Banner #2 for SALEM BAR SOS STUDY (Wave 1)
(#65-03091)

Non-Salem 21-34 Full Price Menthol = [TA 170(2-4), TA159(1)]

				Proposition				Mail Flow			Purchased				# Times Intercepted	
				Prop Aware				In								
Total	Newport UB	Salem OU*	Salem 2nd Choice	Total	Unaided	Know Taste Diff Unaided	Prop Appeal T2B	Total	Recall Mailings	Out	Any	Only/ Mostly Green	Only/ Mostly Black	No Salem	1	2+
	TA 154(0)	TA 228(Y) TAN 155(Y)	TA 215(Y)	TA 709(1) or TA 711(1) or TA 733(1,5,6)	TA 709(1) or TA 711(1)	TA 735(1-9,0) or TA 736(1-4)	TA 731(6,7)	TA 135(1)	TA 135(1), TA 743(1)	TA 135(2)	TA 744(1)	[TA 746(1)TAN 745(1)] or TA 747(2)	[TA 745(1)TAN 746(1)] or TA 747(1)	TA 744(2,x)	TA 741,42 (1)	TA 741,42 (2+)

See Att A for Full price spec - exclude Salem.

Stat test at 80% cofidence level: (hi)   (jkl) (mno)

(a)   (b)   (c)   (d)   (e)   (f)   (g)   (h)   (i)   (j)   (k)   (l)   (m)   (n)

*Past 30 days but not Salem UB

Make tabs whole numbers.

TA 746-1
TAN747-1 or X

TA 745-1
TAN 746 or Y

7/18/2003, 10:37 AM

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 23   SCR. Q.4   NUMBER OF PACKS TYPICALLY SMOKE PER WEEK

	TOTAL	GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED)		
		MALE	FEMALE	21-24	25-29	AA/HISP	CAU/OTHER	ONLY MENTHOL	BOTH NM/M	NEWPORT	OTHER COMP. UB	TOTAL	NOTICED "NEW" SALEM	"NEW" PACK
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
8 OR MORE	16 11%	11 14%B	5 7%	9 12%	7 9%	7 9%	9 12%	10 12%	6 9%	9 11%	7 10%	2 6%	4 13%	3 10%
SIGMA	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
MEAN	4.3	4.8B	3.7	4.5	4.0	3.7	4.9E	4.5	4.0	4.3	4.3	4.3	4.9	4.7
STD DEVIATION	3.1	3.4	2.6	3.2	2.9	2.5	3.5	3.2	2.8	3.3	2.9	2.9	3.2	3.2
STD ERROR	0.25	0.39	0.30	0.37	0.33	0.29	0.40	0.35	0.35	0.37	0.36	0.49	0.58	0.60
MEDIAN	3.0	4.0	3.0	4.0	3.0	3.0	4.0	3.5	3.0	3.0	3.0	3.0	4.0	4.0

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

Banner #1 for SALEM BAR SOS STUDY (Wave 1)
(#65-03091)

<table>
<tr><td colspan="5">21+ Non-Menthol/Menthol Smokers</td><td colspan="11">21+ Full Price Menthol = [TA159(1)] Smokers</td></tr>
<tr><td colspan="3">Age →</td><td colspan="2">Mail Flow</td><td colspan="4">Total 21+ Date Intercepted</td><td colspan="2">Gender</td><td colspan="2">Age</td><td></td><td></td></tr>
<tr><td>Total 21+</td><td>21-34</td><td>35+</td><td>In</td><td>Out</td><td>Total</td><td>March</td><td>April</td><td>May</td><td>Male</td><td>Female</td><td>21-34</td><td>35+</td><td>Salem UB</td><td>Salem Recent Converts</td></tr>
<tr><td>TR (350)</td><td>TA 170(2-4)</td><td>TA 170(5-X)</td><td>TA 135(1)</td><td>TA 135(2)</td><td colspan="4">From Sample</td><td>TA 136(1)</td><td>TA 136(2)</td><td>TA 170 (2-4)</td><td>TA 170 (5-X)</td><td>TA 155(Y)</td><td>TA 155(y), [TA 173(1) or TA 174(1)]</td></tr>
<tr><td colspan="15">See Att A for FP spec.</td></tr>
<tr><td>(a)</td><td>(b)</td><td>(c)</td><td></td><td></td><td>(d)</td><td></td><td></td><td></td><td>(e)</td><td>(f)</td><td>(g)</td><td>(h)</td><td>(i)</td><td>(j=10)</td></tr>
</table>

Stat test at 80% cofidence level: (bc) (ef) (gh)

Make tabs whole numbers.

7/18/2003, 10:41 AM

53085 5216

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 24   SCR. Q.5,7-10   USUAL CIGARETTE PROFILE

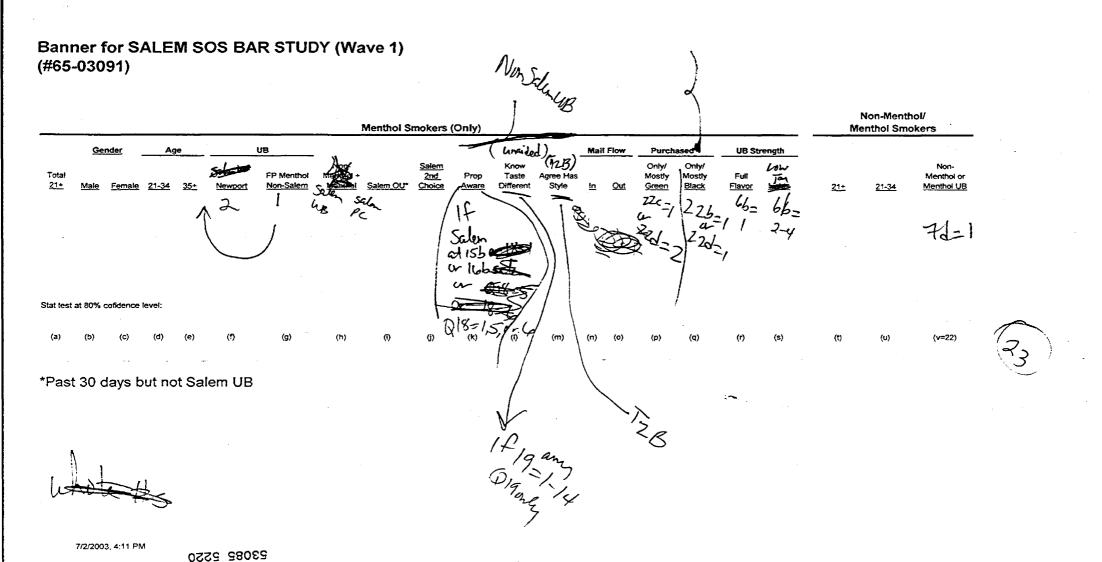|	TOTAL	GENDER MALE (A)	GENDER FEMALE (B)	AGE 21-24 (C)	AGE 25-29 (D)	ETHNICITY AA/HISP (E)	ETHNICITY CAU/OTHER (F)	FLAVOR SMOKED ONLY MENTHOL (G)	FLAVOR SMOKED BOTH NM/M (H)	USUAL BRAND NEW-PORT (I)	USUAL BRAND OTHER COMP. UB (J)	SALEM SMOKED PAST 3 MONTHS (AIDED) TOTAL	NOTICED "NEW" SALEM	"NEW" PACK
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
FILTRATION														
FILTERED	147 97%	76 99%	71 96%	72 96%	75 99%	74 97%	72 97%	84 98%	63 97%	80 100%J	63 94%	35 100%	31 100%	29 100%
NON-FILTERED	4 3%	1 1%	3 4%	3 4%	1 1%	2 3%	2 3%	2 2%	2 3%	- -	4 6%I	- -	- -	- -
FLAVOR														
ONLY MENTHOL	86 57%	47 61%	39 53%	45 60%	41 54%	55 72%F	30 41%	86 100%H	- -	70 88%J	13 19%	21 60%	19 61%	18 62%
BOTH TYPES	65 43%	30 39%	35 47%	30 40%	35 46%	21 28%	44 59%E	- -	65 100%G	10 13%	54 81%I	14 40%	12 39%	11 38%
TOTAL NON-MENTHOL	65 43%	30 39%	35 47%	30 40%	35 46%	21 28%	44 59%E	- -	65 100%G	10 13%	54 81%I	14 40%	12 39%	11 38%
TOTAL MENTHOL	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
STRENGTH														
REGULAR STRENGTH/FULL FLAVOR	70 46%	50 65%B	20 27%	34 45%	36 47%	46 61%F	23 31%	50 58%H	20 31%	52 65%J	18 27%	18 51%	14 45%	15 52%
LOW TAR/ULTRA LOW TAR	81 54%	27 35%	54 73%A	41 55%	40 53%	30 39%	51 69%E	36 42%	45 69%G	28 35%	49 73%I	17 49%	17 55%	14 48%
LIGHT/LOW TAR/MEDIUM	78 52%	26 34%	52 70%A	41 55%	37 49%	30 39%	48 65%E	33 38%	45 69%G	28 35%	47 70%I	15 43%	17 55%	14 48%

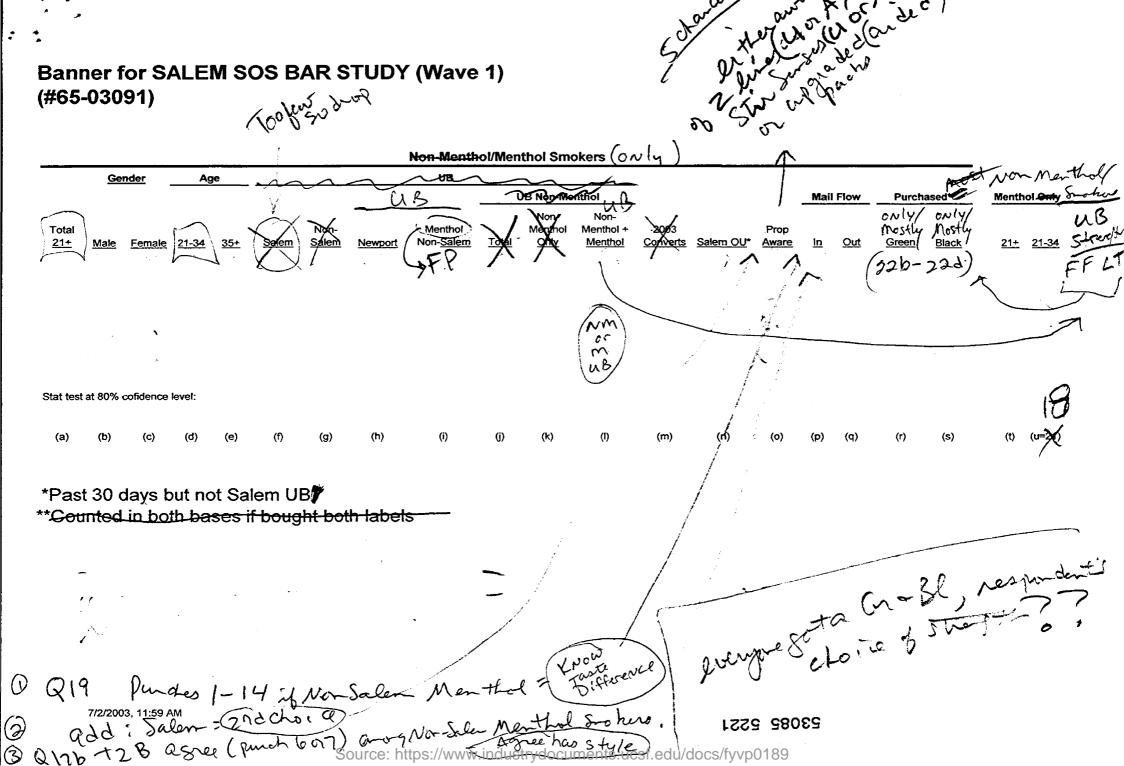Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

Ba...er for SALEM BAR SOS STUDY (Wave 1)
(#65-03091)

TA 709(1) or TA 711(1)
or TA 733(1,5,6)

Non-Menthol/Menthol Smokers

Menthol Smokers (Only)

					Gender		Age		UB			Non-Salem UB			Mail Flow		Purchased		UB Strength	
Age																				
21+	21-34	Non-Menthol UB Buys Menthol	Salem UB	Salem PC	Total 21+	Male	Female	21-34	35+	FP Menthol Non-Salem	Newport	Salem OU*	Salem 2nd Choice	Prop Aware	Know Taste Different (Unaided)	Agree Has Style (T2B)	In	Out	Only/Mostly Green	Only/Mostly Black	Full Flavor	Low Tar
TA 170 (2-4)	TA 210(1)	TA 155 (4)	see spec in tab plan		136 (1)	136 (2)	TA 170 (2-4)	TA 170 (5-X)	see AH A in tab plan in this spec	TA 154 (0)		TA 215 (4)		If Salem at 15b or 16b or Q.18=1,5, or 6	TA 731 (6,7)	TA TA (350) 35	TA 746(1) or TA 747(2)	TA 745 (1) or TA 746(1)	TA 160 (1)	TA 160 (2-4)
TR (350)	7d=1											TA 228(4)		Q.19=1-14			22c=1 or 22d=2	22b=1 or 22d=1	6b=1	6b=2-4
												TAN 155 (4)								

Stat test at 80% confidence level: (ck) (gh) (ij) (dk) (dl) (dm) (dn) (pq) (rs) (tu) (vw)

(a)   (b)   (c)   (d)   (e)   (f)   (g)   (h)   (i)   (j)   (k)   (l)   (m)   (n)   (o)   (p)   (q)   (r)   (s)   (t)   (u)   (v)   (w=23)

*Past 30 days but not Salem UB

Make tabs whole numbers.

