

R.J. Reynolds Tobacco Company  
Winston-Salem, N C 27102

RJR

August 23, 1977

Ms. Suzanne Verdonne  
Marketing & Research Counselors  
University Plaza Shopping Center  
7770 Silas Creek Parkway Ext.  
Winston-Salem, North Carolina 27106

Dear Suzanne:

Subject: PRODUCT TESTS SCREENING

I am attaching copies of the demographic design for tests currently scheduled. Please notice that unless I have specified the percent of smokers by brand in category selection, the normal rate of distribution is to be applied; i.e., 77-0037 is specified, 77-1487-1488 will reflect normal distribution.

Also attached are copies of various ways of looking at distribution of smokers that should be helpful to you.

If you have questions, please call.

Sincerely,

Ray

Ray Rodgers  
Marketing Research Department

HRR/bm

Attachments

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50081 5144