

MAGAZINE SCORES
AUDIENCE 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	
<u>OVERALL:</u>	<u>1.0</u>	<u>(.97)</u>	<u>31</u>	<u>(167)</u>	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.
<u>SEX:</u>					
Male	<u>2.0</u>	<u>(.51)</u>	<u>31</u>	<u>(.83)</u>	
Female	<u>0.0</u>	<u>(.46)</u>	<u>31</u>	<u>(.84)</u>	
<u>AGE:</u>					
Under 25	====	====			
25-34	====	====			
35-44	====	====			
45 & Over	====	====			
<u>Under 35</u>	<u>2.4</u>	<u>(.42)</u>	<u>33</u>	<u>(.81)</u>	
<u>35 & Over</u>	<u>0.0</u>	<u>(.55)</u>	<u>29</u>	<u>(.86)</u>	
<u>BRAND SMOKED:</u>					
Test Brand Smokers			<u>33</u>	<u>(.42)</u>	
All Other Smokers			<u>30</u>	<u>(125)</u>	

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

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