TA 735(1-9,0) or
TA 736(1-4)

7/7/2003, 9:01 AM

53085 5218

Banner for SALEM SOS BAR STUDY (Wave 1)
(#65-03091)

Menthol Smokers (Only) | **Non-Menthol/ Menthol Smokers**

	Gender		Age		UB						Non-Salem UB				Mail Flow		Purchased		UB Strength				Non-Menthol or Menthol UB
												(Unaided)	(T2B)										*CUB buys*
Total 21+	Male	Female	21-34	35+	FP Menthol Non-Salem	Newport	Salem UB	Salem PC	Salem OU*	Salem 2nd Choice	Prop Aware	Know Taste is Different	Agree Has Style	In	Out	Only/ Mostly Green	Only/ Mostly Black	Full Flavor	Low Tar	21+	21-34	Non-Menthol or Menthol UB
												Q19=1-14								(350)			

| | | | | | | | | | | | If Salem at 15b or 16b or Q.18=1,5, or 6 | | | | | $C=\frac{1}{2}$ 22b=1 or 22d=1 | 22b=1 or 22d=1 | 6b=1 | 6b=2-4 | | | 7d=1 |

Stat test at 80% cofidence level: lb add stats

| (a) | (b) | (c) | (d) | (e) | (f) | (g) | (h) | (i) | (j) | (k) | (l) | (m) | (n) | (o) | (p) | (q) | (r) | (s) | (t) | (u) | (v) | (w=23) |

*Past 30 days but not Salem UB

make tabs
Whole numbers.

(b/c) (d/e) (f/h) (g/h) (h/j) (h/k) (n/v) (o/p)(q/r) (s/t) (f/w)

7/2/2003, 4:50 PM

53085 5219

Banner for SALEM SOS BAR STUDY (Wave 1)
(#65-03091)

Non Salem UB (handwritten)

							Menthol Smokers (Only)													Non-Menthol/ Menthol Smokers		

(unaided) (Q2B) (handwritten)

	Gender		Age		UB					Salem 2nd Choice	Prop Aware	Know Taste Different	Agree Has Style	Mail Flow		Purchased		UB Strength				Non-Menthol or Menthol UB
Total 21+	Male	Female	21-34	35+	Newport	FP Menthol Non-Salem		Salem OU*						In	Out	Only/ Mostly Green	Only/ Mostly Black	Full Flavor	Low Tar	21+	21-34	

Handwritten values:
- Newport column: 2
- FP Menthol Non-Salem: 1
- Salem UB / Salem PC (handwritten under h column)
- Purchased Only/Mostly Green: 22c=1 or 22d=2
- Purchased Only/Mostly Black: 22b=1 or 1, 22d=1
- UB Strength Full Flavor: 6b= 1
- UB Strength Low Tar: 6b= 2-4
- Non-Menthol or Menthol UB: 7d=1

(handwritten note under Prop Aware/Know Taste Different):
If Salem at 15b or 16b or — Q18=15,16

Stat test at 80% confidence level:

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v=22)

(handwritten): Q18=15,16 G

(circled handwritten): 23

*Past 30 days but not Salem UB

(handwritten note): T2B

(handwritten note): If 19 any = 1-14
D 19 only

7/2/2003, 4:11 PM

53085 5220

Banner for SALEM SOS BAR STUDY (Wave 1) (#65-03091)

[handwritten top right] Schances: Either aware, Ex line (U or A) ; 2 line Senses (U or A) ; Stir (upgraded (aided) or cd packs

[handwritten] Too few - So drop

Non-Menthol/Menthol Smokers (only)

Gender		Age			UB				UB Non-Menthol						Mail Flow		Purchased		Menthol Only Smokers		
Total 21+	Male	Female	21-34	35+	Salem	Non-Salem	Newport	Menthol Non-Salem	Total	Non-Menthol Only	Non-Menthol + Menthol	2003 Converts	Salem OU*	Prop Aware	In	Out	only/ mostly Green	only/ mostly Black	21+	21-34	UB Street FF LT
(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u=2)	

[handwritten notes within table]: UB ; UB ; FP ; NM or M UB ; (22b-22d) ; Meet Non Menthol/Menthol Smoker

Stat test at 80% cofidence level:

[handwritten] 18

*Past 30 days but not Salem UB
**Counted in both bases if bought both labels

[handwritten bottom right] everyone gets a Gn oBl, respondent's choice of shape ???

① Q19   Punches 1-14 if Non-Salem Menthol = Know Taste Difference
② Add: Salem = 2nd choic e — among Non-Salem Menthol Smokers.
③ Q12b T2B Agree (punch 6 or 7)   Agree has style

7/2/2003, 11:59 AM

53085 5221

Banner for SALEM SOS BAR STUDY (Wave 1)
(#65-03091)

Non-Menthol/Menthol Smokers

| | Gender | | Age | | UB | | | | UB Non-Menthol | | | | | | Mail Flow | | Purchased** | | Menthol Only | |
Total 21+	Male	Female	21-34	35+	Salem	Non-Salem	Newport	Menthol Non-Salem	Total	Non-Menthol Only	Non-Menthol + Menthol	2003 Converts	Salem OU*	Prop Aware	In	Out	Green	Black	21+	21-34

Stat test at 80% cofidence level:

(a) (b) (c)   (d)   (e)   (f)   (g)   (h)   (i)   (j)   (k)   (l)   (m)   (n)   (o)   (p) (q)   (r)   (s)   (t)   (u=21)

*Past 30 days but not Salem UB?
**Counted in both bases if bought both labels

Sent to Jack
7/2/3

7/2/2003, 11:51 AM

53085 5222

Banner for SALEM SOS BAR STUDY (Wave 1)
(#65-03091)

NM/m   Smokers (handwritten)

	Gender		Age		UB								2003		Prop	Mail Flow		Purchased**		Menthol Only	
									Menthol	Non-Menthol											
Total 21+	Male	Female	21-34	35+	Salem	Non-Salem	Newport	Non-Salem	Total	Non-Menthol Only	Non-Menthol + Menthol	Converts	Salem OU*	Aware	In	Out	Green	Black	21+	21-34

Stat test at 80% cofidence level:

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	o (j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s=21)

*Past 30 days but not Salem UB?
**Counted in both bases if bought both labels

21 (handwritten)

Salem Ban SOS

Non-Menthol/Menthol Smoker

Total (21+)   Age   Gender   UB
21-34 35-49   Male Female   Salem Non   2003 Converts
                                        Salem   Non Newport

Menthol NM   NM
Non/Salem   Total NM only   In
Menthol   NMt

Non Menthol/Menthol Smoker

Salem   Prop   Mail Flow   Purchase **
OU *   Aware   IN   Out   (Green Black)
                                   ✱✱

② Menthol only
   21+   21-34

** ⟨crossed out⟩ come to Virginia flight to be boxes in both
   straight to the labels

53085 5224

* Past 30 days but not Salem UB ?

TARGET RESEARCH GROUP, INC.
DORAL GAF COLLECTOR CARD SERIES
TRG #65-03041/03045
JUNE, 2003

Table 47

Q.21/22/24 TOTAL AWARE/COLLECT SNAPSHOTS DORAL SERIES OF COLLECTOR CARDS (TOTAL)

DORAL OCCASIONAL USER

	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLCTD		LAST 10 DORAL PURCHASES						OU AT PRE AND POST		OU AT PRE/ UB AT POST		OU AT PRE/ NOT OU OR UB AT POST	
											PRE > POST		PRE < POST		PRE = POST							
	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
AWARE OF ANY CARD SERIES	0**	390	0**	183	0**	207	0**	62*	0**	121	0**	71*	0**	155	0**	164	0**	209	0**	115	0**	66*
TOTAL AWARE	0	95	0	63	0	32	0	21	0	42	0	20	0	44	0	31	0	49	0	35	0	11
	0	24.4	0	34.4F	0	15.5	0	33.9	0	34.7	0	28.2	0	28.4	0	18.9	0	23.4	0	30.4RV	0	16.7
UNAIDED	0	20	0	14	0	6	0	5	0	9	0	4	0	9	0	7	0	9	0	7	0	4
	0	5.1	0	7.7F	0	2.9	0	8.1	0	7.4	0	5.6	0	5.8	0	4.3	0	4.3	0	6.1	0	6.1
AIDED	0	75	0	49	0	26	0	16	0	33	0	16	0	35	0	24	0	40	0	28	0	7
	0	19.2	0	26.8F	0	12.6	0	25.8	0	27.3	0	22.5	0	22.6	0	14.6	0	19.1V	0	24.3V	0	10.6
COLLECT	0	30	0	21	0	9	0	16	0	5	0	6	0	14	0	10	0	14	0	12	0	4
	0	7.7	0	11.5F	0	4.3	0	25.8J	0	4.1	0	8.5	0	9.0	0	6.1	0	6.7	0	10.4	0	6.1

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J - K/L - M/N - O/P - C/E - D/F - G/I - H/J - Q/R - S/T - U/V - Q/S/U - R/T/V
* small base; ** very small base (under 1) ineligible for sig testing

Source: https://www.industrydocuments.ucsf.edu/docs/fyvp0189

UB

Banner for SALEM SOS BAR STUDY (Wave 1)
(#65-03091)

Draft of Salem SOS Banner

Mailings			Gender		Age			Salem ub that converted in 2003				Top 3 Box to Appeal statement
Total	In Flow	Not In Flow	Male	Female	21-34	35-49	50+	Total	Black	Green	Silver	

Stat test at 80% cofidence level:

(a)   (b)   (c)   (d)   (e)   (f)   (g)   (h)   (i)   (j)   (k)   (l)   (m)   (n)   (o)   (p)   (q)   (r)   (s)   (t)   (u)   (v)   (w=23)

7/1/2003, 11:20 AM

53085 5226

DENNIS AND COMPANY, INC.
GTC NEBRASKA AD TRACKING STUDY (WAVE 3)
DAC #2564   OCTOBER, 1997

TABLE 4   Q.4A/5   TOTAL USUAL/SECOND CHOICE BRAND

	TO-TAL	PHASE 1 (A)	PHASE 2 (B)	GENDER MALE (C)	GENDER FEMALE (D)	AGE 21-34 (E)	AGE 35-65 (F)	INCOME <35 (G)	INCOME 35-49.9 (H)	INCOME 50+ (I)	EDUC HS OR LESS (J)	EDUC BEYOND HS (K)	AWARE TOTAL (L)	AWARE PHASE 1 (M)	AWARE PHASE 2 (N)	PROP AWARE (O)	NOT AWARE (P)	TRIAL AWARE TRIER (Q)	TRIAL AWARE NON-TRIER (R)	INFORMED (S)	NON-INFORMED (T)
BASE: TOTAL RESPONDENTS	200 100%	100 100%	100 100%	100 100%	100 100%	91 100%	109 100%	105 100%	28 100%	62 100%	75 100%	124 100%	153 100%	79 100%	74 100%	127 100%	47 100%	70 100%	83 100%	40 100%	30 100%
GPC	5 3%	2 2%	3 3%	2 2%	3 3%	1 1%	4 4%	3 3%I	2 7%I	-	4 5%K	1 1%	4 3%	2 3%	2 3%	4 3%	1 2%	3 4%	1 1%	2 5%	1 3%
CAPRI	1 1%	-	1 1%	-	1 1%	1 1%	-	-	1 4%GI	-	-	1 1%	1 1%	-	1 1%	1 1%	-	-	1 1%	-	-
AMERICAN TOBACCO COMPANY (NET)	15 8%	8 8%	7 7%	8 8%	7 7%	4 4%	11 10%E	9 9%H	-	5 8%H	5 7%	9 7%	12 8%	7 9%	5 7%	11 9%	3 6%	8 11%R	4 5%	7 18%T	1 3%
CARLTON	7 4%	4 4%	3 3%	2 2%	5 5%	1 1%	6 6%E	3 3%	-	4 6%H	1 1%	6 5%J	7 5%P	4 5%	3 4%	6 5%P	-	5 7%R	2 2%	4 10%	1 3%
AMERICAN	2 1%	-	2 2%A	2 2%D	-	1 1%	1 1%	2 2%	-	-	1 1%	1 1%	1 1%	-	1 1%	1 1%	1 2%	1 1%	-	1 3%	-
MALIBU	2 1%	1 1%	1 1%	2 2%D	-	1 1%	1 1%	2 2%	-	-	2 3%K	-	1 1%	1 1%	-	1 1%	1 2%	1 1%	-	1 3%	-
MONTCLAIR	2 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	1 1%	1 1%	2 1%	1 1%	1 1%	2 2%	-	1 1%	1 1%	1 3%	-
MISTY	1 1%	1 1%	-	-	1 1%	-	1 1%	1 1%	-	-	-	1 1%	-	-	-	-	1 2%LO	-	-	-	-
PALL MALL	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-	1 2%G	-	-	1 1%	1 1%	-	1 1%	-	-	1 1%	-	-
GENERIC/STORE BRAND/PRIVATE LABEL	6 3%	5 5%B	1 1%	4 4%	2 2%	2 2%	4 4%	2 2%	1 4%	3 5%	1 1%	5 4%	5 3%	4 5%	1 1%	5 4%	1 2%	-	5 6%Q	-	-

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H/I - J/K - L/P - M/N - O/P - Q/R - S/T

53085 5227

CLEAN 65-03091 - q3b 168,169

Alphabetical sort

Total = 351

String			Frequency		Cumulative	
21			18	5.1%	18	5.1%
22			22	6.3%	40	11.4%
23		96	32	9.1%	72	20.5%
24			24	6.8%	96	27.4%
25			18	5.1%	114	32.5%
26			20	5.7%	134	38.2%
27		78	17	4.8%	151	43.0%
28			14	4.0%	165	47.0%
29			9	2.6%	174	49.6%
30			7	2.0%	181	51.6%
31		49	14	4.0%	195	55.6%
32			12	3.4%	207	59.0%
33			8	2.3%	215	61.3%
34			8	2.3%	223	63.5%
35			9	2.6%	232	66.1%
36			3	0.9%	235	67.0%
37	32	31	8	2.3%	243	69.2%
38			8	2.3%	251	71.5%
39			3	0.9%	254	72.4%
40			6	1.7%	260	74.1%
41			6	1.7%	266	75.8%
42	39	37	12	3.4%	278	79.2%
43			8	2.3%	286	81.5%
44			5	1.4%	291	82.9%
45			7	2.0%	298	84.9%
46			9	2.6%	307	87.5%
47	35	36	9	2.6%	316	90.0%
48			6	1.7%	322	91.7%
49			5	1.4%	327	93.2%
50			3	0.9%	330	94.0%
51			4	1.1%	334	95.2%
52	13	12	2	0.6%	336	95.7%
54			3	0.9%	339	96.6%
55			2	0.6%	341	97.2%
56	4	6	3	0.9%	344	98.0%
57			1	0.3%	345	98.3%
60			1	0.3%	346	98.6%
62			1	0.3%	347	98.9%
63		4	1	0.3%	348	99.1%
64			1	0.3%	349	99.4%
68			1	0.3%	350	99.7%
99	1		1	0.3%	351	100.0%

