

MAGAZINE RECALL TEST OF THE REAL AD - MRD 78-0822
TABLE 1

PROVED RECALL OF CIGARETTE ADS BY AGE AND SEX

Post

News. 9/14/78

	TOTAL SAMPLE	MEN	WOMEN	YOUNGER ADULTS	OLDER ADULTS	MEN YOUNGER ADULTS	MEN OLDER ADULTS	WOMEN YOUNGER ADULTS	WOMEN OLDER ADULTS
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(SAMPLE BASE)	(210)	(101)	(109)	(107)	(103)	(56)	(45)	(51)	(58)
REAL-1P4C-TI-HF									
(BUGGY/REVISED POSTER)	17.6	21.8	13.8	17.8	17.5	19.6	24.4	15.7	12.1

MARLBORO-1P4C-IFC-FM									
(HAND WITH TATTOO)	35.7	40.6	31.2	36.4	35.0	46.4	33.3	25.5	36.2
VIRGINIA SLIMS-1P4C-P.26-FM									
(WOMAN/CLOCK)	29.0	18.8	39.5	29.0	29.1	17.9	20.0	41.2	36.2
WINSTON-1P4C-IBC-FM									
(MAN/TENNIS CLOTHES)	23.3	18.8	27.5	21.5	25.2	17.9	20.0	25.5	29.3
TRUE-1P4C-P.40-HF									
(UNEXPECTED TASTE/ BLUE & GREEN NUVRERS)	9.0	8.9	9.2	11.2	6.8	10.7	6.7	11.8	6.9
MORE-1P4C-P.59-FM									
(WE OFFER YOU MORE)	8.1	5.0	11.0	10.3	5.8	7.1	2.2	13.7	8.6

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