

TARGET RESEARCH GROUP, INC.  
 CAMEL NON-EVENT PRE/CALLBACKS STUDY  
 TRG #65-03062/65-03063 -- SEPTEMBER, 2003

TABLE 1 QUESTION ---  
 BANNER COUNTS

		OPT-INS																			
		MALE				FEMALE				21-34				35-64				CAMEL USUAL BRAND			
		PRE WAVE		POST WAVE		POST		POST		POST		POST		POST		POST		POST			
*	*	NON- OPTIN	CON- OPTIN	TROL	TEST	PRE	CON- TROL	TEST	PRE	CON- TROL	TEST	PRE	CON- TROL	TEST	PRE	CON- TROL	TEST	PRE	CON- TROL	TEST	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
BASE-TOTAL		1200	979	221	253	301	110	141	160	111	112	141	86	65	96	135	188	205	13	14	27
RESPONDENTS		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

116

105

88

133

03096 5630

TABLE 1 QUESTION 5A/B/6C  
CURRENT USUAL BRAND

	21+ FULL PRICE MENTHOL SMOKERS																	
	21+ NM/MENTHOL SMOKERS					**												
	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER			AGE			SALEM			
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE- MALE	21-34	35+	UB	RECENT	CON- VERTS		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
WEIGHTED BASE	350 100	234 100	116 100	154 100	196 100	178 100	25 100	98 100	56 100	104 100	74 100	119 100	60 100	27 100	9 100			
MALIBU	1 *	-	1 1B	-	1 1	-	-	-	-	-	-	-	-	-	-	-	-	
LORILLARD (NET)	85 24	63 27C	22 19	49 32E	35 18	83 46	14 55	42 43	27 48	46 44	37 49	60 51M	22 37	-	-			
NEWPORT	85 24	63 27C	22 19	49 32E	35 18	83 46	14 55	42 43	27 48	46 44	37 49	60 51M	22 37	-	-			
PHILIP MORRIS (NET)	152 44	110 47C	42 36	64 41	89 45	40 22	4 14	22 23	14 25	25 24	15 20	30 26M	9 16	-	-			
BASIC	4 1	1 *	3 2B	1 1	3 2	-	-	-	-	-	-	-	-	-	-	-	-	
BENSON & HEDGES	4 1	-	4 4B	2 2	2 1	4 2	1 3	1 1	3 5H	1 1	3 4J	-	4 7L	-	-			
CAMBRIDGE	1 *	1 *	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	
MARLBORO	140 40	106 45C	34 29	58 38	82 42	34 19	3 11	20 21	11 21	24 23K	10 14	29 25M	5 9	-	-			
MERIT	1 *	-	1 1B	-	1 1	-	-	-	-	-	-	-	-	-	-	-	-	
PARLIAMENT	1 *	1 *	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
VIRGINIA SLIMS	1 *	1 *	-	1	-	1	-	1	-	-	1	1	-	-	-	-	-	

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

1631 53096 5631

TABLE 2 QUESTION ---  
 WEIGHT MATRIX (WEIGHTED)

		OPT-INS																				
		MALE						FEMALE						21-34			35-64			CAMEL USUAL BRAND		
		PRE WAVE			POST WAVE			POST			POST			POST			POST			POST		
		PRE	NON-OPTIN	OPTIN	CON-TROL	TEST	PRE	CON-TROL	TEST	PRE	CON-TROL	TEST	PRE	CON-TROL	TEST	PRE	CON-TROL	TEST	PRE	CON-TROL	TEST	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
BASE-TOTAL RESPONDENTS		1200	979	221	253	301	110	141	160	111	112	141	86	65	96	135	188	205	13	14	27	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE		1200	979	221	253	301	117	134	159	104	119	141	71	81	96	150	172	205	12	14	27	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MALE 21-34		180	144	29	33	39	29	33	39	-	-	-	29	33	39	-	-	-	2	7	7	
		15	15	✓ 13	13	13	25I	25J	25K	-	-	-	41O	41P	41Q	-	-	-	20	54rT	26	
MALE 35-49		316	266	53	61	72	53	61	72	-	-	-	-	-	-	53	61	72	4	4	9	
		26	27a	✓ 24	24	24	45I	45J	45K	-	-	-	-	-	-	35L	35M	35N	36	28	32	
MALE 50-64		136	112	35	40	48	35	40	48	-	-	-	-	-	-	35	40	48	-	2	4	
		11	11	✓ 16AB	16	16	30I	30J	30K	-	-	-	-	-	-	24L	24M	24N	-	12	14r	
FEMALE 21-34		290	240	42	48	57	-	-	-	42	48	57	42	48	57	-	-	-	3	-	5	
		24C	25C	✓ 19	19	19	-	-	-	40F	40G	40H	59O	59P	59Q	-	-	-	21S	-	17s	
FEMALE 35-49		231	179	46	53	63	-	-	-	46	53	63	-	-	-	46	53	63	3	-	-	
		19B	18	✓ 21	21	21	-	-	-	45F	45G	45H	-	-	-	31L	31M	31N	23ST	-	-	
FEMALE 50-64		47	38	15	18	21	-	-	-	15	18	21	-	-	-	15	18	21	-	1	3	
		4	4	✓ 7AB	7	7	-	-	-	15F	15G	15H	-	-	-	10L	10M	10N	-	6	11	

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

WB Said OK  
 9/29 11am

53096 5632

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

TABLE 19B QUESTION 13  
PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: SALEM

	21+ FULL PRICE MENTHOL SMOKERS														
	21+ NM/MENTHOL SMOKERS					GENDER									
	AGE		MAIL FLOW			DATE INTERCEPTED			FE-		AGE		RECENT		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	SALEM CON-verts	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
81-90%	1	1	-	-	1	1	-	-	1	1	-	1	-	1	-
	*	*	-	-	1	1	-	-	2H	1	-	1	-	4	-
91-99%	2	2	-	-	2	2	-	2	-	2	-	2	-	1	-
	1	1	-	-	1D	1	-	2	-	2	-	2	-	4	-
100 %	22	9	13	11	12	22	3	15	5	10	12	9	13	20	7
	6	4	11B	7	6	13	13	15	8	10	16	8	22L	72	76
MEAN (EXCLUDING '0')...	59.0	53.9	67.2B	54.5	64.2	65.1	78.4I	68.3	56.0	62.5	68.9	59.9	73.0L	88.8	90.0
S.D....	34.5	32.6	36.6	32.9	36.1	33.0	26.0	34.8	30.8	32.4	34.3	31.3	34.7	23.1	19.3
S.E....	4.1	5.1	6.7	5.3	6.3	4.2	9.8	6.0	6.9	5.6	6.6	5.4	6.7	4.4	6.4
MEDIAN (EXCLUDING '0')...	48.8	46.7	71.6B	47.1	66.3	62.3	63.1	72.0	45.4	53.9	65.6J	47.1	75.8L	96.5	77.6
MEAN (INCLUDING '0')...	11.9	10.0	15.6B	13.4E	10.7	22.1	18.4	23.8G	20.7	21.8	22.5	18.6	29.1L	88.8	90.0
S.D....	28.3	25.2	33.4	28.6	28.0	36.4	35.9	38.5	32.9	35.4	37.8	32.8	42.0	23.1	19.3
S.E....	1.5	1.7	2.9	2.3	2.0	2.7	6.9	3.9	4.4	3.6	4.2	3.1	5.1	4.4	6.4
MEDIAN (INCLUDING '0')...	-	-	-	-	-	-	-	-	-	-	-	-	-	96.5	77.6

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

TABLE 1 QUESTION ---  
 WEIGHT MATRIX (UNWEIGHTED)

OPT-INS																											
***																											
		MALE				FEMALE				21-34				35-64				CAMEL USUAL BRAND				***					
*	*	PRE	WAVE	*	*	POST	WAVE	*	*	PRE	POST	*	*	PRE	POST	*	*	PRE	POST	*	*	PRE	POST				
*	*	NON-	OPTIN	CON-	OPTIN	PRE	CON-	TEST	TEST	PRE	CON-	TEST	TEST	PRE	CON-	TEST	TEST	PRE	CON-	TEST	TEST	PRE	CON-	TEST			
PRE	OPTIN	OPTIN	TROL	TEST	PRE	CON-	TROL	TEST	TEST	PRE	CON-	TROL	TEST	TEST	PRE	CON-	TEST	TEST	PRE	CON-	TEST	TEST	PRE	CON-	TEST		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)			
BASE-TOTAL	1200	979	221	253	301	110	141	160	111	112	141	86	65	96	135	188	205	13	14	27	1200	979	221	253	301		
RESPONDENTS	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	1200	979	221	253	301	110	141	160	111	112	141	86	65	96	135	188	205	13	14	27	1200	979	221	253	301		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
MALE 21-34	180	144	36	31	33	36	31	33	-	-	-	36	31	33	-	-	-	-	3	7	6	180	144	36	31	33	
	15	15	<u>16E</u>	<u>12</u>	<u>11</u>	<u>33GHI</u>	<u>22J</u>	<u>21K</u>	-	-	-	<u>42O</u>	<u>48NP</u>	<u>34Q</u>	-	-	-	-	<u>23</u>	<u>50rT</u>	<u>22</u>	15	15	<u>16E</u>	<u>12</u>	<u>11</u>	
MALE 35-49	316	266	50	62	75	50	62	75	-	-	-	-	-	-	-	50	62	75	4	4	9	316	266	50	62	75	
	26c	27ac	<u>23</u>	<u>25</u>	<u>25</u>	<u>45I</u>	<u>44J</u>	<u>47K</u>	-	-	-	-	-	-	-	<u>37L</u>	<u>33M</u>	<u>37N</u>	<u>31</u>	<u>29</u>	<u>33</u>	26c	27ac	<u>23</u>	<u>25</u>	<u>25</u>	
MALE 50-64	136	112	24	48	52	24	48	52	-	-	-	-	-	-	-	<u>24</u>	<u>48</u>	<u>52</u>	-	2	4	136	112	24	48	52	
	11	11	<u>11</u>	<u>19C</u>	<u>17C</u>	<u>22I</u>	<u>34FJ</u>	<u>33FK</u>	-	-	-	-	-	-	-	<u>18L</u>	<u>26oM</u>	<u>25oN</u>	-	<u>14r</u>	<u>15r</u>	11	11	<u>11</u>	<u>19C</u>	<u>17C</u>	
FEMALE 21-34	290	240	50	34	63	-	-	-	50	34	63	50	34	63	-	-	-	-	3	-	5	290	240	50	34	63	
	24	25	<u>23D</u>	<u>13</u>	<u>21D</u>	-	-	-	<u>45JF</u>	<u>30G</u>	<u>45JH</u>	<u>58O</u>	<u>52P</u>	<u>66MQ</u>	-	-	-	-	<u>23S</u>	-	<u>19S</u>	24	25	<u>23D</u>	<u>13</u>	<u>21D</u>	
FEMALE 35-49	231	179	52	56	57	-	-	-	52	56	57	-	-	-	-	52	56	57	3	-	-	231	179	52	56	57	
	19B	18	<u>24AB</u>	<u>22</u>	<u>19</u>	-	-	-	<u>47F</u>	<u>50kG</u>	<u>40H</u>	-	-	-	-	<u>39pQL</u>	<u>30M</u>	<u>28N</u>	<u>23ST</u>	-	-	-	19B	18	<u>24AB</u>	<u>22</u>	<u>19</u>
FEMALE 50-64	47	38	9	22	21	-	-	-	9	22	21	-	-	-	-	9	22	21	-	1	3	47	38	9	22	21	
	4	4	<u>4</u>	<u>9C</u>	<u>7c</u>	-	-	-	<u>8F</u>	<u>20IG</u>	<u>15iH</u>	-	-	-	-	<u>7L</u>	<u>12oM</u>	<u>10N</u>	-	7	11	4	4	<u>4</u>	<u>9C</u>	<u>7c</u>	

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

53096 5634

TARGET RESEARCH GROUP, INC.  
 SALESMAN BAR SOS STUDY  
 TRC #65-03091 -- JULY, 2003

TABLE 19B QUESTION 13  
 PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: SALEM

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS **																
	AGE				MAIL FLOW				DATE INTERCEPTED				GENDER			
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE- MALE	SALEM	AGE	RECENT	CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	21-34	35+	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
0%	279	191	89	116	163	118	19	64	35	68	50	82	36	-	-	
	80	81	77	75	83D	66	77	65	63	65	67	69	60	-	-	
PURCHASED 1 OR MORE PACKS SALEM IN PAST 30 DAYS	71	44	27	38	33	61	6	34	21	36	24	37	24	27	9	
	20	19	23	25E	17	34	23	35	37	35	33	31	40	100	100	
1-10%	3	2	1	3	-	1	-	1	-	-	1	-	1	-	-	
	1	1	1	2E	-	*	-	1	-	-	1	-	1	-	-	
11-20%	12	7	5	4	8	8	-	4	4	6	3	5	3	1	-	
	3	3	4	2	4	5	-	4	8G	5	4	4	5	4	-	
21-30%	4	2	2	4	-	4	-	3	1	2	2	2	2	-	-	
	1	1	1	2E	-	2	-	3	1	2	3	2	3	-	-	
31-40%	8	6	1	3	4	5	-	2	2	5	-	5	-	-	-	
	2	3	1	2	2	3	-	2	4	4K	-	4M	-	-	-	
41-50%	12	10	2	10	1	10	2	3	6	5	5	9	2	3	1	
	3	4C	1	7E	1	6	8	3	10H	5	7	8M	3	11	12	
51-60%	1	-	1	-	1	1	1	-	-	-	1	-	1	-	-	
	*	-	1	-	*	*	3HI	-	-	-	1	-	1	-	-	
61-70%	4	2	2	2	2	4	-	2	2	3	1	2	2	1	1	
	1	1	2	1	1	2	-	2	3	3	1	2	3	4	12	
71-80%	2	1	1	1	1	2	-	2	-	2	-	1	1	-	-	
	1	*	1	1	1	1	-	2	-	2	-	1	1	-	-	

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

**Tara Bennett**

From: "Tara Bennett" <tara@targetresearchgroup.com>  
To: "Wally Brunetti" <tabwb@optonline.net>  
Sent: Wednesday, September 24, 2003 4:15 PM

here is what i've found so far. before you send all the tabs again, let me finish checking everything.

\*~~t1a~~ - test col other spec is 13 not 17.

ctg; ctjd and ctr are camel so camel = ~~50~~ not 46. maverick is supposed to be merit.

\*~~t3, t4d/e~~: double stat letters -take off test of d/e.

\*do all other specifics from code up sheets. \*\*you can go ahead and send these specific tables so i can check them before you do the rest of these changes.\*\*\*\*\*

\*~~t4x6~~ - other under q4i didn't move other out. ~~A~~

\*~~t5~~ - take chesterfield and l&m out of savings net on att c.

\*~~t7~~ - take off standard mean line.

\*~~t23b/c/d/23~~ - i assume the medians are too small so they are blank and not another problem?

\*~~t24f~~ - send array of total turkish purchases so i can check this table since it is not additive.

\*can you make bottom margin smaller so the median on all those pages does not go over to another page. it just makes the tabs so much bigger.

i'll be working from home tomorrow morning and then have an appt at 10 so i'll be coming into the office around 1130.

thanks, tara

Tara Bennett

Target Research Group  
150 S. Stratford Road, Ste. 520  
Winston-Salem, NC 27104  
336.723.6100 x103

\* going to start w/ TI?

\* 48b make 48

\* fix +60s

53096 5636

9/25/2003

TABLE 55 QUESTION ---  
 FROM SAMPLE: DATE INTERCEPTED

21+ NM/MENTHOL SMOKERS															21+ FULL PRICE MENTHOL SMOKERS														
	AGE					MAIL FLOW					DATE INTERCEPTED					GENDER					SALEM								
	TOTAL		21-34		35+	IN		OUT		TOTAL			MARCH		APRIL			MAJ		FE- MALE		MALE		AGE		RECENT			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)				
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9	100	100	100	100	100	100	100	100	100	100				
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	100	100	100	100	100	100	100	100	100	100				
MARCH	51	29	22	26	24	25	25	-	-	13	12	13	12	3	1	14	12	19B	17	12	14	100HI	-	12	17	11	20L	12	8
APRIL	180	127	53	101	80	98	-	98	-	54	44	69	29	18	8	52	54C	46	65E	41	55	100GI	-	52	59	58	48	66	80
MAY	119	79	40	27	92	56	-	-	56	38	18	37	19	6	1	34	35	18	47D	31	-	100GH	36K	24	31	31	22	12	
SIGMA...	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	100	100	100	100	100	100	100	100	100	100	100	100		

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

Tara Bennett

**From:** "Tara Bennett" <tara@targetresearchgroup.com>  
**To:** <tabwb@optonline.net>  
**Sent:** Thursday, September 25, 2003 4:26 PM  
**Subject:** Re: Re:

here is another set of changes.

i've looked at the fixed.doc and all the other specifies look good. i  
 didn't see the  
~~q.17a and q.18b~~ listing out all the verbatims. i assume you are just going to  
 wait and

send those with the 2nd set of full tabs you send. after you make these  
 changes and the first set send

me the full tabs unweighted so i can check everything and then you can apply  
 weights.

call with questions. thx, tba

\*t45b and 48c - combine these tables. base = tr take na=23 off t45b??  
 don't know where that came from.

\*t46 - pre col means look off? d and e look right. don't match t47 means

\*t48a, q.18b in total-delete this table.

\*t48c - take others out that you moved up

\*t51 - base: tr

\*t58a - base: tr

\*t59 - drop do not recall line and add: exclude camel on "optin" sample

\*t60-63d - delete these tables.

\*move ub on sample t1 to before t66 2nd choice from sample.

\*t66 - i'm faxing to see text changes.

\*t65- 67 and ub from sample table add: "original" in front of sample in the  
 title.

\*t65-67 and ub from sample table re-run but title should be "optin" sample  
 not original.

here is what is original and what is optin.

-----the 1200 sample that is appended to the data file

is an original file. so you will have data in the 1200 and 221 cols since  
 the 221 is a subset the way

it is now.

-----the 221 file i sent you has different sample data on it for the 221 so  
 the 221 col on the optin

sample tables will have data here and i guess in the 1200 col but it will be  
 exactly like the 221 since it is subset.

-----the post wave test and control sample files that were appended to the  
 data file were optin files

so they will have data on the optin sample tables but not on the original  
 sample tables.

we will have to weight the data. for the c/d/e.

males = 53%

male 21-34 = 13

male 35-49 = 24

53096 5638

TABLE 56 QUESTION ---  
BANNER 1

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS																
	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER			AGE			SALEM	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	UB	RECENT CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
AGE 21-34	234	234	-	111	123	119	13	69	37	68	51	119	-	12	6	
	67	100C	-	72E	63	67	51	71G	66G	65	69	100M	-	46	67	
AGE 35+	116	-	116	43	73	60	12	29	19	37	23	-	60	15	3	
	33	-	100B	28	37D	33	49HI	29	34	35	31	-	100L	54	33	
MAIL FLOW - IN	154	111	43	154	-	97	15	63	20	53	45	70	27	12	6	
	44	47C	37	100E	-	55	59I	64I	35	51	60	59M	46	46	67	
MAIL FLOW - OUT	196	123	73	-	196	81	10	35	36	52	30	49	32	15	3	
	56	53	63B	-	100D	45	41	36	65GH	49	40	41	54L	54	33	
TOTAL 21+ FULL PRICE MENTHOL SMOKERS	178	119	60	97	81	178	25	98	56	104	74	119	60	27	9	
	51	51	52	63E	41	100	100	100	100	100	100	100	100	100	100	
DATE INTERCEPTED - MARCH	25	13	12	15	10	25	25	-	-	13	12	13	12	3	1	
	7	5	11B	10E	5	14	100HI	-	-	12	17	11	20L	12	8	
DATE INTERCEPTED - APRIL	98	69	29	63	35	98	-	98	-	54	44	69	29	18	8	
	28	29	25	41E	18	55	-	100GI	-	52	59	58	48	66	80	
DATE INTERCEPTED - MAY	56	37	19	20	36	56	-	-	56	38	18	37	19	6	1	
	16	16	16	13	18D	31	-	-	100GH	36K	24	31	31	22	12	
GENDER - MALE	104	68	37	53	52	104	13	54	38	104	-	68	37	16	6	
	30	29	32	34E	26	58	51	55	68GH	100K	-	57	62	57	68	

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

male 50-64 = 16  
females = 47%  
female 21-34 = 19  
female 35-49 = 21  
female 50-64 = 7

----- Original Message -----

From: <tabwb@optonline.net>  
To: "Tara Bennett" <tara@targetresearchgroup.com>  
Sent: Thursday, September 25, 2003 1:46 PM  
Subject: Re: Re:

> fixed.tbl attached - nas 2 tomorrow (see next email which I sent you earlier except that it came back to me for some reason).

>

> wb

>

> ----- Original Message -----

> From: Tara Bennett <tara@targetresearchgroup.com>  
> Date: Thursday, September 25, 2003 11:40 am  
> Subject: Re: Re:  
>

>> how is wave 2 nas coming - when do you anticipate i'll receive those

>>

>> run 80 and 90 in the camel tabs

>> i've got a few more things to check there and then i'll be thru.

>> go ahead and send me the other specifies so i can check everything

>> beforeyou resend

>> the entire set of tabs.

>> thx, teb

>>

>> ----- Original Message -----

>> From: <tabwb@optonline.net>  
>> To: "Tara Bennett" <tara@targetresearchgroup.com>  
>> Sent: Wednesday, September 24, 2003 4:46 PM  
>> Subject: Re:

>>

>>

>>> OK - got this along with the "other specifies".

>>>

>>> wb

>>>

>>> ----- Original Message -----

>>> From: Tara Bennett <tara@targetresearchgroup.com>  
>>> Date: Wednesday, September 24, 2003 4:15 pm  
>>>  
>>>> here is what i've found so far. before you send all the tabs  
>>>> again, let me finish checking everything.

53096 5640

9/25/2003

Source: https://www.industrydocuments.ucsf.edu/docs/frcp0189

TABLE 56 QUESTION ---  
 BANNER I

21+ FULL PRICE MENTHOL SMOKERS																	
21+ NM/MENTHOL SMOKERS																	
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER		AGE			SALEM		RECENT CON- VERTS
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	UB	SALEM	CON-	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	VERTS	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
GENDER - FEMALE	74	51	23	45	30	74	12	44	18	-	74	51	23	12	3		
	21	22	20	29E	15	42	49I	45I	32	-	100J	43	38	43	32		
AGE 21-34	119	119	-	70	49	119	13	69	37	68	51	119	-	12	6		
AGE 35+	60	-	60	27	32	60	12	29	19	37	23	-	60	15	3		
	17	-	52B	18	16	33	49HI	29	34	35	31	-	100L	54	33		
SALEM UB	27	12	15	12	15	27	3	18	6	16	12	12	15	27	9		
	8	5	13B	8	8	15	13	18	11	15	16	10	25L	100	100		
SALEM RECENT CONVERTS	9	6	3	6	3	9	1	8	1	6	3	6	3	9	9		
	3	3	3	4E	2	5	3	8I	2	6	4	5	5	35	100		

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

T29  
917a list out other spec all vibrations

~~TB check PI Summary page~~

## T51 Base Total Respondents

Run 80+90% in tabs

\* Combine T45B + 48C tables  
base = TR

take N<sub>a</sub> = 23 off T45B

T48C take others out off (crossed out)  
that you moved ↑

T46 pre<sup>w</sup> means look off? DTE look  
rite  
don't match T47 means  
\* drop 48a q 18b in total



53096 5643

T53A Base TR

T59 ~~donot recall 835(4) in pre 30<sup>d</sup> supp table -?~~  
drop donot recall

~~pre  
langs 10/80~~

~~post 835(4)~~

~~Jan 1981~~

~~Take off donot recall rec acts  
on pc tables.~~

\* delete all pc tables except  
the 1st one. take off donot  
recall T60-63D

~~old table~~

~~has Cameron~~

PIO list  
Kim Edwards  
John Janvrin  
Kathy Delag

53096 5645



~~Plan~~ \* move WB on sample before  
T66

make "original" sample.  
Run T1 + T66 -

again w/ "optin sample.

~~Don't use 2nd choice. Add to  
both sets~~

53096 5647



DENNIS AND COMPANY  
RESEARCH

T1: Test w/ other mspece T1 13 not 17

Q4a:

CTG; CTJD + CTR

are Camel

Camel = SD not 46.

Maverick is merit.

T3 q4dk: double letters? d + e p1D  
newp ment

T3-4d Create capri + take out of  
other + Q4e

T4 4d Create capri

T4/6 other under 4i didn't move  
other out

take off sig of DE.

T5 - take chestaf + btm out of Sciveng  
on attc

T7 - take off <sup>std</sup> mean.

Q4d q7a2 non event pre. moved ↑ answers  
from 7a + didn't take ans out of  
7a2

3PP Summaries  
20k 3 on margins



53096 5649

T22B | median blank ?  
c | d | 23

fix margin so median is on p 2.  
Send among  $\Delta$  total <sup>14</sup> f punch  
so I can deck T24f

~~T24f Bumpf Shore add "++" to Cam Up Buyers~~



**Tara Bennett**

**From:** "Tara Bennett" <tara@targetresearchgroup.com>  
**To:** "Wally Brunetti" <tabwb@optonline.net>  
**Sent:** Wednesday, September 24, 2003 10:56 AM  
**Subject:** 03062 Other Species

**Camel Non-Event Pre Other Species**

~~q4d-create Capri~~  
#16, 17, 59, 99, 148, 221, 229, 239, 1716

9

91  
36  
55

236

~~q4d-create USA:~~  
#111, 199, 621, 742, 1140, 1247, 1279, 1319, 1561, 1737, 1909

11

~~q4d-create Liggett:~~  
#127, 139, 251, 526, 533, 1183, 1741

7

~~q4d-create Roger:~~  
#65, 69, 426, 816

4

~~q4d-create Tourney:~~  
#1105, 1160, 1705, 1748, 1808

5

**q5a-**

~~create Capri:~~  
#16, 17, 59, 99, 221, 229, 239, 1716

8

~~create Liggett:~~  
#127, 251, 526, 533, 1183, 1741

6

~~create USA:~~  
#199, 742, 1247, 1279, 1319, 1561, 1737

7

~~q5e-move #88 to 422(1)~~  
~~q7a-move #560 to 452(Y)~~

~~q8a-move #44 to 522(6)~~

~~q8d-create Capri: #23, 380, 1140, 1722~~

4

53096 5652

9/24/2003

TABLE 34 QUESTION 20  
TASTE DIFFERENCE (AIDED)

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS																
	AGE		MAIL FLOW		DATE INTERCEPTED			GENDER		AGE			SALEM			
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE- MALE	MALE	21-34	35+	UB	RECENT CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
BASE-NOT AWARE OF A TASTE DIFFERENCE BETWEEN BLACK AND GREEN LABEL (UNAIDED)	158	100	58	64	94	61	9	34	18	38	23	38	23	7	2	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	158	105	52	64	94	60	8	34	18	39	21	40	20	7	2	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
YES	43	30	13	25	18	21	2	11	8	13	8	14	7	2	1	
	27	29	25	40E	19	35	20	33	46	33	39	34	38	27	50	
NO	98	65	33	32	66	33	5	19	10	21	12	23	9	5	1	
	62	62	63	51	70D	55	60	54	54	54	57	58	48	73	50	
DON'T KNOW	16	10	7	6	10	6	2	5	-	5	1	3	3	-	-	
	10	9	13	9	11	10	20I	13I	-	14	4	8	14	-	-	
SIGMA...	158	105	52	64	94	60	8	34	18	39	21	40	20	7	2	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

NEW

Q4d

- 16 Q4D\_OTH Capri
- 17 Q4D\_OTH Capri/
- 28 Q4D\_OTH full flavored cheap generics
- 59 Q4D\_OTH Capri
- 64 Q4D\_OTH Jack's Full Flavor
- 65 Q4D\_OTH rogers
- 69 Q4D\_OTH Roger
- 83 Q4D\_OTH Durant
- 99 Q4D\_OTH Capri
- 100 Q4D\_OTH Smoker Friendly.
- 111 Q4D\_OTH USA (generic)
- 127 Q4D\_OTH Liggett
- 139 Q4D\_OTH Liggett
- 148 Q4D\_OTH capri
- 199 Q4D\_OTH Usa Gold and Generic
- 209 Q4D\_OTH Bronco
- 217 Q4D\_OTH Bibue
- 221 Q4D\_OTH capri
- 229 Q4D\_OTH capri
- 239 Q4D\_OTH capri
- 251 Q4D\_OTH Liggett
- 300 Q4D\_OTH Nobel
- 378 Q4D\_OTH Filter/nfi
- 390 Q4D\_OTH black death
- 417 Q4D\_OTH Carnival
- 420 Q4D\_OTH Cheap
- 420 Q4D\_OTH Roger
- 526 Q4D\_OTH liggett./nfi
- 533 Q4D\_OTH Liggett methyl lights
- 538 Q4D\_OTH Indian Cigaretts
- 545 Q4D\_OTH Quest #2./nfi
- 605 Q4D\_OTH Noble
- 621 Q4D\_OTH USA
- 648 Q4D\_OTH Marathon
- 701 Q4D\_OTH Seneca Cayuga Light 100's
- 711 Q4D\_OTH Campton
- 715 Q4D\_OTH King Edward
- 742 Q4D\_OTH USA Gold
- 743 Q4D\_OTH Baily's
- 774 Q4D\_OTH jacks
- 775 Q4D\_OTH Carnival Lights
- 816 Q4D\_OTH Roger
- 874 Q4D\_OTH wave/nfi
- 875 Q4D\_OTH omni/nfi
- 925 Q4D\_OTH GT1./nfi
- 942 Q4D\_OTH Kentucky Best /nfi
- 952 Q4D\_OTH Quest
- 979 Q4D\_OTH Exact
- 1061 Q4D\_OTH Market./nfi
- 1105 Q4D\_OTH Tourney
- 1114 Q4D\_OTH GT
- 1140 Q4D\_OTH usa
- 1160 Q4D\_OTH Tourney
- 1183 Q4D\_OTH Liggett Lights

Capri:

16, 17, 59, 99, 148, 221,  
229, 239, 1716

USA:

111, 199, 621, 742, 1140  
1247, 1279, 1319, 1561  
1737, 1909

Liggett:

127, 139, 251, 526  
533, 1183, 1741,

Roger:

65, 69, 426, 816

Tourney:

1105, 1160, 1705, 1748,  
1808

53096 5654

other species for the nonevent pre study 65-03062

DENNIS AND COMPANY, INC.  
WINSTON OOH SIFT TEST VI  
#2577 BIAD #97-11133  
OCTOBER, 1997

TABLE- 19      QUESTION- F

NUMBER OF CIGARETTES SMOKED PER DAY

	AGE		AGE WITHIN GENDER										USUAL STRENGTH	USUAL LENGTH			
	GENDER		21-29					MALES		FEMALES		MARL-					
	TOTAL	MALE	FEMALE	TOTAL	21-24	25-29	30-34	21-29	30-34	21-29	30-34	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	151	73	78	95	44	51	56	46	27	49	29	96	55	108	43	105	46
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Weighted Base	151	73	78	95	41	54	56	46	27	49	29	97	54	112	39	106	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5 - 9	20	11	9	13	8	4	8	8	3	4	5	11	9	14	6	17	3
	13.4	15.1	11.5	13.3	20.3E	7.9	13.7	17.4i	11.1	8.2	17.2	11.3	17.3	12.8	15.3	15.9p	7.5
10	36	15	22	22	9	13	14	9	6	14	8	21	15	25	10	25	11
	23.7	20.5	28.2	23.3	22.8	23.6	24.5	19.6	22.2	28.6	27.6	21.8	27.2	22.8	26.3	23.4	24.6
11 - 19	15	6	9	13	4	9	2	5	1	8	1	9	5	11	3	10	5
	9.7	8.2	11.5	13.3F	10.0	15.8F	3.6	10.9	3.7	16.3hJ	3.4	9.7	9.6	10.3	8.0	9.0	11.3
20	45	22	23	22	10	12	23	11	11	11	12	33	12	36	9	34	11
	29.8	30.1	29.5	23.2	23.9	22.7	41.0C	23.9	40.7g	22.4	41.4g	34.4I	21.5	32.2	23.0	32.3	23.9
					DE	I			I								
21 +	35	19	15	26	9	16	10	13	6	12	3	22	13	24	11	21	15
	23.3	26.0	19.2	27.0f	23.0	30.0f	17.1	28.3J	22.2	24.5j	10.3	22.8	24.3	21.9	27.3	19.4	32.60
Mean	18.3	18.9	17.2	18.6	17.3	19.7	17.6	18.7j	19.4j	18.4j	15.3	19.0	16.9	18.1	18.7	17.2	20.80
S.D.	10.3	11.0	9.2	10.5	10.4	10.6	10.0	10.8	11.7	10.2	6.9	10.6	9.7	9.7	11.9	9.4	11.9
S.E.	0.8	1.3	1.0	1.1	1.6	1.5	1.3	1.6	2.2	1.5	1.3	1.1	1.3	0.9	1.8	0.9	1.8

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

5655 53096

1190 Q4D\_OTH CT  
1247 Q4D\_OTH USA's  
~~1279 Q4D\_OTH USA 100's~~  
1319 Q4D\_OTH usa gold  
1330 Q4D\_OTH Carylyle  
1366 Q4D\_OTH Seneca  
1454 Q4D\_OTH Jack's  
1460 Q4D\_OTH A 1  
1477 Q4D\_OTH Carnable  
1489 Q4D\_OTH silver  
1548 Q4D\_OTH Carnival  
1549 Q4D\_OTH Kentucky's Best  
~~1561 Q4D\_OTH Usa Gold~~  
1608 Q4D\_OTH tahoe  
1626 Q4D\_OTH BV Light 100's  
1635 Q4D\_OTH First Class./  
1646 Q4D\_OTH smokin joes  
1683 Q4D\_OTH Quest  
1691 Q4D\_OTH Kentucky's Best  
1693 Q4D\_OTH Geronimo  
~~1705 Q4D\_OTH tourney~~  
~~1716 Q4D\_OTH capri~~  
~~1737 Q4D\_OTH USA Gold~~  
~~1741 Q4D\_OTH Liggett~~  
1747 Q4D\_OTH Boston./  
~~1748 Q4D\_OTH winner & touner/~~  
1775 Q4D\_OTH Money  
1781 Q4D\_OTH noble  
~~1808 Q4D\_OTH trurany.~~  
1821 Q4D\_OTH cowboys  
1834 Q4D\_OTH Sport  
1868 Q4D\_OTH Cherry flavor cigars  
1872 Q4D\_OTH broncos  
1878 Q4D\_OTH dtc  
1904 Q4D\_OTH Baileys  
~~1909 Q4D\_OTH Jacks Light 100 / Usa Gold Light 100~~  
~~1926 Q4D\_OTH Seneca~~

---

157 Q4I\_OTH 99  
199 Q4I\_OTH 99s  
259 Q4I\_OTH Reds

---

~~16 Q5A\_OTH Capri~~  
~~17 Q5A\_OTH capri./~~  
~~59 Q5A\_OTH Capri~~

---

64 Q5A\_OTH Jack's Full Flavor  
65 Q5A\_OTH roger  
83 Q5A\_OTH Durant  
~~99 Q5A\_OTH Capri~~  
100 Q5A\_OTH smoker friendly/nfi

---

~~127 Q5A\_OTH Liggett~~  
~~199 Q5A\_OTH USA Gold~~  
~~221 Q5A\_OTH capri~~  
~~229 Q5A\_OTH capri~~  
~~239 Q5A\_OTH capri~~  
~~251 Q5A\_OTH Liggett~~

Q5a

On next page

142  
none  
taken  
only

other species for the nonevent pre study 65-03062

DENNIS AND COMPANY, INC.  
WINSTON COH SIFT TEST VI  
#2577 BIAD #97-11133  
OCTOBER, 1997

TABLE- 20      QUESTION- G

BRAND OF CIGARETTES SMOKE MOST OFTEN

	AGE		AGE WITHIN GENDER										MARL-	USUAL STRENGTH	USUAL LENGTH			
	GENDER		21-29					MALES										
	TOTAL	MALE	FEMALE	TOTAL	21-24	25-29	30-34	21-29	30-34	21-29	30-34	BORO	OTHER					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)		
Base: Total Respondents	151	73	78	95	44	51	56	46	27	49	29	96	55	108	43	105	46	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Weighted Base	151	73	78	95	41	54	56	46	27	49	29	97	54	112	39	106	45	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
Benson & Hedges	18	7	12	13	5	8	6	5	2	8	4	-	18	15	4	11	7	
	12.0	9.6	15.4	13.2	11.0	14.8	10.1	10.9	7.4	16.3	13.8	-	33.9K	13.0	9.3	10.3	16.2	
Eve	1	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	1	
	0.5	-	1.3	-	-	-	1.5	-	-	-	-	-	1.5	-	2.1m	-	1.9o	
Kent	5	3	2	2	1	1	3	1	2	1	1	-	5	4	1	4	1	
	3.5	4.1	2.6	2.2	1.8	2.4	5.7	2.2	7.4	2.0	3.4	-	9.8K	3.5	3.3	3.7	3.0	
L&M	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Lucky Strike	4	3	-	1	-	1	2	1	2	-	-	-	4	4	-	4	-	
	2.4	4.18	-	1.4	-	2.4	4.2d	2.2	7.4Ij	-	-	-	6.9K	3.3	-	3.5	-	
Marlboro	97	50	46	58	27	31	39	30	20	27	19	97	-	71	26	71	27	
	64.4	68.5	59.0	60.9	65.2	57.6	70.4e	65.2	74.1i	55.1	65.5	100.0L	-	64.0	65.7	66.4	59.8	
Merit	5	3	2	5	1	3	1	3	-	1	1	-	5	4	1	5	1	
	3.6	4.1	2.6	4.8	2.8	6.4	1.5	6.5h	-	2.0	3.4	-	10.1K	3.7	3.3	4.3	1.9	
Newport	10	4	7	9	5	4	2	4	-	5	2	-	10	8	3	6	4	
	6.9	5.5	9.0	9.2f	11.0f	7.9	3.0	8.7h	-	10.2H	6.9h	-	19.4K	6.9	6.8	6.0	9.0	
Old Gold	1	-	1	1	1	-	-	-	-	1	-	-	1	1	-	1	-	
	0.5	-	1.3	0.8	1.8	-	-	-	-	2.0	-	-	1.4	0.7	-	0.7	-	

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

53096 5657

300 Q5A\_OTH Nobel

378 Q5A\_OTH Filter/nfi

420 Q5A\_OTH Cheap

526 Q5A\_OTH liggett/nfi

553 Q5A\_OTH Liggett

545 Q5A\_OTH Quest#2./nfi

578 Q5A\_OTH Quest

605 Q5A\_OTH Noble

648 Q5A\_OTH Marathon

711 Q5A\_OTH Campton

715 Q5A\_OTH Swisher Sweets

742 Q5A\_OTH USA Gold

743 Q5A\_OTH Bally's

774 Q5A\_OTH jacks

775 Q5A\_OTH Carnival Lights

816 Q5A\_OTH Roger

874 Q5A\_OTH wave

878 Q5A\_OTH GT1

942 Q5A\_OTH Kentucky Best

979 Q5A\_OTH Exact

1061 Q5A\_OTH Market./nfi

1105 Q5A\_OTH Tourney Ultra Lights

1114 Q5A\_OTH gt

1183 Q5A\_OTH Liggett

1247 Q5A\_OTH USA\$

1319 Q5A\_OTH usa gold

1366 Q5A\_OTH Seneca

1427 Q5A\_OTH bronco

1454 Q5A\_OTH jack's

1460 Q5A\_OTH A\_1

1489 Q5A\_OTH Silver

1548 Q5A\_OTH Carnival

1549 Q5A\_OTH kentuky's best

1564 Q5A\_OTH usa gold

1608 Q5A\_OTH tahoe

1626 Q5A\_OTH BV

1635 Q5A\_OTH First Class./

1646 Q5A\_OTH smokin joes

1705 Q5A\_OTH tourney

1746 Q5A\_OTH capri

4737 Q5A\_OTH USA Gold

1744 Q5A\_OTH Liggett

1775 Q5A\_OTH Money

1781 Q5A\_OTH noble

1830 Q5A\_OTH double diamonds./

1834 Q5A\_OTH Sport

1868 Q5A\_OTH cherry cigars

1878 Q5A\_OTH dtc

1904 Q5A\_OTH Baileys

1909 Q5A\_OTH Jacks

1926 Q5A\_OTH Seneca

13 Q5A\_OTH BT

88 Q5E\_OTH non-filters./nfi

Q5a

Capri:

16, 17, 59, 99, 221, 229,

239, 1741,

Liggett:

127, 251, 526, 533,

1183, 1741,

USA:

199, 742, 1247, 1279, 1319,

1561, 1737,

53096 5656

DENNIS AND COMPANY, INC.  
WINSTON OOH SIFT TEST VI  
#2577 BIAD #97-11133  
OCTOBER, 1997

TABLE- 20      QUESTION- G

BRAND OF CIGARETTES SMOKE MOST OFTEN

	AGE WITHIN GENDER																		
	GENDER		AGE				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	BORO	MARL-	OTHER	FF	FFLT	85MM	100MM
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)			
Weighted Base	151	73	78	95	41	54	56	46	27	49	29	97	54	112	39	106	45		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
Pall Mall	1	1	-	-	-	-	-	1	-	1	-	-	-	1	1	-	1	-	
	0.8	1.4	-	-	-	-	-	2.1c	-	3.7gi	-	-	-	2.2k	1.1	-	1.1	-	
Parliament	3	1	2	3	2	1	-	1	-	2	-	-	-	3	1	2	3	-	
	1.8	1.4	2.6	2.8	4.6f	1.5	-	2.2	-	4.1	-	-	-	5.0K	1.0	3.9	2.5	-	
Raleigh	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Satin	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Silva Thins	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tareyton	.2	1	1	2	1	1	-	1	-	1	-	-	-	2	1	1	-	2	
	1.4	1.4	1.3	2.2	1.8	2.4	-	2.2	-	2.0	-	-	-	3.8K	0.7	3.3	-	4.60	
Triumph	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
True	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Virginia Slims	3	-	4	2	-	2	1	-	-	3	1	-	-	3	2	1	2	2	
	2.2	-	5.1A	2.6	-	4.5d	1.5	-	-	6.1Gh	3.4	-	-	6.1K	2.2	2.0	1.5	3.7	

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

53096 5659

## Q7a

23 Q7A\_OTH Capri  
 139 Q7A\_OTH Dajuram  
 148 Q7A\_OTH capri  
 319 Q7A\_OTH Saratogas  
 521 Q7A\_OTH King Bridge 100's  
 560 Q7A\_OTH marlboro  
 639 Q7A\_OTH Capri  
 854 Q7A\_OTH Bugle Boy  
 855 Q7A\_OTH Sundance  
 1163 Q7A\_OTH dumarou  
 1319 Q7A\_OTH marithon  
 1507 Q7A\_OTH Venson./  
 1537 Q7A\_OTH Grape Vine  
 1815 Q7A\_OTH tourney  
 1821 Q7A\_OTH rolled gold  
 609 Q7E\_OTH 100s

move to 452(y)

23 Q8A\_OTH Capri  
 44 Q8A\_OTH Kool — move to 522(l)  
 64 Q8A\_OTH Sebring  
 69 Q8A\_OTH Roger  
 111 Q8A\_OTH USA  
 139 Q8A\_OTH Ligett  
 151 Q8A\_OTH Liggett./nfi  
 192 Q8A\_OTH Generic  
 217 Q8A\_OTH Bibue  
 324 Q8A\_OTH Generic  
 365 Q8A\_OTH Bronco  
 380 Q8A\_OTH Capri  
 473 Q8A\_OTH rodgers  
 621 Q8A\_OTH USA  
 686 Q8A\_OTH Geronimo/nif.  
 769 Q8A\_OTH GT1  
 952 Q8A\_OTH Quest  
 1066 Q8A\_OTH Bailey  
 1076 Q8A\_OTH usa gold  
 1140 Q8A\_OTH Capri  
 1160 Q8A\_OTH Tourney  
 1282 Q8A\_OTH liggett./nfi  
 1427 Q8A\_OTH bronco/  
 1558 Q8A\_OTH Tahoe./  
 1722 Q8A\_OTH Capri  
 1748 Q8A\_OTH Winner.  
 1878 Q8A\_OTH winner

## Q8a

Capri:

23, 380, 1140, 1722

209 Q17A\_OTI 99's  
 220 Q17A\_OTI NON MENTHOL  
 313 Q17A\_OTI Chocolate blend  
 545 Q17A\_OTI cherry flavor  
 609 Q17A\_OTI 100s  
 794 Q17A\_OTI 99's  
 848 Q17A\_OTI vanilla/tangerine  
 1309 Q17A\_OTI orange  
 1465 Q17A\_OTI Kings./nfi  
 1842 Q17A\_OTI Straights  
 1919 Q17A\_OTI full flavor

## Q17a

Leave

Leave

other species for the nonevent pre study 65-03062

53096 5660

DENNIS AND COMPANY, INC.  
WINSTON OOH SIFT TEST VI  
#2577 BIAD #97-11133  
OCTOBER, 1997

TABLE- 21      QUESTION- I

STRENGTH OF CIGARETTE USUALLY SMOKE

	AGE		AGE WITHIN GENDER										MARL-	USUAL STRENGTH	USUAL LENGTH		
	GENDER		21-29					MALES FEMALES									
	TOTAL	MALE	FEMALE	TOTAL	21-24	25-29	30-34	21-29	30-34	21-29	30-34	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	151	73	78	95	44	51	56	46	27	49	29	96	55	108	43	105	46
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Weighted Base	151	73	78	95	41	54	56	46	27	49	29	97	54	112	39	106	45
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Regular strength/full flavor (FF)	112	61	47	69	32	37	43	39	22	27	20	71	40	112	-	89	23
	73.9	83.6B	60.3	72.6	78.2	68.3	76.1	84.8I	81.5I	55.1	69.0	73.4	74.9	100.ON	-	83.6P	50.7
								j									
Light/medium/low tar (FFLT)	39	12	31	26	9	17	13	7	5	22	9	26	14	-	39	17	22
	26.1	16.4	39.7A	27.4	21.8	31.7	23.9	15.2	18.5	44.9G	31.0g	26.6	25.1	-	100.0M	16.4	49.30
								H									

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

53096 5661

03062 and 03063

pre CLEAN 65-03062 Q3b 212, 213

Alphabetical sort

Total = 1200

# Camel Arrays

String	Frequency	Cumulative
21	11	0.9%
22	29	2.4%
23	50	4.2%
24	34	2.8%
25	47	3.9%
26	48	4.0%
27	48	4.0%
28	42	3.5%
29	38	3.2%
30	33	2.8%
31	23	1.9%
32	34	2.8%
33	22	1.8%
34	10	0.8%
35	56	4.7%
36	47	3.9%
37	49	4.1%
38	48	4.0%
39	34	2.8%
40	57	4.8%
41	45	3.8%
42	49	4.1%
43	45	3.8%
44	23	1.9%
45	22	1.8%
46	13	1.1%
47	20	1.7%
48	18	1.5%
49	20	1.7%
50	31	2.6%
51	29	2.4%
52	19	1.6%
53	25	2.1%
54	14	1.2%
55	18	1.5%
56	5	0.4%
57	11	0.9%
58	4	0.3%
59	4	0.3%
60	8	0.7%
61	1	0.1%
62	4	0.3%
63	6	0.5%
64	3	0.3%
99	3	0.3%
	1200	100.0%

Number of categories = 45

Number of numeric items = 1200

Sum of factors = 44925.00

Mean value = 37.44

Std deviation = 10.54

53096 5662

TABLE 12 QUESTION 8A  
SECOND CHOICE BRAND

	21+ FULL PRICE MENTHOL SMOKERS																	
	21+ NM/MENTHOL SMOKERS					**												
	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER			AGE			SALEM			
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE- MALE	21-34	35+	UB	SALEM	RECENT CON- VERTS		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
DORAL	5	1	4	2	3	1	-	-	1	1	-	-	1	1	-			
	1	*	3B	1	2	1	-	-	2H	1	-	-	2L	4	-			
KAMEL/KAMEL RED	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-			
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-			
NOW	2	-	2	1	1	2	1	3I	1	-	-	2	-	2	1	-		
	*	-	1B	1	*	1	3I	1	-	-	2J	-	3L	3	-			
SALEM	79	57	23	50	29	63	7	36	19	37	25	45	18	-	-			
	23	24	20	33E	15	35	29	37	34	36	34	38	29	-	-			
WINSTON	18	8	10	7	11	1	-	-	1	-	1	-	1	-	1	-		
	5	3	9B	5	6	*	-	-	1	-	1	-	1	-	1	-		
MOONLIGHT BRANDS (SUBNET)	8	7	2	5	3	8	2	3	3	4	4	7	2	-	-			
	2	3	1	3	2	5	8	3	5	4	6	6	3	-	-			
BEES	8	7	1	5	2	8	2	3	2	4	3	7	1	-	-			
	2	3C	1	3E	1	4	8	3	4	4	4	6M	1	-	-			
METRO	1	-	1	-	1	1	-	-	1	-	1	-	1	-	1	-		
	*	-	1	-	*	*	-	-	1	-	1	-	1	-	1	-		
OTHER BRANDS (NET)	6	4	2	3	3	1	-	-	1	-	1	-	1	1	1	-		
	2	2	1	2	1	*	-	-	1	-	1	-	1	3	-			
OTHER (UNSPECIFIED)	6	4	2	3	3	1	-	-	1	-	1	-	1	1	1	-		
	2	2	1	2	1	*	-	-	1	-	1	-	1	3	-			

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

Total = 1200

String	Frequency	Cumulative
001	50	4.2%
002	48	4.0%
003	97	8.1%
004	101	8.4%
005	166	13.8%
006	97	8.1%
007	335	27.9%
008	59	4.9%
009	14	1.2%
010	153	12.8%
011	2	0.2%
012	21	1.8%
013	2	0.2%
014	29	2.4%
015	8	0.7%
016	2	0.2%
017	2	0.2%
020	7	0.6%
021	2	0.2%
022	1	0.1%
028	1	0.1%
030	1	0.1%
035	1	0.1%
036	1	0.1%

Number of categories = 24

Number of numeric items = 1200

Sum of factors = 7951.00

Mean value = 6.63

Std deviation = 3.52

53096 5664

TABLE 12 QUESTION 8A  
 SECOND CHOICE BRAND

	21+ FULL PRICE MENTHOL SMOKERS														
	21+ NM/MENTHOL SMOKERS						21+ FULL PRICE MENTHOL SMOKERS								
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER			AGE		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	UB	SALEM RECENT CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED BASE	350 100	234 100	116 100	154 100	196 100	178 100	25 100	98 100	56 100	104 100	74 100	119 100	60 100	27 100	9
NONE/DON'T KNOW/DON'T HAVE A 2ND CHOICE BRAND	83 24	47 20	36 31B	30 20	53 27D	38 21	6 24	16 16	16 29H	24 23	14 18	23 20	15 25	5 18	1 12
SIGMA...	350 100	234 100	116 100	154 100	196 100	178 100	25 100	98 100	56 100	104 100	74 100	119 100	60 100	27 100	9
FULL PRICE...	249 71	178 76C	70 61	116 75E	133 68	137 77	19 76	80 82I	38 68	79 76	58 78	95 80M	42 71	20 72	8 88
SAVINGS...	12 4	5 2	8 7B	5 3	7 4	3 2	- -	2 2	1 2	1 1	2 2	1 1	2 3L	2 7	- -
FULL PRICE NON-SALEM...	169 48	122 52C	48 41	65 42	104 53D	74 42	12 46	44 45I	19 34	42 40	33 44	50 42	25 41	20 72	8 88

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

53096 5665

pre CLEAN 65-03062 Q14-a-d TOTAL 608,621  
Alphabetical sort

$$\text{Total} = 1200$$

String

Cumulative

## Frequency

TABLE 13 QUESTION 8B  
PACKS PURCHASED IN PAST 30 DAYS

	21+ FULL PRICE MENTHOL SMOKERS														
	21+ NM/MENTHOL SMOKERS					GENDER									
	AGE			MAIL FLOW		DATE INTERCEPTED			FE-MALE		AGE			SALEM CON-VERTS	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	21-34	35+	UB	SALEM	RECENT
	(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	180 100	27 100	97 100	56 100	99 100	81 100	112 100	68 100	28 100	9 100
WEIGHTED BASE	350 100	234 100	116 100	154 100	196 100	178 100	25 100	98 100	56 100	104 100	74 100	119 100	60 100	27 100	9 100
1-5	55 16	42 18C	13 11	29 19E	26 13	35 20	7 28I	21 21	8 14	19 19	16 21	23 20	12 20	5 18	4 44
6-10	51 15	38 16	13 12	29 19E	23 12	28 16	4 15	16 16	9 16	15 15	13 18	22 19M	6 11	3 10	- -
11-15	36 10	24 10	12 10	14 9	22 11	19 11	2 8	12 12	5 9	11 11	7 10	12 10	7 12	3 13	2 20
16-20	41 12	30 13	11 10	20 13	21 11	21 12	5 19	10 10	7 12	12 12	9 12	14 12	7 12	3 10	- -
21-25	11 3	8 3	4 3	5 3	6 3	7 4	2 10H	1 1	3 6H	4 4	2 3	4 4	2 4	- -	- -
26-30	106 30	71 30	35 30	43 28	63 32	55 31	4 15	31 32G	19 35G	31 30	24 32	35 30	19 33	8 31	2 24
31-35	3 1	2 1	1 1	1 1	2 1	1 1	- -	1 1	- 1	1 1	- -	- -	1 2L	1 4	- -
36-40	22 6	9 4	13 11B	5 3	16 8D	4 2	- -	2 2	2 3	2 2	2 2	3 2	1 2	2 7	1 12
MORE THAN 40	25 7	11 5	14 12B	8 5	17 8	9 5	2 6	4 4	3 6	8 7K	2 2	6 5	4 6	2 7	- -
SIGMA...	350 100	234 100	116 100	154 100	196 100	178 100	25 100	98 100	56 100	104 100	74 100	119 100	60 100	27 100	9 100

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

pre CLEAN 65-03062 Q14a-d TOTAL 608,621  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
07 02 01	2	0.2%
07 02 01	1	0.1%
07 03	4	0.3%
08 02	4	0.3%
08 00 00 02	5	0.4%
08 00 01 01	3	0.3%
08 00 02	8	0.7%
08 01 01	5	0.4%
08 01 00 01	1	0.1%
08 01 01	2	0.2%
08 02	12	1.0%
09 01	1	0.1%
09 00 01	3	0.3%
09 00 00 01	4	0.3%
09 00 01	14	1.2%
09 01	14	1.2%
10	1031	85.9%
		1200
		100.0%

Number of categories = 69

Number of numeric items = 1200  
Sum of factors = 186826683.00  
Mean value = 155688.90  
Std deviation = 1012761.02

pre CLEAN 65-03062 Q14a UB 608,609  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	16	1.3%
01	2	0.2%
02	11	0.9%
03	7	0.6%
04	7	0.6%
05	18	1.5%
06	15	1.3%
07	17	1.4%
08	40	3.3%
09	36	3.0%
10	1031	85.9%
		1200
		100.0%

Number of categories = 11

Number of numeric items = 1200  
Sum of factors = 11326.00  
Mean value = 9.44  
Std deviation = 1.76

53096 5668

TABLE 13 QUESTION 8B  
 PACKS PURCHASED IN PAST 30 DAYS

	21+ FULL PRICE MENTHOL SMOKERS														
	21+ NM/MENTHOL SMOKERS					GENDER									
	AGE		MAIL FLOW			DATE INTERCEPTED			FE-		AGE		SALEM		RECENT
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	UB	CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN...	22.5	20.4	26.8B	20.1	24.4D	20.0	18.0	19.2	22.1	21.1K	18.4	19.2	21.5	23.1	15.9
S.D....	15.5	14.0	17.4	14.7	15.8	13.5	14.6	13.0	13.9	14.3	12.3	13.3	14.0	15.8	14.9
S.E....	0.8	0.9	1.5	1.2	1.1	1.0	2.8	1.3	1.9	1.4	1.4	1.3	1.7	3.0	5.0
MEDIAN...	19.5	18.8	25.6B	18.3	25.3	18.6	14.8H	17.2	19.9H	17.6	17.4	18.2	18.4L	19.6	8.7
							I								

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

53096 5669

pre CLEAN 65-03062 Q14b camel 612,613  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	1045	87.1%
01	83	94.0%
02	29	96.4%
03	23	98.3%
04	7	98.9%
05	3	99.2%
06	5	99.6%
08	1	99.7%
10	3	99.9%
	1	100.0%

Number of categories = 10

Number of numeric items = 1200  
Sum of factors = 173.00  
Mean value = 0.14  
Std deviation = 0.74

pre CLEAN 65-03062 Q14c 2ND 616,617  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	1098	91.5%
01	18	93.0%
02	27	95.3%
03	21	97.0%
04	8	97.7%
05	13	98.8%
06	5	99.2%
07	1	99.3%
10	3	99.5%
	6	100.0%

Number of categories = 10

Number of numeric items = 1200  
Sum of factors = 257.00  
Mean value = 0.21  
Std deviation = 1.02

53096 5670

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

	21+ FULL PRICE MENTHOL SMOKERS																
	21+ NM/MENTHOL SMOKERS					DATE INTERCEPTED					GENDER						
	AGE			MAIL FLOW		MARCH			APRIL		MAY		FE-MALE		AGE		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	FE-MALE	21-34	35+	SALEM UB	RECENT CON-VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)		
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
AMERICAN (NET)	13	8	5	4	9	4	-	4	-	-	4	2	2	1	-		
	4	3	4	3	5	2	-	4I	-	-	5J	2	3	4	-		
CARLTON	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-		
	*	-	1B	-	1	-	-	-	-	-	-	-	-	-	-		
LUCKY STRIKE	2	2	-	1	1	-	-	-	-	-	-	-	-	-	-		
	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-		
MISTY	4	3	2	1	3	2	-	2	-	-	2	2	-	1	-		
	1	1	1	1	2	1	-	2	-	-	3J	2	-	4	-		
PALL MALL	7	4	2	2	5	2	-	2	-	-	2	-	2	-	-		
	2	2	2	1	2	1	-	2	-	-	2J	-	3L	-	-		
BAT (FORMERLY B&W) (NET)	33	19	14	20	13	27	7	13	7	17	9	15	12	-	-		
	9	8	12	13E	6	15	27HI	13	12	16	13	12	20L	-	-		
BARCLAY	1	1	-	1	-	1	1	-	-	-	1	1	-	-	-		
	*	*	-	1	-	1	4HI	-	-	-	1	1	-	-	-		
GPC	6	3	2	3	3	3	-	3	-	2	1	1	2	-	-		
	2	1	2	2	2	2	-	3	-	2	1	1	3	-	-		
KOOL	27	16	11	16	11	24	6	11	7	16	8	13	11	-	-		
	8	7	10	11E	5	13	23H	12	12	16	10	11	18	-	-		

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

53096 5671

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pre CLEAN 65-03062 Q14d OTHER 620,621  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
01	1135	94.6%
02	24	2.0%
03	13	1.1%
04	2	0.2%
05	4	0.3%
06	3	0.3%
07	4	0.3%
08	2	0.2%
09	4	0.3%
10	3	0.3%
	6	0.5%
	1200	100.0%

Number of categories = 11

Number of numeric items = 1200  
Sum of factors = 244.00  
Mean value = 0.20  
Std deviation = 1.13

pre CLEAN 65-03062 Q14f1 TG 634,635  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	1080	90.0%
01	89	7.4%
02	11	0.9%
03	7	0.6%
04	2	0.2%
05	2	0.2%
08	1	0.1%
10	3	0.3%
	5	0.4%
	1200	100.0%

Number of categories = 9

Number of numeric items = 1200  
Sum of factors = 118.00  
Mean value = 0.10  
Std deviation = 0.81

53096 5672

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

	21+ FULL PRICE MENTHOL SMOKERS														
	21+ NM/MENTHOL SMOKERS					GENDER					SALEM RECENT				
	AGE			MAIL FLOW		DATE INTERCEPTED			FE-MALE		AGE			SALEM CON-VERTS	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	21-34	35+	UB	(N)	(O)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
LORILLARD (NET)	101	76	26	59	43	93	15	49	28	52	40	67	26	2	-
	29	32C	22	38E	22	52	61	50	51	50	55	56M	43	7	-
HARLEY DAVIDSON	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-
	*	*	-	-	1	1	-	1	-	1	-	1	-	-	-
NEWPORT	100	75	26	59	42	91	15	48	28	51	40	66	26	2	-
	29	32C	22	38E	21	51	61	49	51	49	55	55M	43	7	-
SATIN	1	1	-	1	-	1	-	1	-	1	-	1	-	-	-
	*	*	-	1	-	1	-	1	-	1	-	1	-	-	-
PHILIP MORRIS (NET)	171	125	47	73	98	53	5	30	18	32	21	41	11	5	2
	49	53C	40	48	50	29	22	30	31	30	28	35M	19	17	24
BASIC	5	2	4	2	4	-	-	-	-	-	-	-	-	-	-
	1	1	3B	1	2	-	-	-	-	-	-	-	-	-	-
BENSON & HEDGES	5	-	5	3	2	5	2	1	3	2	3	-	5	-	-
	1	-	4B	2	1	3	6H	1	5H	2	4	-	9L	-	-
CAMBRIDGE	1	1	-	-	*	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	*	-	-	-	-	-	-	-	-	-	-
DUNHILL	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-
L&M 20	2	2	-	2	-	1	-	1	-	-	1	1	-	-	-
	1	1	-	1E	-	1	-	1	-	-	1	1	-	-	-

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

pre CLEAN 65-03062 Q14f2 TJ 660,661  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	1100	91.7%
01	84	7.0%
02	8	0.7%
04	1	0.1%
05	1	0.1%
06	1	0.1%
07	1	0.1%
10	3	0.3%
	1200	100.0%

Number of categories = 9

Number of numeric items = 1200

Sum of factors = 62.00

Mean value = 0.05

Std deviation = 0.60

pre CLEAN 65-03062 Q14f3 TR 664,665  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	1112	92.7%
01	77	6.4%
02	5	0.4%
03	2	0.2%
05	1	0.1%
08	1	0.1%
10	1	0.1%
	1200	100.0%

Number of categories = 8

Number of numeric items = 1200

Sum of factors = 35.00

Mean value = 0.03

Std deviation = 0.42

pre CLEAN 65-03062 Q14f4 EB 638,639  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
00	1119	93.3%
01	76	6.3%
02	3	0.3%
05	1	0.1%
	1200	100.0%

Number of categories = 5

Number of numeric items = 1200

Sum of factors = 10.00

Mean value = 0.01

Std deviation = 0.16

53096 5674

TABLE 14A QUESTION 8C  
 BRANDS PURCHASED IN PAST 30 DAYS

	21+ FULL PRICE MENTHOL SMOKERS																	
	21+ NM/MENTHOL SMOKERS						GENDER						SALEM RECENT CON-verts					
	AGE			MAIL FLOW			DATE INTERCEPTED			FE-MALE			AGE			SALEM		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE-MALE	MALE	21-34	35+	UB	SALEM	RECENT	CON-verts
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
MARLBORO	157	120	38	66	91	45	4	26	15	30	15	38	6	5	2			
	45	51C	33	43	47	25	15	26	27	29K	20	32M	10	17	24			
MERIT	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-			
	*	-	1B	-	1	-	-	-	-	-	-	-	-	-	-			
PARLIAMENT	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-			
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-			
VIRGINIA SLIMS	2	2	-	1	1	2	-	2	-	-	2	2	-	-	-			
	1	1	-	1	*	1	-	2	-	-	3J	2	-	-	-			
RJ REYNOLDS (NET)	151	101	51	60	92	79	10	42	27	48	31	52	27	27	9			
	43	43	44	39	47D	44	40	43	48	46	42	43	46	100	100			
AMERICAN SPIRIT	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-			
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-			
CAMEL	51	40	12	11	41	11	-	5	6	8	4	8	3	2	1			
	15	17C	10	7	21D	6	-	5	11GH	7	5	7	5	8	12			
CENTURY	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-			
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-			
DORAL	15	5	10	5	10	-	-	-	-	-	-	-	-	-	-			
	4	2	8B	3	5	-	-	-	-	-	-	-	-	-	-			
KAMEL/KAMEL RED	4	3	1	-	4	1	-	1	-	-	1	1	-	-	-			
	1	1	1	-	2D	*	-	1	-	-	1	1	-	-	-			

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

53096 5675

pre CLEAN 65-03062 Q14f5 ST/CL 666,667  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
01	1120	93.3%
02	22	1.8%
03	18	1.5%
04	3	0.3%
05	1	0.1%
07	6	0.5%
08	2	0.2%
09	6	0.5%
10	1	0.1%
	21	1.8%
	1200	100.0%

Number of categories = 10

Number of numeric items = 1200  
Sum of factors = 382.00  
Mean value = 0.32  
Std deviation = 1.54

pre CLEAN 65-03062 state  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
AL	26	2.2%
AR	26	2.2%
AZ	36	3.0%
CO	38	3.2%
DE	1	0.1%
FL	43	3.6%
GA	12	1.0%
ID	13	1.1%
IL	93	7.8%
IN	130	10.8%
KS	28	2.3%
KY	46	3.8%
MA	4	0.3%
MD	3	0.3%
ME	4	0.3%
MI	66	5.5%
MN	37	3.1%
MO	76	6.3%
MS	18	1.5%
MT	14	1.2%
NC	31	2.6%
ND	7	0.6%
NE	9	0.8%
NH	6	0.5%
NJ	10	0.8%
NM	3	0.3%
NV	12	1.0%
	792	66.0%

53096 5676

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

21+ FULL PRICE MENTHOL SMOKERS																		
21+ NM/MENTHOL SMOKERS										**								
TOTAL	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER		AGE			SALEM			RECENT	
	*	21-34	35+	*	*	*	MARCH	APRIL	MAY	*	MALE	FE- MALE	*	21-34	35+	SALEM	CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
NOW	1	-	1	1	-	1	1	-	-	-	1	-	1	1	1	-	-	
	*	-	1	1	-	*	3HI	-	-	-	1	-	1	3	-			
SALEM	76	47	29	40	35	64	7	36	21	40	24	40	24	27	9			
	22	20	25	26E	18	36	28	37	37	38	33	34	40	100	100			
STERLING	2	2	-	-	2	1	-	-	1	1	-	1	-	-	-	-	-	
	1	1	-	-	1D	1	-	-	2H	1	-	1	-	-	-	-	-	
VANTAGE	1	1	-	1	-	1	-	1	-	1	-	1	-	-	-	-	-	
	*	*	-	1	-	1	-	1	-	1	-	1	-	-	-	-	-	
WINSTON	13	7	7	3	10	1	1	-	-	-	1	-	1	-	-	-	-	
	4	3	6B	2	5D	*	3HI	-	-	-	1	-	1	-	-	-	-	
MOONLIGHT BRANDS (SUBNET)	13	11	2	4	8	11	3	3	5	8	3	9	2	-	-	-	-	
	4	5C	2	3	4	6	12H	3	8H	7	4	7	3	-	-	-	-	
BEE'S	11	10	2	4	7	9	3	3	3	6	6	3	8	2	-	-	-	
	3	4	2	3	4	5	12H	3	6	6	4	6	3	-	-	-	-	
JUMBO	1	1	-	-	1	1	-	-	1	1	-	1	-	-	-	-	-	
	*	*	-	-	1	1	-	-	2H	1	-	1	-	-	-	-	-	
OTHER BRANDS (NET)	9	4	6	4	5	1	-	-	1	-	1	-	1	-	-	-	-	
	3	2	5B	3	3	*	-	-	1	-	1	-	1	-	-	-	-	
VISTA	2	-	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	-	1B	1E	-	-	-	-	-	-	-	-	-	-	-	-	-	
OTHER (UNSPECIFIED)	8	4	4	3	5	1	-	-	1	-	1	-	1	-	-	-	-	
	2	2	3	2	3	*	-	-	1	-	1	-	1	-	-	-	-	

