

NEWSPAPER MENTHOL SCORES MARKET FACTS

Brand Belair Project No. 1971-142
 Title "Savings Club" Code No. R/BN-71-12
 Type of Ad 1000 line, 2-color ROP Sample 292 Menthol Smokers
 Newspaper (Date) New Orleans STATES-ITEM/TIMES-PICAYUNE; Columbus CITIZEN JOURNAL/DISPATCH
San Diego UNION/TRIBUNE; Buffalo COURIER EXPRESS/NEWS, August 17, 1971

TEST AD SCORES

	PM6	PROVED	RECALL
Overall	Score <u>1.6</u> Base <u>(208)</u>		<u>5</u>

City	PM6	PROVED	RECALL
1. New Orleans	<u>1.6</u>	<u>3</u>	<u>3</u>
2. Columbus	<u>1.6</u>	<u>0</u>	<u>0</u>
3. San Diego	<u>1.6</u>	<u>7</u>	<u>7</u>
4. Buffalo	<u>1.6</u>	<u>12</u>	<u>12</u>

Sex	PM6	PROVED	RECALL
Male	<u>2.2</u> (93)	<u>5</u>	<u>5</u>
Female	<u>0.9</u> (115)	<u>6</u>	<u>6</u>

Age	PM6	PROVED	RECALL
Under 25	<u>1.6</u>	<u>3</u>	<u>3</u>
25 - 34	<u>1.6</u>	<u>3</u>	<u>3</u>
35 - 44	<u>1.6</u>	<u>3</u>	<u>3</u>
45 and over	<u>1.6</u>	<u>3</u>	<u>3</u>
Under 35	<u>1.8</u> (114)	<u>4</u>	<u>4</u>
35 and over	<u>1.1</u> (94)	<u>7</u>	<u>7</u>

SMOKING INCIDENCE

Regular	<u>1.6</u>	<u>3</u>	<u>3</u>
Occasional	<u>1.6</u>	<u>3</u>	<u>3</u>

(Number of
Qualified
Respondents)

(208) (232)

OTHER ADS TESTED

PROVED
RECALL

San Diego
 Security Pacific Bank (1500 line, b&w) 3
 Ortho Mattresses (1250 line, b&w) 12
 Ancient Age Bourbon (580 line, b&w) 3
 Medical-Surgical-Nurse-Plan (1 page, 2-color) 10
 Buffalo
 American Airlines¹ (1000 line, b&w) 8
 Joe Urbank Transmissions (140 line, b&w) 10
 Kissing Bridge Resort (140 line, b&w) 3

COMMENTS:

¹ Evening only base .88