and flashy taste.		
939			That it has a dark but mild smoke				A cigar you might enjoy after dinner with a cocktail
946			It is very mild in taste and black too	quality	Wow	Nice	Should be smoked after dinner time
954			The cigar will be mild in taste				
987			Smooth blend with nice smell but not over powering when smoking.		Smaller type of cigar with filter.		
1006			I know the brand and what to expect, not sure about "what type of cigar it is"				

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
913							
928				smooth taste	no		
930							
939				That it would have a smooth creamy taste			
946	Quality			Amazing	Wow		
954				I think it would have a bit of a sweeter coffee flavor			
987							
1006							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
913							
928							
930	its a master-mellow and excellent burn.		devinely mellow and exquisite smooth taste and aroma.				the nicaraguan wrapper looks great. looks deluxe and rich
939							
946	Made in holland for masters	Nice			An old person smoking cigar	Fat person like a toad smoking a cigar	
954							
987	Bigger cigar non filtered						
1006							



# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
913							
928							
930	none			embossed sweet woods flavors. taste mellow and honeeeeeyee.			
939							
946		Its very old quality and being made since ages	Yeah as it is quite old it is of good quality	It is of superior quality	It contains varied taste as it the daddy of cigars	Very old	Good Quality
954							
987							
1006							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
913		
928		
930		
939		
946	Nice	Amazing
954		
987		
1006		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1014	complete	sweet and flavorful				cuban	
1017	complete						
1018	complete						
1023	complete						
1028	complete			Sweeter than other cigars	No	From Cuba	No
1042	complete	sweet	none	sweet	none	expensive	none
1049	complete					the smell of a bygone era	nothing
1053	complete	They are a cigar with a sweet tip	no			Something resembling a Cuban Cigar	no
1059	complete						
1063	complete	That it has sweet flavors.					
1064	complete						
1068	complete	it looks nice	no				

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
1014	possibly imported		just a regular black without any additional flavor or taste to it				
1017			best cigars made in america	none	made with quality texture and loved by smokers	none	
1018			It's mild and it's a dark type.		It's a mild cigar		
1023							to be smoked after dinner
1028			Color and how strong it is	No	Mild Finish	No	
1042	taste	none	easy smoke	none	better	good	good
1049							
1053			Its a Black and Mild- a cheap cigar that has been around forever	no			
1059							
1063			It lets me know that it's darker and not as strong.		That it's darker and lighter.		
1064							
1068							

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1014		something fuor after dinner specifically		something fresh sounding and tasteful.			
1017							
1018							
1023	na						
1028				cream flavored	no	the flavor	no
1042	none	better	none			sweet	good
1049							
1053							
1059							
1063							
1064							
1068							

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1014	master at making dutch cigars				smoke alot		
1017	premium cigars from a high quality brand	none			a cigar with a strong smell that has a lot of smoke that comes out when you smoke it	none	
1018							
1023	yes my favorite cigar						
1028	from holland	high quality					
1042	taste	none	classic	none			
1049							
1053							
1059							
1063							
1064							
1068							

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1014		vintage=vintage		name says it all			
1017		premium quality cigars	none				
1018							
1023				old style	na		
1028							
1042		taste good	none	great taste	none		
1049							
1053							
1059							
1063							
1064							
1068							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1014		
1017		
1018		
1023		
1028		
1042		
1049		
1053		
1059		
1063		
1064		
1068		



# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1071	complete	A sweet flavored cigar		A sweet flavored cigar		It was made in Cuba and has a pleasant aroma	
1075	complete						
1080	complete	Sweet flavor		Sweeter than		Cuban smell	
1081	complete	They are sweet		they are sweet			
1083	complete					it tells me that it's cuban and smells like cuba	nothing else
1088	complete						
1093	complete	They are sweet					
1095	complete	I know it is a well known cigar brand. Anytime I have purchased a Swisher Sweet I found it to very flavorful .					
1100	complete	Sweet tastes with smooth smell.		Great smell I love this brand.		Cuban cigar with the aroma of cubano tobacco leaf.	
1102	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
1071	Has a significant aroma		a mild tobacco	don't know			
1075			Nice aroma	No	Small	No	
1080	Cigar most like a Cuban cigar		Its a dark flavor				
1081			they have a more mild taste		more mild and a darker tobacco		that it's great for after dinner
1083			it tells me that it is made from black tobacco and the flavor is mild	nothing else			
1088			No flavor	Not sure			
1093			They are mild and tangy				
1095			It tells me that the flavor is mild and smooth very easy to smoke.				
1100	Very aromatic tobacco leaf.		Strong smell and smooth flavor.		One of my faves.		
1102			it is a great tasting cigar	no			it would be perfect to smoke after dinner

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1071							
1075							
1080				It's sophiscated		Sounds French	
1081							
1083							
1088							
1093							
1095							
1100				Sweet smell tobacco.		Smells like crime.	
1102	no						

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1071	A dutch blend of tobacco						
1075	Good quality slow burn	No					
1080							
1081							
1083							
1088							
1093	That they are professional .						
1095							
1100							
1102	it tells me its a dutch	no					

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1071							
1075						Aged perfectly cigar	No
1080		It's original		It's an older cigar than most other brands		It's aged	
1081							
1083							
1088							
1093							
1095							
1100		Great cigar with great types.		Made with time.			
1102							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1071		
1075		
1080	I sounds like it tastes like it is aged more than most cigars	
1081		
1083		
1088		
1093		
1095		
1100		
1102		

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1104	complete	that its sweet				cuban	
1108	complete						
1124	complete						
1125	complete						
1128	complete	they are sweet	thats it	sweeter	nope		
1134	complete	it tells me it is generally a cheaper cigar and that they are usually sweeter flavors like grape or cherry rather than a typical tobacco taste		it tells me that the cigar is sweet and flavored usually some kind of fruity flavor			
1139	complete	tells you that they are sweet tasting		i just told you that they are sweet		cuban type cigar	
1141	complete	It will smoke "sweetly" - meaning with a predominately mild flavor.	n/a	Catchy name - meaning that the cigar is likely to be full of flavor and marketed toward children / the younger generation(s).	n/a	The smell of Cuba . Cuban cigar .	

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type that its mild	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara that its mild	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
1104			Black tobacco? Mild Tasta, likely	NA	Easy to smoke	NA	
1108							
1124							
1125			It is a medium flavour		it is a medium flavour		this is good when we use after dinner
1128			it is black and it is mild	its tasty	its blacker and milder	not much	
1134			it is a cheap cigarillo and is much smaller in width than a typical cigar		it is cheaper, burns quicker, and the smoke is lighter and less flavored than a typical cigar		
1139	smells like a cuban cigar		its a black and mild type		smooth black and mild		
1141							



Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1104							
1108				Vanilla taste	None		
1124							
1125							
1128							
1134							
1139				it might taste like cream or something		creamy taste	
1141						Flavor is likely to be Cr'eme.	

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1104							
1108							
1124							
1125							
1128	they are dutch	thats it					
1134							
1139							
1141	Master - the best of the best .	n/a	Dutch - meaning that the flavor will not be common, mass-produced or processed.	n/a			

Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1104						that its aging	
1108							
1124							
1125							
1128							
1134							
1139						tells me that thye are aged and nice and of good quality	
1141							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1104		
1108		
1124		
1125		
1128		
1134		
1139		
1141		

# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1144	complete	sweet rolled cigar					
1145	complete	It has a sweet aroma and or flavor					
1148	complete					Its cube made.	None
1156	complete	its sweet in taste		it has a good taste		its from a different country	
1160	complete	it tells me that this cigar is flavored with some type of fruit flavor		that this cigar is fruity		it tells me that this is a Cuban cigar	
1169	complete					The smell of cuba, in which cigars are synonomous.	
1174	complete	Its sweet	N/a				
1176	complete	SOMEWHAT SWEET FLAVOR		UNIQUE TASTE		GENUINELY CUBAN FEEL	

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
1144			mild smoke		black with a mild smoke		it would be a more of a relaxing smoke
1145			That it's a dark colored cigar with a mild flavor				
1148							
1156	it smells like it comes from cuba		dark tobacco with a smooth taste		it's. dark in color and its not harsh		it helps relax you
1160			it tells me that these are mild cigars				
1169							
1174			Its a mild taste	N/a	Black and mild	N/a	Goes good after a meal
1176	QUITE UNIQUE		MILD & DARK FLAVOR	HARD FEELING	UNIQUELY DARK	DIFFERENT FEELING	AFTER GLOW FEELING OF A MEAL

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1144							
1145							
1148						It test like cafe mixed with creme.	None.
1156		it'll be perfect to smoke while you wind down		it tastes good		it has a creamy taste	
1160				it tells me that this cigar is more coffee flavored		it tells me that this cigar is more sensual and romantic	
1169							
1174	N/a						
1176		DIFFERENT		SOMEWHAT CEWAMY CAFE FEEL		VERY DIFFERENT FEEL TO OTHERS	

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1144							
1145							
1148							
1156	its from dutch		it was crafted well		it is liked by many walks of life		
1160							
1169							
1174	Dutch	N/a					
1176	UNIQUELY DUTCH FEELING		DIFFERENT		UNIQUE		



Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1144		well aged and rolled cigar					
1145							
1148							
1156		old		its aged an cured longger		its cured a certain way	
1160		it tells me that it has the original cigar flavor, not any kind of sweetness or anything added		that it is original quality			
1169				it has the make of original cigars when only a few and the elite smoked them. Now days everyone does.	n/a		
1174				Old	N/a	Aged	Mightget better wit age?
1176		SOMEWHAT VINTAGE FLAVOR		DIFFERENT		OLDER FLAVOR	

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1144		
1145		
1148		
1156	it smells old an nice	
1160		
1169		
1174		
1176	DIFFERENT FROM OTHERS	

Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1180	complete	that they have a somewhat sweet aftertaste.		the sweet flavor they possess.		that it has something to do with cuban style cigars.	
1181	complete						
1182	complete	Probability of being sweet	None	Sweets	None		
1227	complete						
1229	complete						
1270	complete	Swisher Sweets have a variety flavors. Also the regular Swisher Sweets have a sweet taste.	N/A				
1281	complete						
1287	complete	It has many sweeter flavor choices.		It a smaller sort of cigar.		It's a Cuban cigar.	
1300	complete	a sweetened tip at the end		asweet tip on a machine rolled cigar		the scent of cuba	
1312	complete			sweet after tast			
1313	complete						

Open-Ended Responses

respid	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
1180	that it smells like a cuban cigar.		that they are black in appearance and have a mild taste.		the look and the mild taste of these cigars.		
1181							
1182			Mild from black	None			After
1227							
1229	Maybe it's from latina	none			It's black	none	
1270							
1281			That is somewhat strong	No			
1287			Its a milder flavor cigar.		It's got a darker wrapper		It goes great after dinner.
1300			the type of tobacco used		the type of tobacco used		
1312			dark and smoth				
1313			mint	smoothness	mint	smoothness	smoothness

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1180		that they are best used for after dinner.					
1181							
1182	Dinner	Idk	Noje	Coffee shop	None		
1227							
1229							
1270							
1281				Soft coffee?	Sweet but strong	That might taste like coffee	No
1287							
1300							
1312		refreashing		thin smoth flaver		a choclaktat flavor	
1313	relax						

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1180	that they are dutch style cigars.						
1181							
1182	None	D tch	Dutch	None			
1227							
1229							
1270							
1281							
1287							
1300	a dutch is ahand rolled cigar						
1312	old school						
1313							

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1180		that it is a classic style of cigar.		that it is in a more classic style.		that they have been aged to some extent.	
1181							
1182							
1227							
1229							
1270							
1281							
1287		It's a classic type of Cigar.				Its a longer lasting cigar.	
1300							
1312							
1313							

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1180		
1181	it hints that the flavor is old and musty	
1182		
1227		
1229		
1270		
1281		
1287		
1300		
1312		
1313	smoothness	filter



# Open-Ended Responses

respid	status	Q180_1 : What does the name Swisher Sweets tell you about the ty	Q185_1 : Anything else? Please type your answer in the box be	Q200_1 : What does the name Swisher Sweets tell you about any ch	Q205_1 : Anything else? Please type your answer in the box be	Q180_2 : What does the name La Aroma de Cuba tell you about the	Q185_2 : Anything else? Please type your answer in the box be
1318	complete	The cigars smell is sweet.	don't know	The cigar's smoke smell is sweet.	don't know		

Open-Ended Responses

	Q200_2 : What does the name La Aroma de Cuba tell you about any	Q205_2 : Anything else? Please type your answer in the box be	Q180_3 : What does the name Black Mild tell you about the type	Q185_3 : Anything else? Please type your answer in the box be	Q200_3 : What does the name Black Mild tell you about any chara	Q205_3 : Anything else? Please type your answer in the box be	Q180_4 : What does the name After Dinner tell you about the type
respid  1318			The cigar has a mild flavor.	don't know	The cigar's flavor is mild.	don't know	

Open-Ended Responses

respid	Q185_4 : Anything else? Please type your answer in the box be	Q200_4 : What does the name After Dinner tell you about any char	Q205_4 : Anything else? Please type your answer in the box be	Q180_5 : What does the name Café Crème tell you about the type	Q185_5 : Anything else? Please type your answer in the box be	Q200_5 : What does the name Café Crème tell you about any chara	Q205_5 : Anything else? Please type your answer in the box be
1318				The smoke smells like coffee.	don't know	It smells like coffee.	don't know

Open-Ended Responses

respid	Q180_6 : What does the name Dutch Masters tell you about the typ	Q185_6 : Anything else? Please type your answer in the box be	Q200_6 : What does the name Dutch Masters tell you about any cha	Q205_6 : Anything else? Please type your answer in the box be	Q180_7 : What does the name Smokin' Toad tell you about the type	Q185_7 : Anything else? Please type your answer in the box be	Q200_7 : What does the name Smokin' Toad tell you about any char
1318	The cigars are made in dutch.	don't know					

# Open-Ended Responses

respid	Q205_7 : Anything else? Please type your answer in the box be	Q180_8 : What does the name Vintage tell you about the type of c	Q185_8 : Anything else? Please type your answer in the box be	Q200_8 : What does the name Vintage tell you about any character	Q205_8 : Anything else? Please type your answer in the box be	Q180_9 : What does the name Aging Room tell you about the type o	Q185_9 : Anything else? Please type your answer in the box be
1318		The cigars are older.	don't know	the cigars are old.	don't know	They let their cigars age before they sell them.	Don't know

# Open-Ended Responses

respid	Q200_9 : What does the name Aging Room tell you about any charac	Q205_9 : Anything else? Please type your answer in the box be
1318	The cigars are older the other cigars.	Don't know

# Exhibit E

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Page -----	Table -----	Title -----
1	1	Q.20/30 GENDER/AGE
2	2	Q.40 REGION/STATE
6	3	Q.60 IN THE PAST 12 MONTHS HAVE YOU OR HAVEN'T YOU PURCHASED ANY CIGARS?
7	4	Q.70 HAVE YOU BEEN SMOKING CIGARS FOR MORE THAN A YEAR?
8	5	Q.80 WHETHER HAVE SMOKED CIGAR BRAND DURING THE PAST 12 MONTHS
11	6	Q.90 IN THE NEXT 12 MONTHS, DO YOU OR DON'T YOU EXPECT TO PURCHASE ANY CIGARS?
12	7	Q.100 HAVE YOU OR HAVEN'T YOU EVER SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR?
13	8	Q.110 DO YOU CURRENTLY SMOKE CIGARETTES?
14	9	Q.100,110 HAVE YOU OR HAVEN'T YOU EVER SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR/ CURRENTLY SMOKE CIGARETTES?
15	10	Q.170 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT THE TYPE OF CIGAR IT IS?
18	11	Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
25	12	Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
32	13	Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
42	14	Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
48	15	Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
55	16	Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
62	17	Q.180/185 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
66	18	Q.180/185 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
71	19	Q.180/185 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?
76	20	Q.190 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT ANY CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
79	21	Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
86	22	Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Page	Table	Title
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92	23	Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
101	24	Q.200/205 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
106	25	Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
112	26	Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
118	27	Q.200/205 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
122	28	Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
128	29	Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?
134	30	Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE? (MILD MENTIONS AT Q.180)

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Page 1

Q.20/30 GENDER/AGE

Table 1

	TOTAL -----
TOTAL RESPONDENTS	312
MALES (NET)	249 79.8
18 - 35	124 39.7
36 +	125 40.1
FEMALES (NET)	63 20.2
18 - 35	31 9.9
36 +	32 10.3
TOTAL	
18 - 35	155 49.7
36 +	157 50.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Page 2

Q.40 REGION/STATE

Table 2

	TOTAL -----
TOTAL RESPONDENTS	312
NORTHEAST (NET)	57 18.3
CONNECTICUT	3 1.0
MASSACHUSETTS	8 2.6
NEW HAMPSHIRE	1 0.3
RHODE ISLAND	1 0.3
NEW JERSEY	6 1.9
NEW YORK	20 6.4
PENNSYLVANIA	18 5.8
MIDWEST (NET)	71 22.8
ILLINOIS	22 7.1
INDIANA	6 1.9
MICHIGAN	5 1.6
OHIO	13 4.2
WISCONSIN	7 2.2

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 2

## Q.40 REGION/STATE

	TOTAL -----
TOTAL RESPONDENTS	312
IOWA	1 0.3
KANSAS	5 1.6
MINNESOTA	6 1.9
MISSOURI	6 1.9
SOUTH (NET)	113 36.2
DELAWARE	2 0.6
DISTRICT OF COLUMBIA	1 0.3
FLORIDA	28 9.0
GEORGIA	10 3.2
MARYLAND	9 2.9
NORTH CAROLINA	11 3.5
SOUTH CAROLINA	3 1.0
VIRGINIA	4 1.3
ALABAMA	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 2

## Q.40 REGION/STATE

	TOTAL -----
TOTAL RESPONDENTS	312
KENTUCKY	7 2.2
MISSISSIPPI	1 0.3
TENNESSEE	8 2.6
ARKANSAS	2 0.6
LOUISIANA	3 1.0
OKLAHOMA	2 0.6
TEXAS	18 5.8
WEST (NET)	71 22.8
ARIZONA	4 1.3
COLORADO	12 3.8
IDAHO	2 0.6
NEVADA	4 1.3
NEW MEXICO	4 1.3
UTAH	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Page 5

Q.40 REGION/STATE

Table 2

	TOTAL -----
TOTAL RESPONDENTS	312
CALIFORNIA	31 9.9
ALASKA	1 0.3
OREGON	8 2.6
WASHINGTON	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 3

Q.60 IN THE PAST 12 MONTHS HAVE YOU OR HAVEN'T YOU PURCHASED ANY CIGARS?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, I HAVE	312 100.0
NO, I HAVEN'T	0 0
DON'T KNOW	0 0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Page 7

Q.70 HAVE YOU BEEN SMOKING CIGARS FOR MORE THAN A YEAR?

Table 4

	TOTAL -----
TOTAL RESPONDENTS	312
YES, I HAVE	297 95.2
NO, I HAVEN'T	15 4.8
DON'T KNOW	0 0



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 5

Q.80 WHETHER HAVE SMOKED CIGAR BRAND DURING THE PAST 12 MONTHS

	TOTAL -----
TOTAL RESPONDENTS	312
BLACK & MILD	
YES, I HAVE	214 68.6
NO, I HAVEN'T	92 29.5
DON'T KNOW	6 1.9
SWISHER SWEETS	
YES, I HAVE	222 71.2
NO, I HAVEN'T	87 27.9
DON'T KNOW	3 1.0
PHILLIES	
YES, I HAVE	158 50.6
NO, I HAVEN'T	143 45.8
DON'T KNOW	11 3.5
WHITE OWL	
YES, I HAVE	150 48.1
NO, I HAVEN'T	157 50.3
DON'T KNOW	5 1.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 5

Q.80 WHETHER HAVE SMOKED CIGAR BRAND DURING THE PAST 12 MONTHS

	TOTAL -----
TOTAL RESPONDENTS	312
GARCIA Y VEGA	
YES, I HAVE	151 48.4
NO, I HAVEN'T	152 48.7
DON'T KNOW	9 2.9
DUTCH MASTERS	
YES, I HAVE	157 50.3
NO, I HAVEN'T	151 48.4
DON'T KNOW	4 1.3
COHIBA	
YES, I HAVE	115 36.9
NO, I HAVEN'T	185 59.3
DON'T KNOW	12 3.8
MACANUDO	
YES, I HAVE	101 32.4
NO, I HAVEN'T	200 64.1
DON'T KNOW	11 3.5

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 5

Q.80 WHETHER HAVE SMOKED CIGAR BRAND DURING THE PAST 12 MONTHS

	TOTAL -----
TOTAL RESPONDENTS	312
YES, I HAVE (NET)	312 100.0
BLACK & MILD	214 68.6
SWISHER SWEETS	222 71.2
PHILLIES	158 50.6
WHITE OWL	150 48.1
GARCIA Y VEGA	151 48.4
DUTCH MASTERS	157 50.3

Q.90 IN THE NEXT 12 MONTHS, DO YOU OR DON'T YOU EXPECT TO PURCHASE ANY CIGARS?

Table 6

	TOTAL
	-----
TOTAL RESPONDENTS	312
YES, I DO	297
	95.2
NO, I DON'T	9
	2.9
DON'T KNOW	6
	1.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 7

Q.100 HAVE YOU OR HAVEN'T YOU EVER SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, I HAVE	248 79.5
NO, I HAVEN'T	64 20.5
DON'T KNOW	0 0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 8

Q.110 DO YOU CURRENTLY SMOKE CIGARETTES?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, I DO	203 65.1
NO, I DON'T	108 34.6
DON'T KNOW	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 9

Q.100,110 HAVE YOU OR HAVEN'T YOU EVER SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR/  
CURRENTLY SMOKE CIGARETTES?

	TOTAL -----
TOTAL RESPONDENTS	312
HAVE SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR/CURRENTLY SMOKE CIGARETTES (NET)	260 83.3
HAVE SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR	248 79.5
CURRENTLY SMOKE CIGARETTES	203 65.1
HAVE NOT SMOKED CIGARETTES FOR A PERIOD OF MORE THAN A YEAR/DO NOT CURRENTLY SMOKE CIGARETTES/DON'T KNOW	52 16.7

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 10

Q.170 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT THE TYPE OF CIGAR IT IS?

	TOTAL -----
TOTAL RESPONDENTS	312
SWISHER SWEETS	
YES, IT DOES	202 64.7
NO, IT DOESN'T	90 28.8
DON'T KNOW	20 6.4
LA AROMA DE CUBA	
YES, IT DOES	140 44.9
NO, IT DOESN'T	120 38.5
DON'T KNOW	52 16.7
BLACK & MILD	
YES, IT DOES	181 58.0
NO, IT DOESN'T	104 33.3
DON'T KNOW	27 8.7
AFTER DINNER	
YES, IT DOES	106 34.0
NO, IT DOESN'T	166 53.2
DON'T KNOW	40 12.8



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 10

Q.170 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT THE TYPE OF CIGAR IT IS?

	TOTAL -----
TOTAL RESPONDENTS	312
CAFE CREME	
YES, IT DOES	99 31.7
NO, IT DOESN'T	151 48.4
DON'T KNOW	62 19.9
DUTCH MASTERS	
YES, IT DOES	107 34.3
NO, IT DOESN'T	166 53.2
DON'T KNOW	39 12.5
SMOKIN' TOAD	
YES, IT DOES	27 8.7
NO, IT DOESN'T	225 72.1
DON'T KNOW	60 19.2
VINTAGE	
YES, IT DOES	95 30.4
NO, IT DOESN'T	164 52.6
DON'T KNOW	53 17.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 10

Q.170 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT THE TYPE OF CIGAR IT IS?

