

Salem Ad Test - KBA Recruits

Is The Advertising Engaging?

Within Select Urban Areas, there are no differences between KBA Recruits and Others.

(See Table Page 1)

What Is Being Communicated?

While both groups tend to rate MVP higher than SI on MVP items within Select Urban, KBA Recruits are more likely to award higher scores to SI on Innovations items than are Non-KBA respondents. This is particularly evident on image/attitude ratings, including:

- always looking to improve;
- led by someone with smokers interests;
- brand that knows what smokers want;
- brand cares about smokers;
- a company working for me.

If the area of residence is expanded to Total Urban, the differences are less pronounced as Non-KBA Recruits are more likely to follow the same general pattern of ratings for Innovations items on these image/attitude ratings.

(See Tables Pages 2,3,6,7)

Is The Advertising Relevant?

No differences between KBA Recruits and Others within Select Urban.

(See Table Page 4)

Is The Advertising Persuasive/Motivating?

While both groups tend to be more positive towards MVP overall, there are some differences on a measure-by-measure basis. KBA Recruits rate MVP higher for improved opinions, ad likeability and the thermometer scale, while members of the Non-KBA group are more positive to MVP on interest in the brand and simulated purchase (surprisingly, KBA respondents are significantly more likely to make a simulated purchase of SI).

Expanding the area to Total Urban has the effect of reducing the magnitude of most of these differences.

(See Tables Pages 5,8)

Demographic Differences

The sample of KBA Recruits is more upscale with higher incomes and more educational background. They are also less likely to have children living in their households.

(See Computer Tabs Table 51)

IS THE ADVERTISING ENGAGING?

	Area Of Residence: Select Urban					
	KBA Recruits			Other		
	SI	MVP	Diff.	SI	MVP	Diff.
<u>Base: Total Competitive Smokers</u>	(56)	(53)		(51)	(41) [@]	
	%	%	±	%	%	±
Uniqueness (T2B)	46	40	-6	43	51	+8
<u>Adjective Checklist (% Agree)</u>						
Not boring	86	→ 96 ^A	+10	78	→ 95 ^E	+17
Not ordinary	80	→ 91 ^A	+11	78	→ 100 ^E	+22
Interesting	59	→ 74 ^A	+15	63	71	+8
Attracts attention	64	→ 91 ^A	+27	49	→ 88 ^E	+39
Unique	54	→ 64	+10	41	→ 68 ^E	+27
Clever	32	→ 64 ^A	+32	31	→ 66 ^E	+35
Entertaining	23	→ 70 ^A	+47	37	→ 56 ^E	+19
Innovative	41	49	+8	22	→ 51 ^E	+29
Involving	27	19	-8	27	22	-5
Memorable	21	→ 49 ^A	+28	25	→ 49 ^E	+24
<u>Image/Attitude Ratings (T2B)</u>						
Clever and entertaining	36	→ 60 ^A	+24	53	→ 73 ^E	+20
Would stop and look at ads	41	→ 74 ^A	+33	41	→ 83 ^E	+42
Look forward to seeing next ad	48	→ 66 ^A	+18	43	→ 63 ^E	+20
Would tell a friend about ads	39	→ 62 ^A	+23	37	→ 61 ^E	+24
Not same old type of ads	45	57	+12	41	→ 61 ^E	+20
<u>Comparative Ratings (T2B)</u>						
Unique image	46	→ 71 ^A	+25	36	→ 78 ^E	+42
Enjoyable	34	→ 72 ^A	+38	36	→ 71 ^E	+35
Catch my attention	34	→ 83 ^A	+49	43	→ 82 ^E	+39
Look forward to seeing next ad	33	→ 75 ^A	+42	40	→ 71 ^E	+31
Tell a friend about ads	30	→ 67 ^A	+37	32	→ 75 ^E	+43
(Average All Scores)	(44)	(64)	(+20)	(43)	(68)	(+25)
	(A)	(B)		(E)	(F)	

[@] = Caution: Small base.

WHAT IS BEING COMMUNICATED?

	Area Of Residence: Select Urban					
	KBA Recruits			Other		
	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>
<u>Base: Total Competitive Smokers</u>	(56)	(53)		(51)	(41) [@]	
	<u>%</u>	<u>%</u>	<u>±</u>	<u>%</u>	<u>%</u>	<u>±</u>
Believability (T2B)	45 ^B ←	30	-15	43 ^F ←	27	-16
Anything Confusing	27	30	+3	22	20	-2
<u>Gender Perceptions</u>						
Mainly/somewhat by males	9	13	+4	8	12	+4
Males/females equally	41	51	+10	59	68	+9
Mainly/somewhat by females	50 ^B ←	36	-14	33 ^F ←	20	-13
<u>Age Perceptions - (Multiples Allowed)</u>						
<u>21-29 Net</u>	<u>38</u> → <u>72^A</u>	<u>+34</u>		<u>43</u> → <u>59^E</u>	<u>+16</u>	
21-24	16 → 47 ^A	+31		24	32	+8
25-29	30 → 49 ^A	+19		31	37	+6
<u>Age Perceptions - (One Group Most Likely)</u>						
<u>21-29 Net</u>	<u>46</u> → <u>77^A</u>	<u>+31</u>		<u>37</u> → <u>66^E</u>	<u>+29</u>	
21-24	14 → 47 ^A	+33		16 → 39 ^E	+23	
25-29	32	30	-2	22	27	+5
<u>Brand/User Attributes (T2B)**</u>						
Free spirited and fun (MVP)	45 → 58 ^A	+13		43 → 61 ^E	+18	
In tune with what's happening (MVP)	45	55	+10	37 → 59 ^E	+22	
Do their own thing (MVP)	46 → 60 ^A	+14		35 → 68 ^E	+33	
Offers innovative products (Innovations)	63	60	-3	49 → 71 ^E	+22	
Confident (Innovations)	48	38	-10	39	49	+10
	(A)	(B)		(E)	(F)	

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WHAT IS BEING COMMUNICATED?

	Area Of Residence: Select Urban					
	KBA Recruits			Other		
	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>
<u>Base: Total Competitive Smokers</u>	(56)	(53)		(51)	(41) [@]	
	<u>%</u>	<u>%</u>	<u>±</u>	<u>%</u>	<u>%</u>	<u>±</u>
<u>Adjective Checklist (% Agree)**</u>						
Fun (MVP)	48 →	64 ^A	+16	49	61	+12
Hip/cool (MVP)	30 →	75 ^A	+45	43 →	78 ^E	+35
Imaginative (MVP)	30 →	79 ^A	+49	24 →	66 ^E	+42
Humorous (MVP)	20 →	77 ^A	+57	16 →	61 ^E	+45
Trying too hard (MVP)	27	21	-6	18	15	-3
Comforting (Innovations)	46 ^B ←	28	-18	57 ^F ←	32	-25
Honest (Innovations)	32 ^B ←	8	-24	37 ^F ←	15	-22
Too wordy (Innovations)	23 ^B ←	--	-23	12 ^F ←	--	-12
<u>Image/Attitude Ratings (T2B)**</u>						
More upbeat and lively (MVP)	34 →	49 ^A	+15	39 →	61 ^E	+22
Brand with a sense of humor (MVP)	30 →	72 ^A	+42	41 →	68 ^E	+27
Going to do things differently (Innovations)	64	60	-4	53 →	73 ^E	+20
Always looking to improve (Innovations)	68 ^B ←	53	-15	59 →	73 ^E	+14
Led by someone with smokers interests (Innovations)	66 ^B ←	36	-30	47	46	-1
Brand that knows what smokers want (Innovations)	57 ^B ←	40	-17	47	46	-1
Brand cares about smokers (Innovations)	61 ^B ←	21	-40	43	32	-11
Would read all the words (Innovations)	43 →	62 ^A	+19	51	61	+10
A company working for me (Innovations)	53 ^B ←	25	-28	39	39	±0
(Average ** Scores)	(45)	(47)	(+2)	(40)	(52)	(+12)
(Average MVP Items)	(36)	(61)	(+25)	(35)	(60)	(+25)
(Average Innovation Items)	(52)	(36)	(-16)	(44)	(45)	(+1)
	(A)	(B)		(E)	(F)	

[@] = Caution: Small base.