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

53096 5677

OH	54	4.5%	846	70.5%
OK	28	2.3%	874	72.8%
OR	30	2.5%	904	75.3%
PA	71	5.9%	975	81.3%
SC	9	0.8%	984	82.0%
SD	9	0.8%	993	82.8%
TN	33	2.8%	1026	85.5%
TX	67	5.6%	1093	91.1%
VA	14	1.2%	1107	92.3%
VT	2	0.2%	1109	92.4%
WA	13	1.1%	1122	93.5%
WI	64	5.3%	1186	98.8%
WV	9	0.8%	1195	99.6%
WY	5	0.4%	1200	100.0%

Number of categories = 41

pre CLEAN 65-03062      cell 151,152  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
-----	-----	-----
	1200	100.0%
	1200	100.0%

Number of categories = 1

Number of numeric items = 1200  
Sum of factors = 0.00  
Mean value = 0.00  
Std deviation = 0.00

pre CLEAN 65-03062      1422-1436      BRAND AT SAMPLE  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
-----	-----	-----
BARCLAY	1	0.1%
BENSON&HEDGES	24	2.0%
CAPRI	8	0.7%
CARLTON	3	0.3%
DUNHILL	2	0.2%
EVE	1	0.1%
KENT	5	0.4%
KOOL	14	1.2%
LARK	1	0.1%
LUCKY STRIKE	4	0.3%
MARLBORO	1015	84.6%
MERIT	23	1.9%
MULTIFILTERS	1	0.1%
NEWPORT	37	3.1%
PALL MALL	19	1.6%
PARLIAMENT	12	1.0%
TRUE	2	0.2%
VIRGINIA SLIMS	28	2.3%
	1200	100.0%

Number of categories = 18

53096 5678

TABLE 20AC QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: STERLING

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN										
	NEW- PORT		SALEM		CH- OICE		2ND		KNOW		RE- CALL		PURCHASED PAST 3 MONTHS				# OF TIMES INTERCEPTED				
	TOTAL	UB	SALEM	OU	CH-	OICE	TOTAL	2ND	PROP UN- AIDED	AWARE	TASTE	DIFF	PROP UN- APPEAL	TOTAL	LINGS MAI- T2B	OUT	ANY	ONLY/ MOSTLY GREEN	ONLY/ MOSTLY BLACK	MOSTLY NO SALEM	1
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
STERLING PURCHASED PAST 30 DAYS	1	-	1	-	1	1	1	1	-	-	1	1	-	1	-	1	-	1	3Q	-	
	1	-	4	-	1	1	2	3	-	-	3	2	-	4	-	4	-	1	3Q	-	
6-10	1	-	1	-	1	1	1	1	-	-	1	1	-	1	-	1	-	1	3Q	-	
	1	-	4	-	1	1	2	3	-	-	3	2	-	4	-	4	-	1	3Q	-	
MEAN...	10.0	-	10.0	-	10.0	10.0	10.0	10.0	-	-	10.0	10.0	-	10.0	-	10.0	-	10.0	-		
MEDIAN...	10.0	-	10.0	-	10.0	10.0	10.0	10.0	-	-	10.0	10.0	-	10.0	-	10.0	-	10.0	-		
STERLING NOT PURCHASED PAST 30 DAYS	105	60	27	45	99	86	69	36	62	41	43	62	28	29	43	36	64				
	99	100	96	100	99	99	98	97	100	100	97	98	100	96	100	97	100P				

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

53096 5679

pre CLEAN 65-03062 1437-1439 # brand at sample  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
0	69	5.8%
1	31	2.6%
10	7	0.6%
2	849	70.8%
3	10	0.8%
4	10	0.8%
5	11	0.9%
6	37	3.1%
7	23	1.9%
8	27	2.3%
9	67	5.6%
	59	4.9%
	1200	100.0%

Number of categories = 12

Number of numeric items = 1200  
Sum of factors = 10170.00  
Mean value = 8.47  
Std deviation = 3.05

pre CLEAN 65-03062 1440-1454 2ND CHOICE BRAND AT SAMPLE  
Alphabetical sort

Total = 1200

String	Frequency	Cumulative
1ST.CHOICE	1	0.1%
AMERICAN.SP	1	0.1%
BARCLAY	1	0.1%
BARGAIN.BUY	1	0.1%
BARGAIN.KING	1	0.1%
BASIC	8	0.7%
BESTVALG	1	0.1%
BH	6	0.5%
CAMBRDG	1	0.1%
CAMEL	249	20.8%
CAMEL.SPC.LTS	19	1.6%
CAMEL.WIDES	6	0.5%
CAMMENTH	6	0.5%
CAPRITRM	4	0.3%
CARLTON	1	0.1%
CTG	4	0.3%
CTJD	5	0.4%
DORAL	12	1.0%
GPC	3	0.3%
KENTIII	1	0.1%
KIM	1	0.1%
KOOL	17	1.4%
LUCKYSTR	1	0.1%
MARLBORO	63	5.3%
MERIT	15	1.3%

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

TABLE 20AD QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: VANTAGE

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																				# OF TIMES INTERCEPTED		
	PROPOSITION										IN												
	NEW- PORT		SALEM		2ND		KNOW		RE-		ONLY/		ONLY/		MOSTLY		MOSTLY		NO				
	TOTAL	UB	SALEM	OU	CH-	OICE	TOTAL	PROP AWARE	TASTE	DIFF	PROP APPEAL	T2B	TOTAL	MAI- LINGS	OUT	ANY	GREEN	BLACK	SALEM	1	2+		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)						
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
VANTAGE PURCHASED PAST 30 DAYS	1	-	1	1	-	-	1	-	1	1	-	-	-	-	-	1	1	1	3Q	-			
	1	-	4	2	-	-	2	-	2	3	-	-	-	-	-	3	3	3Q	-				
1-5	1	-	1	1	-	-	1	-	1	1	-	-	-	-	-	1	1	1	3Q	-			
	1	-	4	2	-	-	2	-	2	3	-	-	-	-	-	3	3	3Q	-				
MEAN...	1.0	-	1.0	1.0	-	-	1.0	-	1.0	1.0	-	-	-	-	-	1.0	1.0	-					
MEDIAN...	1.0	-	1.0	1.0	-	-	1.0	-	1.0	1.0	-	-	-	-	-	1.0	1.0	-					
VANTAGE NOT PURCHASED PAST 30 DAYS	105	60	27	44	100	87	69	37	61	40	44	63	28	30	42	36	64						
	99	100	96	98	100	100	98	100	98	97	100	100	100	100	100	97	97	100P					

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

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## UB OPTIN

Alphabetical sort

Total = 775

String	Frequency	Cumulative
AMERICAN.SP	1	0.1%
BASIC	6	0.8%
BEST.CHOICE	2	0.3%
BESTVALG	1	0.1%
BH	6	0.8%
BRONSON	1	0.1%
CAMEL	125	16.1%
CAMEL.WIDES	2	0.3%
CAMMENTH	1	0.1%
CAPRITRM	6	0.8%
CARLTON	1	0.1%
CIMARRON	1	0.1%
CLASSA	1	0.1%
COMP.GEN	1	0.1%
CTG	2	0.3%
CTJD	1	0.1%
CTR	1	0.1%
DORAL	3	0.4%
EVE	2	0.3%
JACKS	2	0.3%
KENTIII	4	0.5%
KOOL	9	1.2%
LIGSEL	1	0.1%
LUCKYSTR	3	0.4%
MARKER	2	0.3%
MARLBORO	458	59.1%
MERIT	13	1.7%
MISTY	1	0.1%
NEWPORT	30	3.9%
NO.FRILLS	1	0.1%
OTH.BRAND	12	1.5%
PALLMALL	15	1.9%
PARL	6	0.8%
PILOT.	1	0.1%
SALEM	4	0.5%
TOURNEY	2	0.3%
TRIUMPH	1	0.1%
TRUE	3	0.4%
USA	7	0.9%
VSLIMS	24	3.1%
WINSBASE	11	1.4%
YOURS	1	0.1%

Number of categories = 42

28

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TABLE 4 QUESTION 6A  
 FLAVOR OF USUAL BRAND

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS **															
	AGE		MAIL FLOW		DATE INTERCEPTED			GENDER		AGE			SALEM		RECENT
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	UB	CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MENTHOL	192	126	66	101	91	178	25	98	56	104	74	119	60	27	9
	55	54	57	66E	46	100	100	100	100	100	100	100	100	100	100
NON-MENTHOL	157	107	50	52	105	-	-	-	-	-	-	-	-	-	-
	45	46	43	34	54D	-	-	-	-	-	-	-	-	-	-
DON'T KNOW	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-
SIGMA...	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

## 2ND UB OPTIN

Alphabetical sort

Total = 775

String	Frequency	Cumulative
B	1	0.1%
AMERICAN.SP	1	0.1%
BASIC	23	3.0%
BH	8	1.0%
BRONSON	1	0.1%
CAMEL	244	31.5%
CAMEL.WIDES	2	0.3%
CAMMENTH	1	0.1%
CAPRITRM	1	0.1%
CTG	5	0.6%
CTR	1	0.1%
DORAL	14	1.8%
DUNHILL	3	0.4%
EVE	1	0.1%
GPC	4	0.5%
KENTIII	1	0.1%
KOOL	10	1.3%
LARK	1	0.1%
LIGSEL	2	0.3%
LUCKYSTR	1	0.1%
MARLBORO	114	14.7%
MAVERICK	2	0.3%
MERIT	11	1.4%
MISTY	3	0.4%
MONARCH	2	0.3%
NEWPORT	11	1.4%
NONE	181	23.4%
OLD.GOLD	1	0.1%
OTH.BRAND	27	3.5%
PALLMALL	9	1.2%
PARL	6	0.8%
SALEM	6	0.8%
SPECIAL	1	0.1%
TRUE	1	0.1%
UNKN.BRAND	41	5.3%
USA	2	0.3%
VANTAGE	1	0.1%
VICEROY	1	0.1%
VSLIMS	4	0.5%
WNSBASE	26	3.4%

TABLE 5 QUESTION 6B  
 STRENGTH OF USUAL BRAND

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS															
	AGE		MAIL FLOW		DATE INTERCEPTED			GENDER		AGE			SALEM		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	RECENT UB	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
REGULAR STRENGTH/FULL FLAVOR	151	96	55	67	83	100	19	48	33	60	39	66	34	6	3
	43	41	47	44	43	56	75HI	49	60	58	53	55	57	23	32
LOW TAR (NET)	196	136	60	84	111	78	6	49	23	44	34	52	26	21	6
	56	58	52	55	57	44	25	50G	40G	42	46	44	43	77	68
MEDIUM	29	23	6	19	10	21	2	14	5	17	4	16	5	-	-
	8	10C	5	13E	5	12	8	14	9	16K	6	13	9	-	-
LIGHTS	146	104	42	58	88	52	4	32	15	26	26	33	18	20	6
	42	44C	36	38	45D	29	17	33G	28	25	35J	28	31	73	68
ULTRA LIGHTS	21	9	12	7	14	5	-	3	2	1	4	3	2	1	-
	6	4	10B	4	7	3	-	3	3	1	5J	3	3	4	-
NON-FILTERED	1	1	-	1	-	1	-	1	-	-	1	1	-	-	-
*	*	-	1	-	1	-	-	1	-	-	1	1	-	-	-
DON'T KNOW	2	1	1	1	1	-	-	-	-	-	-	-	-	-	-
	1	*	1	1	1	-	-	-	-	-	-	-	-	-	-
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

## TOTAL TURKISH TABLE 24F

Alphabetical sort

Total = 1754

String		Frequency	Cumulative
-----		-----	-----
000		1653	94.2%
001	✓ 25 = 8 6 11 25	31	1.8%
002	✓ 10 = 4 15 10	11	1.4%
003	✓ 7 = 4 12 7	10	0.6%
004	✓ 5 = 5 5	7	0.4%
005	✓ 1 = 1 1	5	0.3%
006	✓ 1 = 1 1	1	0.1%
007	✓ 3 = 3 3	1	0.1%
008	✓ 18 = 11 7 18	3	0.2%
010		18	1.0%
			1754 100.0%

Number of categories = 10

Number of numeric items = 1754

Sum of factors = 381.00

Mean value = 0.22

Std deviation = 1.18

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TABLE 6 QUESTION 7A  
PREVIOUS USUAL BRAND

	21+ FULL PRICE MENTHOL SMOKERS																	
	21+ NM/MENTHOL SMOKERS						GENDER						SALEM					
	AGE			MAIL FLOW			DATE INTERCEPTED			FE-		AGE			RECENT			
	TOTAL	21-34	35+	IN	OUT		TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	UB	SALEM	CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)			
BASE-SALEM UB	28	12	16	13	15	28	4	18	6	15	13	12	16	28	9			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	27	12	15	12	15	27	3	18	6	16	12	12	15	27	9			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
BAT (FORMERLY B&W) (NET)	2	-	2	2	-	2	-	1	1	1	1	-	2	2	-			
	6	-	11	13E	-	6	-	4	13	5	7	-	11	6	-			
KOOL	2	-	2	2	-	2	-	1	1	1	1	-	2	2	-			
	6	-	11	13E	-	6	-	4	13	5	7	-	11	6	-			
LORILLARD (NET)	7	3	4	3	4	7	1	4	2	4	4	3	4	7	1			
	26	25	27	28	24	26	25	24	32	22	30	25	27	26	8			
NEWPORT	7	3	4	3	4	7	1	4	2	4	4	3	4	7	1			
	26	25	27	28	24	26	25	24	32	22	30	25	27	26	8			
PHILIP MORRIS (NET)	11	9	2	7	4	11	1	8	2	7	4	9	2	11	6			
	40	69C	16	53	29	40	25	44	37	43	36	69M	16	40	67			
MARLBORO	10	7	2	6	4	10	1	7	2	7	3	7	2	10	6			
	36	60C	16	44	29	36	25	38	37	43	26	60M	16	36	67			
VIRGINIA SLIMS	1	1	-	1	-	1	-	1	-	-	1	1	-	1	-			
	4	9	-	9	-	4	-	6	-	-	10	9	-	4	-			
RJ REYNOLDS (NET)	2	-	2	2	-	2	-	2	-	2	-	-	2	2	2			
	8	-	16B	-	16D	8	-	13	-	15K	-	-	16L	8	24			
CAMEL	1	-	1	-	1	1	-	1	-	1	-	-	1	1	1			
	4	-	8	-	8	4	-	6	-	7	-	-	8	4	12			
DORAL	1	-	1	-	1	1	-	1	-	1	-	-	1	1	1			
	4	-	8	-	8	4	-	6	-	7	-	-	8	4	12			

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

CAMEL.WIDES	1	0.4%	48	19.0%
CAPRITRM	2	0.8%	50	19.8%
CARLTON	1	0.4%	51	20.2%
EVE	1	0.4%	52	20.6%
KENTIII	1	0.4%	53	20.9%
KOOL	4	1.6%	57	22.5%
LIGSEL	1	0.4%	58	22.9%
MARLBORO	151	59.7%	209	82.6%
MERIT	7	2.8%	216	85.4%
NEWPORT	6	2.4%	222	87.7%
OTH.BRAND	5	2.0%	227	89.7%
PALLMALL	4	1.6%	231	91.3%
PARL	3	1.2%	234	92.5%
SALEM	2	0.8%	236	93.3%
TRUE	1	0.4%	237	93.7%
USA	2	0.8%	239	94.5%
VSLIMS	10	4.0%	249	98.4%
WINSBASE	3	1.2%	252	99.6%
YOURS	1	0.4%	253	100.0%

Number of categories = 23

post ctrl CLEAN 65-03063 1437-1439 # brand at sample  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
0	4	1.6%
1	2	0.8%
2	2	0.8%
3	3	1.2%
4	3	1.2%
5	11	4.3%
6	11	4.3%
7	14	5.5%
8	39	15.4%
9	25	9.9%
10	137	54.2%

Number of categories = 12

Number of numeric items = 253  
Sum of factors = 2153.00  
Mean value = 8.51  
Std deviation = 2.31

post ctrl CLEAN 65-03063 1440-1454 2ND CHOICE BRAND AT  
SAMPLE  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
B	1	0.4%
BASIC	6	2.4%

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

TABLE 24 QUESTION 17A  
BRAND EQUITY (ALL BRANDS)

	SALEM	NEWPORT	KOOL	MARLBORO MENTHOL	DON'T KNOW	NONE
	(A)	(B)	(C)	(D)	(E)	(F)
BASE-TOTAL RESPONDENTS	351 100	351 100	351 100	351 100	351 100	351 100
WEIGHTED BASE	350 100	350 100	350 100	350 100	350 100	350 100
IS LIGHT TASTING	165 47BCDEF	31 9F	35 10F	83 24BCEF	62 18BCF	18 5
HAS SLIDE BOX PACKAGING	277 79BCDEF	17 5CF	10 3	13 4	37 11BCDF	8 2
IS CHANGING FOR THE BETTER	167 48BCDEF	31 9	26 8	30 9	78 22BCDF	44 13BCD
IS AN IMAGINATIVE BRAND	132 38BCDEF	37 10	32 9	38 11	100 29BCDF	35 10
OFFERS A VARIETY OF MENTHOL SENSATIONS	175 50BCDEF	63 18CDF	42 12F	46 13F	59 17CDF	17 5
IS A BRAND YOUR FRIENDS WOULD SMOKE	89 25CEF	120 34ACEF	35 10F	111 32ACEF	34 10	24 7
HAS A MYSTICAL FEEL	103 29BCDF	33 10	35 10	26 7	125 36ABCDF	42 12D
IS A MODERN BRAND	129 37BCDEF	80 23CEF	36 10F	83 24CEF	63 18CF	14 4

Proportions/Means: All Columns Tested (20% risk level)

BH	2	0.8%	9	3.6%
CAMEL	76	30.0%	85	33.6%
CAPRITRM	1	0.4%	86	34.0%
CTG	1	0.4%	87	34.4%
DORAL	8	3.2%	95	37.5%
DUNHILL	1	0.4%	96	37.9%
EVE	1	0.4%	97	38.3%
GPC	2	0.8%	99	39.1%
KOOL	2	0.8%	101	39.9%
LIGSEL	1	0.4%	102	40.3%
MARLBORO	33	13.0%	135	53.4%
MERIT	5	2.0%	140	55.3%
MISTY	2	0.8%	142	56.1%
MONARCH	1	0.4%	143	56.5%
NEWPORT	5	2.0%	148	58.5%
NONE	58	22.9%	206	81.4%
OTH.BRAND	9	3.6%	215	85.0%
PALLMALL	6	2.4%	221	87.4%
PARL	1	0.4%	222	87.7%
SALEM	3	1.2%	225	88.9%
SPECIAL	1	0.4%	226	89.3%
TRUE	1	0.4%	227	89.7%
UNKN.BRAND	16	6.3%	243	96.0%
VANTAGE	1	0.4%	244	96.4%
WINSBASE	9	3.6%	253	100.0%

Number of categories = 27

post ctrl CLEAN 65-03063 1455-1457  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
	253 100.0%	253 100.0%

Number of categories = 1

Number of numeric items = 253  
Sum of factors = 0.00  
Mean value = 0.00  
Std deviation = 0.00

post test CLEAN 65-03063 Q3b 212,213  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
22	3 1.0%	3 1.0%
23	6 2.0%	9 3.0%
24	7 2.3%	16 5.3%
25	6 2.0%	22 7.3%
26	8 2.7%	30 10.0%
27	7 2.3%	37 12.3%
28	4 1.3%	41 13.6%
29	10 3.3%	51 16.9%

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

TABLE 25 QUESTION 17A  
BRAND EQUITY: SALEM

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN								# OF TIMES INTERCEPTED		
	NEW- PORT	SALEM	CH- OICE	SALEM		PROP AWARE		TASTE		PROP		RE- CALL		MAI- LINGS		OUT		ANY		# OF TIMES INTERCEPTED	
				2ND	*	DIFF	*	UN-	UN-	APPEAL	T2B	TOTAL	LINGS	OUT	(L)	(M)	(N)	(O)			
	TOTAL	UB	OU			AIDED		AIDED				TOTAL									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
IS LIGHT TASTING	58	31	15	33	55	47	39	21	38	24	20	39	15	23	19	11	42				
	54	52	52	73	55	53	56	57	61K	59	45	620	53	75MO	43	30	66P				
HAS SLIDE BOX PACKAGING	92	51	27	43	86	77	62	31	57	39	35	55	23	28	37	26	60				
	86	85	96	95	86	88	88	85	91K	95	80	87	80	92M	85	72	93P				
IS CHANGING FOR THE BETTER	54	29	16	27	52	47	37	27	28	19	26	37	15	20	17	20	31				
	51	49	57	59	52	54	53	73	45	46	60I	580	54	670	40	55	49				
IS AN IMAGINATIVE BRAND	52	29	15	19	49	45	36	22	29	19	23	31	15	14	21	18	29				
	49	49	53	41	49	51	51	59	46	46	52	49	54	47	48	50	46				
OFFERS A VARIETY OF MENTHOL SENSATIONS	53	28	19	22	51	46	39	26	29	20	24	37	15	20	15	17	32				
	49	46	68	49	51	53	55	70	46	49	54	590	520	670	35	45	50				
IS A BRAND YOUR FRIENDS WOULD SMOKE	17	6	6	5	16	13	13	9	12	9	5	16	9	6	1	3	12				
	16	10	20	12	16	15	18	23	20	22	11	260	310	210	2	8	19P				
HAS A MYSTICAL FEEL	40	24	13	15	40	39	25	16	23	18	17	25	9	15	15	15	22				
	37	40	49	34	40	44	36	44	37	43	37	40	31	51MO	34	40	35				
IS A MODERN BRAND	35	18	15	16	33	31	22	15	23	18	12	24	6	15	11	7	26				
	33	30	52	36	33	35	31	42	37	43	26	380	23	50MO	25	20	40P				

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

53096 5691

30	9	3.0%	60	19.9%
31	9	3.0%	69	22.9%
32	5	1.7%	74	24.6%
33	12	4.0%	86	28.6%
34	10	3.3%	96	31.9%
35	9	3.0%	105	34.9%
36	4	1.3%	109	36.2%
37	6	2.0%	115	38.2%
38	11	3.7%	126	41.9%
39	5	1.7%	131	43.5%
40	11	3.7%	142	47.2%
41	8	2.7%	150	49.8%
42	16	5.3%	166	55.1%
43	9	3.0%	175	58.1%
44	13	4.3%	188	62.5%
45	5	1.7%	193	64.1%
46	5	1.7%	198	65.8%
47	15	5.0%	213	70.8%
48	8	2.7%	221	73.4%
49	6	2.0%	227	75.4%
50	10	3.3%	237	78.7%
51	4	1.3%	241	80.1%
52	8	2.7%	249	82.7%
53	8	2.7%	257	85.4%
54	6	2.0%	263	87.4%
55	11	3.7%	274	91.0%
56	5	1.7%	279	92.7%
57	4	1.3%	283	94.0%
58	5	1.7%	288	95.7%
59	2	0.7%	290	96.3%
60	3	1.0%	293	97.3%
62	1	0.3%	294	97.7%
63	2	0.7%	296	98.3%
64	1	0.3%	297	98.7%
99	4	1.3%	301	100.0%

post test CLEAN 65-03063 Q3b 212,213

Alphabetical sort

Total = 301

String	Frequency	Cumulative
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Number of categories = 43

Number of numeric items = 301

Sum of factors = 12514.00

Mean value = 41.57

Std deviation = 12.25

53066 5692

TABLE 26 QUESTION 17A  
 BRAND EQUITY: NEWPORT

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED										
	PROPOSITION										IN																		
	NEW- PORT		SALEM		CH- OICE		2ND		SALEM		PROP AWARE		TASTE		PROP APPEAL		RE- CALL MAI- LINGS		OUT		ANY		ONLY/ MOSTLY GREEN		ONLY/ MOSTLY BLACK		NO SALEM		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)												
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59												
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100												
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64												
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100												
IS LIGHT TASTING	12	7	4	4	12	11	11	6	9	6	3	6	1	5	7	6	6												
	12	11	16	10	12	13	16	15	14	14	8	9	4	15M	15M	15	9												
HAS SLIDE BOX PACKAGING	6	4	1	1	6	5	5	2	3	2	3	5	2	2	2	2	2												
	6	7	4	2	6	5	7	6	5	5	7	7	8	8	4	6	7												
IS CHANGING FOR THE BETTER	17	12	2	6	17	13	10	4	10	7	7	6	1	4	10	5	12												
	16	20	8	13	17	15	14	12	16	16	15	10	4	14	24LM	13	18												
IS AN IMAGINATIVE BRAND	13	9	1	5	13	10	8	3	9	3	4	6	1	5	6	5	8												
	12	16	4	12	13	11	11	9	14	8	9	10	4	17M	15M	13	12												
OFFERS A VARIETY OF MENTHOL SENSATIONS	26	20	3	9	26	21	15	9	17	11	10	15	4	10	11	8	17												
	25	33	12	21	26	24	22	24	27	27	22	24	16	32M	26	22	27												
IS A BRAND YOUR FRIENDS WOULD SMOKE	56	43	10	19	52	45	39	19	37	24	19	31	11	16	25	21	34												
	52	72	36	43	52	52	55	51	59K	59	43	49	40	53	58M	57	53												
HAS A MYSTICAL FEEL	16	13	2	5	16	11	13	7	6	2	11	6	3	3	10	6	10												
	15	22	8	12	16	13	18	20	9	5	24I	10	12	10	22LN	17	16												
IS A MODERN BRAND	37	29	4	14	36	30	25	9	19	12	18	17	6	9	20	16	18												
	35	48	16	31	36	34	35	25	30	30	41	27	23	31	46LM	45Q	28												

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post test CLEAN 65-03063 Q4c 218,220

Total = 301  
Alphabetical sort

String	Frequency	Cumulative
001	8	2.7%
002	13	4.3%
003	17	5.6%
004	14	4.7%
005	48	15.9%
006	18	6.0%
007	83	27.6%
008	20	6.6%
009	4	1.3%
010	54	17.9%
012	4	1.3%
014	6	2.0%
015	2	0.7%
017	1	0.3%
020	4	1.3%
025	1	0.3%
028	1	0.3%
030	3	1.0%

Number of categories = 18

Number of numeric items = 301  
Sum of factors = 2208.00  
Mean value = 7.34  
Std deviation = 4.23

post test CLEAN 65-03063 Q14a-d TOTAL 608,621  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	00	00
00	01	09
01	00	09
01	09	01
02	01	07
02	03	05
02	08	08
02	02	06
03	03	01
04	04	02
04	00	03
04	05	01
05	05	05
05	00	05
05	02	03
05	03	02
06	02	02

TABLE 27 QUESTION 17A  
BRAND EQUITY: KOOL

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																			# OF TIMES INTERCEPTED		
	PROPOSITION										IN											
	NEW- PORT		SALEM		2ND		KNOW		TASTE		PROP		RE- CALL		PURCHASED PAST 3 MONTHS							
	TOTAL	UB	SALEM	CH- OICE	2ND	*	UN- AIDED	UN- AIDED	DIFF	PROP	APPEAL	T2B	TOTAL	LINGS	OUT	ANY	ONLY/ MOSTLY	ONLY/ MOSTLY	MOSTLY NO SALEM	1	2+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)					
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
IS LIGHT TASTING	15	6	6	4	15	14	12	6	8	7	8	9	3	4	7	6	8					
	15	11	20	10	15	16	17	15	13	16	17	14	12	14	16	18	12					
HAS SLIDE BOX PACKAGING	2	-	1	-	2	2	2	1	1	-	1	2	1	1	-	1	1					
	2	-	4	-	2	3	3	3	2	-	3	4	4	4	-	3	2					
IS CHANGING FOR THE BETTER	8	4	1	4	8	7	6	1	3	2	4	5	2	3	2	3	2					
	7	7	4	9	8	8	8	3	5	5	10	8	8	10	5	8	4					
IS AN IMAGINATIVE BRAND	12	4	2	5	10	6	5	3	10	8	2	11	4	6	1	1	11					
	11	7	8	11	10	7	7	8	16K	19	4	170	160	210	2	2	17P					
OFFERS A VARIETY OF MENTHOL SENSATIONS	17	8	2	4	16	15	12	3	9	4	8	10	6	4	7	7	9					
	16	13	8	10	16	17	18	9	14	11	18	16	20	15	16	19	14					
IS A BRAND YOUR FRIENDS WOULD SMOKE	12	5	2	2	11	10	8	6	6	4	6	7	4	2	5	4	8					
	11	9	7	4	11	11	11	15	9	11	14	11	15	6	11	11	12					
HAS A MYSTICAL FEEL	15	9	2	6	13	12	11	5	11	7	3	11	8	3	3	5	10					
	14	15	8	12	13	14	16	12	18K	16	8	180	28NO	11	8	12	16					
IS A MODERN BRAND	6	2	3	3	3	3	3	1	4	2	1	3	2	-	2	-	4					
	5	4	12	7	3	4	5	3	7	5	3	5	8N	-	5	-	7P					

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

06	00	02	02		1	0.3%	26	8.6%
06	02		02		1	0.3%	27	9.0%
06	03		01		1	0.3%	28	9.3%
06	04				3	1.0%	31	10.3%
07		03			2	0.7%	33	11.0%
07	00	02	01		1	0.3%	34	11.3%
07	01		02		1	0.3%	35	11.6%
07	01	00	02		1	0.3%	36	12.0%
07	02		01		1	0.3%	37	12.3%
07	03				4	1.3%	41	13.6%
08		00	02		1	0.3%	42	14.0%
08		02			2	0.7%	44	14.6%
08	00		02		1	0.3%	45	15.0%
08	00	00	02		1	0.3%	46	15.3%
08	00	02			6	2.0%	52	17.3%
08	01		01		1	0.3%	53	17.6%
08	01	01			1	0.3%	54	17.9%
08	02				10	3.3%	64	21.3%
09	00		01		1	0.3%	65	21.6%
09	00	00	01		1	0.3%	66	21.9%
09	00	01			3	1.0%	69	22.9%
09	01				8	2.7%	77	25.6%
10					224	74.4%	301	100.0%

Number of categories = 42

Number of numeric items = 301  
 Sum of factors = 50903464.00  
 Mean value = 169114.50  
 Std deviation = 1034172.76

post test CLEAN 65-03063 Q14a UB 608,609  
 Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	3	1.0%
01	2	0.7%
02	4	1.3%
03	1	0.3%
04	3	1.0%
05	11	3.7%
06	7	2.3%
07	10	3.3%
08	23	7.6%
09	13	4.3%
10	224	74.4%
		301 100.0%

Number of categories = 11

Number of numeric items = 301  
 Sum of factors = 2733.00  
 Mean value = 9.08  
 Std deviation = 2.00

53096 5696

TABLE 28 QUESTION 17A  
BRAND EQUITY: MARLBORO MENTHOL

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN										
	SALEM 2ND TOTAL				PROP UN- AIDED				KNOW TASTE DIFF PROP APPEAL T2B		RE- CALL MAI- LINGS OUT				PURCHASED PAST 3 MONTHS						
	NEW- PORT TOTAL	UB	SALEM OU	CH- OICE	TOTAL	AIDED	AIDED	T2B	TOTAL	LINGS	OUT	ANY	RE- CALL MAI- LINGS	OUT	ONLY/ MOSTLY GREEN	ONLY/ MOSTLY BLACK	MOSTLY NO SALEM	1	2+		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
IS LIGHT TASTING	30	14	9	12	28	24	22	11	21	13	9	19	11	6	12	11	19				
	29	24	31	27	28	27	31	30	34K	32	21	30	39N	18	27	30	30	30	30		
HAS SLIDE BOX PACKAGING	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
IS CHANGING FOR THE BETTER	8	3	2	3	8	7	6	2	4	3	4	5	2	3	3	2	6				
	8	5	8	7	8	8	8	6	7	8	9	8	8	10	7	4	9				
IS AN IMAGINATIVE BRAND	10	8	2	6	10	9	8	3	4	4	6	6	2	3	4	3	8				
	10	14	8	13	10	11	11	9	7	11	13	10	8	10	9	7	12				
OFFERS A VARIETY OF MENTHOL SENSATIONS	17	5	3	8	15	12	12	3	11	6	6	12	11	5	4	11					
	16	8	12	18	15	13	17	9	18	14	13	18	38NO	3	12N	10	17				
IS A BRAND YOUR FRIENDS WOULD SMOKE	32	9	10	14	30	26	22	11	19	14	13	21	11	7	11	13	18				
	30	16	36	31	30	30	31	30	30	35	30	33	40	25	26	36	28				
HAS A MYSTICAL FEEL	10	5	4	6	9	7	6	2	9	7	2	8	3	4	3	4	6				
	10	9	16	12	9	9	8	6	14K	16	4	12	12	15	6	10	9				
IS A MODERN BRAND	35	15	6	14	31	27	24	10	21	12	14	23	13	7	12	12	22				
	33	24	23	31	31	31	35	27	34	30	32	36	47NO	24	29	33	34				

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post test CLEAN 65-03063 Q14b camel 612,613  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	235	78.1%
01	20	6.6%
02	13	4.3%
03	14	4.7%
04	9	3.0%
05	3	1.0%
08	6	2.0%
09	1	0.3%
	235	78.1%
	255	84.7%
	268	89.0%
	282	93.7%
	291	96.7%
	294	97.7%
	300	99.7%
	301	100.0%

Number of categories = 8

Number of numeric items = 301

Sum of factors = 119.00

Mean value = 0.40

Std deviation = 1.13

post test CLEAN 65-03063 Q14c 2ND 616,617  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	266	88.4%
01	7	2.3%
02	5	1.7%
03	13	4.3%
04	6	2.0%
05	1	0.3%
08	1	0.3%
09	1	0.3%
	266	88.4%
	273	90.7%
	278	92.4%
	291	96.7%
	297	98.7%
	298	99.0%
	299	99.3%
	300	99.7%
	301	100.0%

Number of categories = 9

Number of numeric items = 301

Sum of factors = 75.00

Mean value = 0.25

Std deviation = 0.96

53096 9698  
8698

TABLE 29 QUESTION 17B  
AGREE/DISAGREE: SALEM HAS A BRAND STYLE THAT APPEALS TO ME (AMONG TOTAL RESPONDENTS)

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED
	PROPOSITION										IN								
	NEW- PORT		SALEM		2ND		KNOW		RE- CALL		PURCHASED PAST 3 MONTHS								
	TOTAL	UB	SALEM	CH-	2ND	*	PROP	AWARE	TASTE	PROP	RE-	CALL	MAI-	ONLY/	ONLY/	MOSTLY	MOSTLY	NO	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
TOP THREE BOX (NET)	73	40	25	38	70	64	50	37	42	30	31	50	20	27	23	20	48		
	69	66	89	84	70	73	71	100	68	73	71	800	700	90MO	53	56	76P		
TOP TWO BOX (SUBNET)	37	18	16	21	36	35	29	37	18	12	19	32	16	14	5	13	22		
	35	31	57	46	36	40	41	100	29	30	44I	51O	550	47O	11	36	35		
7 - STRONGLY AGREE	25	13	14	15	24	23	19	25	12	9	13	23	11	11	2	10	15		
	24	22	49	33	24	26	26	68	20	22	30	370	390	370	4	27	23		
6 -	12	5	2	6	12	12	11	12	6	3	6	9	5	3	3	3	8		
	11	9	8	13	12	13	15	32	9	8	14	14	16	10	7	9	12		
5 -	36	21	9	17	34	29	21	-	24	18	12	18	4	13	18	7	26		
	34	35	32	38	34	33	30	-	39	43	27	29	15	43M	42LM	20	41P		
4 -	15	10	2	4	15	12	12	-	10	6	5	9	5	3	6	6	9		
	15	17	7	9	15	14	16	-	16	14	12	15	19	10	14	17	15		
BOTTOM THREE BOX (NET)	17	10	1	3	14	11	9	-	10	6	7	3	3	-	14	10	6		
	16	17	4	7	14	13	12	-	16	14	17	5	12N	-	33LMN	28Q	9		
3 -	5	3	-	1	5	5	5	-	2	1	3	1	1	-	4	3	1		
	5	5	-	2	5	6	6	-	4	3	7	2	4	-	10LN	9Q	1		

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post test CLEAN 65-03063 Q14d OTHER 620,621  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
01	275	91.4%
02	8	94.0%
03	10	97.3%
05	1	97.7%
06	2	98.3%
07	1	98.7%
09	1	99.0%
10	1	99.3%
	2	100.0%

Number of categories = 9

Number of numeric items = 301

Sum of factors = 83.00

Mean value = 0.28

Std deviation = 1.22

post test CLEAN 65-03063 Q14f1 TG 634,635  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	228	75.7%
01	55	18.3%
02	4	1.3%
03	6	2.0%
04	3	1.0%
05	1	0.3%
10	3	1.0%
	1	0.3%

Number of categories = 8

Number of numeric items = 301

Sum of factors = 54.00

Mean value = 0.18

Std deviation = 0.89

53096 5700

TABLE 29 QUESTION 17B  
 AGREE/DISAGREE: SALEM HAS A BRAND STYLE THAT APPEALS TO ME (AMONG TOTAL RESPONDENTS)

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED															
	PROPOSITION										IN																							
	NEW- PORT	SALEM	CH- OICE	SALEM		PROP		AWARE		KNOW		TASTE		PROP		RE- CALL		MAI- LINGS		OUT		ANY		ONLY/		ONLY/		MOSTLY		MOSTLY		NO		
				TOTAL	UB	OU	2ND	UN-	UN-	DIFF	PROP	APPEAL	T2B	TOTAL	LINGS	OUT	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)									
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)																	
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64																	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																	
BOTTOM TWO BOX (SUBNET)	12	7	1	2	9	6	4	-	8	4	4	2	2	-	10	2	2	10	7	5														
	11	12	4	5	9	7	6	-	13	11	10	4	8N	-	23LMN	19Q	8																	
2 -	2	-	1	2	1	1	2	-	2	1	-	1	1	-	1	1	-	1	1	1	1	1	1	1	1	1	1	1						
	2	-	4	5	1	1	3	-	4	3	-	2	4	-	3	4	-	3	3	3	3	3	3	3	3	2	2	2						
1 - STRONGLY DISAGREE	10	7	-	-	8	5	2	-	6	3	4	1	1	-	1	1	-	9	6	4														
	9	12	-	-	8	6	3	-	9	8	10	2	4	-	2	4	-	20LMN	16Q	6														
SIGMA...	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64																	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																	
MEAN...	4.91	4.78	5.87	5.51	4.99	5.13	5.18	6.68	4.79	4.92	5.07	5.570	5.400	5.740	3.94	4.56	5.09P																	
S.D....	1.76	1.80	1.33	1.35	1.69	1.61	1.53	0.47	1.71	1.67	1.84	1.41	1.73	1.08	1.79	2.10	1.57																	
S.E....	0.18	0.24	0.27	0.21	0.17	0.18	0.19	0.08	0.23	0.27	0.28	0.18	0.34	0.20	0.28	0.35	0.20																	

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post test CLEAN 65-03063 Q14f2 TJ 660,661  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	239 79.4%	239 79.4%
01	50 16.6%	289 96.0%
02	7 2.3%	296 98.3%
03	3 1.0%	299 99.3%
08	1 0.3%	300 99.7%
	1 0.3%	301 100.0%

Number of categories = 6

Number of numeric items = 301  
Sum of factors = 24.00  
Mean value = 0.08  
Std deviation = 0.55

post test CLEAN 65-03063 Q14f3 TR 664,665  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	246 81.7%	246 81.7%
01	44 14.6%	290 96.3%
02	6 2.0%	296 98.3%
05	2 0.7%	298 99.0%
10	1 0.3%	299 99.3%
	2 0.7%	301 100.0%

Number of categories = 6

Number of numeric items = 301  
Sum of factors = 35.00  
Mean value = 0.12  
Std deviation = 0.88

53096 5702

TABLE 30 QUESTION 17B  
AGREE/DISAGREE: SALEM HAS A BRAND STYLE THAT APPEALS TO ME (NON-SALEM UB)

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN										
	NEW- PORT	SALEM CH- OICE	SALEM 2ND		PROP AWARE		TASTE		RE- CALL MAI- LINGS	OUT	ANY	ONLY/ MOSTLY GREEN	ONLY/ MOSTLY BLACK	NO SALEM	# OF TIMES INTERCEPTED						
			TOTAL	UB	OU	CH-	OICE	TOTAL	AIDED	AIDED	T2B	TOTAL	LINGS	OUT	ANY	(M)	(N)	(O)	(P)	(Q)	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-NON-SALEM UB	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
TOP THREE BOX (NET)	73	40	25	38	70	64	50	37	42	30	31	50	20	27	23	20	48				
	69	66	89	84	70	73	71	100	68	73	71	800	700	90MO	53	56	76P				
TOP TWO BOX (SUBNET)	37	18	16	21	36	35	29	37	18	12	19	32	16	14	5	13	22				
	35	31	57	46	36	40	41	100	29	30	44I	510	550	470	11	36	35				
7 - STRONGLY AGREE	25	13	14	15	24	23	19	25	12	9	13	23	11	11	2	10	15				
	24	22	49	33	24	26	26	68	20	22	30	370	390	370	4	27	23				
6 -	12	5	2	6	12	12	11	12	6	3	6	9	5	3	3	3	8				
	11	9	8	13	12	13	15	32	9	8	14	14	16	10	7	9	12				
5 -	36	21	9	17	34	29	21	-	24	18	12	18	4	13	18	7	26				
	34	35	32	38	34	33	30	-	39	43	27	29	15	43M	42LM	20	41P				
4 -	15	10	2	4	15	12	12	-	10	6	5	9	5	3	6	6	9				
	15	17	7	9	15	14	16	-	16	14	12	15	19	10	14	17	15				
BOTTOM THREE BOX (NET)	17	10	1	3	14	11	9	-	10	6	7	3	3	-	14	10	6				
	16	17	4	7	14	13	12	-	16	14	17	5	12N	-	33LMN	28Q	9				
3 -	5	3	-	1	5	5	5	-	2	1	3	1	1	-	4	3	1				
	5	5	-	2	5	6	6	-	4	3	7	2	4	-	10LN	9Q	1				

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

53096 5703

post test CLEAN 65-03063 Q14f4 EB 638,639  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
00	251 83.4%	251 83.4%
01	34 11.3%	285 94.7%
02	9 3.0%	294 97.7%
03	3 1.0%	297 98.7%
04	2 0.7%	299 99.3%
08	1 0.3%	300 99.7%
	1 0.3%	301 100.0%

Number of categories = 7

Number of numeric items = 301

Sum of factors = 33.00

Mean value = 0.11

Std deviation = 0.62

post test CLEAN 65-03063 Q14f5 ST/CL 666,667  
Alphabetical sort

Total = 301

String	Frequency	Cumulative
01	260 86.4%	260 86.4%
02	10 3.3%	270 89.7%
03	6 2.0%	276 91.7%
04	5 1.7%	281 93.4%
05	4 1.3%	285 94.7%
07	1 0.3%	286 95.0%
08	3 1.0%	289 96.0%
09	3 1.0%	292 97.0%
10	1 0.3%	293 97.3%
	8 2.7%	301 100.0%

Number of categories = 10

Number of numeric items = 301

Sum of factors = 192.00

Mean value = 0.64

Std deviation = 2.05

53096 5704

TABLE 30 QUESTION 17B  
 AGREE/DISAGREE: SALEM HAS A BRAND STYLE THAT APPEALS TO ME (NON-SALEM UB)

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																								
	PROPOSITION										IN										PURCHASED PAST 3 MONTHS				
	NEW- PORT	SALEM OU	CH- OICE	SALEM 2ND		PROP AWARE		TASTE		DIFF	PROP APPEAL	RE- CALL		MAI- LINGS		OUT		ANY		ONLY/ MOSTLY		ONLY/ MOSTLY		# OF TIMES INTERCEPTED	
				TOTAL	AIDED	TOTAL	AIDED	UN-	UN-			TOTAL	LINGS	OUT	ANY	GREEN	BLACK	SALEM	1	2+	*	*			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)								
WEIGHTED BASE	106 100	60 100	28 100	45 100	100 100	87 100	70 100	37 100	62 100	41 100	44 100	63 100	28 100	30 100	43 100	37 100	64 100								
BOTTOM TWO BOX (SUBNET)	12 11	7 12	1 4	2 5	9 9	6 7	4 6	- -	8 13	4 11	4 10	2 4	2 8N	- -	10 23LMN	7 19Q	5 8								
2 -	2 2	- -	1 4	2 5	1 1	1 1	2 3	- -	2 4	1 3	- -	1 2	1 4	- -	1 3	1 3	1 2								
1 - STRONGLY DISAGREE	10 9	7 12	- -	- -	8 8	5 6	2 3	- -	6 9	3 8	4 10	1 2	1 4	- -	9 20LMN	6 16Q	4 6								
SIGMA...	106 100	60 100	28 100	45 100	100 100	87 100	70 100	37 100	62 100	41 100	44 100	63 100	28 100	30 100	43 100	37 100	64 100								
MEAN...	4.91	4.78	5.87	5.51	4.99	5.13	5.18	6.68	4.79	4.92	5.07	5.570	5.400	5.740	3.94	4.56	5.09P								
S.D....	1.76	1.80	1.33	1.35	1.69	1.61	1.53	0.47	1.71	1.67	1.84	1.41	1.73	1.08	1.79	2.10	1.57								
S.E....	0.18	0.24	0.27	0.21	0.17	0.18	0.19	0.08	0.23	0.27	0.28	0.18	0.34	0.20	0.28	0.35	0.20								

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post test CLEAN 65-03063

state

Alphabetical sort

Total = 301

String	Frequency	Cumulative
AL	5	1.7%
AR	4	1.3%
AZ	5	1.7%
FL	7	2.3%
GA	4	1.3%
ID	1	0.3%
IL	34	11.3%
IN	11	3.7%
KS	9	3.0%
KY	12	4.0%
MA	6	2.0%
MD	2	0.7%
ME	2	0.7%
MI	17	5.6%
MN	17	5.6%
MO	16	5.3%
MS	1	0.3%
MT	1	0.3%
NC	12	4.0%
NE	2	0.7%
NH	4	1.3%
NJ	6	2.0%
NV	2	0.7%
OH	13	4.3%
OK	10	3.3%
OR	9	3.0%
PA	23	7.6%
TN	14	4.7%
TX	5	1.7%
VA	10	3.3%
VT	3	1.0%
WI	25	8.3%
WV	8	2.7%
WY	1	0.3%
		301
		100.0%

Number of categories = 34

post test CLEAN 65-03063

cell 151,152

Alphabetical sort

Total = 301

String	Frequency	Cumulative
02	301	100.0%
Number of categories = 1		
Number of numeric items = 301		
Sum of factors = 602.00		
Mean value = 2.00		
Std deviation = 0.00		

53096 5706

TABLE 31 QUESTION 18  
WHAT HEARD ABOUT SALEM BRAND (AIDED)

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																			# OF TIMES INTERCEPTED		
	PROPOSITION										IN											
	SALEM PROP AWARE					TASTE					RE-CALL				PURCHASED PAST 3 MONTHS							
	NEW- PORT	SALEM	2ND	*	*	DIFF	PROP	UN-	UN-	RE-	ONLY/	ONLY/	MOSTLY	MOSTLY	MOSTLY	NO	1	2+				
	TOTAL	UB	OU	SALEM	CH-	AIDED	AIDED	UN-	UN-	CALL	GREEN	BLACK	SALEM	SALEM	SALEM	SALEM	1	2+				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(L)	(M)	(N)	(O)	(P)	(Q)						
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64					
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
ANY (NET)	100	57	27	43	96	84	69	36	58	39	43	61	26	30	39	34	62					
	94	95	96	95	96	96	98	97	93	95	96	96	92	100MO	91	93	97					
HAVE TWO DIFFERENT LINES OF PRODUCTS	7	5	2	3	7	-	5	1	4	2	3	6	2	3	2	-	7					
	7	8	8	7	7	-	7	3	7	5	6	9	8	11	4	-	11P					
OFFER FLIP TOP BOX STYLES CALLED GREEN LABEL	85	47	25	37	81	75	60	32	50	35	35	50	19	27	35	28	53					
	80	79	92	83	81	85	86	88	80	86	79	79	68	90M	81	75	82					
OFFER STYLES IN A SLIDING BOX CALLED BLACK LABEL	83	45	25	39	81	73	61	31	48	34	35	51	19	28	32	25	54					
	78	75	92	88	81	83	86	85	77	84	80	80	68	93MO	74	67	84P					
OFFER STYLES IN A SLIDING TIN CALLED SILVER LABEL	32	19	8	13	32	28	23	15	20	13	12	20	6	12	12	9	23					
	30	31	28	29	32	32	32	39	32	32	28	32	20	40M	29	26	36					
SAY THEY "STIR THE SENSES"	19	12	3	7	19	13	9	2	13	9	6	11	2	8	8	6	12					
	18	19	12	15	19	15	13	5	21	22	13	17	7	26M	19M	17	19					
HAVE UPGRADED THE LOOK OF ITS PACKAGING WITHIN THE PAST YEAR	77	45	24	38	77	70	54	32	44	31	32	51	20	27	26	23	49					
	72	75	88	83	77	80	77	88	71	76	73	81O	72	89MO	60	64	77P					
NONE OF THE ABOVE	6	3	1	2	4	4	1	1	4	2	2	2	2	-	4	3	2					
	6	5	4	5	4	4	2	3	7	5	4	4	8N	-	9N	7	3					

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

Total = 301

String	Frequency	Cumulative
BASIC	3	1.0%
BH	2	0.7%
CAMEL	44	14.6%
CAMEL.WIDES	1	0.3%
CAMMENTH	1	0.3%
CAPRITRM	2	0.7%
CIMARRON	1	0.3%
COMP.GEN	1	0.3%
CTG	2	0.7%
CTJD	1	0.3%
CTR	1	0.3%
EVE	1	0.3%
KOOL	4	1.3%
LUCKYSTR	1	0.3%
MARLBORO	178	59.1%
MERIT	4	1.3%
MISTY	1	0.3%
NEWPORT	17	5.6%
NO.FRILLS	1	0.3%
OTH.BRAND	6	2.0%
PALLMALL	6	2.0%
PARL	1	0.3%
SALEM	1	0.3%
TRIUMPH	1	0.3%
TRUE	1	0.3%
USA	4	1.3%
VSLIMS	10	3.3%
WINSBASE	5	1.7%
		301 100.0%

Number of categories = 28

Total = 301

String	Frequency	Cumulative
0	9	3.0%
1	5	1.7%
2	2	0.7%
3	4	1.3%
4	2	0.7%
5	3	1.0%
6	16	5.3%
7	13	4.3%
8	20	6.6%
9	37	12.3%
10	29	9.6%
	161	53.5%
		301 100.0%

Number of categories = 12

Number of numeric items = 301

Sum of factors = 2493.00

Mean value = 8.28

Std deviation = 2.65

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

TABLE 39A Q.11B HOW NO/LESS SMOKE OR NO/LESS ODOR WOULD MAKE SMOKING MORE ENJOYABLE  
OR REDUCE PROBLEMS FACED AS SMOKER

	TO-TAL	PHASE	INCOME (\$000'S)												AWARENESS OF ECLIPSE						PRE-TRIAL KNOWLEDGE					
			GENDER		AGE		<----->				EDUCATION		<----->				AWARE		TRIAL		<----->					
			1	2	MALE	FE-MALE	21-34	35-65	<35	35-49.9	50+	HS LESS	BE-YOND HS	TOND TO-TAL	1	2	NOT AWARE	AWARE	NON-AWARE	IN-TRIER	IN-FORM	FORM-ED				
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)				
BASE: AWARE OF ECLIPSE/MENTION	98	55	43	45	53	48	50	39	16	41	34	63	98	55	43	98	-	50	48	28	22					
NO/LESS SMOKE OR NO/LESS ODOR BENEFIT/CLAIM	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%					
<u>LIFESTYLE BENEFITS (GRAND NET)</u>	33	24	9	15	18	9	24	10	7	15	13	20	33	24	9	33	-	17	16	9	8					
	34%	44%	B	21%	33%	34%	19%	48%	E	26%	44%	G	37%	38%	32%	34%	44%	N	21%	34%	-	34%	33%	32%	36%	
<u>LESS RESTRICTED IN PLACES (NET)</u>	12	8	4	8	4	6	6	5	4	3	4	8	12	8	4	12	-	6	6	3	3	3	12%	13%	11%	14%
<u>LESS RESTRICTED IN SPECIFIC PLACES (SUBNET)</u>	6	3	3	5	1	3	3	2	2	2	2	4	6	3	3	6	-	3	3	1	2	6%	6%	4%	9%	
SOCIAL	5	2	3	4	1	2	3	1	2	2	2	3	5	2	3	5	-	3	2	1	2	5%	4%	4%	9%	
HOME	1	1	-	1	-	1	-	1	-	-	-	1	1	1	1	-	1	-	-	1	-	2%	-	-		
<u>MISCELLANEOUS LESS RESTRICTED IN PLACES</u>																										
GENERAL	6	5	1	3	3	3	3	3	2	1	2	4	6	5	1	6	-	3	3	2	1	6%	6%	7%	5%	
	6%	9%	B	2%	7%	6%	6%	6%	13%	I	2%	6%	6%	6%	9%	2%	6%	-	6%	6%	7%	6%	7%	5%		
<u>LESS SMOKE IN SPECIFIC LOCATION/ NEAR SPECIFIC PEOPLE (NET)</u>	9	8	1	4	5	1	8	1	1	7	4	5	9	8	1	9	-	3	6	2	1	6%	13%	7%	5%	
<u>LESS SMOKE AROUND SPECIFIC PEOPLE (SUBNET)</u>	7	6	1	3	4	1	6	1	1	5	3	4	7	6	1	7	-	3	4	2	1	6%	8%	7%	5%	
MY FAMILY	3	2	1	1	2	-	3	-	-	3	-	3	3	2	1	3	-	2	1	1	1	4%	2%	4%	5%	

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

53096 5709

post test CLEAN 65-03063 1440-1454 2ND CHOICE BRAND AT

SAMPLE

Alphabetical sort

Total = 301

String	Frequency	Cumulative
BASIC	12	4.0%
BH	3	1.0%
CAMEL	87	28.9%
CAMMENTH	1	0.3%
CTG	3	1.0%
CTR	1	0.3%
DORAL	3	1.0%
DUNHILL	1	0.3%
GPC	2	0.7%
KOOL	6	2.0%
LARK	1	0.3%
LIGSEL	1	0.3%
MARLBORO	48	15.9%
MAVERICK	1	0.3%
MERIT	4	1.3%
MISTY	1	0.3%
NEWPORT	4	1.3%
NONE	76	25.2%
OTH.BRAND	8	2.7%
PALLMALL	2	0.7%
PARL	2	0.7%
SALEM	1	0.3%
JNKN.BRAND	16	5.3%
USA	2	0.7%
VICEROY	1	0.3%
VSLIMS	3	1.0%
WINSBASE	11	3.7%
	301	100.0%

Number of categories = 27

post test CLEAN 65-03063 1455-1457

Alphabetical sort

Total = 301

String	Frequency	Cumulative
0	18	6.0%
1	86	28.6%
2	123	40.9%
3	42	14.0%
4	32	10.6%
	301	100.0%

Number of categories = 5

Number of numeric items = 301

Sum of factors = 586.00

Mean value = 1.95

Std deviation = 1.04

53096 5710

TABLE 39A Q.11B HOW NO/LESS SMOKE OR NO/LESS ODOR WOULD MAKE SMOKING MORE ENJOYABLE  
 OR REDUCE PROBLEMS FACED AS SMOKER

	TO- TAL	PHASE 1 2	INCOME (\$000'S)												EDUCATION						AWARENESS OF ECLIPSE						PRE-TRIAL KNOWLEDGE				
			GENDER		AGE		21-		35-		35- <35		49.9		50+		HS OR LESS		BE- YOND HS		TO- TAL		AWARE		NOT PROP AW- ARE		TRIAL		NON- IN- FORM		
			MALE	MALE	MALE	MALE	34	65	<35	49.9	50+	HS	BE- YOND HS	TO- TAL	1	2	AWAR- E	NOT PROP AW- ARE	TRIER	TRIER	IN- FORM	IN- FORM									
			(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)									
BASE: AWARE OF ECLIPSE/MENTION	98	55	43	45	53	48	50	39	16	41	34	63	98	55	43	98	-	50	48	28	22										
NO/LESS SMOKE OR NO/LESS ODOR BENEFIT/CLAIM	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%									
ME	2	2	-	1	1	-	2	1	-	1	1	1	2	2	2	2	-	2	-	1	1	1	-								
2%	4%	-	2%	2%	-	4%	3%	-	2%	3%	2%	2%	2%	4%	-	2%	-	2%	-	2%	2%	4%	-								
MY CO-WORKERS/ FRIENDS	2	2	-	1	1	1	1	1	-	1	1	2	2	2	2	2	-	2	-	2	-	-	2	-	4%	Q	-	-	-	-	
2%	4%	-	2%	2%	2%	2%	2%	-	6%	G	2%	6%	K	-	2%	4%	-	2%	-	2%	-	-	4%	Q	-	-	-	-	-		
<u>LESS SMOKE IN MY/ OTHER PEOPLE'S LOCATION (SUBNET)</u>	2	2	-	1	1	-	2	-	-	2	1	1	2	2	2	-	2	-	-	2	-	-	2	-	4%	Q	-	-	-	-	
2%	4%	-	2%	2%	-	4%	-	-	5%	G	3%	2%	2%	4%	-	2%	-	-	2	-	-	-	-	4%	Q	-	-	-	-	-	
HOME	1	1	-	-	1	-	1	-	-	1	-	1	1	1	1	1	-	1	-	1	-	-	1	-	-	2%	-	-	-	-	-
1%	2%	-	-	2%	-	2%	-	2%	-	-	2%	-	2%	1%	2%	-	1%	-	1%	-	1%	-	-	2%	-	-	-	-	-	-	
WORKPLACE	1	1	-	1	-	-	1	-	-	1	-	1	1	1	1	1	-	1	-	1	-	-	1	-	-	2%	-	-	-	-	-
1%	2%	-	2%	-	-	2%	-	-	2%	-	-	2%	3%	K	-	1%	2%	-	1%	-	1%	-	-	2%	-	-	-	-	-	-	
<u>LESS ODOR ON SOMETHING/ SOMETHING WON'T SMELL (NET)</u>	7	5	2	2	5	2	5	3	2	2	3	4	7	5	2	7	-	5	2	2	3	-									
7%	9%	5%	4%	9%	4%	10%	8%	13%	5%	9%	6%	7%	9%	5%	7%	-	10%	4%	7%	14%											
<u>ON MY/ OTHER PEOPLE'S THINGS (SUBNET)</u>	7	5	2	2	5	2	5	3	2	2	3	4	7	5	2	7	-	5	2	2	3	-									
7%	9%	5%	4%	9%	4%	10%	8%	13%	5%	9%	6%	7%	9%	5%	7%	-	10%	4%	7%	14%											
HOME	6	4	2	1	5	1	5	2	2	2	3	3	6	4	2	6	-	4	2	2	2	-	8%	4%	7%	9%	-				
6%	7%	5%	2%	9%	C	2%	10%	E	5%	13%	5%	9%	5%	6%	7%	5%	6%	-	8%	4%	7%	9%									
CAR	2	2	-	1	1	2	-	1	-	1	-	2	2	2	2	-	2	-	2	-	2	-	2	R	-	4%	5%	-			
2%	4%	-	2%	2%	4%	F	-	3%	-	2%	-	3%	2%	4%	-	2%	-	2%	-	2%	-	2%	4%	R	-	4%	5%	-			
OTHER ON MY/ OTHER PEOPLE'S THINGS MENTIONS	1	1	-	-	1	1	-	-	-	1	-	1	1	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-			
1%	2%	-	-	2%	2%	-	-	-	2%	-	2%	1%	2%	-	1%	-	2%	-	2%	-	2%	-	2%	4%	-	4%	-	4%	-		

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

53096 5711

MONARCH	1	0.1%	429	35.8%
NEWPORT	18	1.5%	447	37.3%
NONE	487	40.6%	934	77.8%
OTH.BRAND	14	1.2%	948	79.0%
PALLMALL	17	1.4%	965	80.4%
PARL	4	0.3%	969	80.8%
RYO	2	0.2%	971	80.9%
TAREYTON	1	0.1%	972	81.0%
TOURNEY	1	0.1%	973	81.1%
TRUE	1	0.1%	974	81.2%
UNKN.BRAND	216	18.0%	1190	99.2%
VSLIMS	10	0.8%	1200	100.0%

Number of categories = 37

pre CLEAN 65-03062 1455-1457

Alphabetical sort

Total = 1200

String	Frequency	Cumulative
-----	-----	-----
	1200 100.0%	1200 100.0%

Number of categories = 1

Number of numeric items = 1200

Sum of factors = 0.00

Mean value = 0.00

Std deviation = 0.00

Post Wave

post ctrl CLEAN 65-03063 Q3b 212,213

Alphabetical sort

Total = 253

String	Frequency	Cumulative
-----	-----	-----
22	3 1.2%	3 1.2%
23	6 2.4%	9 3.6%
24	3 1.2%	12 4.7%
25	8 3.2%	20 7.9%
26	2 0.8%	22 8.7%
27	3 1.2%	25 9.9%
28	3 1.2%	28 11.1%
29	6 2.4%	34 13.4%
30	7 2.8%	41 16.2%
31	4 1.6%	45 17.8%
32	5 2.0%	50 19.8%
33	5 2.0%	55 21.7%
34	10 4.0%	65 25.7%
35	2 0.8%	67 26.5%
36	9 3.6%	76 30.0%
37	11 4.3%	87 34.4%
38	7 2.8%	94 37.2%
39	6 2.4%	100 39.5%
40	9 3.6%	109 43.1%
41	5 2.0%	114 45.1%
42	14 5.5%	128 50.6%

53096 5712

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

TABLE 20AE QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: VIRGINIA SLIMS

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN										
	NEW- PORT		SALEM		PROP		AWARE		TASTE		RE- CALL		PURCHASED PAST 3 MONTHS				# OF TIMES INTERCEPTED				
	TOTAL	UB	SALEM	CH- OICE	2ND	UN- DIFF	UN- AIDED	AIDED	T2B	TOTAL	LINGS	OUT	ANY	ONLY/ MOSTLY	ONLY/ MOSTLY	MOSTLY	NO SALEM	1	2+		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
VIRGINIA SLIMS PURCHASED PAST 30 DAYS	2	-	-	-	2	2	2	1	1	1	1	1	1	-	1	1	3Q	-			
	2	-	-	-	2	2	3	2	2	3	2	1	3	-	3	3	3Q	-			
6-10	2	-	-	-	2	2	2	1	1	1	1	1	1	-	1	1	3Q	-			
	2	-	-	-	2	2	3	2	2	3	2	1	3	-	3	3	3Q	-			
MEAN...	8.3	-	-	-	8.3	8.3	8.3	6.0	10.0	10.0	6.0	6.0	6.0	-	10.0	10.0	-				
MEDIAN...	6.6	-	-	-	6.6	6.6	6.6	6.0	10.0	10.0	6.0	6.0	6.0	-	10.0L	10.0Q	-	N			
VIRGINIA SLIMS NOT PURCHASED PAST 30 DAYS	104	60	28	45	98	86	69	36	61	40	43	62	27	30	42	36	64				
	98	100	100	100	98	98	97	98	98	97	98	99	97	100	97	97	100P				

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

43	15	5.9%	143	56.5%
44	10	4.0%	153	60.5%
45	5	2.0%	158	62.5%
46	4	1.6%	162	64.0%
47	6	2.4%	168	66.4%
48	5	2.0%	173	68.4%
49	10	4.0%	183	72.3%
50	9	3.6%	192	75.9%
51	7	2.8%	199	78.7%
52	7	2.8%	206	81.4%
53	5	2.0%	211	83.4%
54	9	3.6%	220	87.0%
55	7	2.8%	227	89.7%
56	1	0.4%	228	90.1%
57	7	2.8%	235	92.9%
58	3	1.2%	238	94.1%
59	2	0.8%	240	94.9%
60	5	2.0%	245	96.8%
61	3	1.2%	248	98.0%
62	3	1.2%	251	99.2%
63	2	0.8%	253	100.0%

Number of categories = 42

Number of numeric items = 253  
 Sum of factors = 10675.00  
 Mean value = 42.19  
 Std deviation = 10.39

post ctrl CLEAN 65-03063 Q4c 218,220  
 Alphabetical sort

Total = 253

String	Frequency	Cumulative
001	14	5.5%
002	6	2.4%
003	17	6.7%
004	13	5.1%
005	32	12.6%
006	18	7.1%
007	71	28.1%
008	13	5.1%
009	8	3.2%
010	37	14.6%
012	4	1.6%
014	9	3.6%
015	2	0.8%
017	2	0.8%
020	5	2.0%
028	1	0.4%
085	1	0.4%

Number of categories = 17

Number of numeric items = 253  
 Sum of factors = 1891.00  
 Mean value = 7.47  
 Std deviation = 6.22

53096 5714

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

TABLE 20AF QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: VISTA

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED	
	PROPOSITION										PURCHASED PAST 3 MONTHS									
	NEW- PORT		SALEM		CH- OICE		KNOW		TASTE		RE- CALL		ONLY/		ONLY/		MOSTLY		NO	
	TOTAL	UB	SALEM	2ND	*	*	DIF	PROP	APPEAL	T2B	TOTAL	LINGS	OUT	ANY	GREEN	BLACK	SALEM	1	2+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)			
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
VISTA NOT PURCHASED PAST 30 DAYS	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post ctrl CLEAN 65-03063 Q14a-d TOTAL 608,621  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00 00 10	1 0.4%	1 0.4%
01 00 09	1 0.4%	2 0.8%
02 01 07	1 0.4%	3 1.2%
02 02 06	1 0.4%	4 1.6%
03 00 00 07	1 0.4%	5 2.0%
04 00 00 06	1 0.4%	6 2.4%
04 00 02 04	1 0.4%	7 2.8%
04 01 05	1 0.4%	8 3.2%
04 02 02 02	1 0.4%	9 3.6%
05 00 03 02	2 0.8%	11 4.3%
05 04 01	1 0.4%	12 4.7%
06 00 02 02	1 0.4%	13 5.1%
06 04	2 0.8%	15 5.9%
07 03	1 0.4%	16 6.3%
07 00 03	1 0.4%	17 6.7%
08 00 02	1 0.4%	18 7.1%
08 01 01	1 0.4%	19 7.5%
08 02	1 0.4%	20 7.9%
08 00 01 01	1 0.4%	21 8.3%
08 00 02	5 2.0%	26 10.3%
08 01 01	2 0.8%	28 11.1%
08 02	7 2.8%	35 13.8%
09 00 01	3 1.2%	38 15.0%
09 01	5 2.0%	43 17.0%
10	210 83.0%	253 100.0%

Number of categories = 25  
Number of numeric items = 253  
Sum of factors = 40237417.00  
Mean value = 159041.17  
Std deviation = 892798.22

post ctrl CLEAN 65-03063 Q14a UB 608,609  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	1 0.4%	1 0.4%
01	1 0.4%	2 0.8%
02	2 0.8%	4 1.6%
03	1 0.4%	5 2.0%
04	4 1.6%	9 3.6%
05	3 1.2%	12 4.7%
06	3 1.2%	15 5.9%
07	2 0.8%	17 6.7%
08	18 7.1%	35 13.8%
09	8 3.2%	43 17.0%
10	210 83.0%	253 100.0%

Number of categories = 11  
Number of numeric items = 253  
Sum of factors = 2387.00  
Mean value = 9.43  
Std deviation = 1.60

53096 5716

TABLE 20AG QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: WINSTON

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

MAIL FLOW																		
PURCHASED PAST 3 MONTHS																		
# OF TIMES INTERCEPTED																		
PROPOSITION																		
IN																		
KNOW																		
RE- CALL																		
MAI- LINGS																		
OUT																		
ANY																		
ONLY/ MOSTLY																		
ONLY/ MOSTLY																		
NO																		
GREEN																		
BLACK																		
SALEM																		
1																		
2+																		
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)		
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WINSTON NOT PURCHASED PAST 30 DAYS	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

post ctrl CLEAN 65-03063 Q14b camel 612,613  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	215 85.0%	215 85.0%
01	18 7.1%	233 92.1%
02	8 3.2%	241 95.3%
04	9 3.6%	250 98.8%
	3 1.2%	253 100.0%