Number of categories = 42
Number of numeric items = 351
Sum of factors = 11570.00
Mean value = 32.96
Std deviation = 10.77

53085 5228

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 14b   QUESTION- 6

PROPOSITION COMMUNICATION
* TOP 2 BOX "VERY/SOMEWHAT WELL" *

	GENDER			AGE 21-29				AGE WITHIN GENDER MALES		FEMALES		USUAL BRAND		USUAL STRENGTH		USUAL LENGTH	
	TOTAL	MALE	FEMALE	TOTAL	21-24	25-29	30-34	21-29	30-34	21-29	30-34	MARL-BORO	OTHER	FF	FFLT	85MM	100MM
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Base: Total Respondents	152 100.0	76 100.0	76 100.0	96 100.0	42 100.0	54 100.0	56 100.0	48 100.0	28 100.0	48 100.0	28 100.0	101 100.0	51 100.0	107 100.0	45 100.0	123 100.0	28 100.0
Weighted Base	152 100.0	76 100.0	76 100.0	96 100.0	41 100.0	54 100.0	56 100.0	48 100.0	28 100.0	48 100.0	28 100.0	105 100.0	47 100.0	108 100.0	44 100.0	126 100.0	25 100.0
Good Stuff	111 73.2	53 69.7	59 77.6	76 79.7F	32 78.2f	44 80.9F	35 62.2	39 81.3H	14 50.0	37 77.1H	22 78.6H	76 72.4	35 75.1	83 76.5n	28 65.1	89 71.1	21 83.0
Thank You	100 65.5	46 60.5	55 72.4a	60 63.0	25 61.1	35 64.4	39 69.9	29 60.4	17 60.7	32 66.7	23 82.1G Hi	66 62.9	34 71.5	72 66.6	28 63.0	78 62.1	21 81.40
Come To Flavor	115 75.7	58 76.3	57 75.0	72 75.5	28 68.6	44 80.7d	43 76.0	35 72.9	23 82.1	38 79.2	19 67.9	80 76.1	35 74.8	81 75.1	34 77.1	94 74.5	20 80.7
Married?	77 50.9	35 46.1	44 57.9a	47 48.8	17 40.1	30 55.3d	31 54.6d	21 43.8	14 50.0	27 56.3	17 60.7g	48 45.9	29 62.1K	57 52.5	21 46.9	66 52.6	10 41.1
Cut To Taste	116 76.6	59 77.6	57 75.0	69 72.4	31 75.0	38 70.4	47 83.7c e	36 75.0	23 82.1	33 68.8	24 85.7i	79 75.7	37 78.6	80 74.1	36 82.6	94 74.6	22 85.6
Trade In Miles	83 54.8	39 51.3	45 59.2	49 51.6	17 40.4	33 60.1D	34 60.2D	23 47.9	16 57.1	27 56.3	18 64.3g	54 51.8	29 61.4	59 54.9	24 54.5	65 52.1	17 66.8o
Flavor Buff	83 54.6	37 48.7	48 63.2A	54 56.1	22 53.2	32 58.2	29 52.0	25 52.1	12 42.9	30 62.5h	18 64.3h	57 54.2	26 55.4	64 59.0N	19 43.7	68 54.1	14 55.5
Roll Your Own	86 56.8	42 55.3	45 59.2	56 58.7	24 59.1	32 58.4	30 53.6	27 56.3	15 53.6	30 62.5	15 53.6	56 53.4	30 64.5	57 52.5	30 67.5M	69 54.8	17 65.2

Proportions/Means: Columns Tested (10%, 20% risk level) - A/B - C/D/E/F - G/H/I/J - K/L - M/N - O/P
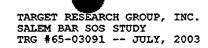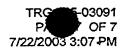
TARGET RE[SEA]RCH GROUP, INC.
SALEM BA[SIC]S STUDY
TRG #65-03091 -- JULY, 2003

TABLE 1   QUESTION   5A/B
CURRENT USUAL BRAND

21+ FULL PRICE MENTHOL SMOKERS

	NON-MENTHOL/MENTHOL SMOKERS						DATE INTERCEPTED			GENDER		AGE		SALEM UB	SALEM RECENT CONVERTS
	TOTAL	AGE 21-34	AGE 35+	MAIL FLOW IN	MAIL FLOW OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE-MALE	21-34	35+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE-TOTAL RESPONDENTS	351 / 100	223 / 100	128 / 100	154 / 100	197 / 100	195 / 100	29 / 100	105 / 100	61 / 100	104 / 100	91 / 100	119 / 100	76 / 100	28 / 100	9 / 100
AMERICAN (NET) ✓	9 / 3	4 / 2	5 / 4	2 / 1	7 / 4	5 / 3	- / -	3 / 3	2 / 3	1 / 1	4 / 4	2 / 2	3 / 4	- / -	- / -
F CARLTON ✓	2 / 1	1 / *	1 / 1	- / -	2 / 1	1 / 1	- / -	- / -	1 / 2	1 / 1	- / -	1 / 1	- / -	- / -	- / -
F LUCKY STRIKE ✓	1 / *	1 / *	- / -	- / -	1 / 1	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -
S MISTY ✓	3 / 1	1 / *	2 / 2	- / -	3 / 2	3 / 2	- / -	2 / 2	1 / 2	- / -	3 / 3	1 / 1	2 / 3	- / -	- / -
F PALL MALL ✓	3 / 1	1 / *	2 / 2	2 / 1	1 / 1	1 / 1	- / -	1 / 1	- / -	- / -	1 / 1	- / -	1 / 1	- / -	- / -
BAT (FORMERLY B&W) (NET) ✓	19 / 5	7 / 3	12 / 9	15 / 10	4 / 2	18 / 9	4 / 14	9 / 9	5 / 8	12 / 12	6 / 7	7 / 6	11 / 14	- / -	- / -
S GPC ✓	2 / 1	1 / *	1 / 1	1 / 1	1 / 1	1 / 1	1 / 3	- / -	- / -	1 / 1	- / -	1 / 1	- / -	- / -	- / -
F KOOL ✓	17 / 5	6 / 3	11 / 9	14 / 9	3 / 2	17 / 9	3 / 10	9 / 9	5 / 8	11 / 11	6 / 7	6 / 5	11 / 14	- / -	- / -
COMMONWEALTH (NET) ✓	1 / *	- / -	1 / 1	- / -	1 / 1	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -
S MALIBU ✓	1 / *	- / -	1 / 1	- / -	1 / 1	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -	- / -
LORILLARD (NET) ✓	85 / 24	59 / 26	26 / 20	49 / 32	36 / 18	83 / 43	14 / 48	42 / 40	27 / 44	44 / 42	39 / 43	57 / 48	26 / 34	- / -	- / -
F NEWPORT ✓	85 / 24	59 / 26	26 / 20	49 / 32	36 / 18	83 / 43	14 / 48	42 / 40	27 / 44	44 / 42	39 / 43	57 / 48	26 / 34	- / -	- / -

- checked to tab plan

53085 5230

TARGET RESEARCH GROUP, INC.
SALEM BAR SOS STUDY
TRG #65-03091 -- JULY, 2003

TABLE   1   QUESTION   5A/B
CURRENT USUAL BRAND

	NON-MENTHOL/MENTHOL SMOKERS					21+ FULL PRICE MENTHOL SMOKERS									
		AGE		MAIL FLOW			DATE INTERCEPTED			GENDER		AGE		SALEM UB	SALEM RECENT CON-VERTS
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE-MALE	21-34	35+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE-TOTAL RESPONDENTS	351	223	128	154	197	195	29	105	61	104	91	119	76	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PHILIP MORRIS (NET)	150	104	46	63	87	41	5	22	14	24	17	29	12	-	-
	43	47	36	41	44	21	17	21	23	23	19	24	16	-	-
BASIC	4	1	3	1	3	2	1	1	-	1	1	1	1	-	-
	1	*	2	1	2	1	3	1	-	1	1	1	1	-	-
BENSON & HEDGES	5	-	5	3	2	5	1	1	3	1	4	-	5	-	-
	1	-	4	2	1	3	3	1	5	1	4	-	7	-	-
CAMBRIDGE	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	1	-	-	-	-	-	-	-	-	-	-
MARLBORO	137	100	37	57	80	33	3	19	11	22	11	27	6	-	-
	39	45	29	37	41	17	10	18	18	21	12	23	8	-	-
MERIT	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	1	-	1	-	-	-	-	-	-	-	-	-	-
PARLIAMENT	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	1	1	-	1	-	1	-	1	-	-	1	1	-	-	-
	*	*	-	1	-	1	-	1	-	-	1	1	-	-	-
RJ REYNOLDS (NET)	81	47	34	23	58	43	6	26	11	22	21	22	21	28	9
	23	21	27	15	29	22	21	25	18	21	23	18	28	100	100
AMERICAN SPIRIT	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-
CAMEL	25	20	5	3	22	4	-	2	2	1	3	3	1	-	-
	7	9	4	2	11	2	-	2	3	1	3	3	1	-	-
CENTURY	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-

Page 2

53085 5231

TARGET RESEARCH GROUP, INC.
SALEM BAR SOS STUDY
TRG #65-03091 -- JULY, 2003

TABLE   1   QUESTION   5A/B
CURRENT USUAL BRAND

	NON-MENTHOL/MENTHOL SMOKERS					21+ FULL PRICE MENTHOL SMOKERS									
		AGE		MAIL FLOW			DATE INTERCEPTED			GENDER		AGE		SALEM	SALEM RECENT CON-
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE-MALE	21-34	35+	UB	VERTS
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE-TOTAL RESPONDENTS	351	223	128	154	197	195	29	105	61	104	91	119	76	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
S DORAL ✓	13	4	9	4	9	4	-	2	2	2	2	2	2	-	-
	4	2	7	3	5	2	-	2	3	2	2	2	3	-	-
F KAMEL/KAMEL RED ✓	1	1	-	-	1	1	-	1	-	-	1	1	-	-	-
	*	*	-	-	1	1	-	1	-	-	1	1	-	-	-
F SALEM ✓	28	12	16	13	15	28	4	18	6	15	13	12	16	28	9
	8	5	13	8	8	14	14	17	10	14	14	10	21	100	100
GREEN LABEL	23	10	13	9	14	23	3	14	6	12	11	10	13	23	6
	7	4	10	6	7	12	10	13	10	12	12	8	17	82	67
BLACK LABEL	5	2	3	4	1	5	1	4	-	3	2	2	3	5	3
	1	1	2	3	1	3	3	4	-	3	2	2	4	18	33
F VANTAGE ✓	1	1	-	1	-	1	-	1	-	1	-	1	-	-	-
	*	*	-	1	-	1	-	1	-	1	-	1	-	-	-
F WINSTON ✓	6	3	3	-	6	1	1	-	-	-	1	-	1	-	-
	2	1	2	-	3	1	3	-	-	-	1	-	1	-	-
MOONLIGHT BRANDS (SUBNET)	5	4	1	-	5	4	1	2	1	3	1	3	1	-	-
	1	2	1	-	3	2	3	2	2	3	1	3	1	-	-
F BEES ✓	3	2	1	-	3	2	1	1	-	1	1	1	1	-	-
	1	1	1	-	2	1	3	1	-	1	1	1	1	-	-
F ICEBOX ✓	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-
	*	*	-	-	1	1	-	1	-	1	-	1	-	-	-
F JUMBO ✓	1	1	-	-	1	1	-	-	1	1	-	1	-	-	-
	*	*	-	-	1	1	-	-	2	1	-	1	-	-	-
OTHER BRANDS (NET) ✓	6	2	4	2	4	5	-	3	2	1	4	2	3	-	-
	2	1	3	1	2	3	-	3	3	1	4	2	4	-	-

Page 3

TARGET RESEARCH GROUP, INC.
SALEM BAR SOS STUDY
TRG #65-03091 -- JULY, 2003

TABLE 1   QUESTION   5A/B
CURRENT USUAL BRAND

	NON-MENTHOL/MENTHOL SMOKERS					21+ FULL PRICE MENTHOL SMOKERS									
		AGE		MAIL FLOW			DATE INTERCEPTED			GENDER		AGE		SALEM SUB	SALEM RECENT CONVERTS
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE-MALE	21-34	35+		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
BASE-TOTAL RESPONDENTS	351	223	128	154	197	195	29	105	61	104	91	119	76	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VISTA	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	1	1	-	-	-	-	-	-	-	-	-	-	-
OTHER (UNSPECIFIED)	5	2	3	1	4	5	-	3	2	1	4	2	3	-	-
	1	1	2	1	2	3	-	3	3	1	4	2	4	-	-
STORE BRAND OR GENERIC BRAND	4	1	3	1	3	4	-	3	1	-	4	1	3	-	-
	1	*	2	1	2	2	-	3	2	-	4	1	4	-	-
DISCOUNT BRAND	1	1	-	-	1	1	-	-	1	1	-	1	-	-	-
	*	*	-	-	1	1	-	-	2	1	-	1	-	-	-
SIGMA...	351	223	128	154	197	195	29	105	61	104	91	119	76	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
FULL PRICE...	320	212	108	145	175	180	27	97	56	99	81	112	68	28	9
	91	95	84	94	89	92	93	92	92	95	89	94	89	100	100
SAVINGS...	25	9	16	7	18	10	2	5	3	4	6	5	5	-	-
	7	4	13	5	9	5	7	5	5	4	7	4	7	-	-
MENTHOL...	333	213	120	151	182	186	27	101	58	101	85	115	71	28	9
	95	96	94	98	92	95	93	96	95	97	93	97	93	100	100
FULL PRICE MENTHOL NON-SALEM...	280	192	88	131	149	148	21	78	49	82	66	98	50	-	-
	80	86	69	85	76	76	72	74	80	79	73	82	66	-	-

TARGET RESEARCH GROUP, INC.