IS THE ADVERTISING RELEVANT?

	Area Of Residence: Select Urban					
	KBA Recruits			Other		
	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>
<u>Base:</u> Total Competitive Smokers	(56)	(53)		(51)	(41) [@]	
	<u>%</u>	<u>%</u>	<u>±</u>	<u>%</u>	<u>%</u>	<u>±</u>
<u>Overall Feelings</u>						
Mostly good	57	55	-2	63	61	-2
Mostly bad	7 ^B ←	2	-5	6	10	+4
Mixture	30 →	43 ^A	+13	31	29	-2
<u>Image/Attitude Ratings (T2B)</u>						
Brand with attitude I like	45	51	+6	45	56	+11
Made think of brand in new way	61	70	+9	45	56	+11
Brand friends would smoke	25	34	+9	24	24	±0
(Average Image/Attitude Ratings)	(44)	(52)	(+8)	(38)	(45)	(+7)
	(A)	(B)		(E)	(F)	

[@] = Caution: Small base.

IS THE ADVERTISING PERSUASIVE/MOTIVATING?

	Area Of Residence: Select Urban					
	KBA Recruits			Other		
	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>
<u>Base: Total Competitive Smokers</u>	(56)	(53)		(51)	(41) [@]	
	<u>%</u>	<u>%</u>	<u>±</u>	<u>%</u>	<u>%</u>	<u>±</u>
Purchase Intent (T2B)**	50	49	-1	57	51	-6
Simulated Purchase**	59 ^B ←	42	-17	43 →	59 ^E	+16
<u>Overall Opinion</u>						
Improved**	66	77	+11	59	54	-5
Worsened	5 ^B ←	--	-5	4	5	+1
No change	29	23	-6	37	41	+4
Interest In Brand (T2B)**	45	42	-3	35 →	49 ^E	+14
Ad Likeability (T2B)**	61 →	83 ^A	+22	65 →	83 ^E	+18
Thermometer Scale % 70+**	63 →	75 ^A	+12	61	61	±0
<u>Overall Opinion</u>						
Post-Trial Mean	6.9	7.2	+0.3	7.0	7.0	±0
Pre-Post Shift Mean	1.6	1.7	+0.1	1.7	1.3	-0.4
<u>Comparative Ratings (T2B)</u>						
Like the ads**	39 →	70 ^A	+31	41 →	72 ^E	+31
<u>Would Consider Using Salem</u>						
T2B**	30 →	46 ^A	+16	34 →	50 ^E	+16
Mean	3.9	5.0	+1.1	4.3	4.9	+0.6
(Average Of ** Items)	(52)	(60)	(+8)	(49)	(60)	(+11)
	(A)	(B)		(E)	(F)	

[@] = Caution: Small base.

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WHAT IS BEING COMMUNICATED?

	Area Of Residence: Total Urban					
	KBA Recruits			Other		
	SI	MVP	Diff.	SI	MVP	Diff.
<u>Base: Total Competitive Smokers</u>	(79)	(78)		(322)	(312)	
	%	%	±	%	%	±
Believability (T2B)	44 ^B ←	26	-18	48 ^F ←	38	-10
Anything Confusing	22 →	38 ^A	+16	12 →	20 ^E	+8
<u>Gender Perceptions</u>						
Mainly/somewhat by males	6	18 ^A	+12	7 →	16 ^E	+9
Males/females equally	51	51	±0	65	65	±0
Mainly/somewhat by females	43 ^B ←	31	-12	29 ^F ←	18	-11
<u>Age Perceptions - (Multiples Allowed)</u>						
<u>21-29 Net</u>	33 →	73 ^A	+40	40 →	60 ^E	+20
21-24	14 →	44 ^A	+30	12 →	39 ^E	+27
25-29	27 →	58 ^A	+31	34	35	+1
<u>Age Perceptions - (One Group Most Likely)</u>						
<u>21-29 Net</u>	47 →	76 ^A	+29	41 →	71 ^E	+30
21-24	14 →	38 ^A	+24	9 →	40 ^E	+31
25-29	33	37	+4	32	31	-1
<u>Brand/User Attributes (T2B)**</u>						
Free spirited and fun (MVP)	47 →	62 ^A	+15	47 →	59 ^E	+12
In tune with what's happening (MVP)	48	58	+10	43 →	52 ^E	+9
Do their own thing (MVP)	46 →	63 ^A	+17	42 →	58 ^E	+16
Offers innovative products (Innovations)	59	59	±0	56	57	+1
Confident (Innovations)	49	41	-8	44	45	+1
	(A)	(B)		(E)	(F)	

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WHAT IS BEING COMMUNICATED?

	Area Of Residence: Total Urban					
	KBA Recruits			Other		
	SI	MVP	Diff.	SI	MVP	Diff.
<u>Base: Total Competitive Smokers</u>	(79)	(78)		(322)	(312)	
	%	%	±	%	%	±
<u>Adjective Checklist (% Agree)**</u>						
Fun (MVP)	51	→ 68 ^A	+17	57	→ 66 ^E	+9
Hip/cool (MVP)	29	→ 79 ^A	+50	41	→ 68 ^E	+17
Imaginative (MVP)	27	→ 82 ^A	+55	35	→ 67 ^E	+32
Humorous (MVP)	18	→ 67 ^A	+49	24	→ 53 ^E	+29
Trying too hard (MVP)	24	18	-6	15	15	±0
Comforting (Innovations)	47 ^B	← 24	-23	46 ^F	← 25	-21
Honest (Innovations)	32 ^B	← 6	-26	39 ^F	← 17	-22
Too wordy (Innovations)	19 ^B	← 1	-18	9 ^F	← 2	-7
<u>Image/Attitude Ratings (T2B)**</u>						
More upbeat and lively (MVP)	38	→ 51 ^A	+13	46	→ 59 ^E	+13
Brand with a sense of humor (MVP)	28	→ 73 ^A	+45	40	→ 62 ^E	+22
Going to do things differently (Innovations)	65	62	-3	66	→ 72 ^E	+6
Always looking to improve (Innovations)	70 ^B	← 54	-16	64	64	±0
Led by someone with smokers interests (Innovations)	70 ^B	← 36	-34	63 ^F	← 50	-13
Brand that knows what smokers want (Innovations)	57 ^B	← 37	-20	58 ^F	← 47	-11
Brand cares about smokers (Innovations)	62 ^B	← 19	-43	57 ^F	← 39	-18
Would read all the words (Innovations)	46	→ 65 ^A	+19	57	→ 63 ^E	+6
A company working for me (Innovations)	53 ^B	← 24	-29	52 ^F	← 37	-15
(Average ** Scores)	(45)	(48)	(+3)	(46)	(49)	(+3)
(Average MVP Items)	(36)	(62)	(+26)	(39)	(56)	(+17)
(Average Innovation Items)	(52)	(36)	(-16)	(51)	(43)	(-8)
	(A)	(B)		(E)	(F)	

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IS THE ADVERTISING PERSUASIVE/MOTIVATING?