	TOTAL
	-----
TOTAL RESPONDENTS	312
AGING ROOM	
YES, IT DOES	76
	24.4
NO, IT DOESN'T	184
	59.0
DON'T KNOW	52
	16.7

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	202 64.7
POSITIVE/NEUTRAL (GRAND NET)	195 62.5
TASTE (NET)	167 53.5
SWEET TASTE (SUBNET)	152 48.7
SWEET/SWEETER TASTE	130 41.7
SLIGHTLY SWEET/HAS A LITTLE BIT OF A SWEET TASTE	9 2.9
SWEET/SWEETENED AT THE TIP	6 1.9
SWEET AFTERTASTE	3 1.0
COMES IN SWEET FLAVORS	5 1.6
OTHER SWEET TASTE MENTIONS	1 0.3
MILD/LIGHT TASTE (SUBNET)	9 2.9
MILD/MILDER TASTE	7 2.2
LIGHT/LIGHTER TASTE	1 0.3
OTHER MILD/LIGHT TASTE MENTIONS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH/MELLOW TASTE (SUBNET)	1 0.3
SMOOTH TASTE	1 0.3
FULL/STRONG FLAVOR (SUBNET)	7 2.2
FLAVORFUL/FULL FLAVOR	6 1.9
STRONG TASTE/FLAVOR	1 0.3
FLAVORED (SUBNET)	15 4.8
SPECIFIC FLAVOR (SUB-SUBNET)	3 1.0
FRUIT FLAVORED (ALL MENTIONS)	3 1.0
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	7 2.2
COMES IN DIFFERENT FLAVORS/A VARIETY OF FLAVORS	5 1.6
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	1 0.3
GOOD/BETTER TASTE	8 2.6
DIFFERENT/UNUSUAL TASTE	3 1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3
MILD/LIGHT (NET)	13 4.2
MILD/MILDER/IT'S A MILD CIGAR	12 3.8
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	1 0.3
SMOOTH/MELLOW (NET)	4 1.3
SMOOTH/SMOOTH CIGAR	4 1.3
OTHER SMOOTH/MELLOW MENTIONS	1 0.3
AROMA (NET)	11 3.5
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	2 0.6
SWEET AROMA	8 2.6
OTHER MISCELLANEOUS AROMA MENTIONS	1 0.3
TOBACCO/BLEND (NET)	6 1.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TOBACCO/BLEND	
SWEET BLEND/(BLEND OF) SWEET TOBACCO	4 1.3
OTHER MISCELLANEOUS TOBACCO/BLEND MENTIONS	2 0.6
COST/ECONOMY (NET)	4 1.3
GOOD/LOW PRICE/AFFORDABLE CIGAR	4 1.3
GENERAL QUALITY (NET)	5 1.6
GOOD/BETTER CIGAR	3 1.0
QUALITY/HIGH QUALITY CIGAR	2 0.6
CONSTRUCTION (NET)	19 6.1
TIP (SUBNET)	4 1.3
HAS A TIP/FILTER	3 1.0
OTHER TIP MENTIONS	2 0.6
SIZE (SUBNET)	14 4.5
SMALL/SMALLER CIGAR	14 4.5
OTHER SIZE MENTIONS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MANUFACTURING (SUBNET)	3 1.0
OTHER MANUFACTURING MENTIONS	3 1.0
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	3 1.0
COUNTRY OF ORIGIN (NET)	8 2.6
MISCELLANEOUS COUNTRY OF ORIGIN	
IMPORTED	1 0.3
DOMESTIC	1 0.3
SWEDISH/MADE IN SWEDEN	3 1.0
EUROPEAN/MADE IN EUROPE	1 0.3
OTHER MISCELLANEOUS COUNTRY OF ORIGIN MENTIONS	2 0.6
BRAND HERITAGE (NET)	16 5.1
OLD/ESTABLISHED/TRADITIONAL (SUBNET)	2 0.6
OLD/ESTABLISHED BRAND	2 0.6
PERSONAL EXPERIENCE (SUBNET)	5 1.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
HAVE TRIED/SMOKED THEM (IN THE PAST)	4 1.3
OTHER PERSONAL EXPERIENCE MENTIONS	1 0.3
MISCELLANEOUS BRAND HERITAGE	
BRAND/BRAND NAME (UNSPEC)	1 0.3
POPULAR/WELL-KNOWN/FAMILIAR BRAND	6 1.9
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	4 1.3
SMOKING EXPERIENCE (NET)	3 1.0
OTHER SMOKING EXPERIENCE MENTIONS	3 1.0
USAGE (NET)	1 0.3
MISCELLANEOUS USAGE	
OTHER MISCELLANEOUS USAGE MENTIONS	1 0.3
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	1 0.3
CLASSIC	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 11

Q.180/185 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	9 2.9
NEGATIVE (GRAND NET)	12 3.8
TASTE (NET)	1 0.3
OTHER TASTE MENTIONS	1 0.3
GENERAL QUALITY (NET)	7 2.2
CHEAP/CHEAPER CIGAR	4 1.3
LOWER QUALITY	2 0.6
GAS STATION/CONVENIENCE STORE BRAND	2 0.6
MISCELLANEOUS NEGATIVE	
DISLIKE THEM/BAD/NASTY	2 0.6
OTHER MISCELLANEOUS NEGATIVE MENTIONS	4 1.3
DON'T KNOW/NOTHING	2 0.6
NO, IT DOESN'T	90 28.8
DON'T KNOW	20 6.4

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	140 44.9
POSITIVE/NEUTRAL (GRAND NET)	140 44.9
TASTE (NET)	14 4.5
SWEET TASTE (SUBNET)	1 0.3
SWEET/SWEETER TASTE	1 0.3
FULL/STRONG FLAVOR (SUBNET)	6 1.9
RICH TASTE	1 0.3
BOLD/ROBUST TASTE	2 0.6
FLAVORFUL/FULL FLAVOR	2 0.6
STRONG TASTE/FLAVOR	2 0.6
FLAVORED (SUBNET)	1 0.3
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	1 0.3
MISCELLANEOUS TASTE	
GOOD/BETTER TASTE	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CUBAN TASTE/TASTES LIKE A CUBAN CIGAR	3 1.0
CLASSIC/AUTHENTIC/OLD-FASHIONED TASTE/FLAVOR	1 0.3
CLASSY/REFINED/PREMIUM/TOP-OF-THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3
MILD/LIGHT (NET)	2 0.6
MILD/MILDER/IT'S A MILD CIGAR	1 0.3
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	1 0.3
SMOOTH/MELLOW (NET)	1 0.3
SMOOTH/SMOOTH CIGAR	1 0.3
FULL/STRONG (NET)	3 1.0
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
OTHER FULL/STRONG MENTIONS	2 0.6
AROMA (NET)	54 17.3
CUBAN AROMA (SUBNET)	28 9.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMELLS LIKE CUBA/HAS THE AROMA OF (OLD) CUBA	14 4.5
HAS THE AROMA OF A CUBAN CIGAR/ CUBAN TOBACCO	13 4.2
OTHER CUBAN AROMA MENTIONS	1 0.3
MISCELLANEOUS AROMA	
THE AROMA/HAS TO DO WITH THE WAY THEY SMELL (UNSPEC)	2 0.6
FULL/STRONG/RICH AROMA	3 1.0
AROMATIC/GOOD/PLEASANT AROMA	19 6.1
SWEET AROMA	1 0.3
VINTAGE AROMA/THE SMELL OF A BYGONE ERA	1 0.3
OTHER MISCELLANEOUS AROMA MENTIONS	3 1.0
TOBACCO/BLEND (NET)	14 4.5
ORIGIN OF TOBACCO (SUBNET)	12 3.8
CUBAN TOBACCO/SEED (SUBNET)	12 3.8
MADE WITH/CONTAINS CUBAN TOBACCO	8 2.6
TOBACCO IS FROM CUBAN SEED	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TOBACCO/BLEND	
GOOD/BETTER/QUALITY TOBACCO	2 0.6
COST/ECONOMY (NET)	3 1.0
EXPENSIVE CIGAR/COSTS MORE	3 1.0
GENERAL QUALITY (NET)	9 2.9
PREMIUM/TOP-SHELF/HIGH-END CIGAR	3 1.0
GOOD/BETTER CIGAR	2 0.6
QUALITY/HIGH QUALITY CIGAR	3 1.0
OTHER GENERAL QUALITY MENTIONS	1 0.3
CONSTRUCTION (NET)	6 1.9
SIZE (SUBNET)	1 0.3
BIG/LARGE CIGAR	1 0.3
MANUFACTURING (SUBNET)	5 1.6
HAND-CRAFTED/ROLLED/WRAPPED	5 1.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS CONSTRUCTION	
COUNTRY OF ORIGIN (NET)	81 26.0
CUBAN/CUBAN STYLE (SUBNET)	77 24.7
CUBA HAS A HISTORY OF MAKING GREAT/FINE CIGARS/IS WELL-KNOWN FOR CIGAR MAKING	3 1.0
IT'S CUBAN/A CUBAN CIGAR	28 9.0
FROM/MADE IN CUBA	27 8.7
CUBAN STYLE/SIMILAR TO/HAS THE CHARACTERISTICS OF A CUBAN CIGAR	13 4.2
EVOKES THE FEELING/MEMORIES OF (OLD) CUBA/CUBAN CIGARS	4 1.3
OTHER CUBAN/CUBAN STYLE MENTIONS	4 1.3
MISCELLANEOUS COUNTRY OF ORIGIN	
MADE ELSEWHERE IN THE CARIBBEAN/NOT (NECESSARILY) CUBAN	2 0.6
IMPORTED	3 1.0
OTHER MISCELLANEOUS COUNTRY OF ORIGIN MENTIONS	2 0.6
BRAND HERITAGE (NET)	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
PERSONAL EXPERIENCE (SUBNET)	1 0.3
SMOKE THEM NOW/THE BRAND/ONE OF THE BRANDS I SMOKE	1 0.3
MISCELLANEOUS BRAND HERITAGE	
GOOD/QUALITY/HIGH QUALITY BRAND	1 0.3
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	2 0.6
SMOKING EXPERIENCE (NET)	1 0.3
PLEASANT/ENJOYABLE CIGAR	1 0.3
MISCELLANEOUS USAGE	
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	1 0.3
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
CUBA (UNSPEC)	1 0.3
TELLS YOU IN THE NAME/IT'S OBVIOUS FROM THE NAME	1 0.3
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	2 0.6
NEGATIVE (GRAND NET)	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 12

Q.180/185 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	2 0.6
NO, IT DOESN'T	120 38.5
DON'T KNOW	52 16.7



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	181 58.0
POSITIVE/NEUTRAL (GRAND NET)	178 57.1
TASTE (NET)	85 27.2
SWEET TASTE (SUBNET)	5 1.6
SWEET/SWEETER TASTE	4 1.3
HAS A HEAVY SWEETNESS	1 0.3
MILD/LIGHT TASTE (SUBNET)	58 18.6
MILD/MILDER TASTE	56 17.9
LESS BOLD FLAVOR	1 0.3
NOT FULL FLAVORED	1 0.3
SMOOTH/NOT HARSH TASTE (SUBNET)	7 2.2
SMOOTH TASTE	7 2.2
FULL/STRONG FLAVOR (SUBNET)	4 1.3
FLAVORFUL/FULL FLAVOR	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
STRONG/STRONGER TASTE/FLAVOR	1 0.3
HEAVY TASTE	1 0.3
DELIVERS A POWERHOUSE TASTE	1 0.3
FLAVORED (SUBNET)	5 1.6
IT'S A FLAVORED CIGAR	1 0.3
MINT FLAVOR	1 0.3
HAS TWO DIFFERENT FLAVORS	1 0.3
HAS A VARIETY OF FLAVORS	2 0.6
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	2 0.6
TASTY/GOOD/PLEASANT TASTE	3 1.0
DARK TASTE/FLAVOR	7 2.2
DARK TOBACCO TASTE	2 0.6
SMOKEY TASTE	2 0.6
MEDIUM FLAVOR	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
TANGY	1 0.3
DISTINCTIVE TASTE	1 0.3
CRISP TASTE	1 0.3
WELL BALANCED FLAVORS	1 0.3
NO ADDITIONAL FLAVOR	1 0.3
MILD/LIGHT (NET)	58 18.6
MILD/MILDER/IT'S A MILD CIGAR	50 16.0
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	1 0.3
NOT TOO STRONG	1 0.3
MELLOW	2 0.6
NOT AS STRONG	1 0.3
LESS HEAVY	1 0.3
NOT OVERPOWERING	1 0.3
NOT AS POTENT AS OTHERS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH/NOT HARSH (NET)	15 4.8
SMOOTH/SMOOTH CIGAR	14 4.5
NOT HARSH/NOT A HARSH CIGAR	1 0.3
FULL/STRONG (NET)	8 2.6
STRONG/STRONGER/IT'S A STRONG CIGAR	5 1.6
RICH	1 0.3
INTENSE	1 0.3
BOLD	2 0.6
AROMA (NET)	9 2.9
STRONG SMELL	2 0.6
MILD AROMA	1 0.3
SCENT IS NOT TOO STRONG	1 0.3
SMELL IS NOT OVERPOWERING	1 0.3
AROMATIC/GOOD/PLEASANT AROMA	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SWEET AROMA	1 0.3
TOBACCO/BLEND (NET)	35 11.2
DARK/DARKER/BLACK TOBACCO	28 9.0
THE TOBACCO/TYPE OF TOBACCO USED	2 0.6
A UNIQUE BLEND OF TOBACCO	1 0.3
CURED TOBACCO	2 0.6
IT'S PIPE TOBACCO	2 0.6
RICH TOBACCO	1 0.3
ORIGINAL TOBACCO	1 0.3
THERE'S TWO DIFFERENT BLENDS - A BLACK BLEND AND A WHITE BLEND	1 0.3
COST/ECONOMY (NET)	4 1.3
CHEAP/CHEAPER CIGAR	3 1.0
GOOD/LOW PRICE/AFFORDABLE CIGAR	1 0.3
GENERAL QUALITY (NET)	8 2.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
GOOD/BETTER CIGAR	5 1.6
QUALITY/HIGH QUALITY CIGAR	2 0.6
THE BEST CIGAR	1 0.3
CONSTRUCTION (NET)	9 2.9
TIP (SUBNET)	3 1.0
PLASTIC TIP	3 1.0
WOOD TIP	2 0.6
COMES WITH AND WITHOUT FILTERS	1 0.3
SIZE (SUBNET)	4 1.3
SMALL/SMALLER CIGAR	3 1.0
BIG/LARGE CIGAR	1 0.3
THEY COME IN SHORTS	1 0.3
MISCELLANEOUS CONSTRUCTION	
THIN/SMALLER IN WIDTH	2 0.6
ROLLED IN A TOBACCO LEAF	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
NOT A TRADITIONAL CIGAR BODY	1 0.3
IT'S IN HABANO WRAPPER	1 0.3
COUNTRY OF ORIGIN (NET)	3 1.0
DOMESTIC/MADE IN AMERICA	2 0.6
MADE IN THE DOMINICAN REPUBLIC	1 0.3
MADE IN NICARAGUA	1 0.3
BRAND HERITAGE (NET)	11 3.5
PERSONAL EXPERIENCE (SUBNET)	3 1.0
SMOKE THEM NOW/THE BRAND/ONE OF THE BRANDS I SMOKE	1 0.3
HAVE TRIED/SMOKED THEM (IN THE PAST)	1 0.3
I KNOW/AM FAMILIAR WITH THE BRAND	1 0.3
MISCELLANEOUS BRAND HERITAGE	
BRAND/BRAND NAME (UNSPEC)	2 0.6
POPULAR/WELL-KNOWN/FAMILIAR BRAND	1 0.3
IT'S A GOOD BRAND	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
IT'S A MAINSTREAM BRAND	1 0.3
OLD/ESTABLISHED BRAND	1 0.3
THEY'RE OWNED BY PHILLIP MORRIS OR ITS AFFILIATE JOHN MIDDLETON	1 0.3
MY SON SMOKE THESE	1 0.3
SMOKING EXPERIENCE (NET)	5 1.6
PLEASANT/ENJOYABLE CIGAR	1 0.3
CALMING	1 0.3
LASTS A LONG TIME	1 0.3
EASY TO SMOKE	3 1.0
SMOKES IN A SHORTER TIME/BURNS QUICKER	1 0.3
COLOR (NET)	38 12.2
THE COLOR (UNSPEC)	2 0.6
DARK/DARKER COLOR	25 8.0
BLACK/IT'S BLACK	11 3.5



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS POSITIVE/NEUTRAL	
CLASS	1 0.3
(IT'S) BLACK AND MILD	7 2.2
TEXTURE/FEEL OF CIGAR (ALL MENTIONS)	3 1.0
MILD MEANS NICOTINE CONTENT IS LOW	1 0.3
IT'S A HYBRID	1 0.3
PRIDE	1 0.3
GOOD NAME	1 0.3
IT'S LIKE A CIGARETTE	1 0.3
SIMPLE	1 0.3
LEAFY	1 0.3
IT'S A REGULAR BLACK	1 0.3
TYPE OF SMOKERS: WORKING MAN, BIKERS, HUNTERS, ETC.	1 0.3
THEY COME IN A 5 PACK	1 0.3
NEGATIVE (GRAND NET)	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 13

Q.180/185 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
TASTE (NET)	1 0.3
NO FLAVOR	1 0.3
GENERAL QUALITY (NET)	1 0.3
LOWER QUALITY	1 0.3
MISCELLANEOUS NEGATIVE	
DON'T KNOW/NOTHING	2 0.6
NO, IT DOESN'T	104 33.3
DON'T KNOW	27 8.7

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 14

Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	106 34.0
POSITIVE/NEUTRAL (GRAND NET)	102 32.7
TASTE (NET)	21 6.7
SWEET TASTE (SUBNET)	4 1.3
SWEET/SWEETER TASTE	3 1.0
SLIGHTLY SWEET/HAS A LITTLE BIT OF A SWEET TASTE	1 0.3
MILD/LIGHT TASTE (SUBNET)	5 1.6
MILD/MILDER TASTE	4 1.3
LIGHT/LIGHTER TASTE	1 0.3
OTHER MILD/LIGHT TASTE MENTIONS	1 0.3
FULL/STRONG FLAVOR (SUBNET)	3 1.0
RICH TASTE	1 0.3
BOLD/ROBUST TASTE	2 0.6
FLAVORFUL/FULL FLAVOR	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 14

Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
FLAVORED (SUBNET)	5 1.6
SPECIFIC FLAVOR (SUB-SUBNET)	2 0.6
OTHER SPECIFIC FLAVOR MENTIONS	2 0.6
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	1 0.3
COMES IN DIFFERENT FLAVORS/A VARIETY OF FLAVORS	1 0.3
OTHER MISCELLANEOUS FLAVORED MENTIONS	1 0.3
MISCELLANEOUS TASTE	
GOOD/BETTER TASTE	7 2.2
OTHER MISCELLANEOUS TASTE MENTIONS	2 0.6
MILD/LIGHT (NET)	8 2.6
MILD/MILDER/IT'S A MILD CIGAR	5 1.6
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	2 0.6
OTHER MILD/LIGHT MENTIONS	1 0.3
SMOOTH/MELLOW (NET)	7 2.2

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 14

Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH/SMOOTH CIGAR	7 2.2
FULL/STRONG (NET)	3 1.0
STRONG/STRONGER/IT'S A STRONG CIGAR	2 0.6
OTHER FULL/STRONG MENTIONS	2 0.6
AROMA (NET)	3 1.0
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	2 0.6
OTHER MISCELLANEOUS AROMA MENTIONS	1 0.3
TOBACCO/BLEND (NET)	1 0.3
MISCELLANEOUS TOBACCO/BLEND	
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	1 0.3
GENERAL QUALITY (NET)	2 0.6
GOOD/BETTER CIGAR	1 0.3
QUALITY/HIGH QUALITY CIGAR	1 0.3
CONSTRUCTION (NET)	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 14

Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SIZE (SUBNET)	4 1.3
SMALL/SMALLER CIGAR	2 0.6
BIG/LARGE CIGAR	2 0.6
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	1 0.3
COUNTRY OF ORIGIN (NET)	1 0.3
MISCELLANEOUS COUNTRY OF ORIGIN	
DOMESTIC	1 0.3
BRAND HERITAGE (NET)	1 0.3
MISCELLANEOUS BRAND HERITAGE	
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	1 0.3
SMOKING EXPERIENCE (NET)	28 9.0
PLEASANT/ENJOYABLE CIGAR	13 4.2
RELAXING	15 4.8
LONG LASTING/BURNS SLOWLY	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 14

Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
FRESH/REFRESHING	1 0.3
OTHER SMOKING EXPERIENCE MENTIONS	3 1.0
USAGE (NET)	74 23.7
MISCELLANEOUS USAGE	
GOOD/MADE TO SMOKE AFTER A MEAL/EATING (UNSPEC)	22 7.1
AFTER DINNER CIGAR/GOOD/MADE TO SMOKE AFTER DINNER	49 15.7
DESSERT STYLE CIGAR/GOOD/MADE TO SMOKE WITH DESSERT	3 1.0
GOOD/MADE TO SMOKE WITH A DRINK/COCKTAIL	5 1.6
GOOD AS A TREAT	1 0.3
OTHER MISCELLANEOUS USAGE MENTIONS	3 1.0
MISCELLANEOUS POSITIVE/NEUTRAL	
TELLS YOU IN THE NAME/IT'S OBVIOUS FROM THE NAME	2 0.6
SOPHISTICATED/ELEGANT/CLASSY	1 0.3
NEGATIVE (GRAND NET)	2 0.6
GENERAL QUALITY (NET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 14

Q.180/185 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CHEAP/CHEAPER CIGAR	1 0.3
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	1 0.3
DON'T KNOW/NOTHING	3 1.0
NO, IT DOESN'T	166 53.2
DON'T KNOW	40 12.8



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	99 31.7
POSITIVE/NEUTRAL (GRAND NET)	98 31.4
TASTE (NET)	66 21.2
SWEET TASTE (SUBNET)	12 3.8
SWEET/SWEETER TASTE	11 3.5
SLIGHTLY SWEET/HAS A LITTLE BIT OF A SWEET TASTE	1 0.3
MILD/LIGHT TASTE (SUBNET)	3 1.0
MILD/MILDER TASTE	1 0.3
LIGHT/LIGHTER TASTE	1 0.3
OTHER MILD/LIGHT TASTE MENTIONS	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	6 1.9
SMOOTH TASTE	6 1.9
FULL/STRONG FLAVOR (SUBNET)	4 1.3
FLAVORFUL/FULL FLAVOR	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
FLAVORED (SUBNET)	45 14.4
SPECIFIC FLAVOR (SUB-SUBNET)	35 11.2
COFFEE FLAVORED/HAS A COFFEE TASTE/FLAVOR	19 6.1
CREME FLAVORED/HAS A CREME/ CREAMY TASTE/FLAVOR	18 5.8
VANILLA FLAVORED/HAS A VANILLA TASTE/FLAVOR	3 1.0
OTHER SPECIFIC FLAVOR MENTIONS	2 0.6
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	11 3.5
COMES IN DIFFERENT FLAVORS/A VARIETY OF FLAVORS	1 0.3
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	3 1.0
GOOD/BETTER TASTE	5 1.6
DIFFERENT/UNUSUAL TASTE	1 0.3
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
MILD/LIGHT (NET)	9 2.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MILD/MILDER/IT'S A MILD CIGAR	5 1.6
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	2 0.6
OTHER MILD/LIGHT MENTIONS	2 0.6
SMOOTH/MELLOW (NET)	4 1.3
SMOOTH/SMOOTH CIGAR	4 1.3
FULL/STRONG (NET)	1 0.3
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
AROMA (NET)	9 2.9
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	4 1.3
SWEET AROMA	2 0.6
HAS A COFFEE SMELL/AROMA	3 1.0
TOBACCO/BLEND (NET)	1 0.3
MISCELLANEOUS TOBACCO/BLEND	
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
GENERAL QUALITY (NET)	5 1.6
PREMIUM/TOP-SHELF/HIGH-END CIGAR	1 0.3
GOOD/BETTER CIGAR	2 0.6
QUALITY/HIGH QUALITY CIGAR	2 0.6
CONSTRUCTION (NET)	5 1.6
TIP (SUBNET)	1 0.3
OTHER TIP MENTIONS	1 0.3
SIZE (SUBNET)	1 0.3
SMALL/SMALLER CIGAR	1 0.3
MANUFACTURING (SUBNET)	1 0.3
HAND-CRAFTED/ROLLED/WRAPPED	1 0.3
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	3 1.0
COUNTRY OF ORIGIN (NET)	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS COUNTRY OF ORIGIN	
MADE ELSEWHERE IN THE	1
CARIBBEAN/NOT (NECESSARILY)	0.3
CUBAN	
EUROPEAN/MADE IN EUROPE	1
	0.3
BRAND HERITAGE (NET)	2
	0.6
MISCELLANEOUS BRAND HERITAGE	
BRAND/BRAND NAME (UNSPEC)	1
	0.3
OTHER MISCELLANEOUS BRAND	1
HERITAGE MENTIONS	0.3
SMOKING EXPERIENCE (NET)	7
	2.2
PLEASANT/ENJOYABLE CIGAR	3
	1.0
RELAXING	2
	0.6
FRESH/REFRESHING	2
	0.6
OTHER SMOKING EXPERIENCE MENTIONS	1
	0.3
USAGE (NET)	9
	2.9
CAFE/COFFEE USAGE (SUBNET)	7
	2.2
GOOD/MADE TO SMOKE WITH COFFEE/ ON A COFFEE BREAK	3
	1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
GOOD/MADE TO SMOKE AT A CAFE/ COFFEE SHOP/BISTRO	5 1.6
MISCELLANEOUS USAGE	
AFTER DINNER CIGAR/GOOD/MADE TO SMOKE AFTER DINNER	1 0.3
OTHER MISCELLANEOUS USAGE MENTIONS	2 0.6
COLOR (NET)	1 0.3
OTHER COLOR MENTIONS	1 0.3
CAFE/COFFEE RELATED (NET)	7 2.2
COFFEE/SOUNDS LIKE COFFEE/HAS SOMETHING TO DO WITH COFFEE	6 1.9
OTHER CAFE/COFFEE RELATED MENTIONS	1 0.3
CREME/CREAM RELATED (NET)	8 2.6
CREAMY	7 2.2
OTHER CREME/CREAM RELATED MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
WORTH TRYING/A CIGAR I WOULD LIKE TO TRY	2 0.6
SOPHISTICATED/ELEGANT/CLASSY	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 15

Q.180/185 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	5 1.6
NEGATIVE (GRAND NET)	3 1.0
GENERAL QUALITY (NET)	3 1.0
CHEAP/CHEAPER CIGAR	2 0.6
LOWER QUALITY	1 0.3
MISCELLANEOUS NEGATIVE	
DON'T KNOW/NOTHING	1 0.3
NO, IT DOESN'T	151 48.4
DON'T KNOW	62 19.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	107 34.3
POSITIVE/NEUTRAL (GRAND NET)	103 33.0
TASTE (NET)	3 1.0
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	1 0.3
GOOD/BETTER TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3
SMOOTH/MELLOW (NET)	2 0.6
SMOOTH/SMOOTH CIGAR	1 0.3
MELLOW	1 0.3
FULL/STRONG (NET)	2 0.6
STRONG/STRONGER/IT'S A STRONG CIGAR	2 0.6
OTHER FULL/STRONG MENTIONS	1 0.3
AROMA (NET)	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	1 0.3
TOBACCO/BLEND (NET)	5 1.6
ORIGIN OF TOBACCO (SUBNET)	2 0.6
MISCELLANEOUS ORIGIN OF TOBACCO	
DUTCH TOBACCO/A DUTCH BLEND OF TOBACCO	2 0.6
MISCELLANEOUS TOBACCO/BLEND	
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	3 1.0
COST/ECONOMY (NET)	5 1.6
EXPENSIVE CIGAR/COSTS MORE	1 0.3
GOOD/LOW PRICE/AFFORDABLE CIGAR	3 1.0
OTHER COST/ECONOMY MENTIONS	1 0.3
GENERAL QUALITY (NET)	29 9.3
PREMIUM/TOP-SHELF/HIGH-END CIGAR	5 1.6
GOOD/BETTER CIGAR	8 2.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
QUALITY/HIGH QUALITY CIGAR	14 4.5
MEDIUM/OKAY QUALITY	2 0.6
OTHER GENERAL QUALITY MENTIONS	3 1.0
CONSTRUCTION (NET)	10 3.2
TIP (SUBNET)	2 0.6
OTHER TIP MENTIONS	2 0.6
SIZE (SUBNET)	4 1.3
SMALL/SMALLER CIGAR	1 0.3
BIG/LARGE CIGAR	1 0.3
REGULAR/STANDARD SIZE	2 0.6
MANUFACTURING (SUBNET)	2 0.6
HAND-CRAFTED/ROLLED/WRAPPED	1 0.3
OTHER MANUFACTURING MENTIONS	1 0.3
MISCELLANEOUS CONSTRUCTION	
FAT/THICK	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	2 0.6
COUNTRY OF ORIGIN (NET)	31 9.9
DUTCH/DUTCH STYLE (SUBNET)	25 8.0
DUTCH/MADE BY THE DUTCH/IN HOLLAND	18 5.8
DUTCH STYLE/MADE IN THE DUTCH TRADITION	5 1.6
OTHER DUTCH/DUTCH STYLE MENTIONS	2 0.6
MISCELLANEOUS COUNTRY OF ORIGIN	
IMPORTED	1 0.3
SWEDISH/MADE IN SWEDEN	1 0.3
EUROPEAN/MADE IN EUROPE	3 1.0
OTHER MISCELLANEOUS COUNTRY OF ORIGIN MENTIONS	1 0.3
BRAND HERITAGE (NET)	43 13.8
OLD/ESTABLISHED/TRADITIONAL (SUBNET)	18 5.8
OLD/ESTABLISHED BRAND	16 5.1
TRADITIONAL BRAND	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER OLD/ESTABLISHED/ TRADITIONAL MENTIONS	2 0.6
MASTER/PROFESSIONAL BRAND (SUBNET)	12 3.8
MASTERS/MASTERFUL/MASTER CIGAR MAKERS	8 2.6
PROFESSIONAL BRAND	2 0.6
OTHER MASTER/PROFESSIONAL BRAND MENTIONS	2 0.6
PERSONAL EXPERIENCE (SUBNET)	6 1.9
SMOKE THEM NOW/THE BRAND/ONE OF THE BRANDS I SMOKE	2 0.6
HAVE TRIED/SMOKED THEM (IN THE PAST)	2 0.6
OTHER PERSONAL EXPERIENCE MENTIONS	2 0.6
MISCELLANEOUS BRAND HERITAGE	
BRAND/BRAND NAME (UNSPEC)	3 1.0
GOOD/QUALITY/HIGH QUALITY BRAND	2 0.6
POPULAR/WELL-KNOWN/FAMILIAR BRAND	7 2.2
TRUSTED/REPUTABLE BRAND	3 1.0
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOKING EXPERIENCE (NET)	3 1.0
LONG LASTING/BURNS SLOWLY	1 0.3
OTHER SMOKING EXPERIENCE MENTIONS	2 0.6
USAGE (NET)	3 1.0
MISCELLANEOUS USAGE	
OTHER MISCELLANEOUS USAGE MENTIONS	3 1.0
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	10 3.2
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	1 0.3
CLASSIC	2 0.6
TRADITIONAL	3 1.0
OLD/OLDER RECIPE	2 0.6
OTHER OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL MENTIONS	2 0.6
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	3 1.0
SOPHISTICATED/ELEGANT/CLASSY	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 16