TABULATING SPECIFICATIONS

Salem BarSOS STUDY

TABLE TITLE	QUES. #	BASE	BASE DESCRIPTION	CARD/ COL#	STUB: CODE BOOK/ QUESTIONNAIRE	SPECIAL INSTR.	X	S D	S D E	MN D N	R N K
ATTACHMENT A											

Cigarette Brand List

Show Nets Of: American, BAT (B&W), Commonwealth, L&M, Lorillard, Philip Morris, RJ Reynolds

American:
American -2; Carlton-14; Lucky Strike-33; Misty-37; Pall Mall-49; Tareyton-63

BAT (formerly B&W):
Barclay-4; Belair-7; GPC-22; Kool-30; Raleigh-55; Richland-57; Viceroy-67

Commonwealth:
Malibu-35; Montclair-43; Riviera-58

L&M:
Eve-20; Pyramid-54

Lorillard:
Harley Davidson-23; Kent-29; Maverick-38; Newport-46; Old Gold-48; Satin-61; Triumph-64; True-65

Philip Morris:
Alpine-1; Basic-5; Benson& Hedges-8; Bristol-9; Bucks-10; Cambridge-11; Chesterfield-16; Dunhill-18; L&M-31; Lark-32; Marlboro-36; Merit-39; Multifilter-45; Parliament-50;
     Philip Morris-51; Players 25's-53; Virginia Slims-68

RJ Reynolds:
American Spirit - 3; Camel-12; Century-15; Doral-17; Eclipse-19; Horizon-24; Kamel/Kamel Red-28; Magna-34; Monarch-42; More-44; Now-47;
     Salem-60; Sterling-62; Vantage-66; Winston -70;

Moonlight Brands (Subnet) Make this one line item under RJ Reynolds net. Definition: Bees-6; House Blend-25; Icebox-26; Jumbo-27; Metro-40; Moonlight-41; Planet-52

Other:
Export A-21; Rothman-59; Vista-69; Other-72;

Full Price:
3, 4, 6, 8, 12, 14, 16, 18, 19, 20, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 36, 39-41, 44, 45, 46, 47, 49, 50, 51, 52, 55, 60, 61, 63, 64, 65, 66, 68, 70

Savings:
1, 2, 5, 7, 9, 10, 11, 15, 17, 22, 23, 34, 35, 37, 38, 42, 43, 48, 53, 54, 57, 58, 62, 67

Menthol:
1, 3, 5, 7-9, 11, 12, 14, 15, 17, 19, 20, 22, 24, 26, 28-30, 35-40, 42-44, 46, 47, 49, 52-58, 60-62, 64-68

Full Price Menthol Non-Salem:
3, 7, 8, 12, 14, 19, 20, 24, 26, 28-30, 36, 39, 40, 44, 46, 47, 49, 52, 55, 61, 64-66, 68

168,170 among all after force cleaning
Alphabetical sort

Total = 351

String		Frequency		Cumulative	
------		---------		----------	
212		18	5.1%	18	5.1%
222	96	22	6.3%	40	11.4%
232		32	9.1%	72	20.5%
242		24	6.8%	96	27.4%
253		18	5.1%	114	32.5%
263		20	5.7%	134	38.2%
273	78	17	4.8%	151	43.0%
283		14	4.0%	165	47.0%
293		9	2.6%	174	49.6%
304		7	2.0%	181	51.6%
314		14	4.0%	195	55.6%
324	49	12	3.4%	207	59.0%
334		8	2.3%	215	61.3%
344		8	2.3%	223	63.5%
355		9	2.6%	232	66.1%
365	31+1=32	3	0.9%	235	67.0%
375		8	2.3%	243	69.2%
385		8	2.3%	251	71.5%
395		3	0.9%	254	72.4%
406		6	1.7%	260	74.1%
416	37	6	1.7%	266	75.8%
426		12	3.4%	278	79.2%
436		8	2.3%	286	81.5%
446		5	1.4%	291	82.9%
457		7	2.0%	298	84.9%
467		9	2.6%	307	87.5%
477	36	9	2.6%	316	90.0%
487		6	1.7%	322	91.7%
497		5	1.4%	327	93.2%
508		3	0.9%	330	94.0%
518	12	4	1.1%	334	95.2%
528		2	0.6%	336	95.7%
548		3	0.9%	339	96.6%
559		2	0.6%	341	97.2%
569	6	3	0.9%	344	98.0%
579		1	0.3%	345	98.3%
600		1	0.3%	346	98.6%
620	4	1	0.3%	347	98.9%
630		1	0.3%	348	99.1%
640		1	0.3%	349	99.4%
68-	1	1	0.3%	350	99.7%
995		1	0.3%	351	100.0%

Number of categories = 42
Number of numeric items = 350
Sum of factors = 116426.00
Mean value   =   332.65
Std deviation =   107.82

351

11741
37
11778
33.5

53085 5235

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 12   QUESTION- 2a-3c

SUMMARY OF ADS LIKED BEST/DISLIKED MOST

	LIKED BEST	LIKED BEST/ SECOND BEST	LIKED BEST/ SECOND /THIRD BEST	DISLIKED MOST	DISLIKED MOST/ SECOND MOST	DISLIKED MOST SECOND /THIRD MOST
Base: Total Respondents	152 100.0	152 100.0	152 100.0	152 100.0	152 100.0	152 100.0
Weighted Base	152 100.0	152 100.0	152 100.0	152 100.0	152 100.0	152 100.0
Good Stuff	27 17.7	40 26.2	52 34.0	10 6.3	15 9.7	25 16.3
Thank You	14 9.4	26 16.8	35 23.1	21 13.6	31 20.7	38 24.9
Come To Flavor	18 12.0	33 22.0	46 30.5	6 4.1	15 9.6	24 15.9
Married?	20 13.3	34 22.4	43 28.2	30 19.6	45 29.5	60 39.2
Cut To Taste	14 9.3	34 22.5	47 31.1	9 5.7	14 9.1	18 12.1
Trade In Miles	9 5.8	25 16.6	35 22.8	7 4.7	25 16.3	39 25.5
Flavor Buff	7 4.9	17 11.1	29 19.3	16 10.4	40 26.6	48 31.7
Roll Your Own	21 13.8	38 24.7	50 33.1	14 9.4	25 16.6	36 23.9
Read The Label	11 7.1	23 14.9	33 21.9	6 3.7	11 7.3	17 11.5
Unplugged	2 1.3	8 5.2	20 13.1	14 9.1	26 17.2	51 33.3
Subtract/Add	- -	5 3.1	18 11.7	7 4.5	17 11.3	34 22.5

53085 5236

CLEAN 65-03091 - STATE OF RESIDENCE 561,562
Alphabetical sort

String	Frequency		Cumulative	
AL	18	5.1%	18	5.1%
AR	2	0.6%	20	5.7%
FL	74	21.1%	94	26.8%
GA	10	2.8%	104	29.6%
IL	33	9.4%	137	39.0%
IN	41	11.7%	178	50.7%
MA	2	0.6%	180	51.3%
MD	13	3.7%	193	55.0%
MI	7	2.0%	200	57.0%
MO	9	2.6%	209	59.5%
NJ	10	2.8%	219	62.4%
OH	57	16.2%	276	78.6%
OK	1	0.3%	277	78.9%
PA	29	8.3%	306	87.2%
TN	18	5.1%	324	92.3%
TX	27	7.7%	351	100.0%

Total = 351

Number of categories = 16

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 12   QUESTION- 2a-3c

SUMMARY OF ADS LIKED BEST/DISLIKED MOST

	LIKED BEST	LIKED BEST/ SECOND BEST	LIKED BEST/ SECOND /THIRD BEST	DISLIKED MOST	DISLIKED MOST/ SECOND MOST	DISLIKED MOST SECOND /THIRD MOST
Weighted Base	152 100.0	152 100.0	152 100.0	152 100.0	152 100.0	152 100.0
Less Is More	1 0.5	6 4.2	17 11.3	7 4.4	14 9.1	21 13.7
What's Left	6 4.2	12 8.1	22 14.8	5 3.3	17 11.0	29 19.0
Don't know/no answer	1 0.8	1 0.8	1 0.8	2 1.1	1 0.6	1 0.6

CLEAN 65-03091 - ub at sample   641,654
                                   Alphabetical sort

Total = 351

String	Frequency		Cumulative	
------	---------		----------	
AMERICAN	1	0.3%	1	0.3%
BASIC	3	0.9%	4	1.1%
BH	3	0.9%	7	2.0%
CAMEL	25	7.1%	32	9.1%
CARLTON	1	0.3%	33	9.4%
DORAL	6	1.7%	39	11.1%
GPC	2	0.6%	41	11.7%
KOOL	26	7.4%	67	19.1%
LUCKYSTR	1	0.3%	68	19.4%
MARLBORO	115	32.8%	183	52.1%
MISTY	2	0.6%	185	52.7%
NEWPORT	122	34.8%	307	87.5%
NOW	1	0.3%	308	87.7%
OTH.BRAND	2	0.6%	310	88.3%
PALLMALL	1	0.3%	311	88.6%
PARL	1	0.3%	312	88.9%
SALEM	34	9.7%	346	98.6%
WINSBASE	5	1.4%	351	100.0%

Number of categories = 18

53085 5239

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13a   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST

	THREE ADS LIKED BEST =====	THREE ADS DISLIKED MOST ========	(NET) THREE LIKED BEST (%) =====	(NET) THREE LIKED BEST (#) =====
Base: Total Respondents	152 100.0	152 100.0	-	0
Weighted Base	152 100.0	152 100.0	-	0
Cut To Taste	47 31.1	18 12.1	19.0	29
Good Stuff	52 34.0	25 16.3	17.7	27
Come To Flavor	46 30.5	24 15.9	14.6	22
Read The Label	33 21.9	17 11.5	10.5	16
Roll Your Own	50 33.1	36 23.9	9.3	14
Don't know/no answer	1 0.8	1 0.6	0.2	*
Thank You	35 23.1	38 24.9	-1.8	-3
Less Is More	17 11.3	21 13.7	-2.4	-4
Trade In Miles	35 22.8	39 25.5	-2.6	-4
What's Left	22 14.8	29 19.0	-4.2	-6
Subtract/Add	18 11.7	34 22.5	-10.8	-16

53085 5240

CLEAN 65-03091 - intercept date 621,630

Alphabetical sort

Total = 351

String	Frequency		Cumulative	
03/10/2003	1	0.3%	1	0.3%
03/20/2003	4	1.1%	5	1.4%
03/21/2003	5	1.4%	10	2.8%
03/22/2003	5	1.4%	15	4.3%
03/25/2003	4	1.1%	19	5.4%
03/26/2003	8	2.3%	27	7.7%
03/27/2003	9	2.6%	36	10.3%
03/28/2003	6	1.7%	42	12.0%
03/29/2003	9	2.6%	51	14.5%
04/01/2003	1	0.3%	52	14.8%
04/02/2003	3	0.9%	55	15.7%
04/03/2003	9	2.6%	64	18.2%
04/04/2003	14	4.0%	78	22.2%
04/05/2003	10	2.8%	88	25.1%
04/06/2003	1	0.3%	89	25.4%
04/07/2003	3	0.9%	92	26.2%
04/08/2003	3	0.9%	95	27.1%
04/09/2003	6	1.7%	101	28.8%
04/10/2003	6	1.7%	107	30.5%
04/11/2003	11	3.1%	118	33.6%
04/12/2003	18	5.1%	136	38.7%
04/13/2003	3	0.9%	139	39.6%
04/14/2003	1	0.3%	140	39.9%
04/15/2003	1	0.3%	141	40.2%
04/16/2003	6	1.7%	147	41.9%
04/17/2003	8	2.3%	155	44.2%
04/18/2003	9	2.6%	164	46.7%
04/19/2003	6	1.7%	170	48.4%
04/20/2003	1	0.3%	171	48.7%
04/22/2003	3	0.9%	174	49.6%
04/23/2003	8	2.3%	182	51.9%
04/24/2003	6	1.7%	188	53.6%
04/25/2003	12	3.4%	200	57.0%
04/26/2003	12	3.4%	212	60.4%
04/27/2003	5	1.4%	217	61.8%
04/28/2003	1	0.3%	218	62.1%
04/29/2003	3	0.9%	221	63.0%
04/30/2003	10	2.8%	231	65.8%
05/01/2003	12	3.4%	243	69.2%
05/02/2003	12	3.4%	255	72.6%
05/03/2003	20	5.7%	275	78.3%
05/04/2003	4	1.1%	279	79.5%
05/05/2003	4	1.1%	283	80.6%
05/06/2003	2	0.6%	285	81.2%
05/07/2003	5	1.4%	290	82.6%
05/08/2003	4	1.1%	294	83.8%
05/09/2003	5	1.4%	299	85.2%
05/10/2003	10	2.8%	309	88.0%
05/11/2003	1	0.3%	310	88.3%
05/12/2003	3	0.9%	313	89.2%
05/13/2003	6	1.7%	319	90.9%
05/14/2003	5	1.4%	324	92.3%

5)

180

120

53085 5241

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13a   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST

	THREE ADS LIKED BEST =====	THREE ADS DISLIKED MOST ========	(NET) THREE LIKED BEST (%) =====	(NET) THREE LIKED BEST (#) =====
Weighted Base	152 100.0	152 100.0	-	0
Married?	43 28.2	60 39.2	-11.0	-17
Flavor Buff	29 19.3	48 31.7	-12.4	-19
Unplugged	20 13.1	51 33.3	-20.2	-31

