

Please draw a cross section of your target population  
 and, for the sake of this exercise, rank the  
 following characteristics of your target population  
 which you select from the list below in order of  
 whether or not they apply to your target population.

Modern/up to date.....	Wants a lot of flavor.....
Behind the times.....	Wants low tar/nicotine.....
Wants a strong character.....	Wants a mild character.....
Wants a good flavor.....	Wants good health.....
Middle income..... 1	Some college education..... 1
Low income..... 2	No college education..... 2
White collar worker.....	Wants cigarette brand.....
Blue collar worker..... 2	Wants little flavor..... 2
Upper class..... 1	Cautious..... 1
Middle class..... 2	Daring..... 2
Wants average tar/nicotine..... 1	Sophisticated..... 3
Wants low tar/nicotine..... 2	Natural..... 2
	Very health conscious..... 1
	Somewhat health conscious... 2

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