Q.180/185 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOKEY/PRODUCES A LOT OF SMOKE	1 0.3
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	3 1.0
NEGATIVE (GRAND NET)	6 1.9
TASTE (NET)	2 0.6
DISLIKE THE TASTE/TASTES BAD/ HORRIBLE	2 0.6
GENERAL QUALITY (NET)	3 1.0
CHEAP/CHEAPER CIGAR	3 1.0
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	3 1.0
DON'T KNOW/NOTHING	2 0.6
NO, IT DOESN'T	166 53.2
DON'T KNOW	39 12.5

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 17

Q.180/185 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	27 8.7
POSITIVE/NEUTRAL (GRAND NET)	22 7.1
TASTE (NET)	2 0.6
FULL/STRONG FLAVOR (SUBNET)	1 0.3
STRONG TASTE/FLAVOR	1 0.3
MISCELLANEOUS TASTE	
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3
MILD/LIGHT (NET)	2 0.6
MILD/MILDER/IT'S A MILD CIGAR	2 0.6
SMOOTH/MELLOW (NET)	1 0.3
SMOOTH/SMOOTH CIGAR	1 0.3
AROMA (NET)	1 0.3
MISCELLANEOUS AROMA	
FULL/STRONG/RICH AROMA	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 17

Q.180/185 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TOBACCO/BLEND	
GENERAL QUALITY (NET)	1 0.3
GOOD/BETTER CIGAR	1 0.3
CONSTRUCTION (NET)	6 1.9
SIZE (SUBNET)	4 1.3
SMALL/SMALLER CIGAR	3 1.0
OTHER SIZE MENTIONS	1 0.3
MANUFACTURING (SUBNET)	2 0.6
OTHER MANUFACTURING MENTIONS	2 0.6
MISCELLANEOUS CONSTRUCTION	
FAT/THICK	1 0.3
SOLID/HEAVY CIGAR	2 0.6
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	1 0.3
COUNTRY OF ORIGIN (NET)	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 17

Q.180/185 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS COUNTRY OF ORIGIN	
DOMESTIC	1 0.3
BRAND HERITAGE (NET)	3 1.0
MISCELLANEOUS BRAND HERITAGE	
BRAND/BRAND NAME (UNSPEC)	2 0.6
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	1 0.3
USAGE (NET)	2 0.6
MISCELLANEOUS USAGE	
OTHER MISCELLANEOUS USAGE MENTIONS	2 0.6
COLOR (NET)	1 0.3
OTHER COLOR MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	1 0.3
SMOKEY/PRODUCES A LOT OF SMOKE	4 1.3
FROG/TOAD ASSOCIATIONS (ALL MENTIONS)	1 0.3
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	5 1.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 17

Q.180/185 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
NEGATIVE (GRAND NET)	6 1.9
TASTE (NET)	1 0.3
OTHER TASTE MENTIONS	1 0.3
MISCELLANEOUS NEGATIVE	
DISLIKE THEM/BAD/NASTY	1 0.3
COARSE/ROUGH/NOT REFINED	2 0.6
UNFLATTERING/ODD NAME	2 0.6
SMELLS LIKE A FROG/TOAD/BURNING FROG/TOAD	2 0.6
OTHER MISCELLANEOUS NEGATIVE MENTIONS	1 0.3
DON'T KNOW/NOTHING	1 0.3
NO, IT DOESN'T	225 72.1
DON'T KNOW	60 19.2

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 18

Q.180/185 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	95 30.4
POSITIVE/NEUTRAL (GRAND NET)	95 30.4
TASTE (NET)	12 3.8
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	1 0.3
GOOD/BETTER TASTE	3 1.0
CLASSIC/AUTHENTIC/OLD-FASHIONED TASTE/FLAVOR	5 1.6
OTHER MISCELLANEOUS TASTE MENTIONS	4 1.3
FULL/STRONG (NET)	1 0.3
OTHER FULL/STRONG MENTIONS	1 0.3
AROMA (NET)	1 0.3
MISCELLANEOUS AROMA	
VINTAGE AROMA/THE SMELL OF A BYGONE ERA	1 0.3
OTHER MISCELLANEOUS AROMA MENTIONS	1 0.3
TOBACCO/BLEND (NET)	21 6.7

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 18

Q.180/185 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TOBACCO/BLEND	
AGED/AGED TOBACCO	20 6.4
CURED TOBACCO/CURED FOR LONGER	1 0.3
A SPECIAL BLEND/VARIETY OF TOBACCO	2 0.6
AN OLDER BLEND/COMBINATION OF TOBACCO	1 0.3
COST/ECONOMY (NET)	4 1.3
EXPENSIVE CIGAR/COSTS MORE	4 1.3
GENERAL QUALITY (NET)	13 4.2
PREMIUM/TOP-SHELF/HIGH-END CIGAR	3 1.0
GOOD/BETTER CIGAR	5 1.6
QUALITY/HIGH QUALITY CIGAR	6 1.9
CONSTRUCTION (NET)	4 1.3
SIZE (SUBNET)	2 0.6
BIG/LARGE CIGAR	2 0.6
MANUFACTURING (SUBNET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 18

Q.180/185 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
WELL-MADE/WELL-CRAFTED	1 0.3
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	1 0.3
COUNTRY OF ORIGIN (NET)	2 0.6
CUBAN/CUBAN STYLE (SUBNET)	1 0.3
IT'S CUBAN/A CUBAN CIGAR	1 0.3
MISCELLANEOUS COUNTRY OF ORIGIN	
DOMESTIC	1 0.3
BRAND HERITAGE (NET)	10 3.2
OLD/ESTABLISHED/TRADITIONAL (SUBNET)	8 2.6
OLD/ESTABLISHED BRAND	8 2.6
OTHER OLD/ESTABLISHED/ TRADITIONAL MENTIONS	1 0.3
MISCELLANEOUS BRAND HERITAGE	
POPULAR/WELL-KNOWN/FAMILIAR BRAND	1 0.3
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 18

Q.180/185 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS USAGE	
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	50 16.0
OLD (UNSPEC)	14 4.5
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	18 5.8
CLASSIC	7 2.2
TRADITIONAL	7 2.2
HISTORICAL/HAS A LONG HISTORY	4 1.3
ORIGINAL	2 0.6
OTHER OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL MENTIONS	4 1.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	3 1.0
SOPHISTICATED/ELEGANT/CLASSY	6 1.9
LIKE WINE/VINTAGE WINE	2 0.6
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	6 1.9
NEGATIVE (GRAND NET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 18

Q.180/185 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	1 0.3
NO, IT DOESN'T	164 52.6
DON'T KNOW	53 17.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 19

Q.180/185 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT THE TYPE OF CIGAR IT IS	76 24.4
POSITIVE/NEUTRAL (GRAND NET)	67 21.5
TASTE (NET)	11 3.5
MILD/LIGHT TASTE (SUBNET)	1 0.3
OTHER MILD/LIGHT TASTE MENTIONS	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	2 0.6
SMOOTH TASTE	1 0.3
OTHER SMOOTH/MELLOW MENTIONS	1 0.3
FULL/STRONG FLAVOR (SUBNET)	5 1.6
RICH TASTE	2 0.6
BOLD/ROBUST TASTE	2 0.6
FLAVORFUL/FULL FLAVOR	1 0.3
STRONG TASTE/FLAVOR	1 0.3
MISCELLANEOUS TASTE	
GOOD/BETTER TASTE	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 19

Q.180/185 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CLASSIC/AUTHENTIC/OLD-FASHIONED TASTE/FLAVOR	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	2 0.6
MILD/LIGHT (NET)	1 0.3
MILD/MILDER/IT'S A MILD CIGAR	1 0.3
AROMA (NET)	2 0.6
MISCELLANEOUS AROMA	
FULL/STRONG/RICH AROMA	1 0.3
VINTAGE AROMA/THE SMELL OF A BYGONE ERA	1 0.3
TOBACCO/BLEND (NET)	44 14.1
MISCELLANEOUS TOBACCO/BLEND	
GOOD/BETTER/QUALITY TOBACCO	1 0.3
AGED/AGED TOBACCO	38 12.2
CURED TOBACCO/CURED FOR LONGER	5 1.6
A SPECIAL BLEND/VARIETY OF TOBACCO	1 0.3
AN OLDER BLEND/COMBINATION OF TOBACCO	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 19

Q.180/185 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	3 1.0
COST/ECONOMY (NET)	2 0.6
EXPENSIVE CIGAR/COSTS MORE	2 0.6
GENERAL QUALITY (NET)	7 2.2
QUALITY/HIGH QUALITY CIGAR	6 1.9
OTHER GENERAL QUALITY MENTIONS	1 0.3
CONSTRUCTION (NET)	2 0.6
MANUFACTURING (SUBNET)	2 0.6
WELL-MADE/WELL-CRAFTED	1 0.3
OTHER MANUFACTURING MENTIONS	1 0.3
MISCELLANEOUS COUNTRY OF ORIGIN	
BRAND HERITAGE (NET)	1 0.3
PERSONAL EXPERIENCE (SUBNET)	1 0.3
HAVE TRIED/SMOKED THEM (IN THE PAST)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 19

Q.180/185 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS BRAND HERITAGE	
SMOKING EXPERIENCE (NET)	2 0.6
LONG LASTING/BURNS SLOWLY	1 0.3
FRESH/REFRESHING	1 0.3
MISCELLANEOUS USAGE	
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	7 2.2
OLD (UNSPEC)	3 1.0
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	3 1.0
OTHER OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
SOPHISTICATED/ELEGANT/CLASSY	1 0.3
STORAGE OF THE CIGARS: IN A TEMPERATURE CONTROLLED ROOM, A HUMIDOR, ETC.	5 1.6
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	2 0.6
NEGATIVE (GRAND NET)	11 3.5
TASTE (NET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 19

Q.180/185 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT THE TYPE OF CIGAR IT IS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DISLIKE THE TASTE/TASTES BAD/ HORRIBLE	1 0.3
MISCELLANEOUS NEGATIVE	
IT'S FOR OLD/ELDERLY PEOPLE	4 1.3
STALE/OLD AND STALE	2 0.6
OTHER MISCELLANEOUS NEGATIVE MENTIONS	5 1.6
DON'T KNOW/NOTHING	1 0.3
NO, IT DOESN'T	184 59.0
DON'T KNOW	52 16.7

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 20

Q.190 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT ANY CHARACTERISTICS  
OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SWISHER SWEETS	
YES, IT DOES	145 46.5
NO, IT DOESN'T	134 42.9
DON'T KNOW	33 10.6
LA AROMA DE CUBA	
YES, IT DOES	88 28.2
NO, IT DOESN'T	163 52.2
DON'T KNOW	61 19.6
BLACK & MILD	
YES, IT DOES	123 39.4
NO, IT DOESN'T	153 49.0
DON'T KNOW	36 11.5

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 20

Q.190 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT ANY CHARACTERISTICS  
OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
AFTER DINNER	
YES, IT DOES	53 17.0
NO, IT DOESN'T	209 67.0
DON'T KNOW	50 16.0
CAFE CREME	
YES, IT DOES	81 26.0
NO, IT DOESN'T	161 51.6
DON'T KNOW	70 22.4
DUTCH MASTERS	
YES, IT DOES	53 17.0
NO, IT DOESN'T	215 68.9
DON'T KNOW	44 14.1

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 20

Q.190 DOES OR DOESN'T THE CIGAR NAME TELL YOU ANYTHING ABOUT ANY CHARACTERISTICS  
OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOKIN' TOAD	
YES, IT DOES	23 7.4
NO, IT DOESN'T	227 72.8
DON'T KNOW	62 19.9
VINTAGE	
YES, IT DOES	63 20.2
NO, IT DOESN'T	187 59.9
DON'T KNOW	62 19.9
AGING ROOM	
YES, IT DOES	57 18.3
NO, IT DOESN'T	196 62.8
DON'T KNOW	59 18.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	145 46.5
POSITIVE/NEUTRAL (GRAND NET)	138 44.2
TASTE (NET)	120 38.5
SWEET TASTE (SUBNET)	106 34.0
SWEET/SWEETER TASTE	96 30.8
SLIGHTLY SWEET/HAS A LITTLE BIT OF A SWEET TASTE	2 0.6
SWEET/SWEETENED AT THE TIP	4 1.3
SWEET AFTERTASTE	4 1.3
COMES IN SWEET FLAVORS	1 0.3
OTHER SWEET TASTE MENTIONS	1 0.3
MILD/LIGHT TASTE (SUBNET)	5 1.6
MILD/MILDER TASTE	4 1.3
LIGHT/LIGHTER TASTE	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH TASTE	1 0.3
FULL/STRONG FLAVOR (SUBNET)	1 0.3
FLAVORFUL/FULL FLAVOR	1 0.3
FLAVORED (SUBNET)	10 3.2
SPECIFIC FLAVOR (SUB-SUBNET)	4 1.3
VANILLA FLAVORED/HAS A VANILLA TASTE/FLAVOR	1 0.3
FRUIT FLAVORED (ALL MENTIONS)	3 1.0
OTHER SPECIFIC FLAVOR MENTIONS	1 0.3
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	4 1.3
COMES IN DIFFERENT FLAVORS/A VARIETY OF FLAVORS	2 0.6
OTHER MISCELLANEOUS FLAVORED MENTIONS	1 0.3
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	1 0.3
GOOD/BETTER TASTE	3 1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DIFFERENT/UNUSUAL TASTE	2 0.6
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	2 0.6
MILD/LIGHT (NET)	9 2.9
MILD/MILDER/IT'S A MILD CIGAR	8 2.6
OTHER MILD/LIGHT MENTIONS	1 0.3
SMOOTH/MELLOW (NET)	2 0.6
SMOOTH/SMOOTH CIGAR	2 0.6
AROMA (NET)	9 2.9
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	5 1.6
SWEET AROMA	4 1.3
TOBACCO/BLEND (NET)	4 1.3
MISCELLANEOUS TOBACCO/BLEND	
SWEET BLEND/(BLEND OF) SWEET TOBACCO	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	3 1.0
GENERAL QUALITY (NET)	4 1.3
PREMIUM/TOP-SHELF/HIGH-END CIGAR	1 0.3
GOOD/BETTER CIGAR	2 0.6
QUALITY/HIGH QUALITY CIGAR	1 0.3
CONSTRUCTION (NET)	11 3.5
TIP (SUBNET)	3 1.0
OTHER TIP MENTIONS	3 1.0
SIZE (SUBNET)	7 2.2
SMALL/SMALLER CIGAR	6 1.9
OTHER SIZE MENTIONS	1 0.3
MANUFACTURING (SUBNET)	2 0.6
OTHER MANUFACTURING MENTIONS	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	2 0.6
COUNTRY OF ORIGIN (NET)	1 0.3
MISCELLANEOUS COUNTRY OF ORIGIN	
OTHER MISCELLANEOUS COUNTRY OF ORIGIN MENTIONS	1 0.3
BRAND HERITAGE (NET)	3 1.0
PERSONAL EXPERIENCE (SUBNET)	1 0.3
SMOKE THEM NOW/THE BRAND/ONE OF THE BRANDS I SMOKE	1 0.3
MISCELLANEOUS BRAND HERITAGE	
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	2 0.6
SMOKING EXPERIENCE (NET)	6 1.9
PLEASANT/ENJOYABLE CIGAR	1 0.3
RELAXING	1 0.3
FRESH/REFRESHING	1 0.3
OTHER SMOKING EXPERIENCE MENTIONS	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
USAGE (NET)	2 0.6
MISCELLANEOUS USAGE	
OTHER MISCELLANEOUS USAGE MENTIONS	2 0.6
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	1 0.3
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	7 2.2
NEGATIVE (GRAND NET)	5 1.6
TASTE (NET)	1 0.3
OTHER TASTE MENTIONS	1 0.3
GENERAL QUALITY (NET)	3 1.0
CHEAP/CHEAPER CIGAR	3 1.0
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	2 0.6
DON'T KNOW/NOTHING	5 1.6
NO, IT DOESN'T	134 42.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 21

Q.200/205 WHAT DOES THE NAME SWISHER SWEETS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DON'T KNOW	33 10.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 22

Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	88 28.2
POSITIVE/NEUTRAL (GRAND NET)	84 26.9
TASTE (NET)	12 3.8
FULL/STRONG FLAVOR (SUBNET)	4 1.3
RICH TASTE	2 0.6
BOLD/ROBUST TASTE	1 0.3
STRONG TASTE/FLAVOR	2 0.6
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	1 0.3
GOOD/BETTER TASTE	2 0.6
DIFFERENT/UNUSUAL TASTE	1 0.3
CUBAN TASTE/TASTES LIKE A CUBAN CIGAR	4 1.3
CLASSIC/AUTHENTIC/OLD-FASHIONED TASTE/FLAVOR	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 22

Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH/MELLOW (NET)	1 0.3
SMOOTH/SMOOTH CIGAR	1 0.3
FULL/STRONG (NET)	3 1.0
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
OTHER FULL/STRONG MENTIONS	2 0.6
AROMA (NET)	33 10.6
CUBAN AROMA (SUBNET)	14 4.5
SMELLS LIKE CUBA/HAS THE AROMA OF (OLD) CUBA	8 2.6
HAS THE AROMA OF A CUBAN CIGAR/CUBAN TOBACCO	6 1.9
MISCELLANEOUS AROMA	
THE AROMA/HAS TO DO WITH THE WAY THEY SMELL (UNSPEC)	4 1.3
FULL/STRONG/RICH AROMA	1 0.3
AROMATIC/GOOD/PLEASANT AROMA	8 2.6
OTHER MISCELLANEOUS AROMA MENTIONS	6 1.9



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 22

Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
TOBACCO/BLEND (NET)	6 1.9
ORIGIN OF TOBACCO (SUBNET)	5 1.6
CUBAN TOBACCO/SEED (SUBNET)	5 1.6
MADE WITH/CONTAINS CUBAN TOBACCO	4 1.3
TOBACCO IS FROM CUBAN SEED	1 0.3
MISCELLANEOUS TOBACCO/BLEND	
GOOD/BETTER/QUALITY TOBACCO	1 0.3
COST/ECONOMY (NET)	1 0.3
EXPENSIVE CIGAR/COSTS MORE	1 0.3
GENERAL QUALITY (NET)	9 2.9
GOOD/BETTER CIGAR	1 0.3
QUALITY/HIGH QUALITY CIGAR	6 1.9
OTHER GENERAL QUALITY MENTIONS	2 0.6
CONSTRUCTION (NET)	6 1.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 22

Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SIZE (SUBNET)	1 0.3
OTHER SIZE MENTIONS	1 0.3
MANUFACTURING (SUBNET)	4 1.3
HAND-CRAFTED/ROLLED/WRAPPED	3 1.0
OTHER MANUFACTURING MENTIONS	1 0.3
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	2 0.6
COUNTRY OF ORIGIN (NET)	21 6.7
CUBAN/CUBAN STYLE (SUBNET)	15 4.8
CUBA HAS A HISTORY OF MAKING GREAT/FINE CIGARS/IS WELL-KNOWN FOR CIGAR MAKING	1 0.3
IT'S CUBAN/A CUBAN CIGAR	3 1.0
FROM/MADE IN CUBA	4 1.3
CUBAN STYLE/SIMILAR TO/HAS THE CHARACTERISTICS OF A CUBAN CIGAR	7 2.2

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 22

Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS COUNTRY OF ORIGIN	
IMPORTED	3 1.0
OTHER MISCELLANEOUS COUNTRY OF ORIGIN MENTIONS	3 1.0
BRAND HERITAGE (NET)	1 0.3
MISCELLANEOUS BRAND HERITAGE	
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
CUBA (UNSPEC)	3 1.0
DIFFERENT/UNUSUAL/SPECIAL	3 1.0
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	3 1.0
NEGATIVE (GRAND NET)	4 1.3
TASTE (NET)	1 0.3
DISLIKE THE TASTE/TASTES BAD/ HORRIBLE	1 0.3
MISCELLANEOUS NEGATIVE	
DISLIKE THEM/BAD/NASTY	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 22

Q.200/205 WHAT DOES THE NAME LA AROMA DE CUBA TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS NEGATIVE MENTIONS	4 1.3
DON'T KNOW/NOTHING	1 0.3
NO, IT DOESN'T	163 52.2
DON'T KNOW	61 19.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	123 39.4
POSITIVE/NEUTRAL (GRAND NET)	119 38.1
TASTE (NET)	49 15.7
SWEET TASTE (SUBNET)	3 1.0
SWEET/SWEETER TASTE	2 0.6
HAS HINTS OF SWEETNESS	1 0.3
MILD/LIGHT TASTE (SUBNET)	26 8.3
MILD/MILDER TASTE	24 7.7
GENTLE TASTE	1 0.3
SOFT TASTE	1 0.3
SMOOTH/NOT HARSH TASTE (SUBNET)	4 1.3
SMOOTH TASTE	4 1.3
FULL/STRONG FLAVOR (SUBNET)	7 2.2
BOLD TASTE	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
FLAVORFUL/FULL FLAVOR	2 0.6
STRONG/STRONGER TASTE/FLAVOR	4 1.3
STRONG TOBACCO TASTE	1 0.3
FLAVORED (SUBNET)	3 1.0
MINT FLAVOR	1 0.3
LESS FLAVORED THAN OTHERS	1 0.3
HAS A VARIETY OF FLAVORS	1 0.3
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	2 0.6
TASTY/GOOD/PLEASANT TASTE	3 1.0
UNIQUE TASTE	1 0.3
DARK TOBACCO TASTE	1 0.3
SOUR	1 0.3
MEDIUM FLAVOR	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DISTINCTIVE TASTE	1 0.3
FLASHY TASTE	1 0.3
LESS BITTER	1 0.3
ARRESTING TASTE	1 0.3
MILD/LIGHT (NET)	38 12.2
MILD/MILDER/IT'S A MILD CIGAR	33 10.6
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	1 0.3
NOT TOO STRONG	1 0.3
MELLOW	2 0.6
NOT AS STRONG	2 0.6
SMOOTH/NOT HARSH (NET)	9 2.9
SMOOTH/SMOOTH CIGAR	7 2.2
NOT HARSH/NOT A HARSH CIGAR	3 1.0
FULL/STRONG (NET)	3 1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
RICH	1 0.3
BOLD	1 0.3
AROMA (NET)	3 1.0
STRONG SMELL	1 0.3
MILD AROMA	1 0.3
AROMATIC/GOOD/PLEASANT AROMA	1 0.3
TOBACCO/BLEND (NET)	14 4.5
DARK/DARKER/BLACK TOBACCO	10 3.2
THE TOBACCO/TYPE OF TOBACCO USED	2 0.6
IT'S PIPE TOBACCO	1 0.3
CONTAINS BLACK FILLER	1 0.3
COST/ECONOMY (NET)	2 0.6
CHEAP/CHEAPER CIGAR	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
GOOD/LOW PRICE/AFFORDABLE CIGAR	1 0.3
GENERAL QUALITY (NET)	4 1.3
GOOD/BETTER CIGAR	2 0.6
QUALITY/HIGH QUALITY CIGAR	2 0.6
CONSTRUCTION (NET)	8 2.6
TIP (SUBNET)	4 1.3
PLASTIC TIP	2 0.6
THIN TIP	1 0.3
HAS A FILTER	1 0.3
SIZE (SUBNET)	5 1.6
SMALL/SMALLER CIGAR	4 1.3
LONG	1 0.3
MISCELLANEOUS CONSTRUCTION	
THICK	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
BRAND HERITAGE (NET)	2 0.6
PERSONAL EXPERIENCE (SUBNET)	1 0.3
SMOKE THEM NOW/THE BRAND/ONE OF THE BRANDS I SMOKE	1 0.3
MISCELLANEOUS BRAND HERITAGE	
IT'S ONE OF MY FAVORITES	1 0.3
SMOKING EXPERIENCE (NET)	8 2.6
EASY TO SMOKE	1 0.3
SMOKES IN A SHORTER TIME/BURNS QUICKER	2 0.6
SMOKES WELL	1 0.3
DOESN'T BURN YOUR MOUTH	1 0.3
MILD/NOT HARD ON THE THROAT	2 0.6
IT'S EASY ON YOUR STOMACH	1 0.3
EASY TO HANDLE	1 0.3
COLOR (NET)	29 9.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
THE COLOR (UNSPEC)	4 1.3
DARK/DARKER COLOR	15 4.8
BLACK/IT'S BLACK	11 3.5
UNIQUE COLOR	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
(IT'S) BLACK AND MILD	3 1.0
TEXTURE/FEEL OF CIGAR (ALL MENTIONS)	3 1.0
FOR THE OCCASIONAL SMOKER	1 0.3
CLASSIC	1 0.3
STRENGTH	1 0.3
CRISP	1 0.3
SATISFYING	2 0.6
THE LOOK (UNSPEC)	1 0.3
COOL	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOKERS LIKE IT	1 0.3
THE SMOKE IS LIGHTER	1 0.3
IT'S CLEAN	1 0.3
WORKS WELL	1 0.3
TYPE OF SMOKERS: WORKING MAN, BIKERS, HUNTERS, ETC.	1 0.3
THEY COME IN A 5 PACK	1 0.3
COMES IN BOXES OF 25	1 0.3
AVAILABLE IN SINGLE CIGARS	1 0.3
NEGATIVE (GRAND NET)	2 0.6
TASTE (NET)	2 0.6
NO FLAVOR	1 0.3
DOESN'T HAVE A RICH TASTE	1 0.3
MISCELLANEOUS NEGATIVE	
IT'S NOT SPECIAL	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 23

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DOESN'T HAVE A RICH AROMA	1 0.3
ADVERTISING HYPE	1 0.3
DON'T KNOW/NOTHING	2 0.6
NO, IT DOESN'T	153 49.0
DON'T KNOW	36 11.5

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 24

Q.200/205 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	53 17.0
POSITIVE/NEUTRAL (GRAND NET)	52 16.7
TASTE (NET)	12 3.8
SWEET TASTE (SUBNET)	4 1.3
SWEET/SWEETER TASTE	3 1.0
SLIGHTLY SWEET/HAS A LITTLE BIT OF A SWEET TASTE	1 0.3
MILD/LIGHT TASTE (SUBNET)	2 0.6
LIGHT/LIGHTER TASTE	1 0.3
OTHER MILD/LIGHT TASTE MENTIONS	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	1 0.3
SMOOTH TASTE	1 0.3
FLAVORED (SUBNET)	2 0.6
SPECIFIC FLAVOR (SUB-SUBNET)	2 0.6
OTHER SPECIFIC FLAVOR MENTIONS	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 24

Q.200/205 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS FLAVORED	
OTHER MISCELLANEOUS FLAVORED MENTIONS	1 0.3
MISCELLANEOUS TASTE	
GOOD/BETTER TASTE	4 1.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3
MILD/LIGHT (NET)	6 1.9
MILD/MILDER/IT'S A MILD CIGAR	5 1.6
LIGHT/LIGHTER/IT'S A LIGHT CIGAR	1 0.3
SMOOTH/MELLOW (NET)	6 1.9
SMOOTH/SMOOTH CIGAR	6 1.9
FULL/STRONG (NET)	2 0.6
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
OTHER FULL/STRONG MENTIONS	2 0.6
MISCELLANEOUS TOBACCO/BLEND	
GENERAL QUALITY (NET)	3 1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 24

