

## BROWN &amp; WILLIAMSON TOBACCO CORPORATION

FILTER SCORES

Brand: RALSIGH (BELAIR portion not tested) Project # 1969-105  
 Commercial: JAKE - NEW PACK :40 (with BELAIR Badmin- Sample: 336  
ton :20) PM6 Base: (234)  
 Code #: BW-RT-69-98  
 Supplier: AUDIENCE STUDIES

TEST DATES

L. Angeles: 8/5 and 6  
 Chicago: 8/8

<u>PM6</u>	<u>SCORES</u>	<u>COMMENTS</u>
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Overall	<u>1.7</u>	This commercial was tested in color.
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<u>CITY</u>	
Los Angeles	<u>0.0</u>
Chicago	<u>3.3</u>

<u>SEX</u>	
Male	<u>0.0</u>
Female	<u>3.3</u>

<u>AGE</u>	
16-25	<u>0.0</u>
26-35	<u>0.0</u>
36-45	<u>0.0</u>
46 & Over	<u>9.3</u>

35 & Under	<u>0.0</u>
36 & Over	<u>5.0</u>

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