	Area Of Residence: Total Urban					
	KBA Recruits			Other		
	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>	<u>SI</u>	<u>MVP</u>	<u>Diff.</u>
<u>Base: Total Competitive Smokers</u>	(79)	(78)		(322)	(312)	
	<u>%</u>	<u>%</u>	<u>±</u>	<u>%</u>	<u>%</u>	<u>±</u>
Purchase Intent (T2B)**	47	50	+3	60	56	-4
Simulated Purchase**	57	51	-6	53	54	+1
<u>Overall Opinion</u>						
Improved**	66	→ 78 ^A	+12	59	59	±0
Worsened	4	--	-4	2	4	+2
No change	30	22	-8	39	38	-1
Interest In Brand (T2B)**	47	50	+3	43	48	+5
Ad Likeability (T2B)**	68	→ 85 ^A	+17	74	→ 80 ^E	+6
Thermometer Scale % 70+**	66	→ 76 ^A	+10	64	→ 69 ^E	+5
<u>Overall Opinion</u>						
Post-Trial Mean	7.0	7.2	+0.2	7.1	7.0	-0.1
Pre-Post Shift Mean	1.8	1.5	-0.3	1.4	0.9	-0.5
<u>Comparative Ratings (T2B)</u>						
Like the ads**	34	→ 72 ^A	+38	46	→ 66 ^E	+20
<u>Would Consider Using Salem</u>						
T2B**	26	→ 49 ^A	+23	38	→ 47 ^E	+9
Mean	3.8	5.0	+1.2	4.5	4.8	+0.3
(Average Of ** Items)	(51)	(64)	(+13)	(55)	(60)	(+5)
	(A)	(B)		(E)	(F)	

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TABLE 1 SUMMARY OF KEY MEASURES (BASED ON FIRST CAMPAIGN)

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
PURCHASE INTENT (T2B)	230 57%	214 55%	193 60%	175 56%	37 47%	39 50%	28 50%	26 49%	29 57%	21 51%
CAMPAIGN LIKEABILITY (T2B)	291 73%	317 81%A	237 74%	251 80%C	54 68%	66 85%E	34 61%	44 83%G	33 65%	34 83%I
IMPROVED OPINION	241 60%	244 63%	189 59%	183 59%	52 66%	61 78%E	37 66%	41 77%G	30 59%	22 54%
GOOD FEELINGS	253 63%	243 62%	205 64%	197 63%	48 61%	46 59%	32 57%	29 55%	32 63%	25 61%
IMPORTANCE (T2B)	134 33%B	110 28%	107 33%	91 29%	27 34%F	19 24%	20 36%H	12 23%	20 39%J	10 24%
BELIEVABILITY (T2B)	188 47%B	137 35%	153 48%D	117 38%	35 44%F	20 26%	25 45%H	16 30%	22 43%J	11 27%
UNIQUENESS (T2B)	168 42%	208 53%A	137 43%	176 56%C	31 39%	32 41%	26 46%	21 40%	22 43%	21 51%
VALUE (T2B)	151 38%	136 35%	116 36%	111 36%	35 44%F	25 32%	24 43%	17 32%	13 25%	14 34%
INTEREST IN SALEM AS UB (T2B)	177 44%	190 49%A	140 43%	151 48%	37 47%	39 50%	25 45%	22 42%	18 35%	20 49%I
THERMOMETER (%70+)	257 64%	273 70%A	205 64%	214 69%C	52 66%	59 76%E	35 63%	40 75%G	31 61%	25 61%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J
* small base

TABLE 1 SUMMARY OF KEY MEASURES (BASED ON FIRST CAMPAIGN)

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
<u>GENDER PERCEPTIONS</u>										
MAINLY/SOMEWHAT BY MALES	27 7%	65 17%A	22 7%	51 16%C	5 6%	14 18%E	5 9%	7 13%	4 8%	5 12%
MALES/FEMALES EQUALLY	248 62%	244 63%	208 65%	204 65%	40 51%	40 51%	23 41%	27 51%	30 59%	28 68%
MAINLY/SOMEWHAT BY FEMALES	126 31%B	81 21%	92 29%D	57 18%	34 43%F	24 31%	28 50%H	19 36%	17 33%J	8 20%
<u>AGE PERCEPTIONS - (MULTIPLES ALLOWED)</u>										
21-29 NET	155 39%	245 63%A	129 40%	188 60%C	26 33%	57 73%E	21 38%	38 72%G	22 43%	24 59%I
21-24	51 13%	156 40%A	40 12%	122 39%C	11 14%	34 44%E	9 16%	25 47%G	12 24%	13 32%
25-29	131 33%	153 39%A	110 34%	108 35%	21 27%	45 58%E	17 30%	26 49%G	16 31%	15 37%
<u>AGE PERCEPTIONS - (ONE GROUP MOST LIKELY)</u>										
21-29 NET	169 42%	281 72%A	132 41%	222 71%C	37 47%	59 76%E	26 46%	41 77%G	19 37%	27 66%I
21-24	39 10%	156 40%A	28 9%	126 40%C	11 14%	30 38%E	8 14%	25 47%G	8 16%	16 39%I
25-29	130 32%	125 32%	104 32%	96 31%	26 33%	29 37%	18 32%	16 30%	11 22%	11 27%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

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TABLE 1 SUMMARY OF KEY MEASURES (BASED ON FIRST CAMPAIGN)

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
SIMULATED PURCHASE	216	210	171	170	45	40	33	22	22	24
	54%	54%	53%	54%	57%	51%	59% ^H	42%	43%	59% ^I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 2 SUMMARY OF CAMPAIGN COMPARISONS

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
	EXC. KBA				KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>ATTRIBUTE RATINGS (T2B ON 7 PT SCALE)</u>										
ADS WOULD CATCH MY ATTENTION	173	309	145	242	28	67	21	43	21	33
	43%	79%A	45%	78%C	35%	86%E	38%	81%G	41%	80%I
LOOK FORWARD TO NEXT AD IN CAMPAIGN	169	278	143	215	26	63	19	40	20	28
	42%	71%A	44%	69%C	33%	81%E	34%	75%G	39%	68%I
WOULD TALK ABOUT THE ADS WITH MY FRIENDS	143	246	120	200	23	46	17	31	15	27
	36%	63%A	37%	64%C	29%	59%E	30%	58%G	29%	66%I
ADS ARE VERY ENJOYABLE	176	256	148	205	28	51	21	34	18	29
	44%	66%A	46%	66%C	35%	65%E	38%	64%G	35%	71%I
COMMUNICATES A UNIQUE IMAGE FOR SALEM	182	286	147	226	35	60	27	38	16	32
	45%	73%A	46%	72%C	44%	77%E	48%	72%G	31%	78%I
REALLY LIKE THE ADS IN THIS CAMPAIGN	186	272	154	216	32	56	24	37	20	28
	46%	70%A	48%	69%C	41%	72%E	43%	70%G	39%	68%I
<u>GENDER PERCEPTIONS</u>										
MAINLY/SOMEWHAT BY MALES	32	83	25	65	7	18	5	9	3	10
	8%	21%A	8%	21%C	9%	23%E	9%	17%	6%	24%I
MALES/FEMALES EQUALLY	263	264	219	216	44	48	30	33	30	30
	66%	68%	68%	69%	56%	62%	54%	62%	59%	73%I
MAINLY/SOMEWHAT BY FEMALES	106	41	78	30	28	11	21	10	18	1
	26%B	11%	24%D	10%	35%F	14%	38%H	19%	35%J	2%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J
* small base

DENNIS AND COMPANY, INC.
#2470 SALEM AD TEST

TABLE 2 SUMMARY OF CAMPAIGN COMPARISONS

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
AGE PERCEPTIONS - (ONE GROUP APPEAL TO MOST)										
NET 21-29	124	322	106	250	18	72	15	49	12	32
	31%	83%A	33%	80%C	23%	92%E	27%	92%G	24%	78%I
21-24	27	210	24	166	3	44	3	34	5	21
	7%	54%A	7%	53%C	4%	56%E	5%	64%G	10%	51%I
25-29	97	112	82	84	15	28	12	15	7	11
	24%	29%A	25%	27%	19%	36%E	21%	28%	14%	27%I
ADS ENCOURAGE CONSIDERATION/ CONTINUATION OF SALEM FOR OWN USE (T2B ON 7 PT SCALE)	148	198	121	156	27	42	20	25	15	20
	37%	51%A	38%	50%C	34%	54%E	36%	47%	29%	49%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J
* small base