Q.200/205 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
GOOD/BETTER CIGAR	2 0.6
QUALITY/HIGH QUALITY CIGAR	1 0.3
CONSTRUCTION (NET)	5 1.6
SIZE (SUBNET)	4 1.3
SMALL/SMALLER CIGAR	1 0.3
BIG/LARGE CIGAR	2 0.6
OTHER SIZE MENTIONS	1 0.3
MANUFACTURING (SUBNET)	1 0.3
WELL-MADE/WELL-CRAFTED	1 0.3
MISCELLANEOUS CONSTRUCTION	
FAT/THICK	1 0.3
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	2 0.6
MISCELLANEOUS COUNTRY OF ORIGIN	
BRAND HERITAGE (NET)	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 24

Q.200/205 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS BRAND HERITAGE	
GOOD/QUALITY/HIGH QUALITY BRAND	1 0.3
SMOKING EXPERIENCE (NET)	10 3.2
PLEASANT/ENJOYABLE CIGAR	4 1.3
RELAXING	5 1.6
FRESH/REFRESHING	1 0.3
OTHER SMOKING EXPERIENCE MENTIONS	1 0.3
USAGE (NET)	27 8.7
MISCELLANEOUS USAGE	
GOOD/MADE TO SMOKE AFTER A MEAL/EATING (UNSPEC)	8 2.6
AFTER DINNER CIGAR/GOOD/MADE TO SMOKE AFTER DINNER	14 4.5
DESSERT STYLE CIGAR/GOOD/MADE TO SMOKE WITH DESSERT	2 0.6
GOOD AS A TREAT	2 0.6
OTHER MISCELLANEOUS USAGE MENTIONS	2 0.6
COLOR (NET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 24

Q.200/205 WHAT DOES THE NAME AFTER DINNER TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER COLOR MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	2 0.6
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	2 0.6
MISCELLANEOUS NEGATIVE	
DON'T KNOW/NOTHING	1 0.3
NO, IT DOESN'T	209 67.0
DON'T KNOW	50 16.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 25

Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	81 26.0
POSITIVE/NEUTRAL (GRAND NET)	79 25.3
TASTE (NET)	53 17.0
SWEET TASTE (SUBNET)	14 4.5
SWEET/SWEETER TASTE	14 4.5
MILD/LIGHT TASTE (SUBNET)	8 2.6
MILD/MILDER TASTE	4 1.3
LIGHT/LIGHTER TASTE	3 1.0
OTHER MILD/LIGHT TASTE MENTIONS	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	5 1.6
SMOOTH TASTE	5 1.6
OTHER SMOOTH/MELLOW MENTIONS	1 0.3
FULL/STRONG FLAVOR (SUBNET)	3 1.0
RICH TASTE	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 25

Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
FLAVORFUL/FULL FLAVOR	2 0.6
FLAVORED (SUBNET)	31 9.9
SPECIFIC FLAVOR (SUB-SUBNET)	21 6.7
COFFEE FLAVORED/HAS A COFFEE TASTE/FLAVOR	11 3.5
CREME FLAVORED/HAS A CREME/ CREAMY TASTE/FLAVOR	13 4.2
CHOCOLATE FLAVORED/HAS A CHOCOLATY TASTE/FLAVOR	2 0.6
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	10 3.2
OTHER MISCELLANEOUS FLAVORED MENTIONS	1 0.3
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	3 1.0
GOOD/BETTER TASTE	1 0.3
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	2 0.6
MILD/LIGHT (NET)	5 1.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 25

Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MILD/MILDER/IT'S A MILD CIGAR	5 1.6
SMOOTH/MELLOW (NET)	6 1.9
SMOOTH/SMOOTH CIGAR	4 1.3
MELLOW	2 0.6
AROMA (NET)	4 1.3
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	1 0.3
HAS A COFFEE SMELL/AROMA	2 0.6
OTHER MISCELLANEOUS AROMA MENTIONS	1 0.3
TOBACCO/BLEND (NET)	3 1.0
MISCELLANEOUS TOBACCO/BLEND	
OTHER MISCELLANEOUS TOBACCO/BLEND MENTIONS	3 1.0
GENERAL QUALITY (NET)	4 1.3
GOOD/BETTER CIGAR	3 1.0
QUALITY/HIGH QUALITY CIGAR	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 25

Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CONSTRUCTION (NET)	2 0.6
SIZE (SUBNET)	1 0.3
SMALL/SMALLER CIGAR	1 0.3
MANUFACTURING (SUBNET)	1 0.3
HAND-CRAFTED/ROLLED/WAPPED	1 0.3
MISCELLANEOUS CONSTRUCTION	
COUNTRY OF ORIGIN (NET)	2 0.6
MISCELLANEOUS COUNTRY OF ORIGIN	
OTHER MISCELLANEOUS COUNTRY OF ORIGIN MENTIONS	2 0.6
BRAND HERITAGE (NET)	2 0.6
MISCELLANEOUS BRAND HERITAGE	
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	2 0.6
SMOKING EXPERIENCE (NET)	4 1.3
PLEASANT/ENJOYABLE CIGAR	1 0.3
RELAXING	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 25

Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER SMOKING EXPERIENCE MENTIONS	2 0.6
USAGE (NET)	5 1.6
CAFE/COFFEE USAGE (SUBNET)	1 0.3
GOOD/MADE TO SMOKE WITH COFFEE/ ON A COFFEE BREAK	1 0.3
MISCELLANEOUS USAGE	
GOOD/MADE TO SMOKE AFTER A MEAL/EATING (UNSPEC)	1 0.3
AFTER DINNER CIGAR/GOOD/MADE TO SMOKE AFTER DINNER	3 1.0
DESSERT STYLE CIGAR/GOOD/MADE TO SMOKE WITH DESSERT	1 0.3
OTHER MISCELLANEOUS USAGE MENTIONS	1 0.3
COLOR (NET)	1 0.3
OTHER COLOR MENTIONS	1 0.3
CAFE/COFFEE RELATED (NET)	3 1.0
COFFEE/SOUNDS LIKE COFFEE/HAS SOMETHING TO DO WITH COFFEE	1 0.3
OTHER CAFE/COFFEE RELATED MENTIONS	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 25

Q.200/205 WHAT DOES THE NAME CAFE CREME TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CREME/CREAM RELATED (NET)	5 1.6
CREAM/IT'S CREAM	2 0.6
CREAMY	2 0.6
OTHER CREME/CREAM RELATED MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	2 0.6
WORTH TRYING/A CIGAR I WOULD LIKE TO TRY	1 0.3
SOPHISTICATED/ELEGANT/CLASSY	2 0.6
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	3 1.0
NEGATIVE (GRAND NET)	2 0.6
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	2 0.6
NO, IT DOESN'T	161 51.6
DON'T KNOW	70 22.4



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 26

Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	53 17.0
POSITIVE/NEUTRAL (GRAND NET)	51 16.3
TASTE (NET)	10 3.2
SWEET TASTE (SUBNET)	1 0.3
OTHER SWEET TASTE MENTIONS	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	2 0.6
SMOOTH TASTE	2 0.6
MISCELLANEOUS TASTE	
THE TASTE/FLAVOR/TELLS YOU THE TASTE/FLAVOR (UNSPEC)	2 0.6
GOOD/BETTER TASTE	2 0.6
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	2 0.6
MILD/LIGHT (NET)	2 0.6
MILD/MILDER/IT'S A MILD CIGAR	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 26

Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH/MELLOW (NET)	1 0.3
MELLOW	1 0.3
FULL/STRONG (NET)	1 0.3
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
AROMA (NET)	4 1.3
MISCELLANEOUS AROMA	
THE AROMA/HAS TO DO WITH THE WAY THEY SMELL (UNSPEC)	1 0.3
AROMATIC/GOOD/PLEASANT AROMA	1 0.3
OTHER MISCELLANEOUS AROMA MENTIONS	2 0.6
TOBACCO/BLEND (NET)	3 1.0
ORIGIN OF TOBACCO (SUBNET)	3 1.0
MISCELLANEOUS ORIGIN OF TOBACCO	
IMPORTED TOBACCO	2 0.6
DUTCH TOBACCO/A DUTCH BLEND OF TOBACCO	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 26

Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TOBACCO/BLEND	
COST/ECONOMY (NET)	2 0.6
GOOD/LOW PRICE/AFFORDABLE CIGAR	2 0.6
GENERAL QUALITY (NET)	16 5.1
PREMIUM/TOP-SHELF/HIGH-END CIGAR	2 0.6
GOOD/BETTER CIGAR	6 1.9
QUALITY/HIGH QUALITY CIGAR	7 2.2
OTHER GENERAL QUALITY MENTIONS	1 0.3
CONSTRUCTION (NET)	5 1.6
SIZE (SUBNET)	3 1.0
SMALL/SMALLER CIGAR	1 0.3
BIG/LARGE CIGAR	1 0.3
OTHER SIZE MENTIONS	1 0.3
MANUFACTURING (SUBNET)	2 0.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 26

Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
WELL-MADE/WELL-CRAFTED	2 0.6
MISCELLANEOUS CONSTRUCTION	
FAT/THICK	1 0.3
COUNTRY OF ORIGIN (NET)	11 3.5
DUTCH/DUTCH STYLE (SUBNET)	8 2.6
DUTCH/MADE BY THE DUTCH/IN HOLLAND	6 1.9
OTHER DUTCH/DUTCH STYLE MENTIONS	2 0.6
MISCELLANEOUS COUNTRY OF ORIGIN	
IMPORTED	1 0.3
SWEDISH/MADE IN SWEDEN	1 0.3
EUROPEAN/MADE IN EUROPE	1 0.3
BRAND HERITAGE (NET)	10 3.2
OLD/ESTABLISHED/TRADITIONAL (SUBNET)	5 1.6
OLD/ESTABLISHED BRAND	4 1.3
TRADITIONAL BRAND	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 26

Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MASTER/PROFESSIONAL BRAND (SUBNET)	4 1.3
MASTERS/MASTERFUL/MASTER CIGAR MAKERS	2 0.6
OTHER MASTER/PROFESSIONAL BRAND MENTIONS	2 0.6
PERSONAL EXPERIENCE (SUBNET)	1 0.3
HAVE TRIED/SMOKED THEM (IN THE PAST)	1 0.3
MISCELLANEOUS BRAND HERITAGE	
GOOD/QUALITY/HIGH QUALITY BRAND	1 0.3
POPULAR/WELL-KNOWN/FAMILIAR BRAND	1 0.3
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	1 0.3
SMOKING EXPERIENCE (NET)	1 0.3
OTHER SMOKING EXPERIENCE MENTIONS	1 0.3
USAGE (NET)	1 0.3
MISCELLANEOUS USAGE	
OTHER MISCELLANEOUS USAGE MENTIONS	1 0.3
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	3 1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 26

Q.200/205 WHAT DOES THE NAME DUTCH MASTERS TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	1 0.3
CLASSIC	1 0.3
TRADITIONAL	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	2 0.6
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	3 1.0
NEGATIVE (GRAND NET)	3 1.0
GENERAL QUALITY (NET)	3 1.0
CHEAP/CHEAPER CIGAR	2 0.6
LOWER QUALITY	1 0.3
GAS STATION/CONVENIENCE STORE BRAND	1 0.3
MISCELLANEOUS NEGATIVE	
NO, IT DOESN'T	215 68.9
DON'T KNOW	44 14.1

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 27

Q.200/205 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	23 7.4
POSITIVE/NEUTRAL (GRAND NET)	18 5.8
TASTE (NET)	2 0.6
FULL/STRONG FLAVOR (SUBNET)	1 0.3
STRONG TASTE/FLAVOR	1 0.3
MISCELLANEOUS TASTE	
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	1 0.3
SMOOTH/MELLOW (NET)	1 0.3
SMOOTH/SMOOTH CIGAR	1 0.3
FULL/STRONG (NET)	1 0.3
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
AROMA (NET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 27

Q.200/205 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS AROMA	
OTHER MISCELLANEOUS AROMA MENTIONS	1 0.3
TOBACCO/BLEND (NET)	2 0.6
MISCELLANEOUS TOBACCO/BLEND	
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	2 0.6
COST/ECONOMY (NET)	1 0.3
GOOD/LOW PRICE/AFFORDABLE CIGAR	1 0.3
GENERAL QUALITY (NET)	1 0.3
PREMIUM/TOP-SHELF/HIGH-END CIGAR	1 0.3
CONSTRUCTION (NET)	4 1.3
SIZE (SUBNET)	2 0.6
SMALL/SMALLER CIGAR	1 0.3
OTHER SIZE MENTIONS	1 0.3
MISCELLANEOUS CONSTRUCTION	
FAT/THICK	2 0.6



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 27

Q.200/205 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	1 0.3
MISCELLANEOUS COUNTRY OF ORIGIN	
BRAND HERITAGE (NET)	1 0.3
MISCELLANEOUS BRAND HERITAGE	
GOOD/QUALITY/HIGH QUALITY BRAND	1 0.3
SMOKING EXPERIENCE (NET)	2 0.6
RELAXING	1 0.3
LONG LASTING/BURNS SLOWLY	1 0.3
MISCELLANEOUS USAGE	
COLOR (NET)	1 0.3
OTHER COLOR MENTIONS	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
SMOKEY/PRODUCES A LOT OF SMOKE	1 0.3
FROG/TOAD ASSOCIATIONS (ALL MENTIONS)	4 1.3
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	5 1.6

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 27

Q.200/205 WHAT DOES THE NAME SMOKIN' TOAD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
NEGATIVE (GRAND NET)	6 1.9
TASTE (NET)	1 0.3
OTHER TASTE MENTIONS	1 0.3
GENERAL QUALITY (NET)	1 0.3
CHEAP/CHEAPER CIGAR	1 0.3
MISCELLANEOUS NEGATIVE	
DISLIKE THEM/BAD/NASTY	1 0.3
COARSE/ROUGH/NOT REFINED	1 0.3
OTHER MISCELLANEOUS NEGATIVE MENTIONS	3 1.0
NO, IT DOESN'T	227 72.8
DON'T KNOW	62 19.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 28

Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	63 20.2
POSITIVE/NEUTRAL (GRAND NET)	62 19.9
TASTE (NET)	10 3.2
SWEET TASTE (SUBNET)	1 0.3
SWEET/SWEETER TASTE	1 0.3
SMOOTH/MELLOW TASTE (SUBNET)	2 0.6
SMOOTH TASTE	1 0.3
OTHER SMOOTH/MELLOW MENTIONS	1 0.3
FULL/STRONG FLAVOR (SUBNET)	1 0.3
BOLD/ROBUST TASTE	1 0.3
FLAVORED (SUBNET)	1 0.3
SPECIFIC FLAVOR (SUB-SUBNET)	1 0.3
OTHER SPECIFIC FLAVOR MENTIONS	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 28

Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TASTE	
GOOD/BETTER TASTE	4 1.3
CLASSIC/AUTHENTIC/OLD-FASHIONED TASTE/FLAVOR	1 0.3
OTHER MISCELLANEOUS TASTE MENTIONS	2 0.6
SMOOTH/MELLOW (NET)	1 0.3
SMOOTH/SMOOTH CIGAR	1 0.3
FULL/STRONG (NET)	1 0.3
STRONG/STRONGER/IT'S A STRONG CIGAR	1 0.3
AROMA (NET)	1 0.3
MISCELLANEOUS AROMA	
VINTAGE AROMA/THE SMELL OF A BYGONE ERA	1 0.3
TOBACCO/BLEND (NET)	19 6.1
MISCELLANEOUS TOBACCO/BLEND	
GOOD/BETTER/QUALITY TOBACCO	4 1.3
AGED/AGED TOBACCO	11 3.5

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 28

Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
CURED TOBACCO/CURED FOR LONGER	2 0.6
A SPECIAL BLEND/VARIETY OF TOBACCO	2 0.6
AN OLDER BLEND/COMBINATION OF TOBACCO	2 0.6
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	1 0.3
GENERAL QUALITY (NET)	8 2.6
PREMIUM/TOP-SHELF/HIGH-END CIGAR	1 0.3
GOOD/BETTER CIGAR	3 1.0
QUALITY/HIGH QUALITY CIGAR	3 1.0
OTHER GENERAL QUALITY MENTIONS	1 0.3
CONSTRUCTION (NET)	2 0.6
SIZE (SUBNET)	1 0.3
BIG/LARGE CIGAR	1 0.3
MANUFACTURING (SUBNET)	1 0.3
HAND-CRAFTED/ROLLED/WRAPPED	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 28

Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS CONSTRUCTION	
COUNTRY OF ORIGIN (NET)	1 0.3
CUBAN/CUBAN STYLE (SUBNET)	1 0.3
CUBAN STYLE/SIMILAR TO/HAS THE CHARACTERISTICS OF A CUBAN CIGAR	1 0.3
MISCELLANEOUS COUNTRY OF ORIGIN	
BRAND HERITAGE (NET)	2 0.6
OLD/ESTABLISHED/TRADITIONAL (SUBNET)	2 0.6
OLD/ESTABLISHED BRAND	2 0.6
MISCELLANEOUS USAGE	
COLOR (NET)	1 0.3
OTHER COLOR MENTIONS	1 0.3
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	27 8.7
OLD (UNSPEC)	6 1.9
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	7 2.2
CLASSIC	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 28

Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
TRADITIONAL	4 1.3
HISTORICAL/HAS A LONG HISTORY	3 1.0
ORIGINAL	1 0.3
OTHER OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL MENTIONS	3 1.0
MISCELLANEOUS POSITIVE/NEUTRAL	
TELLS YOU IN THE NAME/IT'S OBVIOUS FROM THE NAME	1 0.3
DIFFERENT/UNUSUAL/SPECIAL	2 0.6
SOPHISTICATED/ELEGANT/CLASSY	1 0.3
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	5 1.6
NEGATIVE (GRAND NET)	1 0.3
GENERAL QUALITY (NET)	1 0.3
LOWER QUALITY	1 0.3
MISCELLANEOUS NEGATIVE	
OTHER MISCELLANEOUS NEGATIVE MENTIONS	1 0.3
NO, IT DOESN'T	187 59.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 28

Q.200/205 WHAT DOES THE NAME VINTAGE TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DON'T KNOW	62 19.9



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 29

Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	57 18.3
POSITIVE/NEUTRAL (GRAND NET)	53 17.0
TASTE (NET)	9 2.9
SMOOTH/MELLOW TASTE (SUBNET)	2 0.6
SMOOTH TASTE	1 0.3
OTHER SMOOTH/MELLOW MENTIONS	1 0.3
FULL/STRONG FLAVOR (SUBNET)	3 1.0
RICH TASTE	1 0.3
BOLD/ROBUST TASTE	2 0.6
FLAVORED (SUBNET)	1 0.3
MISCELLANEOUS FLAVORED	
IT'S A FLAVORED CIGAR	1 0.3
MISCELLANEOUS TASTE	
CLASSY/REFINED/PREMIUM/TOP-OF- THE-LINE TASTE	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 29

Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OTHER MISCELLANEOUS TASTE MENTIONS	4 1.3
MILD/LIGHT (NET)	3 1.0
MILD/MILDER/IT'S A MILD CIGAR	3 1.0
SMOOTH/MELLOW (NET)	4 1.3
SMOOTH/SMOOTH CIGAR	4 1.3
FULL/STRONG (NET)	3 1.0
STRONG/STRONGER/IT'S A STRONG CIGAR	2 0.6
OTHER FULL/STRONG MENTIONS	1 0.3
AROMA (NET)	3 1.0
MISCELLANEOUS AROMA	
AROMATIC/GOOD/PLEASANT AROMA	1 0.3
VINTAGE AROMA/THE SMELL OF A BYGONE ERA	1 0.3
OTHER MISCELLANEOUS AROMA MENTIONS	1 0.3
TOBACCO/BLEND (NET)	26 8.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 29

Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
MISCELLANEOUS TOBACCO/BLEND	
GOOD/BETTER/QUALITY TOBACCO	1 0.3
AGED/AGED TOBACCO	22 7.1
CURED TOBACCO/CURED FOR LONGER	1 0.3
AN OLDER BLEND/COMBINATION OF TOBACCO	1 0.3
OTHER MISCELLANEOUS TOBACCO/ BLEND MENTIONS	2 0.6
COST/ECONOMY (NET)	1 0.3
EXPENSIVE CIGAR/COSTS MORE	1 0.3
GENERAL QUALITY (NET)	5 1.6
PREMIUM/TOP-SHELF/HIGH-END CIGAR	1 0.3
GOOD/BETTER CIGAR	1 0.3
QUALITY/HIGH QUALITY CIGAR	3 1.0
OTHER GENERAL QUALITY MENTIONS	1 0.3
CONSTRUCTION (NET)	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 29

Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
TIP (SUBNET)	1 0.3
HAS A TIP/FILTER	1 0.3
MISCELLANEOUS CONSTRUCTION	
OTHER MISCELLANEOUS CONSTRUCTION MENTIONS	3 1.0
MISCELLANEOUS COUNTRY OF ORIGIN	
BRAND HERITAGE (NET)	2 0.6
OLD/ESTABLISHED/TRADITIONAL (SUBNET)	1 0.3
OLD/ESTABLISHED BRAND	1 0.3
MISCELLANEOUS BRAND HERITAGE	
OTHER MISCELLANEOUS BRAND HERITAGE MENTIONS	1 0.3
SMOKING EXPERIENCE (NET)	2 0.6
LONG LASTING/BURNS SLOWLY	1 0.3
OTHER SMOKING EXPERIENCE MENTIONS	1 0.3
MISCELLANEOUS USAGE	
OLD/OLD FASHIONED/CLASSIC/ TRADITIONAL (NET)	4 1.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 29

Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
OLD (UNSPEC)	1 0.3
VINTAGE/OLD FASHIONED/OLD SCHOOL STYLE	2 0.6
TRADITIONAL	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
DIFFERENT/UNUSUAL/SPECIAL	1 0.3
SOPHISTICATED/ELEGANT/CLASSY	2 0.6
STORAGE OF THE CIGARS: IN A TEMPERATURE CONTROLLED ROOM, A HUMIDOR, ETC.	2 0.6
OTHER MISCELLANEOUS POSITIVE/ NEUTRAL MENTIONS	4 1.3
NEGATIVE (GRAND NET)	5 1.6
TASTE (NET)	1 0.3
OTHER TASTE MENTIONS	1 0.3
MISCELLANEOUS NEGATIVE	
STALE/OLD AND STALE	1 0.3
OTHER MISCELLANEOUS NEGATIVE MENTIONS	3 1.0

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 29

Q.200/205 WHAT DOES THE NAME AGING ROOM TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?

	TOTAL -----
TOTAL RESPONDENTS	312
DON'T KNOW/NOTHING	1 0.3
NO, IT DOESN'T	196 62.8
DON'T KNOW	59 18.9

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 30

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?  
(MILD MENTIONS AT Q.180)

	TOTAL -----
TOTAL RESPONDENTS	312
YES, NAME TELLS YOU ABOUT CHARACTERISTICS OR FEATURES OF THAT CIGAR COMPARED TO OTHER CIGARS	123 39.4
MILD MENTIONS (Q.180)	66 21.2
POSITIVE/NEUTRAL (GRAND NET)	65 20.8
TASTE (NET)	25 8.0
SWEET TASTE (SUBNET)	2 0.6
SWEET/SWEETER TASTE	1 0.3
HAS HINTS OF SWEETNESS	1 0.3
MILD/LIGHT TASTE (SUBNET)	18 5.8
MILD/MILDER TASTE	16 5.1
GENTLE TASTE	1 0.3
SOFT TASTE	1 0.3
SMOOTH/NOT HARSH TASTE (SUBNET)	1 0.3
SMOOTH TASTE	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 30

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?  
(MILD MENTIONS AT Q.180)

	TOTAL -----
TOTAL RESPONDENTS	312
FULL/STRONG FLAVOR (SUBNET)	2 0.6
FLAVORFUL/FULL FLAVOR	1 0.3
STRONG/STRONGER TASTE/FLAVOR	1 0.3
MISCELLANEOUS TASTE	
TASTY/GOOD/PLEASANT TASTE	1 0.3
UNIQUE TASTE	1 0.3
DARK TOBACCO TASTE	1 0.3
FLASHY TASTE	1 0.3
LESS BITTER	1 0.3
ARRESTING TASTE	1 0.3
MILD/LIGHT (NET)	28 9.0
MILD/MILDER/IT'S A MILD CIGAR	26 8.3
NOT TOO STRONG	1 0.3
NOT AS STRONG	1 0.3



TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 30

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?  
(MILD MENTIONS AT Q.180)

	TOTAL -----
TOTAL RESPONDENTS	312
SMOOTH/NOT HARSH (NET)	4 1.3
SMOOTH/SMOOTH CIGAR	4 1.3
NOT HARSH/NOT A HARSH CIGAR	1 0.3
FULL/STRONG (NET)	1 0.3
RICH	1 0.3
AROMA (NET)	1 0.3
MILD AROMA	1 0.3
TOBACCO/BLEND (NET)	10 3.2
DARK/DARKER/BLACK TOBACCO	10 3.2
COST/ECONOMY (NET)	1 0.3
GOOD/LOW PRICE/AFFORDABLE CIGAR	1 0.3
GENERAL QUALITY (NET)	1 0.3
GOOD/BETTER CIGAR	1 0.3
CONSTRUCTION (NET)	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 30

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?  
(MILD MENTIONS AT Q.180)

	TOTAL -----
TOTAL RESPONDENTS	312
TIP (SUBNET)	1 0.3
PLASTIC TIP	1 0.3
MISCELLANEOUS CONSTRUCTION	
BRAND HERITAGE (NET)	1 0.3
PERSONAL EXPERIENCE (SUBNET)	1 0.3
SMOKE THEM NOW/THE BRAND/ONE OF THE BRANDS I SMOKE	1 0.3
MISCELLANEOUS BRAND HERITAGE	
SMOKING EXPERIENCE (NET)	4 1.3
EASY TO SMOKE	1 0.3
SMOKES IN A SHORTER TIME/BURNS QUICKER	1 0.3
DOESN'T BURN YOUR MOUTH	1 0.3
MILD/NOT HARD ON THE THROAT	1 0.3
IT'S EASY ON YOUR STOMACH	1 0.3
COLOR (NET)	17 5.4

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 30

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?  
(MILD MENTIONS AT Q.180)

	TOTAL -----
TOTAL RESPONDENTS	312
THE COLOR (UNSPEC)	3 1.0
DARK/DARKER COLOR	8 2.6
BLACK/IT'S BLACK	6 1.9
UNIQUE COLOR	1 0.3
MISCELLANEOUS POSITIVE/NEUTRAL	
(IT'S) BLACK AND MILD	2 0.6
TEXTURE/FEEL OF CIGAR (ALL MENTIONS)	1 0.3
FOR THE OCCASIONAL SMOKER	1 0.3
CLASSIC	1 0.3
CRISP	1 0.3
SATISFYING	1 0.3
THE LOOK (UNSPEC)	1 0.3
MISCELLANEOUS NEGATIVE	
DON'T KNOW/NOTHING	1 0.3

TARGET RESEARCH GROUP INC.  
CIGAR SURVEY (#103-14075)

Table 30

Q.200/205 WHAT DOES THE NAME BLACK & MILD TELL YOU ABOUT ANY CHARACTERISTICS OR FEATURES OF THIS  
CIGAR COMPARED TO OTHER CIGARS? ANYTHING ELSE?  
(MILD MENTIONS AT Q.180)

