

	Tot	Bot	SP	Worse	Taster (126)
Aware Two Lines	<del>87</del> 87	<del>87</del> 87	<del>89</del> 89	85	83
Tried Both	47	45	54	52	45
Purchased Both	40	38	48	49	44

Is there a taste diff  
(among ~~aware~~ <sup>Tried</sup>)

Yes

~~44~~  
44

44

46

58

44

No

~~23~~  
23

25

17

17

OK

~~32~~  
32

31

37

25

What Is Diff

BL Stronger /	63	70	52	64	63
GL Lighter / Milder	8	5	12	6	7
GL Smoother / BL Harsher	7	5	16	6	5
One Lighter / Other Stronger	7	6	4	11	2
GL more M / BL Less M or More Tob Taste	13	17 <del>8</del>	8	13	9
One More M / Other Less M	3	2	8	4	2

~~PI~~ Know Taste Diff

TOP BOX	80
2ND BOX	16
MID	3
BOT 2	1

OPINION

NO CHANGE	69
WORSE	15
IMPROVED	16

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	TOT	<u>SPast</u>	<u>Trens</u>	<u>Worse</u>
Taste of Salem Now Versus Last Year (484)				
Same	72	67	74	50
Better	12	10	9	6
Worse	13	20 ←	14	41
Just Diff	3	3	3	3

Look at Taste Diff GL Vs BL among Cware Both Times

SOR (484)

Unchanged (452)	93%
Improved (21)	4%
Declined (11)	3%

10 of 10	43	<del>82</del> 82	48	86
8 or 9 of 10	3	8	1	5
5 or less	2	8	1	3
Mean	9.8	9.2	9.9	9.5

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Salem Style (484)

SP - <sup>15</sup>~~16~~%

GL - 80% \ 94%

BL - 5% / 6%

21-34 (16)	35-44	50+	EMP	DAL
<del>19</del> 19	11	18	15	17
68	83	77	78	82
13	6	5	7	1

Total - 507 > 18 Foot  
Still Alive - 489

Alive PVB - 148

Switched This Year 6  
Last year 5  
Longer 3

Reason for Switching (17)

Expense 12  
Something new 1  
No soft back 1  
Changed Taste 1  
Other Brand Taste Better

Switched To: (14)

Full Price (5)  
- Muel 4

Savings (9)

- Social 3  
- Basic 2  
- GPC 1  
- 1 each Tuggite, Pyramid, USA

1 of 14 from Balance 3 MALE  
13 of 14 from Emporium 9 FEMALE  
7 35-49  
7 50+

of 6 Switched This Year

- 3 from DB, 3 from Trader  
- 3 recall meeting, 3 not making

61 of 507 still claim SP w/o VB

	<u>Rel</u>	<u>Box</u>	SP	Ward
0	$\frac{Tot}{5-2=3}$	1	2	1
1	$2-1=1$		1	1
2	$4-0=4$		1	1
3	$5-0=5$	4 12	1 2	3 9
4	$1-1=0$			
5	$3-1=2$	1 5	1 5	
6	$3-1=2$	2 12		
7	$1-0=1$			
8	$14-1=13$	3 24	5 40	7 56
9	$4-0=4$	1 9	1 9	0 9
10	$457-11=446$	196 (203) 94%	50 (61) 500 83%	82 (94) 87%
Mean	9.7 18.7	9.7	9.0	9.4

$$\frac{13}{8} \frac{404}{104}$$

$$4654$$

	<u>RECALL</u>	<u>DON'T RECALL</u>
	9.70	9.63
	9.7 .08	9.5 .14
	9.8 .06	9.8 .08
	9.81	9.76

9.67  
9.79  
9.05

PRE  
POST

DB  
9.6  
9.8

RECALL   NO RECALL

SWITCHERS   6   12

2003  
SWITCH

3   3

0	1	2 (2)
1	1 (1)	0
2	3	6   1   2
3	3	9   2   6
4	0	0 (1)
5	1	5   1 (1)   5
6	1 (1)	6   1   6
7	1	7   0
8	7	56   6 (1)   48
9	2	18   2   18
10	285 (4)	<del>163</del> 161 (7)
	505	776

	DM (381)	Transfer (126)
Adm. PDB	10 2.6%	4 3.2%
Switched This Year	3 .8	3 2.4%
(Retained) <u>Spinner</u>	(370)	(119)
No change	77	77
Improved	11	11
Worsened	12	11

	<u>Tot</u>	<u>Box</u>	<u>SP</u>	<u>Worse</u>	<u>Transfer</u>
	(507)	(214)	(61)	(95)	(126)
Aware & I lines	429 (97)	186 (97)	54 (89)	81 (85)	105 (93)
Tried Both Among Aware	221 (54) (9)	96 (53) (4)	33 (61) (3)	49 (60) (5)	57 (54) (3)
Truste Diff Among Aware	44	44	46	58	53
NC / DK Among Aware	56 (3)	56 (4)	54 (4)	42 (3)	47 (3)

		TOT	NO SWITCHERS		
			SPPOST	TRANS	WORSE
P.F.	TOP	414/489 85	75%	87%	76%
	2ND	66/486 13	21% ←	11%	20%
	MID	4/486 1	2%	1%	4%
	BOT 2	4/486 1	2%	1%	0

IMPROVED  
OPINION  
(NO SWITCHERS)

	(489)		
IMPROVED	11%	11	10
WORSENE	12%	12	15
NO CHANGE	77%	77	75

Why Improved? ~~0~~

- Better taste	44%	100%	46%
- <del>How</del> <sup>Box</sup> <del>looks</del>			
- Boxes	17		
- Graphics	15		
- New style like better	4		
- DK	6		

Why Worsened?

- No SF	40
- Sides like Graphics	22
- Taste changed	21
- Expense	5
- Hard to find	2
- Other	3

Pack Colors / Graphics (484)

T2B Unappealing	61	56	62	48
Neither	23	21	23	26
B2B Unappealing	16	23	15	26

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