

MAGAZINE SCORESAUDIENCE STUDIES

Brand SALEM (RJR) Project # 74-80
 Title "HEAD IN WATER" Total Sample 214
 Code # ---
 Size FULL PAGE
 Magazine TIME
 Field Date WEEK OF MARCH 25, 1974
 Location CHICAGO, DALLAS/FORT WORTH, INDIANAPOLIS, LOS ANGELES
MEMPHIS, PHILADELPHIA, PITTSBURGH

Sample Description MALE AND FEMALE MENTHOL SMOKERS

| | PM6 | | PROVED RECALL | | COMMENTS |
|--------------------|-------|--------|---------------|--------|--|
| | SCORE | BASE | SCORE | BASE | |
| OVERALL: | 1.0 | (97) | 31 | (167) | Tested among a half sample of smokers. Sub-group scores subject to wide variation because of small sample size and should be averaged across several ads for meaningful information. |
| SEX: | | | | | |
| Male | 2.0 | (51) | 31 | (83) | |
| Female | 0.0 | (46) | 31 | (84) | |
| AGE: | | | | | |
| Under 25 | | | | | |
| 25-34 | | | | | |
| 35-44 | | | | | |
| 45 & Over | | | | | |
| Under 35 | 2.4 | (42) | 33 | (81) | |
| 35 & Over | 0.0 | (55) | 29 | (86) | |
| BRAND SMOKED: | | | | | |
| Test Brand Smokers | | | 33 | (42) | |
| All Other Smokers | | | 30 | (125) | |

Date Sent 4/19/74
 (PI-7653)

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