Number of categories = 5  
Number of numeric items = 253  
Sum of factors = 38.00  
Mean value = 0.15  
Std deviation = 0.59

post ctrl CLEAN 65-03063 Q14c 2ND 616,617  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	228 90.1%	228 90.1%
01	3 1.2%	231 91.3%
02	8 3.2%	239 94.5%
03	9 3.6%	248 98.0%
05	3 1.2%	251 99.2%
09	1 0.4%	252 99.6%
	1 0.4%	253 100.0%

Number of categories = 7  
Number of numeric items = 253  
Sum of factors = 49.00  
Mean value = 0.19  
Std deviation = 0.82

post ctrl CLEAN 65-03063 Q14d OTHER 620,621  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
01	238 94.1%	238 94.1%
02	3 1.2%	241 95.3%
03	5 2.0%	246 97.2%
04	1 0.4%	247 97.6%
06	1 0.4%	248 98.0%
07	2 0.8%	250 98.8%
10	2 0.8%	252 99.6%
	1 0.4%	253 100.0%

Number of categories = 8

Number of numeric items = 253  
Sum of factors = 56.00  
Mean value = 0.22  
Std deviation = 1.10

53096 5718

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

TABLE 20AH QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: OTHER

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN										
	NEW- PORT		SALEM		CH- OICE		KNOW		RE- CALL		PURCHASED PAST 3 MONTHS						# OF TIMES INTERCEPTED				
	TOTAL	UB	SALEM	CH-	OICE	TOTAL	2ND	PROP AWARE	TASTE	DIFF	PROP APPEAL	TOTAL	LINGS	OUT	ANY	ONLY/ MOSTLY GREEN	ONLY/ MOSTLY BLACK	SALEM	1	2+	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
OTHER NOT PURCHASED PAST 30 DAYS	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

53096 5719

post ctrl CLEAN 65-03063 Q14f1 TG 634,635  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	219 86.6%	219 86.6%
01	28 11.1%	247 97.6%
02	2 0.8%	249 98.4%
08	3 1.2%	252 99.6%
	1 0.4%	253 100.0%

Number of categories = 5

Number of numeric items = 253  
Sum of factors = 16.00  
Mean value = 0.06  
Std deviation = 0.55

post ctrl CLEAN 65-03063 Q14f2 TJ 660,661  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	222 87.7%	222 87.7%
01	25 9.9%	247 97.6%
02	2 0.8%	249 98.4%
03	3 1.2%	252 99.6%
	1 0.4%	253 100.0%

Number of categories = 5

Number of numeric items = 253  
Sum of factors = 11.00  
Mean value = 0.04  
Std deviation = 0.30

post ctrl CLEAN 65-03063 Q14f3 TR 664,665  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	226 89.3%	226 89.3%
02	22 8.7%	248 98.0%
10	3 1.2%	251 99.2%
	2 0.8%	253 100.0%

Number of categories = 4  
Number of numeric items = 253  
Sum of factors = 26.00  
Mean value = 0.10  
Std deviation = 0.91

53096 5720

TABLE 21 QUESTION 15A/B  
AWARENESS OF GREEN/BLACK LABEL

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																				# OF TIMES INTERCEPTED																
	PROPOSITION										IN																										
	NEW- PORT		SALEM		CH- OICE		2ND		SALEM		PROP		AWARE		TASTE		DIFF		PROP		APPEAL		RE- CALL		MAI- LINGS		OUT		ANY		ONLY/ MOSTLY		ONLY/ MOSTLY		NO		
	TOTAL	UB	SALEM	OU	CH-	OICE	TOTAL	AIDED	SALEM	PROP	AWARE	TASTE	UN-	UN-	DIFF	PROP	APPEAL	T2B	TOTAL	MAILINGS	OUT	ANY	(L)	(M)	(N)	(O)	(P)	(Q)									
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59																				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100										
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64																				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100										
YES, AWARE OF GREEN/BLACK LABEL	90	54	27	40	89	87	66	35	52	38	38	56	25	26	35	33	52																				
	85	90	96	88	89	100	94	94	84	92	87	88	88	86	81	89	81																				
NAMED SALEM	87	52	24	38	87	87	63	35	50	35	38	54	25	25	33	32	50																				
	82	87	88	83	88	100	90	94	80	86	85	86	88	83	76	86	78																				
NAMED OTHER BRAND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-									
COULDN'T NAME A BRAND	3	2	2	2	2	-	3	-	2	2	1	1	-	1	2	1	1	2	1	1	2	1	1	2	1	3	3	2									
	3	3	8	5	2	-	4	-	4	5	2	2	-	4	4	4	4	4	4	4	4	4	4	4	3	3	3	2									
NO, NOT AWARE OF GREEN/BLACK LABEL	15	6	1	5	11	-	4	2	10	3	5	7	3	4	7	3	12	14	17	7	3	12															
	14	10	4	12	11	-	6	6	16	8	11	12	12	14	17	17	19P																				
DON'T KNOW	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	3	-	-	-	1	1	1	3Q	-	-	-	-								
	1	-	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	3	-	-	-	3	3	3Q	-	-	-	-	-								

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

53096 5721

post ctrl CLEAN 65-03063 Q14f4 EB 638,639  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
00	229	90.5%
01	18	7.1%
02	2	0.8%
	4	1.6%
	229	90.5%
	247	97.6%
	249	98.4%
	253	100.0%

Number of categories = 4

Number of numeric items = 253  
Sum of factors = 10.00  
Mean value = 0.04  
Std deviation = 0.26

post ctrl CLEAN 65-03063 Q14f5 ST/CL 666,667  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
01	233	92.1%
02	5	2.0%
04	4	1.6%
07	3	1.2%
08	1	0.4%
10	2	0.8%
	5	2.0%
	233	92.1%
	238	94.1%
	242	95.7%
	245	96.8%
	246	97.2%
	248	98.0%
	253	100.0%

Number of categories = 7

Number of numeric items = 253  
Sum of factors = 98.00  
Mean value = 0.39  
Std deviation = 1.68

post ctrl CLEAN 65-03063 state  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
AL	2	0.8%
AR	7	2.8%
AZ	9	3.6%
CO	6	2.4%
DE	1	0.4%
FL	6	2.4%
GA	5	2.0%
ID	1	0.4%
IL	16	6.3%
	2	0.8%
	9	3.6%
	18	7.1%
	24	9.5%
	25	9.9%
	31	12.3%
	36	14.2%
	37	14.6%
	53	20.9%

53096 5722

TABLE 22 QUESTION 16A/B  
AWARNESS OF "STIR THE SENSES" SLOGAN

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																				# OF TIMES INTERCEPTED		
	PROPOSITION										IN												
	NEW- PORT		SALEM		2ND		KNOW		RE- CALL		ONLY/		ONLY/		MOSTLY		MOSTLY		NO				
	TOTAL	UB	SALEM	OU	CH-	OICE	TOTAL	PROP AWARE	TASTE	PROP	MAI-	LINGS	OUT	ANY	GREEN	BLACK	SALEM	1	2+				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)						
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
YES, AWARE OF BRAND THAT SAYS "STIR THE SENSES"	22	11	10	10	22	21	16	14	16	13	6	16	4	12	5	7	14						
	20	18	36	23	22	24	23	38	25K	32	14	260	16	39MO	12	18	22						
NAMED SALEM	21	10	10	10	21	21	16	14	16	13	5	16	4	12	4	6	14						
	19	16	36	23	21	24	23	38	25K	32	11	260	16	39MO	10	15	22						
NAMED OTHER BRAND	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-				
COULDN'T NAME A BRAND	1	1	-	-	1	-	-	-	-	-	1	-	-	-	1	1	1	3Q	-				
	1	2	-	-	1	-	-	-	-	-	3	-	-	-	3	3	3	3Q	-				
NO, NOT AWARE OF BRAND THAT SAYS "STIR THE SENSES"	79	46	15	31	74	64	51	21	43	27	36	44	23	17	35	28	47						
	75	77	56	70	74	73	72	56	70	65	82I	70	80N	57	81N	76	73						
DON'T KNOW	5	3	2	3	4	3	3	2	3	1	2	2	1	1	3	2	3						
	5	5	8	7	4	3	5	6	5	3	4	4	4	4	7	6	5						

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

IN	16	6.3%	69	27.3%
KS	5	2.0%	74	29.2%
KY	13	5.1%	87	34.4%
MA	7	2.8%	94	37.2%
MD	2	0.8%	96	37.9%
MI	18	7.1%	114	45.1%
MN	9	3.6%	123	48.6%
MO	12	4.7%	135	53.4%
MS	2	0.8%	137	54.2%
MT	1	0.4%	138	54.5%
NC	4	1.6%	142	56.1%
ND	2	0.8%	144	56.9%
NE	1	0.4%	145	57.3%
NH	2	0.8%	147	58.1%
NJ	3	1.2%	150	59.3%
NM	2	0.8%	152	60.1%
NV	1	0.4%	153	60.5%
OH	29	11.5%	182	71.9%
OK	4	1.6%	186	73.5%
OR	3	1.2%	189	74.7%
PA	19	7.5%	208	82.2%
SC	1	0.4%	209	82.6%
SD	2	0.8%	211	83.4%
TN	9	3.6%	220	87.0%
TX	11	4.3%	231	91.3%
VA	3	1.2%	234	92.5%
WI	13	5.1%	247	97.6%
WV	5	2.0%	252	99.6%
WY	1	0.4%	253	100.0%

Number of categories = 38

post ctrl CLEAN 65-03063      cell 151,152  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
-----	-----	-----
01	253 100.0%	253 100.0%

Number of categories = 1

Number of numeric items = 253  
 Sum of factors = 253.00  
 Mean value = 1.00  
 Std deviation = 0.00

post ctrl CLEAN 65-03063      1422-1436      BRAND AT SAMPLE  
Alphabetical sort

Total = 253

String	Frequency	Cumulative
-----	-----	-----
AMERICAN.SP	1 0.4%	1 0.4%
BESTVALG	1 0.4%	2 0.8%
BH	3 1.2%	5 2.0%
CAMEL	42 16.6%	47 18.6%

53096 5724

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

TABLE 23 QUESTION 15B/16B  
UNAIDED AWARENESS OF SALEM'S LINES AND SLOGAN

21-34 NON-SALEM FULL PRICE MENTHOL SMOKERS

	MAIL FLOW																		# OF TIMES INTERCEPTED		
	PROPOSITION										IN										
	NEW- PORT		SALEM		PROP		KNOW		RE- CALL		PURCHASED PAST 3 MONTHS						# OF TIMES INTERCEPTED				
	TOTAL	UB	SALEM	CH- OU	2ND	*	UN- TOTAL	UN- AIDED	DIFF	PROP	MAI- LINGS	OUT	ANY	ONLY/ GREEN	ONLY/ BLACK	MOSTLY MOSTLY NO SALEM	1	2+			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)				
BASE-TOTAL RESPONDENTS	100	57	25	42	94	82	66	34	56	37	44	58	26	28	42	35	59				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
WEIGHTED BASE	106	60	28	45	100	87	70	37	62	41	44	63	28	30	43	37	64				
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100				
UNAIDED AWARENESS OF SALEM (NET)	87	52	24	38	87	87	63	35	50	35	38	54	25	25	33	32	50				
	82	87	88	83	88	100	90	94	80	86	85	86	88	83	76	86	78				
SAID SALEM HAD GREEN/BLACK LABEL	87	52	24	38	87	87	63	35	50	35	38	54	25	25	33	32	50				
	82	87	88	83	88	100	90	94	80	86	85	86	88	83	76	86	78				
SAID SALEM "STIR THE SENSES"	21	10	10	10	21	21	16	14	16	13	5	16	4	12	4	6	14				
	19	16	36	23	21	24	23	38	25K	32	11	260	16	39MO	10	15	22				

Proportions/Means: Columns Tested (20% risk level) - I/K - L/O - M/N/O - P/Q

Tara Bennett

From: "Tara Bennett" <tara@targetresearchgroup.com>  
To: "Wally Brunetti" <tabwb@optonline.net>  
Sent: Thursday, September 18, 2003 1:38 PM  
Subject: other species

camel nonevent callbox other species.

✓ q4d - create capri

#372, 374, 662, 695, 710

✓ 5

✓ q4i - move #507 full flavor to 248(5) *Didnt move out of other*

✓ q5a - create capri:

#372, 374, 662, 695, 710

✓ 5

✓ q18d - move #17, 97, 110, 120, 1008 to free packs 843(3)

✓ q18d - move #1106 to box 843 (6)

thanks, tara

Tara Bennett  
Target Research Group  
150 S. Stratford Road, Ste. 520  
Winston-Salem, NC 27104  
336.723.6100 x103

53096 5726

9/24/2003

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

TABLE 33 QUESTION 19  
TASTE DIFFERENCE BETWEEN BLACK AND GREEN LABEL (UNAIDED)

21+ NM/MENTHOL SMOKERS												**					
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER		AGE			SALEM		
	TOTAL		21-34	35+	IN		TOTAL		MARCH	APRIL	MAY	MALE	FE- MALE	21-34	35+	SALEM	RECENT
	(A)	(B)	(C)	(D)	(E)		(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
WEIGHTED BASE	307	209	98	137	170	165	21	89	54	96	69	110	54	27	9		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
DON'T KNOW	86	58	28	35	52	31	2	19	10	22	8	21	9	6	2		
	28	28	29	25	30	19	7	21G	18	23K	12	19	17	22	24		
NO ANSWER	1	-	1	-	1	1	1	-	-	-	1	-	1	1	-		
	*	-	1B	-	*	*	4HI	-	-	-	1	-	1L	3	-		

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

53096 5727

00012	Q4D_OTH	midnight special
00076	Q4D_OTH	Cherokee
00120	Q4D_OTH	rogers
00196	Q4D_OTH	tahoes
00220	Q4D_OTH	Cimarron
00227	Q4D_OTH	Private Stock
00251	Q4D_OTH	Rogers
00281	Q4D_OTH	Cowboys
00297	Q4D_OTH	usa
00330	Q4D_OTH	Lggett
00333	Q4D_OTH	USA
00337	Q4D_OTH	EURO
00345	Q4D_OTH	USA
00347	Q4D_OTH	Rave/Echo
00372	Q4D_OTH	Capree
00374	Q4D_OTH	Capri
00406	Q4D_OTH	CT
00446	Q4D_OTH	SKYDANCER
00502	Q4D_OTH	USA Golds
00509	Q4D_OTH	Wave and Roger
00544	Q4D_OTH	liggety
00605	Q4D_OTH	Texas Republic / Seneca/ Skywalker
00636	Q4D_OTH	USA GOLD
00651	Q4D_OTH	USA Golds
00662	Q4D_OTH	capri
00695	Q4D_OTH	CAPRI
00701	Q4D_OTH	gt and usa
00706	Q4D_OTH	worth
00710	Q4D_OTH	capri
00744	Q4D_OTH	Vegas
00747	Q4D_OTH	HHS Full Flavor 100s
00922	Q4D_OTH	Value pride
00974	Q4D_OTH	Tahoe
00976	Q4D_OTH	Kentucky's Best
01001	Q4D_OTH	USA Gold
01046	Q4D_OTH	Bronson
01099	Q4D_OTH	Native
01111	Q4D_OTH	Old Kentucky Lights, and GT lights 100s
00216	Q4L_OTH	99
00507	Q4L_OTH	Full Flavor — move to 248(5)
00012	Q5A_OTH	midnight special
00076	Q5A_OTH	Cherokee^
00107	Q5A_OTH	liggets
00120	Q5A_OTH	rogers
00185	Q5A_OTH	liggett
00196	Q5A_OTH	tahoes
00216	Q5A_OTH	what is on sale--no particular brand
00220	Q5A_OTH	Cimarron
00227	Q5A_OTH	Private Stock
00251	Q5A_OTH	Rogers
00281	Q5A_OTH	Cowboys
00297	Q5A_OTH	USA Gold lights
00320	Q5A_OTH	Rodgers.
00333	Q5A_OTH	USA
00337	Q5A_OTH	USA GOLD
00372	Q5A_OTH	Capree
00374	Q5A_OTH	Capri

Other "Species"

03063  
Camel  
NonEvent  
Collector

Make Capri

372, 374  
662, 695  
710

Make Capri

372, 374, 662,  
695, 710

LIKES

	TOP TWO BOX PURCHASE INTEREST PACKS												TOP TWO BOX PURCHASE INTEREST CARTON						TOP BOX PURCHASE INTEREST CARTON					
	TOTAL				MIDDLE BOX PACKS				GRE-EN				GRE-EN				GRE-EN							
	CON-TROL	WHI-TE	YEL-LOW	ORA-NGE	CON-TROL	WHI-TE	YEL-LOW	ORA-NGE	CON-TROL	WHI-TE	YEL-LOW	ORA-NGE	CON-TROL	WHI-TE	YEL-LOW	ORA-NGE	CON-TROL	WHI-TE	YEL-LOW	ORA-NGE	CON-TROL	WHI-TE	YEL-LOW	ORA-NGE
BASE: COMPLETED CALLBACK	A 68	B 61	C 81	D 73	E 44	F 33	G 54	H 52	I 24	J 28	K 27	L 21	M 35	N 22	O 45	P 38	Q 10	R 8	S 11	T 14				
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
LESS FIRE/BURN RISK [NET]	-	1 2%	2 2%	1 1%	-	1 3%	1 2%	1 2%	-	-	1 4%	-	-	-	-	2 4%	1 3%	-	-	-	-	-	-	
OTHER LESS FIRE/BURN RISK MENTIONS	-	1 2%	2 2%	1 1%	-	1 3%	1 2%	1 2%	-	-	1 4%	-	-	-	-	2 4%	1 3%	-	-	-	-	-	-	
LIKE THE IDEA OF THEM	2 3%	2 3%	3 4%	1 1%	-	1 3%	2 4%	-	2 8%	1 4%	1 4%	1 5%	-	1 5%	1 2%	-	-	-	-	1 9%	-	-	-	
LIKE THE PACKAGING	1 1%	-	-	1 1%	-	-	-	1 2%	1 4%	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	
FEEL BETTER ABOUT SMOKING THEM (IN HOUSE/AROUND PEOPLE)	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	-	1 3%	-	-	-	-	-	-	-	-	-	
SMOKED LESS/WHEN SMOKING THESE CIGARETTES	1 1%	4 7%	4 5%	5 7%	-	3 9%	3 6%	4 8%	1 4%	1 4%	1 4%	1 5%	1 3%	2 9%	2 4%	5 13%	-	2 25%	-	2 14%	-	-	-	
IT'S A REAL CIGARETTE/A LOT LIKE USUAL CIGARETTE/BRAND/NOT FAKE	-	a	-	a	-	E	E	E	-	-	-	-	-	-	-	mo	-	q	r	qs	-	-	-	
OTHER MISCELLANEOUS MENTIONS	1 1%	1 2%	5 6%	4 5%	1 2%	1 3%	4 7%	3 6%	-	-	1 4%	1 5%	1 3%	1 5%	4 9%	3 .8%	-	-	-	-	1 7%	-	-	-
NOTHING LIKED	9 13%	2 3%	5 6%	1 1%	5 11%	-	2 4%	-	3 13%	2 7%	3 11%	1 5%	-	-	1 2%	-	-	-	-	-	-	-	-	-
NOTHING LIKED	7 10%	2 3%	5 6%	-	3 7%	-	2 4%	-	3 13%	2 7%	3 11%	-	-	-	1 2%	-	-	-	-	-	-	-	-	-
	a	AbC	E	f	Eg									Ijk										

53096 5729

00406 Q5A\_OTH CT  
 00446 Q5A\_OTH SKYDANCER.  
 00455 Q5A\_OTH Ligitt's  
 00502 Q5A\_OTH USA GOLD  
 00509 Q5A\_OTH Roger  
 00636 Q5A\_OTH USA GOLD  
 00651 Q5A\_OTH USA Golds  
 00662 Q5A\_OTH capri \_\_\_\_\_  
 00695 Q5A\_OTH CAPRI\_\_\_\_\_  
 00710 Q5A\_OTH capri \_\_\_\_\_  
 00747 Q5A\_OTH hhs full flavor 100s  
 00974 Q5A\_OTH Tahoe  
 01099 Q5A\_OTH Native  
 01111 Q5A\_OTH GT lights 100s  
 01112 Q5A\_OTH don't have a usual brand/whatever is cheapest/nfi  
 00317 Q7A\_OTH CAPRI  
 00479 Q7A\_OTH BULL DURHAM.  
 00705 Q7A\_OTH USA GOLD/NFI  
 00121 Q8A\_OTH silver  
 00151 Q8A\_OTH Ligget  
 00192 Q8A\_OTH Liggett  
 00196 Q8A\_OTH skydancer  
 00330 Q8A\_OTH Liggett  
 00337 Q8A\_OTH EURO  
 00457 Q8A\_OTH USA Gold  
 00509 Q8A\_OTH Wave  
 00534 Q8A\_OTH RAVE  
 00550 Q8A\_OTH cimmaron  
 00705 Q8A\_OTH Roger/nfi  
 00744 Q8A\_OTH A generic brand  
 00833 Q8A\_OTH Ligits  
 01096 Q8A\_OTH Opal  
 01111 Q8A\_OTH Old Kentucky  
 00095 Q17A\_OTH 100's  
 00136 Q17A\_OTH Straights  
 00428 Q17A\_OTH ORANGE FLAVOR.  
 00465 Q17A\_OTH ORANGE FLAVORED  
 00492 Q17A\_OTH FULL FILTER.  
 00979 Q17A\_OTH orange  
 01008 Q17A\_OTH vanilla  
 01019 Q17A\_OTH orange flavor  
 00017 Q18D\_OTH cigarettes \_\_\_\_\_ fp  
 00097 Q18D\_OTH cigarettes./ exotic blends. \_\_\_\_\_ fp  
 00110 Q18D\_OTH cigarettes. crema, turkish royal, turkish and domestic \_\_\_\_\_ fp  
 00120 Q18D\_OTH 2 packs of cigarettes \_\_\_\_\_ fp  
 00128 Q18D\_OTH Catalog  
 00207 Q18D\_OTH catalog  
 00583 Q18D\_OTH Catalog  
 00687 Q18D\_OTH lighter hat  
 01008 Q18D\_OTH crema and turkish royal and turkish gold/nfi \_\_\_\_\_ fp  
 01019 Q18D\_OTH a magazine  
 01106 Q18D\_OTH menthol and black and gold metal box/nfi \_\_\_\_\_ box

53096 5730

Where is 18? \_\_\_\_\_  
 free packs (Punch 3)  
 12, 97, 110, 120,  
 1008  
 box (Punch 4)  
 1106

LIKES

	TOP TWO BOX PURCHASE INTEREST PACKS												TOP TWO BOX PURCHASE INTEREST CARTON												TOP BOX PURCHASE INTEREST CARTON																
	TOTAL				MIDDLE BOX PACKS				CARTON				CARTON				CARTON				CARTON				CARTON				CARTON												
GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-	GRE-						
EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN	EN					
CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-	CON-	WHI-	YEL-	ORA-						
TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE	TROL	TE	LOW	NGE						
BASE: COMPLETED	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	
CALLBACK	68	61	81	73	44	33	54	52	24	28	27	21	35	22	45	38	10	8	11	14	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
DON'T KNOW/NO ANSWER	2	-	-	1	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-	5%	3%	1%	5%	a	a	e	e	e	5%	1%	5%	5%	1%	5%	5%	1%	5%	5%	1%	5%	

53096 5731

(continued)

STUB: SAMPQUOT[51.2]

THIS WILL REPRESENT THE SAMPLE QUOTA IF ANY. THIS SHOULD COME AFTER  
 PHO, G'S AND AFTER THE DBUG QUESTION. CHANGE THE RECODE TABLE AND COLUMN  
 TO WHATEVER IS APPROPRIATE.

# NonEvent Callback

	TOTAL	con	test
con	253	253	-
	45.7%	100.0%	
test	301	-	301
	54.3%		100.0%
pre con	-	-	-
pre test	-	-	-
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q2A[44/11]

2A. Do you use:  
 Decaffeinated Coffee

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
YES	61	31	30
	11.0%	12.3%	10.0%
NO	493	222	271
	89.0%	87.7%	90.0%
DON'T KNOW/ REFUSED	-	-	-
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q2B[44/12]

2B. Do you use:  
 Beer

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
YES	225	103	122
	40.6%	40.7%	40.5%
NO	329	150	179
	59.4%	59.3%	59.5%
DON'T KNOW/ REFUSED	-	-	-

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STUB: Q2C[44/13]

2C. Do you use:  
 Salty snack foods

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
YES	379	175	204
	68.4%	69.2%	67.8%
NO	173	76	97
	31.2%	30.0%	32.2%
DON'T KNOW/ REFUSED	2	2	-
	0.4%	0.8%	

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 34 QUESTION 20  
TASTE DIFFERENCE (AIDED)

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL	21-49	21-34	TOTAL	2	AWARE	STIR	TASTE	ANYTHING														
		TOTAL	TOTAL	SALEM OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.												
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-												
		TROL	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST												
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-NOT AWARE OF A TASTE DIFFERENCE BETWEEN BLACK AND GREEN LABEL (UNAIDED)		513	247	266	186	229	-	9	178	218	84	107	59	55	56	49	14	11	20	21	7	18	15	15
		100	100	100	100	100	-	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES		50	27	23	20	21	-	1	18	21	8	9	8	12	8	10	1	4	20	21	-	4	-	3
		10	11	9	11H	9	-	11	10	10	10	8	14	22	14	20	7	36P	100	100	-	22T	-	20V
NO		369	170	199	129	171	-	7	126	163	56	78	36	37	34	34	7	4	-	-	7	12	12	10
		72	69	75B	69	75	-	78	71D	75	67	73	61	67	61	69Q	50	36	-	-	100U	67	80	67
DON'T KNOW		94	50	44	37	37	-	1	34	34	20	20	15	6	14	5	6	3	-	-	2	3	2	
		18	20	17	20	16	-	11	19	16	24	19	25M	11	250	10	43N	270	-	-	-	11	20	13
SIGMA...		513	247	266	186	229	-	9	178	218	84	107	59	55	56	49	14	11	20	21	7	18	15	15
		100	100	100	100	100	-	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q2D[44/14]  
2D. Do you use:  
Cigarettes

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
YES	554	253	301
	100.0%	100.0%	100.0%
NO	-	-	-
DON'T KNOW/ REFUSED	-	-	-
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q2E[44/15]  
2E. Do you use:  
Vitamins or herbal supplements

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
YES	309	143	166
	55.8%	56.5%	55.1%
NO	245	110	135
	44.2%	43.5%	44.9%
DON'T KNOW/ REFUSED	-	-	-
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q2[2/8]  
Q2

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
DECAFFEINATED	61	31	30
COFFEE	11.0%	12.3%	10.0%
BEER	225	103	122
	40.6%	40.7%	40.5%
SALTY SNACK	379	175	204
FOODS	68.4%	69.2%	67.8%
CIGARETTES			
(TERMINATE IF NOT RECORDED.)	554	253	301
	100.0%	100.0%	100.0%
VITAMINS OR HERBAL SUPPLEMENTS	309	143	166
	55.8%	56.5%	55.1%
NONE OF THESE	-	-	-
Total Responses	1528	705	823
	275.8%	278.7%	273.4%

(continued)

STUB: GENDER[2/10]  
(INTERVIEWER: RECORD GENDER  
DO NOT ASK  
DETERMINE BY VOICE )

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 35 QUESTION 19/20  
TASTE DIFFERENCE (UNAIDED AND AIDED) (AMONG TOTAL RESPONDENTS)

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL					21-49		21-34		TOTAL 2		AWARE 2 LINES		AWARE STIR SENSES		KNOW TASTE DIFF.		ANYTHING POSTCARD IN 3 MOS.					
		TOTAL	TOTAL	SALEM	OU		FULL	FULL	TOTAL	COMPONENT	2	AWARE	2	LINES	STIR	SENSES	TASTE	DIFF.	POSTCARD	IN 3 MOS.				
		CON-	CON-	CON-	CON-	CON-	PRICE	PRICE	CON-	COMPONENT	2	AWARE	2	LINES	STIR	SENSES	TASTE	DIFF.	POSTCARD	IN 3 MOS.				
		TOTAL	TROL	TEST	TROL	TEST	CON-	CON-	TROL	TEST	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
AWARE OF TASTE DIFFERENCE (NET)		135	78	57	53	53	8	1	49	53	25	31	39	41	39	38	5	10	52	53	6	14	6	12
		23	26C	19	24	20	100G	11	23	21E	25	24	43	49	45P	49	28	59P	100	100	46	50	29	50V
UNAIDED		85	51	34	33	32	8	-	31	32	17	22	31	29	31	28	4	6	32	32	6	10	6	9
		14	17C	11	15	12	100G	-	15	13	17	17	34	35	36P	36	22	35	62	60	46	36	29	38
AIDED		50	27	23	20	21	-	1	18	21	8	9	8	12	8	10	1	4	20	21	-	4	-	3
		8	9	8	9	8	-	11	9	8	8	7	9	14	9	13	6	24P	38	40	-	14T	-	13V
NOT AWARE OF TASTE DIFFERENCE		463	220	243	166	208	-	8	160	197	76	98	51	43	48	39	13	7	-	-	7	14	15	12
		77	74	81B	76	80I	-	89F	77	79	75	76	57	51	55	51	72QN	41	-	-	54	50	71W	50

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

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
MALE	301	141	160
	54.3%	55.7%	53.2%
FEMALE	253	112	141
	45.7%	44.3%	46.8%
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Z.Q3B[2/12.2]

3b. What is your age, please?  
 (INTERVIEWER: ENTER NUMBER HERE .  
 ENTER "99" FOR REFUSED.)

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Numeric	554	253	301
	100.0%	100.0%	100.0%
Alpha	-	-	-
Q3B			
Sum	23189.0	10675.0	12514.0
Mean	41.9	42.2	41.6
Std. Dev.	11.4	10.4	12.2
Std. Error	0.5	0.7	0.7
Median	42.0	42.0	42.0
Min	22.0	22.0	22.0
Max	99.0	63.0	99.0

(continued)

STUB: Q3B\_1[2/16]

3b. Into which of the following groups does your age fall? Please stop  
 me when I get to your age group.

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Under 21	-	-	-
21 to 24	28	12	16
	5.1%	4.7%	5.3%
25 to 29	57	22	35
	10.3%	8.7%	11.6%
30 to 34	76	31	45
	13.7%	12.3%	15.0%
35 to 39	70	35	35
	12.6%	13.8%	11.6%
40 to 44	110	53	57
	19.9%	20.9%	18.9%
45 to 49	70	30	40
	12.6%	11.9%	13.3%
50 to 54	74	37	37
	13.4%	14.6%	12.3%
55 to 59	48	20	28
	8.7%	7.9%	9.3%
60 to 64	21	13	8
	3.8%	5.1%	2.7%
65 and older (DO NOT READ)	-	-	-

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 36 QUESTION 19/20  
TASTE DIFFERENCE (UNAIDED AND AIDED) (AMONG NON-SALEM UB)

NON-SALEM MENTHOL																									
PROPOSITION AWARE																									
RECALL																									
MENTHOL																									
TOTAL																									
CON- TOTAL																									
TROL TEST																									
(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W)																									
BASE-NON-SALEM UB	595 100	296 100	299 100	217 100	260 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100		
AWARE OF TASTE DIFFERENCE (NET)	134 23	77 26C	57 19	52 24	53 20	8 100G	1 11	49 23	53 21E	25 25	31 24	39 43	41 49	39 45P	38 49	5 28	10 59P	52 100	53 100	6 46	14 50	6 29	12 50V		
UNAIDED	84 14	50 17C	34 11	32 15	32 12	8 100G	- -	31 15	32 13	17 17	22 34	31 35	29 36P	28 36	4 22	6 35	32 62	32 60	6 46	10 36	6 29	9 38			
AIDED	50 8	27 9	23 8	20 9H	21 8	- -	1 11	18 9	21 8	8 8	9 7	8 9	12 14	8 9	10 13	1 6	4 24P	20 38	21 40	- -	4 14T	- -	3 13V		
NOT AWARE OF TASTE DIFFERENCE	461 77	219 74	242 81B	165 76	207 80I	- -	8 89F	160 77	197 79	76 75	98 76	51 57	43 51	48 55	39 51	13 72QN	7 41	- -	- -	7 54	14 50	15 71W	12 50		

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

REFUSED

Total Responses	554 100.1%	253 99.9%	301 100.0%
-----------------	---------------	--------------	---------------

STUB: Z.Q4C[2/18.3]

4c. Earlier you mentioned you smoke cigarettes. How many packs of cigarettes do you typically smoke per week?  
( INTERVIEWER: DO NOT ACCEPT A RANGE.

ENTER NUMBER FROM 1-999 HERE.  
THERE ARE 20 CIGTS IN A PACK.  
ENTER 0 FOR NONE. )

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	-	-	-
Any Response	554 100.0%	253 100.0%	301 100.0%
Numeric	554 100.0%	253 100.0%	301 100.0%
Alpha	-	-	-
Q4C			
Sum	4099.0	1891.0	2208.0
Mean	7.4	7.5	7.3
Std. Dev.	5.2	6.2	4.2
Std. Error	0.2	0.4	0.2
Median	7.0	7.0	7.0
Min	1.0	1.0	1.0
Max	85.0	85.0	30.0

STUB: Q4DTXT[2/22.7]  
Q4DTXT

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	-	-	-
Any Response	554 100.0%	253 100.0%	301 100.0%
Alpine	-	-	-
American	-	-	-
American Spirit	1 0.2%	1 0.4%	-
Barclay	-	-	-
Basic	13 2.3%	7 2.8%	6 2.0%
Bees	-	-	-
Belair	-	-	-
Benson & Hedges	5 0.9%	2 0.8%	3 1.0%
Bristol	-	-	-
Bucks	-	-	-
Cambridge	-	-	-
Camel	88 15.9%	26 10.3%	62 20.6%
Carlton	1 0.2%	-	1 0.3%
Century	-	-	-
Chesterfield	-	-	-
Doral	12 2.2%	5 2.0%	7 2.3%
Dunhill	-	-	-
Eclipse	-	-	-
Eve	3 0.5%	2 0.8%	1 0.3%
Export A	1 0.2%	-	1 0.3%
GPC	4 0.7%	1 0.4%	3 1.0%
Harley Davidson	-	-	-
Horizon	-	-	-
House Blend	-	-	-

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 37A QUESTION 15B/16B/18  
PROPOSITION AWARE

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL					21-49		21-34		TOTAL		2 LINES		AWARE		KNOW		ANYTHING					
		TOTAL	TOTAL	SALEM	OU		FULL	FULL	TOTAL	COMPONENT	2	AWARE	STIR	TASTE	DIFF.	POSTCARD	IN 3 MOS.							
		CON-	CON-	CON-	CON-		PRICE	PRICE	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TROL	TROL	TROL	TROL		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
																				(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PROPOSITION AWARE (NET)	326	179	147	129	135	8	6	126	132	64	70	90	84	87	77	18	17	40	46	12	23	15	18	
	55	60C	49	59E	52	100G	67	60ID	53E	63K	54	100	100	100	100	100	100	100	77	87R	92	82	71	75
TWO PRODUCT LINES (SUBNET)	212	128	84	88	78	8	5	86	76	44	35	87	77	87	77	15	10	39	38	11	14	12	13	
	35	43C	28	40E	30	100G	56	41ID	30	44K	27	97M	92	100P	100Q	83Q	59	75	72	85U	50	57	54	
UNAIDED	159	100	59	66	54	8	3	64	52	34	26	65	53	65	53	12	8	33	28	8	10	10	8	
	27	34C	20	30E	21	100G	33	31I	21	34K	20	72	63	75	69Q	67	47	63	53	62U	36	48	33	
AIDED	53	28	25	22	24	-	2	22	24	10	9	22	24	22	24	3	2	6	10	3	4	2	5	
	9	9	8	10	9	-	22F	11	10	10	7	24	29	25	31Q	17	12	12	19	23	14	10	21	
STIR THE SENSES (SUBNET)	50	32	18	20	17	-	2	18	17	13	12	18	17	15	10	18	17	5	10	6	7	3	4	
	8	11C	6	9	7	-	22F	9	7	13	9	20	20	17	13	100N	100O	10	19R	46U	25	14	17	
UNAIDED	24	15	9	9	9	-	-	8	9	7	6	8	9	7	5	8	9	2	5	1	3	2	1	
	4	5	3	4	3	-	-	4	4	7	5	9	11	8	6	44N	53O	4	9	8	11	10	4	
AIDED	26	17	9	11	8	-	2	10	8	6	6	10	8	8	5	10	8	3	5	5	4	1	3	
	4	6C	3	5	3	-	22F	5	3	6	5	11	10	9	6	56N	47O	6	9	38U	14	5	13	
UPGRADED LOOK OF PACKAGING (SUBNET)	263	142	121	101	112	7	6	99	110	50	61	63	61	62	56	13	13	31	38	11	18	14	16	
	44	48C	40	46	43	88	67	47D	44E	50	47	70	73	71	72	76	60	72R	85U	64	67	67	67	
AIDED	263	142	121	101	112	7	6	99	110	50	61	63	61	62	56	13	13	31	38	11	18	14	16	
	44	48C	40	46	43	88	67	47D	44E	50	47	70	73	71	72	76	60	72R	85U	64	67	67	67	

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

Icebox	-	-	-
Jumbo	-	-	-
Kamel/Kamel Red	-	-	-
Kent	-	-	-
Kool	11	6	5
	2.0%	2.4%	1.7%
L&M 20	1	-	1
	0.2%		0.3%
Lark	-	-	-
Lucky Strike	1	-	1
	0.2%		0.3%
Magna	-	-	-
Malibu	-	-	-
Marlboro	396	190	206
	71.5%	75.1%	68.4%
Misty	6	2	4
	1.1%	0.8%	1.3%
Maverick	-	-	-
Merit	14	9	5
	2.5%	3.6%	1.7%
Metro	-	-	-
Moonlight	-	-	-
Monarch	-	-	-
Montclair	-	-	-
More	-	-	-
Multifilter	1	1	-
	0.2%	0.4%	
Newport	30	9	21
	5.4%	3.6%	7.0%
Now	-	-	-
Old Gold	-	-	-
Pall Mall	22	10	12
	4.0%	4.0%	4.0%
Parliament	7	4	3
	1.3%	1.6%	1.0%
Philip Morris	-	-	-
Planet	-	-	-
Players 25's	1	-	1
	0.2%		0.3%
Pyramid	1	1	-
	0.2%	0.4%	
Raleigh	1	-	1
	0.2%		0.3%
Richland	-	-	-
Riviera	-	-	-
Rothman	1	-	1
	0.2%		0.3%
Salem	7	3	4
	1.3%	1.2%	1.3%
Satin	1	-	1
	0.2%		0.3%
Sterling	-	-	-
Tareyton	-	-	-
Triumph	1	-	1
	0.2%		0.3%
True	2	1	1
	0.4%	0.4%	0.3%
Vantage	-	-	-
Viceroy	2	1	1
	0.4%	0.4%	0.3%
Virginia Slims	27	13	14
	4.9%	5.1%	4.7%
Vista	-	-	-
Winston	21	8	13
	3.8%	3.2%	4.3%
ANSWERFROM(Q4D_OTH)	38	14	24
	6.9%	5.5%	8.0%
NONE/DON'T KNOW/DON'T HAVE A SECOND CHOICE BRAND	-	-	-
Total Responses	720	316	404
	130.4%	125.2%	133.9%

STUB: Q4E[2/32]

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 37A QUESTION 15B/16B/18  
PROPOSITION AWARE

		NON-SALEM MENTHOL																													
		PROPOSITION AWARE																													
		MENTHOL										21-49		21-34		TOTAL		2		AWARE		STIR		KNOW		TASTE		ANYTHING		RECALL	
		**	**	**	**	**	**	**	**	**	**	FULL	FULL	COMPONENT	2	AWARE	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	**	**	**	**					
		TOTAL	TOTAL	SALEM	OU	CON-	CON-	CON-	CON-	CON-	CON-	PRICE	PRICE	CON-																	
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	TROL TEST																			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)							
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24							
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100							
MENTIONED ONE OF THE ABOVE		156	77	79	61	71	1	-	61	69	29	37	24	21	22	19	2	2	10	11	2	10	3	6							
		26	26	26	28	27	13	-	29D	28	29	29	27	25	25P	25	11	12	19	21	15	36T	14	25							
MENTIONED TWO OF THE ABOVE		141	81	60	56	56	7	5	53	55	27	28	54	55	53	50	4	7	25	30	4	10	10	9							
		24	27C	20	26	21	88G	56	25	22	27	22	60	65	61P	65Q	22	41	48	57	31	36	48	38							
MENTIONED ALL THREE OF THE ABOVE		29	21	8	12	8	-	1	12	8	8	5	12	8	12	8	5	5	6	3	2	3									
		5	7C	3	5E	3	-	11	6I	3	8K	4	13	10	14	10	67N	47O	10	9	46U	11	10	13							
MENTIONED NONE OF THE ABOVE		272	119	153	90	126	-	3	83	118	37	59	-	-	-	-	-	-	12	7	1	5	6	6							
		45	40	51B	41H	48DI	-	33F	40	47H	37	46J	-	-	-	-	-	-	23S	13	8	18	29	25							

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

4e. Is that brand a store brand or generic, a discount brand,  
a full price brand, a premium priced brand, an international brand  
or a roll your own?

( INTERVIEWER: DO NOT READ LIST.  
RECORD ONLY ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	516	239	277
	93.1%	94.5%	92.0%
Any Response	38	14	24
	6.9%	5.5%	8.0%
Store brand or generic brand	25	11	14
	4.5%	4.3%	4.7%
Discount brand	8	1	7
	1.4%	0.4%	2.3%
Full price brand	2	1	1
	0.4%	0.4%	0.3%
Premium priced brand	-	-	-
International brand	1	1	-
	0.2%	0.4%	-
Roll your own	1	-	1
	0.2%	-	0.3%
Don't know	1	-	1
	0.2%	-	0.3%
Total Responses	38	14	24
	6.9%	5.5%	7.9%

STUB: Q4F\_A[2/34]

4f. By chance, have you bought one or more packs of  
Doral  
in the past 30 days for your own use?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	95	30	65
	17.1%	11.9%	21.6%
Any Response	459	223	236
	82.9%	88.1%	78.4%
Yes	19	11	8
	3.4%	4.3%	2.7%
No	440	212	228
	79.4%	83.8%	75.7%
Don't Know	-	-	-
Total Responses	459	223	236
	82.8%	88.1%	78.4%

STUB: Q4F\_B[2/36]

4f. By chance, have you bought one or more packs of  
Winston  
in the past 30 days for your own use?

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Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	96	29	67
	17.3%	11.5%	22.3%
Any Response	458	224	234
	82.7%	88.5%	77.7%
Yes	27	14	13
	4.9%	5.5%	4.3%
No	431	210	221
	77.8%	83.0%	73.4%
Don't Know	-	-	-
Total Responses	458	224	234
	82.7%	88.5%	77.7%

STUB: Q4F\_C[2/38]

53096 5742

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 37B QUESTION 15B/16B/18  
PROPOSITION AWARE WITHOUT PACKAGING

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		STIR		TASTE		KNOW		RECALL						
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	KNOW	ANYTHING	DIFF.	POSTCARD	IN 3 MOS.							
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.										
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	CON-	CON-	CON-				
		TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PROPOSITION AWARE WITHOUT PACKAGING (NET)	227	135	92	92	85	8	6	89	83	47	41	90	84	87	77	18	17	39	41	11	17	12	14	
	38	45C	31	42E	33	100G	67	43I	33	47K	32	100	100	100	100	100	100	75	77	85U	61	57	58	
TWO PRODUCT LINES (SUBNET)	212	128	84	88	78	8	5	86	76	44	35	87	77	87	77	15	10	39	38	11	14	12	13	
	35	43C	28	40E	30	100G	56	41ID	30	44K	27	97M	92	100P	100Q	83Q	59	75	72	85U	50	57	54	
UNAIDED	159	100	59	66	54	8	3	64	52	34	26	65	53	65	53	12	8	33	28	8	10	10	8	
	27	34C	20	30E	21	100G	33	31I	21	34K	20	72	63	75	69Q	67	47	63	53	62U	36	48	33	
AIDED	53	28	25	22	24	-	2	22	24	10	9	22	24	22	24	3	2	6	10	3	4	2	5	
	9	9	8	10	9	-	22F	11	10	10	7	24	29	25	31Q	17	12	12	19	23	14	10	21	
STIR THE SENSES (SUBNET)	50	32	18	20	17	-	2	18	17	13	12	18	17	15	10	18	17	5	10	6	7	3	4	
	8	11C	6	9	7	-	22F	9	7	13	9	20	20	17	13	100N	100O	10	19R	46U	25	14	17	
UNAIDED	24	15	9	9	9	-	-	8	9	7	6	8	9	7	5	8	9	2	5	1	3	2	1	
	4	5	3	4	3	-	-	4	4	7	5	9	11	8	6	44N	530	4	9	8	11	10	4	
AIDED	26	17	9	11	8	-	2	10	8	6	6	10	8	8	5	10	8	3	5	5	4	1	3	
	4	6C	3	5	3	-	22F	5	3	6	5	11	10	9	6	56N	470	6	9	38U	14	5	13	
MENTIONED ONE OF THE ABOVE	192	110	82	76	75	8	5	74	73	37	35	75	74	72	67	3	7	34	34	5	13	9	11	
	32	37C	27	35E	29	100G	56	35I	29	37K	27	83	88	83P	87Q	17	41P	65	64	38	46	43	46	

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

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4f. By chance, have you bought one or more packs of Basic in the past 30 days for your own use?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	100	33	67
	18.1%	13.0%	22.3%
Any Response	454	220	234
	81.9%	87.0%	77%
Yes	23	12	11
	4.2%	4.7%	3.7%
No	431	208	223
	77.8%	82.2%	74.1%
Don't Know	-	-	-
Total Responses	454	220	234
	82.0%	86.9%	77.8%

(continued)

STUB: Q4F-D[2740]

4f. By chance, have you bought one or more packs of Salem in the past 30 days for your own use?

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	93	28	65
	16.8%	11.1%	21.6%
Any Response	461	225	236
	83.2%	88.9%	78.4%
Yes	10	4	6
	1.8%	1.6%	2.0%
No	450	220	230
	81.2%	87.0%	76.4%
Don't Know	1	1	-
	0.2%	0.4%	-
Total Responses	461	225	236
	83.2%	89.0%	78.4%

STUB: Q4F-E[2/42]

4f. By chance, have you bought one or more packs of Camel in the past 30 days for your own use?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	88	26	62
	15.9%	10.3%	20.6%
Any Response	466	227	239
	84.1%	89.7%	79.4%
Yes	78	21	57
	14.1%	8.3%	18.9%
No	388	206	182
	70.0%	81.4%	60.5%
Don't Know	-	-	-
Total Responses	466	227	239
	84.1%	89.7%	79.4%

STUB: Q4G[2/44]

4g. You mentioned that you have bought Camel in the past 30 days. Did you buy one of the Camel Turkish styles, one of the Camel Exotic blends or one of the standard, classic Camel styles?  
( INTERVIEWER: RECORD ALL THAT APPLY. )

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 37B QUESTION 15B/16B/18  
PROPOSITION AWARE WITHOUT PACKAGING

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		TASTE		ANYTHING		POSTCARD				
		**		FULL		FULL		COMPONENT		2		LINES		SENSES		DIFF.		IN 3 MOS.		POSTCARD				
		**		TOTAL		TOTAL		SALEM OU		PRICE		PRICE		CON-		CON-		CON-		CON-				
		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-				
		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MENTIONED TWO OF THE ABOVE	35	25	10	16	10	-	1	15	10	10	6	15	10	15	10	15	10	5	7	6	4	3	3	
	6	8C	3	7E	4	-	11	7I	4	10K	5	17	12	17	13	83QN	590	10	13	46U	14	14	13	
MENTIONED NONE OF THE ABOVE	371	163	208	127	176	-	3	120	167	54	88	-	-	-	-	-	-	13	12	2	11	9	10	
	62	55	69B	58	67D	-	33F	57	67H	53	68J	-	-	-	-	-	-	25	23	15	39T	43	42	

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

(continued)

STUB: Q4G[2/44]

- 4g. You mentioned that you have bought Camel in the past 30 days.  
 Did you buy one of the Camel Turkish styles, one of the Camel Exotic blends or one of the standard, classic Camel styles?  
 ( INTERVIEWER: RECORD ALL THAT APPLY. )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	388	206	182
	70.0%	81.4%	60.5%
Any Response	166	47	119
	30.0%	18.6%	39.5%
One of the Camel Turkish styles (Gold, Royal, or Jade)	56	15	41
	10.1%	5.9%	13.6%
One of the Camel Exotic blends (Crema, Twist, etc.)	38	6	32
	6.9%	2.4%	10.6%
One of the standard, classic Camel styles (Regular, lights, etc.)	93	32	61
	16.8%	12.6%	20.3%
Total Responses	187	53	134
	33.8%	20.9%	44.5%

STUB: Q4H[2/46]

- 4h. Which Camel Turkish styles have you bought in the past 30 days?  
 ( INTERVIEWER: READ LIST ONLY IF NECESSARY.  
 RECORD ALL THAT APPLY. )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	498	238	260
	89.9%	94.1%	86.4%
Any Response	56	15	41
	10.1%	5.9%	13.6%
Camel Turkish	27	7	20
Gold	4.9%	2.8%	6.6%
Camel Turkish	21	7	14
Jade	3.8%	2.8%	4.7%
Camel Turkish	14	4	10
Royal	2.5%	1.6%	3.3%

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(continued)

STUB: Q4H[2/46]

- 4h. Which Camel Turkish styles have you bought in the past 30 days?  
 ( INTERVIEWER: READ LIST ONLY IF NECESSARY.  
 RECORD ALL THAT APPLY. )

	TOTAL	con	test
Total Responses	62	18	44
	11.2%	7.2%	14.6%

STUB: Q4I[2/48]

- 4i. Which Camel standard, classic styles have you bought in the past 30 days?  
 ( INTERVIEWER: READ LIST ONLY IF NECESSARY  
 RECORD ALL THAT APPLY. )

Total 554 253 301

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 38 QUESTION 15B/16B/18  
PROPOSITION AWARE (AMONG NON-SALEM UB)

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL					21-49		21-34		TOTAL 2		AWARE		STIR		TASTE		ANYTHING					
		TOTAL	TOTAL	SALEM	OU		FULL	FULL	TOTAL	2	AWARE									POSTCARD	IN 3 MOS.			
		CON-	CON-	CON-	CON-		PRICE	PRICE	COMPONENT	2	LINES	SENSES												
		TROL	TROL	TROL	TROL		TROL	TROL	TROL	TROL	TROL	TROL												
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
		(U)	(V)	(W)																				
BASE-NON-SALEM UB		595	296	299	217	260	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
PROPOSITION AWARE (NET)		323	177	146	127	134	8	6	126	132	64	70	90	84	87	77	18	17	40	46	12	23	15	18
		54	60C	49	59E	52	100G	67	60ID	53E	63K	54	100	100	100	100	100	100	77	87R	92	82	71	75
TWO PRODUCT LINES (SUBNET)		210	127	83	87	77	8	5	86	76	44	35	87	77	87	77	15	10	39	38	11	14	12	13
		35	43C	28	40E	30	100G	56	41ID	30E	44K	27	97M	92	100P	100Q	83Q	59	75	72	85U	50	57	54
UNAIDED		157	99	58	65	53	8	3	64	52	34	26	65	53	65	53	12	8	33	28	8	10	10	8
		26	33C	19	30E	20	100G	33	31I	21	34K	20	72	63	75	69Q	67	47	63	53	62U	36	48	33
AIDED		53	28	25	22	24	-	2	22	24	10	9	22	24	22	24	3	2	6	10	3	4	2	5
		9	9	8	10	9	-	22F	11	10	10	7	24	29	25	31Q	17	12	12	19	23	14	10	21
STIR THE SENSES (SUBNET)		48	30	18	18	17	-	2	18	17	13	12	18	17	15	10	18	17	5	10	6	7	3	4
		8	10C	6	8	7	-	22F	9	7	13	9	20	20	17	13	100N	1000	10	19R	46U	25	14	17
UNAIDED		23	14	9	8	9	-	-	8	9	7	6	8	9	7	5	8	9	2	5	1	3	2	1
		4	5	3	4	3	-	-	4	4	7	5	9	11	8	6	44N	53O	4	9	8	11	10	4
AIDED		25	16	9	10	8	-	2	10	8	6	6	10	8	8	5	10	8	3	5	5	4	1	3
		4	5C	3	5	3	-	22F	5	3	6	5	11	10	9	6	56N	47O	6	9	38U	14	5	13
UPGRADED LOOK OF PACKAGING (SUBNET)		261	141	120	100	111	7	6	99	110	50	61	63	61	62	56	13	13	31	38	11	18	14	16
		44	48C	40	46	43	88	67	47D	44E	50	61	63	61	62	56	13	13	31	38	72R	85U	64	67
AIDED		261	141	120	100	111	7	6	99	110	50	61	63	61	62	56	13	13	31	38	11	18	14	16
		44	48C	40	46	43	88	67	47D	44E	50	61	63	71	73	72	76	60	72R	85U	64	67	67	67

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

	100.0%	100.0%	100.0%
No Answer	461	221	240
	83.2%	87.4%	79.7%
Any Response	93	32	61
	16.8%	12.6%	20.3%
Non-Filters	4	-	4
	0.7%		1.3%
Wides	8	2	6
	1.4%	0.8%	2.0%
Special Lights	3	2	1
	0.5%	0.8%	0.3%
Menthol	2	1	1
	0.4%	0.4%	0.3%
Filters/Regular	28	10	18
Camel	5.1%	<u>4.0%</u>	<u>6.0%</u>
Lights	41	17	24
	7.4%	6.7%	8.0%
Ultra Lights	4	-	4
	0.7%		1.3%
Other (Specify: )	2	-	2
	0.4%		0.7%
Don't know	2	1	1
	0.4%	0.4%	0.3%
Total Responses	94	33	61
	17.0%	13.1%	20.2%

(continued)

STUB: Q4I\_OTH[58/10]

(INTERVIEWER: PLEASE ENTER OTHER CAMEL STANDARD, CLASSIC STYLE HERE.  
PRESS <ESC> TO CONTINUE )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	552	253	299
	99.6%	100.0%	99.3%
Any Response	2	-	2
	0.4%		0.7%
Q4I_OTH	2	-	2
	0.4%		0.7%
TEXT length:			
Mean	6.5		6.5
Median	2.0		2.0
Min	2.0		2.0
Max	11.0		11.0
STUB: Q5ATXT[4/8.7]			
Q5ATXT			
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Alpine	-	-	-
American	-	-	-
American Spirit	1	1	-
	0.2%	0.4%	
Barclay	-	-	-
Basic	6	2	4
	1.1%	0.8%	1.3%
Bees	-	-	-
Belair	-	-	-
Benson & Hedges	4	2	2
	0.7%	0.8%	0.7%
Bristol	1	-	1
	0.2%		0.3%
Bucks	-	-	-
Cambridge	1	1	-

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 38 QUESTION 15B/16B/18  
PROPOSITION AWARE (AMONG NON-SALEM UB)

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		METHOL			21-49		21-34			AWARE																
		**	**	**	FULL		FULL			TOTAL 2	AWARE															
		TOTAL	TOTAL	SALEM OU	PRICE		PRICE			COMPONENT	2 LINES	STIR														
		CON-	CON-	CON-	CON-		CON-			2	SENSES	DIFF.														
		CON-	CON-	CON-	CON-		CON-			CON-	CON-	CON-														
		TROL TEST	TROL TEST	TROL TEST	TROL TEST		TROL TEST			TROL TEST	TROL TEST	TROL TEST														
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-NON-SALEM UB		595	296	299	217	260	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
MENTIONED ONE OF THE ABOVE		156	77	79	61	71	1	-	61	69	29	37	24	21	22	19	2	2	10	11	2	10	3	6		
		26	26	26	28	27	13	-	29D	28	29	29	27	25	25P	25	11	12	19	21	15	36T	14	25		
MENTIONED TWO OF THE ABOVE		138	79	59	54	55	7	5	53	55	27	28	54	55	53	50	4	7	25	30	4	10	10	9		
		23	27C	20	25	21	88G	56	25	22E	27	22	60	65	61P	65Q	22	41	48	57	31	36	48	38		
MENTIONED ALL THREE OF THE ABOVE		29	21	8	12	8	-	1	12	8	8	5	12	8	12	8	5	5	6	3	2	3				
		5	7C	3	6E	3	-	11	6I	3	8K	4	13	10	14	10	67N	47O	10	9	46U	11	10	13		
MENTIONED NONE OF THE ABOVE		272	119	153	90	126	-	3	83	118	37	59	-	-	-	-	-	-	12	7	1	5	6	6		
		46	40	51B	41H	48DI	-	33F	40	47H	37	46J	-	-	-	-	-	-	23S	13	8	18	29	25		

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

	0.2%	0.4%	
Camel	41	14	27
	7.4%	5.5%	9.0%
Carlton	1	-	1
	0.2%		0.3%
Century	-	-	-
Chesterfield	-	-	-
Doral	2	1	1
	0.4%	0.4%	0.3%
Dunhill	-	-	-
Eclipse	-	-	-
Eve	3	2	1
	0.5%	0.8%	0.3%
Export A	1	-	1
	0.2%		0.3%
GPC	-	-	-
Harley Davidson	-	-	-
Horizon	-	-	-
House Blend	-	-	-
Icebox	-	-	-
Jumbo	-	-	-
Kamel/Kamel Red	-	-	-
Kent	-	-	-
Kool	5	3	2
	0.9%	1.2%	0.7%
L&M 20	1	-	1
	0.2%		0.3%
Lark	-	-	-
Lucky Strike	1	-	1
	0.2%		0.3%
Magna	-	-	-
Malibu	-	-	-
Marlboro	358	176	182
	64.6%	69.6%	60.5%
Misty	3	1	2
	0.5%	0.4%	0.7%
Maverick	-	-	-
Merit	11	7	4
	2.0%	2.8%	1.3%
Metro	-	-	-
Moonlight	-	-	-
Monarch	-	-	-
Montclair	-	-	-
More	-	-	-
Multifilter	1	1	-
	0.2%	0.4%	
Newport	27	7	20
	4.9%	2.8%	6.6%
Now	-	-	-
Old Gold	-	-	-
Pall Mall	13	6	7
	2.3%	2.4%	2.3%
Parliament	4	3	1
	0.7%	1.2%	0.3%
Philip Morris	-	-	-
Planet	-	-	-
Players 25's	-	-	-
Pyramid	-	-	-
Raleigh	1	-	1
	0.2%		0.3%
Richland	-	-	-
Riviera	-	-	-
Rothman	-	-	-
Salem	1	-	1
	0.2%		0.3%
Satin	-	-	-
Sterling	-	-	-
Tareyton	-	-	-
Triumph	1	-	1
	0.2%		0.3%
True	1	1	-
	0.2%	0.4%	
Vantage	-	-	-
Viceroy	2	-	2
	0.4%		0.7%
Virginia Slims	25	13	12

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 39 QUESTION 21A/B  
RECALL RECEIVING ITEMS IN THE MAIL FROM SALEM IN PAST 3 MONTHS (UNAIDED)

	NON-SALEM MENTHOL																							
	PROPOSITION AWARE																							
	MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		RECALL		ANYTHING		POSTCARD		IN 3 MOS.			
	TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	SENSES	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
	CON-	CON-	CON-	CON-	CON-	CON-	CON-	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
	TROL	TROL	TROL	TROL	TEST	TEST	TEST	TROL	TEST	TROL	TROL	TROL	TROL	TEST	TEST	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TEST
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
YES	61	32	29	22	25	-	1	21	23	8	13	12	14	12	13	3	4	6	12	12	6	13	21	24
	10	11	10	10	10	-	11	10	9	8	10	13	17	14	17	17	24	12	23R	46	46	100	100	100
A POSTCARD	11	5	6	4	5	-	-	3	5	3	5	2	2	2	2	2	11N	1	1	3	3	5	3	5
	2	2	2	2H	2	-	-	1	2	3	4	2	2	2	3	6	2	6	23	18	14	21	21	
WOMAN WITH SMOKE COMING OUT OF MOUTH	2	1	1	1	1	-	-	1	1	-	1	1	1	1	1	-	-	1	1	-	-	1	1	
	*	*	*	*	*	-	-	*	*	-	1	1	1	1	1	-	-	2	2	-	-	5	4	
ADVERTISING BLACK LABEL/GREEN LABEL	5	1	4	1	3	-	-	1	3	-	1	1	3	1	3	-	1	-	2	-	2	1	3	
	1	*	1B	*	1	-	-	*	1	-	1	1	4	1	4	-	6	-	4R	-	7	5	13	
COUPONS	39	20	19	14	18	-	1	13	16	4	9	7	9	7	9	-	2	4	8	2	7	13	17	
	7	7	6	6	7I	-	11	6	6	4	7	8	11	8	12	-	12P	8	15	15	25	62	71	
SILVER LABEL MAILER	2	1	1	1	1	-	-	1	1	-	-	1	1	1	1	-	-	1	-	1	-	1	1	
	*	*	*	*	*	-	-	*	*	-	-	1	1	1	1	-	60	-	2	-	4	5	4	
OTHER	5	4	1	2	1	-	-	2	1	-	-	1	1	1	1	-	-	-	1	1	-	2	1	
	1	1C	*	1	*	-	-	1	*	-	-	1	1	1	1	-	-	-	2	8U	-	10	4	
DON'T KNOW/CAN'T REMEMBER	4	3	1	2	-	-	-	2	-	1	-	1	-	1	-	1	-	-	-	-	-	2	-	
	1	1	*	1E	-	-	-	1I	-	1	-	1	-	1	-	6N	-	-	-	-	-	10W	-	
NO	504	253	251	188	217	7	7	180	209	90	108	74	64	71	59	15	12	44	39	6	12	-	-	
	84	85	84	86	83	88	78	86	84	89	84	82	76	82	77	83	71	45S	74	46	43	-	-	

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

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	4.5%	5.1%	4.0%
Vista	1	-	1
	0.2%		0.3%
Winston	5	-	5
	0.9%		1.7%
ANSWERFROM(Q5A_ OTH)	32	12	20
	5.8%	4.7%	6.6%
NONE/DON'T KNOW/DON'T HAVE A SECOND CHOICE BRAND	-	-	-
Total Responses	554	253	301
	100.2%	100.1%	99.7%

STUB: Q5A2[4/15]

5a2. Is that brand a store brand or generic, a discount brand, a full price brand, a premium priced brand, an international brand or a roll your own?  
( INTERVIEWER: RECORD ONE ANSWER. )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	522	241	281
	94.2%	95.3%	93.4%
Any Response	32	12	20
	5.8%	4.7%	6.6%
Store brand or generic brand	19	7	12
	3.4%	2.8%	4.0%
Discount brand	6	2	4
	1.1%	0.8%	1.3%
Full price brand	2	1	1
	0.4%	0.4%	0.3%
Premium priced brand	-	-	-
International brand	1	1	-
	0.2%	0.4%	
Roll your own	1	-	1
	0.2%		0.3%
Don't know	3	1	2
	0.5%	0.4%	0.7%
Total Responses	32	12	20
	5.8%	4.8%	6.6%

STUB: Q5B[4/16]

5b. Is that one of the Camel Turkish styles, one of the Camel Exotic blends or one of the standard, classic Camel styles?  
( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	513	239	274
	92.6%	94.5%	91.0%
Any Response	41	14	27
	7.4%	5.5%	9.0%
One of the Camel Turkish styles	11	4	7
	2.0%	1.6%	2.3%
One of the Camel Exotic blends	1	-	1
	0.2%		0.3%

	TOTAL	con	test
One of the standard, classic Camel styles	29	10	19
	5.2%	4.0%	6.3%
Total Responses	41	14	27
	7.4%	5.6%	8.9%

53096 5752

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 39      QUESTION 21A/B  
 RECALL RECEIVING ITEMS IN THE MAIL FROM SALEM IN PAST 3 MONTHS (UNAIDED)

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL	21-49	21-34	AWARE																			
		TOTAL	TOTAL	FULL	FULL	TOTAL	2	AWARE	STIR	KNOW	ANYTHING													
		SALEM OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	CON-													
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	TROL TEST													
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DON'T KNOW		33	13	20	9	19	1	1	8	18	3	8	4	6	4	5	-	1	2	2	1	3	-	-
		6	4	7	4	7D	13	11	4	7H	3	6	4	7	5	6	-	6	4	4	8	11	-	-

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

STUB: Q5C[4/18.2]

5c. What specific Camel Turkish style do you buy most often?  
( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY.  
RECORD ONE ANSWER.)