	TOTAL
	-----
TOTAL RESPONDENTS	312
NO MILD MENTIONS (Q.180)	57
	18.3
NO, IT DOESN'T	153
	49.0
DON'T KNOW	36
	11.5

# Exhibit F

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
1	1	2	NY	NE	1	1	1	1	1	2	2	2	2	1	1	1	1	2	1	2
6	1	3	IL	MW	1	1	2	2	2	2	1	2	1	1	1	1	1	2	1	2
7	1	3	FL	S	1	1	1	1	2	2	1	1	1	1	2	2	2	2	3	3
8	2	3	FL	S	1	1	1	1	1	1	1	1	2	2	1	1	1	1	2	1
11	2	2	IL	MW	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2
12	2	3	NM	W	1	1	1	1	1	2	2	2	2	2	3	1	1	2	3	1
16	1	3	IL	MW	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
17	2	2	NJ	NE	1	1	1	1	1	1	2	1	1	1	1	1	1	1	3	2
18	2	3	WI	MW	1	2	2	2	1	2	2	2	2	2	1	2	1	3	3	3
20	1	3	MN	MW	1	2	2	1	2	2	2	2	2	2	1	1	2	1	1	1
21	1	3	NJ	NE	1	1	2	2	1	2	2	1	1	1	1	1	2	1	1	1
27	1	3	VA	S	1	1	2	2	1	2	2	1	2	2	1	1	1	1	2	2
34	2	2	CA	W	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1
36	2	3	OH	MW	1	1	1	2	2	2	2	1	2	1	1	1	1	1	2	1
37	2	3	PA	NE	1	1	1	1	1	1	1	2	2	2	1	1	1	2	1	2
44	1	3	MI	MW	1	1	1	1	1	1	3	1	1	1	1	1	2	1	1	1
45	2	2	KY	S	1	1	1	2	2	2	2	2	2	2	1	2	2	2	2	1
47	1	3	AR	S	1	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1
49	1	3	NY	NE	1	1	1	1	1	1	1	1	1	2	1	1	1	1	2	1
50	2	3	CO	W	1	1	1	1	2	2	2	2	2	2	1	1	1	1	1	1
53	1	3	FL	S	1	1	2	2	2	1	2	1	1	2	1	1	1	2	2	2
54	2	2	KS	MW	1	2	1	1	1	2	2	2	1	2	1	1	1	1	2	1
62	1	3	IL	MW	1	1	1	1	2	2	1	1	2	2	1	1	1	1	2	2
65	1	3	TX	S	1	1	2	2	2	1	1	2	2	1	1	1	1	1	1	1
66	1	3	OR	W	1	1	1	1	2	2	1	1	2	1	1	1	1	1	1	2
67	2	2	CO	W	1	1	2	1	2	1	2	3	2	2	2	2	1	2	2	2
68	1	2	MA	NE	1	1	1	1	2	2	2	2	2	1	1	1	1	1	1	1
70	1	3	CO	W	1	1	1	1	1	2	1	1	1	2	1	2	1	1	1	1
79	2	2	MA	NE	1	1	2	1	2	1	2	1	2	2	1	1	1	1	2	1
80	1	3	IL	MW	1	1	1	1	1	2	1	1	2	2	1	1	2	1	1	1
82	1	3	PA	NE	1	1	1	2	1	2	1	1	2	2	1	1	2	1	1	1
83	1	3	MA	NE	1	1	2	2	1	1	2	1	2	2	1	2	2	1	2	2
87	2	3	MO	MW	1	1	1	1	1	2	2	2	2	2	1	1	1	1	2	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
1	3	1	1	1	2	2							109		
6	2	1	2	2	2	2							51	46	
7	3	3	3	3	3	3									
8	1	1	2	2	2	1	1								
11	1	2	2	2	2	1	1								
12	2	2	2	2	2	2									
16	1	1	1	2	1	2	21	110	74	150			85	88	42
17	2	2	2	2	1	2	96								
18	3	3	3	3	3	3									
20	3	3	3	3	3	3	1	110					86		
21	1	1	2	2	2	3	1						68		
27	2	2	2	2	2	2	1								
34	1	1	2	2	1	1	1								
36	1	1	1	3	1	1	1								
37	2	2	2	2	2	1							47	85	
44	1	1	1	1	1	1	1	33					85	94	
45	2	2	2	2	2	2									
47	2	2	2	2	2	2	117	36					88		
49	2	2	2	2	2	2	1								
50	3	1	1	3	1	3	1	33					44		
53	2	2	1	2	2	1									
54	2	2	2	3	2	3	1								
62	2	2	2	2	2	2	1	150							
65	2	2	1	1	1	2	1	28	99				87	68	
66	2	1	2	3	2	2	47						87		
67	2	2	2	2	2	2									
68	3	3	3	3	1	1	1	98					50	86	
70	1	1	1	2	1	1	14						86	69	
79	2	1	1	2	2	2	1	23							
80	1	1	1	2	1	2	1						52		
82	1	1	2	2	2	2	1						51		
83	2	1	1	2	1	1	23								
87	1	1	1	2	1	2	1	96							

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
1														
6														
7														
8		45								122	23			
11										164				
12		5												
16		45	69							113	121	142		
17														
18														
20		75	138	66										
21		45								121				
27														
34		69	5							122				
36		139								122				
37														
44		132	45							1	36			
45		133	62											
47		124	54	122	123									
49		5	54											
50		70	28											
53														
54		133	45											
62														
65		111												
66														
67														
68		45												
70		5	132							112	153	117		
79		54	132											
80		45	3							122	33			
82		5								164				
83														
87		69	45							122				



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
1		150					150				112			
6		74	83	150	33									
7														
8		23												
11														
12														
16		17	18	63	27	144	101	99	110					
17														
18														
20														
21		34												
27														
34		19												
36		1	97				97							
37														
44		36	118				90	36			33			
45														
47														
49														
50		150	26				108							
53							110	106						
54														
62														
65							99				157			
66		1												
67														
68														
70		153	150	17	18		70							
79		18					135							
80		23					69	66						
82		17	18											
83		23					80							
87		140	136				67	90						

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
1									2	1	2	3	2	1	1
6									1	2	2	2	2	2	2
7									3	3	3	2	3	3	2
8						59	149		2	2	2	2	2	2	2
11						69			2	2	2	2	2	2	2
12									2	1	2	2	2	2	2
16	62	148	112	130					2	2	2	2	2	1	2
17	128								2	3	2	2	2	2	2
18									3	3	3	3	3	3	3
20									1	1	1	3	1	1	3
21									2	3	2	3	3	1	3
27									1	2	2	2	2	2	2
34	59					59			1	2	1	2	2	2	2
36	129					59			1	1	1	1	1	1	3
37						163			2	2	2	2	1	2	2
44	59	27				59			2	1	1	1	1	2	1
45									1	1	1	2	1	2	2
47									1	1	1	2	2	2	2
49									2	2	2	2	2	2	2
50	59	26							1	3	1	3	1	2	3
53						149			2	2	2	2	2	1	2
54									2	1	2	2	2	2	3
62									1	2	2	2	2	2	2
65	128	69							1	2	2	2	1	2	2
66									1	2	2	2	2	2	2
67									2	2	2	2	2	2	2
68	133					59			1	1	1	3	3	3	3
70	59	145	99	101	129	163			1	2	1	2	1	1	2
79									2	2	2	2	2	2	1
80	133								2	2	2	1	1	1	2
82									1	1	2	2	1	2	2
83	129					78			2	2	2	2	2	1	2
87	129								1	2	1	1	1	1	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
1	2	2							150						
6	2	1	33	1	143	126									
7	2	3													
8	2	3													
11	2	2													
12	2	2							87	69					
16	2	2													
17	2	2													
18	3	3													
20	1	3	46						28	29			127		
21	2	3													
27	2	2	1												
34	1	2	1	47									69		
36	1	1	32						85				30		
37	2	2													
44	1	1							94				13		
45	2	2	1						41				133	62	
47	2	2	1						141				155	45	125
49	2	2													
50	3	3	63	26									28	70	
53	2	1													
54	2	2							141						
62	2	2	1	46											
65	1	2	1												
66	1	2	1												
67	2	2													
68	1	1	1						50				45		
70	1	2	1										5		
79	2	2													
80	1	1													
82	2	2	1						52	83					
83	2	1													
87	1	2	1										69	45	

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
1										143				
6														
7														
8														
11														
12														
16										104	69	131		
17														
18														
20						63	18	144		55				
21										26				
27														
34														
36		122				1				129	94			
37						1	37							
44		125				33								
45						136								
47	156													
49														
50						150	26							
53										78	65			
54														
62														
65						23								
66														
67														
68														
70						18				150	69			
79														
80		33				7	18			33	6			
82						8	33							
83										33				
87		121				18	17			90	68			

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
1	109										
6								59	36	163	
7											
8											
11											
12											
16											
17											
18											
20					49	129					
21											
27											
34					61						
36					129	59		131			
37											
44	36	115			27			99	39		
45											
47											
49											
50											
53								33			
54											
62											
65					128	57					
66					129						
67											
68					133			59			
70					62						
79	127										
80					133			59			
82											
83								57			
87					129						

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
91	2	3	NY	NE	1	1	1	2	1	2	1	1	2	2	1	1	1	1	1	2
95	1	3	WI	MW	1	1	2	2	1	2	1	2	2	2	1	1	2	1	1	2
97	1	3	CA	W	1	1	2	2	2	2	1	2	1	1	1	2	2	1	1	2
99	1	3	NY	NE	1	1	2	1	1	2	2	2	1	2	1	1	1	1	1	3
103	1	3	NY	NE	1	1	1	1	1	1	2	1	2	2	1	2	2	1	2	2
107	1	3	AL	S	1	1	2	1	3	2	2	2	2	2	1	1	1	1	3	3
108	2	3	CA	W	1	1	1	1	2	2	2	2	2	2	1	1	1	2	1	2
113	1	3	IL	MW	1	1	1	1	2	2	1	2	1	1	1	1	2	1	1	1
117	2	2	MO	MW	1	1	1	1	1	1	1	1	1	2	2	1	1	1	2	2
118	1	3	CA	W	1	1	1	2	2	2	1	2	2	2	1	1	2	1	1	1
119	1	3	CO	W	1	1	2	2	2	1	2	1	2	1	1	1	2	1	3	3
120	1	3	OH	MW	1	1	1	2	1	1	1	1	1	1	1	1	2	1	2	1
121	2	3	FL	S	1	1	1	1	1	1	2	2	2	2	1	1	1	1	1	1
124	1	3	NY	NE	1	1	2	2	2	2	1	2	3	3	1	1	1	1	1	2
126	1	3	NJ	NE	1	1	2	2	2	2	1	1	2	1	1	1	1	1	1	2
127	2	3	AZ	W	1	1	1	2	2	1	1	1	3	2	1	1	1	2	1	1
128	2	3	TN	S	1	2	2	1	1	1	2	2	2	2	1	1	2	1	1	2
131	1	3	NY	NE	1	1	2	2	1	2	1	1	2	1	1	1	1	1	1	1
132	2	3	CO	W	1	1	2	1	1	1	2	2	1	2	1	1	2	1	1	1
134	1	3	PA	NE	1	1	1	1	2	2	2	1	2	2	3	2	2	1	1	3
139	1	3	OR	W	1	1	1	1	2	2	2	1	2	2	1	1	1	1	1	1
141	1	2	MN	MW	1	1	1	1	2	2	2	2	1	1	1	1	2	1	2	1
144	1	3	OH	MW	1	1	1	2	2	2	2	2	2	2	1	2	2	2	2	2
146	1	3	PA	NE	1	1	2	2	2	2	1	2	1	1	1	2	2	1	1	1
149	2	3	PA	NE	1	1	1	1	1	1	1	1	3	2	1	1	1	1	3	1
150	2	3	RI	NE	1	1	2	1	1	2	3	1	2	2	1	1	1	1	1	1
151	1	3	OR	W	1	1	3	1	3	2	1	1	3	3	1	1	1	1	1	3
153	1	3	FL	S	1	1	2	1	2	1	1	1	3	2	1	1	1	3	3	2
154	1	3	CO	W	1	1	2	2	2	2	1	2	1	1	1	2	2	2	2	2
155	1	3	OH	MW	1	1	1	2	2	2	2	2	1	1	1	1	1	1	1	2
156	2	3	OH	MW	1	1	2	2	1	2	2	2	2	2	1	1	2	2	2	2
157	1	3	OR	W	1	1	1	1	2	2	2	1	1	2	1	1	1	1	3	1
159	1	3	TN	S	1	1	2	2	2	1	2	1	1	1	1	2	2	1	3	2

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
91	1	1	2	2	1	1	1						89	40	
95	2	2	2	2	2	1	58						51		
97	2	2	2	2	2	1	1	32	47				52		
99	2	2	3	2	2	1	1	46					57	150	
103	1	2	2	3	2	1	74	73	72						
107	2	3	3	3	1	3	3								
108	2	2	2	2	2	2							86		
113	1	3	2	2	1	3	4						46	85	
117	2	2	1	2	1	1							86		
118	1	2	1	2	1	2	1	33					86	46	
119	2	3	1	2	3	1	33								
120	2	1	1	2	1	1	1	28							
121	3	2	2	2	2	2	1	112					46	86	
124	2	2	2	2	2	2	1						163	88	
126	1	1	1	2	2	2	1						86		
127	1	3	2	2	3	1							42		
128	1	3	2	2	2	2	164						85		
131	1	1	2	3	1	1	163						85		
132	1	1	1	2	1	1	1	23					46	86	
134	1	2	2	2	1	1	1						87		
139	1	3	1	2	2	2	1						42		
141	1	2	2	2	1	2	1	36							
144	2	2	2	2	2	2									
146	2	1	2	3	2	1	1						42	46	
149	1	3	2	2	2	3	83								
150	2	2	2	2	1	3	1						86		
151	3	2	3	3	3	2	4						67		
153	1	3	3	2	2	2									
154	1	2	2	2	1	2									
155	2	2	2	2	2	2	10						86		
156	1	2	2	2	2	2									
157	3	1	2	3	3	3	1								
159	3	3	2	3	1	1	1								

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
91										122				
95														
97														
99														
103										122				
107														
108														
113		132	8							113	122			
117														
118		69	73	45						113	121	114	124	
119														
120		31	5											
121		69	5	45										
124														
126										121				
127		77	104	20	101	105				122				
128										50				
131		82								121				
132		45	54	121						126	114			
134										122				
139		131	5							122				
141		69	5	13						114	36	117		
144														
146		132	5											
149		18								22				
150		137												
151														
153										122	116	113	125	
154										1	40	114		
155														
156										163				
157		45												
159														



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
91		36	139											
95														
97														
99														
103														
107														
108														
113														
117							55							
118							90	102						
119							69	65						
120		14	116				112	111	69	71				
121														
124														
126		1					69							
127														
128														
131		136												
132		23	46	27	113	7	103	68	126					
134														
139							91							
141														
144														
146		18												
149														
150														
151														
153														
154														
155														
156														
157		26												
159														

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
91	129					62			1	1	1	1	1	2	2
95						59	60		1	2	1	1	2	2	2
97						59	63		1	2	2	2	2	2	2
99						69			3	1	3	2	2	3	2
103						129	59		1	2	2	1	2	2	3
107	59								1	1	3	2	3	3	3
108									2	1	2	2	2	2	2
113	131								1	1	1	2	3	2	2
117	129					161			1	2	1	2	1	2	2
118	129	99							1	1	1	1	2	1	2
119						57			1	3	3	3	3	1	2
120	145	143	32			69	80	59	1	2	2	2	1	2	2
121									1	2	2	3	3	2	2
124									1	2	1	2	2	2	2
126									2	1	2	2	1	1	2
127						59			2	1	3	1	1	2	2
128									2	2	2	2	2	3	2
131	143					162			1	1	1	1	1	2	1
132	129					13	15		1	2	1	2	1	2	2
134	99					161			1	3	1	2	2	2	2
139									1	1	1	2	3	1	2
141	130	150							1	2	1	1	2	2	2
144									2	2	2	2	2	2	2
146						59			2	2	2	2	2	2	3
149									2	3	2	1	3	2	2
150	99								1	1	1	1	1	2	1
151									1	1	3	3	3	3	3
153									3	3	2	1	3	3	2
154	64	163							2	2	2	2	2	2	2
155									1	1	2	2	2	2	2
156									2	2	2	2	2	2	2
157									2	3	1	3	3	2	3
159	69					59	149		1	3	2	3	3	2	3

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
91	1	1	1						40				54	57	
95	2	2	1	7									45		
97	2	2	1												
99	2	1							150						
103	2	1	74	150											
107	1	3	3						86						
108	2	2							86						
113	2	3	4						46				132		
117	1	2	58										133	5	
118	1	2	1	33					69	79			58	45	
119	3	3	117												
120	2	2	1	116	113										
121	2	2	1												
124	1	1	152	163									168	163	170
126	2	2							71						
127	3	1							29						
128	2	2													
131	1	1	1						29				29		
132	2	1	1	25									140		
134	3	2	27										132		
139	2	2	1						50				133	45	
141	1	2	1	36									54		
144	2	2													
146	2	2													
149	2	3													
150	2	2	1						41				5		
151	2	1	4						36						
153	2	3													
154	2	2													
155	2	2	10						98						
156	2	2													
157	3	3											131		
159	1	3	1												

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
91		1	36			36	139							
95		40												
97														
99														
103		32												
107														
108														
113														
117						8								
118		114	36							92	104			
119										27				
120						14	117	32						
121														
124														
126						1				46				
127		122				7								
128														
131		121				37								
132						23								
134														
139										90				
141		36	8											
144														
146														
149		81												
150		27	122			140								
151														
153		125	122											
154														
155														
156														
157														
159														

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
91					129			62			
95											
97											
99								117			
103								59			
107					59						
108											
113											
117					128						
118					130	79					
119											
120											
121											
124					163	154		163			
126											
127								59	32		
128											
131	157				143			162			
132								39	63		
134											
139											
141					150						
144											
146											
149											
150	147										
151								129			
153											
154											
155											
156											
157											
159					57						

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
162	2	3	MO	MW	1	1	1	1	2	2	2	2	1	1	1	1	1	1	2	1
165	1	2	TX	S	1	1	1	1	1	1	1	1	2	2	1	1	1	2	1	1
167	1	3	CA	W	1	1	2	1	1	1	1	1	1	1	1	2	1	1	1	3
170	1	3	OR	W	1	1	1	1	2	2	2	2	2	2	1	1	2	1	1	1
174	1	3	OH	MW	1	1	1	2	2	2	1	2	1	1	1	1	2	2	2	1
175	2	3	MO	MW	1	1	2	1	2	2	2	2	2	2	1	1	1	1	1	1
176	1	3	FL	S	1	1	1	1	2	2	2	2	2	2	1	1	1	1	2	1
179	1	3	IL	MW	1	1	1	1	2	2	2	2	2	2	1	2	2	1	2	1
180	2	2	NC	S	1	1	1	1	1	1	1	1	2	2	1	1	1	1	2	1
181	2	3	TX	S	1	1	2	1	2	2	2	2	2	2	1	1	2	1	1	1
182	2	2	MA	NE	1	1	1	1	2	1	3	1	1	1	1	1	1	2	2	2
189	1	2	PA	NE	1	1	1	1	1	2	2	2	2	2	1	1	1	1	3	1
192	1	3	NH	NE	1	1	1	1	2	1	2	2	1	1	1	2	2	1	1	1
194	1	3	MA	NE	1	1	2	2	2	1	1	1	2	2	1	1	1	1	2	3
196	1	3	MD	S	1	2	2	1	2	2	1	2	2	2	1	1	1	1	2	2
197	1	3	TN	S	1	1	1	1	2	2	2	2	2	2	1	1	2	1	3	1
198	1	3	VA	S	1	1	2	2	2	1	2	1	2	2	1	1	1	2	2	2
199	1	3	IL	MW	1	1	1	1	1	1	2	2	1	2	1	2	2	2	2	2
200	1	3	MA	NE	1	1	1	1	2	2	1	1	2	2	1	1	1	1	1	1
203	2	3	OH	MW	1	1	1	1	2	2	2	2	2	2	2	1	2	1	1	1
207	2	3	TX	S	1	1	1	1	2	1	2	2	2	2	1	1	1	1	1	1
211	1	3	LA	S	1	1	2	1	1	1	2	1	2	2	1	1	2	2	1	2
215	1	3	IN	MW	1	1	2	1	2	2	2	2	1	2	1	1	1	2	1	2
220	1	3	NY	NE	1	1	1	1	1	1	1	2	2	1	1	1	1	1	2	1
225	1	3	SC	S	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
226	2	2	IL	MW	1	1	1	1	1	1	2	1	2	2	1	1	1	2	2	2
228	1	3	TX	S	1	1	1	1	1	2	2	2	2	1	1	1	2	1	2	1
229	2	3	IL	MW	1	2	2	2	2	1	2	2	2	2	1	1	2	2	2	2
233	1	3	IL	MW	1	1	1	1	1	2	1	1	1	2	1	1	1	2	1	2
234	1	3	CO	W	1	1	1	1	1	2	1	1	2	2	1	1	1	1	1	1
235	2	3	IN	MW	1	1	2	2	1	2	2	2	2	2	1	1	2	1	1	1
239	1	2	CA	W	1	1	1	2	2	2	1	2	1	1	1	1	1	2	1	1
240	1	3	NV	W	1	1	1	1	2	1	2	2	2	1	1	1	1	2	2	2

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
162	1	2	2	2	2	2	1								
165	1	2	1	2	1	2							86		
167	2	2	1	2	1	2	112	110					67		
170	1	2	2	2	1	2	1	9					86		
174	1	2	2	2	2	1									
175	2	3	1	2	2	3	1						41	98	
176	2	2	2	2	2	2	7	1							
179	1	2	2	2	3	2	1	63	36						
180	2	1	2	2	1	2	1								
181	2	2	1	2	1	2	23						86	23	
182	3	2	2	1	1	2									
189	1	3	3	2	1	2	74								
192	1	1	2	2	1	1	7	1					30		
194	2	2	2	2	2	2	1								
196	2	2	2	2	1	2	1	15							
197	1	3	3	3	1	3	1								
198	2	2	2	2	2	2									
199	1	1	2	2	2	2									
200	1	1	1	2	2	2	1	47					39		
203	1	1	3	3	1	1	1						85		
207	1	1	1	3	1	1	1	130					79		
211	1	2	2	1	1	2							41		
215	2	2	2	2	2	2							141		
220	2	1	2	1	1	2	1	112							
225	1	2	1	2	2	2	1	68					85		
226	2	2	2	2	2	2									
228	1	1	2	2	2	1	3								
229	1	2	2	2	2	2									
233	2	2	2	2	1	2							46	71	
234	1	2	1	2	2	1	1						41		
235	3	3	1	2	3	3	1						87	79	69
239	2	1	1	2	2	1							84	86	50
240	2	2	2	2	2	2									

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
162		132	48							122	113			
165		52								122				
167														
170		69	45							114	121	33		
174		24								122	32			
175		5	32	118										
176		45												
179		69	45							36	27			
180		5	13	33										
181		69	10											
182														
189		5								121				
192		132	5							75	114			
194														
196														
197		5								122				
198														
199										7	121	122	124	
200		1	45							40	39			
203		45	137							27	121			
207		54	60							121				
211										121				
215														
220		46	145											
225		45	82							122				
226														
228		45	16							122	113			
229										34	122			
233														
234		137								114	122			
235		132	5											
239		40	71											
240														



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
162														
165							90							
167							143	94	69					
170														
174														
175							99	67						
176														
179														
180		17												
181							97							
182											68			
189														
192		127	23											
194														
196														
197														
198														
199		48												
200		47	1				109	99						
203		18	17											
207		2	139				135							
211											160			
215														
220		27	150								82	108		
225							104							
226														
228		117	18											
229														
233														
234							69							
235							69	99						
239		36	14	17			71	63						
240														

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
162									1	2	2	2	2	2	2
165	59	61							1	1	2	2	2	2	2
167	131	134	130						3	1	3	2	3	1	1
170	99	129							1	1	1	1	2	2	2
174						59	64		2	2	1	2	2	2	2
175									1	1	1	2	3	1	2
176									2	2	2	2	2	2	2
179									3	2	3	2	2	1	2
180	128	110							1	2	1	2	1	2	2
181	99								1	1	1	2	2	2	2
182	128	145							3	3	2	2	2	2	3
189	129								3	3	1	2	3	3	2
192	75	150				59			1	1	1	1	1	2	2
194									1	2	1	2	2	2	2
196	40								1	2	2	2	2	2	2
197	59								3	3	1	1	3	3	3
198									1	2	2	2	2	2	2
199									2	2	2	3	1	2	2
200									1	1	1	1	1	1	2
203	128	59	68			59			1	1	1	1	1	3	3
207	30					59			1	1	1	1	1	1	3
211	69	64							2	2	2	2	2	2	2
215									2	2	2	1	2	2	2
220	150								2	2	2	1	2	2	2
225									1	2	1	2	2	1	2
226									2	2	2	2	2	2	2
228						59	14		1	2	1	2	1	2	2
229									2	2	2	2	2	2	2
233	135	131	133						2	2	2	2	2	2	2
234						59			1	2	1	2	2	2	2
235									1	3	3	3	3	2	2
239						59	63		2	2	1	2	1	2	2
240									2	2	2	2	2	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
162	2	2	1	33											
165	2	2	1						46						
167	1	2							143						
170	1	2	33	1					51				69	45	
174	2	1											37		
175	1	3	1	150					41	84			45	32	
176	2	2													
179	3	2													
180	1	2	1										54	55	
181	2	2	1						41				131	144	
182	3	2													
189	3	2											69	45	127
192	1	1	1	33					30				132	5	
194	2	2	1										28		
196	2	2	1												
197	3	3											5		
198	2	2	1												
199	2	2													
200	2	1	1	47					39				45	1	
203	1	1	1						86				45		
207	1	1	2						94				17	13	147
211	2	2													
215	2	2													
220	2	2													
225	2	2	68										45		
226	2	2													
228	2	3	3	80									132	5	
229	2	2													
233	1	2													
234	2	1	1										131	45	
235	3	3	1												
239	2	2											15	16	
240	2	2													

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
162														
165														
167										97	71			
170		114	122	33										
174														
175										99	150			
176														
179										99				
180						17								
181														
182														
189														
192		75	114			1								
194														
196														
197		122												
198														
199						17	48							
200		40	39			1	20	17		69				
203		27	121			17	18							
207		121				36	1			54				
211														
215		121												
220		122	109											
225										67				
226														
228						10								
229														
233														
234														
235														
239						25	143							
240														

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
162											
165											
167	163				67	150					
170					129	39					
174								69	67		
175					62	63					
176											
179											
180					131						
181											
182											
189											
192					127			59			
194											
196											
197											
198											
199											
200								59			
203					128	27	68	59			
207					30			59			
211											
215											
220											
225											
226											
228											
229											
233					131	99					
234								59	36		
235											
239											
240											