6718 61915

TABLE 3 IS THE ADVERTISING ENGAGING?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
	EXC. KBA				KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
UNIQUENESS (T2B)	168	208	137	176	31	32	26	21	22	21
	42%	53%A	43%	56%C	39%	41%	46%	40%	43%	51%
<u>ADJECTIVE CHECKLIST (% AGREE)</u>										
ATTRACTS ATTENTION	235	333	187	260	48	73	36	48	25	36
	59%	85%A	58%	83%C	61%	94%E	64%	91%G	49%	88%I
CLEVER	146	222	121	169	25	53	18	34	16	27
	36%	57%A	38%	54%C	32%	68%E	32%	64%G	31%	66%I
ENTERTAINING	138	250	122	193	16	57	13	37	19	23
	34%	64%A	38%	62%C	20%	73%E	23%	70%G	37%	56%I
INTERESTING	251	286	206	225	45	61	33	39	32	29
	63%	73%A	64%	72%C	57%	78%E	59%	74%G	63%	71%
INVOLVING	100	77	82	60	18	17	15	10	14	9
	25%B	20%	25%D	19%	23%	22%	27%	19%	27%	22%
MEMORABLE	95	188	80	143	15	45	12	26	13	20
	24%	48%A	25%	46%C	19%	58%E	21%	49%G	25%	49%I
NOT BORING	352	371	286	297	66	74	48	51	40	39
	88%	95%A	89%	95%C	84%	95%E	86%	96%G	78%	95%I
UNIQUE	175	256	140	202	35	54	30	34	21	28
	44%	66%A	43%	65%C	44%	69%E	54%	64%	41%	68%I
NOT ORDINARY	337	374	272	303	65	71	45	48	40	41
	84%	96%A	84%	97%C	82%	91%E	80%	91%G	78%	100%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

0518 64915

TABLE 3 IS THE ADVERTISING ENGAGING?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
INNOVATIVE	138	165	108	127	30	38	23	26	11	21
	34%	42%A	34%	41%C	38%	49%E	41%	49%	22%	51%I
<u>IMAGE/ATTITUDE RATINGS (T2B)</u>										
CLEVER AND ENTERTAINING	204	271	174	218	30	53	20	32	27	30
	51%	69%A	54%	70%C	38%	68%E	36%	60%G	53%	73%I
WOULD STOP AND LOOK AT ADS	191	288	159	226	32	62	23	39	21	34
	48%	74%A	49%	72%C	41%	79%E	41%	74%G	41%	83%I
NOT SAME OLD TYPE OF ADS	170	201	132	157	38	44	25	30	21	25
	42%	52%A	41%	50%C	48%	56%	45%	57%	41%	61%I
WOULD TELL A FRIEND ABOUT ADS	170	229	139	177	31	52	22	33	19	25
	42%	59%A	43%	57%C	39%	67%E	39%	62%G	37%	61%I
LOOK FORWARD TO SEEING NEXT AD	192	251	155	198	37	53	27	35	22	26
	48%	64%A	48%	63%C	47%	68%E	48%	66%G	43%	63%I
<u>COMPARATIVE RATINGS</u>										
<u>CATCH MY ATTENTION (T2B)</u>										
INNOVATIONS	173	169	145	149	28	20	21	16	21	19
	43%	43%	45%	48%	35%F	26%	38%	30%	41%	46%
MVP	310	309	240	242	70	67	48	43	42	33
	77%	79%	75%	78%	89%	86%	86%	81%	82%	80%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 3 IS THE ADVERTISING ENGAGING?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
<u>LOOK FORWARD TO SEEING NEXT AD (T2B)</u>										
INNOVATIONS	169 42%	160 41%	143 44%	138 44%	26 33%	22 28%	19 34%	17 32%	20 39%	17 41%
MVP	257 64%	278 71%A	199 62%	215 69%C	58 73%	63 81%	42 75%	40 75%	37 73%	28 68%
<u>TELL A FRIEND ABOUT ADS (T2B)</u>										
INNOVATIONS	143 36%	144 37%	120 37%	123 39%	23 29%	21 27%	17 30%	16 30%	15 29%	14 34%
MVP	264 66%	246 63%	207 64%	200 64%	57 72%F	46 59%	42 75%H	31 58%	42 82%J	27 66%
<u>ENJOYABLE (T2B)</u>										
INNOVATIONS	176 44%B	152 39%	148 46%	131 42%	28 35%	21 27%	21 38%	16 30%	18 35%	15 37%
MVP	256 64%	256 66%	196 61%	205 66%	60 76%F	51 65%	44 79%H	34 64%	36 71%	29 71%
<u>UNIQUE IMAGE (T2B)</u>										
INNOVATIONS	182 45%	178 46%	147 46%	149 48%	35 44%	29 37%	27 48%	23 43%	16 31%	17 41%
MVP	275 69%	286 73%A	218 68%	226 72%C	57 72%	60 77%	39 70%	38 72%	40 78%	32 78%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

51679 8152

TABLE 4 WHAT IS BEING COMMUNICATED?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
BELIEVABILITY (T2B)	188 47%B	137 35%	153 48%D	117 38%	35 44%F	20 26%	25 45%H	16 30%	22 43%J	11 27%
ANYTHING CONFUSING (YES)	57 14%	91 23%A	40 12%	61 20%C	17 22%	30 38%E	15 27%	16 30%	11 22%	8 20%
<u>GENDER PERCEPTIONS</u>										
MAINLY/SOMEWHAT BY MALES	27 7%	65 17%A	22 7%	51 16%C	5 6%	14 18%E	5 9%	7 13%	4 8%	5 12%
MALES/FEMALES EQUALLY	248 62%	244 63%	208 65%	204 65%	40 51%	40 51%	23 41%	27 51%	30 59%	28 68%
MAINLY/SOMEWHAT BY FEMALES	126 31%B	81 21%	92 29%D	57 18%	34 43%F	24 31%	28 50%H	19 36%	17 33%J	8 20%
<u>AGE PERCEPTIONS - (MULTIPLES ALLOWED)</u>										
21-29 NET	155 39%	245 63%A	129 40%	188 60%C	26 33%	57 73%E	21 38%	38 72%G	22 43%	24 59%I
21-24	51 13%	156 40%A	40 12%	122 39%C	11 14%	34 44%E	9 16%	25 47%G	12 24%	13 32%
25-29	131 33%	153 39%A	110 34%	108 35%	21 27%	45 58%E	17 30%	26 49%G	16 31%	15 37%
<u>AGE PERCEPTIONS - (ONE GROUP MOST LIKELY)</u>										
21-29 NET	169 42%	281 72%A	132 41%	222 71%C	37 47%	59 76%E	26 46%	41 77%G	19 37%	27 66%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J
* small base

8518 64915

TABLE 4 WHAT IS BEING COMMUNICATED?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
21-24	39	156	28	126	11	30	8	25	8	16
	10%	40%A	9%	40%C	14%	38%E	14%	47%G	16%	39%I
25-29	130	125	104	96	26	29	18	16	11	11
	32%	32%	32%	31%	33%	37%	32%	30%	22%	27%
<u>BRAND/USER ATTRIBUTES (T2B)</u>										
IN TUNE WITH WHAT'S HAPPENING (MVP)	177	208	139	163	38	45	25	29	19	24
	44%	53%A	43%	52%C	48%	58%	45%	55%	37%	59%I
DO THEIR OWN THING (MVP)	171	231	135	182	36	49	26	32	18	28
	43%	59%A	42%	58%C	46%	63%E	46%	60%G	35%	68%I
FREE SPIRITED AND FUN (MVP)	189	231	152	183	37	48	25	31	22	25
	47%	59%A	47%	59%C	47%	62%E	45%	58%G	43%	61%I
CONFIDENT (INNOVATIONS)	180	172	141	140	39	32	27	20	20	20
	45%	44%	44%	45%	49%	41%	48%	38%	39%	49%
OFFERS INNOVATIVE PRODUCTS (INNOVATIONS)	227	223	180	177	47	46	35	32	25	29
	57%	57%	56%	57%	59%	59%	63%	60%	49%	71%I
<u>ADJECTIVE CHECKLIST (% AGREE)</u>										
FUN (MVP)	225	258	185	205	40	53	27	34	25	25
	56%	66%A	57%	66%C	51%	68%E	48%	64%G	49%	61%
HUMOROUS (MVP)	91	216	77	164	14	52	11	41	8	25
	23%	55%A	24%	53%C	18%	67%E	20%	77%G	16%	61%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