Alphabetical sort

Total = 351

String	Frequency		Cumulative	
05/15/2003	5	1.4%	329	93.7%
05/16/2003	3	0.9%	332	94.6%
05/17/2003	4	1.1%	336	95.7%
05/18/2003	3	0.9%	339	96.6%
05/19/2003	4	1.1%	343	97.7%
05/20/2003	4	1.1%	347	98.9%
05/22/2003	3	0.9%	350	99.7%
05/24/2003	1	0.3%	351	100.0%

Number of categories = 60

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

NET OF THREE ADS LIKED BEST
* MALES *

TABLE- 13b   QUESTION- 2a-3c

	THREE ADS LIKED BEST	THREE ADS DISLIKED MOST	(NET) THREE LIKED BEST (%)	(NET) THREE LIKED BEST (#)
Base: Total Respondents	76 100.0	76 100.0	-	0
Roll Your Own	29 38.2	11 14.5	23.7	18
Cut To Taste	21 27.6	6 7.9	19.7	15
Come To Flavor	24 31.6	13 17.1	14.5	11
Read The Label	17 22.4	8 10.5	11.8	9
Good Stuff	23 30.3	17 22.4	7.9	6
Less Is More	9 11.8	11 14.5	-2.6	-2
Trade In Miles	15 19.7	19 25.0	-5.3	-4
What's Left	12 15.8	17 22.4	-6.6	-5
Married?	26 34.2	32 42.1	-7.9	-6
Thank You	13 17.1	21 27.6	-10.5	-8
Subtract/Add	8 10.5	18 23.7	-13.2	-10
Flavor Buff	13 17.1	24 31.6	-14.5	-11

53085 5244

CLEAN 65-03091 - q3b 168,169

Alphabetical sort

Total = 351

String	Frequency		Cumulative	
21	18	5.1%	18	5.1%
22	22	6.3%	40	11.4%
23	32	9.1%	72	20.5%
24	24	6.8%	96	27.4%
25	18	5.1%	114	32.5%
26	20	5.7%	134	38.2%
27	17	4.8%	151	43.0%
28	14	4.0%	165	47.0%
29	9	2.6%	174	49.6%
30	7	2.0%	181	51.6%
31	14	4.0%	195	55.6%
32	12	3.4%	207	59.0%
33	8	2.3%	215	61.3%
34	8	2.3%	223	63.5%
35	9	2.6%	232	66.1%
36	3	0.9%	235	67.0%
37	8	2.3%	243	69.2%
38	8	2.3%	251	71.5%
39	3	0.9%	254	72.4%
40	6	1.7%	260	74.1%
41	6	1.7%	266	75.8%
42	12	3.4%	278	79.2%
43	8	2.3%	286	81.5%
44	5	1.4%	291	82.9%
45	7	2.0%	298	84.9%
46	9	2.6%	307	87.5%
47	9	2.6%	316	90.0%
48	6	1.7%	322	91.7%
49	5	1.4%	327	93.2%
50	3	0.9%	330	94.0%
51	4	1.1%	334	95.2%
52	2	0.6%	336	95.7%
54	3	0.9%	339	96.6%
55	2	0.6%	341	97.2%
56	3	0.9%	344	98.0%
57	1	0.3%	345	98.3%
60	1	0.3%	346	98.6%
62	1	0.3%	347	98.9%
63	1	0.3%	348	99.1%
64	1	0.3%	349	99.4%
68	1	0.3%	350	99.7%
99	1	0.3%	351	100.0%

Number of categories = 42
Number of numeric items = 351
Sum of factors = 11570.00
Mean value   =   32.96
Std deviation =   10.77

53085 5245

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13b   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* MALES *

	THREE ADS LIKED BEST =====	THREE ADS DISLIKED MOST ========	(NET) THREE LIKED BEST (%) =====	(NET) THREE LIKED BEST (#) =====
Base: Total Respondents	76 100.0	76 100.0	-	0
Unplugged	12 15.8	26 34.2	-18.4	-14
Don't know/no answer	1 1.3	- -	1.3	1

53085 5246

CLEAN 65-03091 - q8b 221,223   Alphabetical sort

Total = 351

Number of categories = 26
Number of numeric items = 351
Sum of factors = 7918.00
Mean value = 22.56
Std deviation = 15.66

String	Frequency		Cumulative	
001	11	3.1%	11	3.1%
002	10	2.8%	21	6.0%
003	7	2.0%	28	8.0%
004	17	4.8%	45	12.8%
005	11	3.1%	56	16.0%
006	5	1.4%	61	17.4%
007	1	0.3%	62	17.7%
008	7	2.0%	69	19.7%
009	3	0.9%	72	20.5%
010	35	10.0%	107	30.5%
012	5	1.4%	112	31.9%
013	2	0.6%	114	32.5%
015	29	8.3%	143	40.7%
016	2	0.6%	145	41.3%
018	1	0.3%	146	41.6%
020	39	11.1%	185	52.7%
025	11	3.1%	196	55.8%
028	4	1.1%	200	57.0%
030	100	28.5%	300	85.5%
035	3	0.9%	303	86.3%
040	23	6.6%	326	92.9%
045	2	0.6%	328	93.4%
050	6	1.7%	334	95.2%
060	13	3.7%	347	98.9%
080	2	0.6%	349	99.4%
090	2	0.6%	351	100.0%

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13c   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* FEMALES *

	THREE ADS LIKED BEST	THREE ADS DISLIKED MOST	(NET) THREE LIKED BEST (%)	(NET) THREE LIKED BEST (#)
Base: Total Respondents	76 100.0	76 100.0	-	0
Good Stuff	30 39.5	6 7.9	31.6	24
Cut To Taste	27 35.5	14 18.4	17.1	13
Come To Flavor	22 28.9	11 14.5	14.5	11
Thank You	24 31.6	16 21.1	10.5	8
Read The Label	16 21.1	10 13.2	7.9	6
Trade In Miles	21 27.6	20 26.3	1.3	1
What's Left	10 13.2	11 14.5	-1.3	-1
Less Is More	8 10.5	10 13.2	-2.6	-2
Subtract/Add	10 13.2	16 21.1	-7.9	-6
Flavor Buff	17 22.4	24 31.6	-9.2	-7
Roll Your Own	20 26.3	28 36.8	-10.5	-8
Married?	15 19.7	26 34.2	-14.5	-11

53085 5248

CLEAN 65-03091 - q21b 741,742

Alphabetical sort

Total = 351

String	Frequency		Cumulative	
00	27	7.7%	27	7.7%
01	137	39.0%	164	46.7%
02	60	17.1%	224	63.8%
03	35	10.0%	259	73.8%
04	19	5.4%	278	79.2%
05	21	6.0%	299	85.2%
06	7	2.0%	306	87.2%
07	1	0.3%	307	87.5%
10	12	3.4%	319	90.9%
12	6	1.7%	325	92.6%
14	1	0.3%	326	92.9%
15	1	0.3%	327	93.2%
16	1	0.3%	328	93.4%
20	6	1.7%	334	95.2%
23	1	0.3%	335	95.4%
24	1	0.3%	336	95.7%
25	3	0.9%	339	96.6%
30	3	0.9%	342	97.4%
40	2	0.6%	344	98.0%
50	2	0.6%	346	98.6%
56	1	0.3%	347	98.9%
99	4	1.1%	351	100.0%

Number of categories = 22

Number of numeric items = 351
Sum of factors   =   1793.00
Mean value   =   5.11
Std deviation   =   12.42

53085 5249

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13c   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* FEMALES *

	THREE ADS LIKED BEST =====	THREE ADS DISLIKED MOST =======	(NET) THREE LIKED BEST (%) =====	(NET) THREE LIKED BEST (#) =====
Base: Total Respondents	76 100.0	76 100.0	-	0
Unplugged	7 9.2	24 31.6	-22.4	-17
Don't know/no answer	- -	1 1.3	-1.3	-1

53085 5250

packs UB past 30 days q.5a/13   Alphabetical sort

Total = 351

String	Frequency		Cumulative	
000	9	2.6%	9	2.6%
001	9	2.6%	18	5.1%
002	17	4.8%	35	10.0%
003	7	2.0%	42	12.0%
004	16	4.6%	58	16.5%
005	13	3.7%	71	20.2%
006	7	2.0%	78	22.2%
007	3	0.9%	81	23.1%
008	12	3.4%	93	26.5%
009	4	1.1%	97	27.6%
010	40	11.4%	137	39.0%
011	1	0.3%	138	39.3%
012	4	1.1%	142	40.5%
013	2	0.6%	144	41.0%
014	2	0.6%	146	41.6%
015	31	8.8%	177	50.4%
016	1	0.3%	178	50.7%
018	1	0.3%	179	51.0%
019	1	0.3%	180	51.3%
020	37	10.5%	217	61.8%
022	1	0.3%	218	62.1%
023	2	0.6%	220	62.7%
024	2	0.6%	222	63.2%
025	14	4.0%	236	67.2%
026	3	0.9%	239	68.1%
027	1	0.3%	240	68.4%
028	2	0.6%	242	68.9%
029	1	0.3%	243	69.2%
030	69	19.7%	312	88.9%
034	1	0.3%	313	89.2%
035	3	0.9%	316	90.0%
040	18	5.1%	334	95.2%
045	1	0.3%	335	95.4%
050	2	0.6%	337	96.0%
060	10	2.8%	347	98.9%
080	2	0.6%	349	99.4%
090	2	0.6%	351	100.0%

Number of categories = 37
Number of numeric items = 351
Sum of factors = 6829.00
Mean value = 19.46
Std deviation = 15.29

Handwritten annotations: 69, 66, 40, 40, 19, 76, 4, 17

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13d   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* AGE 21-29 *

	THREE ADS LIKED BEST =====	THREE ADS DISLIKED MOST ========	(NET) THREE LIKED BEST (%) =====	(NET) THREE LIKED BEST (#) =====
Base: Total Respondents	96 100.0	96 100.0	-	0
Weighted Base	96 100.0	96 100.0	-	0
Good Stuff	35 36.3	12 12.4	23.9	23
Cut To Taste	29 29.9	11 11.2	18.7	18
Roll Your Own	36 37.3	20 20.5	16.8	16
Come To Flavor	26 27.2	18 18.7	8.5	8
Read The Label	20 21.0	13 14.0	7.0	7
Thank You	22 22.9	23 24.6	-1.7	-2
What's Left	14 14.8	19 19.9	-5.2	-5
Married?	29 30.6	34 35.8	-5.2	-5
Trade In Miles	19 19.4	26 26.7	-7.2	-7
Less Is More	9 9.3	17 17.3	-8.1	-8
Subtract/Add	10 10.5	20 20.7	-10.2	-10

53085 5252

total # packs past 30 days q.13
Alphabetical sort

Total = 351

String	Frequency		Cumulative	
------	---------		----------	
0001	11	3.1%	11	3.1%
0002	10	2.8%	21	6.0%
0003	7	2.0%	28	8.0%
0004	17	4.8%	45	12.8%
0005	11	3.1%	56	16.0%
0006	5	1.4%	61	17.4%
0007	1	0.3%	62	17.7%
0008	7	2.0%	69	19.7%
0009	3	0.9%	72	20.5%
0010	35	10.0%	107	30.5%
0012	5	1.4%	112	31.9%
0013	2	0.6%	114	32.5%
0015	29	8.3%	143	40.7%
0016	2	0.6%	145	41.3%
0018	1	0.3%	146	41.6%
0020	39	11.1%	185	52.7%
0025	11	3.1%	196	55.8%
0028	4	1.1%	200	57.0%
0030	100	28.5%	300	85.5%
0035	3	0.9%	303	86.3%
0040	23	6.6%	326	92.9%
0045	2	0.6%	328	93.4%
0050	6	1.7%	334	95.2%
0060	13	3.7%	347	98.9%
0080	2	0.6%	349	99.4%
0090	2	0.6%	351	100.0%

Number of categories = 26

Number of numeric items = 351
Sum of factors   =   7918.00
Mean value   =   22.56
Std deviation   =   15.66

53085 5253

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13d   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* AGE 21-29 *

	THREE ADS LIKED BEST =====	THREE ADS DISLIKED MOST ========	(NET) THREE LIKED BEST (%) =====	(NET) THREE LIKED BEST (#) =====
Weighted Base	96 100.0	96 100.0	-	0
Flavor Buff	21 22.3	34 35.7	-13.5	-13
Unplugged	16 16.6	32 33.0	-16.5	-16
Don't know/no answer	- -	- -	-	0

% UB of total packs past 30 days q.5a/13

Alphabetical sort

Total = 351

String	Frequency		Cumulative	
0000	9	2.6%	9	2.6%
0014	1	0.3%	10	2.8%
0016	1	0.3%	11	3.1%
0020	3	0.9%	14	4.0%
0022	1	0.3%	15	4.3%
0026	3	0.9%	18	5.1%
0033	5	1.4%	23	6.6%
0040	2	0.6%	25	7.1%
0046	1	0.3%	26	7.4%
0050	26	7.4%	52	14.8%
0053	3	0.9%	55	15.7%
0055	1	0.3%	56	16.0%
0060	2	0.6%	58	16.5%
0065	1	0.3%	59	16.8%
0066	16	4.6%	75	21.4%
0068	1	0.3%	76	21.7%
0073	1	0.3%	77	21.9%
0075	8	2.3%	85	24.2%
0080	7	2.0%	92	26.2%
0082	1	0.3%	93	26.5%
0083	6	1.7%	99	28.2%
0086	2	0.6%	101	28.8%
0087	3	0.9%	104	29.6%
0090	3	0.9%	107	30.5%
0092	2	0.6%	109	31.1%
0093	2	0.6%	111	31.6%
0095	1	0.3%	112	31.9%
0096	1	0.3%	113	32.2%
0100	238	67.8%	351	100.0%