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
241	1	3	OH	MW	1	1	1	1	2	2	2	2	2	2	1	1	1	1	3	1
242	2	3	CA	W	1	2	1	1	2	2	2	2	1	2	3	1	1	3	3	3
243	1	3	KY	S	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1	3
255	1	3	ID	W	1	1	1	1	2	2	2	1	2	2	1	1	1	1	2	1
256	1	3	IA	MW	1	1	1	1	2	2	2	2	2	2	1	1	2	1	3	1
257	1	3	FL	S	1	1	1	1	2	2	2	1	2	2	1	1	1	1	2	1
261	1	3	MD	S	1	1	2	2	2	2	1	2	1	1	1	1	2	1	1	1
262	1	2	CO	W	1	1	1	1	1	1	2	2	1	2	1	1	1	2	2	2
264	1	3	TX	S	1	1	1	2	2	2	2	2	2	2	1	1	1	1	1	1
278	1	3	CA	W	1	1	2	2	1	1	2	1	2	2	1	1	1	3	1	3
286	1	3	CA	W	1	1	2	2	2	2	1	2	1	2	1	1	1	1	2	2
291	2	3	NM	W	1	1	1	1	1	2	2	2	2	2	1	1	1	2	2	2
300	1	3	CA	W	1	1	1	1	1	2	3	1	1	2	1	1	1	1	1	3
302	1	3	CA	W	1	1	1	1	2	2	1	1	1	2	1	2	1	2	3	2
303	1	3	NV	W	1	1	2	2	2	1	1	1	1	1	1	1	2	2	1	2
305	1	3	MN	MW	1	1	1	1	2	1	1	2	1	2	1	1	1	1	1	1
308	1	2	NC	S	1	1	1	1	2	2	1	1	1	2	1	1	1	1	1	1
310	2	3	FL	S	1	1	2	1	2	1	2	1	2	2	1	1	1	1	1	1
312	1	3	IL	MW	1	1	1	1	1	3	2	1	1	1	1	1	1	1	1	1
314	2	3	WA	W	1	1	1	1	2	2	2	2	2	2	1	1	1	2	3	2
315	1	3	TN	S	1	1	2	2	2	2	1	1	1	1	1	1	2	1	1	1
316	1	3	CA	W	1	1	2	2	2	2	1	2	1	1	1	2	2	1	2	2
318	2	2	IL	MW	1	1	1	1	2	2	1	1	1	2	1	1	2	1	1	1
319	1	3	CA	W	1	1	1	1	1	1	1	1	2	3	1	1	1	1	1	1
321	1	3	GA	S	1	1	1	2	2	1	1	2	2	1	1	1	1	1	1	1
327	1	3	FL	S	1	1	2	2	1	2	2	2	2	2	3	1	1	2	1	2
330	2	3	NC	S	1	1	1	1	2	1	2	2	2	2	1	2	2	2	2	2
332	2	3	NC	S	1	1	2	2	2	2	1	2	1	1	1	1	1	1	1	1
336	1	3	CA	W	1	1	1	1	2	2	1	2	2	2	1	1	1	1	1	2
338	1	3	IL	MW	1	1	1	1	1	2	1	2	2	2	1	1	1	1	1	1
344	1	2	CA	W	1	1	1	1	2	2	2	1	1	2	1	1	1	1	2	2
347	1	3	WA	W	1	1	1	2	2	2	2	2	2	2	1	1	2	2	3	3
348	1	3	AZ	W	1	1	2	1	2	1	2	1	2	2	1	1	1	1	1	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
241	1	3	2	2	3	2	1								
242	3	3	3	3	3	3									
243	2	2	3	3	2	3							86	113	
255	3	3	3	3	3	2	1								
256	3	3	2	3	3	3	58	46	27						
257	2	3	1	2	2	2	74	72	1						
261	1	1	2	1	1	3	95	74					93	67	79
262	2	1	1	2	2	2									
264	1	1	1	3	3	1	1						12	13	
278	1	3	1	3	1	1							85	75	
286	2	2	2	2	2	2	1								
291	2	2	2	2	2	2									
300	2	1	1	3	3	3	74	150					51	79	
302	2	2	2	2	2	2									
303	1	2	1	2	3	1							42		
305	1	1	1	1	1	1	14	1	24	27	65	154	69	85	46
308	1	1	1	2	2	1	34	1					87	14	
310	1	1	2	2	2	2	1	7					45	15	
312	1	2	1	3	1	2	1						41		
314	3	3	3	3	3	3									
315	2	1	2	2	1	1	1						45		
316	2	2	1	1	2	2	74	58	106	7	2	65			
318	1	1	1	2	1	2	1	7					1	34	
319	1	1	1	2	3	2	1						85		
321	1	2	2	2	2	2	1	106					41		
327	3	3	2	2	3	2							86		
330	2	2	2	2	2	2									
332	1	1	1	2	1	1	163	155					46	42	50
336	2	2	2	2	2	2	33	2					46	64	
338	2	2	2	2	1	2	1	83					42		
344	1	2	2	2	2	2	1								
347	2	2	3	2	2	2									
348	2	1	2	2	2	2	33						46		

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
241		132	45							113	121			
242														
243														
255		45	133											
256		45	69											
257		92	87	86	29									
261		103	80							95	75			
262														
264		69	45	37	1	100	120			113	7	14	12	
278										114	113			
286														
291														
300														
302														
303										113	122			
305	57	69	132	63	5	108	166			36	114	122	123	115
308		59	54							7	121	34		
310		69	13							114	7	9		
312		132	5							122				
314														
315		141												
316														
318		5	39							33	63			
319		31	5							122				
321		132	5	66						122				
327														
330														
332		69	5	50						122	13	121		
336														
338		132	45											
344										39				
347														
348		45												



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
241														
242														
243														
255														
256														
257							76	126						
261		79	93								95	80		
262		17					92	145						
264		33	46	18	17		99	32	46					
278							67	68						
286														
291														
300		17	46				69	27	131					
302														
303							108	131						
305	113	145	113	114	119		69	99	71		150	158		
308		1					130							
310		122	10											
312							90							
314														
315		1	23											
316							65	101	99	107	159	163		
318		23	1				63	132						
319		10					99	102	130					
321														
327														
330														
332		22	24	19	18		110	73	107	163				
336														
338														
344														
347														
348		139	33											

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
241									1	3	1	2	3	2	2
242									3	3	3	3	3	3	3
243									3	3	3	2	2	2	2
255									2	2	1	3	3	3	3
256									1	3	1	3	3	2	3
257									1	2	1	2	3	2	2
261	64	95							1	1	1	1	1	2	1
262									3	3	2	2	2	2	2
264						13	10		1	1	1	1	1	2	3
278	130	128				150	71		3	1	3	2	3	1	3
286									1	2	2	2	2	2	2
291									2	2	2	2	2	2	2
300									1	1	3	2	1	1	3
302									2	2	2	1	2	3	2
303						60	27		2	1	2	2	2	1	2
305	148	59	27			32			1	1	1	1	1	1	1
308						129	9		1	1	1	1	1	1	2
310									1	1	1	1	1	2	2
312	143								2	2	1	2	2	2	3
314									2	3	2	3	3	3	3
315	30	129				12			1	2	1	2	1	2	2
316									2	1	2	3	3	2	2
318	59								1	1	1	1	1	1	2
319									3	3	3	3	2	1	2
321									2	1	2	2	2	2	3
327									2	3	1	3	3	2	2
330									2	2	2	2	2	2	2
332	61	59	32	64	67	59	60		1	1	1	1	1	1	2
336									2	2	2	2	2	2	2
338	30	129							2	1	1	2	2	2	2
344									1	3	2	2	1	2	2
347									2	3	1	2	2	2	2
348									1	1	1	2	1	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
241	2	2	1										47		
242	3	3													
243	2	2													
255	3	2											45	133	
256	3	3	1										45	69	
257	2	2	1	74									92	5	
261	2	3	1	8					79	57			132	152	45
262	2	2													
264	3	1	117						12				124	11	29
278	2	1							44						
286	2	2	1												
291	2	1													
300	3	3	46	27					69	112					
302	2	2													
303	3	1							68						
305	1	1	1	24					50				5	63	69
308	2	1	1						143				13		
310	2	2	1	7					45	15			13	5	
312	2	2											49	132	
314	3	3													
315	2	2	1										164	169	
316	2	2							87	163	51				
318	1	2	150						27				146	45	
319	3	2													
321	2	2							44						
327	2	2											76	5	
330	2	2													
332	1	1	153						50				131	5	
336	2	2													
338	3	2							42				132	54	
344	2	2	1												
347	2	2											45	86	
348	2	2	33						44				45		

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
241														
242														
243														
255														
256														
257														
261		75	127			36	33							
262														
264		83	78	77		32	8	23						
278										117				
286														
291														
300						79	112			69	27			
302		27	122											
303										110	109			
305		36	113	122	114	10	50	150	114	50	32	150	92	69
308		36	121			145				112				
310		10	9			122	10	7						
312														
314														
315						1								
316														
318		121				23	1			32				
319										99	68	102		
321														
327														
330														
332		143	113	121		121	123	36		153	155			
336														
338														
344						18	33							
347														
348						33								

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
241											
242											
243											
255											
256											
257											
261	65	15									
262											
264								149	46	33	
278								150	145		
286											
291								83			
300											
302											
303								69			
305	32	50	158	31	135	59	10	10	50	59	32
308								145			
310											
312											
314											
315											
316											
318					32						
319											
321											
327											
330											
332					61	60		150	59	60	
336											
338											
344											
347											
348											

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
349	1	2	KY	S	1	1	2	1	2	2	2	2	2	2	2	1	2	2	1	2
351	1	3	TX	S	1	1	1	1	1	2	1	2	2	2	1	1	1	1	2	1
353	1	2	MO	MW	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	1
354	1	2	NY	NE	1	1	1	2	1	1	1	1	2	2	1	1	1	2	1	2
357	2	2	OH	MW	1	1	1	1	2	2	2	1	1	2	1	1	2	1	1	1
359	1	2	CO	W	1	2	1	2	1	2	1	1	2	1	1	2	1	1	1	2
361	1	3	CA	W	1	1	2	2	2	2	1	2	2	1	1	1	1	1	3	1
363	1	3	GA	S	1	1	1	1	2	2	2	1	2	2	1	1	1	1	1	1
365	1	3	FL	S	1	1	1	1	2	1	1	1	1	1	1	1	1	1	3	3
368	1	3	FL	S	1	1	1	1	2	1	2	2	2	1	1	2	2	1	2	1
369	1	3	NJ	NE	1	1	1	1	1	1	1	2	2	2	1	1	2	1	2	1
370	1	3	AK	W	1	1	3	1	2	1	2	1	3	3	1	1	1	1	1	2
372	1	2	NV	W	1	1	1	1	1	1	2	1	1	2	1	1	1	1	1	1
375	1	3	FL	S	1	1	2	1	3	2	2	1	2	2	1	1	1	1	3	2
376	2	2	MI	MW	1	1	1	2	1	1	2	2	2	1	2	1	1	1	2	2
377	1	3	IL	MW	1	1	2	1	2	1	2	2	2	2	1	1	2	1	1	1
380	1	2	NM	W	1	1	1	1	1	1	2	2	2	2	1	1	1	1	2	1
386	1	3	WA	W	1	1	1	1	2	1	1	1	2	2	1	2	2	1	2	1
392	1	3	KS	MW	1	1	1	1	3	2	1	1	2	2	1	1	1	1	1	1
393	1	3	OR	W	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3
395	1	3	OH	MW	1	1	1	1	1	1	2	1	2	2	1	1	1	1	3	3
398	1	3	PA	NE	1	1	1	1	1	2	2	1	2	2	1	1	2	2	2	1
399	1	3	IN	MW	1	1	2	1	2	2	2	1	2	2	1	1	2	1	3	2
400	1	3	NJ	NE	1	1	1	2	1	1	3	1	2	3	1	1	1	1	1	1
402	1	3	MI	MW	1	1	2	2	2	2	1	2	1	1	1	1	1	1	2	1
410	2	2	NY	NE	1	1	1	1	1	1	1	1	1	2	1	1	1	1	2	1
412	1	3	GA	S	1	1	2	2	2	1	2	2	2	2	1	1	2	1	2	2
419	1	2	VA	S	1	1	1	1	1	1	2	1	2	1	1	1	1	2	2	2
425	1	2	MA	NE	1	1	3	3	1	2	2	2	2	2	1	1	1	2	1	3
426	2	3	WI	MW	1	1	2	2	1	2	2	2	2	2	1	1	2	1	2	3
427	1	2	PA	NE	1	1	1	1	1	1	1	1	1	2	1	1	2	1	2	1
428	1	2	FL	S	1	1	1	1	2	2	1	2	2	1	1	1	1	1	2	2
431	1	3	KS	MW	1	1	2	1	1	2	2	2	2	2	1	2	2	1	2	2

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
349	2	2	2	2	2	1							46		
351	1	1	2	2	1	2	1								
353	2	2	2	2	1	2	1								
354	1	2	2	2	2	1							85		
357	2	1	2	2	1	2	5	1					86	14	
359	2	2	1	1	1	1	3	117	27				112		
361	3	3	2	2	3	3	1								
363	2	1	1	2	2	1	74						46		
365	2	3	1	3	2	1	1								
368	2	2	2	2	2	2	1								
369	2	2	1	2	2	2	69	65							
370	2	2	1	2	1	2	1						41		
372	1	1	1	1	1	1	108						86		
375	1	3	2	2	3	2	1								
376	2	2	2	2	2	2	98								
377	1	1	1	1	1	1	2						15	46	
380	2	1	2	2	2	2	1	65							
386	1	2	2	2	1	2	33	1							
392	1	1	2	2	2	1	1	33	2				40	29	
393	3	3	3	3	3	3									
395	3	3	3	3	3	3	58	68	112	143					
398	2	2	2	2	2	2									
399	2	2	1	2	3	3	36	14	38						
400	2	3	2	2	3	2	24	1					94	150	
402	2	1	1	2	2	3	1	150							
410	2	2	2	2	1	2	1	27							
412	2	2	2	2	2	1	1								
419	2	1	2	2	1	2									
425	3	2	3	3	1	1							85		
426	1	3	2	3	1	2	1								
427	2	1	2	2	2	2	3								
428	2	2	1	2	2	2	96								
431	1	2	2	2	3	1	1	47							

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
349														
351		5								121				
353		5												
354										126				
357		5												
359														
361		45	132											
363		93												
365														
368		55												
369		45	82											
370														
372		111								114				
375										121				
376														
377		31	47							36	33	121		
380		54	45											
386		69	74	5						122				
392		58	54							46	27	122	2	
393														
395														
398		31	5											
399														
400		133	45											
402		132	45											
410		45												
412														
419														
425														
426										122				
427		132	72	48										
428														
431										122				



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
349														
351		28												
353														
354														
357		18												
359							151	117	83	163	150			
361														
363		33	23				69							
365							90							
368														
369							131	39						
370							100	110						
372		108					108				108			
375														
376														
377		17					132	91			74	15	32	
380		136												
386														
392		126	113	118	119									
393														
395														
398														
399							99	68						
400														
402		8	17				153							
410														
412														
419		23												
425														
426														
427		36	139											
428							96							
431														

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
349						59			2	1	2	2	2	2	2
351	129								2	2	2	2	2	2	2
353	128								1	1	2	2	3	2	2
354						128			2	1	2	2	1	2	2
357	99								1	1	2	2	2	1	2
359	150					151	163		2	1	2	2	1	2	2
361									1	3	1	3	3	2	2
363						61			1	1	1	2	1	1	2
365						59			3	1	3	3	3	2	3
368									2	2	2	2	2	2	2
369									1	2	1	1	2	1	1
370	131	99							1	1	1	2	2	1	2
372	129					135			1	1	1	1	1	1	1
375									2	3	2	2	3	2	2
376									2	2	2	2	2	2	2
377	131	75				59			1	1	2	1	1	1	1
380									2	2	1	2	2	2	2
386	59								1	2	1	2	2	2	2
392						59	12	45	2	2	2	1	2	2	2
393									3	3	3	3	3	3	3
395									1	3	3	3	3	3	3
398									2	2	2	2	2	2	2
399									1	3	2	2	2	3	3
400									1	3	3	3	3	2	2
402									1	2	2	2	3	1	2
410	129								1	2	2	2	2	2	2
412						59	11	64	2	2	2	2	2	2	2
419	129	59							2	2	2	2	1	2	2
425	150	145				161			2	1	3	3	2	3	3
426	59								1	2	1	3	3	2	1
427									1	2	2	2	1	2	2
428									1	2	2	2	2	1	2
431						59			3	2	3	1	2	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
349	2	2							164						
351	1	2													
353	3	2	1						141						
354	2	2							86						
357	2	1	5						80						
359	1	1							157	151	163				
361	3	2	1										45	133	
363	2	1	1	21					15				17	45	55
365	1	1							163						
368	2	2													
369	2	2	32	114									147	80	
370	2	2	1						44				5	48	
372	1	1	1						69				83		
375	3	2													
376	2	2													
377	1	1	1	7					51						
380	2	2											86		
386	2	2	1										16	45	
392	2	2													
393	3	3													
395	3	3	1	68											
398	2	2													
399	3	3	36	112											
400	3	2	1												
402	2	3	1												
410	2	2	1												
412	2	1													
419	3	2													
425	1	2							41	150					
426	1	1	1										45	133	
427	2	2	3												
428	2	2	67	31											
431	3	3													

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
349														
351														
353														
354						138								
357										102				
359						163								
361														
363						23				10				
365														
368														
369		33	150							69	75			
370										69				
372		114				138				90				
375														
376														
377		33	1			7				54				
380														
386														
392		150	36	2										
393														
395														
398														
399														
400														
402										153				
410														
412														
419						23								
425														
426														
427						10	11							
428										96				
431		33	113											

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
349											
351					75	87					
353											
354											
357								59			
359					150			150			
361											
363								13			
365					128			59			
368											
369	63										
370											
372	150				68			69			
375											
376											
377	153				131			31			
380											
386											
392											
393											
395											
398											
399											
400											
402											
410											
412								11	12	64	
419											
425					150						
426	147				59			59			
427											
428											
431											

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
433	2	3	AZ	W	1	1	2	1	2	2	2	2	2	2	1	1	1	2	1	1
438	1	2	IL	MW	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1
439	2	3	IN	MW	1	1	2	2	1	2	2	2	2	2	1	1	2	1	2	1
440	1	3	CO	W	1	1	2	1	2	1	1	1	1	2	1	1	1	1	1	1
446	1	3	NY	NE	1	1	1	1	1	2	2	2	2	2	1	2	2	1	1	1
454	1	3	PA	NE	1	1	2	2	2	2	1	2	2	2	1	1	2	1	1	1
456	1	2	CO	W	1	1	1	2	1	2	1	2	2	2	1	2	3	1	1	1
462	1	2	FL	S	1	1	3	1	1	1	1	1	2	2	1	2	2	2	2	2
463	2	2	MI	MW	1	1	2	1	2	1	1	1	1	2	1	1	1	2	2	2
467	1	2	OH	MW	1	1	1	1	1	1	2	1	3	1	1	1	2	1	2	1
469	1	3	NY	NE	1	1	1	2	1	2	1	2	1	1	1	1	1	1	3	1
470	1	3	DE	S	1	1	2	2	2	2	1	2	1	1	1	2	2	1	1	1
473	1	2	CA	W	1	1	1	1	1	2	2	2	2	1	1	1	2	1	2	3
479	1	2	CA	W	1	1	1	1	1	1	1	1	1	1	1	2	1	1	2	1
480	1	2	CA	W	1	1	1	2	1	1	1	2	2	2	1	1	1	2	2	2
483	1	3	CA	W	1	1	1	1	1	1	1	2	1	1	1	1	1	1	2	1
484	1	2	CA	W	1	1	1	1	1	1	1	1	2	2	1	1	1	2	1	2
485	1	2	WI	MW	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
487	1	2	CA	W	1	1	1	1	1	1	2	1	2	2	1	2	2	2	2	2
493	1	2	CT	NE	1	1	1	2	2	2	1	1	2	2	1	1	2	1	3	1
495	1	3	IL	MW	1	1	1	1	2	2	2	2	1	1	1	2	1	1	1	1
498	1	3	NV	W	1	1	2	1	2	2	2	2	2	2	1	1	1	1	1	2
501	1	3	DE	S	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1
502	1	3	CA	W	1	1	1	2	2	1	1	2	3	2	1	1	1	2	2	1
504	1	3	LA	S	1	1	3	2	3	3	1	2	1	1	1	1	1	1	1	1
507	1	3	KY	S	1	1	1	1	1	1	2	2	2	2	1	1	1	1	2	1
511	1	3	PA	NE	1	1	2	1	2	2	1	1	1	2	1	2	2	1	1	2
515	1	2	CA	W	1	1	1	1	2	2	2	2	2	2	1	1	2	2	1	1
518	1	3	PA	NE	1	1	1	1	1	2	1	2	2	2	1	1	1	2	2	2
519	1	3	MD	S	1	1	1	2	1	1	1	2	1	1	1	2	2	1	1	1
521	1	3	GA	S	1	1	1	1	1	2	1	1	2	2	1	1	1	1	3	1
525	1	3	WI	MW	1	1	1	2	2	2	2	2	1	2	1	2	2	1	2	1
526	1	3	MN	MW	1	1	1	1	2	2	2	2	2	2	1	1	1	2	1	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
433	2	2	2	2	2	2							86	163	
438	2	2	2	2	2	2	1						45	85	
439	1	1	2	1	2	1	1	23	150						
440	2	1	1	2	2	1	1						87		
446	1	1	1	2	1	2	1						86	46	
454	1	2	2	2	2	2	33	1					85	52	
456	2	1	1	2	1	2	31	1	153				89		
462	2	2	1	2	2	2									
463	2	2	1	2	2	2									
467	1	3	1	3	2	3	2								
469	2	1	1	3	3	3	1	153							
470	1	2	2	2	1	2	152	163					41		
473	3	2	3	2	3	3	1								
479	1	1	2	2	2	2	97	2							
480	2	2	2	1	2	2									
483	2	1	1	2	1	1	69								
484	2	2	2	2	2	2							87		
485	2	3	1	2	1	1	74						85		
487	2	1	2	2	2	2									
493	3	3	1	3	3	3	153	155							
495	1	1	1	2	2	1	1	8					13	27	87
498	2	2	1	2	2	3	106	27	33				84		
501	2	2	2	2	1	2									
502	2	2	1	2	2	2									
504	1	2	1	2	2	2	63	99					42	29	36
507	2	2	1	2	2	2	1	33							
511	3	3	2	3	2	3	1	80	154				85	52	79
515	2	2	2	2	2	2							86		
518	2	2	3	2	1	2									
519	1	1	2	2	1	2	14	24	150	74			85	51	98
521	3	1	3	3	3	3	6	107							
525	1	2	2	2	2	2	1								
526	2	2	2	2	2	2							87		

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
433		45												
438		5												
439		45	69							27				
440		69	45											
446		13								122				
454		69	45							122				
456		158												
462														
463														
467		114								164				
469		69	132	22										
470		133	45							122				
473														
479		32	17							122	27			
480														
483		83												
484														
485		73	99											
487														
493		92	98	86	117	79	159	26	95					
495	64	69	5	115						32	8	13		
498														
501		143	136											
502		107	45											
504		69	5							122				
507		172												
511	93													
515		64												
518														
519		132	5							46	121			
521		133	45	54										
525		69	72	5						115				
526		5												



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
433														
438														
439		17									146			
440		23					92							
446		18					63							
454														
456		17	112				99	111						
462							102							
463							100							
467							143							
469		83	153				99	64						
470														
473														
479		18												
480											150			
483		69					69							
484														
485							98							
487		137	139											
493							110	91	76	150				
495		126	34	154			65	112	70					
498							111							
501														
502							69	110						
504							99	68						
507							164							
511														
515														
518														
519		35	18	67	73	23								
521		10	9	31										
525														
526														

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
433									2	2	1	2	2	2	2
438									1	2	2	2	2	2	2
439						60			2	2	2	2	1	2	1
440						59			1	1	1	2	1	2	2
446	67								2	2	1	1	2	2	1
454									1	2	2	2	1	2	2
456	59								1	2	1	1	2	2	3
462									2	1	2	2	2	2	2
463									2	2	2	2	1	1	2
467									1	3	1	2	3	1	3
469									1	2	2	2	1	2	3
470	128								2	1	2	2	2	2	2
473									2	2	1	3	1	3	2
479									1	2	1	2	1	2	2
480									1	2	2	2	2	2	2
483	69					69			1	2	2	2	2	2	2
484									2	2	2	2	2	2	2
485	85					150			1	2	1	2	1	2	2
487									2	2	2	2	1	2	2
493									1	1	1	3	3	1	3
495						59	63	161	1	1	1	2	1	2	1
498									2	1	2	2	2	1	2
501	135	145							2	2	2	2	2	2	2
502									2	2	2	2	2	2	2
504									1	1	1	3	2	1	2
507									1	2	2	2	2	1	2
511									1	1	1	3	3	2	3
515									2	2	2	2	2	2	2
518	59								2	2	2	2	2	2	2
519	83	60	59						1	1	1	2	1	2	1
521									1	3	2	3	1	3	3
525									1	1	1	2	1	2	2
526									1	2	1	2	2	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
433	2	2											45		
438	2	2	1												
439	2	1													
440	1	1	1						87				69	45	
446	2	2											5		
454	2	2	1												
456	2	2	1	117									158		
462	1	2							41						
463	2	2													
467	2	3	164										54	29	
469	3	3	63	153											
470	2	2							163						
473	1	3											1	34	
479	2	1	1	28									132	19	
480	2	2	164												
483	2	2	69												
484	2	2													
485	2	3	150										73		
487	2	2													
493	3	3	73	150	77				41	87			88		
495	1	1	1	150	35	153	112		12	79	83	13	5	69	41
498	1	3							46						
501	1	2													
502	2	2													
504	2	2	63						87				69	5	
507	2	2	164												
511	2	3	1						46	77	69	64	132	133	5
515	2	2													
518	1	2													
519	1	2	74	117	24	22	46	19	69	85	40		132	5	126
521	3	3	1												
525	2	1	23						42				5		
526	2	2	2	3									45		

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
433														
438														
439						63								
440						1								
446		69												
454						17	18	118						
456		123	1	25	22									
462														
463						137	145	112		100				
467										68				
469						23	18							
470														
473						63								
479						1	18	12						
480														
483														
484														
485						98								
487						137	139							
493										126	154	65		
495						23	1	122	126					
498										67				
501														
502														
504										99	68	106		
507										90				
511														
515														
518														
519	128					23	74							
521						10	9	31						
525						23								
526														

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
433											
438											
439	81	63						83			
440					59			59			
446	163										
454											
456											
462					131						
463											
467											
469											
470											
473					36						
479								59	32	150	
480											
483											
484											
485											
487											
493											
495	163	152			59	13		59	23	40	
498					57	69					
501					69	145					
502											
504											
507											
511											
515											
518					59						
519	74	147	146		59	130					
521											
525								59			
526											

