

BROWN & WILLIAMSON TOBACCO CORPORATION

FILTER SCORES

Brand: RALEIGH (BELAIR portion not tested) Project # 1969-105
 Commercial: LAKE - NEW PACK :40 (with BELAIR Radmin- 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

PM6
SCORESCOMMENTS

Overall 1.7

This commercial was
tested in color.

CITY

Los Angeles 0.0
 Chicago 3.3

SEX

Male 0.0
 Female 3.3

AGE

16-25 0.0
 26-35 0.0
 36-45 0.0
 46 & Over 9.3

35 & Under 0.0
 36 & Over 5.0

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