Number of categories = 29

Number of numeric items = 351
Sum of factors = 30181.00
Mean value = 85.99
Std deviation = 25.04

15

6

53085 5255

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13e   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* AGE 30-34 *

	THREE ADS LIKED BEST	THREE ADS DISLIKED MOST	(NET) THREE LIKED BEST (%)	(NET) THREE LIKED BEST (#)
Base: Total Respondents	56 100.0	56 100.0	-	0
Weighted Base	56 100.0	56 100.0	-	0
Come To Flavor	20 36.2	6 11.2	25.0	14
Cut To Taste	19 33.2	8 13.8	19.4	11
Read The Label	13 23.5	4 7.1	16.3	9
Good Stuff	17 30.1	13 23.0	7.1	4
Less Is More	8 14.8	4 7.7	7.1	4
Trade In Miles	16 28.6	13 23.5	5.1	3
Don't know/no answer	1 2.0	1 1.5	0.5	*
Thank You	13 23.5	14 25.5	-2.0	-1
What's Left	8 14.8	10 17.3	-2.6	-1
Roll Your Own	15 26.0	17 29.6	-3.6	-2
Flavor Buff	8 14.3	14 25.0	-10.7	-6

53085 5256

q.5/13 - UB/TOTAL/% UB

Alphabetical sort

Total = 351

UB Tot %UB

	Frequency		Cumulative	
000 0001 0000	4	1.1%	4	1.1%
000 0015 0000	1	0.3%	5	1.4%
000 0025 0000	1	0.3%	6	1.7%
000 0030 0000	3	0.9%	9	2.6%
001 0001 0100	7	2.0%	16	4.6%
001 0002 0050	1	0.3%	17	4.8%
001 0003 0033	1	0.3%	18	5.1%
002 0002 0100	9	2.6%	27	7.7%
002 0003 0066	1	0.3%	28	8.0%
002 0004 0050	4	1.1%	32	9.1%
002 0005 0040	1	0.3%	33	9.4%
002 0010 0020	2	0.6%	35	10.0%
003 0003 0100	5	1.4%	40	11.4%
003 0004 0075	2	0.6%	42	12.0%
004 0004 0100	11	3.1%	53	15.1%
004 0005 0080	2	0.6%	55	15.7%
004 0006 0066	1	0.3%	56	16.0%
004 0015 0026	2	0.6%	58	16.5%
005 0005 0100	8	2.3%	66	18.8%
005 0010 0050	3	0.9%	69	19.7%
005 0030 0016	1	0.3%	70	19.9%
005 0035 0014	1	0.3%	71	20.2%
006 0006 0100	4	1.1%	75	21.4%
006 0009 0066	1	0.3%	76	21.7%
006 0010 0060	1	0.3%	77	21.9%
006 0012 0050	1	0.3%	78	22.2%
007 0007 0100	1	0.3%	79	22.5%
007 0013 0053	1	0.3%	80	22.8%
007 0015 0046	1	0.3%	81	23.1%
008 0008 0100	7	2.0%	88	25.1%
008 0010 0080	2	0.6%	90	25.6%
008 0015 0053	1	0.3%	91	25.9%
008 0030 0026	1	0.3%	92	26.2%
008 0035 0022	1	0.3%	93	26.5%
009 0009 0100	2	0.6%	95	27.1%
009 0010 0090	1	0.3%	96	27.4%
009 0015 0060	1	0.3%	97	27.6%
010 0010 0100	26	7.4%	123	35.0%
010 0015 0066	3	0.9%	126	35.9%
010 0020 0050	5	1.4%	131	37.3%
010 0025 0040	1	0.3%	132	37.6%
010 0030 0033	4	1.1%	136	38.7%
010 0050 0020	1	0.3%	137	39.0%
011 0020 0055	1	0.3%	138	39.3%
012 0012 0100	4	1.1%	142	40.5%
013 0013 0100	1	0.3%	143	40.7%
013 0020 0065	1	0.3%	144	41.0%
014 0016 0087	1	0.3%	145	41.3%
014 0028 0050	1	0.3%	146	41.6%
015 0015 0100	20	5.7%	166	47.3%
015 0018 0083	1	0.3%	167	47.6%
015 0020 0075	3	0.9%	170	48.4%

53085 5257

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 13e   QUESTION- 2a-3c

NET OF THREE ADS LIKED BEST
* AGE 30-34 *

	THREE ADS LIKED BEST	THREE ADS DISLIKED MOST	(NET) THREE LIKED BEST (%)	(NET) THREE LIKED BEST (#)
Weighted Base	56 100.0	56 100.0	-	0
Subtract/Add	8 13.8	14 25.5	-11.7	-7
Married?	14 24.0	25 44.9	-20.9	-12
Unplugged	4 7.1	19 33.7	-26.5	-15

Alphabetical sort

q.5/13 - UB/TOTAL/% UB

String	Frequency		Cumulative	
015 0028 0053	1	0.3%	171	48.7%
015 0030 0050	6	1.7%	177	50.4%
016 0016 0100	1	0.3%	178	50.7%
018 0020 0090	1	0.3%	179	51.0%
019 0020 0095	1	0.3%	180	51.3%
020 0020 0100	27	7.7%	207	59.0%
020 0030 0066	9	2.6%	216	61.5%
020 0040 0050	1	0.3%	217	61.8%
022 0030 0073	1	0.3%	218	62.1%
023 0025 0092	1	0.3%	219	62.4%
023 0028 0082	1	0.3%	220	62.7%
024 0030 0080	2	0.6%	222	63.2%
025 0025 0100	8	2.3%	230	65.5%
025 0030 0083	5	1.4%	235	67.0%
025 0050 0050	1	0.3%	236	67.2%
026 0028 0092	1	0.3%	237	67.5%
026 0030 0086	2	0.6%	239	68.1%
027 0030 0090	1	0.3%	240	68.4%
028 0030 0093	2	0.6%	242	68.9%
029 0030 0096	1	0.3%	243	69.2%
030 0030 0100	62	17.7%	305	86.9%
030 0040 0075	3	0.9%	308	87.7%
030 0045 0066	1	0.3%	309	88.0%
030 0060 0050	3	0.9%	312	88.9%
034 0050 0068	1	0.3%	313	89.2%
035 0035 0100	1	0.3%	314	89.5%
035 0040 0087	2	0.6%	316	90.0%
040 0040 0100	17	4.8%	333	94.9%
040 0050 0080	1	0.3%	334	95.2%
045 0045 0100	1	0.3%	335	95.4%
050 0050 0100	2	0.6%	337	96.0%
060 0060 0100	10	2.8%	347	98.9%
080 0080 0100	2	0.6%	349	99.4%
090 0090 0100	2	0.6%	351	100.0%

Total = 351

Number of categories = 86
Number of numeric items = 351
Sum of factors   = 682979210181.00
Mean value   = 1945809715.62
Std deviation   = 1529447013.57

DENNIS AND COMPANY, INC.
WINSTON OOH SIFT TEST V
#2568 BIAD #97-11127
OCTOBER, 1997

TABLE- 14a   QUESTION- 6

PROPOSITION COMMUNICATION
* TOP BOX "VERY WELL" *

				AGE			AGE WITHIN GENDER				USUAL BRAND		USUAL STRENGTH		USUAL LENGTH	
				21-29			MALES		FEMALES							
	GENDER										MARL-BORO	OTHER				
	TOTAL	MALE	FEMALE	TOTAL	21-24	25-29	30-34	21-29	30-34	21-29	30-34			FF	FFLT	85MM	100MM
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)
Base: Total Respondents	152 100.0	76 100.0	76 100.0	96 100.0	42 100.0	54 100.0	56 100.0	48 100.0	28 100.0	48 100.0	28 100.0	101 100.0	51 100.0	107 100.0	45 100.0	123 100.0	28 100.0
Weighted Base	152 100.0	76 100.0	76 100.0	96 100.0	41 100.0	54 100.0	56 100.0	48 100.0	28 100.0	48 100.0	28 100.0	105 100.0	47 100.0	108 100.0	44 100.0	126 100.0	25 100.0
Good Stuff	70 46.2	32 42.1	39 51.3	49 50.9f	16 39.6	32 59.5D F	22 38.3	23 47.9h	9 32.1	26 54.2H	13 46.4	43 41.1	27 57.5K	53 48.8	17 39.8	55 43.7	14 56.9
Thank You	47 31.0	21 27.6	27 35.5	27 28.2	11 27.4	16 28.8	20 35.7	14 29.2	7 25.0	13 27.1	14 50.0G HI	30 29.0	17 35.4	35 32.3	12 27.7	39 31.3	7 27.3
Come To Flavor	56 36.8	26 34.2	31 40.8	32 33.3	13 30.5	19 35.4	24 42.9	14 29.2	12 42.9	19 39.6	12 42.9	38 36.2	18 38.3	39 36.2	17 38.3	42 33.6	13 50.80
Married?	42 27.8	19 25.0	24 31.6	24 24.6	11 25.8	13 23.7	19 33.2	11 22.9	8 28.6	13 27.1	11 39.3g	29 27.3	14 28.8	30 27.7	12 27.9	37 29.3	4 17.6
Cut To Taste	55 36.5	31 40.8b	23 30.3	32 33.1	13 30.5	19 35.0	24 42.3	17 35.4	14 50.0I j	14 29.2	9 32.1	35 33.8	20 42.6	41 37.7	15 33.6	43 34.6	11 44.0
Trade In Miles	39 25.6	17 22.4	23 30.3	20 20.8	9 23.0	10 19.1	19 33.7C E	8 16.7	9 32.1g	13 27.1	10 35.7G	28 26.8	11 23.0	26 24.0	13 29.4	34 26.7	4 17.4
Flavor Buff	34 22.4	17 22.4	17 22.4	21 22.4	10 24.6	11 20.8	13 22.4	12 25.0	5 17.9	9 18.8	8 28.6	26 24.3	9 18.3	23 21.6	11 24.5	29 22.9	4 17.3
Roll Your Own	44 28.8	21 27.6	23 30.3	27 28.3	13 31.4	14 25.9	17 29.6	14 29.2	7 25.0	13 27.1	10 35.7	28 27.0	15 32.7	26 24.1	18 40.2M	36 28.9	6 25.4

Proportions/Means: Columns Tested (10%, 20% risk level) - A/B - C/D/E/F - G/H/I/J - K/L - M/N - O/P

53085 5260

Arrays SOS
Salen

8,169 among 170/2 before force cleaning
                                    Alphabetical sort

Total = 96

```
String                    Frequency        Cumulative
------                    ---------        ----------

21                        18    18.8%       18    18.8%
22                        22    22.9%       40    41.7%
23                        32    33.3%       72    75.0%
24                        24    25.0%       96   100.0%
```

Number of categories = 4

Number of numeric items = 96
Sum of factors   =   2174.00
Mean value   =   22.65
Std deviation   =   1.06

1)   8,169 among 170/3 before force cleaning
                                    Alphabetical sort

Total = 78

```
String                    Frequency        Cumulative
-----                    ---------        ----------

25                        18    23.1%       18    23.1%
26                        20    25.6%       38    48.7%
27                        17    21.8%       55    70.5%
28                        14    17.9%       69    88.5%
29                         9    11.5%       78   100.0%
```

Number of categories = 5

Number of numeric items = 78
Sum of factors   =   2082.00
Mean value   =   26.69
Std deviation   =   1.32

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 19D   MAIN   Q.22D   DISLIKES ABOUT SALEM PACK

	TOTAL	GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED)		
		MALE	FEMALE	21-24	25-29	AA/HISP	CAU/OTHER	ONLY MENTHOL	BOTH NM/M	NEWPORT	OTHER COMP. UB	TOTAL	NOTICED "NEW" SALEM	"NEW" PACK
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			
BASE: NEUTRAL/DISLIKE SALEM PACK	23 100%	12 100%	11 100%	9 100%	14 100%	11 100%	11 100%	9 100%	14 100%	11 100%	12 100%	3 100%	4 100%	4 100%
PACKAGE APPEAL (NET)	1 4%	1 8%	- -	1 11%	- -	1 9%	- -	1 11%	- -	1 9%	- -	- -	- -	- -
APPEALS MORE TO WOMEN	1 4%	1 8%	- -	1 11%	- -	1 9%	- -	1 11%	- -	1 9%	- -	- -	- -	- -
MISCELLANEOUS (NET)	2 9%	- -	2 18%A	1 11%	1 7%	- -	2 18%E	- -	2 14%	1 9%	1 8%	- -	- -	- -
ALL OTHER MISC. MENTIONS	2 9%	- -	2 18%A	1 11%	1 7%	- -	2 18%E	- -	2 14%	1 9%	1 8%	- -	- -	- -

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

53085 5262

168,169 among 170/4 before force cleaning
Alphabetical sort

Total = 49

String	Frequency		Cumulative	
30	7	14.3%	7	14.3%
31	14	28.6%	21	42.9%
32	12	24.5%	33	67.3%
33	8	16.3%	41	83.7%
34	8	16.3%	49	100.0%

Number of categories = 5

Number of numeric items = 49
Sum of factors =   1564.00
Mean value   =   31.92
Std deviation   =   1.30

168,169 among 170/5 before force cleaning
Alphabetical sort

Total = 32

String	Frequency		Cumulative	
35	9	28.1%	9	28.1%
36	3	9.4%	12	37.5%
37	8	25.0%	20	62.5%
38	8	25.0%	28	87.5%
39	3	9.4%	31	96.9%
99	1	3.1%	32	100.0%

Number of categories = 6

Number of numeric items = 32
Sum of factors =   1239.00
Mean value   =   38.72
Std deviation   =   11.08

53085 5263

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 20A   MAIN   Q.23A   WHETHER HEARD ABOUT OR ATTENDED THE "GREEN BALL"

