

Lorillard

MEMORANDUM

February 4, 1985

TO: T. H. Mau
FROM: L. R. Goldstein✓
RE: SATIN

The following is in response to your questions regarding:

- . Satin's source of business
- . The proportion of Lo-fi and Low Tar triers who converted to Satin

Satin's Source of Business

The breakdown of Satin's source of business is primarily Low Tar (43%), followed by Lo-fi (32%), and ULT (20%). Since the base size of those who switched to Satin during the past two years is rather small, no particular brands, aside from Marlboro Lights, stand out as a source of business for Satin.

(Table 1)

Conversion

There is no in-house data which directly address the proportion of Lo-fi and Low Tar triers of Satin who converted to the brand. However, by examining the Switching Study and Corporate AAU during the same time frame, it can be concluded that conversion occurs in roughly the same proportions among Lo-fi and Reduced Tar (Low Tar and ULT) smokers. Roughly two-thirds of trial (67%) and conversion (63%) is from Reduced Tar smokers. Approximately three out of ten triers (24%) and converters (32%) are from Lo-fi brands.

(Tables 1 & 2)

If you have any questions, please call.

Laura
L. R. G.

/be

cc: M. K. Capra
S. T. Jones
M. A. Kayiatos
I. J. Staub

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