

MEMORANDUM

October 14, 1975

TO: R.A. ~~PITTMAN~~
cc: J.W. Groome
V.C. Broach
D.L. Broecker
P.B. McKeown ✓
W.L. Schermerhorn
M.O. Willson

Kool
FAB
UFil

HARD BOX AND SOFT PACK
USAGE AND DEMOGRAPHICS
(PROJECT #1975-61)

BACKGROUND

To determine box usage and demographic differences, if any, between smokers who purchased their cigarette brand in a hard box versus a soft pack, data was drawn from Wave 18 of the National Brand Switching Study conducted in May, 1975 (Project #1975-61). The sample consisted of about 1300 hard box users and 13,500 soft pack users. Similar data was obtained from Wave 16 conducted in May, 1974 (Project #1974-93) and Wave 12 conducted in May, 1972 (Project #1972-72).

Since the sample from the Brand Switching Study is predominantly White smokers (Wave 18 contained 2.5% Blacks), this data will be used to describe "White" hard box and soft pack users. For Black smokers, box usage data was drawn from the recent Black Smokers Study (#1975-60) conducted in May, 1975 among about 1000 Black smokers. Because the number of Black box users in the sample was small, demographic data on Black box versus soft pack users has not been included.

CONCLUSIONS

1. Relative to the May, 1974 study, the current study shows no significant changes in either box usage or demographics on box versus soft pack users.

66903 9 1 1 8