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	543	249	294
	98.0%	98.4%	97.7%
Any Response	11	4	7
	2.0%	1.6%	2.3%
Camel Turkish	4	1	3
Gold	0.7%	0.4%	1.0%
Camel Turkish	3	1	2
Jade	0.5%	0.4%	0.7%
Camel Turkish	4	2	2
Royal	0.7%	0.8%	0.7%
Total Responses	11	4	7
	1.9%	1.6%	2.4%

STUB: Q5E[4/22.2]

Q5e. What specific style of Camel do you buy most often?  
( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	525	243	282
	94.8%	96.0%	93.7%
Any Response	29	10	19
	5.2%	4.0%	6.3%
Non-Filters	1	-	1
	0.2%		0.3%
Wides	4	1	3
	0.7%	0.4%	1.0%
Special Lights	1	1	-
	0.2%	0.4%	
TOTAL		con	test
Filters/Regular	8	2	6
Camel	1.4%	0.8%	2.0%
Lights	14	6	8
	2.5%	2.4%	2.7%
Ultra Lights	1	-	1
	0.2%		0.3%
Other (Specify: )	-	-	-
Don't know	-	-	-
Total Responses	29	10	19
	5.2%	4.0%	6.3%

STUB: Q5E\_OTH[58/4]

(INTERVIEWER: PLEASE ENTER OTHER STYLE HERE.  
PRESS <ESC> TO CONTINUE )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	554	253	301
	100.0%	100.0%	100.0%
Any Response	-	-	-

Q5E\_OTH  
TEXT length:  
Mean  
Median  
Min  
Max

STUB: Q5E1[4/24]

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 40 QUESTION 21C  
RECALL RECEIVING POSTCARD (AIDED)

NON-SALEM MENTHOL																							
PROPOSITION AWARE																							
RECALL																							
MENTHOL																							
**																							
TOTAL																							
CON- TOTAL																							
TROL TEST																							
(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W)																							
BASE-DO NOT RECALL	587	293	294	215	256	8	9	206	245	98	124	88	82	85	75	16	16	51	50	10	23	18	19
POSTCARD	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
YES	46	21	25	10	23	1	-	10	23	3	12	9	15	9	12	4	6	5	11	10	23	3	8
	8	7	9	5	9D	13	-	5	9H	3	10J	10	18L	11	16	25N	380	10	22R	100	100	17	42V
NO	497	249	248	185	215	6	9	179	205	90	105	70	63	67	59	12	10	40	37	-	-	13	9
	85	85	84	86	84	75	100F	87D	84	92K	85	80	77	79	79Q	75	63	78	74	-	-	72W	47
DON'T KNOW	44	23	21	20	18	1	-	17	17	5	7	9	4	9	4	-	-	6	2	-	-	2	2
	7	8	7	9H	7	13	-	8	7	5	6	10M	5	11P	5	-	-	12S	4	-	-	11	11
SIGMA...	587	293	294	215	256	8	9	206	245	98	124	88	82	85	75	16	16	51	50	10	23	18	19
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

5e1. Is that menthol or non-menthol?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	525	243	282
	94.8%	96.0%	93.7%
Any Response	29	10	19
	5.2%	4.0%	6.3%
Menthol	1	-	1
	0.2%		0.3%
Non-menthol	28	10	18
	5.1%	4.0%	6.0%
TOTAL	con	test	
Total Responses	29	10	19
	5.3%	4.0%	6.3%

STUB: Q6A[4/30]

6a. Thinking about your usual brand, do you usually buy a non-filtered style,  
 a regular full flavor style, a medium style, a lights style, or an ultra  
 lights style?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	41	14	27
	7.4%	5.5%	9.0%
Any Response	513	239	274
	92.6%	94.5%	91.0%
Non-filtered	5	4	1
	0.9%	1.6%	0.3%
Regular strength/full flavor	203	89	114
	36.6%	35.2%	37.9%
Mediums	32	12	20
	5.8%	4.7%	6.6%
Lights	205	101	104
	37.0%	39.9%	34.6%
Ultra lights	67	33	34
	12.1%	13.0%	11.3%
Don't know	1	-	1
	0.2%		0.3%
Total Responses	513	239	274
	92.6%	94.4%	91.0%

STUB: Q6B[4/32]

6b. Is your usual brand menthol or non-menthol?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	41	14	27
	7.4%	5.5%	9.0%
Any Response	513	239	274
	92.6%	94.5%	91.0%
Menthol	76	29	47
	13.7%	11.5%	15.6%
Non-menthol	437	210	227
	78.9%	83.0%	75.4%
TOTAL	con	test	
Don't know	-	-	-
Total Responses	513	239	274
	92.6%	94.5%	91.0%

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 41 QUESTION 21B/C  
RECALL RECEIVING POSTCARD (UNAIDED AND AIDED)

NON-SALEM MENTHOL																									
PROPOSITION AWARE																									
RECALL																									
MENTHOL																									
21-49																									
21-34																									
TOTAL 2																									
TOTAL 2 LINES																									
AWARE STIR TASTE ANYTHING																									
SENSES DIFF. POSTCARD IN 3 MOS.																									
CON-																									
CON-																									
CON-																									
CON-																									
(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W)																									
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
RECALL RECEIVING POSTCARD	57	26	31	14	28	1	-	13	28	6	17	11	17	11	14	6	7	6	14	13	28	6	13		
	10	9	10	6	11D	13	-	6	11H	6	13J	12	20L	13	18	33N	41O	12	26R	100	100	29	54V		
UNAIDED	11	5	6	4	5	-	-	3	5	3	5	2	2	2	2	2	1	1	3	3	5	3	5		
	2	2	2	2H	2	-	-	1	2	3	4	2	2	2	3	11N	6	2	6	23	18	14	21		
AIDED	46	21	25	10	23	1	-	10	23	3	12	9	15	9	12	4	6	5	11	10	23	3	8		
	8	7	8	5	9D	13	-	5	9H	3	9J	10	18L	10	16	22N	35O	10	21R	77	82	14	33V		
SIGMA...	57	26	31	14	28	1	-	13	28	6	17	11	17	11	14	6	7	6	14	13	28	6	13		
	10	9	10	6	11	13	-	6	11	6	13	12	20	13	18	33	41	12	26	100	100	29	54		

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

(continued)

STUB: Q7ATXT[4/50.7]  
Q7ATXT

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Alpine	-	-	-
American	-	-	-
American Spirit	-	-	-
Barclay	1	1	-
	0.2%	0.4%	-
Basic	9	4	5
	1.6%	1.6%	1.7%
Bees	-	-	-
Belair	1	-	1
	0.2%	-	0.3%
Benson & Hedges	11	5	6
	2.0%	2.0%	2.0%
Bristol	-	-	-
Bucks	-	-	-
Cambridge	1	1	-
	0.2%	0.4%	-
Camel	34	11	23
	6.1%	4.3%	7.6%
Carlton	-	-	-
Century	-	-	-
Chesterfield	-	-	-
Doral	5	2	3
	0.9%	0.8%	1.0%
Dunhill	2	1	1
	0.4%	0.4%	0.3%
Eclipse	-	-	-
Eve	-	-	-
Export A	-	-	-
GPC	2	1	1
	0.4%	0.4%	0.3%
Harley Davidson	-	-	-
Horizon	-	-	-
House Blend	-	-	-
Icebox	-	-	-
Jumbo	-	-	-
Kamel/Kamel Red	-	-	-
Kent	2	2	-
	0.4%	0.8%	-
Kool	21	9	12
	3.8%	3.6%	4.0%
L&M 20	1	-	1
	0.2%	-	0.3%
Lark	-	-	-
Lucky Strike	8	7	1
	1.4%	2.8%	0.3%
Magna	-	-	-
Malibu	-	-	-
Marlboro	96	33	63
	17.3%	13.0%	20.9%
Misty	-	-	-
Maverick	-	-	-
Merit	10	6	4
	1.8%	2.4%	1.3%
Metro	-	-	-
Moonlight	-	-	-
Monarch	-	-	-
Montclair	-	-	-
More	1	-	1
	0.2%	-	0.3%
Multifilter	-	-	-
Newport	14	6	8
	2.5%	2.4%	2.7%

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 42 QUESTION 21D  
PURCHASED STYLE OF SALEM IN PAST 30 DAYS

	NON-SALEM MENTHOL																						
	PROPOSITION AWARE																						
	RECALL																						
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-PURCHASED SALEM PAST 30 DAYS	20 100	10 100	10 100	10 100	10 100	8 100	9 100	8 100	9 100	4 100	3 100	8 100	6 100	8 100	5 100	- -	2 100	8 100	1 100	1 100	- -	- 100	
GREEN LABEL	16 80	7 70	9 90	7 70	9 90	5 63	8 89	5 63	8 89	3 75	3 100	5 63	5 83	5 63	4 80	- -	2 100	5 63	1 100	1 100	- -	- 100	
BLACK LABEL	6 30	6 60C	- -	6 60E	- -	6 75G	- -	6 75ID	- -	4 100K	- -	6 75M	- -	6 75O	- -	- -	- -	6 75S	- -	- -	- -	- -	
SILVER LABEL	1 5	1 10	- -	1 10	- -	1 13	- -	1 13	- -	1 25	- -	1 13	- -	1 13	- -	- -	- -	1 13	- -	- -	- -	- -	
SOFT PACK	1 5	- -	1 10	- -	1 10	- -	1 11	- -	1 11	- -	- -	- -	1 17	- -	1 20	- -	- -	- -	- -	- -	- -	- -	

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

Now	-	-	-
Old Gold	3	2	1
	0.5%	0.8%	0.3%
Pall Mall	5	2	3
	0.9%	0.8%	1.0%
Parliament	3	3	-
	0.5%	1.2%	-
Philip Morris	1	1	-
	0.2%	0.4%	-
Planet	-	-	-
Players 25's	-	-	-
Pyramid	-	-	-
Raleigh	-	-	-
Richland	-	-	-
Riviera	-	-	-
Rothman	-	-	-
Salem	15	8	7
	2.7%	3.2%	2.3%
Satin	-	-	-
Sterling	-	-	-
Tareyton	1	1	-
	0.2%	0.4%	-
Triumph	-	-	-
True	-	-	-
Vantage	1	1	-
	0.2%	0.4%	-
Viceroy	2	1	1
	0.4%	0.4%	0.3%
Virginia Slims	8	5	3
	1.4%	2.0%	1.0%
Vista	-	-	-
Winston	35	21	14
	6.3%	8.3%	4.7%
ANSWERFROM(Q7A_OTH)	3	1	2
	0.5%	0.4%	0.7%
NONE/DON'T KNOW/DON'T HAVE A SECOND CHOICE BRAND	258	118	140
	46.6%	46.6%	46.5%
Total Responses	554	253	301
	100.0%	100.2%	99.8%

STUB: Q7A2[4/60]

7a2. Is that brand a store brand or generic, a discount brand, a full price brand, a premium priced brand, an international brand or a roll your own?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	551	252	299
	99.5%	99.6%	99.3%
Any Response	3	1	2
	0.5%	0.4%	0.7%
Store brand or generic brand	1	-	1
	0.2%	-	0.3%
Discount brand	-	-	-
Full price brand	1	1	-
	0.2%	0.4%	-
Premium priced brand	-	-	-
International brand	-	-	-
Roll your own	1	-	1
	0.2%	-	0.3%
Don't know	-	-	-
Total Responses	3	1	2
	0.6%	0.4%	0.6%

STUB: Q7B[4/64]

7b. Is that one of the Camel Turkish flavors, one of the Camel Exotic blends or one of the standard, classic Camel styles?  
 ( INTERVIEWER: RECORD ONE ANSWER )

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 43 QUESTION 6C/21D  
TOTAL STYLE OF SALEM PURCHASED (UB AND OU)

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		MENTHOL																								
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
		TOTAL	TOTAL	SALEM	OU																					
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
SALEM UB		3	2	1	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		1	1	*	1H	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
GREEN LABEL		3	2	1	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		1	1	*	1H	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
BLACK LABEL		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
SILVER LABEL		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
SOFT PACK		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
SALEM OU		20	10	10	10	10	8	9	8	9	4	3	8	6	8	5	-	2	8	1	1	-	-	1		
		3	3	3	5H	4	100	100	4	4	4	2	9	7	9P	6	-	12P	15S	2	8U	-	-	4		
GREEN LABEL		16	7	9	7	9	5	8	5	8	3	3	5	5	5	4	-	2	5	1	1	-	-	1		
		3	2	3	3H	3	63	89	2	3	3	2	6	6	6	5	-	12P	10S	2	8U	-	-	4		
BLACK LABEL		6	6	-	6	-	6	-	6	-	4	-	6	-	6	-	-	6	-	-	-	-	-	-		
		1	2C	-	3E	-	75G	-	3I	-	4K	-	7M	-	7O	-	-	-	12S	-	-	-	-	-		
SILVER LABEL		1	1	-	1	-	1	-	1	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-		
		*	*	-	*	-	13	-	*	-	1	-	1	-	1	-	-	2	-	-	-	-	-	-		

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

(continued)

STUB: Q7B[4/64]

7b. Is that one of the Camel Turkish flavors, one of the Camel Exotic blends  
 or one of the standard, classic Camel styles?  
 ( INTERVIEWER: RECORD ONE ANSWER )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	520	242	278
	93.9%	95.7%	92.4%
Any Response	34	11	23
	6.1%	4.3%	7.6%
One of the Camel Turkish flavors	3	1	2
	0.5%	0.4%	0.7%
One of the Camel Exotic blends	1	-	1
	0.2%		0.3%
One of the standard, classic Camel styles	30	10	20
	5.4%	4.0%	6.6%
Total Responses	34	11	23
	6.1%	4.4%	7.6%

STUB: Q7C[4/68.2]

7c. What specific Camel Turkish style is that?  
 ( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY.  
 RECORD ONE ANSWER.)

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	551	252	299
	99.5%	99.6%	99.3%
Any Response	3	1	2
	0.5%	0.4%	0.7%
Camel Turkish Gold	1	1	-
	0.2%	0.4%	
Camel Turkish Jade	1	-	1
	0.2%		0.3%
Camel Turkish Royal	1	-	1
	0.2%		0.3%
Total Responses	3	1	2
	0.6%	0.4%	0.6%

(continued)

STUB: Q7E[4/76.2]

Q7e. What specific style of Camel is that?  
 ( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER. )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	524	243	281
	94.6%	96.0%	93.4%
Any Response	30	10	20
	5.4%	4.0%	6.6%
Non-Filters	4	2	2
	0.7%	0.8%	0.7%
Wides	-	-	-
Special Lights	2	1	1

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 43 QUESTION 6C/21D  
TOTAL STYLE OF SALEM PURCHASED (VB AND OU)

NON-SALEM MENTHOL																									
PROPOSITION AWARE																									
RECALL																									
MENTHOL																									
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
SOFT PACK	1	-	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
*	-	*	-	*	-	*	-	11	-	*	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
TOTAL SALEM	20	10	10	10	10	8	9	8	9	4	3	8	6	8	5	-	2	8	1	1	-	-	1		
3	3	3	3	5H	4	100	100	4	4	4	2	9	7	9P	6	-	12P	15S	2	8U	-	-	4		
GREEN LABEL	16	7	9	7	9	5	8	5	8	3	3	5	5	5	4	-	2	5	1	1	-	-	1		
3	2	3	3	3H	3	63	89	2	3	3	2	6	6	6	5	-	12P	10S	2	8U	-	-	4		
BLACK LABEL	6	6	-	6	-	6	-	6	-	4	-	6	-	6	-	-	6	-	-	-	-	-	-		
1	2C	-	3E	-	75G	-	3I	-	4K	-	7M	-	70	-	-	-	12S	-	-	-	-	-	-		
SILVER LABEL	1	1	-	1	-	1	-	1	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-		
*	*	-	*	-	*	-	13	-	*	-	1	-	1	-	1	-	2	-	-	-	-	-	-		
SOFT PACK	1	-	1	-	1	-	1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-		
*	-	*	-	*	-	*	-	11	-	*	-	-	-	1	-	1	-	-	-	-	-	-	-		

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

	0.4%	0.4%	0.3%
Menthол	1	1	-
	0.2%	0.4%	
Filters/Regular	13	3	10
Camel	2.3%	1.2%	3.3%
Lights	10	3	7
	1.8%	1.2%	2.3%
Ultra Lights	-	-	-
Other (Specify: )	-	-	-
Don't know	-	-	-
Total Responses	30	10	20
	5.4%	4.0%	6.6%

STUB: Q7E\_OTH[58/7]  
 (INTERVIEWER: PLEASE ENTER OTHER CIGARETTE HERE.  
 PRESS <ESC> TO CONTINUE )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	554	253	301
	100.0%	100.0%	100.0%
Any Response	-	-	-
Q7E_OTH	-	-	-
TEXT length:			
Mean			
Median			
Min			
Max			

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(continued)

STUB: Q7F[5/14]

7f. Did you buy the non-filtered style, a regular full flavor style,  
 a lights style, or an ultra lights style?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	292	129	163
	52.7%	51.0%	54.2%
Any Response	262	124	138
	47.3%	49.0%	45.8%
Non-filtered	9	4	5
	1.6%	1.6%	1.7%
Regular strength/full flavor	155	69	86
	28.0%	27.3%	28.6%
Lights	78	42	36
	14.1%	16.6%	12.0%
Ultra lights	19	8	11
	3.4%	3.2%	3.7%
Don't know	1	1	-
	0.2%	0.4%	
Total Responses	262	124	138
	47.3%	49.1%	46.0%

STUB: Q7G[5/12]

7g. Did you buy the menthol or non-menthol style of ANSWERFROM(Q7ATXT)?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	292	129	163
	52.7%	51.0%	54.2%
Any Response	262	124	138

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 44 QUESTION 22A/B  
EVER PURCHASED SALEM FOR OWN USE

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		STIR		KNOW		TASTE		ANYTHING		RECALL				
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-		
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT									TEST	TEST	TEST	TEST	TEST	TEST		
		TROL	TROL	TROL	TROL	TROL	TROL	TROL									TEST	TEST	TEST	TEST	TEST	TEST		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)		
																						(V)	(W)	
BASE-NOT PURCHASED SALEM IN PAST 30 DAYS		578	288	290	209	251	-	-	201	241	97	126	82	78	79	72	18	15	44	52	12	28	21	23
		100	100	100	100	100	-	-	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
YES		297	150	147	121	139	-	-	116	137	48	67	57	57	55	52	11	13	38	44	7	19	11	18
		51	52	51	58	55	-	-	58	57E	49	53	70	73	70	72	61	87PO	86	85	58	68	52	78V
1 TO 2 MONTHS AGO		82	43	39	35	39	-	-	33	38	17	21	26	25	26	25	5	4	18	22	4	2	5	5
		14	15	13	17	16	-	-	16	16	18	17	32	32	33	35	28	27	41	42	33U	7	24	22
MORE THAN 2 MONTHS AGO TO 4 MONTHS AGO		44	22	22	17	19	-	-	17	19	10	10	10	10	10	8	2	3	6	6	2	4	1	6
		8	8	8	8	8	-	-	8	8	10	8	12	13	13	11	11	20	14	12	17	14	5	26V
MORE THAN 4 MONTHS AGO TO 12 MONTHS AGO		35	18	17	18	17	-	-	16	17	5	8	7	8	7	5	-	4	7	5	-	3	1	1
		6	6	6	9H	7	-	-	8	7	5	6	9	10	9P	7	-	27PO	16	10	-	11	5	4
1 TO 3 YEARS AGO		50	25	25	19	25	-	-	18	24	9	14	6	7	5	7	3	2	1	6	1	5	1	3
		9	9	9	9	10	-	-	9	10	9	11	7	9	6	10	17N	13	2	12R	8	18	5	13
OVER 3 YEARS AGO		83	41	42	31	37	-	-	31	37	7	12	8	6	7	6	1	-	6	4	-	5	3	3
		14	14	14	15	15	-	-	15	15E	7	10	10	8	9	8	6	-	14	8	-	18T	14	13
DON'T KNOW		3	1	2	1	2	-	-	1	2	-	2	-	1	-	1	-	-	-	1	-	-	-	-
		1	*	1	*	1	-	-	*	1	-	2	-	1	-	1	-	-	-	2	-	-	-	-
NO		273	136	137	87	107	-	-	84	99	48	57	24	21	23	20	7	2	6	8	5	9	10	5
		47	47	47	42	43I	-	-	42	41	49	45	29	27	29	28Q	39Q	13	14	15	42	32	48W	22
DON'T KNOW		8	2	6	1	5	-	-	1	5	1	2	1	-	1	-	-	-	-	-	-	-	-	
		1	1	2B	*	2D	-	-	*	2H	1	2	1	-	1	-	-	-	-	-	-	-	-	

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

	47.3%	49.0%	45.8%
Menthol	69 12.5%	27 10.7%	42 14.0%
Non-menthol	193 34.8%	97 38.3%	96 31.9%
Don't know	-	-	-
Total Responses	262 47.3%	124 49.0%	138 45.9%

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(continued)

STUB: Q7H[5/16]

7h. When did ANSWERFROM(Q5ATXT)  
become your usual brand?  
( INTERVIEWER: DO NOT READ LIST.  
RECORD ONE ANSWER. )

	TOTAL	con	test
Total	554 100.0%	253 100.0%	301 100.0%
No Answer	-	-	-
Any Response	554 100.0%	253 100.0%	301 100.0%
Within last month	4 0.7%	2 0.8%	2 0.7%
1 month to less than 2 months	7 1.3%	2 0.8%	5 1.7%
2 months to less than 4 months	12 2.2%	7 2.8%	5 1.7%
4 months to less than 6 months	6 1.1%	2 0.8%	4 1.3%
6 months to 1 year	32 5.8%	14 5.5%	18 6.0%
Over 1 year to 2 years	34 6.1%	13 5.1%	21 7.0%
Over 2 years to 5 years	59 10.6%	27 10.7%	32 10.6%
Over 5 years	391 70.6%	184 72.7%	207 68.8%
Don't know	9 1.6%	2 0.8%	7 2.3%
Total Responses	554 100.0%	253 100.0%	301 100.1%

STUB: Q8A[5/20.7]

8A. If your usual brand was not available, what brand of cigarettes would you consider to be your second choice brand?

( INTERVIEWER: DO NOT READ LIST. RECORD ONE ANSWER.  
IF RESPONDENT SAYS "CAMEL", PROBE: "Is that Camel spelled with a C or a K"? )

STUB: Q8ATXT[5/20.7]  
Q8ATXT

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	-	-	-
Any Response	554 100.0%	253 100.0%	301 100.0%
Alpine	-	-	-
American	-	-	-
American Spirit	-	-	-
Barclay	1 0.2%	1 0.4%	-

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TABLE 48      QUESTION 3B  
 AGE

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		RECALL								
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	DIFF.	POSTCARD	ANYTHING									
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.										
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
21-34 (NET)		310	155	155	103	131	4	3	101	129	101	129	48	41	45	35	13	12	26	31	6	17	8	13
		52	52	52	47	50	50	33	48D	52E	100	100	53	49	52	45	72N	710	50	58	46	61	38	54
21-24		112	56	56	39	47	1	-	39	46	39	46	19	10	17	10	7	-	10	8	3	1	3	2
		19	19	19	18	18	13	-	19D	18	39	36	21M	12	20	13Q	39QN	-	19	15	23U	4	14	8
25-29		100	56	44	32	40	3	3	30	40	30	40	19	14	18	10	3	6	8	9	-	7	2	6
		17	19C	15	15	15	38	33	14	16E	30	31	21	17	21O	13	17	35O	15	17	-	25T	10	25V
30-34		98	43	55	32	44	-	-	32	43	32	43	10	17	10	15	3	6	8	14	3	9	3	5
		16	14	18B	15	17	-	-	15D	17	32	33	11	20L	11	19N	17	35O	15	26R	23	32	14	21
35-49 (NET)		288	143	145	116	130	4	6	108	121	-	-	42	43	42	42	5	5	26	22	7	11	13	11
		48	48	48	53H	50I	50	67	52	48	-	-	47	51	48P	55Q	28	29	50	42	54	39	62	46
35-39		85	42	43	32	37	2	2	30	35	-	-	16	11	16	11	3	1	6	7	5	2	4	3
		14	14	14	15	14	25	22	14	14	-	-	18	13	18	14	17	6	12	13	38U	7	19	13
40-44		105	54	51	45	45	1	3	42	40	-	-	10	17	10	17	1	1	9	4	1	5	6	4
		18	18	17	21	17I	13	33	20	16	-	-	11	20L	11	22NQ	6	6	17S	8	8	18	29	17
45-49		98	47	51	39	48	1	1	36	46	-	-	16	15	16	14	1	3	11	11	1	4	3	4
		16	16	17	18	18	13	11	17	18	-	-	18	18	18P	18	6	18	21	21	8	14	14	17
SIGMA...		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		

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

Basic	23	10	13
	4.2%	4.0%	4.3%
Bees	-	-	-
Belair	-	-	-
Benson & Hedges	5	2	3
	0.9%	0.8%	1.0%
Bristol	-	-	-
Bucks	-	-	-
Cambridge	3	3	-
	0.5%	1.2%	
Camel	177	68	109
	31.9%	26.9%	36.2%
Carlton	-	-	-
Century	-	-	-
Chesterfield	-	-	-
Doral	15	7	8
	2.7%	2.8%	2.7%
Dunhill	-	-	-
Eclipse	-	-	-
Eve	-	-	-
Export A	-	-	-
GPC	5	3	2
	0.9%	1.2%	0.7%
Harley Davidson	-	-	-
Horizon	-	-	-
House Blend	-	-	-
Icebox	-	-	-
Jumbo	-	-	-
Kamel/Kamel Red	1	1	-
	0.2%	0.4%	
Kent	-	-	-
Kool	7	1	6
	1.3%	0.4%	2.0%
L&M 20	-	-	-
Lark	-	-	-
Lucky Strike	4	1	3
	0.7%	0.4%	1.0%
Magna	-	-	-
Malibu	-	-	-
Marlboro	70	21	49
	12.6%	8.3%	16.3%
Misty	1	1	-
	0.2%	0.4%	
Maverick	2	1	1
	0.4%	0.4%	0.3%
Merit	6	4	2
	1.1%	1.6%	0.7%
Metro	-	-	-
Moonlight	-	-	-
Monarch	-	-	-
Montclair	-	-	-
More	-	-	-
Multifilter	1	-	1
	0.2%		0.3%
Newport	11	7	4
	2.0%	2.8%	1.3%
Now	-	-	-
Old Gold	-	-	-
Pall Mall	3	1	2
	0.5%	0.4%	0.7%
Parliament	2	-	2
	0.4%		0.7%
Philip Morris	-	-	-
Planet	-	-	-
Players 25's	-	-	-
Pyramid	1	1	-
	0.2%	0.4%	
Raleigh	-	-	-
Richland	-	-	-
Riviera	-	-	-
Rothman	-	-	-
Salem	10	7	3
	1.8%	2.8%	1.0%
Satin	-	-	-
Sterling	-	-	-

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 48 QUESTION 3B  
AGE

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																		RECALL				
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		STIR		TASTE		ANYTHING								
		**		**		FULL		FULL		COMPONENT		2 LINES		SENSES		DIFF.		POSTCARD		IN 3 MOS.				
		TOTAL		TOTAL		SALEM OU		PRICE		PRICE		CON-		CON-										
		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-				
		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MEAN...		34.3	34.2	34.5	35.0	34.7	33.3	36.4	34.8	34.5	26.8	27.1	33.6	35.4	33.9	35.8	29.7	33.8	34.9	34.2	33.7	34.7	36.1	34.8
		H	I										L	P	N		P							
S.D....		8.6	8.6	8.6	8.7	8.7	8.7	7.7	8.7	8.7	4.0	4.0	8.8	8.2	8.8	8.3	7.7	7.5	9.1	8.5	7.6	7.5	8.2	8.1
S.E....		0.4	0.5	0.5	0.6	0.5	3.1	2.6	0.6	0.5	0.4	0.3	0.9	0.9	0.9	0.9	1.8	1.8	1.3	1.2	2.1	1.4	1.8	1.7
MEDIAN...		33.4	33.3	33.5	35.0	33.9	29.0	37.8	34.6	33.5	25.9	26.3	32.5	34.5	33.3	35.6	27.3	31.1	34.0	32.4	34.5	32.3	37.1	33.0

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

Tareyton	-	-	-
Triumph	-	-	-
True	1	1	-
	0.2%	0.4%	
Vantage	1	-	1
	0.2%		0.3%
Viceroy	2	1	1
	0.4%	0.4%	0.3%
Virginia Slims	3	-	3
	0.5%		1.0%
Vista	-	-	-
Winston	43	27	16
	7.8%	10.7%	5.3%
ANSWERFROM(Q8A_OTH)	15	7	8
	2.7%	2.8%	2.7%
NONE/DON'T HAVE A SECOND CHOICE BRAND	141	77	64
	25.5%	30.4%	21.3%
Total Responses	554	253	301
	100.2%	100.3%	100.1%

STUB: Q8B[5/30]

8b. Is that one of the Camel Turkish flavors, one of the Camel Exotic blends or one of the standard, classic Camel styles?

(INTERVIEWER: RECORD ONE ANSWER.)

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	377	185	192
	68.1%	73.1%	63.8%
Any Response	177	68	109
	31.9%	26.9%	36.2%
One of the Camel Turkish flavors	35	14	21
	6.3%	5.5%	7.0%
One of the Camel Exotic blends	20	6	14
	3.6%	2.4%	4.7%
One of the standard, classic Camel styles	122	48	74
	22.0%	19.0%	24.6%
Total Responses	177	68	109
	31.9%	26.9%	36.3%

STUB: Z.Q14A[6/8.2]

14A. Please think about your LAST 10 cigarette purchases. How many of these purchases were for some style of

ANSWERFROM(Q5ATXT)

(INTERVIEWER: ENTER NUMBER HERE 1-10

ENTER "0" FOR NONE.

IF DON'T KNOW SAY:

"Your best guess is fine")

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Numeric	554	253	301
	100.0%	100.0%	100.0%
Alpha	-	-	-
Q14A			
Sum	5120.0	2387.0	2733.0
Mean	9.2	9.4	9.1
Std. Dev.	1.8	1.6	2.0
Std. Error	0.1	0.1	0.1
Median	10.0	10.0	10.0
Min	0.0	0.0	0.0
Max	10.0	10.0	10.0

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 49 QUESTION 3A  
GENDER

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		RECALL								
		TOTAL	TOTAL	SALEM OU	PRICE	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	DIFF.	ANYTHING	POSTCARD	IN 3 MOS.								
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	2	COMPONENT	2 LINES	SENSES	DIFF.	ANYTHING	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-		
		TOTAL	TROL TEST	COMPONENT	2 LINES	SENSES	DIFF.	ANYTHING	POSTCARD	IN 3 MOS.	TROL TEST													
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MALE		283	141	142	91	115	3	3	86	109	44	60	37	43	36	37	7	11	22	26	5	16	7	10
		47	47	47	42	44	38	33	41	44	44	47	41	51L	41	48	39	65PO	42	49	38	57	33	42
FEMALE		315	157	158	128	146	5	6	123	141	57	69	53	41	51	40	11	6	30	27	8	12	14	14
		53	53	53	58	56	63	67	59	56	56	53	59M	49	59	52Q	61Q	35	58	51	62	43	67	58
SIGMA...		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

(continued)

STUB: Z.Q14A[6/8.2]

14A. Please think about your LAST 10 cigarette purchases. How many of these purchases were for some style of ANSWERFROM(Q5ATXT)  
 (INTERVIEWER: ENTER NUMBER HERE 1-10  
 ENTER "0" FOR NONE.  
 IF DON'T KNOW SAY:  
 "Your best guess is fine")

	TOTAL	con	test
--	-------	-----	------

STUB: Z.Q14B[6/12.2]

14b. How many of your last 10 purchases were for some style of Camel?  
 (INTERVIEWER: ENTER NUMBER HERE 1-10  
 ENTER "0" FOR NONE.  
 IF DON'T KNOW SAY:  
 "Your best guess is fine")

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	450	215	235
	81.2%	85.0%	78.1%
Any Response	104	38	66
	18.8%	15.0%	21.9%
Numeric	104	38	66
	18.8%	15.0%	21.9%
Alpha	-	-	-
Q14B			
Sum	157.0	38.0	119.0
Mean	1.5	1.0	1.8
Std. Dev.	1.7	1.2	1.8
Std. Error	0.2	0.2	0.2
Median	1.0	1.0	1.0
Min	0.0	0.0	0.0
Max	9.0	4.0	9.0

STUB: Z.Q14A14B[46/1.2]  
Q14A14B

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	434	210	224
	78.3%	83.0%	74.4%
Any Response	120	43	77
	21.7%	17.0%	25.6%
Numeric	120	43	77
	21.7%	17.0%	25.6%
Alpha	-	-	-
Q14A14B			
Sum	937.0	325.0	612.0
Mean	7.8	7.6	7.9
Std. Dev.	2.7	2.7	2.7
Std. Error	0.2	0.4	0.3
Median	9.0	8.0	9.0
Min	0.0	0.0	0.0
Max	10.0	10.0	10.0

STUB: Z.Q14C[6/16.2]

14c. How many of your last 10 purchases were for some style of ANSWERFROM(Q8ATXT)  
 (INTERVIEWER: ENTER NUMBER HERE 1-10  
 ENTER "0" FOR NONE.  
 IF DON'T KNOW SAY:  
 "Your best guess is fine")

Total	554	253	301
	100.0%	100.0%	100.0%

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TABLE 50 QUESTION 3A/B  
 AGE WITHIN GENDER

		NON-SALEM MENTHOL																					
		PROPOSITION AWARE																					
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		TASTE		ANYTHING		RECALL			
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	COMPONENT	AWARE	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.								
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-		
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
		(U)	(V)	(W)																(U)	(V)	(W)	
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MALES	283	141	142	91	115	3	3	86	109	44	60	37	43	36	37	7	11	22	26	5	16	7	10
	47	47	47	42	44	38	33	41	44	44	47	41	51L	41	48	39	65PO	42	49	38	57	33	42
21-34	162	81	81	46	62	1	1	44	60	44	60	20	21	19	16	5	7	12	16	2	9	2	4
	27	27	27	21	24	13	11	21	24	44	47	22	25	22	21	28	41O	23	30	15	32	10	17
35-49	121	60	61	45	53	2	2	42	49	-	-	17	22	17	21	2	4	10	10	3	7	5	6
	20	20	20	21	20I	25	22	20	20	-	-	19	26	20	27	11	24	19	19	23	25	24	25
FEMALES	315	157	158	128	146	5	6	123	141	57	69	53	41	51	40	11	6	30	27	8	12	14	14
	53	53	53	58	56	63	67	59	56	56	53	59M	49	59	52Q	61Q	35	58	51	62	43	67	58
21-34	148	74	74	57	69	3	2	57	69	57	69	28	20	26	19	8	5	14	15	4	8	6	9
	25	25	25	26	26	38	22	27D	28E	56	53	31	24	30	25	44N	29	27	28	31	29	29	38
35-49	167	83	84	71	77	2	4	66	72	-	-	25	21	25	21	3	1	16	12	4	8	5	
	28	28	28	32	30	25	44	32	29	-	-	28	25	29	27Q	17	6	31	23	31	14	38	21

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

No Answer	494 89.2%	228 90.1%	266 88.4%
Any Response	60 10.8%	25 9.9%	35 11.6%
Numeric	60 10.8%	25 9.9%	35 11.6%
Alpha	-	-	-
Q14C			
Sum	124.0	49.0	75.0
Mean	2.1	2.0	2.1
Std. Dev.	1.9	1.8	2.0
Std. Error	0.2	0.4	0.3
Median	2.0	2.0	2.0
Min	0.0	0.0	0.0
Max	9.0	9.0	9.0

STUB: Z.Q14ABC[46/3.2]  
Q14ABC

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	479 86.5%	224 88.5%	255 84.7%
Any Response	75 13.5%	29 11.5%	46 15.3%
Numeric	75 13.5%	29 11.5%	46 15.3%
Alpha	-	-	-
Q14ABC			
Sum	611.0	234.0	377.0
Mean	8.1	8.1	8.2
Std. Dev.	2.7	2.7	2.7
Std. Error	0.3	0.5	0.4
Median	9.0	9.0	9.0
Min	0.0	0.0	0.0
Max	10.0	10.0	10.0

STUB: Z.TOT1[46/5.2]  
TOT1

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	-	-	-
Any Response	554 100.0%	253 100.0%	301 100.0%
Numeric	554 100.0%	253 100.0%	301 100.0%
Alpha	-	-	-
TOT1			
Sum	5401.0	2474.0	2927.0
Mean	9.7	9.8	9.7
Std. Dev.	1.2	1.1	1.2
Std. Error	0.0	0.1	0.1
Median	10.0	10.0	10.0
Min	0.0	0.0	0.0
Max	10.0	10.0	10.0

STUB: Z.Q14D[6/20.2]  
Q14D

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	513 92.6%	238 94.1%	275 91.4%
Any Response	41 7.4%	15 5.9%	26 8.6%
Numeric	41 7.4%	15 5.9%	26 8.6%
Alpha	-	-	-

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 51 QUESTION 23  
RACE

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL		AWARE		AWARE		KNOW		RECALL		ANYTHING		POSTCARD				
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	COMPONENT	2	AWARE	STIR	TASTE	DIFF.	POSTCARD	IN 3 MOS.									
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.										
		TOTAL	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
CAUCASIAN	486	245	241	177	211	5	7	168	200	75	103	72	66	70	59	15	16	43	43	12	20	19	22	
	81	82	80	81	81I	63	78	80	80	74	80	80	79	80	77	83	940	83	81	92U	71	90	92	
NON-CAUCASIAN (NET)	106	53	53	42	46	3	1	41	46	26	25	18	18	17	18	3	1	9	9	1	8	29T	2	2
	18	18	18	19	18	38	11	20	18E	26	19	20	21	20	23Q	17	6	17	17	8	29T	10	8	
AFRICAN AMERICAN	55	26	29	22	29	2	-	21	29	13	13	8	9	8	9	1	-	5	4	-	4	2	2	
	9	9	10	10	11	25G	-	10	12	13	10	9	11	9	12Q	6	-	10	8	-	14T	10W	-	
HISPANIC	12	7	5	6	3	-	-	6	3	5	3	4	3	4	3	1	1	2	2	1	1	-	-	
	2	2	2	3	1	-	-	3I	1	5	2	4	4	5	4	6	6	4	4	8	4	-	-	
ASIAN	4	2	2	1	2	-	-	1	2	1	2	-	-	-	-	-	-	-	-	-	-	-	-	
	1	1	1	*	1	-	-	*	1	1	2	-	-	-	-	-	-	-	-	-	-	-	-	
INDIAN OR NATIVE AMERICAN	14	7	7	5	4	-	-	5	4	2	3	2	2	2	2	-	-	-	2	-	2	-	1	
	2	2	2	2	2	-	-	2	2	2	2	2	2	2	3	-	-	-	4R	-	7	-	4	
SOME OTHER ETHNIC BACKGROUND	21	11	10	8	8	1	1	8	8	5	4	4	4	3	4	1	-	2	1	-	1	-	1	
	4	4	3	4	3	13	11	4	3	5	3	4	5	3	5	6	-	4	2	-	4	-	4	
REFUSED	6	-	6	-	4	-	1	-	4	-	1	-	-	-	-	-	-	-	1	-	-	-	-	
	1	-	2B	-	2D	-	11	-	2H	-	1	-	-	-	-	-	-	-	2	-	-	-	-	
SIGMA...	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

Q14D			
Sum	139.0	56.0	83.0
Mean	3.4	3.7	3.2
Std. Dev.	2.8	2.8	2.9
Std. Error	0.4	0.7	0.6
Median	2.0	2.0	2.0
Min	1.0	1.0	1.0
Max	10.0	10.0	10.0

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(continued)

STUB: Z.Q14D[6/20.2]  
Q14D

	TOTAL	con	test
--	-------	-----	------

STUB: Z.TOTCIG[6/24.2]  
TOTCIG

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Numeric	554	253	301
	100.0%	100.0%	100.0%
Alpha	-	-	-
TOTCIG			
Sum	5540.0	2530.0	3010.0
Mean	10.0	10.0	10.0
Std. Dev.	0.0	0.0	0.0
Std. Error	0.0	0.0	0.0
Median	10.0	10.0	10.0
Min	10.0	10.0	10.0
Max	10.0	10.0	10.0

STUB: Q14DISP[46/8]  
Q14DISP

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%

DATAFROM(1/0.1)

WERE FOR

ANSWERFROM	550	252	298
(Q5ATXT)	99.3%	99.6%	99.0%
DATAFROM(1/0.1)	66	20	46
WERE FOR Camel	11.9%	7.9%	15.3%

DATAFROM(1/0.1)

WERE FOR

ANSWERFROM	50	22	28
(Q8ATXT)	9.0%	8.7%	9.3%
DATAFROM(1/0.1)			

WERE FOR SOME

OTHER BRAND	41	15	26
-------------	----	----	----

	7.4%	5.9%	8.6%
--	------	------	------

Total Responses	707	309	398
	127.6%	122.1%	132.2%

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 52 QUESTION ---  
CELL DESIGNATION

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		TASTE		ANYTHING		POSTCARD				
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	DIFF.	POSTCARD	IN 3 MOS.									
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	2	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-			
		TOTAL	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TEST	TEST	TEST	TROL	TEST	TROL	TEST	TROL	TEST			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
CONTROL		298	298	-	219	-	8	-	209	-	101	-	90	-	87	-	18	-	52	-	13	-	21	-
		50	100C	-	100E	-	100G	-	100I	-	100K	-	100M	-	100O	-	100Q	-	100S	-	100U	-	100W	-
TEST		300	-	300	-	261	-	9	-	250	-	129	-	84	-	77	-	17	-	53	-	28	-	24
		50	-	100B	-	100D	-	100F	-	100H	-	100J	-	100L	-	100N	-	100P	-	100R	-	100T	-	100V
SIGMA...		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

(continued)

STUB: Q14\_VER[6/28]

Just to verify your responses, out of your last 10 purchases,  
ANSWERFROM(Q14DISP,1,1)  
ANSWERFROM(Q14DISP,2,1)  
ANSWERFROM(Q14DISP,3,1)  
ANSWERFROM(Q14DISP,4,1)  
TOTAL OF PURCHASES = ANSWERFROM(TOTCIG)  
Is this correct?

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	437	211	226
	78.9%	83.4%	75.1%
Any Response	117	42	75
	21.1%	16.6%	24.9%
YES	117	42	75
	21.1%	16.6%	24.9%
NO	-	-	-
Total Responses	117	42	75
	21.1%	16.6%	24.9%

STUB: Z.QQ002.92[6/30.2]  
QQ002.92

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	447	219	228
	80.7%	86.6%	75.7%
Any Response	107	34	73
	19.3%	13.4%	24.3%
Numeric	107	34	73
	19.3%	13.4%	24.3%
Alpha	-	-	-
QQ002.92			
Sum	499.0	161.0	338.0
Mean	4.7	4.7	4.6
Std. Dev.	3.5	3.8	3.4
Std. Error	0.3	0.7	0.4
Median	3.0	2.0	3.0
Min	1.0	1.0	1.0
Max	10.0	10.0	10.0

STUB: Z.QQ002.94[6/30.2]  
QQ002.94

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	447	219	228
	80.7%	86.6%	75.7%
Any Response	107	34	73
	19.3%	13.4%	24.3%
Numeric	107	34	73
	19.3%	13.4%	24.3%
Alpha	-	-	-
QQ002.94			
Sum	499.0	161.0	338.0
Mean	4.7	4.7	4.6
Std. Dev.	3.5	3.8	3.4
Std. Error	0.3	0.7	0.4
Median	3.0	2.0	3.0
Min	1.0	1.0	1.0
Max	10.0	10.0	10.0

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 53 QUESTION ---  
FROM SAMPLE: STATE OF RESIDENCE

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		MENTHOL																								
		TOTAL	TOTAL	SALEM	OU																					
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
AL		18	9	9	3	6	1	-	3	5	-	3	2	-	2	20	-	-	-	2	-	-	-	-	-	
		3	3	3	1	21	13	-	1	2	-	2J	2M	-	-	-	-	-	-	4S	-	-	-	-	-	
CT		6	1	5	1	3	-	-	1	3	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	
		1	*	2B	*	1	-	-	*	1	-	2	-	1	-	1	-	-	-	-	-	-	-	-	-	
DE		1	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	*	-	*	-	-	-	*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
FL		51	30	21	22	16	-	1	22	15	15	15K	7	9	7	9	7	3	4	7	-	3	1	3	3	
		9	10C	7	10E	6	-	11	11I	6	15	5	10	8	10	9	17	18	8	13	-	11	5	13		
GA		16	6	10	6	8	-	-	5	8	-	3	1	3	1	3	-	-	1	-	-	1	-	1	1	
		3	2	3	3H	3	-	-	2	3	-	2J	1	4	1	4	-	-	2	-	-	4	-	4	4	
IL		47	24	23	21	19	1	-	21	18	8	11	9	8	9	6	1	2	3	6	11	3	2	4	2	
		8	8	8	10	7	13	-	10	7	8	9	10	10	10	8	6	12	6	11	23U	7	19	8		
IN		23	11	12	6	10	1	-	6	10	2	6	3	5	3	5	-	1	3	3	1	-	-	-	-	
		4	4	4	3	4	13	-	3	4	2	5	3	6	3	6	-	6	6	6	6	8U	-	-	-	
KY		17	9	8	4	7	-	-	4	7	1	2	-	2	-	2	-	-	-	1	-	-	-	1	4	
		3	3	3	2	3	-	-	2	3	1	2	-	2L	-	3N	-	-	-	2	-	-	-	-	4	
LA		12	3	9	2	7	-	-	2	6	1	3	1	1	1	1	1	6N	-	1	1	-	1	-	-	
		2	1	3B	1	3DI	-	-	1	2	1	2	1	1	1	1	1	2	-	2	-	4	-	-	-	

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

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STUB: Z.Q14F1[6/34.2]

14f1. How many of those purchases were for Camel Turkish Gold?

(INTERVIEWER: ENTER NUMBER HERE.

ENTER "00" FOR NONE.

IF DON'T KNOW SAY:

"Your best guess is fine")

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	447	219	228
	80.7%	86.6%	75.7%
Any Response	107	34	73
	19.3%	13.4%	24.3%
Numeric	107	34	73
	19.3%	13.4%	24.3%
Alpha	-	-	-
Q14F1			
Sum	70.0	16.0	54.0
Mean	0.7	0.5	0.7
Std. Dev.	1.6	1.5	1.7
Std. Error	0.2	0.3	0.2
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	10.0	8.0	10.0

STUB: Z.Q14F2[6/60.2]

14f2. How many of those purchases were for Camel Turkish Jade?

(INTERVIEWER: ENTER NUMBER HERE.

ENTER "00" FOR NONE.

IF DON'T KNOW SAY:

"Your best guess is fine")

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	461	222	239
	83.2%	87.7%	79.4%
Any Response	93	31	62
	16.8%	12.3%	20.6%
Numeric	93	31	62
	16.8%	12.3%	20.6%
Alpha	-	-	-
Q14F2			
Sum	35.0	11.0	24.0
Mean	0.4	0.4	0.4
Std. Dev.	1.1	0.8	1.2
Std. Error	0.1	0.1	0.1
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	8.0	3.0	8.0

STUB: Z.Q14F1F2[46/50.2]

Q14F1F2

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	461	222	239
	83.2%	87.7%	79.4%
Any Response	93	31	62
	16.8%	12.3%	20.6%
Numeric	93	31	62
	16.8%	12.3%	20.6%
Alpha	-	-	-
Q14F1F2			
Sum	63.0	23.0	40.0
Mean	0.7	0.7	0.6
Std. Dev.	1.5	1.6	1.4
Std. Error	0.2	0.3	0.2
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	8.0	8.0	8.0

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 53 QUESTION ---  
FROM SAMPLE: STATE OF RESIDENCE

NON-SALEM MENTHOL																									
*** PROPOSITION AWARE *** RECALL ***																									
	MENTHOL												21-49 21-34												
	TOTAL SALEM OU												FULL PRICE												
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS	598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100		
MA	5 1	3 1	2 1	3 1	2 1	- -	- -	3 1	2 1	- -	2 2	- -	1 1	- -	1 1	- -	1 60	2 4	1 2	- -	- -	- -	- -		
MD	3 1	2 1	1 *	2 1	1 *	- -	- -	2 1	1 *	1 1	- -	2 2M	- -	2 20	- -	1 6	- -	- -	- -	- -	- -	- 5	- -		
ME	5 1	4 1C	1 *	4 2EH	1 *	- -	- -	3 1	1 *	- -	- -	1 1	- -	1 1	- -	- -	- 4S	- -	- -	- -	- -	- -	- -		
MI	47 8	21 7	26 9	13 6H	24 9D	- -	2 22F	11 5	24 10H	5 5	9 7	2 2	6 7L	2 2	6 8N	2 11N	1 6	1 2	5 9R	1 8U	- -	1 5	- -		
MO	2 *	- -	2 1B	- -	2 1D	- -	- -	2 1H	- -	1 1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -			
MS	4 1	4 1C	- -	3 1E	- -	- -	- -	3 1I	- -	2 2K	- -	1 1	- -	1 1	- -										
NC	35 6	16 5	19 6	13 6	17 7	1 13	- -	13 6	17 7	6 6	11 9	5 6	6 7	5 6	6 8	1 6	- -	2 4	4 8	1 8	3 11	2 10	2 8		
NH	1 *	- -	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- 2	- -	- -			
NJ	15 3	5 2	10 3B	3 1	9 3D	- -	- -	3 1	9 4H	2 2	6 5	- -	1 1	- -	1 1	- -	1 2	2 4	- -	- -	- -	- -	- -		

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

(continued)

STUB: Z.Q14F3[6/64.2]

14f3. How many of those purchases were for Camel Turkish Royal?  
 (INTERVIEWER: ENTER NUMBER HERE.  
 ENTER "00" FOR NONE.  
 IF DON'T KNOW SAY:  
 "Your best guess is fine")

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	472	226	246
	85.2%	89.3%	81.7%
Any Response	82	27	55
	14.8%	10.7%	18.3%
Numeric	82	27	55
	14.8%	10.7%	18.3%
Alpha	-	-	-
Q14F3			
Sum	61.0	26.0	35.0
Mean	0.7	1.0	0.6
Std. Dev.	2.2	2.7	2.0
Std. Error	0.2	0.5	0.3
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	10.0	10.0	10.0

STUB: Z.Q14F123[46/52.2]  
 Q14F123

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	472	226	246
	85.2%	89.3%	81.7%
Any Response	82	27	55
	14.8%	10.7%	18.3%
Numeric	82	27	55
	14.8%	10.7%	18.3%
Alpha	-	-	-
Q14F123			
Sum	99.0	42.0	57.0
Mean	1.2	1.6	1.0
Std. Dev.	2.7	3.2	2.4
Std. Error	0.3	0.6	0.3
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	10.0	10.0	10.0

STUB: Z.Q14F4[6/38.2]  
 14f4. How many of these purchases were for Camel Exotic Blends?  
 (INTERVIEWER: ENTER NUMBER HERE.  
 ENTER "00" FOR NONE.  
 IF DON'T KNOW SAY:  
 "Your best guess is fine")

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	480	229	251
	86.6%	90.5%	83.4%
Any Response	74	24	50
	13.4%	9.5%	16.6%
Numeric	74	24	50
	13.4%	9.5%	16.6%
Alpha	-	-	-
Q14F4			
Sum	43.0	10.0	33.0

53096 5782

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 53 QUESTION ---  
FROM SAMPLE: STATE OF RESIDENCE

		NON-SALEM MENTHOL																						
		*** PROPOSITION AWARE ***																						
		MENTHOL										21-49		21-34		TOTAL 2		AWARE		STIR		KNOW		
		** TOTAL										FULL PRICE		FULL PRICE		COMPONENT		2 LINES		SENSES		TASTE DIFF.		
		* TOTAL										* CON- TROL TEST		* CON- TROL TEST		* CON- TROL TEST		* CON- TROL TEST		* CON- TROL TEST		* CON- TROL TEST		
		(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W)										(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W)												
BASE-TOTAL RESPONDENTS		598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100
NY		30 5	12 4	18 6	7 3	16 6D	- -	- -	7 3	15 6H	5 5	12 9	6 7	3 4	6 7	3 4	2 11Q	- -	3 6	1 2	2 15	5 18	- -	2 8V
OH		70 12	39 13	31 10	23 11	25 10	2 25G	- -	23 11	23 9	13 13	11 9	13 14	8 10	13 15	7 9	1 6	1 6	7 13	4 8	1 8	1 4	3 14	2 8
PA		84 14	42 14	42 14	37 17	39 15	1 13	1 11	34 16	37 15	17 17	19 15	20 22M	11 13	18 21O	9 12	3 17	3 18	12 23S	6 11	1 8	6 21	5 24	4 17
RI		4 1	1 *	3 1	1 *	3 1	- -	- -	1 *	3 1	- -	1 1	- -	2 2L	- -	1 1	- -	1 6	- -	1 2	- -	1 4	- -	
SC		16 3	12 4C	4 1	11 SEH	4 2	- -	- -	9 4I	4 2	5 5K	2 2	1 1	1 1	1 1	- -	- -	- -	2 4	1 2	- -	- -	1 5	1 4
TN		21 4	11 4	10 3	4 2	8 3	- -	2 22F	4 2	8 3	3 3	6 5	3 3	3 4	3 3	2 3	1 6	1 6	1 2	1 2	- -	1 4	- -	1 4
VA		16 3	10 3	6 2	9 4	6 2I	- -	- -	8 4	5 2	4 4	4 3	1 1	1 1	1 1	- -	- -	- -	2 4	1 2	- -	1 4	1 5	1 4
WI		43 7	19 6	24 8	17 8	24 9	1 13	3 33	17 8	23 9	8 8	7 5	9 10	12 14	9 10	12 16	1 6	2 12	3 6	6 11	3 23U	2 7	2 10	4 17
WV		6 1	3 1	3 1	3 1	3 1	- -	- -	3 1	3 1	2 2	1 1	1 1	2 2	- -	2 3N	1 6N	1 6	- -	1 2	- -	1 4	- -	- -

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

Mean	0.6	0.4	0.7
Std. Dev.	1.2	0.8	1.4
Std. Error	0.1	0.2	0.2
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	8.0	2.0	8.0

STUB: Z.Q14F1T4[46/54.2]  
Q14F1T4

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	480	229	251
	86.6%	90.5%	83.4%
Any Response	74	24	50
	13.4%	9.5%	16.6%
Numeric	74	24	50
	13.4%	9.5%	16.6%
Alpha	-	-	-
Q14F1T4			
Sum	79.0	22.0	57.0
Mean	1.1	0.9	1.1
Std. Dev.	1.9	1.7	2.1
Std. Error	0.2	0.3	0.3
Median	0.0	0.0	0.0
Min	0.0	0.0	0.0
Max	10.0	6.0	10.0

STUB: Z.Q14F5[6/66.2]  
Q14F5

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	493	233	260
	89.0%	92.1%	86.4%
Any Response	61	20	41
	11.0%	7.9%	13.6%
Numeric	61	20	41
	11.0%	7.9%	13.6%
Alpha	-	-	-
Q14F5			
Sum	290.0	98.0	192.0
Mean	4.8	4.9	4.7
Std. Dev.	3.5	3.7	3.5
Std. Error	0.5	0.8	0.5
Median	4.0	4.0	3.0
Min	1.0	1.0	1.0
Max	10.0	10.0	10.0

STUB: Z.Q14F1T5[46/56.2]  
Q14F1T5

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	493	233	260
	89.0%	92.1%	86.4%
Any Response	61	20	41
	11.0%	7.9%	13.6%
Numeric	61	20	41
	11.0%	7.9%	13.6%
Alpha	-	-	-
Q14F1T5			
Sum	328.0	108.0	220.0
Mean	5.4	5.4	5.4
Std. Dev.	3.6	3.9	3.5
Std. Error	0.5	0.9	0.5
Median	4.0	4.0	4.0
Min	1.0	1.0	1.0
Max	10.0	10.0	10.0

STUB: Z.Q14FTOT[6/54.2]  
Q14FTOT

53096 5784

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 53 QUESTION ---  
FROM SAMPLE: STATE OF RESIDENCE

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		STIR		TASTE		ANYTHING		POSTCARD		IN 3 MOS.				
		TOTAL	TOTAL	SALEM OU	PRICE	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	ANYTHING	POSTCARD	IN 3 MOS.	**	**	**	**	**	**			
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TOTAL	TROL TEST																					
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SIGMA...		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

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

(continued)

STUB: Z.Q14FTOT[6/54.2]  
Q14FTOT

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	447	219	228
	80.7%	86.6%	75.7%
Any Response	107	34	73
	19.3%	13.4%	24.3%
Numeric	107	34	73
	19.3%	13.4%	24.3%
Alpha	-	-	-
Q14FTOT			
Sum	499.0	161.0	338.0
Mean	4.7	4.7	4.6
Std. Dev.	3.5	3.8	3.4
Std. Error	0.3	0.7	0.4
Median	3.0	2.0	3.0
Min	1.0	1.0	1.0
Max	10.0	10.0	10.0

STUB: Q14FDISP[46/10]  
Q14FDISP

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	447	219	228
	80.7%	86.6%	75.7%
Any Response	107	34	73
	19.3%	13.4%	24.3%

DATAFROM(1/0.1) WERE FOR CAMEL	24	6	18
TURKISH GOLD	4.3%	2.4%	6.0%
DATAFROM(1/0.1) WERE FOR CAMEL	18	6	12
TURKISH JADE	3.2%	2.4%	4.0%
DATAFROM(1/0.1) WERE FOR CAMEL	16	5	11
TURKISH ROYAL	2.9%	2.0%	3.7%
DATAFROM(1/0.1) WERE FOR CAMEL	22	6	16
EXOTIC BLENDS	4.0%	2.4%	5.3%
DATAFROM(1/0.1) WERE FOR SOME STANDARD, CLASSIC CAMEL	61	20	41
STYLE	11.0%	7.9%	13.6%

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Total Responses	141	43	98
	25.4%	17.1%	32.6%

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	532	247	285
	96.0%	97.6%	94.7%
Any Response	22	6	16
	4.0%	2.4%	5.3%

YES	22	6	16
	4.0%	2.4%	5.3%
NO	-	-	-

Total Responses	22	6	16
	4.0%	2.4%	5.3%

53096 5786

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 54 QUESTION ---  
FROM SAMPLE: USUAL BRAND

NON-SALEM MENTHOL																														
*** PROPOSITION AWARE *** RECALL ***																														
	MENTHOL										21-49		21-34		TOTAL 2		AWARE		STIR		TASTE		KNOW		DIFF.		POSTCARD		ANYTHING	
	**	**	**	**	**	**	**	**	**	**	FULL PRICE	FULL PRICE	COMPONENT	2 LINES	SENSES	AWARE	STIR	SENSES	DIFF.	POSTCARD	IN 3 MOS.	**	**	**	**	**	**	**		
	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	TEST TROL TEST																			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)							
BASE-TOTAL RESPONDENTS	598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100							
AMERICAN SPIRIT	1 *	- -	1 *	- *	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -				
BENSON & HEDGES	11 2	7 2	4 1	6 3	4 2	- -	1 11	6 3	4 2	- -	1 1	3 3	2 2	3 3	2 3	- -	- -	- -	1 2	- -	- -	- -	1 2	- -	- -	1 5	- -			
CAPRI	4 1	1 *	3 1	1 *	2 1	- -	- -	1 *	2 1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -				
CARLTON	1 *	- -	1 *	- *	1 *	- -	- -	1 *	- -	- -	- -	1 1	- -	1 1	- -															
CHESTERFIELD	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -				
KOOL	34 6	21 7C	13 4	12 5	12 5I	1 13	- -	12 6	10 4	2 2K	- -	5 6	6 7	5 6	5 6	2 11	2 12	2 4	2 2	1 8	1 4	- -	1 4							
LARK	2 *	2 1C	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -				
MARLBORO	263 44	129 43	134 45	87 40	107 41	3 38	4 44	82 39	102 41	47 47	69 53	31 34	35 42	28 32	33 43NQ	10 56QN	4 24	16 31	27 51R	4 31	9 32	8 38	13 54							
MERIT	8 1	3 1	5 2	3 1	5 2I	- -	1 11	3 1	4 2	- -	1 1	- -	1 1	- -	1 1	- -	1 2	- -	1 8U	- -	1 5	- 4								

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

STUB: Q16\_1[7/8]

16. Is smooth tasting

Which brand or brands does this statement describe?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	353	175	178
	63.7%	69.2%	59.1%
Camel	188	64	124
	33.9%	25.3%	41.2%
Winston	52	20	32
	9.4%	7.9%	10.6%
Don't Know	17	12	5
	3.1%	4.7%	1.7%
None	34	12	22
	6.1%	4.7%	7.3%
Total Responses	644	283	361
	116.2%	111.8%	119.9%

STUB: Q16\_2[7/10]

16. Is an innovative brand, always doing new things

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	196	110	86
	35.4%	43.5%	28.6%
Camel	278	98	180
	50.2%	38.7%	59.8%
Winston	41	22	19
	7.4%	8.7%	6.3%
Don't Know	53	24	29
	9.6%	9.5%	9.6%
None	60	34	26
	10.8%	13.4%	8.6%
Total Responses	628	288	340
	113.4%	113.8%	112.9%

STUB: Q16\_3[7/12]

16. Has a blend of Turkish and domestic tobaccos

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	44	25	19
	7.9%	9.9%	6.3%
Camel	452	191	261
	81.6%	75.5%	86.7%
Winston	11	5	6
	2.0%	2.0%	2.0%
Don't Know	44	28	16
	7.9%	11.1%	5.3%
None	17	8	9
	3.1%	3.2%	3.0%
Total Responses	568	257	311
	102.5%	101.7%	103.3%

STUB: Q16\_4[7/14]

16. Has a sense of humor

Which brand or brands does this statement describe?

TOTAL con test

53096 5788

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 54 QUESTION ---  
FROM SAMPLE: USUAL BRAND

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL				21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW								
		TOTAL				TOTAL		SALEM OU		PRICE		FULL		COMPONENT		2 LINES		STIR		TASTE				
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	DIFF.	POSTCARD	ANYTHING				
		TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	IN 3 MOS.		CON-	CON-			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
NEWPORT	219	108	111	83	105	3	3	79	103	50	54	45	37	45	33	6	11	28	22	7	15	9	6	
	37	36	37	38	40	38	33	38	41E	50	42	50	44	52P	43	33	65PO	54	42	54	54	43	25	
PARLIAMENT	6	4	2	3	1	-	-	3	1	2	1	2	-	2	-	-	-	-	-	-	-	-	-	
	1	1	1	1	*	-	-	1	*	2	1	2M	-	20	-	-	-	-	-	-	-	-	-	
SARATOGA	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
TRUE	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	1	
	*	-	*	-	*	-	-	-	*	-	-	-	1	-	1	-	-	2	-	-	-	-	4	
VIRGINIA SLIMS	36	15	21	15	19	-	-	15	19	-	2	2	1	2	1	-	-	3	2	-	2	1	1	
	6	5	7	7	7	-	-	7	8	-	2	2	1	2	1	-	-	6	4	-	7	5	4	
OTHER BRAND	9	6	3	6	2	1	-	6	2	-	1	2	-	2	-	-	-	1	-	-	1	1	1	
	2	2	1	3E	1	13	-	3I	1	-	1	2M	-	20	-	-	-	2	-	-	4	5	4	
NONE	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SIGMA...	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	

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

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	100	55	45
	18.1%	21.7%	15.0%
Camel	303	132	171
	54.7%	52.2%	56.8%
Winston	26	10	16
	4.7%	4.0%	5.3%
Don't Know	63	27	36
	11.4%	10.7%	12.0%
None	105	48	57
	19.0%	19.0%	18.9%
Total Responses	597	272	325
	107.9%	107.6%	108.0%

STUB: Q16\_5[7/16]

16. Is a slightly exotic brand

Which brand or brands does this statement describe?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	46	31	15
	8.3%	12.3%	5.0%
Camel	399	156	243
	72.0%	61.7%	80.7%
Winston	12	6	6
	2.2%	2.4%	2.0%
Don't Know	45	30	15
	8.1%	11.9%	5.0%
None	55	33	22
	9.9%	13.0%	7.3%
Total Responses	557	256	301
	100.5%	101.3%	100.0%

STUB: Q16\_6[7/18]

16. Has a mellow flavor

Which brand or brands does this statement describe?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	279	138	141
	50.4%	54.5%	46.8%
Camel	223	71	152
	40.3%	28.1%	50.5%
Winston	59	27	32
	10.6%	10.7%	10.6%
Don't Know	30	18	12
	5.4%	7.1%	4.0%
None	36	20	16
	6.5%	7.9%	5.3%
Total Responses	627	274	353
	113.2%	108.3%	117.2%

STUB: Q16\_7[7/20]

16. Hosts events in bars and clubs

Total	554	253	301
	100.0%	100.0%	100.0%

53096 5790

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 56 QUESTION ---  
BANNER 1

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL	21-49	21-34	TOTAL	2	AWARE	AWARE	STIR	TASTE	KNOW	ANYTHING												
		TOTAL	TOTAL	SALEM OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.												
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-												
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL												
		TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST												
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
																						(U)		
																						(V)		
																						(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
CONTROL		298	298	-	219	-	8	-	209	-	101	-	90	-	87	-	18	-	52	-	13	-	21	-
		50	100C	-	100E	-	100G	-	100I	-	100K	-	100M	-	1000	-	100Q	-	100S	-	100U	-	100W	-
TEST		300	-	300	-	261	-	9	-	250	-	129	-	84	-	77	-	17	-	53	-	28	-	24
		50	-	100B	-	100D	-	100F	-	100H	-	100J	-	100L	-	100N	-	100P	-	100R	-	100T	-	100V
TOTAL MENTHOL CONTROL		219	219	-	219	-	8	-	209	-	101	-	90	-	87	-	18	-	52	-	13	-	21	-
		37	73C	-	100E	-	100G	-	100I	-	100K	-	100M	-	1000	-	100Q	-	100S	-	100U	-	100W	-
TOTAL MENTHOL TEST		261	-	261	-	261	-	9	-	250	-	129	-	84	-	77	-	17	-	53	-	28	-	24
		44	-	87B	-	100D	-	100F	-	100H	-	100J	-	100L	-	100N	-	100P	-	100R	-	100T	-	100V
MENTHOL SALEM OU		8	8	-	8	-	8	-	8	-	4	-	8	-	8	-	-	-	8	-	1	-	-	-
CONTROL		1	3C	-	4E	-	100G	-	4I	-	4K	-	9M	-	9OP	-	-	-	15S	-	8U	-	-	-
MENTHOL SALEM OU TEST		9	-	9	-	9	-	9	-	9	-	3	-	6	-	5	-	2	-	1	-	-	1	
		2	-	3B	-	3D	-	100F	-	4H	-	2J	-	7L	-	6N	-	12P	-	2	-	-	-	4
NON-SALEM MENTHOL 21-49		209	209	-	209	-	8	-	209	-	101	-	89	-	86	-	18	-	49	-	13	-	21	-
FULL PRICE CONTROL		35	70C	-	95E	-	100G	-	100ID	-	100K	-	99M	-	99O	-	100Q	-	94S	-	100U	-	100W	-
NON-SALEM MENTHOL 21-49		250	-	250	-	250	-	9	-	250	-	129	-	83	-	76	-	17	-	53	-	28	-	23
FULL PRICE TEST		42	-	83B	-	96D	-	100F	-	100HE	-	100J	-	99L	-	99N	-	100P	-	100R	-	100T	-	96V
NON-SALEM MENTHOL 21-34		101	101	-	101	-	4	-	101	-	101	-	47	-	44	-	13	-	25	-	6	-	8	-
FULL PRICE CONTROL		17	34C	-	46E	-	50G	-	48ID	-	100K	-	52M	-	51O	-	72QN	-	48S	-	46U	-	38W	-

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

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	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	218	105	113
	39.4%	41.5%	37.5%
Camel	148	73	75
	26.7%	28.9%	24.9%
Winston	71	32	39
	12.8%	12.6%	13.0%
Don't Know	130	54	76
	23.5%	21.3%	25.2%
None	65	28	37
	11.7%	11.1%	12.3%
Total Responses	632	292	340
	114.1%	115.4%	112.9%

STUB: Q16\_8[7/22]

16. Is a brand you hear a lot about  
Which brand or brands does this statement describe?

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	371	185	186
	67.0%	73.1%	61.8%
Camel	213	75	138
	38.4%	29.6%	45.8%
Winston	75	42	33
	13.5%	16.6%	11.0%
Don't Know	14	5	9
	2.5%	2.0%	3.0%
None	36	20	16
	6.5%	7.9%	5.3%
Total Responses	709	327	382
	127.9%	129.2%	126.9%

STUB: Q16\_9[7/24]

16. Is a brand that offers a variety of unique and different flavors

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	151	98	53
	27.3%	38.7%	17.6%
Camel	390	151	239
	70.4%	59.7%	79.4%
Winston	33	22	11
	6.0%	8.7%	3.7%
Don't Know	27	13	14
	4.9%	5.1%	4.7%
None	23	14	9
	4.2%	5.5%	3.0%
Total Responses	624	298	326
	112.8%	117.7%	108.4%

STUB: Q16\_10[7/26]

16. Is a brand that does fun and interesting things

Total	554	253	301
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TABLE 56 QUESTION ---  
BANNER 1

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																		RECALL				
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		TASTE		ANYTHING		POSTCARD				
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	COMPONENT	2	AWARE	STIR	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	ANYTHING	POSTCARD	IN 3 MOS.				
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	TEST	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TEST	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
NON-SALEM MENTHOL 21-34		129	-	129	-	129	-	3	-	129	-	129	-	41	-	35	-	12	-	31	-	17	-	13
FULL PRICE TEST		22	-	43B	-	49D	-	33F	-	52HE	-	100J	-	49L	-	45N	-	71PO	-	58R	-	61T	-	54V
NON-SALEM MENTHOL PROP		90	90	-	90	-	8	-	89	-	47	-	90	-	87	-	18	-	39	-	11	-	12	-
AWARE: TOTAL 2		15	30C	-	41E	-	100G	-	43ID	-	47K	-	100M	-	1000	-	100Q	-	75S	-	85U	-	57W	-
COMPONENT CONTROL																								
NON-SALEM MENTHOL PROP		84	-	84	-	84	-	6	-	83	-	41	-	84	-	77	-	17	-	41	-	17	-	14
AWARE: TOTAL 2		14	-	28B	-	32D	-	67F	-	33HE	-	32J	-	100L	-	100N	-	100P	-	77R	-	61T	-	58V
COMPONENT TEST																								
NON-SALEM MENTHOL PROP		87	87	-	87	-	8	-	86	-	44	-	87	-	87	-	15	-	39	-	11	-	12	-
AWARE: AWARE 2 LINES		15	29C	-	40E	-	100G	-	41ID	-	44K	-	97M	-	100OP	-	83Q	-	75S	-	85U	-	57W	-
CONTROL																								
NON-SALEM MENTHOL PROP		77	-	77	-	77	-	5	-	76	-	35	-	77	-	77	-	10	-	38	-	14	-	13
AWARE: AWARE 2 LINES		13	-	26B	-	30D	-	56F	-	30HE	-	27J	-	92L	-	100NQ	-	59P	-	72R	-	50T	-	54V
TEST																								
NON-SALEM MENTHOL PROP		18	18	-	18	-	-	-	18	-	13	-	18	-	15	-	18	-	5	-	6	-	3	-
AWARE: AWARE STIR		3	6C	-	8E	-	-	-	9I	-	13K	-	20M	-	170	-	100QN	-	10S	-	46U	-	14W	-
SENSES CONTROL																								
NON-SALEM MENTHOL PROP		17	-	17	-	17	-	2	-	17	-	12	-	17	-	10	-	17	-	10	-	7	-	4
AWARE: AWARE STIR		3	-	6B	-	7D	-	22F	-	7H	-	9J	-	20L	-	13N	-	100PO	-	19R	-	25T	-	17V
SENSES TEST																								

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

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	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	209	116	93
	37.7%	45.8%	30.9%
Camel	208	73	135
	37.5%	28.9%	44.9%
Winston	31	17	14
	5.6%	6.7%	4.7%
Don't Know	61	31	30
	11.0%	12.3%	10.0%
None	107	43	64
	19.3%	17.0%	21.3%
Total Responses	616	280	336
	111.1%	110.7%	111.8%

STUB: Q16\_11[7/28]

16. For smokers who want more pleasure out of life

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	233	117	116
	42.1%	46.2%	38.5%
Camel	170	58	112
	30.7%	22.9%	37.2%
Winston	43	19	24
	7.8%	7.5%	8.0%
Don't Know	62	26	36
	11.2%	10.3%	12.0%
None	117	62	55
	21.1%	24.5%	18.3%
Total Responses	625	282	343
	112.9%	111.4%	114.0%

STUB: Q16\_12[7/30]

16. Is harsh tasting

Which brand or brands does this statement describe?