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
528	1	2	MO	MW	1	1	1	2	2	1	1	2	1	2	1	2	2	2	1	2
531	1	2	TX	S	1	1	1	2	2	2	2	1	2	2	1	1	1	3	3	2
533	1	3	PA	NE	1	1	1	1	1	1	1	1	1	2	1	1	1	2	2	2
534	1	2	WA	W	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2
556	1	2	MD	S	1	1	1	1	1	1	1	1	1	1	1	1	1	3	1	1
573	1	2	FL	S	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3
574	1	2	IL	MW	1	1	2	1	2	2	2	2	2	2	1	1	1	1	3	3
583	1	2	IN	MW	1	1	2	1	2	2	2	2	1	1	1	2	2	1	1	1
596	1	2	GA	S	1	1	1	2	1	1	2	2	2	2	1	1	2	1	2	1
607	2	2	PA	NE	1	1	2	1	1	1	2	2	1	1	1	1	1	1	2	2
610	1	2	NY	NE	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1
612	1	2	TN	S	1	1	1	1	1	2	1	2	2	2	1	2	2	2	2	1
621	1	2	MN	MW	1	1	2	1	2	2	2	2	2	1	1	1	1	1	2	2
625	1	2	IL	MW	1	1	1	1	1	1	1	1	2	1	1	2	2	2	2	1
627	1	2	NJ	NE	1	1	2	2	1	2	1	2	2	1	1	1	1	2	2	2
631	1	2	CT	NE	1	1	1	2	2	2	2	1	1	2	1	1	1	3	3	1
633	1	2	MN	MW	1	1	1	1	2	2	1	2	2	2	1	2	2	2	3	2
638	1	2	FL	S	1	1	1	1	3	1	3	3	1	1	1	1	1	1	3	1
639	1	2	PA	NE	1	1	1	2	1	1	1	1	2	1	1	2	2	2	1	1
651	1	2	FL	S	1	1	1	1	1	1	1	1	2	2	1	1	1	1	3	3
652	1	2	VA	S	1	2	1	1	1	1	1	1	2	2	1	2	2	1	1	2
657	2	2	NY	NE	1	1	1	1	2	2	1	2	1	2	1	2	1	3	1	2
662	1	2	TX	S	1	1	1	1	1	1	1	1	2	2	1	1	1	1	3	1
670	1	2	FL	S	1	1	2	2	1	1	1	1	2	2	1	1	1	1	3	1
685	1	2	FL	S	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3
690	1	2	OH	MW	1	1	1	1	1	1	1	1	1	2	1	1	1	2	2	2
693	1	2	WI	MW	1	1	2	2	2	2	1	2	1	1	1	2	2	1	1	2
702	2	2	NM	W	1	1	1	1	2	1	2	2	2	2	1	1	1	1	2	1
710	2	2	OK	S	1	2	1	1	2	2	2	2	2	2	1	2	2	2	2	3
725	1	2	CA	W	1	1	1	2	2	2	2	2	1	2	1	1	1	1	1	1
726	2	2	NC	S	1	1	1	1	1	1	2	2	1	1	1	1	1	1	1	2
728	1	2	TX	S	1	1	1	1	1	1	2	2	2	1	1	2	1	2	1	2
730	1	2	PA	NE	1	1	1	1	1	2	1	1	2	1	1	1	2	2	2	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
528	1	1	1	1	2	1							87		
531	3	3	3	3	3	3									
533	2	2	1	2	2	2									
534	2	2	2	2	2	2							142		
556	3	1	2	3	3	2							46		
573	3	3	3	3	3	3									
574	3	3	3	3	3	3	23	74							
583	2	3	1	3	3	1	1						89		
596	1	1	2	2	2	2	110								
607	1	1	1	3	1	2	164								
610	1	2	1	2	1	2									
612	2	2	2	2	2	2									
621	2	2	2	2	2	2	74	80	1	83					
625	1	2	2	2	2	2									
627	2	2	2	2	2	2									
631	3	3	2	3	3	2									
633	3	3	2	3	2	3									
638	2	3	3	3	1	1	1								
639	1	2	2	2	1	2							46		
651	2	3	3	3	2	2	1								
652	1	1	1	1	2	2	1						41		
657	2	1	2	3	1	2							86		
662	1	1	1	1	3	1	73	74	27						
670	1	3	2	2	1	1	1	77	74						
685	2	3	3	3	3	2									
690	2	2	2	2	2	2									
693	2	2	2	2	2	2	1						86	51	
702	1	1	1	1	1	1	1								
710	2	2	2	2	2	2									
725	1	2	2	2	2	1	94						85		
726	1	1	1	1	2	1	157						112	31	
728	2	1	2	2	2	2							42		
730	2	2	2	2	1	2									

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
528										123	25			
531														
533														
534														
556		5												
573														
574														
583		132	5											
596		132	5							122				
607										122	114			
610		82								126				
612		137												
621														
625		54	45							36	145			
627														
631		28												
633														
638		45												
639		33	31							142				
651														
652										122				
657														
662		57	150	60						74	27	83	1	
670		92	148							122				
685														
690														
693														
702		69	5							24	121	124		
710														
725		57	138							123				
726										122	113	124		
728														
730		54												



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
528		119					153	150			31	36	150	
531														
533							102							
534														
556		48												
573														
574														
583							99	151						
596		136												
607		22					104	90						
610							68							
612														
621														
625														
627														
631														
633														
638														
639														
651														
652		18					90				146			
657		139												
662		14	27	1			40	39	81	146	74	81	80	33
670														
685														
690														
693														
702		1	17				97				150			
710														
725														
726		68					68				83	77	82	127
728		69	46											
730														

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
528						145			2	1	2	2	1	2	1
531									3	3	2	3	3	3	2
533									2	2	2	2	2	1	2
534									2	2	2	2	2	2	2
556									3	3	3	1	3	3	3
573									3	3	3	3	1	3	3
574									1	3	3	3	3	3	3
583						149			1	3	1	3	3	2	3
596									2	2	2	2	2	2	2
607	131	133							1	3	1	3	2	3	1
610	68								2	2	1	1	2	2	2
612									2	2	1	2	2	2	2
621									1	2	2	2	2	2	2
625									1	2	2	2	2	2	2
627									2	2	2	2	2	2	2
631									2	3	1	2	3	3	3
633									2	3	2	3	3	2	3
638	59					59			1	3	2	2	3	3	3
639	128								1	2	2	2	2	2	2
651									3	3	3	1	3	3	3
652									2	1	1	2	2	2	2
657	128								2	2	2	2	2	2	2
662						59	33	32	1	3	1	1	1	1	1
670	128	68				149	116		1	3	2	1	3	1	2
685									3	3	3	2	3	3	3
690									2	2	2	2	2	2	2
693									1	1	1	2	2	2	2
702	59					162			2	2	2	1	2	2	1
710									2	2	3	2	2	2	2
725						129			1	1	2	1	2	2	1
726						106	163		2	2	1	2	2	2	1
728									2	1	2	2	1	2	2
730	130								2	2	2	2	2	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
528	2	1							87	50					
531	2	3													
533	2	2													
534	2	2													
556	3	2													
573	3	3													
574	3	3	23	74											
583	3	3	1										5		
596	2	2													
607	3	2	1										137		
610	1	2											172		
612	2	2											172		
621	2	2	164												
625	2	2	1												
627	2	2													
631	3	2											138		
633	2	3													
638	3	3	1												
639	2	2	4												
651	2	3													
652	2	1							46				49		
657	2	2													
662	3	1	1	73	83								17	60	94
670	1	1	1												
685	3	2													
690	2	2													
693	1	2	1						51				45	48	
702	2	2													
710	2	2													
725	2	1	164						85						
726	2	2											159	26	160
728	2	2							42						
730	1	2													

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
528						150								
531														
533										26	44			
534														
556		122												
573						68								
574														
583														
596														
607														
610		68												
612														
621														
625														
627														
631														
633														
638														
639														
651		27												
652														
657														
662	97	126	74	83		1	27	122		77	39	81		
670		122								68				
685														
690														
693														
702		22												
710														
725		123												
726	161													
728						46	69							
730														

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
528	150							71			
531											
533											
534											
556											
573											
574											
583											
596											
607	147	114									
610					27						
612											
621											
625											
627											
631											
633											
638											
639											
651											
652								59			
657											
662	81	77						33	36		
670					68	57		149	115		
685											
690											
693					59						
702	150										
710											
725	39							129			
726	150										
728											
730					130						

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
738	1	2	NC	S	1	1	1	1	1	1	1	1	1	2	1	1	1	2	2	2
745	2	2	TX	S	1	1	1	1	1	1	1	2	2	2	1	1	1	1	1	1
750	1	2	CA	W	1	1	2	2	2	1	2	2	2	2	1	1	1	2	2	2
752	1	2	NY	NE	1	1	2	1	2	1	2	1	1	2	1	1	1	1	1	1
782	1	2	NY	NE	1	1	3	1	1	1	1	1	2	1	3	1	1	2	2	2
792	1	2	FL	S	1	1	2	1	2	1	1	1	2	1	1	1	1	2	2	2
796	1	2	DC	S	1	1	1	1	1	1	1	1	2	1	1	2	1	1	1	1
830	1	2	FL	S	1	1	1	1	2	2	2	2	2	2	1	1	1	1	1	1
839	1	2	CT	NE	1	1	1	2	1	2	1	1	2	2	1	1	1	2	2	2
868	1	2	PA	NE	1	1	1	1	1	1	1	1	1	1	1	1	1	3	3	3
871	1	2	NY	NE	1	1	1	1	2	2	2	1	2	2	1	1	2	2	2	1
873	2	2	MA	NE	1	1	1	2	2	2	1	2	2	2	2	1	1	2	2	2
876	1	2	NY	NE	1	1	2	1	1	2	1	1	1	2	2	2	1	2	3	2
877	1	3	SC	S	1	1	1	1	2	2	2	2	2	2	1	2	2	1	2	1
878	1	3	FL	S	1	1	1	1	2	2	1	2	2	2	1	1	2	1	1	1
879	1	2	OH	MW	1	1	1	1	1	1	1	2	2	2	1	1	1	2	3	2
881	1	2	PA	NE	1	1	1	1	1	2	1	1	2	2	1	1	1	2	2	2
882	1	3	MI	MW	1	1	2	1	1	2	1	2	2	2	1	1	2	1	1	1
888	1	3	PA	NE	1	1	2	2	2	2	2	1	2	2	1	2	2	1	1	1
891	2	2	IL	MW	1	1	1	1	1	1	2	2	3	3	1	1	1	2	2	2
892	1	3	TX	S	1	1	2	2	1	1	2	1	2	1	1	1	2	1	2	1
895	1	2	KS	MW	1	1	1	1	1	1	2	2	2	1	1	1	1	1	2	2
905	1	2	IL	MW	1	1	2	1	2	2	3	3	1	3	3	1	2	1	2	1
913	1	2	WI	MW	1	1	1	1	3	3	3	3	1	2	1	2	2	1	1	1
928	1	2	MD	S	1	2	2	1	2	2	2	2	2	2	1	2	2	1	3	3
930	2	2	GA	S	1	1	1	2	2	1	2	1	1	1	1	1	1	1	1	1
939	2	2	CA	W	1	1	2	1	3	2	2	2	1	2	1	2	2	1	3	1
946	2	2	CA	W	1	1	1	1	3	1	1	1	1	3	1	1	1	1	1	1
954	1	2	GA	S	1	1	1	1	2	1	1	1	1	1	1	1	1	1	2	1
987	1	2	KY	S	1	1	1	1	1	1	1	2	1	2	1	1	1	1	1	1
1006	1	2	TN	S	1	1	1	1	1	1	1	1	1	3	1	1	1	3	3	1
1014	1	2	AL	S	1	1	1	1	1	1	1	1	1	2	1	1	2	1	1	1
1017	1	2	FL	S	1	1	1	2	1	2	2	1	2	2	1	1	1	2	2	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
738	2	2	2	2	2	3									
745	3	1	2	1	1	1	5						41		
750	2	2	1	2	1	2									
752	1	1	2	2	1	1	1	14					129	85	
782	2	2	1	2	2	1									
792	2	2	2	2	2	2									
796	3	1	1	3	2	2	2	150					105	32	
830	2	1	1	2	1	2	1	163	150				29	42	
839	2	2	1	2	2	2									
868	3	3	3	3	3	3									
871	1	2	2	2	2	2									
873	2	2	2	2	2	2									
876	2	3	3	2	3	3									
877	2	2	2	2	2	2	1	47							
878	2	1	1	1	2	2	33	1					33		
879	2	2	2	2	1	2									
881	2	2	1	2	1	2									
882	1	1	2	3	3	3	1	47					42	51	
888	2	1	1	2	2	2	7	1					46	51	
891	2	2	3	1	2	2									
892	2	2	1	2	2	2	110	157							
895	2	2	2	2	2	2	1								
905	2	3	2	2	2	2	1								
913	3	3	3	3	3	3	126						41		
928	2	1	2	2	2	2	2								
930	2	3	1	2	2	3	1						89	44	
939	1	1	2	2	2	2	1								
946	1	1	1	1	1	1	68						41		
954	2	1	2	2	2	2	26								
987	2	3	1	2	3	3	1	27	72				85		
1006	3	3	3	3	3	3									
1014	2	1	1	1	1	2	1	27					85		
1017	2	2	1	1	1	2									

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
738														
745		1	5	67										
750														
752		57	45							22	35			
782														
792														
796		172												
830		5	90	86	87	26								
839														
868														
871		5								27	121			
873														
876														
877		133	1	5										
878		5												
879														
881														
882		69	5							33	74			
888		69	5											
891														
892		112												
895														
905		51												
913		149	82											
928														
930		137												
939		132	45							122	124	113		
946		5	133	83						122	69			
954		5												
987		54	66	65										
1006		109												
1014		42	157											
1017		84	103											



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
738														
745		144	118	114	17						159	152	160	
750							68							
752		139	136											
782							164							
792														
796		164					83	99						
830		18					153	163						
839							74							
868														
871														
873														
876														
877														
878		26					99				74	158		
879														
881							126							
882		17												
888		17	33				105							
891											164			
892							106	110						
895														
905														
913														
928		10												
930							102	37	117					
939		10	18											
946		68					90	102	68		126	147		
954		1	17											
987							75	73						
1006														
1014		116	14				102	90			146			
1017							67	109			45	146		

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
738									2	2	2	2	2	2	2
745	50	32	49			59	49		1	1	1	1	1	2	2
750	68								2	2	2	2	1	1	2
752	145	131				128	163		1	2	1	1	1	2	2
782						164			2	2	2	2	3	2	2
792									2	2	1	2	2	2	2
796									3	3	3	2	2	2	3
830	135								2	2	1	2	2	2	2
839									2	2	2	2	2	1	2
868									3	3	3	3	3	3	3
871									2	2	1	2	2	3	3
873									2	2	2	2	2	2	2
876									3	2	3	3	2	2	2
877									1	2	1	2	2	2	2
878									1	1	2	2	1	2	2
879	135								2	1	2	2	2	2	2
881	129								2	2	2	2	2	2	2
882									2	1	1	2	1	2	3
888									1	1	2	2	2	2	2
891									3	2	2	2	1	2	2
892									1	2	2	2	2	2	2
895									2	2	2	2	2	2	2
905									1	2	3	2	3	2	2
913									1	3	1	3	3	3	3
928									2	2	2	2	2	2	2
930									1	1	1	2	3	1	1
939									1	3	2	3	3	2	2
946	128	69				128	69		2	2	1	2	2	2	2
954									2	2	2	2	2	2	2
987									1	2	1	2	3	2	3
1006									3	3	3	3	3	3	3
1014	129								2	1	2	1	3	2	3
1017	67	69							2	2	1	2	2	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
738	2	1													
745	2	1	1						29	41			45	2	
750	2	2													
752	1	1	1	33									9	17	142
782	2	2													
792	2	2											83		
796	2	1													
830	2	2											107		
839	2	2													
868	3	3													
871	3	2											5		
873	2	2													
876	3	2													
877	2	2	1	47									133	5	
878	2	2	1	33					71						
879	2	2							98						
881	2	2													
882	3	3							46				132		
888	2	2	7	1					46						
891	3	2													
892	2	2	1	23											
895	2	2													
905	2	2	1												
913	3	3	126										92	129	66
928	2	2													
930	1	3	1	6	83	98			32	27			38	43	
939	3	3	1	74											
946	1	1											82		
954	2	2													
987	3	3	1										92	89	
1006	3	3													
1014	1	2							94						
1017	2	2											138	153	

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
738														
745		122	113			1	17	113						
750						68				68				
752		117	34			14	17							
782														
792														
796														
830														
839										74				
868														
871														
873														
876														
877														
878						26								
879														
881														
882						17								
888														
891						127								
892														
895														
905														
913														
928														
930										37	10	50		
939														
946														
954														
987														
1006														
1014		122												
1017														

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
738								164			
745								59	13		
750											
752					150	133		163	59		
782											
792											
796								112	63	83	
830											
839											
868											
871											
873											
876											
877											
878											
879											
881											
882											
888											
891											
892											
895											
905											
913											
928											
930	83	67	150		1	22	11				
939											
946					69	32	135	68			
954											
987											
1006											
1014					142						
1017											

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
1018	1	2	FL	S	1	2	2	1	2	2	2	1	2	1	2	2	2	3	3	1
1023	1	2	NC	S	1	1	1	1	1	2	2	1	3	2	1	1	1	3	2	2
1028	1	2	FL	S	1	1	1	1	1	2	2	2	1	1	1	1	1	2	1	1
1042	1	2	ID	W	1	1	1	1	1	1	1	1	2	2	1	1	1	1	1	1
1049	1	2	NC	S	1	1	1	1	1	1	1	1	1	1	1	1	1	2	1	2
1053	1	2	UT	W	1	1	1	1	2	2	1	2	2	1	1	1	2	1	1	1
1059	1	2	CA	W	1	1	1	2	2	1	2	2	2	1	1	2	2	2	2	2
1063	1	2	TX	S	1	1	1	1	1	2	2	1	3	2	1	1	1	1	2	1
1064	1	2	LA	S	1	1	1	2	1	2	2	2	2	2	1	2	2	2	2	2
1068	1	2	GA	S	1	1	2	1	1	2	2	1	2	2	1	1	1	1	2	2
1071	1	2	NC	S	1	2	1	1	2	2	2	2	2	2	1	1	2	1	1	1
1075	1	2	MD	S	1	1	1	1	1	1	1	1	2	2	1	1	1	3	2	1
1080	1	2	GA	S	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1
1081	1	2	FL	S	1	1	1	1	1	1	2	2	1	2	1	2	2	1	2	1
1083	1	2	TX	S	1	1	2	1	2	1	1	2	2	2	1	2	2	2	1	1
1088	1	2	MD	S	1	2	1	3	1	3	3	1	1	3	1	1	2	3	3	1
1093	1	2	AL	S	1	1	1	1	1	1	1	1	2	2	1	2	2	1	3	1
1095	1	2	TN	S	1	1	1	1	1	1	2	1	2	2	1	1	1	1	2	1
1100	1	2	GA	S	1	1	1	1	2	1	1	2	1	2	1	1	2	1	1	1
1102	1	2	KY	S	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1
1104	1	2	AL	S	1	1	1	1	1	2	2	1	2	1	1	2	2	1	1	1
1108	1	2	FL	S	1	1	2	2	1	1	2	1	2	2	1	1	1	2	2	1
1124	1	2	SC	S	1	1	1	2	1	2	2	2	2	2	1	1	1	2	2	2
1125	1	2	MD	S	1	1	1	2	2	2	2	2	2	2	1	1	1	3	3	1
1128	1	2	TX	S	1	1	1	1	2	2	2	2	2	2	1	2	2	1	3	1
1134	1	2	NC	S	1	1	1	1	2	2	2	2	2	1	1	2	2	1	3	1
1139	1	2	CA	W	1	1	1	1	1	2	1	1	1	2	1	1	1	1	1	1
1141	1	2	TX	S	1	1	2	1	2	1	1	1	1	2	1	1	1	1	1	2
1144	1	2	MS	S	1	1	2	1	1	1	2	1	2	2	1	1	2	1	2	1
1145	1	2	MD	S	1	1	1	1	1	1	1	1	1	2	1	1	1	1	2	1
1148	1	2	TN	S	1	1	1	1	1	1	1	2	1	2	1	1	1	2	1	2
1156	1	2	OK	S	1	1	1	1	2	1	2	2	2	2	1	1	1	1	1	1
1160	2	2	NC	S	1	1	1	1	2	1	1	1	2	2	1	1	1	1	1	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
1018	3	3	3	2	2	3									
1023	1	2	1	3	2	3									
1028	2	1	1	2	2	2							86		
1042	1	2	1	2	1	2	1						64		
1049	2	2	2	2	2	2							49		
1053	2	2	2	2	2	2	3						87		
1059	2	2	2	2	2	2									
1063	2	3	2	2	3	2	5								
1064	2	2	2	2	2	2									
1068	2	2	2	2	2	2	150								
1071	3	3	1	2	3	2	1	23					86	46	
1075	2	2	1	2	2	1									
1080	2	1	2	2	1	1	1						43		
1081	1	2	2	2	2	2	1								
1083	2	2	2	2	2	2							41	85	
1088	3	3	3	3	3	3									
1093	2	2	1	2	2	2	1								
1095	2	3	2	2	2	2	110	14	106						
1100	2	1	2	2	1	2	1	50					42	85	
1102	1	2	1	2	2	2									
1104	2	2	2	2	2	1	1						85		
1108	2	1	2	2	2	2									
1124	2	2	2	2	2	2									
1125	1	2	3	3	3	2									
1128	2	3	1	2	2	2	1								
1134	3	3	3	3	3	3	5	21	153	28					
1139	2	1	2	2	2	1	1						87		
1141	2	2	1	3	2	3	117	7					85	42	
1144	1	2	2	2	1	2	1	80							
1145	2	2	2	2	2	2	47	1							
1148	2	2	2	2	2	2							86		
1156	1	1	1	1	1	1	1						94		
1160	2	1	2	2	1	2	21						85		

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
1018		45	132											
1023										122				
1028		131	57											
1042		123								68				
1049														
1053		137	79	116										
1059														
1063		132	49											
1064														
1068														
1071		45												
1075		66												
1080		31												
1081		5								122				
1083		69	5											
1088		163												
1093		45	36											
1095		5	13	123										
1100		62	13											
1102		29								122				
1104		45												
1108		69	5											
1124														
1125		35								122				
1128		133	45	29										
1134		79	98											
1139		137												
1141														
1144		45								114				
1145		132	5											
1148														
1156		69	13							114				
1160		45												



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
1018														
1023							105							
1028		18					90	69						
1042							26							
1049														
1053														
1059														
1063														
1064														
1068														
1071							55							
1075							69	115						
1080		145												
1081														
1083														
1088														
1093							103							
1095														
1100		47												
1102							90							
1104														
1108		19												
1124														
1125														
1128							90							
1134														
1139		18												
1141							102	67						
1144														
1145														
1148														
1156		27					90				126			
1160		17												

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
1018									3	3	1	3	3	3	2
1023									3	2	2	3	3	2	3
1028									1	2	1	3	1	2	2
1042	27								1	1	1	1	1	1	2
1049									2	2	2	2	2	2	2
1053									2	2	2	2	2	2	2
1059									2	2	2	2	2	2	2
1063									2	2	1	2	3	2	2
1064									2	2	2	2	2	2	2
1068									2	2	2	2	2	2	2
1071									1	1	3	2	3	3	3
1075						59			2	2	1	2	2	2	2
1080	134					59			1	1	2	2	1	2	2
1081									1	2	1	2	2	2	2
1083									2	2	2	2	2	2	2
1088									3	3	3	3	3	3	3
1093									2	2	2	2	3	2	2
1095									2	2	2	2	2	2	2
1100	68	150							1	1	1	2	1	2	2
1102									2	2	2	2	2	2	2
1104						59			2	2	1	2	2	2	2
1108									2	2	1	2	2	2	2
1124									2	2	2	2	2	2	2
1125									3	3	1	2	2	3	3
1128									1	3	1	2	3	2	2
1134									1	3	1	3	3	3	3
1139						59	69		1	1	1	2	1	2	2
1141									1	2	2	3	1	1	3
1144	59	78							2	2	1	2	2	2	2
1145									2	2	2	2	2	2	2
1148									2	2	2	2	1	2	2
1156	128					60			1	1	1	1	1	1	2
1160	32	30							1	2	2	2	1	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
1018	2	3											45		
1023	1	3													
1028	2	2	1										5		
1042	1	2	1						26				82		
1049	2	2													
1053	2	2													
1059	2	2													
1063	3	2											132	46	
1064	2	2													
1068	2	2													
1071	3	2	1	23					50						
1075	2	2											92		
1080	1	1	1						87						
1081	2	2	1										45	69	
1083	2	2													
1088	3	3													
1093	2	2													
1095	2	2													
1100	1	2	46	105					46				113		
1102	2	2													
1104	2	2											45		
1108	2	2											123		
1124	2	2													
1125	3	2											35		
1128	3	2	1										133	45	
1134	3	3	1	21									79	124	154
1139	2	2	1						42				54	137	
1141	2	3	150	14	163										
1144	2	2											133	45	
1145	2	2													
1148	2	2													
1156	1	1	27						42				132	55	
1160	1	2	21												

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
1018														
1023														
1028						26								
1042		68				1	68			130				
1049														
1053														
1059														
1063														
1064														
1068														
1071														
1075														
1080						98								
1081														
1083														
1088														
1093														
1095														
1100						163								
1102														
1104														
1108														
1124														
1125														
1128														
1134	25													
1139						18								
1141						18				90	31			
1144														
1145														
1148						17	18							
1156		126				18				78				
1160						117								

