

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

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TO: Derek Crawford

DATE: October 6, 1994

FROM: Shari Teitelbaum

SUBJECT: **Smoker/Non-Smoker Segmentation Study -- Final**

Attached is the complete presentation deck of the results of the 1994 Smoker/Non-Smoker Segmentation Study. This deck provides greater detail on the topics covered in the various flash reports that were issued over the past few months, as well as some learning on marketing issues. A summary of all the results can be found at the beginning of the presentation.

The objectives of this study included the following: analyzing public opinion on current hot topics relating to cigarette smoking, such as smoking bans/accommodation in public places as well as an increase in the federal excise tax on cigarettes; updating the 1989 study on the effect of smoking restrictions and bans; measuring attitudes on the appropriateness of cigarette advertising; gauging interest in potential product concepts; evaluating enthusiasm among smokers for organizations which advocate smokers' rights; and updating the Smoker/Non-Smoker Segmentation study last conducted in 1991.

For this study, 2,300 interviews were conducted among adults over the age of 18 nationwide. The interviews, which lasted approximately one hour and were conducted at respondents' homes, included 1,000 among smokers and 1,300 among non-smokers. They were then combined and weighted to reflect proper proportions in the general population.

If you have any questions, please feel free to call me on extension 3395.



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Attachment

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