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	74	32	42
	13.4%	12.6%	14.0%
Camel	146	73	73
	26.4%	28.9%	24.3%
Winston	238	101	137
	43.0%	39.9%	45.5%
Don't Know	40	18	22
	7.2%	7.1%	7.3%
None	95	44	51
	17.1%	17.4%	16.9%
Total Responses	593	268	325
	107.1%	105.9%	108.0%

STUB: Q16\_13[7/32]

16. Has a good overall taste

Which brand or brands does this statement describe?

Total	554	253	301
	100.0%	100.0%	100.0%

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 56 QUESTION ---  
BANNER 1

NON-SALEM MENTHOL																										
*** PROPOSITION AWARE *** RECALL ***																										
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		TASTE		ANYTHING								
TOTAL	TOTAL	TOTAL	SALEM OU	FULL PRICE	FULL PRICE	TOTAL COMPONENT	2 LINES	AWARE SENSES	STIR DIFF.	TASTE DIFF.	ANYTHING DIFF.	POSTCARD IN 3 MOS.	IN 3 MOS.	ANYTHING DIFF.	POSTCARD IN 3 MOS.	IN 3 MOS.	ANYTHING DIFF.	POSTCARD IN 3 MOS.	IN 3 MOS.	ANYTHING DIFF.	POSTCARD IN 3 MOS.	IN 3 MOS.	ANYTHING DIFF.	POSTCARD IN 3 MOS.	IN 3 MOS.	
CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST			
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)		
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
NON-SALEM MENTHOL KNOW TASTE DIFFERENCE CONTROL	52	52	-	52	-	8	-	49	-	25	-	39	-	39	-	5	-	52	-	6	-	6	-			
	9	17C	-	24E	-	100G	-	23I	-	25K	-	43M	-	45OP	-	28Q	-	100S	-	46U	-	29W	-			
NON-SALEM MENTHOL KNOW TASTE DIFFERENCE TEST	53	-	53	-	53	-	1	-	53	-	31	-	41	-	38	-	10	-	53	-	14	-	12	-	50V	
	9	-	18B	-	20D	-	11	-	21HE	-	24J	-	49L	-	49N	-	59P	-	100R	-	50T	-	50V	-		
NON-SALEM MENTHOL RECALL POSTCARD CONTROL	13	13	-	13	-	1	-	13	-	6	-	11	-	11	-	6	-	13	-	100U	-	29W	-			
	2	4C	-	6E	-	13	-	6I	-	6K	-	12M	-	13O	-	33QN	-	12S	-	100U	-	29W	-			
NON-SALEM MENTHOL RECALL POSTCARD TEST	28	-	28	-	28	-	-	-	28	-	17	-	17	-	14	-	7	-	14	-	28	-	13	-	54V	
	5	-	9B	-	11D	-	-	-	11H	-	13J	-	20L	-	18N	-	41PO	-	26R	-	100T	-	54V	-		
NON-SALEM MENTHOL RECALL ANYTHING IN 3 MONTHS CONTROL	21	21	-	21	-	-	-	21	-	8	-	12	-	12	-	3	-	6	-	6	-	21	-			
	4	7C	-	10E	-	-	-	10I	-	8K	-	13M	-	14O	-	17Q	-	12S	-	46U	-	100W	-			
NON-SALEM MENTHOL RECALL ANYTHING IN 3 MONTHS TEST	24	-	24	-	24	-	1	-	23	-	13	-	14	-	13	-	4	-	12	-	13	-	24	-		
	4	-	8B	-	9D	-	11	-	9H	-	10J	-	17L	-	17N	-	24P	-	23R	-	46T	-	100V	-		

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

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No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	399	189	210
	72.0%	74.7%	69.8%
Camel	169	59	110
	30.5%	23.3%	36.5%
Winston	45	21	24
	8.1%	8.3%	8.0%
Don't Know	14	9	5
	2.5%	3.6%	1.7%
None	28	13	15
	5.1%	5.1%	5.0%
Total Responses	655	291	364
	118.2%	115.0%	121.0%

STUB: Q16\_14[7/34]

16. Is one of the very best brands on the market

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	426	204	222
	76.9%	80.6%	73.8%
Camel	153	54	99
	27.6%	21.3%	32.9%
Winston	46	19	27
	8.3%	7.5%	9.0%
Don't Know	14	10	4
	2.5%	4.0%	1.3%
None	28	14	14
	5.1%	5.5%	4.7%
Total Responses	667	301	366
	120.4%	118.9%	121.7%

STUB: Q16\_15[7/36]

16. Is a brand that makes a statement about who I am

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	256	124	132
	46.2%	49.0%	43.9%
Camel	108	35	73
	19.5%	13.8%	24.3%
Winston	39	12	27
	7.0%	4.7%	9.0%
Don't Know	47	22	25
	8.5%	8.7%	8.3%
None	163	79	84
	29.4%	31.2%	27.9%
Total Responses	613	272	341
	110.6%	107.4%	113.4%

STUB: Q16\_16[7/38]

16. Has a pleasant aftertaste

Which brand or brands does this statement describe?

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%

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TABLE 20J QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: DORAL

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS					GENDER										
	AGE			MAIL FLOW		DATE INTERCEPTED			FE-		AGE				
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	SALEM	CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DORAL PURCHASED PAST 30 DAYS	15	5	10	5	10	-	-	-	-	-	-	-	-	-	-
	4	2	8B	3	5	-	-	-	-	-	-	-	-	-	-
1-5	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-
*	-	1	1	1	-	-	-	-	-	-	-	-	-	-	-
6-10	3	1	2	2	1	-	-	-	-	-	-	-	-	-	-
1	*	2	1	1	-	-	-	-	-	-	-	-	-	-	-
11-15	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
*	-	1	-	*	-	-	-	-	-	-	-	-	-	-	-
16-20	3	1	2	1	2	-	-	-	-	-	-	-	-	-	-
1	*	2	1	1	-	-	-	-	-	-	-	-	-	-	-
26-30	4	2	2	1	2	-	-	-	-	-	-	-	-	-	-
1	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-
36-40	3	1	2	-	3	-	-	-	-	-	-	-	-	-	-
1	*	2B	-	1D	-	-	-	-	-	-	-	-	-	-	-
MORE THAN 40	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
*	-	1	-	*	-	-	-	-	-	-	-	-	-	-	-
MEAN...	25.4	23.5	26.4	15.0	30.1D	-	-	-	-	-	-	-	-	-	-
S.D....	18.2	12.2	21.1	11.1	19.2	-	-	-	-	-	-	-	-	-	-
S.E....	4.5	5.4	6.4	5.0	5.8	-	-	-	-	-	-	-	-	-	-

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

Marlboro	273	133	140
	49.3%	52.6%	46.5%
Camel	168	53	115
	30.3%	20.9%	38.2%
Winston	31	9	22
	5.6%	3.6%	7.3%
Don't Know	30	14	16
	5.4%	5.5%	5.3%
None	115	63	52
	20.8%	24.9%	17.3%
Total Responses	617	272	345
	111.4%	107.5%	114.6%

STUB: Q16\_17[7/39]

16. Has more flavor than other cigarettes

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Marlboro	276	131	145
	49.8%	51.8%	48.2%
Camel	225	83	142
	40.6%	32.8%	47.2%
Winston	53	26	27
	9.6%	10.3%	9.0%
Don't Know	38	22	16
	6.9%	8.7%	5.3%
None	26	14	12
	4.7%	5.5%	4.0%
Total Responses	618	276	342
	111.6%	109.1%	113.7%

STUB: Q17A[7/54.3]

17a. Camel has introduced a lot of new styles and flavors in the past couple of years. Can you tell me what Camel styles you were aware of before today's interview?

( INTERVIEWER:DO NOT READ LIST. ENTER ALL THAT APPLY. IF RESPONDENT MENTIONS PUNCH 01 Turkish Blends (general) OR 05 Exotic Blends (general) OR 16 Standard PROBE for specific styles )

01 Turkish Blends(general)	05 Exotic Blends(gen.)	16 Standard, Classic(gen.)
== TURKISH BLENDS(SPECIFY)	== EXOTIC BLENDS(SPECIFY)	== STANDARD (SPECIFY)
02 Turkish Gold	06 Aegean Spice	17 Non-Filters
03 Turkish Jade	07 Basma	18 Wides
04 Turkish Royal	27 Bayou Blast	19 Special Lights
	28 Beach Breezer	20 Menthol
	08 Crema	21 Filters/Regular
	09 Dark Mint	22 Lights
	10 Izmir Stinger	23 Ultra Lights
	11 Mandalay Lime	24 Kamel/Kamel Red
	12 Mandarin Mint	25 Other ( specify )
	29 Margarita Mixer	99 None/Don't know
	13 Rare	
	15 Twist	

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Turkish Blends (general)	218	97	121
	39.4%	38.3%	40.2%
Turkish Gold	95	34	61
	17.1%	13.4%	20.3%

53096 5768

TABLE 20J QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: DORAL

21+ NM/MENTHOL SMOKERS												21+ FULL PRICE MENTHOL SMOKERS					
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER		AGE			SALEM		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE-	MALE	MALE	21-34	35+	UB	SALEM	CON-
		(A)	(B)				(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	VERTS
WEIGHTED BASE		350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MEDIAN...		19.4	21.7	18.3B	8.5	26.1D	-	-	-	-	-	-	-	-	-	-	
DORAL NOT PURCHASED PAST 30 DAYS		335	229	106	149	186	178	25	98	56	104	74	119	60	27	9	
		96	98C	92	97	95	100	100	100	100	100	100	100	100	100	100	

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

Turkish Jade	67	23	44
	12.1%	9.1%	14.6%
Turkish Royal	42	12	30
	7.6%	4.7%	10.0%
Exotic Blends (general)	186	58	128
	33.6%	22.9%	42.5%
Aegean Spice	2	1	1
	0.4%	0.4%	0.3%
Basma	1	-	1
	0.2%		0.3%
Crema	39	8	31
	7.0%	3.2%	10.3%
Dark Mint	24	7	17
	4.3%	2.8%	5.6%
Ismir Stinger	22	4	18
	4.0%	1.6%	6.0%
Mandalay Lime	1	1	-
	0.2%	0.4%	
Mandarin Mint	40	10	30
	7.2%	4.0%	10.0%
Rare	1	-	1
	0.2%		0.3%
Twist	28	2	26
	5.1%	0.8%	8.6%
Standard, Classic ( general )	119	56	63
	21.5%	22.1%	20.9%
Non-Filters	49	29	20
	8.8%	11.5%	6.6%
Wides	27	15	12
	4.9%	5.9%	4.0%
Special Lights	6	5	1
	1.1%	2.0%	0.3%
Menthol	46	20	26
	8.3%	7.9%	8.6%
Filters/Regular	88	46	42
	15.9%	18.2%	14.0%
Lights	114	60	54
	20.6%	23.7%	17.9%
Ultra Lights	18	6	12
	3.2%	2.4%	4.0%
Kamel/Kamel Red	7	4	3
	1.3%	1.6%	1.0%
Other ( specify )	8	3	5
	1.4%	1.2%	1.7%
None/Don't know	80	50	30
	14.4%	19.8%	10.0%
Bayou Blast	-	-	-
Beach Breezer	2	1	1
	0.4%	0.4%	0.3%
Margarita Mixer	12	5	7
	2.2%	2.0%	2.3%
Total Responses	1342	557	785
	242.4%	220.3%	260.6%

STUB: Q17A\_OTH[58/12]  
 (INTERVIEWER: PLEASE ENTER OTHER CIGARETTE HERE.  
 PRESS <ESC> TO CONTINUE )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	546	250	296
	98.6%	98.8%	98.3%
Any Response	8	3	5
	1.4%	1.2%	1.7%
Q17A_OTH	8	3	5
	1.4%	1.2%	1.7%
TEXT length:			
Mean	10.1	11.3	9.4
Median	9.0	12.0	7.0
Min	5.0	9.0	5.0
Max	15.0	13.0	15.0

53096 5800

TABLE 20K QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: DUNHILL

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS					GENDER										
	AGE			MAIL FLOW		DATE INTERCEPTED			FE-		AGE				
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MALE	MALE	21-34	35+	UB	SALEM CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DUNHILL PURCHASED PAST 30 DAYS	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-
1-5	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	1	-	-	-	-	-	-	-	-	-	-	-
MEAN...	4.0	4.0	-	4.0	-	-	-	-	-	-	-	-	-	-	-
MEDIAN...	4.0	4.0C	-	4.0E	-	-	-	-	-	-	-	-	-	-	-
DUNHILL NOT PURCHASED PAST 30 DAYS	349	233	116	153	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	99	100	100	100	100	100	100	100	100	100	100	100

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

53096 5801

STUB: Q17B\_1[7/58]

17b. Prior to this interview, had you ever heard of  
Camel Turkish Gold?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	95	34	61
	17.1%	13.4%	20.3%
Any Response	459	219	240
	82.9%	86.6%	79.7%
Yes	332	135	197
	59.9%	53.4%	65.4%
No	122	81	41
	22.0%	32.0%	13.6%
Don't Know	5	3	2
	0.9%	1.2%	0.7%
Total Responses	459	219	240
	82.8%	86.6%	79.7%

STUB: Q17B\_2[7/60]

17b. Prior to this interview, had you ever heard of  
Camel Turkish Jade?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	67	23	44
	12.1%	9.1%	14.6%
Any Response	487	230	257
	87.9%	90.9%	85.4%
Yes	248	87	161
	44.8%	34.4%	53.5%
No	231	138	93
	41.7%	54.5%	30.9%
Don't Know	8	5	3
	1.4%	2.0%	1.0%
Total Responses	487	230	257
	87.9%	90.9%	85.4%

STUB: Q17B\_3[7/62]

17b. Prior to this interview, had you ever heard of  
Camel Turkish Royal?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	42	12	30
	7.6%	4.7%	10.0%
Any Response	512	241	271
	92.4%	95.3%	90.0%
Yes	214	73	141
	38.6%	28.9%	46.8%
No	288	161	127
	52.0%	63.6%	42.2%
Don't Know	10	7	3
	1.8%	2.8%	1.0%
Total Responses	512	241	271
	92.4%	95.3%	90.0%

STUB: Q17B\_4[7/64]

17b. Prior to this interview, had you ever heard of  
Camel Turkish Amber?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Yes	93	26	67
	16.8%	10.3%	22.3%
No	451	219	232
	81.4%	86.6%	77.1%
Don't Know	10	8	2
	1.8%	3.2%	0.7%
Total Responses	554	253	301
	100.0%	100.1%	100.1%

53096 5802

TABLE 20L QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: GPC

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS															
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER			SALEM		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	AGE	SALEM	RECENT CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
GPC PURCHASED PAST 30 DAYS	6	3	2	3	3	3	-	3	-	2	1	1	2	-	-
	2	1	2	2	2	2	-	3	-	2	1	1	3	-	-
1-5	2	2	-	1	1	-	-	-	-	-	-	-	-	-	-
	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-
6-10	2	1	1	-	2	2	-	2	-	1	1	1	1	-	-
	1	*	1	-	1	1	-	2	-	1	1	1	1	-	-
26-30	1	-	1	1	-	1	-	1	-	1	-	-	1	-	-
	*	-	1	1	-	*	-	1	-	1	-	-	1	-	-
MORE THAN 40	1	-	1	1	-	-	-	-	-	-	-	-	-	-	-
	*	-	1	1	-	-	-	-	-	-	-	-	-	-	-
MEAN...	15.4	3.0	33.2B	26.8	5.5	14.1	-	14.1	-	15.7	10.0	6.0	19.9	-	-
S.D....	21.9	2.6	27.1	31.0	3.8	12.9	-	12.9	-	-	-	-	-	-	-
S.E....	8.9	1.5	15.6	17.9	2.2	7.4	-	7.4	-	-	-	-	-	-	-
MEDIAN...	4.2	1.5	19.8B	9.5E	3.4	7.1	-	7.1GI	-	6.0	10.0J	6.0	10.0L	-	-
GPC NOT PURCHASED PAST 30 DAYS	344	231	113	151	193	176	25	95	56	102	73	118	58	27	9
	98	99	98	98	98	98	100	97	100	98	99	99	97	100	100

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

STUB: Q17B\_5[7/66]

17b. Prior to this interview, had you ever heard of  
Camel Exotic Blends, the flavored styles that come in a tin?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	267	73	194
	48.2%	28.9%	64.5%
Any Response	287	180	107
	51.8%	71.1%	35.5%
Yes	171	87	84
	30.9%	34.4%	27.9%
No	116	93	23
	20.9%	36.8%	7.6%
Don't Know	-	-	-
Total Responses	287	180	107
	51.8%	71.2%	35.5%

STUB: Q17B\_6[7/67]

17b. Prior to this interview, had you ever heard of  
Camel Standard, Classic styles such as Camel Lights, Camel Filters  
or Camel Wides?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	286	136	150
	51.6%	53.8%	49.8%
Any Response	268	117	151
	48.4%	46.2%	50.2%
Yes	236	99	137
	42.6%	39.1%	45.5%
No	31	17	14
	5.6%	6.7%	4.7%
Don't Know	1	1	-
	0.2%	0.4%	-
Total Responses	268	117	151
	48.4%	46.2%	50.2%

STUB: Q17D\_1[8/8]

17d. Have you ever purchased  
Camel Turkish Gold?

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	127	84	43
	22.9%	33.2%	14.3%
Any Response	427	169	258
	77.1%	66.8%	85.7%
Yes	144	51	93
	26.0%	20.2%	30.9%
No	280	117	163
	50.5%	46.2%	54.2%
Don't Know	3	1	2
	0.5%	0.4%	0.7%
Total Responses	427	169	258
	77.0%	66.8%	85.8%

STUB: Q17D\_2[8/9]

17d. Have you ever purchased  
Camel Turkish Jade?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	239	143	96
	43.1%	56.5%	31.9%
Any Response	315	110	205
	56.9%	43.5%	68.1%

53096 5804

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

TABLE 20M QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: HARLEY DAVIDSON

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS					GENDER										
	AGE			MAIL FLOW		DATE INTERCEPTED			FE-		AGE			SALEM	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	UB	CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
HARLEY DAVIDSON PURCHASED PAST 30 DAYS	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-
	*	*	-	-	1	1	-	1	-	1	-	1	-	-	-
1-5	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-
	*	*	-	-	1	1	-	1	-	1	-	1	-	-	-
MEAN...	1.0	1.0	-	-	1.0	1.0	-	1.0	-	1.0	-	1.0	-	-	-
MEDIAN...	1.0	1.0	-	-	1.0	1.0	-	1.0	-	1.0	-	1.0	-	-	-
HARLEY DAVIDSON NOT PURCHASED PAST 30 DAYS	349	233	116	154	195	177	25	97	56	103	74	118	60	27	9
	100	100	100	100	99	99	100	99	100	99	100	99	100	100	100

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

Yes	82 14.8%	30 11.9%	52 17.3%
No	231 41.7%	78 30.8%	153 50.8%
Don't Know	2 0.4%	2 0.8%	-
Total Responses	315 56.9%	110 43.5%	205 68.1%

STUB: Q17D\_3[8/10]

17d. Have you ever purchased  
Camel Turkish Royal?

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	298 53.8%	168 66.4%	130 43.2%
Any Response	256 46.2%	85 33.6%	171 56.8%
Yes	69 12.5%	17 6.7%	52 17.3%
No	184 33.2%	67 26.5%	117 38.9%
Don't Know	3 0.5%	1 0.4%	2 0.7%
Total Responses	256 46.2%	85 33.6%	171 56.9%

STUB: Q17D\_4[8/11]

17d. Have you ever purchased  
Camel Turkish Amber?

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	461 83.2%	227 89.7%	234 77.7%
Any Response	93 16.8%	26 10.3%	67 22.3%
Yes	6 1.1%	2 0.8%	4 1.3%
No	87 15.7%	24 9.5%	63 20.9%
Don't Know	-	-	-
Total Responses	93 16.8%	26 10.3%	67 22.2%

STUB: Q17D\_5[8/12]

17d. Have you ever purchased  
Any of the Camel Exotic Blends?

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	116 20.9%	93 36.8%	23 7.6%
Any Response	438 79.1%	160 63.2%	278 92.4%
Yes	148 26.7%	45 17.8%	103 34.2%
No	287 51.8%	113 44.7%	174 57.8%
Don't Know	3 0.5%	2 0.8%	1 0.3%
Total Responses	438 79.0%	160 63.3%	278 92.3%

53096 5806

TABLE 20N QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: JUMBO

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS																
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER			SALEM			RECENT
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	AGE	SALEM	CON- VERTS		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
JUMBO PURCHASED PAST 30 DAYS	1	1	-	-	1	1	-	-	1	1	-	1	-	-	-	
	*	*	-	-	1	1	-	-	2H	1	-	1	-	-	-	
6-10	1	1	-	-	1	1	-	-	1	1	-	1	-	-	-	
	*	*	-	-	1	1	-	-	2H	1	-	1	-	-	-	
MEAN...	10.0	10.0	-	-	10.0	10.0	-	-	10.0	10.0	-	10.0	-	-	-	
MEDIAN...	10.0	10.0C	-	-	10.0D	10.0	-	-	10.0G	10.0K	-	10.0M	-	-	-	
JUMBO NOT PURCHASED PAST 30 DAYS	349	233	116	154	195	177	25	98	55	103	74	118	60	27	9	
	100	100	100	100	99	99	100	100I	98	99	100	99	100	100	100	

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

STUB: Q17D\_6[8/13]

17d. Have you ever purchased  
Any of the Camel Standard, Classic styles?

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	32	18	14
	5.8%	7.1%	4.7%
Any Response	522	235	287
	94.2%	92.9%	95.3%
Yes	329	139	190
	59.4%	54.9%	63.1%
No	193	96	97
	34.8%	37.9%	32.2%
Don't Know	-	-	-
Total Responses	522	235	287
	94.2%	92.8%	95.3%

STUB: Q17DAW[46/12,46/13,46/14]

Q17DAW

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	350	182	168
	63.2%	71.9%	55.8%
Any Response	204	71	133
	36.8%	28.1%	44.2%
Turkish Gold	144	51	93
	26.0%	20.2%	30.9%
Turkish Jade	82	30	52
	14.8%	11.9%	17.3%
Turkish Royal	69	17	52
	12.5%	6.7%	17.3%
Total Responses	295	98	197
	53.3%	38.8%	65.5%

STUB: AWARE[45/1]

AWARE

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
aware	472	189	283
	85.2%	74.7%	94.0%
not aware	82	64	18
	14.8%	25.3%	6.0%
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q17F[8/30]

17f. You mentioned that you haven't purchased Camel Turkish Gold, Camel  
Turkish Jade or Camel Turkish Royal. Have you ever tried any of these  
Camel Turkish styles without actually buying them?  
( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	286	135	151
	51.6%	53.4%	50.2%
Any Response	268	118	150
	48.4%	46.6%	49.8%
Yes	131	33	98
	23.6%	13.0%	32.6%
No	133	82	51
	24.0%	32.4%	16.9%
Don't know	4	3	1
	0.7%	1.2%	0.3%

53096 5808

TABLE 200 QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: KAMEL/KAMEL RED

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS					GENDER										
	AGE		MAIL FLOW		DATE INTERCEPTED			FE-		AGE					
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	MALE	21-34	35+	SALEM CON-VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
KAMEL/KAMEL RED PURCHASED PAST 30 DAYS	4	3	1	-	4	1	-	1	-	-	1	1	-	-	-
	1	1	1	-	2D	*	-	1	-	-	1	1	-	-	-
1-5	2	2	-	-	2	-	-	-	-	-	-	-	-	-	-
	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-
26-30	2	1	1	-	2	1	-	1	-	-	1	1	-	-	-
	1	*	1	-	1	*	-	1	-	-	1	1	-	-	-
MEAN...	16.1	10.3	30.0	-	16.1	30.0	-	30.0	-	-	30.0	30.0	-	-	-
S.D....	16.2	15.9	-	-	16.2	-	-	-	-	-	-	-	-	-	-
S.E....	8.1	9.2	-	-	8.1	-	-	-	-	-	-	-	-	-	-
MEDIAN...	16.5	2.0	30.0B	-	16.5D	30.0	-	30.0GI	-	-	30.0J	30.0M	-	-	-
KAMEL/KAMEL RED NOT PURCHASED PAST 30 DAYS	346	231	115	154	192	178	25	97	56	104	73	118	60	27	9
	99	99	99	100E	98	100	100	99	100	100	99	99	100	100	100

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

(continued)

STUB: Q17F[8/30]

17f. You mentioned that you haven't purchased Camel Turkish Gold, Camel Turkish Jade or Camel Turkish Royal. Have you ever tried any of these Camel Turkish styles without actually buying them?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

	TOTAL	con	test
Total Responses	268 48.3%	118 46.6%	150 49.8%

STUB: Q17G[8/32]

17g. You mentioned that you haven't purchased any Camel Exotic Blend styles. Have you ever tried any of the Exotic Blend styles without actually buying them?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	264 47.7%	138 54.5%	126 41.9%
Any Response	290 52.3%	115 45.5%	175 58.1%
Yes	160 28.9%	24 9.5%	136 45.2%
No	127 22.9%	90 35.6%	37 12.3%
Don't know	3 0.5%	1 0.4%	2 0.7%
Total Responses	290 52.3%	115 45.5%	175 58.2%

STUB: Q17G1[8/33]

17g1. You mentioned that you haven't purchased any Camel Standard, Classic styles. Have you ever tried any of the Camel Standard, Classic styles without actually buying them?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	361 65.2%	157 62.1%	204 67.8%
Any Response	193 34.8%	96 37.9%	97 32.2%
Yes	82 14.8%	33 13.0%	49 16.3%
No	109 19.7%	61 24.1%	48 15.9%
Don't know	2 0.4%	2 0.8%	-
Total Responses	193 34.9%	96 37.9%	97 32.2%

STUB: Q17H[7/40]

17H. Now I'd like to ask how likely you are to buy different kinds of Camel cigarettes. First, how likely are you to buy some style of Camel Turkish cigarettes for your own use in the future?  
 Would you say that you...?  
 ( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

Total	554 100.0%	253 100.0%	301 100.0%
No Answer	-	-	-
Any Response	554 100.0%	253 100.0%	301 100.0%
Definitely will	74	30	44

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TABLE 20Q QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: L&M 20

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS **																
	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER		AGE				SALEM RECENT	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	UB	SALEM CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
L&M 20 PURCHASED PAST 30 DAYS	2	2	-	2	-	1	-	1	-	-	1	1	-	-	-	
	1	1	-	1E	-	1	-	1	-	-	1	1	-	-	-	
NONE/0	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
*	*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
1-5	1	1	-	1	-	1	-	1	-	-	1	1	-	-	-	
*	*	-	1	-	1	-	1	-	-	1	1	-	-	-	-	
MEAN...	0.5	0.5	-	0.5	-	1.0	-	1.0	-	-	1.0	1.0	-	-	-	
S.D....	0.7	0.7	-	0.7	-	-	-	-	-	-	-	-	-	-	-	
S.E....	0.5	0.5	-	0.5	-	-	-	-	-	-	-	-	-	-	-	
MEDIAN...	0.5	0.5	-	0.5	-	1.0	-	1.0	-	-	1.0	1.0	-	-	-	
L&M 20 NOT PURCHASED PAST 30 DAYS	348	232	116	152	196	177	25	97	56	104	73	118	60	27	9	
	99	99	100	99	100D	99	100	99	100	100	99	99	100	100	100	

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

buy	13.4%	11.9%	14.6%
Probably will	137	49	88
buy	24.7%	19.4%	29.2%
Might or might not buy	142	71	71
Probably will	25.6%	28.1%	23.6%
not buy	120	63	57
or, Definitely will not buy	21.7%	24.9%	18.9%
them in the future	75	37	38
(DO NOT READ)	13.5%	14.6%	12.6%
Don't know	6	3	3
Total Responses	1.1%	1.2%	1.0%
	554	253	301
	100.0%	100.1%	99.9%

STUB: Q17I[7/42]

17I. How likely are you to buy some style of Camel Exotic Blend cigarettes  
for your own use in the future?  
Would you say that you...?  
( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Definitely will	71	23	48
buy	12.8%	9.1%	15.9%
Probably will	123	48	75
buy	22.2%	19.0%	24.9%
Might or might not buy	134	68	66
Probably will	24.2%	26.9%	21.9%
not buy	128	65	63
or, Definitely will not buy	23.1%	25.7%	20.9%
them in the future	88	42	46
(DO NOT READ)	15.9%	16.6%	15.3%
Don't know	10	7	3
Total Responses	1.8%	2.8%	1.0%
	554	253	301
	100.0%	100.1%	99.9%

STUB: Q17J[7/44]

17J. How likely are you to buy some standard, classic Camel style for  
your own use in the future?  
Would you say that you...?  
( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Definitely will	94	31	63
buy	17.0%	12.3%	20.9%
Probably will	149	56	93
buy	26.9%	22.1%	30.9%
Might or might not buy	108	63	45
Probably will	19.5%	24.9%	15.0%
not buy	112	55	57
or, Definitely will not buy	20.2%	21.7%	18.9%
them in the future	84	44	40
(DO NOT READ)	15.2%	17.4%	13.3%
Don't know	7	4	3
Total Responses	1.3%	1.6%	1.0%
	554	253	301
	100.1%	100.0%	100.0%

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TABLE 20R QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: LUCKY STRIKE

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS										**-----*						
	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER		AGE				SALEM	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	UB	RECENT CON- VERTS	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
LUCKY STRIKE PURCHASED PAST 30 DAYS	2	2	-	1	1	-	-	-	-	-	-	-	-	-	-	
	1	1	-	1	1	-	-	-	-	-	-	-	-	-	-	
6-10	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
*	*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	
11-15	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
*	*	-	-	1	-	-	-	-	-	-	-	-	-	-	-	
MEAN...	12.5	12.5	-	10.0	15.0	-	-	-	-	-	-	-	-	-	-	
S.D....	3.3	3.3	-	-	-	-	-	-	-	-	-	-	-	-	-	
S.E....	2.4	2.4	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEDIAN...	10.1	10.1C	-	10.0	15.0	-	-	-	-	-	-	-	-	-	-	
LUCKY STRIKE NOT PURCHASED PAST 30 DAYS	348	232	116	153	195	178	25	98	56	104	74	119	60	27	9	
	99	99	100	99	99	100	100	100	100	100	100	100	100	100	100	

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

STUB: Q17K[7/48]

17K. Of the three kinds of Camel, which is best described as  
"more indulgent"?  
( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
The Turkish styles	111 20.0%	54 21.3%	57 18.9%
The Exotic	203	74	129
Blend styles or, The standard,	36.6%	29.2%	42.9%
classic Camel styles (DO NOT READ)	139 25.1%	68 26.9%	71 23.6%
(DO NOT READ)	101	57	44
Don't know	18.2%	22.5%	14.6%
Total Responses	554 99.9%	253 99.9%	301 100.0%

STUB: Q17L[7/50]

17L. Of the three kinds of Camel, which is the most "mellow tasting"?  
( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
The Turkish styles	121 21.8%	49 19.4%	72 23.9%
The Exotic	118	28	90
Blend styles or, The standard,	21.3%	11.1%	29.9%
classic Camel styles (DO NOT READ)	171 30.9%	84 33.2%	87 28.9%
(DO NOT READ)	144	92	52
Don't know	26.0%	36.4%	17.3%
Total Responses	554 100.0%	253 100.1%	301 100.0%

STUB: Q71M[7/52]

17M. Of the three kinds of Camel, which has the "richest tobacco taste"?  
( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
The Turkish styles	162 29.2%	62 24.5%	100 33.2%
The Exotic	75	26	49
Blend styles or, The standard,	13.5%	10.3%	16.3%
classic Camel styles (DO NOT READ)	175 31.6%	75 29.6%	100 33.2%
(DO NOT READ)	142	90	52
Don't know	25.6%	35.6%	17.3%
Total Responses	554 99.9%	253 100.0%	301 100.0%

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

TABLE 20S QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: MARLBORO

21+ NM/MENTHOL SMOKERS															21+ FULL PRICE MENTHOL SMOKERS											
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER			AGE			SALEM			RECENT							
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE- MALE	21-34	35+	UB	SALEM	CON- VERTS	(O)									
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)											
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9											
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
MARLBORO PURCHASED PAST 30 DAYS	157	120	38	66	91	45	4	26	15	30	15	38	6	5	2											
	45	51C	33	43	47	25	15	26	27	29K	20	32M	10	17	24											
NONE/0	2	1	1	2	-	2	-	2	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
	1	*	1	1E	-	1	-	2	-	1	1	1	1	1	4	12										
1-5	28	25	3	13	15	8	8	1	6	1	3	5	8	-	1	-	1	-	4	-	1	-	-	-	-	
	8	11C	3	8	8	5	4	6	2	3	7	7M	-	-	4	-	-	-	-	-	-	-	-	-	-	
6-10	33	27	6	13	20	12	-	7	5	7	5	11	1	1	1	1	1	1	4	12	1	1	1	1	1	
	9	11C	5	9	10	7	-	7G	10G	6	7	9M	1	1	4	12										
11-15	17	12	5	6	11	3	-	1	2	3	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	
	5	5	4	4	6	2	-	1	4	3K	-	3M	-	-	-	-	-	-	-	-	-	-	-	-	-	
16-20	17	14	3	7	10	4	2	2	-	3	1	3	1	-	-	-	-	-	-	-	-	-	-	-	-	
	5	6C	3	5	5	2	8HI	2	-	3	1	3	1	-	-	-	-	-	-	-	-	-	-	-	-	
21-25	6	4	2	4	2	2	-	1	1	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	
	2	2	2	3	1	1	-	1	2	2	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	
26-30	33	24	10	11	23	9	-	6	4	7	3	6	3	1	-	-	-	-	-	-	-	-	-	-	-	
	10	10	8	7	12D	5	-	6	7G	6	4	5	5	4	4	4	4	4	4	4	4	4	4	4	4	
31-35	5	3	1	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1	1	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

STUB: Q18A[8/34]

18a. By chance, did you receive two free packs of Camel from a Camel representative in a bar or nightclub in the past 9 months or so?  
 ( INTERVIEWER: RECORD ONE ANSWER )

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Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Yes	47	8	39
	8.5%	3.2%	13.0%
No	506	244	262
	91.3%	96.4%	87.0%
Don't Know	1	1	-
	0.2%	0.4%	
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q18B[8/36.3]

18b. Which style or styles of free Camel packs did you receive from the Camel representative?

( INTERVIEWER: DO NOT READ LIST. ACCEPT ALL ANSWERS. IF RESP MENTIONS PUNCH 01  
 Turkish Blends (general) OR 05 Exotic Blends ( general ) OR 16  
 Standard(general) probe for specific styles. ONLY CODE "99 NONE/Don't know  
 IF RESP CANNOT REMEMBER ANY STYLE THEY WERE GIVEN )

01 Turkish Blends(general)	05 Exotic Blends(gen.)	16 Standard, Classic(gen.)
-- TURKISH BLENDS(SPECIFY)	-- EXOTIC BLENDS(SPECIFY)	-- STANDARD (SPECIFY)
02 Turkish Gold	06 Aegean Spice	17 Non-Filters
03 Turkish Jade	07 Basma	18 Wides
04 Turkish Royal	08 Crema	19 Special Lights
	09 Dark Mint	20 Menthol
	10 Izmir Stinger	21 Filters/Regular
	11 Mandalay Lime	22 Lights
	12 Mandarin Mint	23 Ultra Lights
	13 Rare	
	15 Twist	25 Other ( specify )
		99 None/Don't know

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	507	245	262
	91.5%	96.8%	87.0%
Any Response	47	8	39
	8.5%	3.2%	13.0%
Turkish Blends (general)	5	2	3
	0.9%	0.8%	1.0%
Turkish Gold	6	2	4
	1.1%	0.8%	1.3%
Turkish Jade	8	-	8
	1.4%		2.7%
Turkish Royal	4	-	4
	0.7%		1.3%
Exotic Blends (general)	9	1	8
	1.6%	0.4%	2.7%
Aegean Spice	-	-	-
Basma	-	-	-
Crema	2	-	2
	0.4%		0.7%
Dark Mint	2	-	2
	0.4%		0.7%
Ismir Stinger	5	-	5
	0.9%		1.7%
Mandalay Lime	-	-	-
Mandarin Mint	3	-	3
	0.5%		1.0%
Rare	-	-	-
Twist	6	-	6
	1.1%		2.0%
Standard, Classic ( general )	2	1	1
	0.4%	0.4%	0.3%

53096 5816

TABLE 20S QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: MARLBORO

21+ FULL PRICE MENTHOL SMOKERS																
21+ NM/MENTHOL SMOKERS										**-----*						
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER		SALEM				
	TOTAL		21-34	35+	IN	OUT	TOTAL		MARCH	APRIL	MAY	FE- MALE	MALE	AGE 21-34	SALEM UB	RECENT CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
36-40	8	3	4	4	3	1	-	-	1	1	-	1	-	-	-	
	2	1	4B	3	2	1	-	-	2H	1	-	1	-	-	-	
MORE THAN 40	8	6	3	4	5	2	1	1	-	2	-	1	1	-	-	
	2	2	2	2	2	1	3I	1	-	2	-	1	1	-	-	
MEAN...	19.4	17.9	24.0B	19.5	19.3	16.9	22.7	15.2	18.3	20.1K	10.3	15.3	26.2L	9.4	3.0	
S.D....	15.4	15.1	15.6	17.4	13.8	14.4	23.9	14.6	11.7	15.1	10.8	13.4	18.1	13.9	4.0	
S.E....	1.2	1.4	2.4	2.2	1.5	2.2	12.0	3.0	3.1	2.9	2.8	2.3	6.8	7.0	2.9	
MEDIAN...	14.9	14.4	22.4B	14.3	14.9	10.2	8.9HI	9.0	12.2H	15.8K	5.6	9.7	22.4L	3.5	3.0	
MARLBORO NOT PURCHASED PAST 30 DAYS	193	114	78	88	105	134	21	72	41	75	59	80	53	23	7	
	55	49	67B	57	53	75	85	74	73	71	80J	68	90L	83	76	

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

Non-Filters	-	-	-
Wides	2	-	2
	0.4%		0.7%
Special Lights	-	-	-
Menthol	2	-	2
	0.4%		0.7%
Filters/Regular	4	-	4
	0.7%		1.3%
Lights	10	1	9
	1.8%	0.4%	3.0%
Ultra Lights	-	-	-
Kamel/Kamel Red	-	-	-
Other ( specify )	-	-	-
None/Don't know	6	2	4
	1.1%	0.8%	1.3%
Bayou Blast	-	-	-
Total Responses	76	9	67
	13.8%	3.6%	22.4%

STUB: Q18B\_OTH[58/9]  
 (INTERVIEWER: PLEASE ENTER OTHER STYLE HERE.  
 PRESS <ESC> TO CONTINUE )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	554	253	301
	100.0%	100.0%	100.0%
Any Response	-	-	-
Q18B_OTH	-	-	-
TEXT length:			
Mean			
Median			
Min			
Max			

STUB: Q18C[8/42]  
 18c. Now please think about anything you received from Camel in the mail.  
 In the past 3 months, do you recall receiving any brochures, coupons  
 or any free product in the mail, an email, or anything else that you  
 received directly from the Camel brand?  
 ( INTERVIEWER: RECORD ONE ANSWER. )

	TOTAL	con	test
Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Yes	370	93	277
	66.8%	36.8%	92.0%
No	177	153	24
	31.9%	60.5%	8.0%
Don't know	7	7	-
	1.3%	2.8%	-
Total Responses	554	253	301
	100.0%	100.1%	100.0%

STUB: Q18D[8/43]  
 18d. What did you receive from Camel in the past 3 months?  
 ( INTERVIEWER: RECORD ALL THAT APPLY.)

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	184	160	24
	33.2%	63.2%	8.0%
Any Response	370	93	277

53096 5818

TABLE 20T QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: MISTY

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS															
	AGE			MAIL FLOW		DATE INTERCEPTED			GENDER		AGE			SALEM	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	21-34	35+	UB	RECENT CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MISTY PURCHASED PAST 30 DAYS	4	3	2	1	3	2	-	2	-	-	2	2	-	1	-
	1	1	1	1	2	1	-	2	-	-	3J	2	-	4	-
1-5	1	1	-	1	-	1	-	1	-	-	1	1	-	1	-
*	*	*	-	1	-	1	-	1	-	-	1	1	-	4	-
6-10	1	1	-	-	1	1	-	1	-	-	1	1	-	-	-
*	*	*	-	-	*	*	-	1	-	-	1	1	-	-	-
26-30	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
*	-	1	-	*	-	-	-	-	-	-	-	-	-	-	-
36-40	2	1	1	-	2	-	-	-	-	-	-	-	-	-	-
*	*	1	-	1	-	-	-	-	-	-	-	-	-	-	-
MEAN...	22.8	15.6	35.0	2.0	30.0D	5.3	-	5.3	-	-	5.3	5.3	-	2.0	-
S.D....	18.5	20.3	-	-	14.8	-	-	-	-	-	-	-	-	-	-
S.E....	8.3	11.7	-	-	7.4	-	-	-	-	-	-	-	-	-	-
MEDIAN...	16.1	4.4	35.0B	2.0	35.0D	2.0	-	2.0	-	-	2.0J	2.0	-	2.0	-
MISTY NOT PURCHASED PAST 30 DAYS	346	231	114	153	193	177	25	96	56	104	72	117	60	26	9
	99	99	99	99	98	99	100	98	100	100K	97	98	100	96	100

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

	66.8%	36.8%	92.0%
Brochure	71	28	43
	12.8%	11.1%	14.3%
Coupons	224	61	163
	40.4%	24.1%	54.2%
Free pack(s) in the mail	222	12	210
	40.1%	4.7%	69.8%
An email	16	5	11
	2.9%	2.0%	3.7%
A mailer/ envelope/boxes	16	7	9
	2.9%	2.8%	3.0%
Other items (SPECIFY)	11	5	6
	2.0%	2.0%	2.0%
Don't know	2	1	1
	0.4%	0.4%	0.3%
Total Responses	562	119	443
	101.5%	47.1%	147.3%

STUB: Q18D\_OTH[58/13]

(INTERVIEWER: PLEASE ENTER OTHER HERE.  
PRESS <ESC> TO CONTINUE )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	543	248	295
	98.0%	98.0%	98.0%
Any Response	11	5	6
	2.0%	2.0%	2.0%
Q18D_OTH	11	5	6
	2.0%	2.0%	2.0%
TEXT length:			
Mean	21.6	8.4	32.7
Median	11.0	7.0	27.0
Min	7.0	7.0	10.0
Max	54.0	11.0	54.0

STUB: Q19[8/40]

19. Do you feel that the Camel brand is...  
( INTERVIEWER: READ LIST )  
from other brands on the market?  
( INTERVIEWER: RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Extremely different	83	23	60
	15.0%	9.1%	19.9%
Very different	143	53	90
	25.8%	20.9%	29.9%
Somewhat different	233	111	122
	42.1%	43.9%	40.5%
Not very different	39	27	12
	7.0%	10.7%	4.0%
or, Not at all different	22	18	4
	4.0%	7.1%	1.3%
(DO NOT READ)	34	21	13
Don't know	6.1%	8.3%	4.3%
Total Responses	554	253	301
	100.0%	100.0%	99.9%

STUB: Q20[8/44]

20. As a result of your talking to the Camel representative in the bar about  
the different kinds of Camel, would you say your opinion of the Camel  
brand has...?  
( INTERVIEWER: READ LIST.  
RECORD ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%

53096 5820

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

TABLE 20U QUESTION 13  
NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: MERIT

21+ FULL PRICE MENTHOL SMOKERS															
21+ NM/MENTHOL SMOKERS															
	AGE			MAIL FLOW			DATE INTERCEPTED			GENDER			SALEM		
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	FE- MALE	MALE	AGE	SALEM	RECENT	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	21-34	35+	CON- VERTS	
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MERIT PURCHASED PAST 30 DAYS	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
*	-	1B	-	1	-	-	-	-	-	-	-	-	-	-	-
26-30	1	-	1	-	1	-	-	-	-	-	-	-	-	-	-
*	-	1B	-	1	-	-	-	-	-	-	-	-	-	-	-
MEAN...	30.0	-	30.0	-	30.0	-	-	-	-	-	-	-	-	-	-
MEDIAN...	30.0	-	30.0B	-	30.0D	-	-	-	-	-	-	-	-	-	-
MERIT NOT PURCHASED PAST 30 DAYS	349	234	115	154	195	178	25	98	56	104	74	119	60	27	9
	100	100C	99	100	99	100	100	100	100	100	100	100	100	100	100

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

No Answer	507	245	262
	91.5%	96.8%	87.0%
Any Response	47	8	39
	8.5%	3.2%	13.0%
Improved	31	5	26
	5.6%	2.0%	8.6%
Worsened	1	-	1
	0.2%		0.3%
or, Not changed	15	3	12
	2.7%	1.2%	4.0%
(DO NOT READ)			
Don't know	-	-	-
Total Responses	47	8	39
	8.5%	3.2%	12.9%

STUB: Q21[8/46]

21. How much do you like the Camel brand? Do you..?  
 ( INTERVIEWER: READ LIST. ACCEPT ONE ANSWER. )

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Like it a lot	179	59	120
	32.3%	23.3%	39.9%
Like it a little	193	88	105
	34.8%	34.8%	34.9%
Neither like it nor dislike it	109	65	44
	19.7%	25.7%	14.6%
Dislike it a little	28	11	17
	5.1%	4.3%	5.6%
Or, Dislike it a lot	11	5	6
	2.0%	2.0%	2.0%
(DO NOT READ)	34	25	9
Don't know	6.1%	9.9%	3.0%
Total Responses	554	253	301
	100.0%	100.0%	100.0%

STUB: Q22[8/48]

22. And finally, just for classification purposes, what was the last grade of school you completed?  
 ( INTERVIEWER: DO NOT READ LIST. RECORD ONE ANSWER.)

Total	554	253	301
	100.0%	100.0%	100.0%
No Answer	-	-	-
Any Response	554	253	301
	100.0%	100.0%	100.0%
Some high school or less	64	25	39
	11.6%	9.9%	13.0%
Completed high school	262	120	142
	47.3%	47.4%	47.2%
Some college	123	53	70
	22.2%	20.9%	23.3%
Completed college	63	35	28
	11.4%	13.8%	9.3%
Graduate school	24	12	12
	4.3%	4.7%	4.0%
Some other education beyond high school (business, technical, nursing, etc.)	14	7	7
	2.5%	2.8%	2.3%
(DO NOT READ)	4	1	3
Refused	0.7%	0.4%	1.0%
Total Responses	554	253	301
	100.0%	99.9%	100.1%

53096 5822

TABLE 20V QUESTION 13  
 NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: NEWPORT

	21+ FULL PRICE MENTHOL SMOKERS														
	21+ NM/MENTHOL SMOKERS					21+ FULL PRICE MENTHOL SMOKERS									
	AGE		MAIL FLOW			DATE INTERCEPTED			GENDER		AGE			SALEM	
	TOTAL	21-34	35+	IN	OUT	TOTAL	MARCH	APRIL	MAY	MALE	FE- MALE	21-34	35+	SALEM UB	RECENT CON- VERTS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE-TOTAL RESPONDENTS	351	223	128	154	197	180	27	97	56	99	81	112	68	28	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
WEIGHTED BASE	350	234	116	154	196	178	25	98	56	104	74	119	60	27	9
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
NEWPORT PURCHASED PAST 30 DAYS	100	75	26	59	42	91	15	48	28	51	40	66	26	2	-
	29	32C	22	38E	21	51	61	49	51	49	55	55M	43	7	-
NONE/0	5	3	2	2	3	4	1	2	1	1	3	2	2	-	-
	1	1	1	1	1	2	3	2	1	1	4	2	3	-	-
1-5	31	23	9	22	9	26	4	14	7	16	10	17	9	2	-
	9	10	7	14E	5	14	17	15	12	15	13	14	14	7	-
6-10	21	15	6	12	9	21	4	9	8	11	9	15	6	-	-
	6	6	5	8E	4	12	15	9	14	11	12	13	9	-	-
11-15	11	9	2	7	4	10	1	6	3	5	5	8	2	-	-
	3	4	2	5E	2	6	4	7	5	5	7	7	3	-	-
16-20	9	7	2	5	4	9	1	5	3	6	3	7	2	-	-
	3	3	1	3	2	5	3	5	6	6	4	6	3	-	-
21-25	4	3	1	2	2	4	2	1	1	2	2	3	1	-	-
	1	1	1	1	1	2	6H	1	2	2	2	3	1	-	-
26-30	17	12	5	8	9	16	3	8	5	7	9	11	5	-	-
	5	5	4	5	5	9	12	8	9	7	12	9	8	-	-
36-40	1	1	-	-	1	1	-	1	-	1	-	1	-	-	-
	*	*	-	-	1	1	-	1	-	1	-	1	-	-	-
MORE THAN 40	2	1	1	1	1	2	-	1	1	1	1	1	1	-	-
	1	*	1	1	1	1	-	1	2	1	1	1	1	-	-

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

# Camel Non-Event Callback

T3362501: \*\*

page 1

LAYOUT

Q 1.08: DBUGQUOT

IF: (F\_INTV\$="DBUG" OR F\_INTV\$="BKOK")

THIS IS FOR TESTING PURPOSES ONLY

65-03063

(1/51.2) 01 con

2. Which of the following products do you use at least once a week?

(INTERVIEWER: PRESS ENTER TO CONTINUE.)

Q 3.03: Q2A

2A. Do you use:

Decaffeinated Coffee

(44/11) 1 YES

2 NO

9 DON'T KNOW/REFUSED

Q 3.07: Q2B

2B. Do you use:

Beer

(44/12) 1 YES

2 NO

9 DON'T KNOW/REFUSED

Q 3.11: Q2C

2C. Do you use:

Salty snack foods

(44/13) 1 YES

2 NO

9 DON'T KNOW/REFUSED

Q 3.15: Q2D

2D. Do you use:

Cigarettes

(44/14) 1 YES

2 NO

9 DON'T KNOW/REFUSED

Q 3.19: Q2E

2E. Do you use:

Vitamins or herbal supplements

(44/15) 1 YES

2 NO

9 DON'T KNOW/REFUSED

53096 5824

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 12 QUESTION 8A  
SECOND CHOICE BRAND

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL																						
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
		TOTAL	TOTAL	SALEM	OU	CON-																		
		CON-	CON-	CON-	CON-	TROL																		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
COMMONWEALTH (NET)		2	-	2	-	2	-	-	-	2	-	-	-	1	-	1	-	-	-	-	-	-	-	-
USA GOLD		*	-	1B	-	1D	-	-	-	1H	-	-	-	1	-	1	-	-	-	-	-	-	-	-
L&M (NET)		2	-	2	-	2	-	-	-	2	-	-	-	1	-	1	-	-	-	-	-	-	-	-
PYRAMID		*	*	-	*	1	-	-	*	1	1	2	-	-	-	-	-	-	-	-	-	-	-	-
LIGGETT		1	-	1	-	1	-	-	*	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
TOURNEY		*	-	*	-	*	-	-	*	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
LORILLARD (NET)		63	35	28	28	26	1	-	25	25	9	14	11	8	11	8	2	-	5	7	-	4	3	4
MAVERICK		11	12	9	13H	10	13	-	12	10	9	11	12	10	13	10Q	11Q	-	10	13	-	14T	14	17
NEWPORT		*	*	-	*	-	-	-	*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		10	11	9	12H	10	13	-	11	10	8	11	12	10	13	10Q	11Q	-	10	13	-	14T	14	17

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

T3362501: \*\*CAMEL EVENT CONVERSION STUDY\*\* page 1

Q 1.08: DBUGQUOT

IF: (F\_INTV\$="DBUG" OR F\_INTV\$="BKOK")

THIS IS FOR TESTING PURPOSES ONLY

(1/51.2) 01 con  
02 test

Q 1.15:

When would be a good time to call you back?

(INTERVIEWER: PRESS ENTER TO SCHEDULE THE CALLBACK OF THIS SUSPEND.)

Q 1.32:

GOTO NEXT

IF: (QUOTA(TOT\_COMP)<QUOTA(TOT\_COMP.T))

Q 1.34:

(INTERVIEWER: THE QUOTA FOR \*\*\*\*THIS STUDY\*\*\*\* IS NOW FULL.  
PLEASE NOTIFY YOUR SUPERVISOR!  
PRESS ENTER TO CONTINUE.)

Q 1.44:

GOTO NEXT3

IF: (SAMPQUOT is con or pre con AND [14/22.3\$]="MAR" AND  
QUOTA(CON\_MARL)<QUOTA(  
CON\_MARL.T)) OR  
(SAMPQUOT is test or pre test AND [14/22.3\$]="MAR" AND  
QUOTA(  
TEST\_MARL)<QUOTA(TEST\_MARL.T)) OR  
([14/22.3\$]="MAR")

Q 1.46:

(INTERVIEWER: THE QUOTA FOR \*\*\*\SAMPQUOT: Marlboro In Sample\*\*\*  
IS NOW FULL.  
PLEASE NOTIFY YOUR SUPERVISOR!  
PRESS ENTER TO CONTINUE.)

53096 5826

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 37A QUESTION 15B/16B/18  
PROPOSITION AWARE

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		MENTHOL			21-49		21-34										AWARE									
		**	**	**	FULL		FULL										STIR									
		TOTAL	TOTAL	SALEM OU	PRICE		PRICE										TASTE									
		CON-	CON-	CON-	CON-		CON-										ANYTHING									
		TOTAL	TROL TEST	CON-	TROL TEST	CON-	TROL TEST	CON-	TROL TEST	CON-	TROL TEST	CON-	TROL TEST	CON-	TROL TEST	CON-	POSTCARD	IN 3 MOS.								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
MENTIONED ONE OF THE ABOVE		156	77	79	61	71	1	-	61	69	29	37	24	21	22	19	2	2	10	11	2	10	3	6		
		26	26	26	28	27	13	-	29D	28	29	29	27	25	25P	25	11	12	19	21	15	36T	14	25		
MENTIONED TWO OF THE ABOVE		141	81	60	56	56	7	5	53	55	27	28	54	55	53	50	4	7	25	30	4	10	10	9		
		24	27C	20	26	21	88G	56	25	22	27	22	60	65	61P	65Q	22	41	48	57	31	36	48	38		
MENTIONED ALL THREE OF THE ABOVE		29	21	8	12	8	-	1	12	8	8	5	12	8	12	8	5	5	6	3	2	3				
		5	7C	3	5E	3	-	11	61	3	8K	4	13	10	14	10	67N	47O	10	9	46U	11	10	13		
MENTIONED NONE OF THE ABOVE		272	119	153	90	126	-	3	83	118	37	59	-	-	-	-	-	-	12	7	1	5	6	6		
		45	40	51B	41H	48DI	-	33F	40	47H	37	46J	-	-	-	-	-	-	23S	13	8	18	29	25		

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

Q 3.27: TERM\_Q2

IF: (Q2 is not CIGARETTES (TERMIN )

(INTERVIEWER: THIS RESPONDENT HAS TERMINATED.  
THANK RESPONDENT FOR HIS/HER TIME AND END  
INTERVIEW.  
PRESS ENTER TO CONTINUE.)

Q 3.35:

GOTO STOPTIME

IF: (Q2 is not CIGARETTES (TERMIN )

Q 3.37: GENDER

(INTERVIEWER: RECORD GENDER  
DO NOT ASK  
DETERMINE BY VOICE )

(2/10)           1       MALE  
                2       FEMALE

Q 3.39:

GOTO NEXT5

IF: (SAMPQUOT is con AND GENDER is MALE AND QUOTA(CON\_MALE)<QUOTA(CON\_MALE.T))  
OR  
(SAMPQUOT is  
test AND GENDER is MALE AND QUOTA(TEST\_MALE)<QUOTA(TEST\_MALE.T)) OR  
(SAMPQUOT is  
con AND GENDER is FEMALE AND QUOTA(CON\_FEMALE)<QUOTA(CON\_FEMALE.T)) OR  
(SAMPQUOT is  
test AND GENDER is FEMALE AND QUOTA(TEST\_FEMALE)<QUOTA(TEST\_FEMALE.T) )

Q 3.41:

(INTERVIEWER: THE QUOTA FOR \:SAMPQUOT: \:GENDER: IS NOW FULL.  
THANK RESPONDENT FOR HIS/HER TIME AND END  
INTERVIEW.  
PRESS ENTER TO CONTINUE.)

GOTO STOPTIME

Q 3.55: Q3B

(2/12.2) 3b. What is your age, please?

(INTERVIEWER: ENTER NUMBER HERE .  
ENTER "99" FOR REFUSED.)

53096 5828

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 12 QUESTION 8A  
SECOND CHOICE BRAND

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		KNOW		TASTE		ANYTHING				
		TOTAL	TOTAL	SALEM	OU	PRICE	PRICE	COMPONENT	2	AWARE	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.									
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	RECALL								
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL									
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
PHILIP MORRIS (NET)	114	58	56	46	51	3	-	43	48	25	30	25	15	23	13	8	3	20	12	6	5	3	6	
	19	19	19	21	20	38G	-	21	19	25	23	28M	18	260	17	44QN	18	38S	23	46U	18	14	25	
BASIC	12	7	5	5	4	1	-	5	3	3	2	4	1	4	1	-	-	4	1	-	-	-	-	
	2	2	2	2	2I	13	-	2	1	3	2	4	1	5	1	-	-	8S	2	-	-	-	-	
BENSON & HEDGES	9	5	4	3	4	-	-	3	4	-	1	1	-	1	-	-	-	1	-	-	-	-	-	
	2	2	1	1	2	-	-	1	2	-	1	1	-	1	-	-	-	2	-	-	-	-	-	
MARLBORO	78	41	37	36	34	2	-	33	32	21	22	20	8	18	6	8	3	15	8	6	5	3	4	
	13	14	12	16	13	25G	-	16	13	21	17	22M	10	210	8	44QN	180	29S	15	46U	18	14	17	
MENTHOL	70	36	34	36	34	2	-	33	32	21	22	20	8	18	6	8	3	15	8	6	5	3	4	
	12	12	11	16	13	25G	-	16	13	21	17	22M	10	210	8	44QN	180	29S	15	46U	18	14	17	
NON-MENTHOL	8	5	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MERIT	2	-	2	-	2	-	-	-	-	2	-	1	-	2	-	2	-	-	-	-	-	-	1	
	*	-	1B	-	1D	-	-	-	-	1H	-	1	-	2L	-	3N	-	-	-	-	-	-	4	
PARLIAMENT	5	3	2	1	2	-	-	1	2	1	2	-	1	-	1	-	-	2	-	-	-	-	-	
	1	1	1	*	1	-	-	*	1	1	2	-	1	-	1	-	-	4R	-	-	-	-	-	
VIRGINIA SLIMS	8	2	6	1	5	-	-	1	5	-	2	-	3	-	3	-	-	1	-	-	-	-	1	
	1	1	2B	*	2D	-	-	*	2H	-	2	-	4L	-	4N	-	-	2	-	-	-	-	4	

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

Q 3.57: Q3B\_1

IF: ([Q3B#99])

3b. Into which of the following groups does your age fall? Please  
stop  
me when I get to your age group.

- (2/16)            1       Under 21  
                  2       21 to 24  
                  3       25 to 29  
                  4       30 to 34  
                  5       35 to 39  
                  6       40 to 44  
                  7       45 to 49  
                  8       50 to 54  
                  9       55 to 59  
                  0       60 to 64  
                  X       65 and older  
                  Y       (DO NOT READ) REFUSED

Q 3.83: TERM\_Q3

IF: ([2/16^1,X,Y])

(INTERVIEWER: THIS RESPONDENT HAS TERMINATED.  
THANK RESPONDENT FOR HIS/HER TIME AND END  
INTERVIEW.  
PRESS ENTER TO CONTINUE.)

Q 3.91:

GOTO STOPTIME

IF: ([2/16^1,X,Y])

53096 5830

TABLE 12 QUESTION 8A  
 SECOND CHOICE BRAND

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		MENTHOL			21-49	21-34																				
		**	**	**	FULL	FULL	TOTAL	2	AWARE	AWARE	STIR	KNOW	**	**	**	**	**	**	**	**	**	**	**	**	**	
		TOTAL	TOTAL	SALEM OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	TASTE	POSTCARD	ANYTHING													
		CON-																								
		TROL TEST																								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
RJ REYNOLDS (NET)		169	92	77	53	60	3	9	53	58	32	33	25	28	25	25	4	8	12	17	5	7	9	7		
		28	31C	26	24	23	38	100F	25D	23	32	26	28	33	29	32	22	47P	23	32	38	25	43	29		
AMERICAN SPIRIT		1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
CAMEL		78	49	29	27	21	-	-	27	20	18	16	11	9	11	8	2	2	5	3	2	2	4	1		
		13	16C	10	12E	8	-	-	13I	8	18	12	12	11	13	10	11	12	10	6	15	7	19W	4		
CENTURY		1	1	-	1	-	-	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-		
	*	*	*	-	*	-	-	-	*	-	1	-	1	-	1	-	6N	-	2	-	8U	-	5	-		
DORAL		9	5	4	5	3	-	-	5	3	4	1	2	1	2	1	1	-	-	1	1	-	1	-		
		2	2	1	2	1	-	-	2	1	4K	1	2	1	2	1	-	-	-	2	8U	-	5	-		
KAMEL/KAMEL RED		3	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	1	1	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MAGNA		1	-	1	-	1	-	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-		
	*	-	*	-	*	-	-	-	*	-	1	-	1	-	1	-	2	-	2	-	4	-	4	-		
MONARCH		1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	*	-	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
MORE		1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

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

Q 3.93:

GOTO NEXT6

IF: (SAMPQUOT is con AND [2/16#2,3,4] AND [2/10^1] AND QUOTA(CON\_M2134)<QUOTA( CON\_M2134.T)) OR  
(SAMPQUOT is con AND [2/16#5,6,7] AND [2/10^1] AND QUOTA( CON\_M3549)<QUOTA(CON\_M3549.T) ) OR  
(SAMPQUOT is con AND [2/16#8,9,0] AND [2/10^1] AND QUOTA(CON\_M5064)<QUOTA(CON\_M5064.T) ) OR  
(SAMPQUOT is test AND [2/16#2,3,4] AND [2/10^1] AND QUOTA(TEST\_M2134)<QUOTA(TEST\_M2134.T) ) OR  
(SAMPQUOT is test AND [2/16#5,6,7] AND [2/10^1] AND QUOTA(TEST\_M3549)<QUOTA(TEST\_M3549.T) )  
OR  
(SAMPQUOT is test AND [2/16#8,9,0] AND [2/10^1] AND QUOTA(TEST\_M5064)<QUOTA( TEST\_M5064.T) ) OR  
(SAMPQUOT is con AND [2/16#2,3,4] AND [2/10^2] AND QUOTA( CON\_F2134)<QUOTA(CON\_F2134.T)) OR  
(SAMPQUOT is con AND [2/16#5,6,7] AND [2/10^2] AND QUOTA(CON\_F3549)<QUOTA(CON\_F3549.T) ) OR  
(SAMPQUOT is con AND [2/16#8,9,0] AND [2/10^2] AND QUOTA(CON\_F5064)<QUOTA(CON\_F5064.T) ) OR  
(SAMPQUOT is test AND [2/16#2,3,4] AND [2/10^2] AND QUOTA(TEST\_F2134)<QUOTA(TEST\_F2134.T) )  
OR  
(SAMPQUOT is test AND [2/16#5,6,7] AND [2/10^2] AND QUOTA(TEST\_F3549)<QUOTA( TEST\_F3549.T) ) OR  
(SAMPQUOT is test AND [2/16#8,9,0] AND [2/10^2] AND QUOTA(TEST\_F5064)<QUOTA(TEST\_F5064.T) )

Q 3.95:

(INTERVIEWER: THE QUOTA FOR \*\*\\$:SAMPQUOT: AGE \:Q3B\_1:\*\* IS NOW FULL.

THANK RESPONDENT FOR HIS/HER TIME AND END INTERVIEW.

PRESS ENTER TO CONTINUE.)

Q 4.07:

GOTO STOPTIME

53096 5832

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 12 QUESTION 8A  
SECOND CHOICE BRAND

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		TASTE		ANYTHING						
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	2	LINES	SENSES	DIFF.	POSTCARD	IN 3	MOS.							
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	RECALL						
		TROL	TROL	TEST	TEST	TROL	TROL	TROL	TEST	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	CON-	CON-	CON-	CON-			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
SALEM	43	15	28	15	27	3	8	15	27	6	13	11	13	11	12	1	5	6	11	1	4	2	4	
	7	5	9B	7	10D	38	89F	7	11H	6	10	12	15	13	16	6	29PO	12	21	8	14	10	17	
WINSTON	25	18	7	4	1	-	-	4	1	2	-	-	-	-	-	-	-	-	-	-	-	1	-	
	4	6C	2	2E	*	-	-	2I	*	2K	-	-	-	-	-	-	-	-	-	-	-	5	-	
MOONLIGHT BRANDS (SUBNET)	6	1	5	1	5	-	1	1	5	1	2	-	4	-	3	-	1	-	1	-	-	-	1	
	1	*	2B	*	2D	-	11	*	2H	1	2	-	5L	-	4N	-	6	-	2	-	-	-	4	
BEES	4	1	3	1	3	-	1	1	3	1	1	-	2	-	2	-	-	1	-	-	-	-	1	
	1	*	1	*	1	-	11	*	1	1	1	-	2L	-	3N	-	-	-	2	-	-	-	4	
METRO	2	-	2	-	2	-	-	-	2	1H	-	1	-	2	-	1	-	1	-	-	-	-	-	
	*	-	1B	-	1D	-	-	-	1	1H	-	1	-	2L	-	1	-	6	-	-	-	-	-	
OTHER BRANDS (NET)	10	6	4	5	4	-	-	5	3	1	2	2	2	2	2	-	1	1	1	-	-	1	1	
	2	2	1	2	2I	-	-	2	1	1	2	2	2	2	3	-	6	2	2	-	-	5	4	
USA	5	2	3	2	3	-	-	2	2	-	1	-	2	-	2	-	1	-	1	-	-	-	1	
	1	1	1	1	1I	-	-	1	1	-	1	-	2L	-	3N	-	6	-	2	-	-	-	4	
OTHER (UNSPECIFIED)	5	4	1	3	1	-	-	3	1	1	1	2	-	2	-	-	1	-	-	-	-	1	-	
	1	1C	*	1	*	-	-	1	*	1	1	2M	-	2O	-	-	-	2	-	-	-	-	5	-
NONE/DK/DON'T HAVE 2ND CHOICE BRAND	171	75	96	59	83	-	-	56	80	23	37	17	20	17	18	2	4	6	8	-	8	3	4	
	29	25	32B	27	32	-	-	27	32	23	29	19	24	20	23	11	24	12	15	-	29T	14	17	

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

Q 4.11: Q4C

(2/18.3) 4c. Earlier you mentioned you smoke cigarettes. How many packs of cigarettes do you typically smoke per week?

