

• Modern up to date
• Behind the times
• Wants a strong cigarette
• Wants a good filter

Modern up to date.....	Wants a lot of flavor.....
Behind the times.....	Wants low tar/nicotine.....
Wants a strong cigarette.....	Wants a good filter.....
Wants average tar/nicotine.....	Some college education.....
Wants low tar/nicotine.....	No college education.....
High collar workers.....	Want's average flavor.....
High collar workers.....	Wants little flavor.....
Upper class.....	Cautious.....
Middle class.....	Boring.....
Wants average tar/nicotine.....	Sophisticated.....
Wants low tar/nicotine.....	Natural.....
	Very health conscious.....
	Somewhat health conscious... 2

77917 3718