

NEWSPAPER SCORESAUDIENCE STUDIES

Brand BELAIR Project # 72-31  
 Title \*KALEIDOSCOPE--GONE WITH THE WIND\* Total Sample 285  
 Code # R/BSS-71-19  
 Type Of Ad PARADE, 1 Page, 4-Color

Newspaper (Date) Pittsburgh PITTSBURGH PRESS (4/23/72)  
San Diego SAN DIEGO UNION (4/23/72)  
Dayton DAYTON NEWS (4/23/72)  
Birmingham BIRMINGHAM NEWS (4/23/72)

	PM6		PROVED RECALL		COMMENTS
	SCORE	BASE	SCORE	BASE	
	%		%		
<u>OVERALL:</u>	<u>3.4%</u>	<u>(224)</u>	<u>7%</u>	<u>(222)</u>	*This was a combination ad with RALEIGH.

<u>SEX:</u>	
Male	<u>1.9</u> <u>(104)</u>
Female	<u>5.0</u> <u>(120)</u>

<u>AGE:</u>	
Under 25	<u>3.2</u> <u>( 63)</u>
25-34	<u>3.0</u> <u>( 66)</u>
35-44	<u>4.4</u> <u>( 46)</u>
45 & Over	<u>4.0</u> <u>( 49)</u>

Under 35	<u>3.1</u> <u>(129)</u>	<u>5</u> <u>(117)</u>
35 & Over	<u>4.2</u> <u>( 95)</u>	<u>9</u> <u>(105)</u>

<u>BRAND SMOKED:</u>	
Test Brand Smokers	<u>6</u> <u>( 17)</u>
All Other Smokers	<u>7</u> <u>(203)</u>

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