

NEWSPAPER SCORES
AUDIENCE 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)	<u>Pittsburgh</u>	<u>PITTSBURGH PRESS</u>	<u>(4/23/72)</u>
	<u>San Diego</u>	<u>SAN DIEGO UNION</u>	<u>(4/23/72)</u>
	<u>Dayton</u>	<u>DAYTON NEWS</u>	<u>(4/23/72)</u>
	<u>Birmingham</u>	<u>BIRMINGHAM NEWS</u>	<u>(4/23/72)</u>

	<u>PM6</u>		<u>PROVED RECALL</u>		<u>COMMENTS</u>
	<u>SCORE</u>	<u>BASE</u>	<u>SCORE</u>	<u>BASE</u>	
	<u>%</u>		<u>%</u>		
<u>OVERALL:</u>	<u>3.48</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>	<u>7</u>	<u>(101)</u>
Female	<u>5.0</u>	<u>(120)</u>	<u>7</u>	<u>(121)</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>(205)</u>		

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