( INTERVIEWER: DO NOT ACCEPT A RANGE.  
ENTER NUMBER FROM 1-999 HERE.  
THERE ARE 20 CIGTS IN A PACK.  
ENTER 0 FOR NONE. )

Q 4.13: TERM\_Q4C

IF: ([2/18.3#0])

(INTERVIEWER: THIS RESPONDENT HAS TERMINATED.  
THANK RESPONDENT FOR HIS/HER TIME AND END  
INTERVIEW.  
PRESS ENTER TO CONTINUE.)

Q 4.21:

GOTO STOPTIME

IF: ([2/18.3#0])

Q 4.29:

GOTO BOTTOM

IF: ([43/65.4^^NB])

Q 4.33: Q4D

IF: ([2/18.3#1-999])

(2/22.7) 4d. Most cigarette brands offer several different styles and flavors as well as different lengths and pack types. Please think back over the last 30 days and tell me all the different brands that you have purchased for your own use.

( INTERVIEWER: PROBE: "Any others?" UNTIL NON-PRODUCTIVE.  
IF RESPONDENT SAYS "CAMEL",  
PROBE: "Is that Camel spelled with a C or a K"?  
RECORD ALL THAT APPLY. )

4.35: Q4D\_OTH

IF: (Q4D is OTHER (SPECIFY) )

(58/1.1) (INTERVIWER: PLEASE ENTER OTHER CIGARETTE HERE.  
PRESS <ESC> TO CONTINUE )

53096 5834

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 12 QUESTION 8A  
SECOND CHOICE BRAND

		NON-SALEM MENTHOL																					
		PROPOSITION AWARE																					
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		TASTE		ANYTHING		RECALL			
		TOTAL	TOTAL	SALEM	OU	PRICE	PRICE	COMPONENT	2	AWARE	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.								
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-		
		TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
		(U)	(V)	(W)																			
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SIGMA...	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
FULL PRICE...	376	195	181	136	158	7	9	129	152	65	84	62	56	59	51	15	11	37	39	11	18	14	17
	63	65C	60	62	61	88	100	62	61	64	65	69	67	68	66	83N	65	71	74	85U	64	67	71
SAVINGS...	41	22	19	19	16	1	-	19	15	12	6	9	6	9	6	1	1	8	5	2	2	3	2
	7	7	6	9	6	13	-	9	6	12K	5	10	7	10	8	6	6	15	9	15	7	14	8
FULL PRICE NON-SALEM...	333	180	153	121	131	4	1	114	125	59	71	51	43	48	39	14	6	31	28	10	14	12	13
	56	60C	51	55	50	50G	11	55	50	58	55	57	51	55	51	78QN	35	60	53	77U	50	57	54

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

53096 5835

Q 4.39: Q4E

IF: (Q4D is OTHER (SPECIFY) )

4e. Is that brand a store brand or generic, a discount brand,  
a full price brand, a premium priced brand, an international  
brand  
or a roll your own?

( INTERVIEWER: DO NOT READ LIST.  
RECORD ONLY ONE ANSWER. )

- (2/32)
- 1 Store brand or generic brand
  - 2 Discount brand
  - 3 Full price brand
  - 4 Premium priced brand
  - 5 International brand
  - 6 Roll your own
  - X Don't know

Q 4.41: Q4FDISP

IF: (Q4D is not . AND Q4D is not . or . or . or . AND [2/18.3#1-999])

4f. By chance, have you bought one or more packs of any of the  
following  
brands in the past 30 days for your own use?

( INTERVIEWER: PRESS <ENTER> TO CONTINUE )

Q 4.43: Q4F\_A

IF: (Q4D is not . AND Q4D is not . AND [2/18.3#1-999])

4f. By chance, have you bought one or more packs of  
Doral  
in the past 30 days for your own use?

- (2/34)
- 1 Yes
  - 2 No
  - X Don't Know

Q 4.45: Q4F\_B

IF: (Q4D is not . AND Q4D is not . AND [2/18.3#1-999])

4f. By chance, have you bought one or more packs of  
Winston  
in the past 30 days for your own use?

- (2/36)
- 1 Yes
  - 2 No
  - X Don't Know

53096 5836

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 13 QUESTION 8B  
PACKS PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL																						
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**			
		TOTAL	TOTAL	SALEM	OU	CON-																		
		CON-	CON-	TROL	TEST	CON-	CON-	TROL	TEST	CON-	CON-	TROL	TEST	CON-										
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)			
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
1-5		50	25	25	17	22	-	1	17	20	13	14	8	8	7	7	4	2	3	2	2	1	1	1
1-5		8	8	8	8	8	-	11	8	8	13	11	9	10	8	9	22N	12	6	4	15U	4	5	4
6-10		70	35	35	24	31	-	-	21	30	15	15	12	9	11	9	3	-	6	8	2	6	2	2
6-10		12	12	12	11H	12	-	-	10	12	15	12	13	11	13	12Q	17Q	-	12	15	15	21	10	8
11-20 (NET)		119	63	56	54	48	1	2	54	46	25	22	19	13	19	12	1	2	11	5	4	5	10	9
11-20 (NET)		20	21	19	25E	18	13	22	26ID	18	25K	17	21	15	22P	16	6	12	21S	9	31	18	48	38
11-15		38	16	22	15	21	-	-	15	20	10	10	6	5	6	5	-	1	1	2	1	2	4	-
11-15		6	5	7	7	8	-	-	7	8	10	8	7	6	7	6	-	6	2	4	8	7	19W	-
16-20		81	47	34	39	27	1	2	39	26	15	12	13	8	13	7	1	1	10	3	3	3	6	9
16-20		14	16C	11	18E	10	13	22	19ID	10	15K	9	14	10	15	9	6	6	19S	6	23	11	29	38
21-40 (NET)		292	142	150	101	130	5	6	96	125	40	67	38	43	37	38	9	9	23	28	4	13	6	9
21-40 (NET)		49	48	50	46	50	63	67	46	50	40	52J	42	51	43	49	50	53	44	53	31	46	29	38
21-25		20	10	10	8	9	-	-	8	9	4	3	6	-	6	-	1	-	6	-	1	1	2	-
21-25		3	3	3	4	3	-	-	4	4	4	2	7M	-	70	-	6	-	12S	-	8	4	10W	-
26-30		190	84	106	56	93	3	4	53	89	23	52	21	31	20	29	5	6	12	22	3	9	4	7
26-30		32	28	35B	26	36D	38	44	25	36H	23	40J	23	37L	23	38N	28	35	23	42R	23	32	19	29
31-35		14	9	5	6	4	-	-	6	4	2	3	3	1	3	1	1	6	-	-	-	1	-	-
31-35		2	3	2	3	2	-	-	3	2	2	2	3	1	3	1	6	-	-	-	4	-	-	-

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

53096 5837

Q 4.47: Q4F\_C

IF: (Q4D is not . AND Q4D is not . AND [2/18.3#1-999])

4f. By chance, have you bought one or more packs of Basic  
in the past 30 days for your own use?

- (2/38)      1      Yes  
                2      No  
                X      Don't Know

Q 4.49: Q4F\_D

IF: (Q4D is not . AND Q4D is not . AND [2/18.3#1-999])

4f. By chance, have you bought one or more packs of Salem  
in the past 30 days for your own use?

- (2/40)      1      Yes  
                2      No  
                X      Don't Know

Q 4.51: Q4F\_E

IF: (Q4D is not . AND Q4D is not . AND [2/18.3#1-999])

4f. By chance, have you bought one or more packs of Camel  
in the past 30 days for your own use?

- (2/42)      1      Yes  
                2      No  
                X      Don't Know

Q 4.53: Q4G

IF: (Q4D is . OR Q4F\_E is Yes )

4g. You mentioned that you have bought Camel in the past 30 days.  
Did you buy one of the Camel Turkish styles, one of the Camel  
Exotic blends or one of the standard, classic Camel styles?

( INTERVIEWER: RECORD ALL THAT APPLY. )

- (2/44)      1      One of the Camel Turkish styles (Gold, Royal, or Jade)  
                2      One of the Camel Exotic blends (Crema, Twist, etc.)  
                3      One of the standard, classic Camel styles (Regular,  
lights, etc.)

53096 5838

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

**TABLE 13 QUESTION 8B**  
**PACKS PURCHASED IN PAST 30 DAYS**

		NON-SALEM MENTHOL																					
		PROPOSITION AWARE																					
		RECALL																					
		MENTHOL																					
		21-49																					
		FULL																					
		21-34																					
		TOTAL 2																					
		AWARE																					
		STIR																					
		TASTE																					
		KNOW																					
		**																					
		RECALL																					
		ANYTHING																					
		IN 3 MOS.																					
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Proportions/Means: Columns Tested (20% risk level) - B/C - D/E - F/G - H/I - J/K - L/M - N/O - P/Q - R/S - T/U - V/W - N/P - O/Q - D/H - E/I

Q 4.55: Q4H

IF: (Q4G is One of the Camel Tu )

4h. Which Camel Turkish styles have you bought in the past 30 days?

( INTERVIEWER: READ LIST ONLY IF NECESSARY.  
RECORD ALL THAT APPLY. )

- (2/46)      1      Camel Turkish Gold  
                2      Camel Turkish Jade  
                3      Camel Turkish Royal

Q 4.57: Q4I

IF: (Q4G is One of the standard )

4i. Which Camel standard, classic styles have you bought in the past 30 days?

( INTERVIEWER: READ LIST ONLY IF NECESSARY  
RECORD ALL THAT APPLY. )

- (2/48)      1      Non-Filters  
                2      Wides  
                3      Special Lights  
                4      Menthol  
                5      Filters/Regular Camel  
                6      Lights  
                7      Ultra Lights  
                8      Other (Specify:)  
              -X      Don't know

Q 4.59: Q4I\_OTH

IF: (Q4I is Other (Specify: )

(58/10.1) (INTERVIWER: PLEASE ENTER OTHER CAMEL STANDARD, CLASSIC STYLE HERE.  
PRESS <ESC> TO CONTINUE )

Q 4.61: Q5A

(4/8.7) 5a. What brand of cigarettes do you currently smoke most often and consider to be your usual brand? Please consider national brands as well as store brands.

( INTERVIEWER: DO NOT READ LIST. RECORD ONE ANSWER.  
IF RESPONDENT SAYS THEY HAVE NO USUAL BRAND  
PROBE: "In the last week or two, what brand did you buy most often?"  
IF RESPONDENT SAYS "CAMEL",  
PROBE: "Is that Camel spelled with a C or a K"? )

53096 5840

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																				
		PROPOSITION AWARE																				
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		KNOW		TASTE		ANYTHING		
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	2	LINES	COMPONENT	SENSES	DIFF.	POSTCARD	IN 3 MOS.					
		CON-	CON-	CON-	CON-	PRICE	PRICE	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
		TROL	TEST	TROL	TEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TTEST	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
BASE-TOTAL RESPONDENTS																						
AMERICAN (NET)		10	8	2	7	2	-	-	6	2	1	1	2	1	2	1	-	-	2	-	-	-
		2	3C	1	3E	1	-	-	3I	1	1	1	2	1	2	1	-	-	4S	-	-	-
CARLTON		2	1	1	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-
	*	*	*	*	*	*	-	-	*	-	-	-	1	-	1	-	-	-	-	-	-	-
MISTY		3	3	-	3	-	-	-	3	-	1	-	1	-	1	-	-	-	1	-	-	-
	1	1C	-	1E	-	-	-	-	1I	-	1	-	1	-	1	-	-	2	-	-	-	-
PALL MALL		5	4	1	4	1	-	-	3	1	-	1	1	-	1	-	-	-	1	-	-	-
	1	1C	*	2EH	*	-	-	-	1	*	-	1	1	-	1	-	-	2	-	-	-	-
BAT (FORMERLY B&W) (NET)		48	24	24	23	23	3	1	22	23	6	5	13	10	13	8	2	3	5	2	1	3
		8	8	8	11	9	38	11	11	9	6	4	14	12	15	10	11	18	13	9	15U	4
GPC		1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
KOOL		43	22	21	21	21	3	1	21	21	6	5	13	10	13	8	2	3	5	2	1	3
	7	7	7	10	8	38	11	10	8	6	4	14	12	15	10	11	18	13	9	15U	4	14
VICEROY		1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAPRI		3	1	2	1	2	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-
	1	*	1	*	1	-	-	*	1	1	-	-	-	-	-	-	-	-	-	-	-	-

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

Q 4.63: Q5A\_OTH

IF: (Q5A is OTHER (SPECIFY) )

(58/2.1) (INTERVIEWER: PLEASE ENTER OTHER CIGARETTE HERE.  
PRESS <ESC> TO CONTINUE )

Q 4.67: Q5A2

IF: (Q5A is OTHER (SPECIFY) )

5a2. Is that brand a store brand or generic, a discount brand, a  
full price brand, a premium priced brand, an international brand or  
a roll your own?

( INTERVIEWER: RECORD ONE ANSWER. )

- (4/15)
- 1 Store brand or generic brand
  - 2 Discount brand
  - 3 Full price brand
  - 4 Premium priced brand
  - 5 International brand
  - 6 Roll your own
  - X Don't know

Q 4.69: Q5B

IF: (Q5A is . )

5b. Is that one of the Camel Turkish styles, one of the Camel Exotic blends or one of the standard, classic Camel styles?

( INTERVIEWER: RECORD ONE ANSWER.)

- (4/16)
- 1 One of the Camel Turkish styles
  - 2 One of the Camel Exotic blends
  - 3 One of the standard, classic Camel styles

Q 4.71: Q5C

IF: (Q5A is . AND Q5B is One of the Camel Tu )

5c. What specific Camel Turkish style do you buy most often?

( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY.  
RECORD ONE ANSWER.)

- (4/18)
- 1 Camel Turkish Gold
  - 2 Camel Turkish Jade
  - 3 Camel Turkish Royal

53096 5842

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

NON-SALEM MENTHOL																													
PROPOSITION AWARE																													
RECALL																													
MENTHOL													21-49	21-34	AWARE	KNOW	ANYTHING												
TOTAL	TOTAL	TOTAL	SALEM	OU	PRICE	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(AA)	(BB)		
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24						
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
COMMONWEALTH (NET)	9	4	5	3	5	-	-	2	4	1	2	-	2	-	2	-	1	1	-	-	-	-	-	-	-	-	-	-	
	2	1	2	1H	2I	-	-	1	2	1	2	-	2L	-	3N	-	-	2	2	-	-	-	-	-	-	-	-	-	
MALIBU	1	1	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	*	-	-	-	*	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
USA GOLD	8	3	5	2	5	-	-	1	4	-	2	-	2	-	2	-	1	1	-	-	-	-	-	-	-	-	-	-	
	1	1	2	1H	2I	-	-	*	2	-	2	-	2L	-	3N	-	-	2	2	-	-	-	-	-	-	-	-	-	
L&M (NET)	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
EVE	1	1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LORILLARD (NET)	227	108	119	99	115	4	3	97	115	65	66	48	36	46	33	11	10	31	22	8	15	11	5						
	38	36	40	45	44	50	33	46D	46E	64K	51	53M	43	53	43	61	590	60S	42	62	54	52W	21						
KENT	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	1C	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NEWPORT	224	106	118	99	114	4	3	97	114	65	66	48	35	46	32	11	10	31	21	8	15	11	4						
	37	36	39	45	44	50	33	46D	46E	64K	51	53M	42	53O	42	61	590	60S	40	62	54	52W	17						
TRUE	1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	1	-	-	-	-	-	-	-	1	
	*	-	*	-	*	-	-	-	*	-	-	-	1	-	1	-	1	-	-	2	-	-	-	-	-	-	4		

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

Q 4.73: Q5E

IF: (Q5A is . AND Q5B is One of the standard )

Q5e. What specific style of Camel do you buy most often?

( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER. )

- (4/22)      1      Non-Filters  
                2      Wides  
                3      Special Lights  
                5      Filters/Regular Camel  
                6      Lights  
                7      Ultra Lights  
                8      Other (Specify:)  
                X      Don't know

Q 4.75: Q5E\_OTH

IF: (Q5E is Other (Specify: )

(58/4.1) (INTERVIEWER: PLEASE ENTER OTHER STYLE HERE.  
PRESS <ESC> TO CONTINUE )

Q 4.77: Q5E1

IF: (Q5A is . AND Q5B is One of the standard )

5e1. Is that menthol or non-menthol?

( INTERVIEWER: RECORD ONE ANSWER. )

- (4/24)      1      Menthol  
                2      Non-menthol

Q 4.79: Q6A

IF: (Q5A is not . )

6a. Thinking about your usual brand, do you usually buy a non-filtered style,  
an ultra            a regular full flavor style, a medium style, a lights style, or  
                      lights style?

( INTERVIEWER: RECORD ONE ANSWER. )

- (4/30)      1      Non-filtered  
                2      Regular strength/full flavor  
                3      Mediums  
                4      Lights  
                5      Ultra lights  
                X      Don't know

53096 5844

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL					21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		TASTE		ANYTHING			
		TOTAL	TOTAL	SALEM	OU		FULL	FULL	TOTAL	COMPONENT	2	AWARE	STIR	SENSES	DIFF.	POSTCARD	IN 3 MOS.							
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100	
PHILIP MORRIS (NET)	339 57	172 58	167 56	102 47	134 51	5 63	6 67	101 48D	130 52	39 39	70 54J	36 40	41 49	34 39	37 48	6 33	6 35	20 38	31 58R	5 38	15 54	10 48	17 71V	
BASIC	10 2	4 1	6 2	2 1H	5 2I	1 13	- -	1 *	2 1	1 1	1 1	1 1	1 1	- -	1 1	- -	- -	1 2	- -	- -	- -	- -	1 4	
BENSON & HEDGES	12 2	8 3	4 1	7 3	4 2	- -	1 11	7 3	4 2	- -	1 1	3 3	2 2	3 3	2 3	- -	- -	1 2	- -	- -	- -	- -	1 5	
CAMBRIDGE	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -			
MARLBORO	274 46	140 47	134 45	74 34	103 39	4 50	4 44	74 35D	102 41E	36 36	65 50J	28 31	38 45L	26 30	34 44N	6 33	6 35	14 27	29 55R	4 31	13 46	7 33	15 63V	
MENTHOL	177 30	74 25	103 34B	74 34	103 39	4 50	4 44	74 35D	102 41E	36 36	65 50J	28 31	38 45L	26 30	34 44N	6 33	6 35	14 27	29 55R	4 31	13 46	7 33	15 63V	
NON-MENTHOL	97 16	66 22C	31 10	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
MERIT	6 1	2 1	4 1	2 1	3 1	- -	1 11	2 1	3 1	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 8U	- -	1 5	- -		
PARLIAMENT	5 1	3 1	2 1	1 *	2 1	- -	- -	1 *	2 1	1 1	1 1	- -												

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

Q 4.81: Q6B

IF: (Q5A is not . )

6b. Is your usual brand menthol or non-menthol?

( INTERVIEWER: RECORD ONE ANSWER.)

- (4/32)      1      Menthol  
              2      Non-menthol  
              X      Don't know

Q 4.89: Q7A

(4/50.7) 7a. Before you started smoking \:Q5ATXT:  
what one brand did you smoke most often and consider to be your  
usual brand? Please name a completely different brand, not just  
another style or length of \:Q5ATXT:.

( INTERVIEWER: DO NOT READ LIST. RECORD ONE ANSWER.  
IF RESPONDENT SAYS "CAMEL", PROBE: "Is that Camel  
spelled  
with a C or a K"? )

Q 4.91: Q7A\_OTH

IF: (Q7A is OTHER (SPECIFY) )

(58/5.1) (INTERVIWER: PLEASE ENTER OTHER CIGARETTE HERE.  
PRESS <ESC> TO CONTINUE )

Q 4.95: Q7A2

IF: (Q7A is OTHER (SPECIFY) )

7a2. Is that brand a store brand or generic, a discount brand, a  
full price  
brand, a premium priced brand, an international brand or a  
roll your own?

( INTERVIEWER: RECORD ONE ANSWER. )

- (4/60)      1      Store brand or generic brand  
              2      Discount brand  
              3      Full price brand  
              4      Premium priced brand  
              5      International brand  
              6      Roll your own  
              X      Don't know

53096 5846

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																					
		PROPOSITION AWARE																					
		MENTHOL				21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		TASTE		ANYTHING			
		TOTAL	TOTAL	SALEM	OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.										
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-		
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)		
		(U)	(V)	(W)																			
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VIRGINIA SLIMS	37	17	20	17	20	-	-	17	20	1	3	4	2	4	2	-	-	4	3	-	2	1	2
	6	6	7	8	8	-	-	8	8	1	2	4	2	5	3	-	-	8	6	-	7	5	8
RJ REYNOLDS (NET)	86	52	34	34	26	8	9	31	24	13	10	16	10	16	9	1	2	11	3	1	1	5	3
	14	17C	11	16EH	10	100	100	15I	10	13	8	18	12	18P	12	6	12	21S	6	8	4	24	13
AMERICAN SPIRIT	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CAMEL	52	35	17	25	14	3	-	25	13	10	7	10	4	10	4	1	-	6	2	1	1	5	2
	9	12C	6	11E	5	38G	-	12I	5	10	5	11M	5	11O	5	6	-	12S	4	8	4	24W	8
DORAL	6	2	4	2	3	-	-	2	2	1	1	1	1	-	1	-	-	-	-	-	-	1	-
	1	1	1	1	1	11	-	1	1	1	1	1	1	-	1	-	-	-	-	-	-	5	-
KAMEL/KAMEL RED	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MONARCH	2	1	1	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	*	*	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SALEM	20	10	10	10	10	8	9	8	9	4	3	8	6	8	5	-	2	8	1	1	-	-	1
	3	3	3	5H	4	100	100	4	4	4	2	9	7	9P	6	-	12P	15S	2	8U	-	-	4
WINSTON	12	9	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2	3C	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Q 4.97: Q7B

IF: (Q7A is . )

7b. Is that one of the Camel Turkish flavors, one of the Camel Exotic blends or one of the standard, classic Camel styles?

( INTERVIEWER: RECORD ONE ANSWER )

- (4/64)      1      One of the Camel Turkish flavors  
                2      One of the Camel Exotic blends  
                3      One of the standard, classic Camel styles

Q 4.99: Q7C

IF: (Q7A is . AND Q7B is One of the Camel Tu )

7c. What specific Camel Turkish style is that?

( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY.  
RECORD ONE ANSWER.)

- (4/68)      1      Camel Turkish Gold  
                2      Camel Turkish Jade  
                3      Camel Turkish Royal

Q 5.01: Q7E

IF: (Q7A is . AND Q7B is One of the standard )

Q7e. What specific style of Camel is that?

( INTERVIEWER: DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER. )

- (4/76)      1      Non-Filters  
                2      Wides  
                3      Special Lights  
                4      Menthol  
                5      Filters/Regular Camel  
                6      Lights  
                7      Ultra Lights  
                8      Other (Specify:)  
                X      Don't know

Q 5.03: Q7E\_OTH

IF: (Q7E is Other (Specify: )

(58/7.1) (INTERVIWER: PLEASE ENTER OTHER CIGARETTE HERE.  
PRESS <ESC> TO CONTINUE )

53096 5848

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

	NON-SALEM MENTHOL																							
	PROPOSITION AWARE																							
	RECALL																							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
	TOTAL	CON- TROL TEST	CON- TROL TEST	MENTHOL	TOTAL	SALEM OU	21-49	FULL	FULL	TOTAL	2	AWARE	AWARE	STIR	TASTE	KNOW	ANYTHING	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	
	TOTAL	CON- TROL TEST	CON- TROL TEST	SALEM OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	COMPONENT	2 LINES	SENSES	STIR	TASTE	DIFF.	POSTCARD	IN 3 MOS.	CON-	CON-	CON-	CON-	CON-	CON-	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-TOTAL RESPONDENTS	598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100	
OTHER BRANDS (NET)	23 4	12 4	11 4	10 5H	10 4I	- -	- -	4 2	4 2	1 1	2 2	4 4	3 4	4 5	3 4	1 6	1 6	4 8S	1 2	1 8	1 4	1 5	- -	
ROGER	1 *	- -	1 *	- *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
USA	2 *	1 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -	- -	1 1	- 1	1 1	- 1	1 60	- -	- -	- -	- -	- -	- -	- -	
OTHER Q5A (UNSPECIFIED)	12 2	6 2	6 2	5 2H	5 2I	- -	- -	- -	- -	- -	- -	1 1	1 1	1 1	1 1	- -	2 4S	- -	- -	- -	- -	- -	- -	
OTHER Q8C (UNSPECIFIED)	10 2	6 2	4 1	5 2H	3 1	- -	- -	4 2	3 1	1 1	2 2	3 3	1 1	3 3	1 1	1 6	- -	2 4	1 2	1 8	1 4	1 5	- -	
FULL PRICE...	573 96	285 96	288 96	211 96	252 97	8 100	9 100	208 100D	249 100E	101 100	128 99	88 98	83 99	85 98	76 99	18 100	17 100	50 96	53 100R	13 100	28 100	21 100	23 96	
SAVINGS...	32 5	16 5	16 5	12 5H	13 5I	1 13	- -	8 4	8 3	4 4	3 2	3 3	2 2	3 3	2 3	- -	- -	3 6	1 2	- -	- -	1 5	1 4	

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

Q 5.05: Q7F

IF: (Q7A is not . or NONE/DON'T KNOW/DON )

7f. Did you buy the non-filtered style, a regular full flavor style, a lights style, or an ultra lights style?

( INTERVIEWER: RECORD ONE ANSWER. )

- (5/14)      1      Non-filtered  
                2      Regular strength/full flavor  
                3      Lights  
                4      Ultra lights  
                X      Don't know

Q 5.07: Q7G

IF: (Q7A is not . or NONE/DON'T KNOW/DON )

7g. Did you buy the menthol or non-menthol style of \:Q7ATXT:?

( INTERVIEWER: RECORD ONE ANSWER. )

- (5/12)      1      Menthol  
                2      Non-menthol  
                X      Don't know

Q 5.09: Q7H

7h. When did \:Q5ATXT:  
become your usual brand?

( INTERVIEWER: DO NOT READ LIST.  
RECORD ONE ANSWER. )

- (5/16)      1      Within last month  
                2      1 month to less than 2 months  
                3      2 months to less than 4 months  
                4      4 months to less than 6 months  
                5      6 months to 1 year  
                6      Over 1 year to 2 years  
                7      Over 2 years to 5 years  
                8      Over 5 years  
                X      Don't know

Q 5.11: Q8A

(5/20.7) 8A. If your usual brand was not available, what brand of cigarettes would you consider to be your second choice brand?

( INTERVIEWER: DO NOT READ LIST. RECORD ONE ANSWER.  
IF RESPONDENT SAYS "CAMEL", PROBE: "Is that Camel spelled with a C or a K"? )

53096 5850

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14A QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																				
		PROPOSITION AWARE																				
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		TASTE		KNOW		ANYTHING		
		**	**	FULL	FULL	COMPONENT	2 LINES	AWARE	SENSES	DIFF.	POSTCARD	IN 3 MOS.	RECALL	**	**	**	**	**	**	**	**	
		TOTAL	TOTAL	SALEM OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	RECALL	**	**	**	**	**	**	**	**	
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	
		TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	
		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28
BASE-TOTAL RESPONDENTS		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	24
SALEM OU BUT NOT UB		17	8	9	8	9	8	9	8	9	4	3	8	6	8	5	-	2	8	1	1	1
		3	3	3	4	3	100	100	4	4	4	2	9	7	9P	6	-	12P	15S	2	8U	4
Proportions/Means: Columns Tested (20% risk level) - B/C - D/E - F/G - H/I - J/K - L/M - N/O - P/Q - R/S - T/U - V/W - N/P - O/Q - D/H - E/I																						

Q 5.13: Q8A\_OTH

IF: (Q8A is OTHER (SPECIFY) )

(58/8.1) (INTERVIEWER: PLEASE ENTER OTHER CIGARETTE HERE.  
PRESS <ESC> TO CONTINUE )

Q 5.17: Q8B

IF: (Q8A is . )

8b. Is that one of the Camel Turkish flavors, one of the Camel  
Exotic blends  
or one of the standard, classic Camel styles?

( INTERVIEWER: RECORD ONE ANSWER. )

- (5/30) 1 One of the Camel Turkish flavors  
2 One of the Camel Exotic blends  
3 One of the standard, classic Camel styles

Q 5.19: Q14A

(6/8.2) 14A. Please think about your LAST 10 cigarette purchases. How many  
of  
these purchases were for some style of  
\:Q5ATXT:

(INTERVIEWER: ENTER NUMBER HERE 1-10  
ENTER "0" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.21:

GOTO ENDQ14

IF: ([6/8.2#10])

Q 5.23: Q14B

IF: (Q5A is not . )

(6/12.2) 14b. How many of your last 10 purchases were for some style of Camel?

(INTERVIEWER: ENTER NUMBER HERE 1-10  
ENTER "0" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.25: Q14A14B

IF: ([6/8.2#88,99]AND [6/12.2#88,99])

CALC: (X([6/8.2])+X([6/12.2]))

53096 5852

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 14B QUESTION 5A/8C  
BUYER SHARE

NON-SALEM MENTHOL																								
PROPOSITION AWARE																								
RECALL																								
		MENTHOL			21-49	21-34																		
		TOTAL	TOTAL	SALEM OU	FULL PRICE	FULL PRICE	TOTAL	2 COMPONENT	AWARE 2 LINES	AWARE SENSES	STIR DIFF.	TASTE DIFF.	KNOW POSTCARD	ANYTHING IN 3 MOS.										
		CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST	CON- TROL TEST															
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100	
BUYER SHARE (NET)	20 3	10 3	10 3	10 5H	10 4	8 100	9 100	8 4	9 4	4 4	3 2	8 9	6 7	8 9P	5 6	- -	2 12P	8 15S	1 2	1 8U	- -	- -	- 4	
SALEM UB	3 1	2 1	1 *	2 1H	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -										
SALEM OU	17 3	8 3	9 3	8 4	9 3	8 100	9 4	8 4	9 4	4 4	3 2	8 9	6 7	8 9P	5 6	- -	2 12P	8 15S	1 2	1 8U	- -	- -	- 4	
NON-BUYER	578 97	288 97	290 97	209 95	251 96	- -	- -	201 96D	241 96	97 96	126 98	82 91	78 93	79 91	72 94	18 100QN	15 88	44 85	52 98R	12 92	28 100T	21 100	23 96	

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

Q 5.27:

GOTO ENDQ14

IF: ([Q14A14B#10])

Q 5.29: Q14C

IF: (Q8A is . to . or . to . or . to . or OTHER (SPECIFY) )

(6/16.2) 14c. How many of your last 10 purchases were for some style of  
\:Q8ATXT:

(INTERVIEWER: ENTER NUMBER HERE 1-10  
ENTER "0" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.31: Q14ABC

IF: ([6/8.2#88,99]AND [6/12.2#88,99]AND [6/16.2#88,99])

CALC: (X([6/8.2])+X([6/12.2])+X([6/16.2]))

Q 5.35: TOT1

IF: ([6/8.2#88,99]AND [6/12.2#88,99]AND [6/16.2#88,99])

CALC: (X([6/8.2])+X([6/12.2])+X([6/16.2]))

Q 5.37:

GOTO Q14D

IF: ([TOT1#1-10])

Q 5.39:

RESET TO Q14A

IF: (X([TOT1])>10)

(14/58.0) IM SORRY YOU SAID YOUR TOTAL PURCHASES WERE \:TOT1: THAT DOESNT EQUAL  
10 LETS TRY IT AGAIN.

Q 5.41: Q14D

IF: (X([TOT1])<10)

CALC: (10-X([TOT1]))

Q 5.43: TOTCIG

CALC: (X([6/8.2])+X([6/12.2])+X([6/16.2])+X([6/20.2]))

53096 5854

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 15 QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS (AMONG NON-SALEM UB)

	NON-SALEM MENTHOL																							
	PROPOSITION AWARE																							
	RECALL																							
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-NON-SALEM UB	595	296	299	217	260	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
AMERICAN (NET)	10	8	2	7	2	-	-	6	2	1	1	2	1	2	1	-	-	2	-	-	-	-	-	
	2	3C	1	3EH	1	-	-	3I	1	1	1	2	1	2	1	-	-	4S	-	-	-	-	-	
CARLTON	2	1	1	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
	*	*	*	-	*	-	-	*	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	
MISTY	3	3	-	3	-	-	-	3	-	1	-	1	-	1	-	-	-	1	-	-	-	-	-	
	1	1C	-	1E	-	-	-	1I	-	1	-	1	-	1	-	-	-	2	-	-	-	-	-	
PALL MALL	5	4	1	4	1	-	-	3	1	-	1	1	-	1	-	-	-	1	-	-	-	-	-	
	1	1C	*	2EH	*	-	-	1	*	-	1	1	-	1	-	-	-	2	-	-	-	-	-	
BAT (FORMERLY B&W) (NET)	47	23	24	22	23	3	1	22	23	6	5	13	10	13	8	2	3	7	5	2	1	3	1	
	8	8	8	10	9	38	11	11	9	6	4	14	12	15	10	11	18	13	9	15U	4	14	4	
KOOL	43	22	21	21	21	3	1	21	21	6	5	13	10	13	8	2	3	7	5	2	1	3	1	
	7	7	7	10	8	38	11	10	8	6	4	14	12	15	10	11	18	13	9	15U	4	14	4	
VICEROY	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
CAPRI	3	1	2	1	2	-	-	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	1	*	1	*	1	-	-	*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
COMMONWEALTH (NET)	9	4	5	3	5	-	-	2	4	1	2	-	2	-	2	-	-	1	1	-	-	-	-	
	2	1	2	1H	2I	-	-	1	2	1	2	-	2L	-	3N	-	-	2	2	-	-	-	-	

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

53096 5855

Q 5.55: Q14\_VER

IF: ( the number of items in (Q14DISP) > 1)

Just to verify your responses, out of your last 10 purchases,

\#(Q14DISP,1,1)

\#(Q14DISP,2,1)

\#(Q14DISP,3,1)

\#(Q14DISP,4,1)

TOTAL OF PURCHASES = \:TOTCIG:

Is this correct?

(6/28)            1        YES  
                  2        NO

Q 5.57:

RESET TO Q14A

IF: (Q14\_VER is NO )

Q 5.59:

GOTO Q16DISP

IF: ( Q5A is not . AND [6/12.2#1-10] ) OR ( Q5A is . AND [6/8.2#1-10] )

Q 5.61:

IF: (Q5A is . )

CALC: (X([6/8.2]))

Q 5.63:

IF: (Q5A is not . )

CALC: (X([6/12.2]))

Q 5.65:

GOTO Q16DISP

14f. Earlier you said that |[6/30.2]| purchase(s) were Camel.  
Please tell me which style(s) of Camel those purchases were  
for.

(INTERVIEWER: PRESS ENTER TO CONTINUE)

53096 5856  
9884

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 15 QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS (AMONG NON-SALEM UB)

NON-SALEM MENTHOL																									
PROPOSITION AWARE																									
RECALL																									
MENTHOL																									
TOTAL																									
CON- TROL TEST																									
(A) (B) (C) (D) (E) (F) (G) (H) (I) (J) (K) (L) (M) (N) (O) (P) (Q) (R) (S) (T) (U) (V) (W)																									
BASE-NON-SALEM UB	595 100	296 100	299 100	217 100	260 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100		
MALIBU	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	1 1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
USA GOLD	8 1	3 1	5 2	2 1H	5 2I	- -	- -	1 *	4 2	- -	2 2	- -	2 2L	- -	2 3N	- -	- -	1 2	1 2	- -	- -	- -	- -	- -	- -
L&M (NET)	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
EVE	1 *	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
LORILLARD (NET)	226 38	107 36	119 40	98 45	115 44	4 50	3 33	97 46D	115 46E	65 64K	66 51	48 53M	36 43	46 53	33 43	11 61	10 590	31 60S	22 42	8 62	15 54	11 52W	5 21		
KENT	2 *	2 1C	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
NEWPORT	223 37	105 35	118 39	98 45	114 44	4 50	3 33	97 46D	114 46E	65 64K	66 51	48 53M	35 42	46 530	32 42	11 61	10 590	31 60S	21 40	8 62	15 54	11 52W	4 17		
TRUE	1 *	- *	1 -	- *	1 -	- -	- -	1 *	- -	- -	- -	- -	- -	1 1	- -	1 1	- -	1 2	- -	- -	- -	- -	- 4		
PHILIP MORRIS (NET)	338 57	172 58	166 56	102 47	133 51	5 63	6 67	101 48D	130 52E	39 39	70 54J	36 40	41 49	34 39	37 48	6 33	6 35	20 38	31 58R	5 38	15 54	10 48	17 71V		

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

5857 53096

Q 5.69: Q14F1

(6/34.2) 14f1. How many of those purchases were for Camel Turkish Gold?

(INTERVIEWER: ENTER NUMBER HERE.  
ENTER "00" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.71:

GOTO ENDQ14F

IF:  $(X([6/34.2])=X([6/30.2]))$

Q 5.73: Q14F2

(6/60.2) 14f2. How many of those purchases were for Camel Turkish Jade?

(INTERVIEWER: ENTER NUMBER HERE.  
ENTER "00" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.75: Q14F1F2

CALC:  $(X([6/34.2])+X([6/60.2]))$

Q 5.77:

GOTO ENDQ14F

IF:  $(X([46/50.2])>=X([6/30.2]))$

Q 5.79: Q14F3

(6/64.2) 14f3. How many of those purchases were for Camel Turkish Royal?

(INTERVIEWER: ENTER NUMBER HERE.  
ENTER "00" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.81: Q14F123

CALC:  $(X([6/34.2])+X([6/60.2])+X([6/64.2]))$

Q 5.83:

GOTO ENDQ14F

IF:  $(X([46/52.2])>=X([6/30.2]))$

53096 5858

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 15 QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS (AMONG NON-SALEM UB)

	NON-SALEM MENTHOL																							
	PROPOSITION AWARE																							
	MENTHOL		21-49		21-34		TOTAL 2		AWARE 2 LINES		AWARE STIR SENSES		KNOW DIFF.		TASTE DIFF.		ANYTHING DIFF.		POSTCARD IN 3 MOS.					
	TOTAL	TOTAL	SALEM	OU	PRICE	PRICE	COMPONENT	2 LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL
	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-
	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TEST	TROL	TTEST
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-NON-SALEM UB	595	296	299	217	260	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
BASIC	9	4	5	2	4	1	-	1	2	1	1	1	1	1	-	1	-	-	1	-	-	-	-	1
	2	1	2	1H	2I	13	-	*	1	1	1	1	1	1	-	1	-	-	2	-	-	-	-	4
BENSON & HEDGES	12	8	4	7	4	-	1	7	4	-	1	3	2	3	2	-	-	1	-	-	-	-	1	-
	2	3	1	3	2	-	11	3	2	-	1	3	2	3	3	-	-	2	-	-	-	-	5	-
CAMBRIDGE	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MARLBORO	274	140	134	74	103	4	4	74	102	36	65	28	38	26	34	6	6	14	29	4	13	7	15	63V
	46	47	45	34	40	50	44	35D	41E	36	50J	31	45L	30	44N	33	35	27	55R	31	46	33	33	63V
MENTHOL	177	74	103	74	103	4	4	74	102	36	65	28	38	26	34	6	6	14	29	4	13	7	15	63V
	30	25	34B	34	40	50	44	35D	41E	36	50J	31	45L	30	44N	33	35	27	55R	31	46	33	33	63V
NON-MENTHOL	97	66	31	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	16	22C	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
MERIT	6	2	4	2	3	-	1	2	3	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-
	1	1	1	1	1	-	11	1	1	-	-	-	-	-	-	-	-	-	-	8U	-	5	-	-
PARLIAMENT	5	3	2	1	2	-	-	1	2	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-
	1	1	1	*	1	-	-	*	1	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-
VIRGINIA SLIMS	37	17	20	17	20	-	-	17	20	1	3	4	2	4	2	-	-	4	3	-	2	1	2	
	6	6	7	8	8	-	-	8	8	1	2	4	2	5	3	-	-	8	6	-	7	5	8	

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

Q 5.85: Q14F4

(6/38.2) 14f4. How many of these purchases were for Camel Exotic Blends?

(INTERVIEWER: ENTER NUMBER HERE.  
ENTER "00" FOR NONE.  
IF DON'T KNOW SAY:  
"Your best guess is fine")

Q 5.87: Q14F1T4

CALC: (X([6/34.2])+X([6/60.2]) +  
X([6/64.2])+X([6/38.2]))

Q 5.89:

GOTO ENDQ14F

IF: (X([46/54.2])>=X([6/30.2]))

Q 5.91: Q14F5

IF: (X([Q14F1T4])<X([6/30.2]))

CALC: (X([6/30.2])-X([Q14F1T4]))

Q 5.93: Q14F1T5

CALC: (X([6/34.2])+X([6/60.2])+X([6/64.2]) +  
X([6/38.2])+X([6/66.2]))

Q 5.95:

GOTO ENDQ14F

IF: (X([46/56.2])>=X([6/30.2]))

Q 5.99: Q14FTOT

CALC: (X([6/34.2])+X([6/60.2])+X([6/64.2]) +  
X([6/38.2])+X([6/66.2]))

Q 6.01:

RESET TO Q14F1

IF: (X([Q14FTOT])> X([6/30.2]))

(14/58.0) IM SORRY YOU SAID YOUR TOTAL PURCHASES WERE \:Q14FTOT: THAT DOESNT EQUAL

| [6/30.2] | LETS TRY IT AGAIN.

53096 5860

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 15 QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS (AMONG NON-SALEM UB)

	NON-SALEM MENTHOL																							
	PROPOSITION AWARE																							
	MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		STIR		TASTE		ANYTHING		KNOW		RECALL			
	TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.									
	CON-	CON-	CON-	CON-	CON-	CON-	CON-	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.										
	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-NON-SALEM UB	595 100	296 100	299 100	217 100	260 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100	
RJ REYNOLDS (NET)	83 14	50 17C	33 11	32 15E	25 10	8 100	9 100	31 15I	24 10	13 13	10 8	16 18	10 12	16 18P	9 12	1 6	2 12	11 21S	3 6	1 8	1 4	5 24	3 13	
AMERICAN SPIRIT	1 *	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
CAMEL	52 9	35 12C	17 6	25 12E	14 5	3 38G	- -	25 12I	13 5	10 10	7 5	10 11M	4 5	10 11O	4 5	1 6	- -	6 12S	2 4	1 8	1 4	5 24W	2 8	
DORAL	6 1	2 1	4 1	2 1	3 1I	- -	- -	2 1	2 1	1 1	1 1	1 1	1 1	1 1	1 1	- -	- -	- -	- -	- -	- -	1 5	- -	
KAMEL/KAMEL RED	1 *	- *	1 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
MONARCH	2 *	1 *	1 *	1 *	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
SALEM	17 3	8 3	9 3	8 4	9 3	8 100	9 100	8 4	9 4	4 4	3 2	8 9	6 7	8 9P	5 6	- -	2 12P	8 15S	1 2	1 8U	- -	- -	1 4	
WINSTON	12 2	9 3C	3 1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -		
OTHER BRANDS (NET)	22 4	11 4	11 4	9 4H	10 4I	- -	- -	4 2	4 2	1 1	2 2	4 4	3 4	4 5	3 4	1 6	1 6	4 8S	1 2	1 8	1 4	1 5	- -	

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

53096 5861

Q 6.15: Q14F\_VER

IF: ( the number of items in (Q14FDISP) > 1)

Just to verify your responses, out of |[6/30.2]| Camel purchases,

\#(Q14FDISP,1,1)

\#(Q14FDISP,2,1)

\#(Q14FDISP,3,1)

\#(Q14FDISP,4,1)

\#(Q14FDISP,5,1)

TOTAL OF PURCHASES = \:Q14FTOT:

Is this correct?

(6/58)            1        YES  
                2        NO

Q 6.17:

RESET TO Q14F1

IF: (Q14F\_VER is NO )

Q 6.19: Q16DISP

if you  
feel that statement describes any of the following brands:  
Marlboro, Camel, and Winston.  
You may feel that the statement describes only one of these  
two of these brands or all of the brands. Give me your answers  
on your impression of the brands, regardless of whether or not  
ever purchased them.

( INTERVIEWER: PRESS <ENTER> TO CONTINUE )

Q 6.25:

CALC: (X([46/35.2])+1)

53096 5862

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 15 QUESTION 8C  
BRANDS PURCHASED IN PAST 30 DAYS (AMONG NON-SALEM UB)

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL					21-49		21-34		TOTAL		2		AWARE		STIR		KNOW		TASTE			
		TOTAL	TOTAL	SALEM OU	CON-	CON-	FULL	FULL	PRICE	PRICE	COMPONENT	2	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	ANYTHING	POSTCARD	IN 3 MOS.			
		CON-	CON-	CON-	TROL	TROL	CON-	CON-	TROL	TROL	CON-	TROL	CON-	TROL	CON-	TROL	CON-	TROL	CON-	TROL	CON-	TROL		
		TROL	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-NON-SALEM UB		595	296	299	217	260	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ROGER		1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
USA		1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	1	-	-	-	-	-	-
*	*	-	*	-	*	-	-	-	*	-	-	-	-	1	-	1	-	60	-	-	-	-	-	-
OTHER Q5A (UNSPECIFIED)		12	6	6	5	5	-	-	-	-	-	-	1	1	1	1	-	-	2	-	-	-	-	-
		2	2	2	2H	2I	-	-	-	-	-	-	1	1	1	1	-	-	4S	-	-	-	-	-
OTHER Q8C (UNSPECIFIED)		10	6	4	5	3	-	-	4	3	1	2	3	1	3	1	1	1	2	1	1	1	1	-
		2	2	1	2H	1	-	-	2	1	1	2	3	1	3	1	6	-	4	2	1	8	4	5
FULL PRICE...		570	283	287	209	251	8	9	208	249	101	128	88	83	85	76	18	17	50	53	13	28	21	23
		96	96	96	96	97	100	100	100D	100E	100	99	98	99	98	99	100	100	96	100R	100	100	100	96
SAVINGS...		30	15	15	11	12	1	-	8	8	4	3	3	2	3	2	-	-	3	1	-	-	1	1
		5	5	5	5H	5I	13	-	4	3	4	2	3	2	3	3	-	-	6	2	-	-	5	4
SALEM OU BUT NOT UB		17	8	9	8	9	8	9	8	9	4	4	3	8	6	8	5	-	2	8	1	1	-	1
		3	3	3	4	3	100	100	4	4	4	2	9	7	9P	6	-	12P	15S	2	8U	-	-	4

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

Q 6.29: Q16\_1

16. \:Q16TX1:

Is smooth tasting

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,

PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/8)        1        Marlboro  
              2        Camel  
              3        Winston  
              -X      Don't Know  
              -Y      None

Q 6.33:

CALC: (X([46/35.2])+1)

Q 6.37: Q16\_2

16. \:Q16TX2:

Is an innovative brand, always doing new things

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,

PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/10)       1        Marlboro  
              2        Camel  
              3        Winston  
              -X      Don't Know  
              -Y      None

Q 6.41:

CALC: (X([46/35.2])+1)

53096 5864

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 16 QUESTION 8C  
NUMBER OF BRANDS LISTED FOR PAST 30 DAYS

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL																						
		21-49	21-34	TOTAL 2		AWARE		AWARE		STIR		TASTE		ANYTHING		POSTCARD		IN 3 MOS.		RECALL				
		FULL PRICE	FULL PRICE	COMPONENT	2 LINES	SENSES	DIFF.	CON-																
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
NONE/0		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
1		478	236	242	176	212	-	-	169	204	81	107	70	67	68	62	15	13	36	43	10	23	16	21
		80	79	81	80	81	-	-	81	82	80	83	78	80	78	81	76	69	81R	77	82	76	88	
2		90	40	50	27	41	3	8	26	38	14	17	11	14	10	13	3	3	8	9	2	5	2	3
		15	13	17	12	16	38	89F	12	15	14	13	12	17	11	17	17	18	15	17	15	18	10	13
3		20	14	6	9	6	3	1	8	6	5	3	6	3	6	2	-	1	5	1	-	-	1	-
		3	5C	2	4	2	38	11	4	2	5	2	7	4	7	3	-	6	10S	2	-	-	5	-
4		9	7	2	7	2	2	6	2	1	2	3	3	-	3	-	-	3	-	1	-	2	-	
		2	2C	1	3E	1	25G	-	3I	1	1	2	3M	-	30	-	-	6S	-	8U	-	10W	-	
5		1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MORE THAN 5		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SIGMA...		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MEAN...		1.3	1.3C	1.2	1.3E	1.2	2.9G	2.1	1.3	1.2	1.3	1.2	1.4	1.2	1.40	1.2	1.2	1.3	1.5S	1.2	1.4	1.2	1.5W	1.1
H																								
S.D....		0.6	0.7	0.5	0.7	0.5	0.8	0.3	0.7	0.5	0.6	0.6	0.8	0.5	0.8	0.5	0.4	0.6	0.9	0.5	0.9	0.4	1.0	0.3

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

Q 6.45: Q16\_3

16. \:Q16TX3:

Has a blend of Turkish and domestic tobaccos  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,

PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/12)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 6.49:

CALC: (X([46/35.2])+1)

Q 6.53: Q16\_4

16. \:Q16TX4:

Has a sense of humor

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,

PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/14)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 6.57:

CALC: (X([46/35.2])+1)

53096 5866

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 16 QUESTION 8C  
NUMBER OF BRANDS LISTED FOR PAST 30 DAYS

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL		2		AWARE		STIR		TASTE		ANYTHING						
		**		FULL		FULL		COMPONENT		2		LINES		SENSES		DIFF.		POSTCARD						
		TOTAL		TOTAL		SALEM OU		PRICE		PRICE		COMPONENT		2 LINES		SENSES		DIFF.		POSTCARD				
		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-		CON-				
		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST		TROL TEST				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
S.E....		*	*	*	*	*	0.3	0.1	*	*	0.1	*	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.2	0.1
MEDIAN...		1.0	1.0	1.0	1.0	1.0	2.3	2.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	

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

Q 6.61: Q16\_5

16. \:Q16TX5:

Is a slightly exotic brand  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
REPEAT THE BRANDS AS NECESSARY.  
IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"  
ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/16)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 6.65:

CALC: (X([46/35.2])+1)

Q 6.69: Q16\_6

16. \:Q16TX6:

Has a mellow flavor  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
REPEAT THE BRANDS AS NECESSARY.  
IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"  
ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/18)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 6.73:

CALC: (X([46/35.2])+1)

53096 5868

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 17 QUESTION 9  
PURCHASED USUAL BRAND IN PAST 30 DAYS

	NON-SALEM MENTHOL																						
	PROPOSITION AWARE																						
	RECALL																						
	MENTHOL	21-49	21-34																				
	TOTAL	TOTAL	FULL	FULL	TOTAL	2	AWARE	AWARE	STIR	TASTE													
	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD													
	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	IN 3 MOS.													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-USUAL BRAND NOT MENTIONED IN PAST 30 DAYS	26	12	14	9	13	-	2	8	11	4	6	2	2	2	2	-	-	-	2	-	-	1	-
	100	100	100	100	100	-	100	100	100	100	100	100	100	100	100	-	-	-	100	-	-	100	-
YES	18	6	12	6	11	-	2	5	9	3	4	-	1	-	1	-	-	-	2	-	-	1	-
	69	50	86B	67	85	-	100	63	82	75	67	-	50	-	50	-	-	-	100	-	-	100	-
NO	8	6	2	3	2	-	-	3	2	1	2	2	1	2	1	-	-	-	-	-	-	-	-
	31	50C	14	33	15	-	-	38	18	25	33	100	50	100	50	-	-	-	-	-	-	-	-
SIGMA...	26	12	14	9	13	-	2	8	11	4	6	2	2	2	2	-	-	-	2	-	-	1	-
	100	100	100	100	100	-	100	100	100	100	100	100	100	100	100	-	-	-	100	-	-	100	-

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

53096 569

Q 6.77: Q16\_7

16. \:Q16TX7:

Hosts events in bars and clubs  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
REPEAT THE BRANDS AS NECESSARY.  
IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"  
ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/20)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 6.81:

CALC: (X([46/35.2])+1)

Q 6.85: Q16\_8

16. \:Q16TX8:

Is a brand you hear a lot about  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
REPEAT THE BRANDS AS NECESSARY.  
IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"  
ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/22)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 6.89:

CALC: (X([46/35.2])+1)

53096 5870

TABLE 18 QUESTION 5A/13  
NUMBER OF PACKS OF USUAL BRAND PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																							
		PROPOSITION AWARE										RECALL													
		MENTHOL					21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		TASTE		ANYTHING				
		TOTAL	TOTAL	SALEM	OU		FULL	FULL	TOTAL	2	AWARE		STIR		TASTE		POSTCARD		IN 3 MOS.						
		CON-	CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES		SENSES		DIFF.										
		TOTAL	TROL	TEST	TROL	TEST	CON-	CON-	CON-	TROL	TEST	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)				
																				(U)	(V)	(W)			
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
NONE/0		7	5	2	3	1	-	-	2	1	1	1	1	1	1	1	1	-	-	-	-	-	-		
		1	2	1	1H	*	-	-	1	*	1	1	1	1	1	1	1	-	-	-	-	-	-		
1-5		67	34	33	24	30	2	1	22	27	14	17	13	9	12	8	4	2	8	3	3	3	2	2	
		11	11	11	11	11I	25	11	11	11	14	13	14	11	14	10	22	12	15S	6	23	11	10	8	
6-10		78	37	41	27	37	-	-	26	36	17	19	10	12	9	12	3	-	4	10	2	5	3	2	
		13	12	14	12	14	-	-	12	14	17	15	11	14	10	16Q	17Q	-	8	19R	15	18	14	8	
11-20 (NET)		138	74	64	59	52	3	6	59	51	28	25	26	17	25	15	4	4	16	7	5	5	9	8	
		23	25	21	27E	20	38	67	28ID	20	28K	19	29M	20	29O	19	22	24	31S	13	38U	18	43	33	
11-15		49	25	24	22	22	2	2	22	22	13	10	13	6	12	6	3	2	6	2	3	2	4	-	
		8	8	8	10	8	25	22	11	9	13	8	14M	7	14	8	17	12	12S	4	23U	7	19W	-	
16-20		89	49	40	37	30	1	4	37	29	15	15	13	11	13	9	1	2	10	5	2	3	5	8	
		15	16	13	17E	11	13	44F	18ID	12	15	12	14	13	15	12	12	19S	9	15	11	24	33		
21-40 (NET)		245	118	127	84	112	1	2	80	107	33	57	27	34	27	30	6	7	15	23	2	12	6	9	
		41	40	42	38	43	13	22	38	43	33	44J	30	40L	31	39	33	41	29	43R	15	43T	29	38	
21-25		17	8	9	7	8	-	-	7	8	5	3	4	-	4	50	-	-	5	-	-	1	1	-	
		3	3	3	3	3	-	-	3	3	5	2	4M	-	50	-	-	10S	-	-	4	5	-		
26-30		158	68	90	46	80	-	1	43	76	18	45	15	24	29L	17	22	3	5	7	18	2	8	5	7
		26	23	30B	21	31D	-	11	21	30H	18	35J	17	29N	17	29	13	13	34R	15	29	24	29	29	

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

Q 6.93: Q16\_9

16. \:Q16TX9:

Is a brand that offers a variety of unique and different flavors

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

(7/24)

- 1 Marlboro
- 2 Camel
- 3 Winston
- X Don't Know
- Y None

Q 6.97:

CALC: (X([46/35.2])+1)

Q 7.01: Q16\_10

16. \:Q16TX10:

Is a brand that does fun and interesting things

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

(7/26)

- 1 Marlboro
- 2 Camel
- 3 Winston
- X Don't Know
- Y None

Q 7.05:

CALC: (X([46/35.2])+1)

53096 5872

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 18 QUESTION 5A/13  
NUMBER OF PACKS OF USUAL BRAND PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		RECALL								
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	DIFF.	POSTCARD	IN 3 MOS.									
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.										
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-										
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL										
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(W)	
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
31-35		12	7	5	5	3	-	-	5	3	2	2	2	1	2	1	1	1	-	-	-	1	-	-
		2	2	2	2	1	-	-	2	1	2	2	2	1	2	1	6	-	-	-	-	4	-	-
36-40		58	35	23	26	21	1	1	25	20	8	7	6	9	6	7	2	2	3	5	-	2	-	2
		10	12C	8	12E	8	13	11	12I	8	8	5	7	11	7	9	11	12	6	9	-	7	-	8V
MORE THAN 40 (NET)		63	30	33	22	29	2	-	20	28	8	10	13	11	13	11	1	4	9	10	1	3	1	3
		11	10	11	10	11	25G	-	10	11	8	8	14	13	15	14	6	24P	17	19	8	11	5	13
MORE THAN 40		63	30	33	22	29	2	-	20	28	8	10	13	11	13	11	1	4	9	10	1	3	1	3
		11	10	11	10	11	25G	-	10	11	8	8	14	13	15	14	6	24P	17	19	8	11	5	13
SIGMA...		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
MEAN...		25.9	25.0	26.7	25.0	27.0	25.8	19.7	24.9	27.1	21.7	26.0	24.3	26.9	24.9	27.0	19.8	31.9	25.6	29.8	18.4	24.9	19.0	26.8V
																	P		P					
S.D....		23.0	17.1	27.7	17.4	29.0	21.5	10.0	16.9	29.4	15.9	36.5	17.9	18.9	18.0	19.4	14.9	19.1	18.8	19.3	15.1	15.6	10.4	15.1
S.E....		0.9	1.0	1.6	1.2	1.8	7.6	3.3	1.2	1.9	1.6	3.2	1.9	2.1	1.9	2.2	3.5	4.6	2.6	2.6	4.2	2.9	2.3	3.1
MEDIAN...		24.4	19.9	27.5	19.7	27.8	17.5	18.0	19.6	29.0	17.6	24.5	18.6	28.2	19.0	28.1	13.3	28.8	19.3	23.6	12.5	27.5	15.8	25.0V
													E	N	N	O								

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

Q 7.09: Q16\_11

16. \:Q16TX11:

For smokers who want more pleasure out of life  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/28)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 7.13:

CALC: (X([46/35.2])+1)

Q 7.17: Q16\_12

16. \:Q16TX12:

Is harsh tasting

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/30)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 7.21:

CALC: (X([46/35.2])+1)

53096 5874

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 19A QUESTION 5A/13  
PERCENTAGE OF PACKS OF USUAL BRAND PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE										RECALL												
		MENTHOL					21-49		21-34		TOTAL 2		AWARE		STIR		KNOW		TASTE		ANYTHING			
		TOTAL	TOTAL	SALEM	OU		FULL	FULL	TOTAL	2	AWARE		AWARE		STIR	SENSES	DIFF.	POSTCARD	IN 3 MOS.					
		CON-	CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	2 LINES		2 LINES		SENSES	DIFF.	POSTCARD	IN 3 MOS.						
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST	TEST			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
0%		7	5	2	3	1	-	-	2	1	1	1	1	1	1	1	1	-	-	-	-	-	-	
		1	2	1	1H	*	-	-	1	*	1	1	1	1	1	1	1	-	-	-	-	-	-	
1-10%		3	3	-	3	1	-	-	2	-	-	-	-	2	-	2	-	-	2	-	-	-	1	-
		1	1C	-	1EH	-	13	-	1I	-	-	-	-	2M	-	2O	-	-	4S	-	-	-	5	-
11-20%		5	2	3	2	3	-	-	1	3	-	3	-	-	-	-	-	-	1	-	-	-	-	-
		1	1	1	1H	1	-	-	*	1	-	2J	-	-	-	-	-	-	2	-	-	-	-	-
21-30%		3	3	-	2	1	-	1	2	-	-	-	2	-	2	-	-	1	-	1	-	1	1	-
		1	1C	-	1E	-	13	-	1I	-	-	-	2M	-	2O	-	-	2	-	8U	-	5	-	-
31-40%		10	5	5	2	5	1	-	2	3	2	2K	-	1	1	1	1	-	1	1	-	1	1	-
		2	2	2	1	2I	13	-	1	1	2K	-	1	1	1	1	-	2	2	-	4	-	-	-
41-50%		36	19	17	15	15	1	3	15	15	8	8	8	7	7	6	2	5	4	1	1	1	2	
		6	6	6	7	6	13	33	7	6	8	6	9	8	8	8	11	12	10	8	8	4	5	8
51-60%		6	1	5	1	5	-	-	1	5	-	1	1	2	1	2	1	1	2	4	1	1	-	-
		1	*	2B	*	2D	-	-	*	2H	-	1	1	2	1	3	6N	-	2	4	8	4	-	-
61-70%		15	7	8	4	6	1	2	4	6	1	3	1	2	1	2	-	1	2	-	1	-	-	-
		3	2	3	2	2	13	22	2	2	1	2	1	2	1	3	-	2	4	-	4	-	-	-
71-80%		9	4	5	3	5	-	-	3	5	3	4	1	-	1	-	-	-	-	-	-	1	-	-
		2	1	2	1	2	-	-	1	2	3	3	1	-	1	-	-	-	-	-	-	5	-	-

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

Q 7.25: Q16\_13

16. \:Q16TX13:

Has a good overall taste  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
REPEAT THE BRANDS AS NECESSARY.  
IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"  
ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/32)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 7.29:

CALC: (X([46/35.2])+1)

Q 7.33: Q16\_14

16. \:Q16TX14:

Is one of the very best brands on the market  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
REPEAT THE BRANDS AS NECESSARY.  
IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"  
ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/34)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 7.37:

CALC: (X([46/35.2])+1)

53096 5876

TABLE 19A QUESTION 5A/13  
 PERCENTAGE OF PACKS OF USUAL BRAND PURCHASED IN PAST 30 DAYS

		NON-SALEM MENTHOL																					
		PROPOSITION AWARE										RECALL											
		MENTHOL					21-49		21-34		TOTAL		2 LINES		AWARE		STIR		TASTE		ANYTHING		
		TOTAL	TOTAL	SALEM	OU	PRICE	FULL	FULL	TOTAL	2	AWARE	COMPONENT	2 LINES	SENSES	STIR	DIFF.	TASTE	ANYTHING	POSTCARD	IN 3 MOS.			
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-		
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
		(V)	(W)																				
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
81-90%	16	12	4	6	3	1	-	6	3	3	1	2	1	2	1	-	-	2	1	-	-	1	-
	3	4C	1	3	1	13	-	31	1	3	1	2	1	2	1	-	-	4	2	-	-	5	-
91-99%	10	3	7	2	5	1	4	2	5	1	2	1	4	1	3	-	2	1	-	-	1	-	1
	2	1	2	1	2	13	44F	1	2	1	2	1	5L	1	4	-	12PO	2	-	-	4	-	4
100 %	478	234	244	176	213	1	-	169	204	82	106	70	66	68	61	15	13	37	43	10	23	16	21
	80	79	81	80	82	13	-	81	82	81	82	78	79	78	79	83	76	71	81	77	82	76	88
SIGMA...	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN...	91.1	89.9	92.3	90.3	92.3	57.0	73.6	91.1	92.4	92.2	92.1	88.5	91.6	88.6	91.5	92.2	93.5	85.2	91.9	87.3	93.1	88.3	95.6
	B	D																R					
S.D....	21.1	23.1	19.0	23.0	18.8	33.1	21.3	21.4	18.5	19.2	19.8	24.7	19.9	24.7	20.1	18.0	16.5	27.1	18.1	25.2	17.6	26.0	14.1
S.E....	0.9	1.3	1.1	1.6	1.2	11.7	7.1	1.5	1.2	1.9	1.7	2.6	2.2	2.7	2.3	4.2	4.0	3.8	2.5	7.0	3.3	5.7	2.9
MEDIAN...	98.1	97.5	98.2	97.5	98.2	54.5	62.0	97.5	98.2	97.5	98.2	94.9	98.1	94.9	98.1	76.0	98.0	94.4	93.8	74.0	98.2	90.8	97.1
	E	ID	E	K																			

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

53096 5877

Q 7.41: Q16\_15

16. \:Q16TX15:

Is a brand that makes a statement about who I am  
Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/36)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 7.45:

CALC: (X([46/35.2])+1)

Q 7.49: Q16\_16

16. \:Q16TX16:

Has a pleasant aftertaste

Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.

REPEAT THE BRANDS AS NECESSARY.

IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
TO THE FIRST COUPLE OF ATTRIBUTES,  
PROBE: "Any other brands?"

ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/38)      1      Marlboro  
              2      Camel  
              3      Winston  
              -X     Don't Know  
              -Y     None

Q 7.53:

CALC: (X([46/35.2])+1)

53096 5878

TABLE 19B QUESTION 13  
 PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: SALEM

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																		RECALL				
		MENTHOL				21-49		21-34		TOTAL 2		AWARE		AWARE		KNOW		ANYTHING						
		TOTAL		TOTAL		SALEM OU		FULL PRICE		FULL PRICE		COMPONENT		2 LINES		SENSES		TASTE DIFF.		POSTCARD		IN 3 MOS.		
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-		
		TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST		
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
0%		580	290	290	211	251	2	-	203	241	99	126	84	78	81	72	18	15	46	52	12	28	21	23
		97	97	97	96	96	25G	-	97D	96	98	98	93	93	93	94	100Q	88	88	98R	92	100T	100	96
PURCHASED 1 OR MORE PACKS SALEM IN PAST 30 DAYS		18	8	10	8	10	6	9	6	9	2	3	6	6	6	5	-	2	6	1	1	-	-	1
		3	3	3	4H	4	75	100F	3	4	2	2	7	7	7	6	-	12P	12S	2	8U	-	-	4
1-10%		6	2	4	2	4	1	4	1	4	-	1	1	3	1	3	-	1	1	-	-	-	-	1
		1	1	1	1H	2	13	44F	*	2	-	1	1	4	1	4	-	6	2	-	-	-	-	4
11-20%		1	1	-	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-	-	-	-	-	-
		*	*	-	*	-	13	-	*	-	-	-	1	-	1	-	-	2	-	-	-	-	-	-
21-30%		2	1	1	1	1	1	1	1	1	-	1	1	1	1	1	-	1	1	-	1	-	-	-
		*	*	*	*	*	13	11	*	*	-	1	1	1	1	1	-	60	2	-	8U	-	-	-
31-40%		3	-	3	-	3	-	2	-	2	-	-	-	1	-	1	-	-	-	-	-	-	-	-
		1	-	1B	-	1DI	-	22F	-	1H	-	-	-	1	-	1	-	-	-	-	-	-	-	-
41-50%		3	1	2	1	2	1	2	1	2	1	1	1	1	1	1	-	1	1	-	-	-	-	-
		1	*	1	*	1	13	22	*	1	1	1	1	1	1	1	-	2	2	-	-	-	-	-
51-60%		2	2	-	2	-	2	-	2	-	1	-	2	-	2	-	-	2	-	-	-	-	-	-
		*	1C	-	1E	-	25G	-	1I	-	1	-	2M	-	2O	-	-	4S	-	-	-	-	-	-
61-70%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

53096 5879

Q 7.57: Q16\_17

16. \:Q16TX17:

Has more flavor than other cigarettes  
 Which brand or brands does this statement describe?

( INTERVIEWER: RECORD ALL THAT APPLY.  
 REPEAT THE BRANDS AS NECESSARY.  
 IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE  
 TO THE FIRST COUPLE OF ATTRIBUTES,  
 PROBE: "Any other brands?"  
 ONCE THEY REALIZE THEY CAN NAME 1,2, OR 3

BRANDS,

STOP PROBING )

- (7/39)      1      Marlboro  
 2      Camel  
 3      Winston  
 -X      Don't Know  
 -Y      None

Q 7.61: Q17A

(7/54.3) 17a. Camel has introduced a lot of new styles and flavors in the past couple of years. Can you tell me what Camel styles you were aware of before today's interview?

