

- Now CC - Magazine Selection Analysis

Compositional Indices

Primary

1. Females 35+ ?
2. Female Smokers 35+
3. Females 35+ who Smoke Very Low or Ultra Low Tar Cigs.

Additional

4. Female Smokers 35+ with some college
5. Females 18-34 (or comparison)

Selection Process

I. Weighted index:

20% Females 35+ (#1 above)

40% @ #2 and #3 above

- eliminated < 100 Wtd index

II. Eliminated basis w/ < 100 index #4 above

e.g.

Wtd Index

Index - Fem. 35+ Smokers, Some College

Star 119

→ 62

Soap Op. Digest 134

→ 62

now vs. coll
low vs. coll
no vs. coll
college

III If 18-34 Index Higher Than 35+, looked at actual % Compositions, which higher < 34 or 35+?

e.g.

% 18-34 F

% 35+ F

Wt. Watchers

68%

21%

= delete

Nat'l. Enquirer

29%

→

34%

= Keep

1001 Horse Ides

33%

→

45%

= Keep