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
1018											
1023					129						
1028											
1042					27						
1049											
1053											
1059											
1063											
1064											
1068											
1071											
1075											
1080					99			32			
1081											
1083											
1088											
1093											
1095											
1100					59						
1102											
1104											
1108											
1124											
1125											
1128											
1134											
1139											
1141											
1144											
1145											
1148											
1156					59	60		49			
1160					71						

respid	q20	q30	q50state	q50regn	q60	q70	q80_1	q80_2	q80_3	q80_4	q80_5	q80_6	q80_7	q80_8	q90	q100	q110	q170_1	q170_2	q170_3
1169	1	2	OR	W	1	1	1	1	1	1	1	1	2	2	1	2	2	2	1	2
1174	1	2	AZ	W	1	1	1	1	1	1	2	1	2	2	1	2	2	1	2	1
1176	1	2	TX	S	1	1	1	2	2	1	1	2	2	1	1	1	1	1	1	1
1180	1	2	OR	W	1	1	1	1	1	1	2	1	2	2	1	1	1	1	1	1
1181	1	2	CO	W	1	1	1	1	3	3	1	2	3	3	1	2	2	2	2	2
1182	1	2	FL	S	1	1	1	3	3	1	2	1	2	1	1	1	1	1	3	1
1227	1	2	KY	S	1	1	1	2	2	1	2	2	2	2	2	1	1	2	2	2
1229	2	2	CA	W	1	1	2	2	2	1	1	1	1	2	1	1	1	2	2	2
1270	1	2	IL	MW	1	1	1	1	1	1	1	1	2	2	1	1	1	1	3	2
1281	2	2	TX	S	1	2	2	1	1	1	1	1	1	2	1	1	1	3	3	1
1287	2	2	AR	S	1	1	2	1	2	2	2	2	2	2	1	1	1	1	1	1
1300	1	2	NY	NE	1	1	2	1	2	1	1	1	1	1	1	1	1	1	1	1
1312	1	2	IN	MW	1	1	1	1	1	1	2	2	1	2	1	1	1	2	2	1
1313	1	2	KS	MW	1	1	1	1	1	2	2	1	2	2	1	1	1	2	2	1
1318	1	2	NY	NE	1	1	2	2	1	1	2	2	2	1	1	1	1	1	2	1

respid	q170_4	q170_5	q170_6	q170_7	q170_8	q170_9	q180_A1	q180_A2	q180_A3	q180_A4	q180_A5	q180_A6	q180_B1	q180_B2	q180_B3
1169	2	2	2	2	2	2							41	84	
1174	1	2	1	2	2	1	1								
1176	1	1	1	1	1	1	2						88		
1180	2	2	1	2	1	1	4						87		
1181	2	2	2	2	2	2									
1182	1	1	1	2	3	3	1								
1227	2	2	2	2	2	2									
1229	2	2	2	2	2	2									
1270	2	3	2	2	3	3	1	24							
1281	2	1	3	3	3	3									
1287	1	3	3	2	1	1	5	24					85		
1300	2	2	1	2	3	2	3						41		
1312	2	1	1	2	2	2									
1313	1	2	2	2	2	2									
1318	2	1	1	2	1	1	47								

respid	q180_B4	q180_C1	q180_C2	q180_C3	q180_C4	q180_C5	q180_C6	q180_C7	q180_C8	q180_D1	q180_D2	q180_D3	q180_D4	q180_D5
1169														
1174		5								121				
1176		5	31	138						117	121			
1180		133	5											
1181														
1182		45	133							122				
1227														
1229														
1270														
1281		57												
1287		5								122				
1300		70												
1312		132	54											
1313		54	23							36	114			
1318		5												



respid	q180_D6	q180_E1	q180_E2	q180_E3	q180_E4	q180_E5	q180_F1	q180_F2	q180_F3	q180_F4	q180_G1	q180_G2	q180_G3	q180_G4
1169														
1174							90							
1176		119					143	91			143			
1180							91							
1181														
1182		119					90							
1227														
1229														
1270														
1281		35	136	39	1									
1287														
1300							90	79						
1312		83	10				129							
1313														
1318		48					90							

respid	q180_H1	q180_H2	q180_H3	q180_H4	q180_H5	q180_I1	q180_I2	q180_I3	q190_1	q190_2	q190_3	q190_4	q190_5	q190_6	q190_7
1169									2	2	2	2	2	2	2
1174						59			2	2	1	2	2	2	2
1176	30					30			1	1	1	1	1	1	2
1180	130					59			1	1	1	1	2	3	2
1181									2	2	2	2	2	2	2
1182									1	3	3	1	3	1	2
1227									2	2	2	2	2	2	2
1229									2	1	1	2	2	2	2
1270									3	3	2	2	3	2	2
1281									3	3	3	2	1	3	3
1287	130					115			1	3	1	3	3	3	3
1300									1	3	1	2	2	3	2
1312									1	2	2	1	1	2	2
1313									2	2	1	2	2	3	2
1318	128					59			1	2	1	2	1	2	2

respid	q190_8	q190_9	q200_A1	q200_A2	q200_A3	q200_A4	q200_A5	q200_A6	q200_B1	q200_B2	q200_B3	q200_B4	q200_C1	q200_C2	q200_C3
1169	1	2													
1174	1	2											137		
1176	1	1	28						143				134	132	138
1180	1	2	1						42				151	5	
1181	2	1													
1182	3	3	1												
1227	2	2													
1229	2	2							98				133		
1270	3	3													
1281	3	3													
1287	3	3	74										132		
1300	3	3	1	73	80								70		
1312	2	2	4												
1313	3	1											23	54	
1318	1	1	47										5		

respid	q200_C4	q200_D1	q200_D2	q200_D3	q200_D4	q200_E1	q200_E2	q200_E3	q200_E4	q200_F1	q200_F2	q200_F3	q200_F4	q200_F5
1169														
1174														
1176		143				143				143				
1180		122												
1181														
1182		164								90				
1227														
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1281						17								
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1312		116				20								
1313														
1318						48								

respid	q200_G1	q200_G2	q200_G3	q200_G4	q200_H1	q200_H2	q200_H3	q200_I1	q200_I2	q200_I3	q200_I4
1169					134	135					
1174					128						
1176					143			143			
1180					130						
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1287											
1300											
1312											
1313								36	72		
1318					128			128			

# Exhibit G

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**Q180/185/200/205**

**What name says about cigar (Names 1,2,4-9)**

**Positive/Neutral (Grand Net)**

**Taste (Net)**

**Sweet Taste (SubNet)**

- 001 Sweet/sweeter taste
- 002 Slightly sweet/has a little bit of a sweet taste
- 003 Sweet/sweetened at the tip
- 004 Sweet aftertaste
- 005 Comes in sweet flavors
- 006 Other Sweet Taste Mentions (List)

**Mild/Light Taste (SubNet)**

- 007 Mild/milder taste
- 008 Light/lighter taste
- 009 Other Mild/Light Taste Mentions (List)

**Smooth/Mellow Taste (SubNet)**

- 010 Smooth taste
- 011 Other Smooth/Mellow Mentions (List)

**Full/Strong Flavor (SubNet)**

- 012 Rich taste
- 013 Bold/robust taste
- 014 Flavorful/full flavor
- 015 Strong taste/flavor
- 016 Other Full/Strong Flavor Mentions (List)

**Flavored (SubNet)**

**Specific Flavor (Sub-SubNet)**

- 017 Coffee flavored/has a coffee taste/flavor
- 018 Crème flavored/has a crème/creamy taste/flavor
- 019 Vanilla flavored/has a vanilla taste/flavor
- 020 Chocolate flavored/has a chocolaty taste/flavor
- 021 Fruit flavored (All mentions)
- 022 Other Specific Flavor Mentions (List)

**Miscellaneous Flavored**

- 023 It's a flavored cigar
- 024 Comes in different flavors/a variety of flavors
- 025 Other Miscellaneous Flavored Mentions (List)

**Miscellaneous Taste**

- 026 The taste/flavor/tells you the taste/flavor (Unspec)
- 027 Good/better taste
- 028 Different/unusual taste
- 029 Cuban taste/tastes like a Cuban cigar
- 030 Classic/authentic/old-fashioned taste/flavor
- 031 Classy/refined/premium/top-of-the-line taste
- 032 Other Miscellaneous Taste Mentions (List)

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**Mild/Light (Net)**

- 033 Mild/milder/it's a mild cigar
- 034 Light/lighter/it's a light cigar
- 035 Other Mild/Light Mentions (List)

**Smooth/Mellow (Net)**

- 036 Smooth/smooth cigar
- 037 Mellow
- 038 Other Smooth/Mellow Mentions (List)

**Full/Strong (Net)**

- 039 Strong/stronger/it's a strong cigar
- 040 Other Full/Strong Mentions (List)

**Aroma (Net)**

**Cuban Aroma (SubNet)**

- 041 Smells like Cuba/has the aroma of (old) Cuba
- 042 Has the aroma of a Cuban cigar/Cuban tobacco
- 043 Other Cuban Aroma Mentions (List)

**Miscellaneous Aroma**

- 044 The aroma/has to do with the way they smell (Unspec)
- 045 Full/strong/rich aroma
- 046 Aromatic/good/pleasant aroma
- 047 Sweet aroma
- 048 Has a coffee smell/aroma
- 049 Vintage aroma/the smell of a bygone era
- 050 Other Miscellaneous Aroma Mentions (List)

**Tobacco/Blend (Net)**

**Origin of Tobacco (SubNet)**

**Cuban Tobacco/Seed (SubNet)**

- 051 Made with/contains Cuban tobacco
- 052 Tobacco is from Cuban seed
- 053 Other Cuban Tobacco/Seed Mentions (List)

**Miscellaneous Origin of Tobacco**

- 054 Imported tobacco
- 055 Dutch tobacco/a Dutch blend of tobacco
- 056 Other Miscellaneous Origin of Tobacco Mentions (List)

**Miscellaneous Tobacco/Blend**

- 057 Good/better/quality tobacco
- 058 Sweet blend/(blend of) sweet tobacco
- 059 Aged/aged tobacco
- 060 Cured tobacco/cured for longer
- 061 A special blend/variety of tobacco
- 062 An older blend/combo of tobacco
- 063 Other Miscellaneous Tobacco/Blend Mentions (List)

**Cost/Economy (Net)**

- 064 Expensive cigar/costs more
- 065 Good/low price/affordable cigar
- 066 Other Cost/Economy Mentions (List)



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**General Quality (Net)**

- 067 Premium/top-shelf/high-end cigar
- 068 Good/better cigar
- 069 Quality/high quality cigar
- 070 Medium/okay quality
- 071 Other General Quality Mentions (List)

**Construction (Net)**

**Tip (SubNet)**

- 072 Has a tip/filter
- 073 Other Tip Mentions (List)

**Size (SubNet)**

- 074 Small/smaller cigar
- 075 Big/large cigar
- 076 Regular/standard size
- 077 Other Size Mentions (List)

**Manufacturing (SubNet)**

- 078 Well-made/well-crafted
- 079 Hand-crafted/rolled/wrapped
- 080 Other Manufacturing Mentions (List)

**Miscellaneous Construction**

- 081 Fat/thick
- 082 Solid/heavy cigar
- 083 Other Miscellaneous Construction Mentions (List)

**Country of Origin (Net)**

**Cuban/Cuban Style (SubNet)**

- 084 Cuba has a history of making great/fine cigars/is well-known for cigar making
- 085 It's Cuban/a Cuban cigar
- 086 From/made in Cuba
- 087 Cuban style/similar to/has the characteristics of a Cuban cigar
- 088 Evokes the feeling/memories of (old) Cuba/Cuban cigars
- 089 Other Cuban/Cuban Style Mentions (List)

**Dutch/Dutch Style (SubNet)**

- 090 Dutch/made by the Dutch/in Holland
- 091 Dutch style/made in the Dutch tradition
- 092 Other Dutch/Dutch Style Mentions (List)

**Miscellaneous Country of Origin**

- 093 Made elsewhere in the Caribbean/not (necessarily) Cuban
- 094 Imported
- 095 Domestic
- 096 Swedish/made in Sweden
- 097 European/made in Europe
- 098 Other Miscellaneous Country of Origin Mentions (List)

**Brand Heritage (Net)**

**Old/Established/Traditional (SubNet)**

- 099 Old/established brand
- 100 Traditional brand
- 101 Other Old/Established/Traditional Mentions (List)

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**Master/Professional Brand (SubNet)**

- 102 Masters/masterful/master cigar makers
- 103 Professional brand
- 104 Other Master/Professional Brand Mentions (List)

**Personal Experience (SubNet)**

- 105 Smoke them now/the brand/one of the brands I smoke
- 106 Have tried/smoked them (in the past)
- 107 Other Personal Experience Mentions (List)

**Miscellaneous Brand Heritage**

- 108 Brand/brand name (Unspec)
- 109 Good/quality/high quality brand
- 110 Popular/well-known/familiar brand
- 111 Trusted/reputable brand
- 112 Other Miscellaneous Brand Heritage Mentions (List)

**Smoking Experience (Net)**

- 113 Pleasant/enjoyable cigar
- 114 Relaxing
- 115 Long lasting/burns slowly
- 116 Fresh/refreshing
- 117 Other Smoking Experience Mentions (List)

**Usage (Net)**

**Café/Coffee Usage (SubNet)**

- 118 Good/made to smoke with coffee/on a coffee break
- 119 Good/made to smoke at a café/coffee shop/bistro
- 120 Other Café/Coffee Usage Mentions (List)

**Miscellaneous Usage**

- 121 Good/made to smoke after a meal/eating (Unspec)
- 122 After dinner cigar/good/made to smoke after dinner
- 123 Dessert style cigar/good/made to smoke with dessert
- 124 Good/made to smoke with a drink/cocktail
- 125 Good as a treat
- 126 Other Miscellaneous Usage Mentions (List)

**Color (Net)**

- 127 Other Color Mentions (List)

**Old/Old Fashioned/Classic/Traditional (Net)**

- 128 Old (Unspec)
- 129 Vintage/old fashioned/old school style
- 130 Classic
- 131 Traditional
- 132 Old/older recipe
- 133 Historical/has a long history
- 134 Original
- 135 Other Old/Old Fashioned/Classic/Traditional Mentions (List)

**Café/Coffee Related (Net)**

- 136 Coffee/sounds like coffee/has something to do with coffee
- 137 Other Café/Coffee Related Mentions (List)

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**Crème/Cream Related (Net)**

- 138 Cream/it's cream
- 139 Creamy
- 140 Other Crème/Cream Related Mentions (List)

**Miscellaneous Positive/Neutral**

- 141 Cuba (Unspec)
- 142 Tells you in the name/it's obvious from the name
- 143 Different/unusual/special
- 144 Worth trying/a cigar I would like to try
- 145 Sophisticated/elegant/classy
- 146 Smokey/produces a lot of smoke
- 147 Frog/toad associations (All mentions)
- 148 Like wine/vintage wine
- 149 Storage of the cigars: in a temperature controlled room, a humidor, etc.
- 150 Other Miscellaneous Positive/Neutral Mentions (List)

**Negative (Grand Net)**

**Taste (Net)**

- 151 Dislike the taste/tastes bad/horrible
- 152 Other Taste Mentions (List)

**General Quality (Net)**

- 153 Cheap/cheaper cigar
- 154 Lower quality
- 155 Gas station/convenience store brand
- 156 Other General Quality Mentions (List)

**Miscellaneous Negative**

- 157 Dislike them/bad/nasty
- 158 Coarse/rough/not refined
- 159 Unflattering/odd name
- 160 Smells like a frog/toad/burning frog/toad
- 161 It's for old/elderly people
- 162 Stale/old and stale
- 163 Other Miscellaneous Negative Mentions (List)

- 164 Don't know/nothing

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**Q180/185\_3/200/205\_3**

**What Black & Mild says about cigar**

**Positive/Neutral (Grand Net)**

**Taste (Net)**

**Sweet Taste (SubNet)**

- 001 Sweet/sweeter taste
- 002 Has hints of sweetness
- 003 Has a heavy sweetness
- 004 Other Sweet Taste Mentions (List)

**Mild/Light Taste (SubNet)**

- 005 Mild/milder taste
- 006 Light/lighter taste
- 007 Mellow taste
- 008 Less bold flavor
- 009 Gentle taste
- 010 Not full flavored
- 011 Soft taste
- 012 Other Mild/Light Taste Mentions (List)

**Smooth/Not Harsh Taste (SubNet)**

- 013 Smooth taste
- 014 Other Smooth/Not Harsh Taste Mentions (List)

**Full/Strong Flavor (SubNet)**

- 015 Bold taste
- 016 Flavorful/full flavor
- 017 Strong/stronger taste/flavor
- 018 Heavy taste
- 019 Strong tobacco taste
- 020 Delivers a powerhouse taste
- 021 Other Full/Strong Flavor Mentions (List)

**Flavored (SubNet)**

- 022 It's a flavored cigar
- 023 Mint flavor
- 024 Has two different flavors
- 025 Less flavored than others
- 026 Has a variety of flavors
- 027 Other Flavored Mentions (List)

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**Miscellaneous Taste**

- 028 The taste/flavor/tells you the taste/flavor (Unspec)
- 029 Tasty/good/pleasant taste
- 030 Unique taste
- 031 Dark taste/flavor
- 032 Dark tobacco taste
- 033 Smokey taste
- 034 Sour
- 035 Medium flavor
- 036 Tangy
- 037 Distinctive taste
- 038 Flashy taste
- 039 Crisp taste
- 040 Well balanced flavors
- 041 Less bitter
- 042 No additional flavor
- 043 Arresting taste
- 044 Other Miscellaneous Taste Mentions (List)

**Mild/Light (Net)**

- 045 Mild/milder/it's a mild cigar
- 046 Light/lighter/it's a light cigar
- 047 Not too strong
- 048 Mellow
- 049 Not as strong
- 050 Less heavy
- 051 Not overpowering
- 052 Not as potent as others
- 053 Other Mild/Light Mentions (List)

**Smooth/Not Harsh (Net)**

- 054 Smooth/smooth cigar
- 055 Not harsh/not a harsh cigar
- 056 Other Smooth/Not Harsh Mentions (List)

**Full/Strong (Net)**

- 057 Strong/stronger/it's a strong cigar
- 058 Rich
- 059 Intense
- 060 Bold
- 061 Other Full/Strong Mentions (List)

**Aroma (Net)**

- 062 Strong smell
- 063 Mild aroma
- 064 Scent is not too strong
- 065 Smell is not overpowering
- 066 Aromatic/good/pleasant aroma
- 067 Sweet aroma
- 068 Other Miscellaneous Aroma Mentions (List)

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**Tobacco/Blend (Net)**

- 069 Dark/darker/black tobacco
- 070 The tobacco/type of tobacco used
- 071 A unique blend of tobacco
- 072 Cured tobacco
- 073 It's pipe tobacco
- 074 Rich tobacco
- 075 Original tobacco
- 076 Contains black filler
- 077 There's two different blends - a black blend and a white blend
- 078 Other Miscellaneous Tobacco/Blend Mentions (List)

**Cost/Economy (Net)**

- 079 Cheap/cheaper cigar
- 080 Good/low price/affordable cigar
- 081 Other Cost/Economy Mentions (List)

**General Quality (Net)**

- 082 Good/better cigar
- 083 Quality/high quality cigar
- 084 The best cigar
- 085 Other General Quality Mentions (List)

**Construction (Net)**

**Tip (SubNet)**

- 086 Plastic tip
- 087 Wood tip
- 088 Thin tip
- 089 Has a filter
- 090 Comes with and without filters
- 091 Other Tip Mentions (List)

**Size (SubNet)**

- 092 Small/smaller cigar
- 093 Big/large cigar
- 094 Long
- 095 They come in shorts
- 096 Other Size Mentions (List)

**Miscellaneous Construction**

- 097 Thick
- 098 Thin/smaller in width
- 099 Rolled in a tobacco leaf
- 100 Not a traditional cigar body
- 101 It's in Habano wrapper
- 102 Other Miscellaneous Construction Mentions (List)

**Country of Origin (Net)**

- 103 Domestic/made in America
- 104 Made in the Dominican Republic
- 105 Made in Nicaragua
- 106 Other Miscellaneous Country of Origin Mentions (List)

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**Brand Heritage (Net)**

**Personal Experience (SubNet)**

- 107 Smoke them now/the brand/one of the brands I smoke
- 108 Have tried/smoked them (in the past)
- 109 I know/am familiar with the brand
- 110 Other Personal Experience Mentions (List)

**Miscellaneous Brand Heritage**

- 111 Brand/brand name (Unspec)
- 112 Popular/well-known/familiar brand
- 113 It's one of my favorites
- 114 It's a good brand
- 115 It's a mainstream brand
- 116 Old/established brand
- 117 They're owned by Phillip Morris or its affiliate John Middleton
- 118 My son smokes these
- 119 Other Miscellaneous Brand Heritage Mentions (List)

**Smoking Experience (Net)**

- 120 Pleasant/enjoyable cigar
- 121 Calming
- 122 Lasts a long time
- 123 Easy to smoke
- 124 Smokes in a shorter time/burns quicker
- 125 Smokes well
- 126 Doesn't burn your mouth
- 127 Mild/not hard on the throat
- 128 It's easy on your stomach
- 129 Easy to handle
- 130 Other Smoking Experience Mentions (List)

**Color (Net)**

- 131 The color (Unspec)
- 132 Dark/darker color
- 133 Black/it's black
- 134 Unique color
- 135 Other Color Mentions (List)

**Miscellaneous Positive/Neutral**

- 136 Class
- 137 (It's) Black and Mild
- 138 Texture/feel of cigar (All Mentions)
- 139 Mild means nicotine content is low
- 140 For the occasional smoker
- 141 It's a hybrid
- 142 Classic
- 143 Pride
- 144 Strength
- 145 Good name
- 146 Crisp
- 147 Satisfying
- 148 It's like a cigarette
- 149 Simple
- 150 Leafy
- 151 The look (Unspec)

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- 152 Cool
- 153 Smokers like it
- 154 The smoke is lighter
- 155 It's clean
- 156 Works well
- 157 It's a regular black
- 158 Type of smokers: working man, bikers, hunters, etc.
- 159 They come in a 5 pack
- 160 Comes in boxes of 25
- 161 Available in single cigars
- 162 Other Miscellaneous Positive/Neutral Mentions (List)

**Negative (Grand Net)**

**Taste (Net)**

- 163 No flavor
- 164 Doesn't have a rich taste
- 165 Other Taste Mentions (List)

**General Quality (Net)**

- 166 Lower quality
- 167 Other General Quality Mentions (List)

**Miscellaneous Negative**

- 168 It's not special
- 169 Doesn't have a rich aroma
- 170 Advertising hype
- 171 Other Miscellaneous Negative Mentions (List)

- 172 Don't know/nothing



# Attachment B

**DECLARATION OF CARL HAMILTON, JR.**

I, Carl Hamilton, Jr. declare as follows:

1. I am employed at Altria Client Services Inc. ("ALCS"), which provides services to John Middleton Company ("Middleton" or "the Company") and other companies affiliated with Altria Group, Inc.<sup>1</sup>

2. I have spent my career working directly for, and most recently providing services to, Middleton. I submit this declaration based on my personal knowledge about the Company.

3. I was hired by Middleton right out of college in 1983. I worked for the Company from 1983 until 2009. During those years I held numerous titles and positions, including Director of Leaf Procurement & New Product Development. When I joined ALCS in 2009, I continued to service Middleton and currently am the Senior Manager, Cigar Processing & Specifications at ALCS and work at Middleton's facilities in Limerick, Pennsylvania.

4. During my thirty-plus years working for or providing services to Middleton, I have worked in virtually all aspects of the business, including product development, leaf handling and buying, quality control, ingredient purchasing, blending, and brand naming.

5. Based on my personal experience working with the Company and its senior management, I have an understanding of Middleton's history, its operations, and its past and current products. Beyond the Company, I also am familiar with the cigar and pipe tobacco businesses generally—now and for the past three decades—and am knowledgeable about the

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<sup>1</sup> John Middleton Company is an indirect subsidiary of Altria Group, Inc. ALCS provides certain services to the Altria family of companies. Before the acquisition of Middleton in 2007, the Company operated under the name John Middleton, Inc. For convenience, I refer to the Company under its current and past names as "Middleton."

practices of other cigar and pipe tobacco companies. I am also familiar with the practices and preferences of consumers in choosing to smoke particular brands of cigars and pipe tobacco.

6. In this declaration I will provide information on the background of Middleton and its flagship cigar and pipe tobacco products sold under the trademark BLACK & MILD®.

7. I understand that this declaration will be included as part of comments submitted in response to the Food and Drug Administration's proposed rule, titled "Deeming Tobacco Products to Be Subject to the Federal Food, Drug, and Cosmetic Act, as Amended by the Family Smoking Prevention and Tobacco Control Act; Regulations on the Sale and Distribution of Tobacco Products and Required Warning Statements for Tobacco Products."

#### **I. Background of John Middleton Company**

8. Middleton was founded in Philadelphia, Pennsylvania in 1856 when John Middleton, an immigrant from England, purchased the retail tobacco shop where he worked on Walnut Street. At first, the company was primarily a tobacco retailer, but would prepare and sell its own custom blends of pipe tobacco manufactured by others. Over the following decades, Middleton expanded its retail operations and became known for its custom pipe-tobacco blends, including its Walnut Aromatic Blend (sharing the name with the street).

9. By the 1950s, the Company shifted from retail operations to developing the Company's pipe-tobacco manufacturing operations, and in 1960 opened its own manufacturing and processing facility for pipe tobacco in King of Prussia, Pennsylvania.

10. In the mid-1960s, Middleton discovered that many consumers enjoyed the taste and aroma of pipe tobacco, but did not have the time or desire to smoke a pipe. The challenge then, was to develop the processes and equipment needed to use 100% pipe-tobacco filler in making a machine-made cigar. After much trial-and-error, in 1968, the Company produced what

we believe is the first-ever pipe-tobacco cigar, using its then-best-selling pipe tobacco, Middleton's Cherry Blend (sharing the name of Cherry Street in Philadelphia).

11. During my tenure with the Company, Middleton became known for its distinctive pipe-tobacco cigars.

12. Today, the Company manufactures more than two-dozen cigar products, under a variety of trademarks and identifiers, including BLACK & MILD<sup>®</sup>, BLACK & MILD<sup>®</sup> Apple, BLACK & MILD<sup>®</sup> Jazz, BLACK & MILD<sup>®</sup> Wine, BLACK & MILD<sup>®</sup> Cream, BLACK & MILD<sup>®</sup> Mild, BLACK & MILD<sup>®</sup> Royale, BLACK & MILD<sup>®</sup> Shorts, BLACK & MILD<sup>®</sup> Shorts Wine, BLACK & MILD<sup>®</sup> Wood Tip, BLACK & MILD<sup>®</sup> Wood Tip Wine, BLACK & MILD<sup>®</sup> Wood Tip Royale, BLACK & MILD<sup>®</sup> Wood Tip Jazz, BLACK & MILD<sup>®</sup> Filter Cigar, BLACK & MILD<sup>®</sup> FT, BLACK & MILD<sup>®</sup> Cigarillos Sweets, BLACK & MILD<sup>®</sup> Cigarillos Classic, BLACK & MILD<sup>®</sup> Cigarillos Wine, and BLACK & MILD<sup>®</sup> Cigarillos Jazz, among others.

13. All Middleton cigars are machine-made large cigars—cigars made by machine that weigh greater than three pounds per thousand. They are not “little cigars” as that term is defined by various federal laws.

14. Substantially all of Middleton's sales of cigars occur in the United States.

15. The Company also currently manufactures and sells several different pipe tobacco products, under a variety of trademarks and identifiers, including BLACK & MILD<sup>®</sup>.

## **II. BLACK & MILD<sup>®</sup>**

### **A. The BLACK & MILD<sup>®</sup> Trademark**

16. From my more than thirty years working for or providing services to Middleton, I am familiar with the origin of Middleton's BLACK & MILD<sup>®</sup> products, including the origin and use of the BLACK & MILD<sup>®</sup> name.

17. In 1977, Middleton adopted the BLACK & MILD® trademark and introduced BLACK & MILD® pipe tobacco for sale.

18. In 1980, Middleton launched BLACK & MILD® pipe-tobacco cigars using largely the same pipe tobacco that the Company sold under the BLACK & MILD® trademark.

19. By the mid-1990s, Middleton's BLACK & MILD® cigar five-pack had become the bestselling cigar package in the United States. BLACK & MILD® is now the Company's flagship product and the name BLACK & MILD® has become an iconic brand name.

20. In 2013, Middleton's total shipment of cigars was approximately 1.2 billion units. And BLACK & MILD® remains the principal cigar brand of Middleton.

**B. The origin of the BLACK & MILD® name**

21. When Middleton chose the BLACK & MILD® name in the 1970s, it was common for pipe-tobacco manufacturers to use the word "black" in the names of their products.

22. My understanding is that Middleton executives considered numerous words that might accompany the word "Black" in the name, such as Black & Mellow, Mellow Black, and Black & White. The name Black & Mild was chosen because it sounded good and was easy to remember.

23. The BLACK & MILD® name was never used or thought to convey anything about the health or risks of the Company's cigars or pipe tobacco.

24. Even outside the brand name BLACK & MILD®, the word "mild," when used to describe cigars or pipe tobacco, has never been used or thought to convey or suggest anything about the health or risks of the products. To the contrary, the word "mild" is used to describe the taste and aroma of pipe tobacco, a tradition passed on to pipe-tobacco cigars. With respect to

non-pipe-tobacco cigars, the word “mild”—along with “medium” and “heavy/full”—also has been widely used to describe a cigar’s taste or body.

25. In my decades of experience in the cigar and pipe-tobacco business, I have never known a wholesaler, retailer, or consumer to associate the trademark BLACK & MILD®—or the word “mild” generally with regard to cigars or pipe tobacco—with any type of health claim. Nor have I ever seen any indication that consumers of cigars and pipe tobacco associate mild taste, body, or aroma of those products with any lower safety risk.

26. In contrast to cigarettes, which I understand have been subject at times to testing for tar and nicotine by the Federal Trade Commission, cigars and pipe tobacco have never been subject to federal requirements to test or report tar and nicotine levels.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on this 15<sup>th</sup> of July, 2014.

  
Carl Hamilton