( INTERVIEWER:DO NOT READ LIST. ENTER ALL THAT APPLY. IF RESPONDENT MENTIONS PUNCH 01 Turkish Blends (general) OR 05 Exotic Blends (general) OR 16 Standard PROBE for specific styles )

01 Turkish Blends(general)	05 Exotic Blends(gen.)	16 Standard,
Classic(gen.)		
== TURKISH BLENDS(SPECIFY)	== EXOTIC BLENDS(SPECIFY)	== STANDARD
(SPECIFY)		
02 Turkish Gold	06 Aegean Spice	17 Non-Filters
03 Turkish Jade	07 Basma	18 Wides
04 Turkish Royal	27 Bayou Blast	19 Special
Lights		
	28 Beach Breezer	20 Menthol
	08 Crema	21

Filters/Regular

09 Dark Mint	22 Lights
10 Izmir Stinger	23 Ultra Lights
11 Mandalay Lime	
12 Mandarin Mint	24 Kamel/Kamel Red
29 Margarita Mixer	25 Other ( specify )
13 Rare	99 None/Don't know
15 Twist	

IF: (Q17A is Other ( specify ) )

(58/12.1) (INTERVIEWER: PLEASE ENTER OTHER CIGARETTE HERE.  
 PRESS <ESC> TO CONTINUE )

5306 5880

TABLE 19B QUESTION 13  
 PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: SALEM

	NON-SALEM MENTHOL																							
	PROPOSITION AWARE																							
	RECALL																							
	MENTHOL	21-49	21-34																					
	TOTAL	TOTAL	SALEM	OU	PRICE	FULL	FULL	TOTAL	2	AWARE	AWARE	STIR	TASTE	KNOW	**	ANYTHING	POSTCARD	IN 3 MOS.						
	CON-	CON-	CON-	CON-	CON-	CON-	CON-	COMPONENT	2	2 LINES	SENSES	DIFF.												
	TROL	TTEST	TROL	TTEST	TROL	TTEST	TROL	TROL	TEST	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
71-80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
81-90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
91-99%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
100 %	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
MEAN (EXCLUDING '0')...	31.2	40.0	24.2	40.0	24.2	35.0	23.2	35.0	23.2	53.0	26.7	35.0	20.2	35.0	19.2	-	15.5	35.0	50.0	25.0	-	-	5.0	
	K																							
S.D....	25.7	31.6	18.6	31.6	18.6	21.7	19.5	21.7	19.5	4.2	22.5	21.7	19.2	21.7	21.3	-	13.4	21.7	-	-	-	-	-	
S.E....	6.1	11.2	5.9	11.2	5.9	8.9	6.5	8.9	6.5	3.0	13.0	8.9	7.8	8.9	9.5	-	9.5	8.9	-	-	-	-	-	
MEDIAN (EXCLUDING '0')...	29.0	37.5	29.0	37.5	29.0	37.5	15.5	37.5	15.5	53.0	15.0	37.5	15.5	37.50	5.5	-	15.5	37.5	50.0	25.0U	-	-	5.0V	
	E	I					ID		K	M	P						PO	R						
MEAN (INCLUDING '0')...	0.9	1.1	0.8	1.5H	0.9	26.3	23.2	1.0	0.8	1.0	0.6	2.3	1.4	2.4	1.2	0.0	1.8	4.0S	0.9	1.9U	0.0	0.0	0.2	
S.D....	6.9	8.1	5.4	9.4	5.8	24.5	19.5	6.8	5.6	7.4	4.9	10.2	7.0	10.3	6.8	0.0	6.1	13.2	6.9	6.9	0.0	0.0	1.0	
S.E....	0.3	0.5	0.3	0.6	0.4	8.6	6.5	0.5	0.4	0.7	0.4	1.1	0.8	1.1	0.8	0.0	1.5	1.8	0.9	1.9	0.0	0.0	0.2	

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

Q 7.65: Q17B\_1

IF: (Q17A is not Turkish Gold )

17b. Prior to this interview, had you ever heard of Camel Turkish Gold?

- (7/58)            1       Yes  
                2       No  
                X      Don't Know

Q 7.67: Q17B\_2

IF: (Q17A is not Turkish Jade )

17b. Prior to this interview, had you ever heard of Camel Turkish Jade?

- (7/60)            1       Yes  
                2       No  
                X      Don't Know

Q 7.69: Q17B\_3

IF: (Q17A is not Turkish Royal )

17b. Prior to this interview, had you ever heard of Camel Turkish Royal?

- (7/62)            1       Yes  
                2       No  
                X      Don't Know

Q 7.71: Q17B\_4

17b. Prior to this interview, had you ever heard of Camel Turkish Amber?

- (7/64)            1       Yes  
                2       No  
                X      Don't Know

53096 5882

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 19B QUESTION 13  
PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: SALE

						</td															

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

Q 7.73: Q17B\_5

IF: (Q17A is not Exotic Blends (gene or Aegean Spice or Basma or Crema or Dark Mint or Ismir Stinger or Mandalay Lime or Mandarin Mint or Rare or Twist or Bayou Blast or Beach Breezer or Margarita Mixer )

- 17b. Prior to this interview, had you ever heard of Camel Exotic Blends, the flavored styles that come in a tin?

(7/66)            1       Yes  
                2       No  
                X      Don't Know

Q 7.75: Q17B\_6

IF: (Q17A is not Standard, Classic ( or Non-Filters or Wides or Special Lights or Menthol or Filters/Regular or Lights or Ultra Lights )

- 17b. Prior to this interview, had you ever heard of Camel Standard, Classic styles such as Camel Lights, Camel Filters or Camel Wides?

(7/67)            1       Yes  
                2       No  
                X      Don't Know

Q 7.77: Q17D\_1

IF: (Q17A is Turkish Gold OR Q17B\_1 is Yes )

- 17d. Have you ever purchased Camel Turkish Gold?

(8/8)            1       Yes  
                2       No  
                X      Don't Know

Q 7.81: Q17D\_2

IF: (Q17A is Turkish Jade OR Q17B\_2 is Yes )

- 17d. Have you ever purchased Camel Turkish Jade?

(8/9)            1       Yes  
                2       No  
                X      Don't Know

53096 5884

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 19C QUESTION 13  
PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: KOOL

		NON-SALEM MENTHOL																							
		PROPOSITION AWARE										RECALL													
		MENTHOL		21-49		21-34		TOTAL 2		AWARE		STIR		TASTE		ANYTHING		POSTCARD		IN 3 MOS.					
		TOTAL	TOTAL	SALEM	OU	FULL	FULL	TOTAL	2	AWARE	STIR	TASTE	ANYTHING	DIFF.	POSTCARD	IN 3 MOS.	RECALL	RECALL	RECALL	RECALL	RECALL				
		CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL	RECALL				
		TOTAL	TROL	TEST	TROL	TEST	TROL	TEST	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-				
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24	
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
0%		555	276	279	198	240	5	8	188	229	95	124	77	74	74	69	16	14	45	48	11	27	18	23	
		93	93	93	90	92	63	89	90	92	94	96	86	88	85	90	89	82	87	91	85	96T	86	96	
PURCHASED 1 OR MORE PACKS KOOL IN PAST 30 DAYS		43	22	21	21	21	3	1	21	21	6	5	13	10	13	8	2	3	7	5	2	1	3	1	
		7	7	7	10	8	38	11	10	8	6	4	14	12	15	10	11	18	13	9	15U	4	14	4	
1-10%		1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
11-20%		4	2	2	2	2	1	-	2	2	1	1	2	-	2	-	-	-	2	-	-	-	-	1	-
	1	1	1	1	1	1	13	-	1	1	1	1	2M	-	20	-	-	-	4S	-	-	-	-	5	-
21-30%		5	2	3	2	3	1	1	2	3	1	2	2	1	2	-	-	1	1	1	1	1	1	-	-
	1	1	1	1	1	1	13	11	1	1	1	2	2	1	20	-	-	60	2	2	2	8U	-	-	
31-40%		2	1	1	1	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	*	*	*	*	*	*	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
41-50%		4	2	2	2	2	-	-	2	2	1	-	2	2	2	2	-	1	1	1	-	-	-	-	
	1	1	1	1	1	1	-	-	1	1	1	-	2	2	2	3	-	6	2	2	-	-	-	-	
51-60%		1	-	1	-	1	-	-	-	1	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
	*	-	*	-	*	-	-	-	*	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	
61-70%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

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

Q 7.85: Q17D\_3

IF: (Q17A is Turkish Royal OR Q17B\_3 is Yes )

17d. Have you ever purchased  
Camel Turkish Royal?

- (8/10)      1      Yes  
              2      No  
              X      Don't Know

Q 7.89: Q17D\_4

IF: (Q17B\_4 is Yes )

17d. Have you ever purchased  
Camel Turkish Amber?

- (8/11)      1      Yes  
              2      No  
              X      Don't Know

Q 7.91: Q17D\_5

IF: (Q17A is Exotic Blends (gene or Aegean Spice or Basma or Crema or Dark Mint or  
Ismir Stinger or Mandalay Lime or Mandarin Mint or Rare or Twist or Bayou Blast or  
Beach Breezer or Margarita Mixer OR Q17B\_5 is Yes )

17d. Have you ever purchased  
Any of the Camel Exotic Blends?

- (8/12)      1      Yes  
              2      No  
              X      Don't Know

Q 7.93: Q17D\_6

IF: (Q17A is Standard, Classic ( or Non-Filters or Wides or Special Lights or  
Menthol or Filters/Regular or Lights or Ultra Lights OR Q17B\_6 is Yes )

17d. Have you ever purchased  
Any of the Camel Standard, Classic styles?

- (8/13)      1      Yes  
              2      No  
              X      Don't Know

53096 5886

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 19C QUESTION 13  
PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: KOOL

		NON-SALEM MENTHOL																						
		PROPOSITION AWARE																						
		RECALL																						
		MENTHOL	21-49	21-34	FULL	FULL	TOTAL	2	AWARE	AWARE	STIR	TASTE	DIFF.	KNOW	ANYTHING	POSTCARD	IN 3 MOS.							
		TOTAL	TOTAL	SALEM OU	PRICE	PRICE	COMPONENT	2	2 LINES	SENSES														
		CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-			
		TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST	TROL TEST			
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
71-80%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
81-90%		2	2	-	2	-	1	-	2	-	1	-	1	-	1	-	-	-	1	-	-	-	-	
	*	1C	-	1E	-	13	-	1I	-	1	-	1	-	1	-	1	-	-	2	-	-	-	-	
91-99%		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
100 %		24	12	12	12	12	12	-	-	12	12	2	2	6	6	6	5	2	1	2	3	1	1	
		4	4	4	5	5	-	-	6	5	2	2	7	7	7	6	11	6	4	6	8	4	10	4
MEAN (EXCLUDING '0')...		71.7	71.9	71.6	75.2	71.6	40.0	25.0	75.2	71.6	62.2	53.8	66.4	77.4	66.4	81.1	100.0	58.3	55.0	75.0	62.5	100.0	71.7	100.0
S.D....		35.2	36.4	34.8	33.9	34.8	37.8	-	33.9	34.8	37.8	42.4	36.9	30.1	36.9	26.1	0.0	38.2	39.2	34.8	53.0	-	49.1	-
S.E....		5.4	7.8	7.6	7.4	7.6	21.8	-	7.4	7.6	15.4	19.0	10.2	9.5	10.2	9.2	0.0	22.0	14.8	15.5	37.5	-	28.3	-
MEDIAN (EXCLUDING '0')...		84.8	84.4	58.9	85.1	58.9	18.5	25.0	85.1	58.9	66.5	26.5	66.5	60.8	66.5	62.4	100.0	37.5	37.5	55.0	62.5	100.0	36.3	100.0
	C	E	ID	E	K											R								
MEAN (INCLUDING '0')...		5.2	5.3	5.0	7.2	5.8	15.0	2.8	7.6	6.0	3.7	2.1	9.6	9.2	9.9	8.4	11.1	10.3	7.4	7.1	9.6	3.6	10.2	4.2
S.D....		20.8	21.2	20.4	24.4	21.8	28.9	8.3	25.0	22.2	17.0	12.8	27.1	27.5	26.1	32.3	26.6	23.2	24.1	28.0	18.9	30.0	20.4	
S.E....		0.8	1.2	1.2	1.7	1.3	10.2	2.8	1.7	1.4	1.7	1.1	2.9	3.0	2.9	3.0	7.6	6.5	3.2	3.3	7.8	3.6	6.6	4.2

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

17f. You mentioned that you haven't purchased Camel Turkish Gold, Camel Turkish Jade or Camel Turkish Royal. Have you ever tried any of these Camel Turkish styles without actually buying them?

- (8/30)        1       Yes  
                2       No  
                X      Don't know

IF: (Q17D\_5 is No or Don't Know )

17g. You mentioned that you haven't purchased any Camel Exotic Blend styles. Have you ever tried any of the Exotic Blend styles without actually buying them?

- (8/32)        1       Yes  
                2       No  
                X      Don't know

Q 8.11: Q17G1

IF: (Q17D\_6 is No or Don't Know )

17g1. You mentioned that you haven't purchased any Camel Standard, Classic styles. Have you ever tried any of the Camel Standard, Classic styles without actually buying them?

( INTERVIEWER: RECORD ONE ANSWER. )

- (8/33)        1       Yes  
                2       No  
                X      Don't know

Q 8.13: Q17H

17H. Now I'd like to ask how likely you are to buy different kinds of Camel cigarettes. First, how likely are you to buy some style of Camel Turkish cigarettes for your own use in the future? Would you say that you...?

( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

- (7/40)        1       Definitely will buy  
                2       Probably will buy  
                3       Might or might not buy  
                4       Probably will not buy  
                5       or, Definitely will not buy them in the future  
                X      (DO NOT READ)   Don't know

53096 5888

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 19C QUESTION 13  
PERCENTAGE OF TOTAL NUMBER OF PACKS PURCHASED IN PAST 30 DAYS: KOOL

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

Q 8.15: Q17I

17I. How likely are you to buy some style of Camel Exotic Blend cigarettes  
for your own use in the future?

Would you say that you...?

( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

(7/42)

- 1 Definitely will buy
- 2 Probably will buy
- 3 Might or might not buy
- 4 Probably will not buy
- 5 or, Definitely will not buy them in the future
- X (DO NOT READ) Don't know

Q 8.17: Q17J

17J. How likely are you to buy some standard, classic Camel style  
for  
your own use in the future?  
Would you say that you...?

( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

(7/44)

- 1 Definitely will buy
- 2 Probably will buy
- 3 Might or might not buy
- 4 Probably will not buy
- 5 or, Definitely will not buy them in the future
- X (DO NOT READ) Don't know

Q 8.19: Q17K

17K. Of the three kinds of Camel, which is best described as  
"more indulgent"?

( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

(7/48)

- 1 The Turkish styles
- 2 The Exotic Blend styles
- 3 or, The standard, classic Camel styles
- X (DO NOT READ) Don't know

Q 8.21: Q17L

17L. Of the three kinds of Camel, which is the most "mellow  
tasting"?

( INTERVIEWER: READ LIST. RECORD ONE ANSWER. )

(7/50)

- 1 The Turkish styles
- 2 The Exotic Blend styles
- 3 or, The standard, classic Camel styles
- X (DO NOT READ) Don't know

53096 5890

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 22 QUESTION 16A/B  
AWARENESS OF "STIR THE SENSES" SLOGAN

	NON-SALEM MENTHOL																						
	PROPOSITION AWARE																						
	RECALL																						
	MENTHOL	21-49	21-34																				
	TOTAL	TOTAL	FULL	FULL	TOTAL	AWARE																	
	CON-	CON-	PRICE	PRICE	COMPONENT	2 LINES	STIR																
	TROL	TEST	TROL	TEST	TROL	SENSES	DIFF.																
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
BASE-TOTAL RESPONDENTS	598 100	298 100	300 100	219 100	261 100	8 100	9 100	209 100	250 100	101 100	129 100	90 100	84 100	87 100	77 100	18 100	17 100	52 100	53 100	13 100	28 100	21 100	24 100
YES, AWARE OF BRAND THAT SAYS "STIR THE SENSES"	42 7	25 8C	17 6	14 6	15 6	1 13	1 11	13 6	15 6	10 10	11 9	12 13	13 15	11 13	8 10	8 44N	11 650	4 8	5 9	1 8	3 11	2 10	1 4
NAMED SALEM	24 4	15 5	9 3	9 4	9 3	- -	- -	8 4	9 4	7 7	6 5	8 9	9 11	7 8	5 6	8 44N	9 530	2 4	5 9	1 8	3 11	2 10	1 4
NAMED OTHER BRAND	7 1	5 2	2 1	2 1	1 *	- -	- -	2 1	1 *	2 2	1 1	2 2	1 1	2 2	1 1	- -	- -	1 2	- -	- -	- -	- -	
COULDN'T NAME A BRAND	11 2	5 2	6 2	3 1	5 2	1 13	1 11	3 1	5 2	1 1	4 3	2 2	3 2	2 2	2 2	- -	2 12PO	1 2	- -	- -	- -	- -	
NO, NOT AWARE OF BRAND THAT SAYS "STIR THE SENSES"	540 90	264 89	276 92B	197 90	240 92	7 88	8 89	188 90	229 92	84 83	113 88	71 79	67 80	69 79P	65 84Q	9 50	6 35	45 87	45 85	11 85	25 85	19 90	23 96
DON'T KNOW	16 3	9 3	7 2	8 4	6 2	- -	- -	8 4	6 2	7 7	5 4	7 8	4 5	7 8	4 5	1 6	- -	3 6	3 6	1 8U	- -	- -	

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



TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 23 QUESTION 15B/16B  
UNAIDED AWARENESS OF SALEM'S LINES AND SLOGAN

	NON-SALEM MENTHOL																									
	PROPOSITION AWARE																									
	RECALL																									
	MENTHOL	21-49	21-34	AWARE	STIR	TASTE	ANYTHING																			
	TOTAL	TOTAL	SALEM OU	PRICE	FULL	FULL	TOTAL	2	AWARE	2	LINES	SENSES	DIFF.	POSTCARD	IN 3 MOS.											
	CON-	CON-	CON-	CON-	CON-	CON-	CON-	COMPONENT	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	CON-	TEST	
	TOTAL	TROL	TEST	TROL	TEST	TROL	TROL	TEST	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TEST	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)			
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24			
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
UNAIDED AWARENESS OF SALEM (NET)	165	102	63	67	58	8	3	65	56	35	30	66	57	65	53	13	12	33	29	8	12	10	8			
	28	34C	21	31E	22	100G	33	31I	22	35K	23	73	68	75	69	72	71	63	55	62	43	48	33			
SAID SALEM HAD GREEN/ BLACK LABEL	159	100	59	66	54	8	3	64	52	34	26	65	53	65	53	12	8	33	28	8	10	10	8			
	27	34C	20	30E	21	100G	33	31I	21	34K	20	72	63	75	69Q	67	47	63	53	62U	36	48	33			
SAID SALEM "STIR THE SENSES"	24	15	9	9	9	-	-	8	9	7	6	8	9	7	5	8	9	2	5	1	3	2	1			
	4	5	3	4	3	-	-	4	4	7	5	9	11	8	6	44N	53O	4	9	8	11	10	4			

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

Q 8.31: Q18C

18c. Now please think about anything you received from Camel in the mail.

coupons  
that you  
In the past 3 months, do you recall receiving any brochures,  
or any free product in the mail, an email, or anything else  
received directly from the Camel brand?

( INTERVIEWER: RECORD ONE ANSWER. )

- (8/42)      1      Yes  
                2      No  
                X      Don't know

Q 8.33: Q18D

IF: (Q18C is Yes )

18d. What did you receive from Camel in the past 3 months?

( INTERVIEWER: RECORD ALL THAT APPLY.)

- (8/43)      1      Brochure  
                2      Coupons  
                3      Free pack(s) in the mail  
                5      An email  
                6      A mailer/envelope/boxes  
                7      Other items (SPECIFY)  
                -X     Don't know

Q 8.35: Q18D\_OTH

IF: (Q18D is Other items (SPECIF )

(58/13.1) (INTERVIWER: PLEASE ENTER OTHER HERE.  
PRESS <ESC> TO CONTINUE )

Q 8.37: Q19

19. Do you feel that the Camel brand is...

( INTERVIEWER: READ LIST )

from other brands on the market?

( INTERVIEWER: RECORD ONE ANSWER. )

- (8/40)      1      Extremely different  
                2      Very different  
                3      Somewhat different  
                4      Not very different  
                5      or, Not at all different  
                X      (DO NOT READ) Don't know

53096 5894

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 24 QUESTION 17A  
BRAND EQUITY (ALL BRANDS)

	SALEM	NEWPORT	KOOL	MARLBORO	DON'T	NONE
	(A)	(B)	(C)	MENTHOL	KNOW	
BASE-TOTAL RESPONDENTS	598 100	598 100	598 100	598 100	598 100	598 100
IS LIGHT TASTING	184 31BCEF	79 13CF	53 9	167 28BCEF	127 21BCF	60 10
HAS SLIDE BOX PACKAGING	264 44BCDEF	52 9C	37 6	65 11BC	170 28BCDF	59 10C
IS CHANGING FOR THE BETTER	105 18BCD	66 11C	53 9	87 15BC	173 29ABCD	157 26ABCD
IS AN IMAGINATIVE BRAND	109 18BCD	68 11	66 11	84 14BC	204 34ABCDF	108 18BCD
OFFERS A VARIETY OF MENTHOL SENSATIONS	186 31CDEF	183 31CDEF	147 25EF	164 27CEF	117 20F	54 9
IS A BRAND YOUR FRIENDS WOULD SMOKE	79 13F	191 32ACEF	69 12	261 44ABCEF	91 15CF	59 10
HAS A MYSTICAL FEEL	78 13BCD	61 10D	49 8	39 7	283 47ABCDF	115 19ABCD
IS A MODERN BRAND	111 19CF	151 25ACF	95 16F	186 31ABCEF	144 24ACF	67 11

Proportions/Means: All Columns Tested (20% risk level)

Q 8.39: Q20

IF: (Q18A is Yes )

20. As a result of your talking to the Camel representative in the bar about the different kinds of Camel, would you say your opinion of the Camel brand has..?

( INTERVIEWER: READ LIST.  
RECORD ONE ANSWER. )

- (8/44)      1      Improved  
                2      Worsened  
                3      or, Not changed  
                X      (DO NOT READ) Don't know

Q 8.41: Q21

21. How much do you like the Camel brand? Do you..?

( INTERVIEWER: READ LIST. ACCEPT ONE ANSWER. )

- (8/46)      1      Like it a lot  
                2      Like it a little  
                3      Neither like it nor dislike it  
                4      Dislike it a little  
                5      Or, Dislike it a lot  
                X      (DO NOT READ) Don't know

Q 8.43: Q22

22. And finally, just for classification purposes, what was the last grade of school you completed?

( INTERVIEWER: DO NOT READ LIST. RECORD ONE ANSWER.)

- (8/48)      1      Some high school or less  
                2      Completed high school  
                3      Some college  
                4      Completed college  
                5      Graduate school  
                6      Some other education beyond high school (business,  
technical,  
nursing, etc.)  
                Y      (DO NOT READ) Refused

Q 8.45: VERIFY

Our records indicate that we reached you at  
(\:AREAC:) \:EXCH:-\:DGT:

Is this correct?

- (41/68)      1      YES  
                2      NO

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TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 25 QUESTION 17A  
BRAND EQUITY: SALEM

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		MENTHOL																								
		TOTAL	TOTAL	SALEM	OU			21-49	FULL	FULL	TOTAL	2	AWARE	AWARE	STIR	KNOW										
		CON-	CON-	CON-	CON-	CON-	CON-	PRICE	PRICE	COMPONENT	2	2	LINES	SENSES	DIFF.	TASTE										
		TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	TROL	POSTCARD	IN 3 MOS.									
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
IS LIGHT TASTING		184	90	94	68	87	4	5	66	85	32	44	36	28	35	25	11	6	21	15	7	10	9	9		
		31	30	31	31	33	50	56	32	34	32	34	40	33	40	32	61QN	35	40S	28	54	36	43	38		
HAS SLIDE BOX PACKAGING		264	147	117	106	107	8	6	101	104	56	64	57	63	51	11	13	37	36	10	16	11	13			
		44	49C	39	48E	41	100G	67	48I	42	55	50	71	68	72	66	61	76	71	68	77	57	52	54		
IS CHANGING FOR THE BETTER		105	58	47	38	44	2	1	35	42	22	21	20	25	20	22	4	5	11	17	1	9	4	9		
		18	19	16	17	17	25	11	17	17	22	16	22	30	23	29	22	29	21	32	8	32T	19	38V		
IS AN IMAGINATIVE BRAND		109	61	48	41	43	3	2	41	43	21	26	25	22	24	20	7	5	10	14	2	6	5	3		
		18	20C	16	19	16	38	22	20D	17E	21	20	28	26	28	26	39	29	19	26	15	21	24	13		
OFFERS A VARIETY OF MENTHOL SENSATIONS		186	99	87	72	75	3	4	69	74	41	39	42	37	42	34	11	8	28	26	8	10	10	10		
		31	33	29	33	29	38	44	33	30E	41K	30	47	44	48	44	61	47	54	49	62U	36	48	42		
IS A BRAND YOUR FRIENDS WOULD SMOKE		79	43	36	31	33	2	3	29	32	11	17	14	18	14	17	2	1	10	12	1	4	2	4		
		13	14	12	14	13	25	33	14	13	11	13	16	21	16	22Q	11	6	19	23	8	14	10	17		
HAS A MYSTICAL FEEL		78	45	33	33	32	3	1	30	32	18	15	19	13	18	12	8	2	10	6	2	2	1	3		
		13	15C	11	15H	12	38	11	14	13	18K	12	21	15	21	16	44QN	12	19	11	15	7	5	13		
IS A MODERN BRAND		111	54	57	33	51	1	4	32	48	16	21	20	19	19	16	10	5	10	10	5	5	4	5		
		19	18	19	15	20	13	44F	15	19	16	16	22	23	22	21	56QN	29	19	19	38U	18	19	21		

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

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Q 8.51: STATE2

(INTERVIEWER: ENTER CORRECT STATE ABBREVIATION HERE.)

(10/68.2)	AK	ALASKA
	AL	ALABAMA
	AZ	ARIZONA
	AR	ARKANSAS
	CA	CALIFORNIA
	CO	COLORADO
	CT	CONNECTICUT
	DE	DELAWARE
	DC	DISTRICT OF COLUMBIA
	FL	FLORIDA
	GA	GEORGIA
	HI	HAWAII
	ID	IDAHO
	IL	ILLINOIS
	IN	INDIANA
	IA	IOWA
	KS	KANSAS
	KY	KENTUCKY
	LA	LOUISIANA
	ME	MAINE
	MD	MARYLAND
	MA	MASSACHUSETTS
	MI	MICHIGAN
	MN	MINNESOTA
	MS	MISSISSIPPI
	MO	MISSOURI
	MT	MONTANA
	NE	NEBRASKA
	NV	NEVADA
	NH	NEW HAMPSHIRE
	NJ	NEW JERSEY
	NM	NEW MEXICO
	NY	NEW YORK
	NC	NORTH CAROLINA
	ND	NORTH DAKOTA
	OH	OHIO
	OK	OKLAHOMA
	OR	OREGON
	PA	PENNSYLVANIA
	RI	RHODE ISLAND
	SC	SOUTH CAROLINA
	SD	SOUTH DAKOTA
	TN	TENNESSEE
	TX	TEXAS
	UT	UTAH
	VT	VERMONT
	VA	VIRGINIA
	WA	WASHINGTON
	WV	WEST VIRGINIA
	WI	WISCONSIN
	WY	WYOMING

53096 5898

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 26 QUESTION 17A  
BRAND EQUITY: NEWPORT

	NON-SALEM MENTHOL																																																																																																																																																																																																																																																																																																																																															
	PROPOSITION AWARE																																																																																																																																																																																																																																																																																																																																															
	RECALL																																																																																																																																																																																																																																																																																																																																															
	MENTHOL																																																																																																																																																																																																																																																																																																																																															
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)																																																																																																																																																																																																																																																																																																																												
	TOTAL	TOTAL	TOTAL	SALEM	OU	CON-																																																																																																																																																																																																																																																																																																																																										
	CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST	CON-	TROL	TEST																																																																																																																																																																																																																																																																																																																											
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)																																																																																																																																																																																																																																																																																																																												
	(U)	(V)	(W)																																																																																																																																																																																																																																																																																																																																													
BASE-TOTAL RESPONDENTS	598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13																																																																																																																																																																																																																																																																																																																												
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	28																																																																																																																																																																																																																																																																																																																												
IS LIGHT TASTING	79	44	35	40	32	1	2	40	32	21	14	13	9	13	9	2	1	6	11	2																																																																																																																																																																																																																																																																																																																												
	13	15	12	18E	12	13	22	19ID	13	21K	11	14	11	15	12	11	6	12	21	15	HAS SLIDE BOX PACKAGING	52	28	24	24	21	-	-	23	21	9	8	10	4	9	3	4	2	5	3	2		9	9	8	11	8			11	8	9	6	11M	5	100	4	22N	120	10	6	15U	4	IS CHANGING FOR THE BETTER	66	38	28	32	25	2	-	31	24	12	11	14	10	14	8	1	3	7	5	2		11	13C	9	15E	10	25G	-	15I	10	12	9	16	12	16P	10	6	18	13	9	15	IS AN IMAGINATIVE BRAND	68	34	34	26	30	-	1	26	29	14	17	13	12	11	11	5	3	6	8	3		11	11	11	12	11	-	11	12	12	14	13	14	13	14	28N	18	12	15	23	14	OFFERS A VARIETY OF MENTHOL SENSATIONS	183	89	94	67	81	1	2	65	80	37	42	27	29	25	25	9	9	17	20	5		31	30	31	31	31	13	22	31	32E	37	33	30	35	29	32	50N	53O	33	38	39	IS A BRAND YOUR FRIENDS WOULD SMOKE	191	99	92	77	85	3	3	75	81	49	42	33	31	32	30	8	5	17	21	5		32	33	31	35	33	38	33	36	32	49K	33	37	37	39	44	29	33	40	38	39	HAS A MYSTICAL FEEL	61	35	26	31	25	1	1	30	25	16	11	12	10	12	9	2	3	5	6	1		10	12	9	14E	10	13	11	14I	10	16K	9	13	12	14	12	11	18	10	11	8	IS A MODERN BRAND	151	69	82	52	76	-	2	51	74	26	43	22	31	22	26	4	8	12	16	4		25	23	27	24	29D	-	22F	24	30	26	33	24	37L	25	34	22	47P	23	30	31																					
HAS SLIDE BOX PACKAGING	52	28	24	24	21	-	-	23	21	9	8	10	4	9	3	4	2	5	3	2																																																																																																																																																																																																																																																																																																																												
	9	9	8	11	8			11	8	9	6	11M	5	100	4	22N	120	10	6	15U	4																																																																																																																																																																																																																																																																																																																											
IS CHANGING FOR THE BETTER	66	38	28	32	25	2	-	31	24	12	11	14	10	14	8	1	3	7	5	2																																																																																																																																																																																																																																																																																																																												
	11	13C	9	15E	10	25G	-	15I	10	12	9	16	12	16P	10	6	18	13	9	15																																																																																																																																																																																																																																																																																																																												
IS AN IMAGINATIVE BRAND	68	34	34	26	30	-	1	26	29	14	17	13	12	11	11	5	3	6	8	3																																																																																																																																																																																																																																																																																																																												
	11	11	11	12	11	-	11	12	12	14	13	14	13	14	28N	18	12	15	23	14																																																																																																																																																																																																																																																																																																																												
OFFERS A VARIETY OF MENTHOL SENSATIONS	183	89	94	67	81	1	2	65	80	37	42	27	29	25	25	9	9	17	20	5																																																																																																																																																																																																																																																																																																																												
	31	30	31	31	31	13	22	31	32E	37	33	30	35	29	32	50N	53O	33	38	39																																																																																																																																																																																																																																																																																																																												
IS A BRAND YOUR FRIENDS WOULD SMOKE	191	99	92	77	85	3	3	75	81	49	42	33	31	32	30	8	5	17	21	5																																																																																																																																																																																																																																																																																																																												
	32	33	31	35	33	38	33	36	32	49K	33	37	37	39	44	29	33	40	38	39																																																																																																																																																																																																																																																																																																																												
HAS A MYSTICAL FEEL	61	35	26	31	25	1	1	30	25	16	11	12	10	12	9	2	3	5	6	1																																																																																																																																																																																																																																																																																																																												
	10	12	9	14E	10	13	11	14I	10	16K	9	13	12	14	12	11	18	10	11	8																																																																																																																																																																																																																																																																																																																												
IS A MODERN BRAND	151	69	82	52	76	-	2	51	74	26	43	22	31	22	26	4	8	12	16	4																																																																																																																																																																																																																																																																																																																												
	25	23	27	24	29D	-	22F	24	30	26	33	24	37L	25	34	22	47P	23	30	31																																																																																																																																																																																																																																																																																																																												

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

**Tara Bennett**

**From:** "Carl Zuckert" <carlz@on-linecom.com>  
**To:** "Tara Bennett" <tara@targetresearchgroup.com>  
**Sent:** Friday, September 05, 2003 11:36 AM  
**Subject:** RE: camel nonvevent callbax

Like this?

7/54

- (1) Turkish Blends (general)
- (2) Turkish Gold
- (3) Turkish Jade
- (4) Turkish Royal
- (5) Exotic Blends (general)
- (6) Aegean Spice
- (7) Basma
- (8) Crema
- (9) Dark Mint
- (0) Ismir Stinger
- (X) Mandalay Lime
- (Y) Mandarin Mint

7/55

- (1) Rare
  - (2) Twist
  - (3) Standard, Classic ( general )
  - (4) Non-Filters
  - (5) Wides
  - (6) Special Lights
  - (7) Menthol
  - (8) Filters/Regular
  - (9) Lights
  - (0) Ultra Lights
  - (X) Kamel/Kamel Red
  - (Y) Other ( specify )
- 7/56
- (Y) None/Don't know
  - (1) Bayou Blast
  - (2) Beach Breezer
  - (3) Margarita Mixer

-----Original Message-----

**From:** Tara Bennett [mailto:tara@targetresearchgroup.com]  
**Sent:** Friday, September 05, 2003 10:25 AM  
**To:** carlz@on-linecom.com  
**Subject:** Re: camel nonvevent callbax

no you need to take the q're for those two questions and list out all the punches/cols  
because in the layout there are 3 cols allotted but the punches/cols are all mixed up.  
thx, tbc

| ----- Original Message -----

53096 5900

9/5/2003

TARGET RESEARCH GROUP, INC.  
SALEM POSTCARD STUDY  
TRG #65-03084 -- AUGUST, 2003

TABLE 37B QUESTION 15B/16B/18  
PROPOSITION AWARE WITHOUT PACKAGING

NON-SALEM MENTHOL																										
PROPOSITION AWARE																										
RECALL																										
		MENTHOL			21-49	21-34																				
		**	**	**	FULL	FULL	TOTAL	2	AWARE	STIR																
		TOTAL	TOTAL	SALEM OU	PRICE	PRICE	COMPONENT	2	LINES	SENSES	DIFF.															
		CON-																								
		TROL TEST																								
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE-TOTAL RESPONDENTS		598	298	300	219	261	8	9	209	250	101	129	90	84	87	77	18	17	52	53	13	28	21	24		
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100		
MENTIONED TWO OF THE ABOVE		35	25	10	16	10	-	1	15	10	10	6	15	10	15	10	15	10	5	7	6	4	3	3		
		6	8C	3	7E	4	-	11	7I	4	10K	5	17	12	17	13	83QN	590	10	13	46U	14	14	13		
MENTIONED NONE OF THE ABOVE		371	163	208	127	176	-	3	120	167	54	88	-	-	-	-	-	-	13	12	2	11	9	10		
		62	55	69B	58	67D	-	33F	57	67H	53	68J	-	-	-	-	-	-	25	23	15	39T	43	42		

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

**TARGET RESEARCH GROUP, INC.**  
150 SOUTH STRATFORD ROAD, SUITE 520  
WINSTON-SALEM, NC 27104  
336.723.6100-Phone  
336.723.6103-Fax

Study #65-03063  
August, 2003

(Final 8/15/03; 1:00pm)

checked  
9/19/03

8/19/03

## **CAMEL NON-EVENT CALLBACK STUDY**

### **MAIN QUESTIONNAIRE**

Date: \_\_\_\_\_

Time Started: \_\_\_\_\_



TOTAL TIME IN MINUTES

Time Completed: \_\_\_\_\_

Name: \_\_\_\_\_

Tel. # ( ) \_\_\_\_\_ State: \_\_\_\_\_

1. Hello, my name is \_\_\_\_\_, calling from Target Research Group, a marketing research company. Today, we are collecting opinions about various consumer products. We are not trying to sell you anything and this will take at most 10 minutes of your time. May I please speak to (NAME ON LIST)?

Respondent available.....	1	(CONTINUE. INTRODUCE SELF TO RESPONDENT.)
Respondent busy now.....	2	(ARRANGE CALLBACK.)
Household refused to call respondent to phone.....	3	
Respondent refused to begin.....	4	(TERMINATE.)
No such person.....	5	

**TERM: REFUSAL:**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17

2. Which of the following products do you use at least once a week? (READ ENTIRE LIST.  
RECORD ONE ANSWER FOR EACH.)

	<u>YES</u>	<u>NO</u>	<u>DK/REF</u>
Decaffeinated Coffee .....	1	2	9
Beer .....	1	2	9
Salty snack foods.....	1	2	9
Cigarettes.....	1	2	9
Vitamins or herbal supplements.....	1	2	9

**MUST HAVE "YES" TO CIGARETTES TO CONTINUE.**

**TERM: DOESN'T SMOKE CIGARETTES:**

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17

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

Table 31

Q.15A SHARE OF USUAL BRAND PURCHASES: SPECIAL PROMO  
BASE: TOTAL RESPONDENTS

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/		OU AT PRE/		
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		OU AND POST		UB AT POST		PRE/		OU AT PRE/		
	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)			
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143			
7 PURCHASES	4	5	0	1	4	4	0	0	0	1	1	1	3	2	0	2	2	2	2	2	0	1	0	0.7	
	0.6	0.7	0	0.5	0.8	0.8	0	0	0	0.8	0.8	0.8	1.2	0.8	0	0.70	0.6	0.6	1.1	1.1	1.1	1.1	0	0.7	
8 PURCHASES	8	13	1	3	7	10	0	2	1	1	3	2	4	7	1	4	5	5	3	6	0	2			
	1.2	1.9	0.5	1.6	1.4	2.0	0	3.2G	0.8	0.8	2.3	1.5	1.6	2.7	0.3	1.40	1.4U	1.4	1.7U	3.3R	0	1.4U			
9 PURCHASES	9	6	2	1	7	5	0	0	2	1	2	1	2	3	5	2	6	3	1	2	2	1			
	1.3	0.9	1.1	0.5	1.4	1.0	0	0	1.7	0.8	1.5	0.8	0.8	1.2	1.7	0.7	1.7	0.8	0.6	1.1	1.4	0.7			
10 PURCHASES	29	33	11	12	18	21	3	3	8	9	0	2	8	8	21	23	18	15	3	9	8	9			
	4.3	4.9	6.0E	6.6	3.6	4.2	4.8	4.8	6.6	7.4	0	1.5K	3.1	3.1	7.1	7.8	5.1S	4.2	1.7	5.0S	5.6S	6.3			
NONE/NO ANSWER	471	433	129	111	342	322	48	38	81	73	87	85	163	152	221	196	238	239	120	86	113	108			
	69.4B	63.8	70.5D	60.7	69.0F	64.9	77.4H	61.3	66.9	60.3	66.9	65.4	63.9	59.6	75.2P	66.7	66.9	67.1T	66.7T	47.8	79.0Q	75.5RT	S		
MEAN: SPECIAL PROMO	1.49	1.71A	1.58	1.91	1.46	1.64	1.18	1.79	1.77	1.97	1.33	1.34	1.57	1.86	1.50	1.73	1.64U	1.52	1.46	2.35S	1.15	1.36	RV		
STD. DEV.	2.76	2.84	2.91	3.00	2.70	2.78	2.55	2.82	3.06	3.10	2.29	2.31	2.62	2.77	3.05	3.10	2.89	2.71	2.47	2.98	2.72	2.89			
STD. ERR.	0.108	0.110	0.222	0.224	0.123	0.126	0.343	0.361	0.284	0.284	0.206	0.207	0.166	0.174	0.183	0.182	0.154	0.145	0.193	0.224	0.232	0.242			
MEDIAN: SPECIAL PROMO	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.42	0	0		
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																									

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## 3a. (RECORD GENDER:)

Male ..... 1  
Female ..... 2

3b. What is your age, please? (RECORD EXACT AGE AND AGE GROUP.)  
\_\_\_\_\_

(IF REFUSED, ASK AGE GROUPS BELOW:)

Under 21 ..... 1 (TERMINATE.)

21-24 ..... 2

25-29 ..... 3

30-34 ..... 4

35-39 ..... 5

40-44 ..... 6

45-49 ..... 7

50-54 ..... 8

55-59 ..... 9

60-64 ..... 0

(CONTINUE.)

65 or older ..... X (TERMINATE.)

(DO NOT READ) Refused ..... Y

TERM: UNDER 21/65 OR OLDER/REFUSED:

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17
----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

4a. PROGRAMMING NOTE: INPUT RESPONDENT'S USUAL BRAND FROM SAMPLE.

USUAL BRAND FROM SAMPLE: \_\_\_\_\_

NO Q.4b.

4c. Earlier you mentioned you smoke cigarettes. How many packs of cigarettes do you typically smoke per week? (RECORD EXACT NUMBER. DO NOT ACCEPT A RANGE. IF "0", TERMINATE BELOW.)(RECORD NUMBER:) 5 36

TERM: SMOKE LESS THAN A PACK PER WEEK:

01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17
----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----	----

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

Table 32

Q.15A SHARE OF USUAL BRAND PURCHASES: REGULAR PRICE  
BASE: TOTAL RESPONDENTS

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/		OU AT PRE/		OU AT PRE/	
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		AND POST		UB AT POST		NOT UB AT POST		OU AT PRE/			
	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)				
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143				
REGULAR PRICE																										
ANY PURCHASES (NET)	556	583	137	160	419	423	46	55	91	105	101	115	211	217	244	251	304	310	133	146	119	127				
	81.9	85.9A	74.9	87.4C	84.5C	85.3	74.2	88.7G	75.2	86.8I	77.7	88.5K	82.7	85.1	83.0	85.4	85.4S	87.1T	73.9	81.1S	83.2S	88.8UT				
1 - 3 PURCHASES (SUBNET)	72	73	16	20	56	53	7	9	9	11	26	12	29	43	17	18	31	42	31	25	10	6	V	U		
	10.6	10.8	8.7	10.9	11.3	10.7	11.3	14.5	7.4	9.1	20.0L	9.2	11.4	16.9M	5.8	6.1	8.7	11.8Q	17.2Q	13.9V	7.0	4.2				
1 PURCHASE	33	19	9	4	24	15	3	0	6	4	10	7	17	8	6	4	10	12	20	6	3	1	U			
	4.9B	2.8	4.9D	2.2	4.8F	3.0	4.8H	0	5.0	3.3H	7.7	5.4	6.7N	3.1	2.0	1.4	2.8	3.4V	11.1TQ	3.3V	2.1	0.7				
2 PURCHASES	20	31	1	8	19	23	1	3	0	5	8	3	7	22	5	6	11	18	6	11	3	2				
	2.9	4.6A	0.5	4.4C	3.8C	4.6	1.6I	4.8	0	4.1I	6.2L	2.3	2.7	8.6M	1.7	2.0	3.1	5.1QV	3.3	6.1V	2.1	1.4				
3 PURCHASES	19	23	6	8	13	15	3	6	3	2	8	2	5	13	6	8	10	12	5	8	4	3				
	2.8	3.4	3.3	4.4	2.6	3.0	4.8	9.7J	2.5	1.7	6.2L	1.5	2.0	5.1M	2.0	2.7	2.8	3.4	2.8	4.4	2.8	2.1				
4 - 6 PURCHASES (SUBNET)	119	131	36	38	83	93	13	14	23	24	39	27	52	72	28	32	69	74	39	40	11	17				
	17.5	19.3	19.7	20.8	16.7	18.8	21.0	22.6	19.0	19.8	30.0L	20.8	20.4	28.2M	9.5	10.9	19.4U	20.8V	21.7U	22.2V	7.7	11.9				
4 PURCHASES	33	30	9	12	24	18	2	1	7	11	16	6	11	17	6	7	20	17	12	11	1	2				
	4.9	4.4	4.9	6.6F	4.8	3.6	3.2	1.6	5.8	9.1H	12.3L	4.6	4.3	6.7	2.0	2.4	5.6U	4.8V	6.7U	6.1V	0.7	1.4				
5 PURCHASES	56	70	19	14	37	56	9	7	10	7	10	13	28	41	18	16	28	38	22	22	6	10				
	8.2	10.3A	10.4	7.7	7.5	11.3E	14.5I	11.3J	8.3	5.8	7.7	10.0	11.0	16.1M	6.1	5.4	7.9U	10.7Q	12.2Q	12.2V	4.2	7.0				
6 PURCHASES	30	31	8	12	22	19	2	6	6	6	13	8	13	14	4	9	21	19	5	7	4	5				
	4.4	4.6	4.4	6.6F	4.4	3.8	3.2	9.7G	5.0	5.0	10.0	6.2	5.1	5.5	1.4	3.10	5.9SU	5.3	2.8	3.9	2.8	3.5				
7 - 10 PURCHASES (SUBNET)	365	379	85	102	280	277	26	32	59	70	36	76	130	102	199	201	204	194	63	81	98	104				
	53.8	55.8	46.4	55.7C	56.5C	55.8	41.9	51.6	48.8	57.9I	27.7	58.5K	51.0N	40.0	67.7	68.4	57.3S	54.5T	35.0	45.0S	68.5Q	72.7RT	S			

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

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- 4d. Most cigarette brands offer several different styles and flavors as well as different lengths and pack types. Please think back over the last 30 days and tell me all the different brands that you have purchased for your own use. (PROBE: "Any others?" UNTIL NON-PRODUCTIVE.) (RECORD ALL THAT APPLY BELOW.)

(IF RESPONDENT SAYS "CAMEL", PROBE: "Is that Camel spelled with a C or a K"? )

Alpine .....	1	Misty .....	37
American .....	2	Maverick.....	38
American Spirit.....	3	Merit.....	39
Barclay .....	4	Metro.....	40
Basic .....	5	Moonlight .....	41
Bees .....	6	Monarch.....	42
Belair .....	7	Montclair .....	43
Benson & Hedges.....	8	More.....	44
Bristol .....	9	Multifilter .....	45
Bucks .....	10	Newport .....	46
Cambridge.....	11	Now.....	47
Camel.....	12	Old Gold.....	48
Carlton.....	14	Pall Mall .....	49
Century.....	15	Parliament.....	50
Chesterfield .....	16	Philip Morris .....	51
Doral.....	17	Planet.....	52
Dunhill .....	18	Players 25's .....	53
Eclipse.....	19	Pyramid.....	54
Eve .....	20	Raleigh .....	55
Export A .....	21	Richland.....	57
GPC .....	22	Riviera.....	58
Harley Davidson .....	23	Rothman .....	59
Horizon.....	24	Salem.....	60
House Blend.....	25	Satin.....	61
Icebox.....	26	Sterling.....	62
Jumbo .....	27	Tareyton.....	63
Kamel/Kamel Red.....	28	Triumph.....	64
Kent.....	29	True .....	65
Kool.....	30	Vantage .....	66
L&M 20.....	31	Viceroy .....	67
Lark .....	32	Virginia Slims .....	68
Lucky Strike.....	33	Vista.....	69
Magna .....	34	Winston.....	70
Malibu.....	35	Other (Specify):	72
Marlboro .....	36		

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

Table 32  
Q.15A SHARE OF USUAL BRAND PURCHASES: REGULAR PRICE  
BASE: TOTAL RESPONDENTS

		DORAL OCCASIONAL USER																					
		LAST 10 DORAL PURCHASES										OU AT PRE/											
		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		AND POST		UB AT POST		OU AT OR			
		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)
TOTAL RESPONDENTS		679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143
7 PURCHASES		32	38	12	14	20	24	2	4	10	10	9	8	16	16	7	14	19	20	7	12	6	6
		4.7	5.6	6.6E	7.7F	4.0	4.8	3.2	6.5	8.3G	8.3	6.9	6.2	6.3	6.3	2.4	4.80	5.3	5.6	3.9	6.7	4.2	4.2
8 PURCHASES		53	52	11	17	42	35	5	9	6	8	17	10	23	24	13	18	28	34	13	12	12	6
		7.8	7.7	6.0	9.3	8.5	7.1	8.1	14.5J	5.0	6.6	13.1L	7.7	9.0	9.4	4.4	6.1	7.9	9.6V	7.2	6.7	8.4V	4.2
9 PURCHASES		38	45	9	7	29	38	6	1	3	6	10	9	13	18	15	18	22	24	6	7	10	14
		5.6	6.6	4.9	3.8	5.8	7.7D	9.7HI	1.6	2.5	5.0	7.7	6.9	5.1	7.1	5.1	6.1	6.2S	6.7T	3.3	3.9	7.0S	9.8T
10 PURCHASES		242	244	53	64	189	180	13	18	40	46	0	49	78	44	164	151	135	116	37	50	70	78
		35.6	35.9	29.0	35.0	38.1C	36.3	21.0	29.0	33.1G	38.0	0	37.7K	30.6N	17.3	55.8	51.4	37.9R	32.6	20.6	27.8S	49.0Q	54.5RT
NONE/NO ANSWER		123	96	46	23	77	73	16	7	30	16	29	15	44	38	50	43	52	46	47	34	24	16
		18.1B	14.1	25.1D	12.6	15.5	14.7	25.8H	11.3	24.8J	13.2	22.3L	11.5	17.3	14.9	17.0	14.6	14.6	12.9	26.1T	18.9R	16.8V	11.2
MEAN: REGULAR PRICE		6.33	6.49	5.80	6.51C	6.52C	6.48	5.76	6.36	5.81	6.58I	4.28	6.90K	5.98N	5.35	7.55	7.30	6.55S	6.43T	4.98	5.60S	7.35Q	7.73RT
STD. DEV.		3.79	3.64	3.87	3.51	3.75	3.69	3.70	3.31	3.97	3.62	3.06	3.42	3.78	3.42	3.65	3.67	3.68	3.54	3.79	3.75	3.67	3.39
STD. ERR.		0.148	0.141	0.296	0.262	0.171	0.167	0.499	0.424	0.369	0.332	0.275	0.306	0.238	0.215	0.219	0.216	0.196	0.190	0.297	0.282	0.313	0.284
MEDIAN: REGULAR PRICE		7.12	7.13	5.94E	6.86F	7.45	7.26	5.25	6.38	6.10	7.06	3.81	7.55	6.28	4.74	9.15	9.04	7.30	6.97	4.39	4.98	9.02Q	9.09RT
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																							

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**(IF "72" AT Q.4d, CONTINUE. OTHERWISE, SKIP TO Q.4f.)**

- 4e. Is that brand a store brand or generic, a discount brand, a full price brand, a premium priced brand, an international brand or a roll your own? (RECORD ONE ANSWER.)

Store brand or generic brand .....	1
Discount brand .....	2
Full price brand .....	3
Premium priced brand.....	4
International brand .....	5
Roll your own .....	6
Don't know .....	(X)

**(IF CAMEL NOT MENTIONED AT Q.4d, ASK Q.4f FOR EVERY BRAND LISTED NOT MENTIONED IN Q.4d. OTHERWISE SKIP TO Q.4g.)**

- 4f. By chance, have you bought one or more packs of any of the following brands in the past 30 days for your own use? (READ BRANDS NOT ALREADY MENTIONED AT Q.4d.) (RECORD AN ANSWER FOR EACH BRAND BELOW.)

	Yes	No	Don't Know
Doral .....	1	2	X
Winston.....	1	2	X
Basic .....	1	2	X
Salem.....	1	2	X
Camel .....	1	2	X

**(IF CAMEL LISTED AT Q.4d, CONTINUE. OTHERWISE, SKIP TO Q.5a.)**

- 4g. You mentioned that you have bought Camel in the past 30 days. Did you buy one of the Camel Turkish styles, one of the Camel Exotic blends or one of the standard, classic Camel styles? (RECORD ALL THAT APPLY.)

One of the Camel Turkish styles (Gold, Royal, or Jade).....	1
One of the Camel Exotic blends (Crema, Twist, etc.) .....	2
One of the standard, classic Camel styles (Regular, lights, etc.)....	3

**(IF Q.4g=PUNCH 1, ASK Q.4h. OTHERWISE, SKIP TO Q.4i.)**

- 4h. Which Camel Turkish styles have you bought in the past 30 days? (READ LIST ONLY IF NECESSARY.) (RECORD ALL THAT APPLY.)

Camel Turkish Gold .....	1
Camel Turkish Jade.....	2
Camel Turkish Royal.....	3

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

Table 68

Q.33 PURCHASE BEHAVIOR CHANGED

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																					
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
AWARE OF GAF CARD SERIES	0**	183	0**	183	0**	0**	0**	62*	0**	121	0**	33*	0**	86*	0**	64*	0**	92*	0**	72*	0**	19*
BUY DORAL MORE OFTEN	0	13	0	13	0	0	0	8	0	5	0	1	0	10	0	2	0	7	0	6	0	0
	0	7.1	0	7.1	0	0	0	12.9J	0	4.1	0	3.0	0	11.6	0	3.1	0	7.6	0	8.3V	0	0
BUY DORAL LESS OFTEN	0	4	0	4	0	0	0	0	0	4	0	0	0	1	0	3	0	4	0	0	0	0
	0	2.2	0	2.2	0	0	0	0	0	3.3H	0	0	0	1.2	0	4.7	0	4.3T	0	0	0	0
NOT AFFECTED HOW OFTEN	0	160	0	160	0	0	0	53	0	107	0	31	0	73	0	56	0	78	0	65	0	17
	0	87.4	0	87.4	0	0	0	85.5	0	88.4	0	93.9	0	84.9	0	87.5	0	84.8	0	90.3	0	89.5
DON'T KNOW	0	6	0	6	0	0	0	1	0	5	0	1	0	2	0	3	0	3	0	1	0	2
	0	3.3	0	3.3	0	0	0	1.6	0	4.1	0	3.0	0	2.3	0	4.7	0	3.3	0	1.4	0	10.5RT

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

53096 5909

4i. **(IF Q.4g=PUNCH 3, ASK Q.4i. OTHERWISE, SKIP TO Q.5a.)**  
**Which Camel standard, classic styles have you bought in the past 30 days? (READ LIST ONLY IF NECESSARY.) (RECORD ALL THAT APPLY.)**

- Non-Filters..... 1  
Wides..... 2  
Special Lights..... 3  
Menthol ..... 4  
Filters/Regular..... 5  
Lights ..... 6  
Ultra Lights..... 7  
Other (Specify)..... 8  
Don't know .....

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

Table 69

## Q.34 OPINION SHIFT BASED ON OFFERING COLLECTOR CARDS

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																								OU AT PRE/ NOT UB AT POST	OU AT PRE/ UB AT POST	OU AT PRE/ NOT UB AT POST
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		OU AT PRE AND POST		OU AT PRE UB AT POST		OU AT PRE UB AT POST		OU AT PRE/ NOT UB AT POST	OU AT PRE/ UB AT POST	OU AT PRE/ NOT 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					
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)					
AWARE OF GAF CARD SERIES	0**	183	0**	183	0**	0**	0**	62*	0**	121	0**	33*	0**	86*	0**	64*	0**	92*	0**	72*	0**	19*					
IMPROVES	0	16	0	16	0	0	0	12	0	4	0	1	0	11	0	4	0	7	0	9	0	0					
	0	8.7	0	8.7	0	0	0	19.4J	0	3.3	0	3.0	0	12.8	0	6.3	0	7.6	0	12.5V	0	0					
WORSENS	0	3	0	3	0	0	0	0	0	3	0	0	0	2	0	1	0	3	0	0	0	0					
	0	1.6	0	1.6	0	0	0	0	0	2.5	0	0	0	2.3	0	1.6	0	3.3T	0	0	0	0					
DOES NOT CHANGE	0	158	0	158	0	0	0	49	0	109	0	31	0	72	0	55	0	78	0	62	0	18					
	0	86.3	0	86.3	0	0	0	79.0	0	90.1H	0	93.9	0	83.7	0	85.9	0	84.8	0	86.1	0	94.7					
DON'T KNOW	0	6	0	6	0	0	0	1	0	5	0	1	0	1	0	4	0	4	0	1	0	1					
	0	3.3	0	3.3	0	0	0	1.6	0	4.1	0	3.0	0	1.2	0	6.3	0	4.3	0	1.4	0	5.3					

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

53096 5911

- 5a. What brand of cigarettes do you currently smoke most often and consider to be your usual brand? Please consider national brands as well as store brands. (DO NOT READ LIST. RECORD ONE ANSWER. IF RESPONDENT SAYS THEY HAVE NO USUAL BRAND, PROBE: "In the last week or two, what brand did you buy most often?")

(IF RESPONDENT SAYS "CAMEL", PROBE: "Is that Camel spelled with a C or a K"? )

Alpine .....	1	Misty .....	37
American .....	2	Maverick.....	38
American Spirit.....	3	Merit.....	39
Barclay .....	4	Metro.....	40
Basic .....	5	Moonlight .....	41
Bees .....	6	Monarch.....	42
Belair .....	7	Montclair .....	43
Benson & Hedges.....	8	More.....	44
Bristol .....	9	Multifilter .....	45
Bucks .....	10	Newport .....	46
Cambridge.....	11	Now.....	47
Camel.....	12	Old Gold.....	48
Carlton.....	14	Pall Mall .....	49
Century.....	15	Parliament.....	50
Chesterfield .....	16	Philip Morris .....	51
Doral.....	17	Planet.....	52
Dunhill .....	18	Players 25's .....	53
Eclipse.....	19	Pyramid.....	54
Eve .....	20	Raleigh .....	55
Export A .....	21	Richland .....	57
GPC .....	22	Riviera.....	58
Harley Davidson .....	23	Rothman .....	59
Horizon .....	24	Salem.....	60
House Blend .....	25	Satin.....	61
Icebox.....	26	Sterling.....	62
Jumbo .....	27	Tareyton.....	63
Kamel/Kamel Red.....	28	Triumph.....	64
Kent.....	29	True .....	65
Kool .....	30	Vantage .....	66
L&M 20.....	31	Viceroy .....	67
Lark .....	32	Virginia Slims .....	68
Lucky Strike.....	33	Vista.....	69
Magna .....	34	Winston.....	70
Malibu.....	35	Other (Specify):	72
Marlboro .....	36		

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

Table 70

## Q.35 FUTURE PURCHASE INTENT OF DORAL

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																					
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE - POST		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
	(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*
DEFINITELY/PROBABLY WOULD BUY (NET)	0	294	0	149	0	145	0	55	0	94	0	49	0	144	0	101	0	161	0	110	0	23
	0	75.4	0	81.4F	0	70.0	0	88.7J	0	77.7	0	69.0	0	92.9	0	61.6	0	77.0V	0	95.7RV	0	34.8
DEFINITELY WILL	0	162	0	101	0	61	0	39	0	62	0	21	0	96	0	45	0	75	0	83	0	4
	0	41.5	0	55.2F	0	29.5	0	62.9J	0	51.2	0	29.6	0	61.9	0	27.4	0	35.9V	0	72.2RV	0	6.1
PROBABLY WILL	0	132	0	48	0	84	0	16	0	32	0	28	0	48	0	56	0	86	0	27	0	19
	0	33.8	0	26.2	0	40.6D	0	25.8	0	26.4	0	39.4	0	31.0	0	34.1	0	41.1TV	0	23.5	0	28.8
MIGHT OR MIGHT NOT	0	64	0	22	0	42	0	6	0	16	0	15	0	8	0	41	0	39	0	3	0	22
	0	16.4	0	12.0	0	20.3D	0	9.7	0	13.2	0	21.1	0	5.2	0	25.0	0	18.7T	0	2.6	0	33.3RT
PROBABLY/DEFINITELY WOULD NOT BUY (NET)	0	25	0	8	0	17	0	0	0	8	0	6	0	1	0	18	0	6	0	1	0	18
	0	6.4	0	4.4	0	8.2D	0	0	0	6.6H	0	8.5	0	0.6	0	11.0	0	2.9	0	0.9	0	27.3RT
PROBABLY WILL NOT	0	19	0	7	0	12	0	0	0	7	0	6	0	1	0	12	0	6	0	1	0	12
	0	4.9	0	3.8	0	5.8	0	0	0	5.8H	0	8.5	0	0.6	0	7.3	0	2.9	0	0.9	0	18.2RT
DEFINITELY WILL NOT BUY	0	6	0	1	0	5	0	0	0	1	0	0	0	0	0	6	0	0	0	0	0	6
	0	1.5	0	0.5	0	2.4D	0	0	0	0.8	0	0	0	0	0	3.7	0	0	0	0	0	9.1RT
DON'T KNOW/NO ANSWER	0	7	0	4	0	3	0	1	0	3	0	1	0	2	0	4	0	3	0	1	0	3
	0	1.8	0	2.2	0	1.4	0	1.6	0	2.5	0	1.4	0	1.3	0	2.4	0	1.4	0	0.9	0	4.5

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

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(IF "72" AT Q.5a, CONTINUE. OTHERWISE, SKIP TO Q.5b.)

- 5a2. Is that brand a store brand or generic, a discount brand, a full price brand, a premium priced brand, an international brand or a roll your own? (RECORD ONE ANSWER.)

Store brand or generic brand .....	1
Discount brand .....	2
Full price brand .....	3
Premium priced brand.....	4
International brand .....	5
Roll your own .....	6
Don't know .....	X

(IF Q.5a=CAMEL, ASK Q.5b. OTHERWISE, SKIP TO Q.6a.)

- 5b. Is that one of the Camel Turkish styles, one of the Camel Exotic blends or one of the standard, classic Camel styles? (RECORD ONE ANSWER.)

One of the Camel Turkish styles .....	1	(SKIP TO Q.5c.)
One of the Camel Exotic blends.....	2	(SKIP TO Q.7a.)
One of the standard, classic Camel styles .....	3	(SKIP TO Q.5e.)

- 5c. What specific Camel Turkish style do you buy most often? (DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER.)

Camel Turkish Gold .....	.1	(SKIP TO Q.7a.)
Camel Turkish Jade .....	2	
Camel Turkish Royal.....	3	

NO Q.5d.

TARGET RESEARCH GROUP, INC.  
DORAL GAF COLLECTOR CARD SERIES  
TRG #65-03041/03045  
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Table 71

Q.3B AGE

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/		OU AT PRE/		OU AT PRE/	
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		OU AT PRE AND POST		OU AT PRE UB AT POST		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		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)				
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143				
25 - 34 YEARS (NET)	97	97	28	28	69	69	11	11	17	17	21	21	36	36	40	40	44	44	31	31	22	22				
	14.3	14.3	15.3	15.3	13.9	13.9	17.7	17.7	14.0	14.0	16.2	16.2	14.1	14.1	13.6	13.6	12.4	12.4	17.2Q	17.2R	15.4	15.4				
25 - 29 YEARS	31	31	8	8	23	23	2	2	6	6	8	8	13	13	10	10	11	11	14	14	6	6				
	4.6	4.6	4.4	4.4	4.6	4.6	3.2	3.2	5.0	5.0	6.2	6.2	5.1	5.1	3.4	3.4	3.1	3.1	7.8QU	7.8RV	4.2	4.2				
30 - 34 YEARS	66	66	20	20	46	46	9	9	11	11	13	13	23	23	30	30	33	33	17	17	16	16				
	9.7	9.7	10.9	10.9	9.3	9.3	14.5	14.5	9.1	9.1	10.0	10.0	9.0	9.0	10.2	10.2	9.3	9.3	9.4	9.4	11.2	11.2				
35 - 49 YEARS (NET)	324	324	96	96	228	228	35	35	61	61	55	55	122	122	147	147	173	173	93	93	58	58				
	47.7	47.7	52.5E	52.5F	46.0	46.0	56.5	56.5	50.4	50.4	42.3	42.3	47.8	47.8	50.0	50.0	48.6U	48.6V	51.7U	51.7V	40.6	40.6				
35 - 39 YEARS	92	92	32	32	60	60	9	9	23	23	17	17	35	35	40	40	47	47	27	27	18	18				
	13.5	13.5	17.5E	17.5F	12.1	12.1	14.5	14.5	19.0	19.0	13.1	13.1	13.7	13.7	13.6	13.6	13.2	13.2	15.0	15.0	12.6	12.6				
40 - 44 YEARS	104	104	32	32	72	72	14	14	18	18	25	25	37	37	42	42	61	61	27	27	16	16				
	15.3	15.3	17.5	17.5	14.5	14.5	22.6I	22.6J	14.9	14.9	19.2	19.2	14.5	14.5	14.3	14.3	17.1U	17.1V	15.0	15.0	11.2	11.2				
45 - 49 YEARS	128	128	32	32	96	96	12	12	20	20	13	13	50	50	65	65	65	65	39	39	24	24				
	18.9	18.9	17.5	17.5	19.4	19.4	19.4	19.4	16.5	16.5	10.0	10.0	19.6	19.6	22.1	22.1	18.3	18.3	21.7	21.7	16.8	16.8				
50 - 64 YEARS (NET)	258	258	59	59	199	199	16	16	43	43	54	54	97	97	107	107	139	139	56	56	63	63				
	38.0	38.0	32.2	32.2	40.1C	40.1D	25.8	25.8	35.5G	35.5H	41.5	41.5	38.0	38.0	36.4	36.4	39.0S	39.0T	31.1	31.1	44.1S	44.1T				
50 - 54 YEARS	94	94	18	18	76	76	5	5	13	13	17	17	37	37	40	40	54	54	19	19	21	21				
	13.8	13.8	9.8	9.8	15.3C	15.3D	8.1	8.1	10.7	10.7	13.1	13.1	14.5	14.5	13.6	13.6	15.2S	15.2T	10.6	10.6	14.7	14.7				
55 - 59 YEARS	92	92	24	24	68	68	6	6	18	18	17	17	37	37	38	38	52	52	19	19	21	21				
	13.5	13.5	13.1	13.1	13.7	13.7	9.7	9.7	14.9	14.9	13.1	13.1	14.5	14.5	12.9	12.9	14.6S	14.6T	10.6	10.6	14.7	14.7				
60 - 64 YEARS	72	72	17	17	55	55	5	5	12	12	20	20	23	23	29	29	33	33	18	18	21	21				
	10.6	10.6	9.3	9.3	11.1	11.1	8.1	8.1	9.9	9.9	15.4	15.4	9.0	9.0	9.9	9.9	9.3	9.3	10.0	10.0	14.7Q	14.7R				
MEAN: AGE	46.15	46.15	45.06	45.06	46.55	46.55	44.18	44.18	45.51	45.51	46.27	46.27	46.06	46.06	46.17	46.17	46.42	46.42	44.86	44.86	47.07	47.07T				
STD. DEV.	9.89	9.89	9.86	9.86	9.88	9.88	9.44	9.44	10.08	10.08	10.79	10.79	9.80	9.80	9.59	9.59	9.48	9.48	10.14	10.14	10.46	10.46				
STD. ERR.	0.380	0.380	0.729	0.729	0.444	0.444	1.198	1.198	0.916	0.916	0.946	0.946	0.613	0.613	0.559	0.559	0.502	0.502	0.756	0.756	0.875	0.875				
MEDIAN: TOTAL	46.82	46.82	44.92	44.92	47.45	47.45	43.93	43.93	45.63	45.63	45.77	45.77	46.95	46.95	46.92	46.92	47.00	47.00	45.64	45.64	48.23	48.23				
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																										

53096 5915

- 5e. What specific style of Camel do you buy most often? (DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER.)

