

DATE May 2, 1984

MARKET RESEARCH PROJECT APPROVAL
(To be filled out by Marketing Research Department)

PRODUCT Newport PROJECT Ethnic
TITLE Exploratory Research JOB # 5543/484

Research Design (N, Cells, Eligibility, Design, Key Banner Breaks, Methodology, Cities)

total of 12 focus groups will be done among smokers 18-30 years of age, who smoke 10+ cigarettes per day. Groups will be balanced by sex

8-Hispanic groups: 4 in L.A. - (2 among menthol; 2 among non-menthol)
4 in NYC - (2 among menthol; 2 among non-menthol)

2-Black groups: in L.A. - among menthol smokers

2-Black groups: in Atlanta " " "

Hispanic screener and groups will be conducted in Spanish with English translation.

Key Criteria For Analysis

Hispanics - Exploratory research to understand Hispanic smokers' behavior, attitudes, lifestyles, perceptions of key brands' imagery, reactions to Hispanic advertising as it relates to their smoking

Blacks - To fine-tune specific areas of concern as it relates to Newport Black advertising advertising approach/model/situation)

Research Limitations

These groups are exploratory in nature and should be used as directional information only.

Cost Estimate \$46,000.00

Research Firm *See Below

+ - 10% Contingency Yes X No
Final Report Inc. Yes X No

Prepared by: E. F. DeLaura *EF*

Incidence 2%

Length Int. 2 hours per group

Approved by:

Open Ends none

Banners none

S. J. S. / 5/9
Marketing Research Director

Topline w/o 6/12

[Signature]
Product Manager

Final w/o 6/25

[Signature]
Group Product Manager

*Moderator: Eda Almiron Bilingual Research-\$22,000
Manuel Robonsin-\$10,000
*Facilities: Juarez & Associates-\$10,000
Joyner Hutchenson-\$4,000
Conference Center \$1,250

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