7518 64915

DENNIS AND COMPANY, INC.
#2470 SALEM AD TEST

TABLE 4 WHAT IS BEING COMMUNICATED?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
HIP/COOL (MVP)	154 38%	275 71%A	131 41%	213 68%C	23 29%	62 79%E	17 30%	40 75%G	22 43%	32 78%I
HONEST (INNOVATIONS)	149 37%B	59 15%	124 39%D	54 17%	25 32%F	5 6%	18 32%H	4 8%	19 37%J	6 15%
IMAGINATIVE (MVP)	133 33%	272 70%A	112 35%	208 67%C	21 27%	64 82%E	17 30%	42 79%G	12 24%	27 66%I
TOO WORDY (INNOVATIONS)	44 11%B	8 2%	29 9%D	7 2%	15 19%F	1 1%	13 23%H	-	6 12%J	-
TRYING TOO HARD (MVP)	68 17%	61 16%	49 15%	47 15%	19 24%	14 18%	15 27%	11 21%	9 18%	6 15%
COMFORTING (INNOVATIONS)	185 46%B	97 25%	148 46%D	78 25%	37 47%F	19 24%	26 46%H	15 28%	29 57%J	13 32%
<u>IMAGE/ATTITUDE RATINGS (T2B)</u>										
BRAND CARES ABOUT SMOKERS (INNOVATIONS)	232 58%B	137 35%	183 57%D	122 39%	49 62%F	15 19%	34 61%H	11 21%	22 43%	13 32%
GOING TO DO THINGS DIFFERENTLY (INNOVATIONS)	264 66%	272 70%	213 66%	224 72%C	51 65%	48 62%	36 64%	32 60%	27 53%	30 73%I
MORE UPBEAT AND LIVELY (MVP)	179 45%	224 57%A	149 46%	184 59%C	30 38%	40 51%E	19 34%	26 49%G	20 39%	25 61%I
ALWAYS LOOKING TO IMPROVE (INNOVATIONS)	261 65%	243 62%	206 64%	201 64%	55 70%F	42 54%	38 68%H	28 53%	30 59%	30 73%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

SS18 6L91S

TABLE 4 WHAT IS BEING COMMUNICATED?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
LED BY SOMEONE WITH SMOKERS INTERESTS (INNOVATIONS)	257	185	202	157	55	28	37	19	24	19
	64%B	47%	63%D	50%	70%F	36%	66%H	36%	47%	46%
BRAND WITH A SENSE OF HUMOR (MVP)	151	251	129	194	22	57	17	38	21	28
	38%	64%A	40%	62%C	28%	73%E	30%	72%G	41%	68%I
WOULD READ ALL THE WORDS (INNOVATIONS)	218	249	182	198	36	51	24	33	26	25
	54%	64%A	57%	63%C	46%	65%E	43%	62%G	51%	61%
BRAND THAT KNOWS WHAT SMOKERS WANT (INNOVATIONS)	232	176	187	147	45	29	32	21	24	19
	58%B	45%	58%D	47%	57%F	37%	57%H	40%	47%	46%
A COMPANY WORKING FOR ME (INNOVATIONS)	211	135	169	116	42	19	31	13	20	16
	53%B	35%	52%D	37%	53%F	24%	55%H	25%	39%	39%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

9518 64915

TABLE 5 IS THE ADVERTISING RELEVANT?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>OVERALL FEELINGS</u>										
MOSTLY GOOD	253	243	205	197	48	46	32	29	32	25
	63%	62%	64%	63%	61%	59%	57%	55%	63%	61%
MOSTLY BAD	22	21	17	20	5	1	4	1	3	4
	5%	5%	5%	6%	6%F	1%	7%H	2%	6%	10%
MIXTURE	122	125	99	95	23	30	17	23	16	12
	30%	32%	31%	30%	29%	38%	30%	43%G	31%	29%
GOOD MINUS BAD NET DIFFERENCE	58%	57%	58%	57%	54%	58%	50%	53%	57%	51%
<u>IMAGE/ATTITUDE RATINGS (T2B)</u>										
BRAND WITH ATTITUDE I LIKE	203	216	163	173	40	43	25	27	23	23
	51%	55%A	51%	55%	51%	55%	45%	51%	45%	56%
MADE THINK OF BRAND IN NEW WAY	238	247	190	193	48	54	34	37	23	23
	59%	63%	59%	62%	61%	69%	61%	70%	45%	56%
BRAND FRIENDS WOULD SMOKE	129	134	106	106	23	28	14	18	12	10
	32%	34%	33%	34%	29%	36%	25%	34%	24%	24%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

LS18 6L91S

TABLE 6 IS THE ADVERTISING PERSUASIVE/MOTIVATING?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
PURCHASE INTENT (T2B)	230	214	193	175	37	39	28	26	29	21
	57%	55%	60%	56%	47%	50%	50%	49%	57%	51%
SIMULATED PURCHASE	216	210	171	170	45	40	33	22	22	24
	54%	54%	53%	54%	57%	51%	59% ^H	42%	43%	59% ^I
<u>OVERALL OPINION</u>										
IMPROVED	241	244	189	183	52	61	37	41	30	22
	60%	63%	59%	59%	66%	78% ^E	66%	77% ^G	59%	54%
WORSENER	10	12	7	12	3	-	3	-	2	2
	2%	3%	2%	4%	4% ^F	-	5% ^H	-	4%	5%
NO CHANGE	150	134	126	117	24	17	16	12	19	17
	37%	34%	39%	38%	30%	22%	29%	23%	37%	41%
IMPROVED MINUS WORSENER NET DIFFERENCE	58%	59%	57%	55%	62%	78% ^E	61%	77% ^G	55%	49%
INTEREST IN BRAND (T2B)	177	190	140	151	37	39	25	22	18	20
	44%	49% ^A	43%	48%	47%	50%	45%	42%	35%	49% ^I
AD LIKEABILITY (T2B)	291	317	237	251	54	66	34	44	33	34
	73%	81% ^A	74%	80% ^C	68%	85% ^E	61%	83% ^G	65%	83% ^I
<u>THERMOMETER SCALE</u>										
% 70+	257	273	205	214	52	59	35	40	31	25
	64%	70% ^A	64%	69% ^C	66%	76% ^E	63%	75% ^G	61%	61%
MEAN	71.7	70.5	71.5	70.3	72.8	71.3	72.0	70.4	69.6	67.1

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

8518 67915

TABLE 6 IS THE ADVERTISING PERSUASIVE/MOTIVATING?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
<u>OVERALL OPINION</u>										
PRE-TRIAL (T2B)	35 9%	37 9%	30 9%	32 10%	5 6%	5 6%	3 5%	4 8%	2 4%	5 12%I
PRE-TRIAL MEAN	5.6	6.1A	5.7	6.1C	5.2	5.7E	5.3	5.5	5.3	5.7
POST-TRIAL (T2B)	95 24%	79 20%	76 24%	62 20%	19 24%	17 22%	12 21%	12 23%	10 20%	9 22%
POST-TRIAL MEAN	7.1	7.1	7.1	7.0	7.0	7.2	6.9	7.2	7.0	7.0
<u>COMPARATIVE RATINGS</u>										
<u>LIKE THE ADS (T2B)</u>										
INNOVATIONS	186 46%B	160 41%	154 48%	138 44%	32 41%F	22 28%	24 43%	18 34%	20 39%	18 44%
MVP	258 64%	272 70%A	201 62%	216 69%C	57 72%	56 72%	39 70%	37 70%	38 75%	28 68%
<u>WOULD CONSIDER/CONTINUE USING SALEM</u>										
INNOVATIONS (T2B)	148 37%	133 34%	121 38%	119 38%	27 34%F	14 18%	20 36%H	12 23%	15 29%	16 39%
INNOVATIONS MEAN	4.4B	4.2	4.5	4.4	4.2F	3.3	4.2H	3.6	4.1	4.5
MVP (T2B)	178 44%	198 51%A	143 44%	156 50%C	35 44%	42 54%	25 45%	25 47%	26 51%	20 49%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 6 IS THE ADVERTISING PERSUASIVE/MOTIVATING?