Non-Filters.....	1
Wides.....	2
Special Lights.....	3
Filters/Regular.....	5
Lights .....	6
Ultra Lights.....	7
Other (Specify):_____	8
Don't know .....	X

- 5e1. Is that menthol or non-menthol? (RECORD ONE ANSWER.)

Menthol .....	1		(SKIP TO Q.7a.)
Non-menthol .....	2		

(IF Q.5a ~~CAMEL~~, SKIP TO Q.7a. OTHERWISE, ASK Q.6a.)

- 6a. Thinking about your usual brand, do you usually buy a non-filtered style, a regular full flavor style, a medium style, a lights style, or an ultra lights style? (RECORD ONE ANSWER.)

Non-filtered .....	1
Regular strength/full flavor .....	2
Mediums .....	3
Lights .....	4
Ultra lights .....	5
Don't know .....	X

- 6b. Is your usual brand menthol or non-menthol? (RECORD ONE ANSWER.)

Menthol .....	1
Non-menthol .....	2
Don't know .....	X

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

Table 72

## Q.3A GENDER

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/	
	TOTAL		GAF AWARE		GAF		GAF AWARE		PRE > POST		PRE < POST		PRE - POST		OU AT PRE AND POST		OU AT PRE/		NOT OU OR			
	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	PRE	POST	UB AT POST	NOT OU OR	UB AT POST	OU AT PRE/	NOT OU OR	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143
MALE	258	258	67	67	191	191	25	25	42	42	52	52	99	99	107	107	126	126	79	79	53	53
	38.0	38.0	36.6	36.6	38.5	38.5	40.3	40.3	34.7	34.7	40.0	40.0	38.8	38.8	36.4	36.4	35.4	35.4	43.9Q	43.9R	37.1	37.1
FEMALE	421	421	116	116	305	305	37	37	79	79	78	78	156	156	187	187	230	230	101	101	90	90
	62.0	62.0	63.4	63.4	61.5	61.5	59.7	59.7	65.3	65.3	60.0	60.0	61.2	61.2	63.6	63.6	64.6S	64.6T	56.1	56.1	62.9	62.9

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

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- 7a. Before you started smoking (INSERT BRAND FAMILY FROM Q.5a), what one brand did you smoke most often and consider to be your usual brand? Please name a completely different brand, not just another style or length of (INSERT BRAND FAMILY FROM Q.5a). (DO NOT READ LIST. RECORD ONE ANSWER.)

(IF RESPONDENT SAYS "CAMEL") PROBE: "Is that Camel spelled with a C or a K"?)

(PROGRAMMER: BRAND FROM Q.5a IS NOT ALLOWED HERE. IF CAMEL/KAMEL AT Q.5a, DO NOT ALLOW KAMEL/CAMEL HERE.)

Alpine .....	1	Misty .....	37
American .....	2	Maverick.....	38
American Spirit.....	3	Merit.....	39
Barclay .....	4	Metro.....	40
Basic .....	5	Moonlight .....	41
Bees .....	6	Monarch .....	42
Belair .....	7	Montclair .....	43
Benson & Hedges.....	8	More.....	44
Bristol .....	9	Multifilter .....	45
Bucks .....	10	Newport .....	46
Cambridge.....	11	Now.....	47
Camel.....	12	Old Gold.....	48
Carlton.....	14	Pall Mall .....	49
Century.....	15	Parliament.....	50
Chesterfield .....	16	Philip Morris .....	51
Doral.....	17	Planet.....	52
Dunhill .....	18	Players 25's .....	53
Eclipse.....	19	Pyramid.....	54
Eve .....	20	Raleigh.....	55
Export A .....	21	Richland .....	57
GPC .....	22	Riviera.....	58
Harley Davidson .....	23	Rothman .....	59
Horizon .....	24	Salem.....	60
House Blend.....	25	Satin.....	61
Icebox.....	26	Sterling.....	62
Jumbo .....	27	Tareyton.....	63
Kamel/Kamel Red.....	28	Triumph.....	64
Kent.....	29	True .....	65
Kool .....	30	Vantage .....	66
L&M 20.....	31	Viceroy .....	67
Lark .....	32	Virginia Slims .....	68
Lucky Strike.....	33	Vista.....	69
Magna .....	34	Winston.....	70
Malibu.....	35	Other (Specify):	72
Marlboro .....	36	Didn't have previous usual brand ...	88

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

Table 73

Q.3A/B AGE WITHIN GENDER

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																							
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143		
MALE (NET)	258	258	67	67	191	191	25	25	42	42	52	52	99	99	107	107	126	126	79	79	53	53		
	38.0	38.0	36.6	36.6	38.5	38.5	40.3	40.3	34.7	34.7	40.0	40.0	38.8	38.8	36.4	36.4	35.4	35.4	43.9Q	43.9R	37.1	37.1		
25 - 34 YEARS (SUBNET)	38	38	13	13	25	25	6	6	7	7	7	7	15	15	16	16	17	17	15	15	6	6		
	5.6	5.6	7.1	7.1	5.0	5.0	9.7	9.7	5.8	5.8	5.4	5.4	5.9	5.9	5.4	5.4	4.8	4.8	8.3QU	8.3RV	4.2	4.2		
25 - 29 YEARS	14	14	4	4	10	10	2	2	2	2	2	2	7	7	5	5	5	5	8	8	1	1		
	2.1	2.1	2.2	2.2	2.0	2.0	3.2	3.2	1.7	1.7	1.5	1.5	2.7	2.7	1.7	1.7	1.4	1.4	4.4QU	4.4RV	0.7	0.7		
30 - 34 YEARS	24	24	9	9	15	15	4	4	5	5	5	5	8	8	11	11	12	12	7	7	5	5		
	3.5	3.5	4.9	4.9	3.0	3.0	6.5	6.5	4.1	4.1	3.8	3.8	3.1	3.1	3.7	3.7	3.4	3.4	3.9	3.9	3.5	3.5		
35 - 49 YEARS (SUBNET)	138	138	42	42	96	96	16	16	26	26	22	22	54	54	62	62	67	67	45	45	26	26		
	20.3	20.3	23.0	23.0	19.4	19.4	25.8	25.8	21.5	21.5	16.9	16.9	21.2	21.2	21.1	21.1	18.8	18.8	25.0Q	25.0R	18.2	18.2		
35 - 39 YEARS	37	37	13	13	24	24	4	4	9	9	5	5	13	13	19	19	18	18	10	10	9	9		
	5.4	5.4	7.1	7.1	4.8	4.8	6.5	6.5	7.4	7.4	3.8	3.8	5.1	5.1	6.5	6.5	5.1	5.1	5.6	5.6	6.3	6.3		
40 - 44 YEARS	42	42	15	15	27	27	7	7	8	8	10	10	17	17	15	15	23	23	13	13	6	6		
	6.2	6.2	8.2E	8.2F	5.4	5.4	11.3	11.3	6.6	6.6	7.7	7.7	6.7	6.7	5.1	5.1	6.5	6.5	7.2	7.2	4.2	4.2		
45 - 49 YEARS	59	59	14	14	45	45	5	5	9	9	7	7	24	24	28	28	26	26	22	22	11	11		
	8.7	8.7	7.7	7.7	9.1	9.1	8.1	8.1	7.4	7.4	5.4	5.4	9.4	9.4	9.5	9.5	7.3	7.3	12.2Q	12.2RV	7.7	7.7		
50 - 64 YEARS (SUBNET)	82	82	12	12	70	70	3	3	9	9	23	23	30	30	29	29	42	42	19	19	21	21		
	12.1	12.1	6.6	6.6	14.1C	14.1D	4.8	4.8	7.4	7.4	17.7	17.7	11.8	11.8	9.9	9.9	11.8	11.8	10.6	10.6	14.7	14.7		
50 - 54 YEARS	29	29	3	3	26	26	0	0	3	3	8	8	9	9	12	12	16	16	4	4	9	9		
	4.3	4.3	1.6	1.6	5.2C	5.2D	0	0	2.5	2.5	6.2	6.2	3.5	3.5	4.1	4.1	4.5S	4.5T	2.2	2.2	6.3S	6.3T		
55 - 59 YEARS	34	34	6	6	28	28	1	1	5	5	7	7	16	16	11	11	18	18	10	10	6	6		
	5.0	5.0	3.3	3.3	5.6	5.6	1.6	1.6	4.1	4.1	5.4	5.4	6.3	6.3	3.7	3.7	5.1	5.1	5.6	5.6	4.2	4.2		
60 - 64 YEARS	19	19	3	3	16	16	2	2	1	1	8	8	5	5	6	6	8	8	5	5	6	6		
	2.8	2.8	1.6	1.6	3.2	3.2	3.2	3.2	0.8	0.8	6.2	6.2	2.0	2.0	2.0	2.0	2.2	2.2	2.8	2.8	4.2	4.2		

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

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(IF "72" AT Q.7a, CONTINUE. OTHERWISE, SKIP TO Q.7b.)

- 7a2. Is that brand a store brand or generic, a discount brand, a full price brand, a premium priced brand, an international brand or a roll your own? (RECORD ONE ANSWER.)

Store brand or generic brand .....	1
Discount brand .....	2
Full price brand .....	3
Premium priced brand.....	4
International brand .....	5
Roll your own .....	6
Don't know .....	X

(IF Q.7a=CAMEL, ASK Q.7b. OTHERWISE, SKIP TO Q.7f.)

- 7b. Is that one of the Camel Turkish flavors, one of the Camel Exotic blends or one of the standard, classic Camel styles? (RECORD ONE ANSWER.)

One of the Camel Turkish flavors.....	1	(SKIP TO Q.7c.)
One of the Camel Exotic blends.....	2	(SKIP TO Q.7h.)
One of the standard, classic Camel styles .....	3	(SKIP TO Q.7e.)

- 7c. What specific Camel Turkish style is that? (DO NOT READ LIST UNLESS NECESSARY. RECORD ONE ANSWER.)

Camel Turkish Gold .....	1	(SKIP TO Q.7h.)
Camel Turkish Jade .....	2	
Camel Turkish Royal.....	3	

NO Q.7d.

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

Table 73

Q.3A/B AGE WITHIN GENDER

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																							
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143		
FEMALE (NET)	421	421	116	116	305	305	37	37	79	79	78	78	156	156	187	187	230	230	101	101	90	90		
25 - 34 YEARS (SUBNET)	59	59	15	15	44	44	5	5	10	10	14	14	21	21	24	24	27	27	16	16	16	16		
	8.7	8.7	8.2	8.2	8.9	8.9	8.1	8.1	8.3	8.3	10.8	10.8	8.2	8.2	8.2	8.2	7.6	7.6	8.9	8.9	11.2Q	11.2R		
25 - 29 YEARS	17	17	4	4	13	13	0	0	4	4	6	6	6	6	5	5	6	6	6	6	5	5	5	5
	2.5	2.5	2.2	2.2	2.6	2.6	0	0	3.3G	3.3H	4.6	4.6	2.4	2.4	1.7	1.7	1.7	1.7	3.3	3.3	3.5	3.5		
30 - 34 YEARS	42	42	11	11	31	31	5	5	6	6	8	8	15	15	19	19	21	21	10	10	11	11		
	6.2	6.2	6.0	6.0	6.3	6.3	8.1	8.1	5.0	5.0	6.2	6.2	5.9	5.9	6.5	6.5	5.9	5.9	5.6	5.6	7.7	7.7		
35 - 49 YEARS (SUBNET)	186	186	54	54	132	132	19	19	35	35	33	33	68	68	85	85	106	106	48	48	32	32		
	27.4	27.4	29.5	29.5	26.6	26.6	30.6	30.6	28.9	28.9	25.4	25.4	26.7	26.7	28.9	28.9	29.8U	29.8V	26.7	26.7	22.4	22.4		
35 - 39 YEARS	55	55	19	19	36	36	5	5	14	14	12	12	22	22	21	21	29	29	17	17	9	9		
	8.1	8.1	10.4E	10.4F	7.3	7.3	8.1	8.1	11.6	11.6	9.2	9.2	8.6	8.6	7.1	7.1	8.1	8.1	9.4	9.4	6.3	6.3		
40 - 44 YEARS	62	62	17	17	45	45	7	7	10	10	15	15	20	20	27	27	38	38	14	14	10	10		
	9.1	9.1	9.3	9.3	9.1	9.1	11.3	11.3	8.3	8.3	11.5	11.5	7.8	7.8	9.2	9.2	10.7	10.7	7.8	7.8	7.0	7.0		
45 - 49 YEARS	69	69	18	18	51	51	7	7	11	11	6	6	26	26	37	37	39	39	17	17	13	13		
	10.2	10.2	9.8	9.8	10.3	10.3	11.3	11.3	9.1	9.1	4.6	4.6	10.2	10.2	12.6	12.6	11.0	11.0	9.4	9.4	9.1	9.1		
50 - 64 YEARS (SUBNET)	176	176	47	47	129	129	13	13	34	34	31	31	67	67	78	78	97	97	37	37	42	42		
	25.9	25.9	25.7	25.7	26.0	26.0	21.0	21.0	28.1	28.1	23.8	23.8	26.3	26.3	26.5	26.5	27.2S	27.2T	20.6	20.6	29.4S	29.4T		
50 - 54 YEARS	65	65	15	15	50	50	5	5	10	10	9	9	28	28	28	28	38	38	15	15	12	12		
	9.6	9.6	8.2	8.2	10.1	10.1	8.1	8.1	8.3	8.3	6.9	6.9	11.0	11.0	9.5	9.5	10.7	10.7	8.3	8.3	8.4	8.4		
55 - 59 YEARS	58	58	18	18	40	40	5	5	13	13	10	10	21	21	27	27	34	34	9	9	15	15		
	8.5	8.5	9.8	9.8	8.1	8.1	8.1	8.1	10.7	10.7	7.7	7.7	8.2	8.2	9.2	9.2	9.6S	9.6T	5.0	5.0	10.5S	10.5T		
60 - 64 YEARS	53	53	14	14	39	39	3	3	11	11	12	12	18	18	23	23	25	25	13	13	15	15		
	7.8	7.8	7.7	7.7	7.9	7.9	4.8	4.8	9.1	9.1	9.2	9.2	7.1	7.1	7.8	7.8	7.0	7.0	7.2	7.2	10.5Q	10.5R		

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

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- 7e. What specific style of Camel is that? (DO NOT READ LIST UNLESS NECESSARY.  
RECORD ONE ANSWER.)

Non-Filters.....	1
Wides .....	2
Special Lights.....	3 (SKIP TO Q.7h.)
Menthol .....	4
Filters/Regular.....	5
Lights .....	6
Ultra Lights.....	7
Other (Specify): _____	8
Don't know .....	X

(IF Q.7a=CAMEL OR NO PUB, SKIP TO Q.7h. OTHERWISE, ASK Q.7M)

- 7f. Did you buy the non-filtered style, a regular full flavor style, a lights style, or an ultra lights style? (RECORD ONE ANSWER.)

Non-filtered .....	1
Regular strength/full flavor .....	2
Lights .....	3
Ultra lights .....	4
Don't know .....	X

- 7g. Did you buy the menthol or non-menthol style of (INSERT ANSWER FROM Q.7a)?  
(RECORD ONE ANSWER.)

Menthol .....	1
Non-menthol .....	2
Don't know .....	X

- 7h. When did (INSERT BRAND FAMILY FROM Q.5a) become your usual brand? (DO NOT READ LIST. RECORD ONE ANSWER.)

Within last month .....	1
1 month to less than 2 months .....	2
2 months to less than 4 months .....	3
4 months to less than 6 months .....	4
6 months to 1 year .....	5
Over 1 year to 2 years.....	6
Over 2 years to 5 years.....	7
Over 5 years.....	8
Don't know .....	X

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

Table 74

## CELL DESIGNATION

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																					
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143
DORAL UB	0	180	0	72	0	108	0	31	0	41	0	12	0	139	0	29	0	0	0	180	0	0
	0	26.5A	0	39.3CF	0	21.8E	0	50.0GJ	0	33.9I	0	9.2K	0	54.5M	0	9.90	0	0	0	100.0SRV	0	0
DORAL OU	679	356	183	92	496	264	62	26	121	66	130	79	255	103	294	174	356	356	180	0	143	0
	100.0B	52.4	100.0D	50.3	100.0F	53.2	100.0H	41.9	100.0J	54.5	100.0L	60.8	100.0N	40.4	100.0P	59.2	100.0	100.0	100.0T	0	100.0V	0
							H										TV					
NOT DORAL UB OR OU	0	143	0	19	0	124	0	5	0	14	0	39	0	13	0	91	0	0	0	0	0	143
	0	21.1A	0	10.4C	0	25.0ED	0	8.1G	0	11.6I	0	30.0K	0	5.1M	0	31.00	0	0	0	0	0	100.0URT

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

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- 8a. If your usual brand was not available, what brand of cigarettes would you consider to be your second choice brand? (DO NOT READ LIST. RECORD ONE ANSWER.)

(PROGRAMMER: BRAND FROM Q.5a IS NOT ALLOWED HERE. IF CAMEL/KAMEL AT Q.5a, DO NOT ALLOW KAMEL/CAMEL HERE.)

(IF RESPONDENT SAYS "CAMEL", PROBE: "Is that Camel spelled with a C or a K?")

Alpine .....	1	Misty .....	37
American.....	2	Maverick .....	38
American Spirit.....	3	Merit .....	39
Barclay.....	4	Metro .....	40
Basic .....	5	Moonlight.....	41
Bees.....	6	Monarch.....	42
Belair.....	7	Montclair .....	43
Benson & Hedges .....	8	More .....	44
Bristol.....	9	Multifilter .....	45
Bucks .....	10	Newport .....	46
Cambridge .....	11	Now .....	47
Camel .....	12	Old Gold .....	48
Carlton .....	14	Pall Mall .....	49
Century .....	15	Parliament .....	50
Chesterfield.....	16	Philip Morris .....	51
Doral .....	17	Planet .....	52
Dunhill.....	18	Players 25's .....	53
Eclipse .....	19	Pyramid .....	54
Eve.....	20	Raleigh .....	55
Export A.....	21	Richland.....	57
GPC .....	22	Riviera .....	58
Harley Davidson.....	23	Rothman .....	59
Horizon.....	24	Salem .....	60
House Blend .....	25	Satin .....	61
Icebox .....	26	Sterling .....	62
Jumbo .....	27	Tareyton .....	63
Kamel/Kamel Red .....	28	Triumph .....	64
Kent .....	29	True .....	65
Kool.....	30	Vantage .....	66
L&M 20.....	31	Viceroy .....	67
Lark.....	32	Virginia Slims.....	68
Lucky Strike .....	33	Vista .....	69
Magna.....	34	Winston .....	70
Malibu .....	35	Other (Specify): .....	72
Marlboro.....	36	None/DK/Don't have 2 <sup>nd</sup> choice brand ..	89

(IF Q.8a=CAMEL, ASK Q.8b. OTHERWISE, SKIP TO Q.14a.)

- 8b. Is that one of the Camel Turkish flavors, one of the Camel Exotic blends or one of the standard, classic Camel styles? (RECORD ONE ANSWER.)

One of the Camel Turkish flavors.....	1
One of the Camel Exotic blends.....	2
One of the standard, classic Camel styles .....	3

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

Table 75

## USUAL BRAND FROM SAMPLE

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/NOT OU OR		
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		OU AT PRE AND POST		OU AT PRE UB AT POST		OU AT PRE/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	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143	
USUAL BRAND FROM SAMPLE																							
AMERICAN (NET)	33 4.9	33 4.9	4 2.2	4 2.2	29 5.8C	29 5.8D	3 4.8I	3 4.8J	1 0.8	1 0.8	4 3.1	4 3.1	14 5.5	14 5.5	15 5.1	15 5.1	21 5.9U	21 5.9V	8 4.4	8 4.4	4 2.8	4 2.8	
AMERICAN	1 0.1	1 0.1	0 0	0 0	1 0.2	1 0.2	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.3	1 0.3	0 0	0 0	0 0	0 0	1 0.7Q	1 0.7R	
CARLTON	5 0.7	5 0.7	0 0	0 0	5 1.0C	5 1.0D	0 0	0 0	0 0	0 0	1 0.8	1 0.8	1 0.4	1 0.4	1 1.0	1 1.0	3 1.1S	3 1.1T	4 0	4 0	1 0.7	1 0.7	
LUCKY STRIKE	1 0.1	1 0.1	0 0	0 0	1 0.2	1 0.2	0 0	0 0	0 0	0 0	0 0	0 0	0 0.4	0 0.4	0 0	0 0	0 0	0 0	1 0.6Q	1 0.6R	0 0	0 0	
MISTY	11 1.6	11 1.6	2 1.1	2 1.1	9 1.8	9 1.8	2 3.2I	2 3.2J	0 0	0 0	2 1.5	2 1.5	6 2.4	6 2.4	3 1.0	3 1.0	7 2.0U	7 2.0V	4 2.2U	4 2.2V	0 0	0 0	
PALL MALL	15 2.2	15 2.2	2 1.1	2 1.1	13 2.6	13 2.6	1 1.6	1 1.6	1 0.8	1 0.8	1 0.8	1 0.8	6 2.4	6 2.4	8 2.7	8 2.7	10 2.8	10 2.8	3 1.7	3 1.7	2 1.4	2 1.4	
BAT (FORMERLY B&W) (NET)	83 12.2	83 12.2	18 9.8	18 9.8	65 13.1	65 13.1	4 6.5	4 6.5	14 11.6	14 11.6	14 10.8	14 10.8	24 9.4	24 9.4	45 15.3	45 15.3	40 11.2	40 11.2	21 11.7	21 11.7	22 15.4	22 15.4	
BELAIR	3 0.4	3 0.4	1 0.5	1 0.5	2 0.4	2 0.4	0 0	0 0	1 0.8	1 0.8	0 0	0 0	1 0.4	1 0.4	1 0.4	1 0.4	2 0.7	2 0.7	2 0.6	2 0.6	1 0.6	1 0	
CAPRI	1 0.1	1 0.1	0 0	0 0	1 0.2	1 0.2	0 0	0 0	0 0	0 0	0 0	0 0	1 0.4	1 0.4	0 0	0 0	1 0.3	1 0.3	0 0	0 0	0 0	0 0	
GPC	45 6.6	45 6.6	7 3.8	7 3.8	38 7.7C	38 7.7D	2 3.2	2 3.2	5 4.1	5 4.1	8 6.2	8 6.2	13 5.1	13 5.1	24 8.2	24 8.2	18 5.1	18 5.1	12 6.7	12 6.7	15 10.5Q	15 10.5R	
KOOL	15 2.2	15 2.2	5 2.7	5 2.7	10 2.0	10 2.0	2 3.2	2 3.2	3 2.5	3 2.5	4 3.1	4 3.1	3 1.2	3 1.2	8 2.7	8 2.7	8 2.2	8 2.2	4 2.2	4 2.2	3 2.1	3 2.1	
VICEROY	19 2.8	19 2.8	5 2.7	5 2.7	14 2.8	14 2.8	0 0	0 0	5 4.1G	5 4.1H	2 1.5	2 1.5	6 2.4	6 2.4	11 3.7	11 3.7	11 3.1	11 3.1	4 2.2	4 2.2	4 2.8	4 2.8	

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

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**NO QUESTIONS 9-13.**

- 14a. Please think about your ~~LAST~~ 10 cigarette purchases. How many of these purchases were for some style of (INSERT USUAL BRAND FROM Q.5a)? (RECORD ONE ANSWER BELOW. SUM OF Q.14a/b/c/d MUST EQUAL 10.)  
  
(IF USUAL BRAND IS "CAMEL" AT Q.5a, SKIP TO Q.14c. OTHERWISE, CONTINUE.)
- 14b. How many of your last 10 purchases were for some style of Camel? (RECORD ONE ANSWER BELOW. SUM OF Q.14a/b/c/d MUST EQUAL 10.)  
  
(IF RESPONDENT HAS SECOND CHOICE BRAND AT Q.8a, ASK Q.14c. IF SECOND CHOICE BRAND IS "CAMEL" AT Q.8a, SKIP TO Q.14d. IF NO 2<sup>ND</sup> CHOICE BRAND, RECORD "0" & SKIP TO Q.14d.)
- 14c. How many of your last 10 purchases were for some style of (INSERT SECOND CHOICE BRAND FROM Q.8a)? (RECORD ONE ANSWER BELOW. SUM OF Q.14a/b/c/d MUST EQUAL 10.)
- 14d. (RECORD BALANCE INTO "OTHER BRANDS". IF NO PURCHASES LEFT, RECORD "0".)
- 14e. PURCHASE VERIFICATION: (IF MORE THAN 2 BRANDS)  
Just to verify your responses, out of your last 10 purchases,

Insert amount from Q.14a were for Insert usual brand

Insert amount from Q.14b were for Camel

Insert amount from Q.14c were for Insert second choice brand

Insert amount from Q.14d were for some other brand.

Is this information correct? (IF NOT, HAVE INTERVIEWER GO BACK AND CHANGE INCORRECT ANSWERS.)

# of Usual Brand:

55 10

# of Camel:

13

# of Second Choice Brand:

2

# of Other Brands:

3 2

TOTAL OF PURCHASES =

10

**PROGRAMMER: FOR Q.14a-e SERIES:**

- CHECK NUMBER OF PURCHASES AFTER EACH QUESTION;
- WHEN RESPONDENT'S PURCHASES ADD TO 10, SKIP TO PURCHASE VERIFICATION SCREEN (Q.14e);  
IF RESPONDENT'S PURCHASES EQUAL MORE THAN 10, GO BACK TO Q.14a TELLING THEM THAT THEIR PURCHASES EQUAL MORE THAN 10.

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

Table 75

USUAL BRAND FROM SAMPLE

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/NOT OU OR	
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLECTD		PRE > POST		PRE < POST		PRE - POST		OU AT PRE AND POST		OU AT PRE UB AT POST		OU AT PRE/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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143
COMMONWEALTH (NET)	43	43	11	11	32	32	2	2	9	9	3	3	14	14	26	26	26	26	5	5	12	12
	6.3	6.3	6.0	6.0	6.5	6.5	3.2	3.2	7.4	7.4	2.3	2.3	5.5	5.5	8.8	8.8	7.3S	7.3T	2.8	2.8	8.4S	8.4T
MALIBU	3	3	0	0	3	3	0	0	0	0	0	0	1	1	2	2	2	2	0	0	1	1
	0.4	0.4	0	0	0.6	0.6	0	0	0	0	0	0	0.4	0.4	0.7	0.7	0.6	0.6	0	0	0.7	0.7
MONTCLAIR	3	3	2	2	1	1	0	0	2	2	0	0	1	1	2	2	3	3	0	0	0	0
	0.4	0.4	1.1E	1.1F	0.2	0.2	0	0	1.7	1.7	0	0	0.4	0.4	0.7	0.7	0.8	0.8	0	0	0	0
USA GOLD	37	37	9	9	28	28	2	2	7	7	3	3	12	12	22	22	21	21	5	5	11	11
	5.4	5.4	4.9	4.9	5.6	5.6	3.2	3.2	5.8	5.8	2.3	2.3	4.7	4.7	7.5	7.5	5.9S	5.9T	2.8	2.8	7.7S	7.7T
L&M (NET)	2	2	0	0	2	2	0	0	0	0	2	2	0	0	0	0	2	2	0	0	0	0
	0.3	0.3	0	0	0.4	0.4	0	0	0	0	1.5	1.5	0	0	0	0	0.6	0.6	0	0	0	0
LIGGET SELECT	1	1	0	0	1	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0	0	0
	0.1	0.1	0	0	0.2	0.2	0	0	0	0	0.8	0.8	0	0	0	0	0.3	0.3	0	0	0	0
PYRAMID	1	1	0	0	1	1	0	0	0	0	1	1	0	0	0	0	1	1	0	0	0	0
	0.1	0.1	0	0	0.2	0.2	0	0	0	0	0.8	0.8	0	0	0	0	0.3	0.3	0	0	0	0
LORILLARD (NET)	32	32	1	1	31	31	0	0	1	1	9	9	12	12	11	11	14	14	8	8	10	10
	4.7	4.7	0.5	0.5	6.3C	6.3D	0	0	0.8	0.8	6.9	6.9	4.7	4.7	3.7	3.7	3.9	3.9	4.4	4.4	7.0Q	7.0R
MAVERICK	1	1	0	0	1	1	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1
	0.1	0.1	0	0	0.2	0.2	0	0	0	0	0	0	0	0	0.3	0.3	0	0	0	0	0.7Q	0.7R
NEWPORT	28	28	1	1	27	27	0	0	1	1	9	9	10	10	9	9	13	13	7	7	8	8
	4.1	4.1	0.5	0.5	5.4C	5.4D	0	0	0.8	0.8	6.9	6.9	3.9	3.9	3.1	3.1	3.7	3.7	3.9	3.9	5.6	5.6
OLD GOLD	3	3	0	0	3	3	0	0	0	0	0	0	2	2	1	1	1	1	1	1	1	1
	0.4	0.4	0	0	0.6	0.6	0	0	0	0	0	0	0.8	0.8	0.3	0.3	0.3	0.3	0.6	0.6	0.7	0.7
PHILIP MORRIS (NET)	377	377	104	104	273	273	39	39	65	65	76	76	150	150	151	151	208	208	102	102	67	67
	55.5	55.5	56.8	56.8	55.0	55.0	62.9	62.9	53.7	53.7	58.5	58.5	58.8	58.8	51.4	51.4	58.4U	58.4V	56.7U	56.7V	46.9	46.9
BASIC	131	131	34	34	97	97	15	15	19	19	32	32	48	48	51	51	66	66	34	34	31	31
	19.3	19.3	18.6	18.6	19.6	19.6	24.2I	24.2J	15.7	15.7	24.6	24.6	18.8	18.8	17.3	17.3	18.5	18.5	18.9	18.9	21.7	21.7

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

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(IF "1 OR MORE" FOR "CAMEL" AT Q.14b, CONTINUE.  
(IF "1 OR MORE" AT Q.14a AND Q.5a = "CAMEL", CONTINUE.  
OTHERWISE, SKIP TO Q.16.)

- 14f. Earlier you said that (INSERT ANSWER FROM Q.14a/b) purchase(s) were Camel. Please tell me which style(s) of Camel those purchases were for.

14f1. How many of those purchases were for Camel Turkish Gold?

14f2. How many were for Camel Turkish Jade?

14f3. How many were for Camel Turkish Royal?

14f4. How many were for Camel Exotic Blends?

14f5. (RECORD BALANCE INTO "STANDARD, CLASSIC STYLE OF CAMEL". IF NO PURCHASES LEFT, RECORD "0".)

14f1. Camel Turkish Gold:

10  
\_\_\_\_\_

14f2. Camel Turkish Jade:

00  
\_\_\_\_\_

14f3. Camel Turkish Royal:

00  
\_\_\_\_\_

14f4. Camel Exotic Blends:

23  
\_\_\_\_\_

14f5. Standard, Classic Camel style:

\_\_\_\_\_

- 14g. PURCHASE VERIFICATION: (IF MORE THAN 2 BRANDS)

Just to verify your responses, out of (INSERT ANSWER FROM Q.14a/b) Camel purchase(s),

Insert amount from Q.14f1 were for Camel Turkish Gold

Insert amount from Q.14f2 were for Camel Turkish Jade

Insert amount from Q.14f3 were for Camel Turkish Royal

Insert amount from Q.14f4 were for Camel Exotic Blends

Insert amount from Q.14f5 were for some Standard, Classic Camel style

Is this information correct? (IF NOT, HAVE INTERVIEWER GO BACK AND CHANGE INCORRECT ANSWERS.)

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

Table 75

## USUAL BRAND FROM SAMPLE

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																							
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLECTD		PRE > POST		PRE < POST		PRE - POST		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
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)		
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143		
BENSON & HEDGES	.2	.2	0	0	2	2	0	0	0	0	1	1	1	1	0	0	1	1	0	0	1	1	0	0
	0.3	0.3	0	0	0.4	0.4	0	0	0	0	0.8	0.8	0.4	0.4	0	0	0.3	0.3	0	0	0.7	0.7		
CAMBRIDGE	3	3	0	0	3	3	0	0	0	0	1	1	2	2	0	0	2	2	1	1	0	0	0	0
	0.4	0.4	0	0	0.6	0.6	0	0	0	0	0.8	0.8	0.8	0.8	0	0	0.6	0.6	0.6	0.6	0	0	0	0
MARLBORO	231	231	65	65	166	166	21	21	44	44	40	40	95	95	96	96	133	133	66	66	32	32		
	34.0	34.0	35.5	35.5	33.5	33.5	33.9	33.9	36.4	36.4	30.8	30.8	37.3	37.3	32.7	32.7	37.4U	37.4V	36.7U	36.7V	22.4	22.4		
MERIT	4	4	1	1	3	3	1	1	0	0	1	1	2	2	1	1	2	2	0	0	2	2		
	0.6	0.6	0.5	0.5	0.6	0.6	1.6I	1.6J	0	0	0.8	0.8	0.8	0.8	0.3	0.3	0.6	0.6	0	0	1.4S	1.4T		
PARLIAMENT	1	1	1	1	0	0	0	0	1	1	0	0	0	0	1	1	1	1	0	0	0	0		
	0.1	0.1	0.5E	0.5F	0	0	0	0	0.8	0.8	0	0	0	0	0.3	0.3	0.3	0.3	0	0	0	0		
VIRGINIA SLIMS	5	5	3	3	2	2	2	2	1	1	1	1	2	2	2	2	3	3	1	1	1	1		
	0.7	0.7	1.6E	1.6F	0.4	0.4	3.2	3.2	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.8	0.8	0.6	0.6	0.7	0.7		
RJ REYNOLDS (NET)	94	94	39	39	55	55	12	12	27	27	20	20	38	38	36	36	36	36	33	33	25	25		
	13.8	13.8	21.3E	21.3F	11.1	11.1	19.4	19.4	22.3	22.3	15.4	15.4	14.9	14.9	12.2	12.2	10.1	10.1	18.3Q	18.3R	17.5Q	17.5R		
DORAL	94	94	39	39	55	55	12	12	27	27	20	20	38	38	36	36	36	36	33	33	25	25		
	13.8	13.8	21.3E	21.3F	11.1	11.1	19.4	19.4	22.3	22.3	15.4	15.4	14.9	14.9	12.2	12.2	10.1	10.1	18.3Q	18.3R	17.5Q	17.5R		
OTHER	15	15	6	6	9	9	2	2	4	4	2	2	3	3	10	10	9	9	3	3	3	3		
	2.2	2.2	3.3	3.3	1.8	1.8	3.2	3.2	3.3	3.3	1.5	1.5	1.2	1.2	3.4	3.4	2.5	2.5	1.7	1.7	2.1	2.1		
OTHER	15	15	6	6	9	9	2	2	4	4	2	2	3	3	10	10	9	9	3	3	3	3		
	2.2	2.2	3.3	3.3	1.8	1.8	3.2	3.2	3.3	3.3	1.5	1.5	1.2	1.2	3.4	3.4	2.5	2.5	1.7	1.7	2.1	2.1		
FULL PRICE (NET)	311	311	79	79	232	232	27	27	52	52	58	58	123	123	130	130	178	178	83	83	50	50		
	45.8	45.8	43.2	43.2	46.8	46.8	43.5	43.5	43.0	43.0	44.6	44.6	48.2	48.2	44.2	44.2	50.0U	50.0V	46.1U	46.1V	35.0	35.0		
SAVINGS (NET)	353	353	98	98	255	255	33	33	65	65	70	70	129	129	154	154	169	169	94	94	90	90		
	52.0	52.0	53.6	53.6	51.4	51.4	53.2	53.2	53.7	53.7	53.8	53.8	50.6	50.6	52.4	52.4	47.5	47.5	52.2	52.2	62.9Q	62.9RT	S	

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

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## NO QUESTION 15.

16. Now I'm going to read you some statements and I'd like to know if you feel that statement describes any of the following brands: Marlboro, Camel, and Winston. You may feel that the statement describes only one of these brands, two of these brands or all of the brands. Give me your answers based on your impression of the brands, regardless of whether or not you have ever purchased them. Let's start with (INSERT FIRST STATEMENT). Which brand or brands does this statement describe? (RECORD ALL THAT APPLY. REPEAT THE BRANDS AS NECESSARY.) (ROTATE STATEMENTS.)

(IF RESPONDENT NAMES ONLY ONE BRAND IN RESPONSE TO THE FIRST COUPLE OF ATTRIBUTES, PROBE WITH "Any other brands?". ONCE THEY REALIZE THEY CAN NAME 1, 2, OR ALL 3 BRANDS, STOP PROBING.)

		<u>Marlboro</u>	<u>Camel</u>	<u>Winston</u>	<u>Don't Know</u>	<u>None</u>
2	Is smooth tasting .....	1	2	3	X	Y
1	Is an innovative brand, always doing new things.....	1	2	3	X	Y
7	Has a blend of Turkish and domestic tobaccos.....	1	2	3	X	Y
4	Has a sense of humor .....	1	2	3	X	Y
14	Is a slightly exotic brand .....	1	2	3	X	Y
5	Has a mellow flavor .....	1	2	3	X	Y
3	Hosts events in bars and clubs.....	1	2	3	X	Y
2 8	Is a brand you hear a lot about.....	1	2	3	X	Y
10	Is a brand that offers a variety of unique and different flavors.....	1	2	3	X	Y
11	Is a brand that does fun and interesting things.....	1	2	3	X	Y
15	For smokers who want more pleasure out of life.....	1	2	3	X	Y
6	Is harsh tasting .....	1	2	3	X	Y
3 17	Has a good overall taste.....	1	2	3	X	Y
13	Is one of the very best brands on the market.....	1	2	3	X	Y
16	Is a brand that makes a statement about who I am.....	1	2	3	X	Y
9	Has more flavor than other cigarettes .....	1	2	3	X	Y
12	Has a pleasant aftertaste.....	1	2	3	X	Y

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

Table 76

## SECOND CHOICE BRAND FROM SAMPLE

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																				OU AT PRE/ NOT UB AT POST	OU AT PRE/ UB AT POST	OU AT PRE/ NOT UB AT POST			
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF NOT COLLECTD		PRE > POST		PRE < POST		PRE = POST		OU AT PRE AND POST		OU AT PRE UB AT 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)				
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143				
SECOND CHOICE BRAND FROM SAMPLE																										
AMERICAN (NET)	1 0.1	1 0.1	0 0	0 0.2	1 0.2	1 0	0 0	0 0	0 0	0 0.8	1 0.8	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.7Q	1 0.7R			
PALL MALL	1 0.1	1 0.1	0 0	0 0.2	1 0.2	1 0	0 0	0 0	0 0	0 0.8	1 0.8	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.7Q	1 0.7R			
BAT (FORMERLY B&W) (NET)	7 1.0	7 1.0	4 2.2E	4 2.2F	3 0.6	3 0.6	1 1.6	1 1.6	3 2.5	3 2.5	2 1.5	2 1.5	1 0.4	1 0.4	4 1.4	4 1.4	1 0.3	1 0.3	0 0	0 0	6 4.2QS	6 4.2RT				
GPC	6 0.9	6 0.9	3 1.6	3 1.6	3 0.6	3 0.6	1 1.6	1 1.6	2 1.7	2 1.7	2 1.5	2 1.5	0 0	0 0	4 1.4	4 1.4	1 0.3	1 0.3	0 0	0 0	5 3.5QS	5 3.5RT				
KOOL	1 0.1	1 0.1	1 0.5E	1 0.5F	0 0	0 0	0 0	0 0.8	1 0.8	1 0	0 0	1 0.4	1 0.4	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.7Q	1 0.7R			
COMMONWEALTH (NET)	2 0.3	2 0.3	1 0.5	1 0.5	1 0.2	1 0.2	1 1.6I	1 1.6J	0 0	0 0	0 0	0 0	2 0.8	2 0.8	0 0	0 0	1 0.3	1 0.3	1 0.6	1 0.6	0 0	0 0				
USA GOLD	2 0.3	2 0.3	1 0.5	1 0.5	1 0.2	1 0.2	1 1.6I	1 1.6J	0 0	0 0	0 0	0 0	2 0.8	2 0.8	0 0	0 0	1 0.3	1 0.3	1 0.6	1 0.6	0 0	0 0				
LORILLARD (NET)	2 0.3	2 0.3	0 0	0 0	2 0.4	2 0.4	0 0	0 0	0 0	0 0	0 0	0 0	1 0.4	1 0.4	1 0.3	1 0.3	0 0	0 0	1 0.6Q	1 0.6R	1 0.7Q	1 0.7R				
MAVERICK	1 0.1	1 0.1	0 0	0 0	1 0.2	1 0.2	0 0	0 0	0 0	0 0	0 0	0 0	1 0.4	1 0.4	0 0	0 0	0 0	0 0	1 0.6Q	1 0.6R	0 0	0 0				
TRUE	1 0.1	1 0.1	0 0	0 0	1 0.2	1 0.2	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.3	1 0.3	0 0	0 0	0 0	0 0	1 0.7Q	1 0.7R				
PHILIP MORRIS (NET)	31 4.6	31 4.6	18 9.8E	18 9.8F	13 2.6	13 2.6	5 8.1	5 8.1	13 10.7	13 10.7	7 5.4	7 5.4	12 4.7	12 4.7	12 4.1	12 4.1	16 4.5	16 4.5	11 6.1U	11 6.1V	4 2.8	4 2.8				
BASIC	12 1.8	12 1.8	6 3.3E	6 3.3F	6 1.2	6 1.2	0 0	0 0	6 5.0G	6 5.0H	2 1.5	2 1.5	7 2.7	7 2.7	3 1.0	3 1.0	4 1.1	4 1.1	6 3.3Q	6 3.3R	2 1.4	2 1.4				

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

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- 17a. Camel has introduced a lot of new styles and flavors in the past couple of years. Can you tell me what Camel styles you were aware of before today's interview? (DO NOT READ LIST. RECORD ALL THAT APPLY. IF RESPONDENT MENTIONS ONE OF THE GENERAL STYLES, PROBE FOR SPECIFIC STYLE LISTED UNDER IT.)

Turkish Blends (general) .....	(1)
Turkish Gold .....	2
Turkish Jade .....	3
Turkish Royal.....	4
Exotic Blends (general) .....	(5)
Aegean Spice .....	6
Basma .....	7
Bayou Blast.....	27
Beach Breezer.....	28
Crema.....	8
Dark Mint .....	9
Izmir Stinger.....	10
Mandalay Lime .....	11
Mandarin Mint.....	12
Margarita Mixer.....	29
Rare.....	13
Twist .....	15
Standard, Classic (general).....	(16)
Non-Filters .....	17
Wides.....	18
Special Lights .....	19
Menthol.....	20
Filters/Regular .....	21
Lights .....	22
Ultra Lights.....	23
Kamel/Kamel Red .....	24
Other (Specify): .....	(25)
None/Don't know.....	26

- 17b. Prior to this interview, had you ever heard of...(READ LIST)? (SHOW LIST OF STYLES THAT WERE NOT MENTIONED IN Q.17a.) (RECORD ONE ANSWER FOR EACH STYLE.)

	Yes	No	Don't Know
a. Camel Turkish Gold (punch 2 at q.17a) .....	1	(2)	X
b. Camel Turkish Jade (punch 3 at q.17a).....	1	(2)	X
c. Camel Turkish Royal (punch 4 at q.17a) .....	1	(2)	X
d. Camel Turkish Amber (always ask this one).....	1	(2)	X
e. Camel Exotic Blends, the flavored styles that come in a tin (punch 5-15, 27-29 at q.17a).....	1	1	X
f. Camel Standard, Classic styles such as Camel Lights, Camel Filters or Camel Wides (punch 16-23 at q.17a)...	1	2	X

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

Table 76

## SECOND CHOICE BRAND FROM SAMPLE

## DORAL OCCASIONAL USER

	LAST 10 DORAL PURCHASES																								
	TOTAL		GAF AWARE		GAF NOT AWARE		GAF COLLECTED		GAF AWARE NOT COLLCTD		PRE > POST		PRE < POST		PRE - POST		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	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)			
TOTAL RESPONDENTS	679	679	183	183	496	496	62*	62*	121	121	130	130	255	255	294	294	356	356	180	180	143	143			
BENSON & HEDGES	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	1	1	0	0	1	1	0	0	0.6Q	0.6R
MARLBORO	17	17	12	12	5	5	5	5	7	7	5	5	5	5	7	7	11	11	4	4	2	2	1.4	1.4	
VIRGINIA SLIMS	2.5	2.5	6.6E	6.6F	1.0	1.0	8.1	8.1	5.8	5.8	3.8	3.8	2.0	2.0	2.4	2.4	3.1	3.1	2.2	2.2	1.4	1.4			
RJ REYNOLDS (NET)	1	1	0	0	1	1	0	0	0	0	0	0	0	0	0	1	1	1	1	0	0	0	0	0	0
CAMEL	0.1	0.1	0	0	0.2	0.2	0	0	0	0	0	0	0	0	0.3	0.3	0	0	0.3	0.3	0	0	0.6Q	0.6R	
DORAL	589	589	146	146	443	443	51	51	95	95	111	111	219	219	259	259	321	321	149	149	119	119			
WINSTON	86.7	86.7	79.8	79.8	89.3C	89.3D	82.3	82.3	78.5	78.5	85.4	85.4	85.9	85.9	88.1	88.1	90.2S	90.2T	82.8	82.8	83.2	83.2			
OTHER	5	5	2	2	3	3	1	1	1	1	1	1	1	1	0.7	0.7	2	2	2	2	2	2	1.1	1.1	
OTHER	0.7	0.7	1.1	1.1	0.6	0.6	1.6	1.6	0.8	0.8	0.8	0.8	0.8	0.8	0.7	0.7	0.6	0.6	0.6	0.6	0.6	0.6	0.7	0.7	
FULL PRICE (NET)	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
SAVINGS (NET)	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
NONE	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7	7	5	5	5	5			
	2.5	2.5	2.2	2.2	2.6	2.6	1.6	1.6	2.5	2.5	3.1	3.1	2.0	2.0	2.7	2.7	2.0	2.0	2.8	2.8	3.5	3.5			
	17	17	4	4	13	13	1	1	3	3	4	4	5	5	8	8	7								

NO Q.17c.

- 17d. Have you ever purchased...(INSERT STYLES MENTIONED IN Q.17a/b)? (CONTINUE FOR EACH STYLE MENTIONED IN Q.17a/b. RECORD ONE ANSWER FOR EACH MENTIONED STYLE.)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. Camel Turkish Gold .....	1	2	X
b. Camel Turkish Jade .....	1	2	X
c. Camel Turkish Royal.....	1	2	X
f. Camel Turkish Amber .....	1	2	X
d. Any of the Camel Exotic Blends.....	1	2	X
e. Any of the Camel Standard, Classic styles .....	1	2	X

NO Q.17e.

(IF Q.17d (a-c)=1 FOR ANY ONE STYLE OR NOT ASKED, SKIP TO Q.17g. IF ANY (a-c) STYLE ARE =2,X AND NOT=1, THEN ASK Q.17f.)

- 17f. You mentioned that you haven't purchased Camel Turkish Gold, Camel Turkish Jade or Camel Turkish Royal. Have you ever tried any of these Camel Turkish styles without actually buying them? (RECORD ONE ANSWER.)

Yes.....1  
 No .....2  
 Don't know .....X

(IF Q.17dd=1 OR NOT ASKED, SKIP TO Q.17g1. IF Q.17dd=2,x, THEN ASK Q.17g.)

- 17g. You mentioned that you haven't purchased any Camel Exotic Blend styles. Have you ever tried any of the Exotic Blend styles without actually buying them? (RECORD ONE ANSWER.)

Yes.....1  
 No .....2  
 Don't know .....X

(IF Q.17de=1 OR NOT ASKED, SKIP TO Q.17h. IF Q.17de=2,x, THEN ASK Q.17g1.)

- 17g1. You mentioned that you haven't purchased any Camel Standard, Classic styles. Have you ever tried any of the Camel Standard, Classic styles without actually buying them? (RECORD ONE ANSWER.)

Yes.....1  
 No .....2  
 Don't know .....X

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ATTRIBUTE RATINGS--EXCEL CIGARETTES:  
 \* AMOUNT OF MENTHOL TASTE \*

		ATTRIBUTES																		PSUEDO PURCHASE										
		MALES						FEMALES						AGE						FLAVOR		CONCEPT PURCHASE INTEREST		CONCEPT IMPORTANCE						
		TO-TAL	TO-TAL	21-34	35-49	50+	TO-TAL	TO-TAL	21-34	35-49	50+	21-34	35-49	50+	NON-MEN-THOL	MEN-THOL	TOP BOX	TOP 2 BOX	TOP 3 BOX	TOP DAY	BUY CEL	ONE EX-CEL	EX-BRA-ND	TOP CEL	TOP 2 BOX	TOP 3 BOX				
BASE: MENTHOL SMOKERS		A 176	B 78	C 26	D 33	E 20	F 98	G 33	H 39	I 26	J 59	K 72	L 46	M -	N 176	O 38	P 128	Q 49	R 90	S 54	T 92	U 84								
	UNWEIGHTED BASE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
RATED 1-2 (NET)		20 11%	11 14%	2 8%	5 15%	4 20%	9 9%	1 3%	4 10%	3 12%	4 7%	9 13%	7 15%	-	20 11%	6 16%	14 11%	5 10%	9 4%	2 10%	10 11%	10 12%								
1 - NO MENTHOL TASTE AT ALL		12 7%	8 10%	2 8%	2 6%	4 20%	4 4%	-	2 5%	1 4%	2 3%	5 7%	6 13%	-	12 7%	4 11%	8 6%	4 8%	5 6%	1 2%	5 5%	7 8%								
2		8 5%	4 5%	1 4%	3 9%	-	5 5%	1 3%	2 5%	1 4%	2 3%	5 7%	1 2%	-	8 5%	2 5%	6 5%	2 4%	4 4%	1 2%	5 5%	3 4%								
3		20 11%	11 14%	1 4%	5 15%	4 20%	9 9%	4 12%	4 10%	1 4%	1 8%	5 13%	9 13%	-	20 11%	2 5%	13 10%	13 14%	7 7%	6 4%	2 9%	8 14%	12 14%							
4		50 28%	23 29%	9 35%	7 21%	6 30%	27 28%	10 30%	12 31%	5 19%	19 32%	20 28%	11 24%	-	50 28%	12 32%	33 26%	17 35%	25 28%	17 31%	23 25%	27 32%								
5		39 22%	16 21%	6 23%	8 24%	2 10%	23 23%	5 15%	10 26%	8 31%	11 19%	18 25%	10 22%	-	39 22%	9 24%	29 23%	9 18%	25 28%	17 31%	22 24%	17 20%								
RATED 6-7 (NET)		48 27%	17 22%	7 27%	7 21%	3 15%	31 32%	13 39%	9 23%	9 35%	21 36%	16 22%	12 26%	-	48 27%	9 24%	38 30%	10 20%	26 29%	16 30%	30 33%	18 21%								
6		34 19%	13 17%	6 23%	4 12%	3 15%	21 21%	8 24%	6 15%	7 27%	13 22%	10 14%	11 24%	-	34 19%	5 13%	28 22%	7 14%	19 21%	11 20%	22 24%	12 14%								
7 - AN EXTREME AMOUNT OF MENTHOL TASTE		14 8%	4 5%	2 8%	3 9%	-	9 9%	6 18%	3 8%	1 4%	7 12%	5 7%	1 2%	-	14 8%	4 11%	10 8%	3 6%	7 8%	5 9%	8 9%	6 7%								
DON'T KNOW/NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
SIGMA N		176 100%	78 100%	26 100%	33 100%	20 100%	98 100%	33 100%	39 100%	26 100%	59 100%	72 100%	46 100%	-	176 100%	38 100%	128 100%	49 100%	90 100%	54 100%	92 100%	84 100%								

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- 17h. Now I'd like to ask how likely you are to buy different kinds of Camel cigarettes. First, how likely are you to buy some style of Camel Turkish cigarettes for your own use in the future? Would you say that you...(READ LIST)? (RECORD ONE ANSWER.)

(DO NOT READ)      Definitely will buy.....1  
                        Probably will buy .....2  
                        Might or might not buy.....3  
                        Probably will not buy .....4  
                        or, Definitely will not buy them in the future .....5  
                        Don't know .....X

- 17i. How likely are you to buy some style of Camel Exotic Blend cigarettes for your own use in the future? Would you say that you...(READ LIST)? (RECORD ONE ANSWER.)

(DO NOT READ)      Definitely will buy.....1  
                        Probably will buy .....2  
                        Might or might not buy.....3  
                        Probably will not buy .....4  
                        or, Definitely will not buy them in the future .....5  
                        Don't know .....X

- 17j. How likely are you to buy some standard, classic Camel style for your own use in the future? Would you say that you...(READ LIST)? (RECORD ONE ANSWER.)

(DO NOT READ)      Definitely will buy.....1  
                        Probably will buy .....2  
                        Might or might not buy.....3  
                        Probably will not buy .....4  
                        or, Definitely will not buy them in the future .....5  
                        Don't know .....X

- 17k. Of the three kinds of Camel, which is best described as "more indulgent"? (READ LIST.) (RECORD ONE ANSWER.)

(DO NOT READ)      The Turkish styles .....1  
                        The Exotic Blend styles .....2  
                        or, The standard, classic Camel styles .....3  
                        Don't know .....X

- 17l. Of the three kinds of Camel, which is the most "mellow tasting"? (READ LIST.) (RECORD ONE ANSWER.)

(DO NOT READ)      The Turkish styles .....1  
                        The Exotic Blend styles .....2  
                        or, The standard, classic Camel styles .....3  
                        Don't know .....X

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EXCEL CONCEPT/PRODUCT TEST DAC #2513  
 BIAD# 96-14110  
 DENNIS & COMPANY, INC. JAN/FEB., 1997

TABLE 26 QUESTION - 17

ATTRIBUTE RATINGS--EXCEL CIGARETTES:  
 \* AMOUNT OF MENTHOL TASTE \*

	MALES	FEMALES	AGE	FLAVOR	PSUEDO PURCHASE												CONCEPT PURCHASE INTEREST	BUY	ONE	CONCEPT IMPORT- TANCE																													
					TO- TAL			TO- TAL			21- 34			21- 49			35- 50+			TOP THOL			TOP THOL			TOP BOX			TOP BOX			TOP DAY			TOP CEL			TOP ND			TOP EX-			TOP CEL			TOP BOX		
BASE: MENTHOL SMOKERS	A 176 100%	B 78 100%	C 26 100%	D 33 100%	E 20 100%	F 98 100%	G 33 100%	H 39 100%	I 26 100%	J 59 100%	K 72 100%	L 46 100%	M -	N 176 100%	O 38 100%	P 128 100%	Q 49 100%	R 90 100%	S 54 100%	T 92 100%	U 84 100%																												
MEAN RATING	4.45	4.19	4.62	4.18	3.50	4.65	4.88	4.44	4.65	4.76	4.32	4.15	-	4.45	4.37	4.50	4.22	4.62	4.83	4.62	4.26																												
S.D.	1.52	1.58	1.31	1.66	1.64	1.47	1.52	1.39	1.52	1.46	1.53	1.67	-	1.52	1.66	1.58	1.51	1.44	1.32	1.52	1.51																												
S.E.	.11	.17	.25	.28	.36	.14	.26	.22	.30	.19	.18	.24	-	.11	.27	.13	.21	.15	.17	.15	.16	t																											
	Cd	B	E						J	J			M																																				

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- 17m. Of the three kinds of Camel, which has the "richest tobacco taste"? (READ LIST.) (RECORD ONE ANSWER.)

The Turkish styles.....  
The Exotic Blend styles.....  
or, The standard, classic Camel styles .....3  
**(DO NOT READ)** Don't know .....

- 18a. By chance, did you receive two free packs of Camel from a Camel representative in a bar or nightclub in the past 6 months or so? (RECORD ONE ANSWER.)

Yes.....  
No .....

Don't know .....

- 18b. Which style or styles of free Camel packs did you receive from the Camel representative? (DO NOT READ LIST. RECORD ALL THAT APPLY. IF RESPONDENT MENTIONS ONE OF THE GENERAL STYLES, PROBE FOR SPECIFIC STYLE LISTED UNDER IT, INCLUDING CLASSIC.) (ONLY CODE "DK" IF RESPONDENT CANNOT REMEMBER ANY STYLE THEY WERE GIVEN.)

Turkish Blends (general).....1

Turkish Gold .....2

Turkish Jade .....3

Turkish Royal.....4

Exotic Blends (general).....5

Aegean Spice .....6

Basma .....7

Crema.....8

Dark Mint .....9

Izmir Stinger.....10

Mandalay Lime .....11

Mandarin Mint.....12

Rare.....13

Twist .....15

Standard, Classic (general).....16

Non-Filters .....17

Wides.....18

Special Lights .....19

Menthol.....20

Filters/Regular .....21

Lights .....22

Ultra Lights.....23

Other (Specify).....24

Don't know .....

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EXCEL CONCEPT/PRODUCT TEST DAC #2513  
BIAD# 96-14110  
DENNIS & COMPANY, INC. JAN/FEB, 1997

TABLE 27 QUESTION - 17

ATTRIBUTE RATINGS--EXCEL CIGARETTES:  
\* MENTHOL TASTE VS. TOBACCO TASTE \*

		PSUEDO PURCHASE																		CONCEPT IMPORTANCE			
		CONCEPT PURCHASE INTEREST										BUY ONE EX- BRA- BOT-											
		MALES					FEMALES					AGE					FLAVOR		TOP 2 BOX		BOT-EX-CEL		CONCEPT IMPORTANCE
		TO-TAL	TO-TAL	21-34	35-49	50+	TO-TAL	TO-TAL	21-34	35-49	50+	21-34	35-49	50+	NON-MEN-THOL	MEN-THOL	TOP BOX	2 BOX	TOP BOX	3 BOX	TOP BOX	2 BOX	
BASE: MENTHOL SMOKERS		A 176	B 78	C 26	D 33	E 20	F 98	G 33	H 39	I 26	J 59	K 72	L 46	M -	N 176	O 38	P 128	Q 49	R 90	S 54	T 92	U 84	
	UNWEIGHTED BASE	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	100%		
RATED 1-2 (NET)		17 10%	12 15%	3 12%	6 18%	3 15%	5 5%	1 3%	2 5%	2 8%	3 5%	8 11%	5 11%	-	17 10%	4 11%	12 9%	5 10%	9 10%	3 6%	8 9%	9 11%	
1 - MORE TOBACCO TASTE THAN MENTHOL TASTE		9 5%	7 9%	2 8%	3 9%	1 5%	2 2%	-	-	1 4%	2 3%	4 6%	2 4%	-	9 5%	2 5%	5 4%	3 6%	4 4%	2 4%	4 4%	4 5%	
2		8 5%	4 5%	-	3 9%	1 5%	4 4%	1 3%	2 5%	1 4%	1 2%	5 7%	2 4%	-	8 5%	2 5%	7 5%	2 4%	5 6%	2 4%	4 4%	4 5%	
3		25 14%	8 10%	3 12%	2 6%	3 15%	17 17%	4 12%	7 18%	6 23%	7 12%	9 13%	9 20%	-	25 14%	5 13%	18 14%	8 16%	10 11%	4 7%	13 14%	12 14%	
4		55 31%	26 33%	8 31%	8 24%	10 50%	29 30%	9 27%	13 33%	7 27%	17 29%	21 29%	16 35%	-	55 31%	10 26%	37 29%	18 37%	26 29%	17 31%	29 32%	26 31%	
5		37 21%	13 17%	5 19%	6 18%	3 15%	24 24%	9 27%	5 13%	10 38%	14 24%	10 14%	13 28%	-	37 21%	7 18%	30 23%	7 14%	25 28%	17 31%	21 23%	16 19%	
RATED 6-7 (NET)		43 24%	19 24%	7 27%	10 30%	1 5%	24 24%	10 30%	12 31%	1 4%	17 29%	23 29%	16 4%	-	43 24%	12 32%	31 24%	12 24%	21 23%	13 24%	21 23%	21 25%	
6		30 17%	15 19%	5 19%	9 27%	1 5%	15 15%	6 18%	8 21%	1 4%	11 19%	17 24%	2 4%	-	30 17%	9 24%	21 16%	9 18%	15 17%	11 20%	15 16%	15 18%	
7 - MORE MENTHOL TASTE THAN TOBACCO TASTE		13 7%	4 5%	2 8%	1 3%	-	9 9%	4 12%	5 13%	-	6 10%	6 8%	-	-	13 7%	3 8%	10 8%	2 4%	5 6%	2 4%	6 7%	6 7%	
DON'T KNOW/NO ANSWER		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

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- 18c. Now please think about anything you received from Camel in the mail. In the past 3 months, do you recall receiving any brochures, coupons or any free product in the mail, an email, or anything else that you received directly from the Camel brand? (RECORD ONE ANSWER.)

Yes ..... 1 (CONTINUE.)  
No ..... 2 (SKIP TO Q.19.)  
Don't know ..... X

- 18d. What did you receive from Camel in the past 3 months? (RECORD ALL THAT APPLY.)

Brochure ..... 1  
Coupons ..... 2  
~~Free pack(s) in the mail~~ ..... 3  
~~An email~~ ..... 5  
~~A mailer / envelope / boxes~~ ..... 6  
~~Other items (SPECIFY)~~ ..... 7  
Don't know ..... X

19. Do you feel that the Camel brand is...(READ LIST) from other brands on the market? (RECORD ONE ANSWER.)

Extremely different ..... 1  
Very different ..... 2  
Somewhat different ..... 3  
Not very different ..... 4  
or, Not at all different ..... 5  
(DO NOT READ) Don't know ..... X

- (IF Q.18a=1, ASK Q.20. OTHERWISE, SKIP TO Q.21.)  
20. As a result of your talking to the Camel representative in the bar about the different kinds of Camel, would you say your opinion of the Camel brand has...(READ LIST)? (RECORD ONE ANSWER.)

Improved ..... 1  
Worsened ..... 2  
or, Not changed ..... 3  
(DO NOT READ) Don't know ..... X

21. How much do you like the Camel brand? Do you... (READ LIST)? (RECORD ONE ANSWER.)

Like it a lot ..... 1  
Like it a little ..... 2  
Neither like it nor dislike it ..... 3  
Dislike it a little ..... 4  
Or, Dislike it a lot ..... 5  
(DO NOT READ) Don't know ..... X

EXCEL CONCEPT/PRODUCT TEST DAC #2513  
BIAD# 96-14110  
DENNIS & COMPANY, INC. JAN/FEB, 1997

TABLE 27 QUESTION - 17

ATTRIBUTE RATINGS--EXCEL CIGARETTES:  
\* MENTHOL TASTE VS. TOBACCO TASTE \*

	TO- TAL	TO- TAL	MALES			FEMALES			AGE			FLAVOR			PSUEDO PURCHASE			CONCEPT PURCHASE INTEREST			CONCEPT WORLD IMPORT- ANCE		
			21-	35-	50+	21-	35-	50+	21-	35-	50+	NON- MEN- THOL	MEN- THOL	TOP BOX	TOP BOX	TOP BOX	BOT- TOP DAY	EX- CEL CEL	BRA- ND	ONE TO- EX- CEL	TOP 2	TOM 3	BOT- TOP BOX
			A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: MENTHOL SMOKERS			176	78	26	33	20	98	33	39	26	59	72	46	-	176	38	128	49	90	54	92	84
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
SIGMA N			176	78	26	33	20	98	33	39	26	59	72	46	-	176	38	128	49	90	54	92	84
			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
MEAN RATING			4.39	4.22	4.42	4.24	3.70	4.53	4.79	4.62	4.04	4.63	4.44	3.89	-	4.39	4.55	4.42	4.22	4.47	4.57	4.38	4.39
S.D.			1.45	1.54	1.59	1.75	1.26	1.35	1.35	1.41	1.21	1.46	1.60	1.25	-	1.45	1.56	1.47	1.52	1.36	1.33	1.45	1.49
S.E.			.11	.17	.31	.30	.28	.13	.23	.22	.23	.19	.18	.18	-	.11	.25	.13	.21	.14	.18	.15	.16
			c	b											GH				JK		M		

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22. And finally, just for classification purposes, what was the last grade of school you completed?  
(DO NOT READ LIST. RECORD ONE ANSWER.)

- |  |   |
|--|---|
| Some high school or less .....   | 1 |
| Completed high school.....   | 2 |
| Some college .....   | 3 |
| Completed college .....  | 4 |
| Graduate school.....   | 5 |
| Some other education beyond high school<br>(business, technical, nursing, etc.)..... | 6 |
| <b>(DO NOT READ)</b> Refused.....  |   |

23.(PROGRAMMER: COMPARE Q.4a TO Q.5a. CODE AS "SAME", "DIFFERENT", "OTHER".)

THANK RESPONDENT FOR THEIR PARTICIPATION.

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EXCEL CONCEPT/PRODUCT TEST DAC #2513  
 BIAD# 96-14110  
 DENNIS & COMPANY, INC. JAN/FEB, 1997

TABLE 28 QUESTION - 17

ATTRIBUTE RATINGS--IDEAL BRAND:  
 \* STRENGTH \*

	PSUEDO PURCHASE																								CONCEPT PURCHASE INTEREST	BUY	ONE BRA- ND =	TOP EX- CEL DAY	TOP CEL BOX	TOP TOM BOX				
	MALES												FEMALES																					
	TO-TAL	TO-TAL	21-34	35-49	50+	TO-TAL	TO-TAL	21-34	35-49	50+	21-34	35-49	50+	NON-MEN-THOL	MEN-THOL	TOP-BOX																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z								
BASE: TOTAL RESPONDENTS	652	339	131	130	78	313	117	105	91	248	235	169	476	176	140	472	181	291	176	343	310	100%	100%	100%	100%	100%	100%	100%	100%	100%				
UNWEIGHTED BASE	652	317	130	148	39	335	129	155	51	259	303	90	357	295	129	462	190	281	169	334	318	100%	100%	100%	100%	100%	100%	100%	100%	100%				
RATED 1-2 (NET)	135	65	20	25	20	70	26	24	19	46	49	40	96	38	32	100	35	70	41	72	63	21%	19%	15%	19%	26%	22%	23%	21%	20%				
1 - NOT STRONG TASTING AT ALL	68	31	9	14	7	38	18	7	12	27	22	20	47	21	19	52	16	38	21	41	27	10%	9%	7%	11%	9%	12%	13%	11%	9%				
2	67	35	11	10	13	32	8	17	7	19	27	20	50	17	14	48	19	32	21	31	35	10%	10%	8%	8%	17%	10%	11%	10%	10%				
3	117	60	29	15	17	57	16	18	23	45	33	39	83	34	30	83	34	61	39	60	57	18%	18%	22%	12%	22%	18%	19%	21%	18%				
4	191	98	41	48	10	92	41	30	21	82	78	31	144	47	34	132	58	76	52	97	94	29%	29%	31%	37%	13%	29%	33%	30%	30%				
5	122	69	22	30	17	52	21	20	12	43	50	29	90	31	22	92	30	51	30	63	59	19%	20%	17%	23%	22%	17%	19%	18%	19%				
RATED 6-7 (NET)	88	46	19	13	15	42	13	12	16	32	25	31	62	26	22	64	24	34	14	51	38	13%	14%	15%	10%	13%	12%	13%	12%	12%				
6	69	32	13	9	11	37	10	10	16	23	19	27	50	18	14	50	19	25	10	40	28	11%	9%	10%	12%	11%	10%	11%	10%	9%				
7 - EXTREMELY STRONG TASTING	19	14	6	4	4	5	3	2	-	9	6	4	12	7	8	14	6	9	4	10	9	3%	4%	3%	3%	3%	3%	3%	3%	3%				
DON'T KNOW/NO ANSWER	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
SIGMA N	652	339	131	130	78	313	117	105	91	248	235	169	476	176	140	472	181	291	176	343	310	100%	100%	100%	100%	100%	100%	100%	100%	100%				

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~~There will be no pre post - just cont test  
by batch.~~

~~17a~~ ✓ other & new need to be separated from  
std list not part of

~~17d~~ add new punches here. I put in 28 in  
(17a + didn't set 17dd, in programming)

~~17e~~ ✓ press meter to wantime  
misspell

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