	TOTAL	GENDER MALE (A)	GENDER FEMALE (B)	AGE 21-24 (C)	AGE 25-29 (D)	ETHNICITY AA/ HISP (E)	ETHNICITY CAU/ OTHER (F)	FLAVOR SMOKED ONLY MEN-THOL (G)	FLAVOR SMOKED BOTH NM/M (H)	USUAL BRAND NEW-PORT (I)	USUAL BRAND OTHER COMP. UB (J)	SALEM SMOKED PAST 3 MONTHS (AIDED) TOTAL	NOTICED "NEW" SALEM	NOTICED "NEW" PACK
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
HEARD ABOUT OR ATTENDED	7 5%	5 6%	2 3%	3 4%	4 5%	5 7%	2 3%	4 5%	3 5%	4 5%	2 3%	5 14%	4 13%	5 17%
YES, HEARD ABOUT	7 5%	1 1%	6 8%A	3 4%	4 5%	4 5%	3 4%	3 3%	4 6%	3 4%	3 4%	3 9%	3 10%	3 10%
YES, ATTENDED	7 5%	5 6%	2 3%	3 4%	4 5%	5 7%	2 3%	4 5%	3 5%	4 5%	2 3%	5 14%	4 13%	5 17%
NO, NEITHER	137 91%	71 92%	66 89%	69 92%	68 89%	67 88%	69 93%	79 92%	58 89%	73 91%	62 93%	27 77%	24 77%	21 72%
SIGMA	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

168,169 among 170/6 before force cleaning
Alphabetical sort

Total = 39

String		Frequency		Cumulative	
40		6	15.4%	6	15.4%
41		6	15.4%	12	30.8%
42		12	30.8%	24	61.5%
43		8	20.5%	32	82.1%
44		5	12.8%	37	94.9%
46		1	2.6%	38	97.4%
48		1	2.6%	39	100.0%

Number of categories = 7

Number of numeric items = 39
Sum of factors   =   1647.00
Mean value   =   42.23
Std deviation =   1.63

168,169 among 170/7 before force cleaning
Alphabetical sort

Total = 35

String		Frequency		Cumulative	
45		6	17.1%	6	17.1%
46		9	25.7%	15	42.9%
47		9	25.7%	24	68.6%
48		5	14.3%	29	82.9%
49		5	14.3%	34	97.1%
51		1	2.9%	35	100.0%

Number of categories = 6

Number of numeric items = 35
Sum of factors   =   1643.00
Mean value   =   46.94
Std deviation =   1.47

53085 5265

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 20B   MAIN   Q.23B   WHAT RESPONDENT THOUGHT ABOUT "GREEN BALL" THEY ATTENDED

	TOTAL	GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED)		
		MALE	FEMALE	21-24	25-29	AA/ HISP	CAU/ OTHER	ONLY MEN-THOL	BOTH NM/M	NEW-PORT	OTHER COMP. UB	TOTAL	--NOTICED-- "NEW" SALEM	"NEW" PACK
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			
BASE: ATTENDED GREEN BALL	7 100%	5 100%	2 100%	3 100%	4 100%	5 100%	2 100%	4 100%	3 100%	4 100%	2 100%	5 100%	4 100%	5 100%
POSITIVE (NET)	5 71%	5 100%B	-	2 67%	3 75%	4 80%	1 50%	3 75%	2 67%	4 100%J	-	4 80%	3 75%	4 80%
LIKED IT/IT WAS GOOD/EXCELLENT	2 29%	2 40%	-	-	2 50%	2 40%	-	1 25%	1 33%	2 50%	-	1 20%	2 50%	1 20%
FUN	2 29%	2 40%	-	2 67%D	-	1 20%	1 50%	1 25%	1 33%	1 25%	-	2 40%	-	2 40%
GOOD BAND/PERFORMERS	2 29%	2 40%	-	1 33%	1 25%	1 20%	1 50%	1 25%	1 33%	1 25%	-	2 40%	1 25%	2 40%
POLITE/HOSPITABLE PEOPLE	2 29%	2 40%	-	-	2 50%	2 40%	-	2 50%	-	2 50%	-	1 20%	2 50%	2 40%
NEGATIVE (NET)	1 14%	-	1 50%A	1 33%	-	1 20%	-	-	1 33%	-	1 50%	1 20%	1 25%	1 20%
CHEESY/HAD NO SUBSTANCE	1 14%	-	1 50%A	1 33%	-	1 20%	-	-	1 33%	-	1 50%	1 20%	1 25%	1 20%
ALL OTHER NEGATIVE MENTIONS	1 14%	-	1 50%A	1 33%	-	1 20%	-	-	1 33%	-	1 50%	1 20%	1 25%	1 20%
NO ANSWER	1 14%	-	1 50%A	-	1 25%	-	1 50%E	1 25%	-	-	1 50%	-	-	-

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

168,169 among 170/8 before force cleaning
Alphabetical sort

Total = 13

String	Frequency		Cumulative	
50	3	23.1%	3	23.1%
51	3	23.1%	6	46.2%
52	2	15.4%	8	61.5%
54	3	23.1%	11	84.6%
56	1	7.7%	12	92.3%
57	1	7.7%	13	100.0%

Number of categories = 6
Number of numeric items = 13
Sum of factors   =   682.00
Mean value   =   52.46
Std deviation   =   2.33

168,169 among 170/9 before force cleaning
Alphabetical sort

Total = 4

String	Frequency		Cumulative	
55	2	50.0%	2	50.0%
56	2	50.0%	4	100.0%

Number of categories = 2

Number of numeric items = 4
Sum of factors   =   222.00
Mean value   =   55.50
Std deviation   =   0.58

168,169 among 170/0 before force cleaning
Alphabetical sort

Total = 4

String	Frequency		Cumulative	
60	1	25.0%	1	25.0%
62	1	25.0%	2	50.0%
63	1	25.0%	3	75.0%
64	1	25.0%	4	100.0%

Number of categories = 4
Number of numeric items = 4
Sum of factors   =   249.00
Mean value   =   62.25
Std deviation   =   1.71

53085 5267

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 21   SELF Q.36/37   MYERS-BRIGGS CLASSIFICATION

	TOTAL	GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED)		
		MALE	FEMALE	21-24	25-29	AA/ HISP	CAU/ OTHER	ONLY MEN-THOL	BOTH NM/M	NEW-PORT	OTHER COMP. UB	TOTAL	NOTICED "NEW" SALEM	"NEW" PACK
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
EI														
E	48 32%	24 31%	24 32%	28 37%D	20 26%	26 34%	22 30%	31 36%H	17 26%	27 34%	20 30%	15 43%	11 35%	10 34%
I	103 68%	53 69%	50 68%	47 63%	56 74%C	50 66%	52 70%	55 64%	48 74%G	53 66%	47 70%	20 57%	20 65%	19 66%
SN														
S	105 70%	53 69%	52 70%	47 63%	58 76%C	60 79%F	44 59%	62 72%	43 66%	59 74%	43 64%	24 69%	22 71%	22 76%
N	46 30%	24 31%	22 30%	28 37%D	18 24%	16 21%	30 41%E	24 28%	22 34%	21 26%	24 36%	11 31%	9 29%	7 24%
TF														
T	114 75%	61 79%	53 72%	56 75%	58 76%	63 83%F	50 68%	66 77%	48 74%	66 83%J	44 66%	24 69%	23 74%	22 76%
F	37 25%	16 21%	21 28%	19 25%	18 24%	13 17%	24 32%E	20 23%	17 26%	14 18%	23 34%I	11 31%	8 26%	7 24%
JP														
J	109 72%	59 77%	50 68%	50 67%	59 78%C	60 79%F	48 65%	64 74%	45 69%	66 83%J	40 60%	25 71%	23 74%	22 76%
P	42 28%	18 23%	24 32%	25 33%D	17 22%	16 21%	26 35%E	22 26%	20 31%	14 18%	27 40%I	10 29%	8 26%	7 24%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

168,169 among 170/- before force cleaning
Alphabetical sort

Total = 1

String	Frequency		Cumulative	
------	---------		----------	
68	1	100.0%	1	100.0%

Number of categories = 1

168,170 among all before force cleaning
Alphabetical sort

Total = 351

String	Frequency		Cumulative	
------	---------		----------	
212	18	5.1%	18	5.1%
222	22	6.3%	40	11.4%
232	32	9.1%	72	20.5%
242	24	6.8%	96	27.4%
253	18	5.1%	114	32.5%
263	20	5.7%	134	38.2%
273	17	4.8%	151	43.0%
283	14	4.0%	165	47.0%
293	9	2.6%	174	49.6%
304	7	2.0%	181	51.6%
314	14	4.0%	195	55.6%
324	12	3.4%	207	59.0%
334	8	2.3%	215	61.3%
344	8	2.3%	223	63.5%
355	9	2.6%	232	66.1%
365	3	0.9%	235	67.0%
375	8	2.3%	243	69.2%
385	8	2.3%	251	71.5%
395	3	0.9%	254	72.4%
406	6	1.7%	260	74.1%
416	6	1.7%	266	75.8%
426	12	3.4%	278	79.2%
436	8	2.3%	286	81.5%
446	5	1.4%	291	82.9%
456	1	0.3%	292	83.2%
457	6	1.7%	298	84.9%
467	9	2.6%	307	87.5%
477	9	2.6%	316	90.0%
486	1	0.3%	317	90.3%
487	5	1.4%	322	91.7%
497	5	1.4%	327	93.2%
508	3	0.9%	330	94.0%
517	1	0.3%	331	94.3%
518	3	0.9%	334	95.2%
528	2	0.6%	336	95.7%

53085 5269

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 22A   SELF Q.36   WHICH OF TWO CHOICES COMES CLOSER TO HOW RESPONDENT USUALLY FEELS OR ACTS

	TOTAL	GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED)		
		MALE	FEMALE	21-24	25-29	AA/ HISP	CAU/ OTHER	ONLY MEN-THOL	BOTH NM/M	NEW-PORT	OTHER COMP. UB	TOTAL	NOTICED "NEW" SALEM	"NEW" PACK
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
WHEN YOU GO SOMEWHERE FOR THE DAY, WOULD YOU RATHER...														
PLAN WHAT YOU WILL DO AND WHEN	30 20%	19 25%B	11 15%	14 19%	16 21%	12 16%	18 24%E	19 22%	11 17%	21 26%J	8 12%	10 29%	6 19%	6 21%
JUST GO	42 28%	17 22%	25 34%A	25 33%D	17 22%	19 25%	23 31%	23 27%	19 29%	15 19%	26 39%I	11 31%	8 26%	6 21%
NO ANSWER	79 52%	41 53%	38 51%	36 48%	43 57%	45 59%F	33 45%	44 51%	35 54%	44 55%	33 49%	14 40%	17 55%	17 59%
IF YOU WERE A TEACHER, WOULD YOU RATHER TEACH...?														
FACT COURSES	25 17%	15 19%	10 14%	10 13%	15 20%	13 17%	12 16%	20 23%H	5 8%	16 20%J	7 10%	7 20%	5 16%	5 17%
COURSES INVOLVING THEORY	48 32%	21 27%	27 36%	29 39%D	19 25%	19 25%	29 39%E	23 27%	25 38%G	21 26%	27 40%I	15 43%	9 29%	7 24%
NO ANSWER	78 52%	41 53%	37 50%	36 48%	42 55%	44 58%F	33 45%	43 50%	35 54%	43 54%	33 49%	13 37%	17 55%	17 59%
DO YOU PREFER TO...?														
ARRANGE DATES, PARTIES, ETC., WELL IN ADVANCE	23 15%	14 18%	9 12%	13 17%	10 13%	11 14%	12 16%	14 16%	9 14%	15 19%J	7 10%	10 29%	4 13%	3 10%
BE FREE TO DO WHATEVER LOOKS LIKE FUN WHEN THE TIME COMES	49 32%	22 29%	27 36%	26 35%	23 30%	20 26%	29 39%E	28 33%	21 32%	21 26%	27 40%I	11 31%	10 32%	9 31%
NO ANSWER	79 52%	41 53%	38 51%	36 48%	43 57%	45 59%F	33 45%	44 51%	35 54%	44 55%	33 49%	14 40%	17 55%	17 59%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

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548	3	0.9%	339	96.6%
559	2	0.6%	341	97.2%
568	1	0.3%	342	97.4%
569	2	0.6%	344	98.0%
578	1	0.3%	345	98.3%
600	1	0.3%	346	98.6%
620	1	0.3%	347	98.9%
630	1	0.3%	348	99.1%
640	1	0.3%	349	99.4%
68-	1	0.3%	350	99.7%
995	1	0.3%	351	100.0%

168,169 among 170/2 after force cleaning
Alphabetical sort

Total = 96

String	Frequency		Cumulative	
------	---------		----------	
21	18	18.8%	18	18.8%
22	22	22.9%	40	41.7%
23	32	33.3%	72	75.0%
24	24	25.0%	96	100.0%

Number of categories = 4

Number of numeric items = 96
Sum of factors = 2174.00
Mean value   =   22.65
Std deviation   =   1.06

168,169 among 170/3 after force cleaning
Alphabetical sort

Total = 78

String	Frequency		Cumulative	
------	---------		----------	
25	18	23.1%	18	23.1%
26	20	25.6%	38	48.7%
27	17	21.8%	55	70.5%
28	14	17.9%	69	88.5%
29	9	11.5%	78	100.0%

Number of categories = 5

Number of numeric items = 78
Sum of factors = 2082.00
Mean value   =   26.69
Std deviation   =   1.32

53085 5271

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 22A   SELF Q.36   WHICH OF TWO CHOICES COMES CLOSER TO HOW RESPONDENT USUALLY FEELS OR ACTS