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
MVP MEAN	4.6	5.0A	4.6	5.0C	4.8	5.2	4.8	5.1	4.9	4.8

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

0918 67915

TABLE 42 Q.30 COMPARATIVE AD CHARACTERISTIC RATINGS:
PERCENT "AGREE STRONGLY"

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	791	791	634	634	157	157	109	109	92*	92*
	100%	100%	100%	100%	100%	100%	100%	100%	100%*	100%*
THE ADS IN THIS CAMPAIGN WOULD CATCH MY ATTENTION	193	457	169	358	24	99	16	64	25	57
	24%	58%A	27%	56%C	15%	63%E	15%	59%G	27%	62%I
I WOULD LOOK FORWARD TO SEEING THE NEXT AD IN THIS CAMPAIGN	185	380	156	294	29	86	19	59	21	43
	23%	48%A	25%	46%C	18%	55%E	17%	54%G	23%	47%I
I WOULD TALK ABOUT THE ADS IN THIS CAMPAIGN WITH MY FRIENDS	162	351	137	278	25	73	19	48	17	48
	20%	44%A	22%	44%C	16%	46%E	17%	44%G	18%	52%I
I CONSIDER THE ADS IN THIS CAMPAIGN TO BE VERY ENJOYABLE	194	339	168	270	26	69	17	49	22	44
	25%	43%A	26%	43%C	17%	44%E	16%	45%G	24%	48%I
THIS CAMPAIGN COMMUNICATES A UNIQUE IMAGE FOR SALEM, DIFFERENT FROM THE IMAGE OF OTHER CIGARETTE BRANDS	213	405	176	328	37	77	28	48	22	56
	27%	51%A	28%	52%C	24%	49%E	26%	44%G	24%	61%I
I REALLY LIKE THE ADS IN THIS CAMPAIGN	199	387	177	305	22	82	15	54	26	47
	25%	49%A	28%	48%C	14%	52%E	14%	50%G	28%	51%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 43 Q.30 COMPARATIVE AD CHARACTERISTIC RATINGS:
PERCENT "AGREE STRONGLY/MOSTLY"

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	791	791	634	634	157	157	109	109	92*	92*
	100%	100%	100%	100%	100%	100%	100%	100%	100%*	100%*
THE ADS IN THIS CAMPAIGN WOULD CATCH MY ATTENTION	342	619	294	482	48	137	37	91	40	75
	43%	78%A	46%	76%C	31%	87%E	34%	83%G	43%	82%I
I WOULD LOOK FORWARD TO SEEING THE NEXT AD IN THIS CAMPAIGN	329	535	281	414	48	121	36	82	37	65
	42%	68%A	44%	65%C	31%	77%E	33%	75%G	40%	71%I
I WOULD TALK ABOUT THE ADS IN THIS CAMPAIGN WITH MY FRIENDS	287	510	243	407	44	103	33	73	29	69
	36%	64%A	38%	64%C	28%	66%E	30%	67%G	32%	75%I
I CONSIDER THE ADS IN THIS CAMPAIGN TO BE VERY ENJOYABLE	328	512	279	401	49	111	37	78	33	65
	41%	65%A	44%	63%C	31%	71%E	34%	72%G	36%	71%I
THIS CAMPAIGN COMMUNICATES A UNIQUE IMAGE FOR SALEM, DIFFERENT FROM THE IMAGE OF OTHER CIGARETTE BRANDS	360	561	296	444	64	117	50	77	33	72
	46%	71%A	47%	70%C	41%	75%E	46%	71%G	36%	78%I
I REALLY LIKE THE ADS IN THIS CAMPAIGN	346	530	292	417	54	113	42	76	38	66
	44%	67%A	46%	66%C	34%	72%E	39%	70%G	41%	72%I

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>USUAL BRAND</u>										
SALEM	-	-	-	-	-	-	-	-	-	-
NEWPORT	258	255	203	201	55	54	41	38	41	33
	64%	65%	63%	64%	70%	69%	73%	72%	80%	80%
OTHER	143	135	119	111	24	24	15	15	10	8
	36%	35%	37%	36%	30%	31%	27%	28%	20%	20%
<u>USUAL BRAND/STYLE</u>										
REGULAR/FULL FLAVOR	294	294	243	234	51	60	38	40	42	31
	73%	75%	75%	75%	65%	77%	68%	75%	82%	76%
LIGHTS/LOW TAR/MEDIUMS	92	87	67	72	25	15	15	11	8	10
	23%	22%	21%	23%	32%	19%	27%	21%	16%	24%
ULTRA LIGHTS	15	9	12	6	3	3	3	2	1	-
	4%	2%	4%	2%	4%	4%	5%	4%	2%	-
<u>USUAL BRAND/WIDTH</u>										
SLIMS	20	13	16	11	4	2	3	2	2	2
	5%	3%	5%	4%	5%	3%	5%	4%	4%	5%
STANDARD	381	377	306	301	75	76	53	51	49	39
	95%	97%	95%	96%	95%	97%	95%	96%	96%	95%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

5918 61915

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>GENDER/AGE</u>										
<u>MALES</u>	203	203	164	163	39	40	30	27	30	21
	51%	52%	51%	52%	49%	51%	54%	51%	59%	51%
21-24	101	110	82	91	19	19	15	12	19	15
	25%	28%	25%	29%	24%	24%	27%	23%	37%	37%
25-34	102	93	82	72	20	21	15	15	11	6
	25%	24%	25%	23%	25%	27%	27%	28%	22%	15%
35+	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
<u>FEMALES</u>	198	187	158	149	40	38	26	26	21	20
	49%	48%	49%	48%	51%	49%	46%	49%	41%	49%
21-24	91	88	70	68	21	20	14	13	8	8
	23%	23%	22%	22%	27%	26%	25%	25%	16%	20%
25-34	107	99	88	81	19	18	12	13	13	12
	27%	25%	27%	26%	24%	23%	21%	25%	25%	29%
35+	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
<u>AGE</u>										
21-24	192	198	152	159	40	39	29	25	27	23
	48%	51%	47%	51%	51%	50%	52%	47%	53%	56%
25-34	209	192	170	153	39	39	27	28	24	18
	52%	49%	53%	49%	49%	50%	48%	53%	47%	44%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J
* small base

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
35+	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
<u>ETHNICITY</u>										
BLACK/AFRICAN AMERICAN	186	201	147	163	39	38	27	27	27	26
	46%	52%A	46%	52%C	49%	49%	48%	51%	53%	63%
NON-BLACK	215	189	175	149	40	40	29	26	24	15
	54%B	48%	54%D	48%	51%	51%	52%	49%	47%	37%
<u>AREA OF RESIDENCE</u>										
<u>TOTAL URBAN</u>	401	390	322	312	79	78	56	53	51	41
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>BLACK</u>	186	201	147	163	39	38	27	27	27	26
	46%	52%A	46%	52%C	49%	49%	48%	51%	53%	63%
MALE 21-24	41	60	32	51	9	9	7	5	6	9
	10%	15%A	10%	16%C	11%	12%	13%	9%	12%	22%I
MALE 25-34	53	55	43	44	10	11	7	9	7	6
	13%	14%	13%	14%	13%	14%	13%	17%	14%	15%
FEMALE 21-24	41	39	31	30	10	9	7	6	4	4
	10%	10%	10%	10%	13%	12%	13%	11%	8%	10%
FEMALE 25-34	51	47	41	38	10	9	6	7	10	7
	13%	12%	13%	12%	13%	12%	11%	13%	20%	17%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

