

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Alex Aliksanyan  
FROM: Shari Teitelbaum  
SUBJECT: **Bristol Smoker Review**

DATE: August 21, 1991

The attached charts provide an overview of Bristol's smoker share and profile over the six months ending June 1991. The brand's smoker share was 0.6% during this time period (Page 1). This is lower than Bristol's 1.1% share of all packs purchased in the past week, indicating that Bristol is purchased as an alternate brand quite often.

Awareness, trial and purchase of sub-generic brands data indicate that smokers are most aware of Montclair and Raleigh Extra; however, Bristol, Pyramid and Montclair have the highest levels of trial and purchase (Page 1).

A comparison of Bristol to smokers of other sub-generics (Montclair, Misty, Raleigh Extra and Pyramid) shows that Bristol smokers are more likely to be male, lower income, less educated and reside in C counties than their sub-generic counterparts (Page 2). In terms of consumption behavior, they are heavier smokers, purchase both by the carton and pack and buy their cigarettes in supermarkets/grocery stores (Page 3). In addition, Bristol purchasers are younger than both Bristol and other sub-generic smokers; however, many of these young purchasers do not convert.

A key finding is that more of Bristol's regular smokers than other sub-generic smokers previously smoked price/value brands, **especially store brands/black & whites (Page 4)**. Six percent of Bristol's smokers previously smoked store brands, compared to only 1.6% for other sub-generics, indicating that price-conscious smokers are attracted to Bristol's everyday low price positioning. Bristol also gets a disproportionate share of smokers of RJR, American and Liggett brands. PM-USA is underrepresented among Bristol smokers with a 34.9% share vs. an overall smoker share of 43.9% for the same period (Page 4).

If you have any questions or require any additional information, please let me know.

Attachments

cc: D. Beran  
J. Isaacs  
C. Levy  
A. Lopez  
R. Mikulay

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