	TOTAL	GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED) NOTICED		
		MALE (A)	FEMALE (B)	21-24 (C)	25-29 (D)	AA/HISP (E)	CAU/OTHER (F)	ONLY MENTHOL (G)	BOTH NM/M (H)	NEWPORT (I)	OTHER COMP. UB (J)	TOTAL	"NEW" SALEM	"NEW" PACK
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
DO YOU USUALLY GET ALONG BETTER WITH...?														
IMAGINATIVE PEOPLE	48 32%	25 32%	23 31%	26 35%	22 29%	18 24%	30 41%E	27 31%	21 32%	22 28%	26 39%I	9 26%	8 26%	6 21%
REALISTIC PEOPLE	25 17%	11 14%	14 19%	13 17%	12 16%	14 18%	11 15%	16 19%	9 14%	15 19%	8 12%	13 37%	6 19%	6 21%
NO ANSWER	78 52%	41 53%	37 50%	36 48%	42 55%	44 58%F	33 45%	43 50%	35 54%	43 54%	33 49%	13 37%	17 55%	17 59%
DO YOU MORE OFTEN LET...?														
YOUR HEART RULE YOUR HEAD	43 28%	22 29%	21 28%	22 29%	21 28%	15 20%	28 38%E	22 26%	21 32%	19 24%	23 34%I	10 29%	5 16%	4 14%
YOUR HEAD RULE YOUR HEART	30 20%	14 18%	16 22%	17 23%	13 17%	17 22%	13 18%	21 24%H	9 14%	18 23%	11 16%	12 34%	9 29%	8 28%
NO ANSWER	78 52%	41 53%	37 50%	36 48%	42 55%	44 58%F	33 45%	43 50%	35 54%	43 54%	33 49%	13 37%	17 55%	17 59%
WHEN YOU ARE WITH A GROUP OF PEOPLE, WOULD YOU USUALLY RATHER...?														
JOIN IN THE TALK OF THE GROUP	40 26%	22 29%	18 24%	23 31%	17 22%	26 34%F	14 19%	28 33%H	12 18%	27 34%J	12 18%	13 37%	10 32%	8 28%
TALK WITH ONE PERSON AT AT TIME	32 21%	14 18%	18 24%	15 20%	17 22%	6 8%	26 35%E	15 17%	17 26%G	10 13%	21 31%I	9 26%	4 13%	4 14%
NO ANSWER	79 52%	41 53%	38 51%	37 49%	42 55%	44 58%F	34 46%	43 50%	36 55%	43 54%	34 51%	13 37%	17 55%	17 59%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

168,169 among 170/4 after force cleaning
Alphabetical sort

Total = 49

String	Frequency		Cumulative	
30	7	14.3%	7	14.3%
31	14	28.6%	21	42.9%
32	12	24.5%	33	67.3%
33	8	16.3%	41	83.7%
34	8	16.3%	49	100.0%

Number of categories = 5

Number of numeric items = 49
Sum of factors   =   1564.00
Mean value   =   31.92
Std deviation   =   1.30

168,169 among 170/5 after force cleaning
Alphabetical sort

Total = 32

String	Frequency		Cumulative	
35	9	28.1%	9	28.1%
36	3	9.4%	12	37.5%
37	8	25.0%	20	62.5%
38	8	25.0%	28	87.5%
39	3	9.4%	31	96.9%
99	1	3.1%	32	100.0%

Number of categories = 6

Number of numeric items = 32
Sum of factors   =   1239.00
Mean value   =   38.72
Std deviation   =   11.08

53085 5273

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 22A   SELF Q.36   WHICH OF TWO CHOICES COMES CLOSER TO HOW RESPONDENT USUALLY FEELS OR ACTS

		GENDER		AGE		ETHNICITY		FLAVOR SMOKED		USUAL BRAND		SALEM SMOKED PAST 3 MONTHS (AIDED)		
								ONLY MEN-THOL	BOTH NM/M		OTHER COMP. UB		--NOTICED--	
	TOTAL	MALE	FEMALE	21-24	25-29	AA/ HISP	CAU/ OTHER			NEW-PORT		TOTAL	"NEW" SALEM	"NEW" PACK
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
WOULD YOU RATHER BE CONSIDERED....?														
A PRACTICAL PERSON	29 19%	15 19%	14 19%	14 19%	15 20%	14 18%	15 20%	19 22%	10 15%	15 19%	13 19%	9 26%	4 13%	3 10%
AN INGENIOUS PERSON	43 28%	20 26%	23 31%	25 33%D	18 24%	17 22%	26 35%E	23 27%	20 31%	21 26%	21 31%	13 37%	10 32%	9 31%
NO ANSWER	79 52%	42 55%	37 50%	36 48%	43 57%	45 59%F	33 45%	44 51%	35 54%	44 55%	33 49%	13 37%	17 55%	17 59%
IN A LARGE GROUP, DO YOU MORE OFTEN....?														
INTRODUCE OTHERS	48 32%	22 29%	26 35%	23 31%	25 33%	22 29%	26 35%	31 36%H	17 26%	26 33%	21 31%	15 43%	10 32%	9 31%
GET INTRODUCED	23 15%	14 18%	9 12%	14 19%	9 12%	10 13%	13 18%	11 13%	12 18%	10 13%	12 18%	7 20%	4 13%	3 10%
NO ANSWER	80 53%	41 53%	39 53%	38 51%	42 55%	44 58%F	35 47%	44 51%	36 55%	44 55%	34 51%	13 37%	17 55%	17 59%
WOULD YOU RATHER HAVE AS A FRIEND....?														
SOMEONE WHO IS ALWAYS COMING UP WITH NEW IDEAS	44 29%	24 31%	20 27%	27 36%D	17 22%	15 20%	29 39%E	25 29%	19 29%	21 26%	22 33%	15 43%	10 32%	9 31%
SOMEONE WHO HAS BOTH FEET ON THE GROUND	27 18%	11 14%	16 22%	12 16%	15 20%	17 22%F	10 14%	17 20%	10 15%	15 19%	11 16%	7 20%	4 13%	3 10%
NO ANSWER	80 53%	42 55%	38 51%	36 48%	44 58%	44 58%F	35 47%	44 51%	36 55%	44 55%	34 51%	13 37%	17 55%	17 59%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

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168,169 among 170/6 after force cleaning
Alphabetical sort

Total = 37

String	Frequency		Cumulative	
------	---------		----------	
40	6	16.2%	6	16.2%
41	6	16.2%	12	32.4%
42	12	32.4%	24	64.9%
43	8	21.6%	32	86.5%
44	5	13.5%	37	100.0%

Number of categories = 5

Number of numeric items = 37
Sum of factors   =   1554.00
Mean value   =   42.00
Std deviation   =   1.27

168,169 among 170/7 after force cleaning
Alphabetical sort

Total = 36

String	Frequency		Cumulative	
------	---------		----------	
45	7	19.4%	7	19.4%
46	9	25.0%	16	44.4%
47	9	25.0%	25	69.4%
48	6	16.7%	31	86.1%
49	5	13.9%	36	100.0%

Number of categories = 5
Number of numeric items = 36
Sum of factors   =   1685.00
Mean value   =   46.81
Std deviation   =   1.33

168,169 among 170/8 after force cleaning
Alphabetical sort

Total = 12

String	Frequency		Cumulative	
------	---------		----------	
50	3	25.0%	3	25.0%
51	4	33.3%	7	58.3%
52	2	16.7%	9	75.0%
54	3	25.0%	12	100.0%

Number of categories = 4
Number of numeric items = 12
Sum of factors   =   620.00
Mean value   =   51.67
Std deviation   =   1.56

53085 5275

DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 22A   SELF Q.36   WHICH OF TWO CHOICES COMES CLOSER TO HOW RESPONDENT USUALLY FEELS OR ACTS

	TOTAL	GENDER MALE (A)	GENDER FEMALE (B)	AGE 21-24 (C)	AGE 25-29 (D)	ETHNICITY AA/HISP (E)	ETHNICITY CAU/OTHER (F)	FLAVOR SMOKED ONLY MENTHOL (G)	FLAVOR SMOKED BOTH NM/M (H)	USUAL BRAND NEWPORT (I)	USUAL BRAND OTHER COMP. UB (J)	SALEM SMOKED PAST 3 MONTHS (AIDED) TOTAL	NOTICED "NEW" SALEM	NOTICED "NEW" PACK
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
WHEN YOU HAVE A SPECIAL JOB TO DO, DO YOU LIKE TO...?														
ORGANIZE IT CAREFULLY BEFORE YOU START	43 28%	24 31%	19 26%	21 28%	22 29%	18 24%	25 34%E	27 31%	16 25%	23 29%	18 27%	14 40%	7 23%	8 28%
FIND OUT WHAT IS NECESSARY AS YOU GO ALONG	29 19%	12 16%	17 23%	18 24%D	11 14%	13 17%	16 22%	15 17%	14 22%	13 16%	16 24%	7 20%	7 23%	4 14%
NO ANSWER	79 52%	41 53%	38 51%	36 48%	43 57%	45 59%F	33 45%	44 51%	35 54%	44 55%	33 49%	14 40%	17 55%	17 59%
DO YOU USUALLY...?														
VALUE SENTIMENT MORE THAN LOGIC	42 28%	21 27%	21 28%	23 31%	19 25%	14 18%	28 38%E	22 26%	20 31%	18 23%	23 34%I	9 26%	7 23%	6 21%
VALUE LOGIC MORE THAN SENTIMENT	31 21%	15 19%	16 22%	16 21%	15 20%	18 24%	13 18%	21 24%H	10 15%	19 24%	11 16%	13 37%	7 23%	6 21%
NO ANSWER	78 52%	41 53%	37 50%	36 48%	42 55%	44 58%F	33 45%	43 50%	35 54%	43 54%	33 49%	13 37%	17 55%	17 59%
WHEN IT IS SETTLED, WELL IN ADVANCE THAT YOU WILL DO CERTAIN THING AT A CERTAIN TIME, DO YOU FIND IT...?														
NICE TO BE ABLE TO PLAN ACCORDINGLY	41 27%	22 29%	19 26%	19 25%	22 29%	19 25%	22 30%	26 30%	15 23%	23 29%	16 24%	14 40%	9 29%	6 21%
A LITTLE UNPLEASANT TO BE TIED DOWN	30 20%	13 17%	17 23%	19 25%D	11 14%	11 14%	19 26%E	15 17%	15 23%	12 15%	18 27%I	7 20%	5 16%	6 21%
NO ANSWER	80 53%	42 55%	38 51%	37 49%	43 57%	46 61%F	33 45%	45 52%	35 54%	45 56%	33 49%	14 40%	17 55%	17 59%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

168,169 among 170/9 after force cleaning
Alphabetical sort

Total = 6

String	Frequency		Cumulative	
------	---------		----------	
55	2	33.3%	2	33.3%
56	3	50.0%	5	83.3%
57	1	16.7%	6	100.0%

Number of categories = 3

Number of numeric items = 6
Sum of factors = 335.00
Mean value = 55.83
Std deviation = 0.75

168,169 among 170/0 after force cleaning
Alphabetical sort

Total = 4

String	Frequency		Cumulative	
------	---------		----------	
60	1	25.0%	1	25.0%
62	1	25.0%	2	50.0%
63	1	25.0%	3	75.0%
64	1	25.0%	4	100.0%

Number of categories = 4

Number of numeric items = 4
Sum of factors = 249.00
Mean value = 62.25
Std deviation = 1.71

168,169 among 170/- after force cleaning
Alphabetical sort

Total = 1

String	Frequency		Cumulative	
------	---------		----------	
68	1	100.0%	1	100.0%

Number of categories = 1

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DENNIS AND COMPANY, INC.
#2575B   SALEM TRENDSETTER

TABLE 22B   SELF Q.37   WORD IN EACH PAIR WHICH APPEARS TO RESPONDENT MORE

	TOTAL	GENDER MALE (A)	GENDER FEMALE (B)	AGE 21-24 (C)	AGE 25-29 (D)	ETHNICITY AA/HISP (E)	ETHNICITY CAU/OTHER (F)	FLAVOR SMOKED ONLY MEN-THOL (G)	FLAVOR SMOKED BOTH NM/M (H)	USUAL BRAND NEW-PORT (I)	USUAL BRAND OTHER COMP. UB (J)	SALEM SMOKED PAST 3 MONTHS (AIDED) TOTAL	NOTICED "NEW" SALEM	NOTICED "NEW" PACK
BASE: TOTAL RESPONDENTS	151 100%	77 100%	74 100%	75 100%	76 100%	76 100%	74 100%	86 100%	65 100%	80 100%	67 100%	35 100%	31 100%	29 100%
SCHEDULED OR UNPLANNED														
SCHEDULED	41 27%	21 27%	20 27%	18 24%	23 30%	21 28%	20 27%	28 33%H	13 20%	24 30%	16 24%	14 40%	9 29%	6 21%
UNPLANNED	29 19%	14 18%	15 20%	20 27%D	9 12%	11 14%	18 24%E	15 17%	14 22%	12 15%	16 24%I	7 20%	5 16%	6 21%
NO ANSWER	81 54%	42 55%	39 53%	37 49%	44 58%	44 58%	36 49%	43 50%	38 58%	44 55%	35 52%	14 40%	17 55%	17 59%
HEARTY OR QUIET														
HEARTY	49 32%	28 36%	21 28%	29 39%D	20 26%	22 29%	27 36%	31 36%	18 28%	24 30%	24 36%	13 37%	10 32%	10 34%
QUIET	21 14%	7 9%	14 19%A	10 13%	11 14%	9 12%	12 16%	11 13%	10 15%	11 14%	9 13%	7 20%	4 13%	2 7%
NO ANSWER	81 54%	42 55%	39 53%	36 48%	45 59%C	45 59%F	35 47%	44 51%	37 57%	45 56%	34 51%	15 43%	17 55%	17 59%
CONVINCING OR TOUCHING														
CONVINCING	27 18%	11 14%	16 22%	18 24%D	9 12%	11 14%	16 22%	14 16%	13 20%	13 16%	12 18%	7 20%	4 13%	4 14%
TOUCHING	43 28%	24 31%	19 26%	21 28%	22 29%	20 26%	23 31%	28 33%	15 23%	22 28%	21 31%	13 37%	10 32%	8 28%
NO ANSWER	81 54%	42 55%	39 53%	36 48%	45 59%C	45 59%F	35 47%	44 51%	37 57%	45 56%	34 51%	15 43%	17 55%	17 59%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

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