

TRIAL AND USAGE  
 POLITZ PRODUCT TEST #1  
 JUNE 22 THROUGH JULY 12, 1966

*not used  
 samples not  
 representative*

	TOTAL	SEX		AGE		EDUCATION		OCCUPATION		INCOME		RACE	
		MALE	FEMALE	UNDER 35	35 AND OVER	HIGH SCHOOL OR LESS	COLLEGE OR MORE	WHITE COLLAR	BLUE COLLAR	\$6,000 OR LESS	\$6,001 OR MORE	WHITE	NON WHITE
<u>SMOKED IN PAST 30 DAYS</u>													
LUCKY STRIKE FILTER	2.5	4.1	1.2	1.8	3.0	3.0	.8	1.3	5.0	2.2	2.9	2.7	1.9
PALL MALL FILTER	3.4	3.1	3.7	3.8	3.2	3.6	2.9	1.3	5.7	3.3	3.6	3.6	2.9
TAREYTON	.6	.8	.4	1.2	.2	.6	.4	.4	1.1	.8	.2	.3	1.4
<u>SMOKED IN PAST YEAR</u>													
LUCKY STRIKE FILTER	14.7	19.1	11.2	13.5	15.5	15.0	13.8	14.7	17.9	16.9	13.2	13.8	17.6
PALL MALL FILTER	23.7	23.7	23.8	25.0	22.9	24.9	20.5	20.4	28.2	27.5	22.1	21.4	31.0
TAREYTON	12.7	12.0	13.2	13.8	11.9	10.6	18.4	16.4	11.8	10.1	14.3	12.6	12.9
<u>SMOKED MOST OFTEN</u>													
LUCKY STRIKE FILTER	4.0	5.1	3.1	3.5	4.3	3.8	4.6	5.8	3.8	4.9	3.2	2.7	8.1
PALL MALL FILTER	9.5	11.2	8.1	8.8	9.9	10.7	5.9	6.2	14.9	13.9	6.5	6.7	18.1
TAREYTON	5.0	4.8	5.2	4.4	5.4	4.1	7.5	6.7	5.3	2.7	6.7	5.8	2.4

SEPTEMBER 13, 1966

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	<u>CONSUMPTION</u>		<u>GEOGRAPHIC REGION</u>		
	<u>1-7 PACKS A WEEK</u>	<u>8 PACKS OR MORE A WEEK</u>	<u>BIRMINGHAM</u>	<u>CHICAGO</u>	<u>SAN FRANCISCO</u>
<u>SMOKED IN PAST 30 DAYS</u>					
LUCKY STRIKE FILTER	1.2	3.8	4.3	.4	2.7
PALL MALL FILTER	2.5	4.3	4.0	3.2	3.1
TAREYTON		.9	1.0	.4	.3
<u>SMOKED IN PAST YEAR</u>					
LUCKY STRIKE FILTER	13.1	16.4	19.4	8.9	15.6
PALL MALL FILTER	20.7	27.0	31.1	13.5	26.1
TAREYTON	11.7	13.7	9.0	9.2	19.7
<u>SMOKED MOST OFTEN</u>					
LUCKY STRIKE FILTER	3.3	4.5	7.0	1.8	3.1
PALL MALL FILTER	9.2	9.9	18.7	3.2	6.1
TAREYTON	4.9	5.2	3.7	5.3	6.1

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