5918 61915

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>NON-BLACK</u>	215	189	175	149	40	40	29	26	24	15
	54%B	48%	54%D	48%	51%	51%	52%	49%	47%	37%
MALE 21-24	60	50	50	40	10	10	8	7	13	6
	15%	13%	16%	13%	13%	13%	14%	13%	25%	15%
MALE 25-34	49	38	39	28	10	10	8	6	4	-
	12%	10%	12%D	9%	13%	13%	14%	11%	8%J	-
FEMALE 21-24	50	49	39	38	11	11	7	7	4	4
	12%	13%	12%	12%	14%	14%	13%	13%	8%	10%
FEMALE 25-34	56	52	47	43	9	9	6	6	3	5
	14%	13%	15%	14%	11%	12%	11%	11%	6%	12%
<u>DOWNTOWN: PRIMARY MARKET</u>	125	120	90	88	35	32	35	32	37	27
	31%	31%	28%	28%	44%	41%	63%	60%	73%	66%
<u>BLACK</u>	65	69	50	54	15	15	15	15	19	18
	16%	18%	16%	17%	19%	19%	27%	28%	37%	44%
MALE 21-24	12	19	9	17	3	2	3	2	2	4
	3%	5%A	3%	5%C	4%	3%	5%	4%	4%	10%
MALE 25-34	22	21	17	15	5	6	5	6	7	5
	5%	5%	5%	5%	6%	8%	9%	11%	14%	12%
FEMALE 21-24	14	12	10	9	4	3	4	3	4	3
	3%	3%	3%	3%	5%	4%	7%	6%	8%	7%
FEMALE 25-34	17	17	14	13	3	4	3	4	6	6
	4%	4%	4%	4%	4%	5%	5%	8%	12%	15%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>NON-BLACK</u>	60	51	40	34	20	17	20	17	18	9
	15%	13%	12%	11%	25%	22%	36%	32%	35%J	22%
MALE 21-24	18	19	12	14	6	5	6	5	8	4
	4%	5%	4%	4%	8%	6%	11%	9%	16%	10%
MALE 25-34	18	8	11	4	7	4	7	4	4	-
	4%B	2%	3%D	1%	9%	5%	13%	8%	8%J	-
FEMALE 21-24	13	11	8	7	5	4	5	4	3	2
	3%	3%	2%	2%	6%	5%	9%	8%	6%	5%
FEMALE 25-34	11	13	9	9	2	4	2	4	3	3
	3%	3%	3%	3%	3%	5%	4%	8%	6%	7%
<u>CITY LIMITS: PRIMARY MARKET</u>	231	218	188	174	43	44	20	20	14	13
	58%	56%	58%	56%	54%	56%	36%	38%	27%	32%
<u>BLACK</u>	104	114	81	91	23	23	11	12	8	8
	26%	29%	25%	29%	29%	29%	20%	23%	16%	20%
MALE 21-24	26	37	21	30	5	7	3	3	4	5
	6%	9%A	7%	10%C	6%	9%	5%	6%	8%	12%
MALE 25-34	26	28	21	23	5	5	2	3	-	1
	6%	7%	7%	7%	6%	6%	4%	6%	-	2%
FEMALE 21-24	20	22	14	16	6	6	3	3	-	1
	5%	6%	4%	5%	8%	8%	5%	6%	-	2%
FEMALE 25-34	32	27	25	22	7	5	3	3	4	1
	8%	7%	8%	7%	9%	6%	5%	6%	8%	2%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

4918 64915

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>NON-BLACK</u>	127	104	107	83	20	21	9	8	6	5
	32%B	27%	33%D	27%	25%	27%	16%	15%	12%	12%
MALE 21-24	33	22	29	17	4	5	2	2	5	1
	8%B	6%	9%D	5%	5%	6%	4%	4%	10%J	2%
MALE 25-34	23	22	20	16	3	6	1	2	-	-
	6%	6%	6%	5%	4%	8%	2%	4%	-	-
FEMALE 21-24	33	30	27	24	6	6	2	3	1	2
	8%	8%	8%	8%	8%	8%	4%	6%	2%	5%
FEMALE 25-34	38	30	31	26	7	4	4	1	-	2
	9%	8%	10%	8%	9%	5%	7%H	2%	-	5%I
<u>DOWNTOWN: SMALLER CITY</u>	45	52	44	50	1	2	1	1	-	1
	11%	13%	14%	16%	1%	3%	2%	2%	-	2%
<u>BLACK</u>	17	18	16	18	1	-	1	-	-	-
	4%	5%	5%	6%	1%	-	2%	-	-	-
MALE 21-24	3	4	2	4	1	-	1	-	-	-
	1%	1%	1%	1%	1%	-	2%	-	-	-
MALE 25-34	5	6	5	6	-	-	-	-	-	-
	1%	2%	2%	2%	-	-	-	-	-	-
FEMALE 21-24	7	5	7	5	-	-	-	-	-	-
	2%	1%	2%	2%	-	-	-	-	-	-
FEMALE 25-34	2	3	2	3	-	-	-	-	-	-
	*	1%	1%	1%	-	-	-	-	-	-

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

8918 67915

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>NON-BLACK</u>	28	34	28	32	-	2	-	1	-	1
	7%	9%	9%	10%	-	3%	-	2%	-	2%
MALE 21-24	9	9	9	9	-	-	-	-	-	1
	2%	2%	3%	3%	-	-	-	-	-	2%
MALE 25-34	8	8	8	8	-	-	-	-	-	-
	2%	2%	2%	3%	-	-	-	-	-	-
FEMALE 21-24	4	8	4	7	-	1	-	-	-	-
	1%	2%	1%	2%	-	1%	-	-	-	-
FEMALE 25-34	7	9	7	8	-	1	-	1	-	-
	2%	2%	2%	3%	-	1%	-	2%	-	-
<u>SELECT URBAN MARKETS</u>	107	94	51	41	56	53	56	53	51	41
	27%	24%	16%	13%	71%	68%	100%	100%	100%	100%
<u>BLACK</u>	54	53	27	26	27	27	27	27	27	26
	13%	14%	8%	8%	34%	35%	48%	51%	53%	63%
MALE 21-24	13	14	6	9	7	5	7	5	6	9
	3%	4%	2%	3%	9%	6%	13%	9%	12%	22%
MALE 25-34	14	15	7	6	7	9	7	9	7	6
	3%	4%	2%	2%	9%	12%	13%	17%	14%	15%
FEMALE 21-24	11	10	4	4	7	6	7	6	4	4
	3%	3%	1%	1%	9%	8%	13%	11%	8%	10%
FEMALE 25-34	16	14	10	7	6	7	6	7	10	7
	4%	4%	3%	2%	8%	9%	11%	13%	20%	17%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

69I8 6L9IS

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
<u>NON-BLACK</u>	53 13%	41 11%	24 7%D	15 5%	29 37%	26 33%	29 52%	26 49%	24 47%	15 37%
MALE 21-24	21 5%B	13 3%	13 4%D	6 2%	8 10%	7 9%	8 14%	7 13%	13 25%	6 15%
MALE 25-34	12 3%B	6 2%	4 1%D	-	8 10%	6 8%	8 14%	6 11%	4 8%J	-
FEMALE 21-24	11 3%	11 3%	4 1%	4 1%	7 9%	7 9%	7 13%	7 13%	4 8%	4 10%
FEMALE 25-34	9 2%	11 3%	3 1%	5 2%	6 8%	6 8%	6 11%	6 11%	3 6%	5 12%
<u>LIFESTYLE</u>										
<u>TRENDSETTER</u>	91 23%	99 25%	72 22%	84 27%C	19 24%	15 19%	15 27%	13 25%	12 24%	11 27%
MALES	49 12%	61 16%A	38 12%	50 16%C	11 14%	11 14%	10 18%	9 17%	7 14%	7 17%
FEMALES	42 10%	38 10%	34 11%	34 11%	8 10%	4 5%	5 9%	4 8%	5 10%	4 10%
21-24	34 8%	49 13%A	27 8%	43 14%C	7 9%	6 8%	6 11%	5 9%	5 10%	8 20%I
25-34	57 14%	50 13%	45 14%	41 13%	12 15%	9 12%	9 16%	8 15%	7 14%	3 7%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J
* small base

0118 61915

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<u>NON-TRENDSETTER</u>	310	291	250	228	60	63	41	40	39	30
	77%	75%	78%	73%	76%	81%	73%	75%	76%	73%
MALES	154	142	126	113	28	29	20	18	23	14
	38%	36%	39%	36%	35%	37%	36%	34%	45%	34%
FEMALES	156	149	124	115	32	34	21	22	16	16
	39%	38%	39%	37%	41%	44%	38%	42%	31%	39%
21-24	158	149	125	116	33	33	23	20	22	15
	39%	38%	39%	37%	42%	42%	41%	38%	43%	37%
25-34	152	142	125	112	27	30	18	20	17	15
	38%	36%	39%	36%	34%	38%	32%	38%	33%	37%
<u>EDUCATION</u>										
<u>HIGH SCHOOL GRADUATE OR LESS</u>	164	159	145	150	19	9	15	6	27	21
	41%	41%	45%	48%	24%	12%	27%	11%	53%	51%
SOME HIGH SCHOOL OR LESS	32	29	31	25	1	4	1	2	8	7
	8%	7%	10%	8%	1%	5%	2%	4%	16%	17%
HIGH SCHOOL GRADUATE	132	130	114	125	18	5	14	4	19	14
	33%	33%	35%	40%	23%	6%	25%	8%	37%	34%
<u>SOME COLLEGE OR MORE</u>	236	231	176	162	60	69	41	47	24	20
	59%	59%	55%	52%	76%	88%	73%	89%	47%	49%
SOME COLLEGE	173	171	132	123	41	48	29	36	18	10
	43%	44%	41%	39%	52%	62%	52%	68%	35%	24%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENTS	401 100%	390 100%	322 100%	312 100%	79* 100%*	78* 100%*	56* 100%*	53* 100%*	51* 100%*	41* 100%*
COLLEGE GRADUATE	54 13%	54 14%	41 13%	34 11%	13 16%	20 26%E	9 16%	11 21%	6 12%	7 17%
POST GRADUATE	9 2%	6 2%	3 1%	5 2%	6 8%F	1 1%	3 5%H	-	-	3 7%I
REFUSED	1 *	-	1 *	-	-	-	-	-	-	-
<u>HOUSEHOLD INCOME</u>										
TOTAL ANSWERING	390 100%	375 100%	311 100%	298 100%	79* 100%*	77* 100%*	56* 100%*	52* 100%*	47* 100%*	37* 100%*
<u>UNDER \$35,000</u>	267 68%	266 71%	225 72%	223 75%	42 53%	43 56%	31 55%	27 52%	33 70%	25 68%
UNDER \$15,000	80 21%	75 20%	74 24%	60 20%	6 8%	15 19%E	5 9%	11 21%G	10 21%	12 32%
\$15,000 - \$24,999	106 27%	98 26%	86 28%	82 28%	20 25%	16 21%	15 27%	12 23%	10 21%	6 16%
\$25,000 - \$34,999	81 21%	93 25%A	65 21%	81 27%C	16 20%	12 16%	11 20%H	4 8%	13 28%	7 19%
<u>\$35,000 OR MORE</u>	123 32%	109 29%	86 28%	75 25%	37 47%	34 44%	25 45%	25 48%	14 30%	12 32%
\$35,000 - \$49,999	64 16%	51 14%	48 15%	38 13%	16 20%	13 17%	9 16%	10 19%	9 19%	4 11%

Proportions/Means: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

2718 67915

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
TOTAL ANSWERING	390	375	311	298	79*	77*	56*	52*	47*	37*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
\$50,000 OR MORE	59	58	38	37	21	21	16	15	5	8
	15%	15%	12%	12%	27%	27%	29%	29%	11%	22%I
BASE: TOTAL RESPONDENT	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
<u>PRESENCE OF CHILDREN</u>										
<u>CHILDREN IN HOUSEHOLD</u>	161	146	142	133	19	13	14	8	18	12
	40%	37%	44%	43%	24%	17%	25%	15%	35%	29%
MALES	50	55	43	52	7	3	6	1	6	4
	12%	14%	13%	17%	9%	4%	11% ^H	2%	12%	10%
FEMALES	111	91	99	81	12	10	8	7	12	8
	28%B	23%	31%D	26%	15%	13%	14%	13%	24%	20%
21-24	53	61	45	56	8	5	5	2	7	6
	13%	16%	14%	18% ^C	10%	6%	9%	4%	14%	15%
25-34	108	85	97	77	11	8	9	6	11	6
	27%B	22%	30%D	25%	14%	10%	16%	11%	22%	15%
BLACK	93	81	77	73	16	8	11	4	15	8
	23%	21%	24%	23%	20% ^F	10%	20% ^H	8%	29%	20%
NON-BLACK	68	65	65	60	3	5	3	4	3	4
	17%	17%	20%	19%	4%	6%	5%	8%	6%	10%
TOTAL URBAN	161	146	142	133	19	13	14	8	18	12
	40%	37%	44%	43%	24%	17%	25%	15%	35%	29%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

51679 8173

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
	EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER			
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENT	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
NON-URBAN	-	-	-	-	-	-	-	-	-	-
SELECT URBAN MARKETS	32	20	18	12	14	8	14	8	18	12
	8%B	5%	6%	4%	18%F	10%	25%	15%	35%	29%
<u>NO CHILDREN IN HOUSEHOLD</u>	239	244	179	179	60	65	42	45	33	29
	60%	63%	56%	57%	76%	83%	75%	85%	65%	71%
MALES	152	148	120	111	32	37	24	26	24	17
	38%	38%	37%	36%	41%	47%	43%	49%	47%	41%
FEMALES	87	96	59	68	28	28	18	19	9	12
	22%	25%	18%	22%	35%	36%	32%	36%	18%	29%I
21-24	139	137	107	103	32	34	24	23	20	17
	35%	35%	33%	33%	41%	44%	43%	43%	39%	41%
25-34	100	107	72	76	28	31	18	22	13	12
	25%	27%	22%	24%	35%	40%	32%	42%	25%	29%
BLACK	92	120	69	90	23	30	16	23	12	18
	23%	31%A	21%	29%C	29%	38%	29%	43%G	24%	44%I
NON-BLACK	147	124	110	89	37	35	26	22	21	11
	37%B	32%	34%D	29%	47%	45%	46%	42%	41%J	27%
TOTAL URBAN	239	244	179	179	60	65	42	45	33	29
	60%	63%	56%	57%	76%	83%	75%	85%	65%	71%
NON-URBAN	-	-	-	-	-	-	-	-	-	-

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

51679 8174

TABLE 51 RESPONDENT PROFILE

	COMPETITIVE SMOKERS									
	TOTAL URBAN						SELECT URBAN			
			EXC. KBA		KBA RECRUITS		KBA RECRUITS		OTHER	
	SI	MVP	SI	MVP	SI	MVP	SI	MVP	SI	MVP
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
BASE: TOTAL RESPONDENT	401	390	322	312	79*	78*	56*	53*	51*	41*
	100%	100%	100%	100%	100%*	100%*	100%*	100%*	100%*	100%*
SELECT URBAN MARKETS	75	74	33	29	42	45	42	45	33	29
	19%	19%	10%	9%	53%	58%	75%	85%	65%	71%

Proportions/Mean: Columns Tested (20% risk level) - A/B - C/D - E/F - G/H - I/J

* small base

51679 8175