

SALEM FRANCHISE PROGRAM

April 1994 Mailing

		<u>Mailfile (947,292)</u>	
<u>Database Variables</u>		<u>Amount</u>	<u>%</u>
Program Participation:	1993 Participants	783,890	82.8%
	Dec New Salem Adds	67,741	7.2%
	Feb New Salem Adds	95,661	10.0%
Age:	Unknown	1,431	0.2%
	21-24	18,456	1.9%
	25-34	199,395	21.0%
	35-49	376,788	39.8%
	50+	351,222	37.1%
Sex:	Unknown	45,159	4.8%
	Male	358,505	37.8%
	Female	543,628	57.4%
Usual Brand:	Salem	918,808	97.0%
	All Others	28,484	3.0%
Flavor:	Unknown	4,297	0.5%
	Menthol	934,291	98.6%
	Non-Menthol	8,704	0.9%
Length:	Unknown	448,991	47.4%
	85mm	222,663	23.5%
	100mm	273,787	28.9%
	120mm	1,851	0.2%
Style:	Unknown	264,239	27.9%
	Full-Flavor	215,359	22.7%
	Lights	361,099	38.1%
	Ultra Lights	103,562	10.9%
	Slims	3,033	0.3%
Pack/Carton:	Unknown	289,295	30.5%
	Pack	189,691	20.0%
	Carton	458,531	48.4%
	Both	9,775	1.1%
Signature:	Signed	862,265	91.0%
	Unsigned	85,027	9.0%

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		<u>Mallfile (947,292)</u>	
<u>Database Variables</u>		<u>Amount</u>	<u>%</u>
Last 10 Purchases: (How many were UB?)	0/Unknown	205,827	21.7%
	1	4,377	0.5%
	2	67,068	7.1%
	3	44,193	4.7%
	4	6,424	0.7%
	5	14,219	1.5%
	6	10,880	1.1%
	7	17,394	1.8%
	8	27,688	2.8%
	9	22,379	2.4%
	10	526,843	55.6%
Second Usual Brand:	Kool	26,726	2.8%
	Newport	22,471	2.4%
	Marlboro	20,823	2.2%
	Salem	31,576	3.3%
	Unknown	701,926	74.1%
	All Others	143,770	15.2%
Sales Area:	Northeast	281,951	29.8%
	Southern	236,944	25.0%
	Western	110,103	11.6%
	Midwestern	318,294	33.6%
Source:	Mass Screened	146,225	15.4%
	Lane	40,420	4.3%
	Rescreen	264,945	28.0%
	M/A/R/C	6,798	0.7%
	Brand Screened - DM	223,658	23.6%
	Brand Screened - Retail	265,246	28.0%
Update Recency	0 - 6 months	111,927	11.8%
	7 - 12 months	509,416	53.8%
	13 - 18 months	190,067	20.1%
	19 - 24 months	61,480	6.5%
	25+ months	74,402	7.9%

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<u>Database Variables</u>		<u>Mailfile (947,292)</u>	
		<u>Amount</u>	<u>%</u>
RJR Sales Region:	Boston	17,875	1.9%
	New York Metro	23,226	2.5%
	Philadelphia	68,713	7.3%
	Hartford	23,325	2.5%
	Buffalo	64,876	6.8%
	Pittsburgh	83,939	8.9%
	Northeast	281,954	29.8%
	Winston-Salem	58,122	6.1%
	Atlanta	40,672	4.3%
	South Florida	34,255	3.6%
	Birmingham	35,590	3.8%
	Memphis	33,072	3.5%
	Washington DC	35,230	3.7%
	Southeast	236,941	25.0%
	San Francisco	16,937	1.8%
	Denver	19,697	2.1%
	Los Angeles	16,902	1.8%
	Seattle	14,086	1.5%
	Dallas	22,788	2.4%
	Houston	19,693	2.1%
	Western	110,103	11.6%
	Chicago	52,313	5.5%
	Minneapolis	48,629	5.1%
	Oklahoma City	14,126	1.5%
	Detroit	73,440	7.8%
	Cincinnati	74,953	7.9%
	St. Louis	54,833	5.8%
	Midwestern	318,294	33.6%

VANTAGE INNER CIRCLE PROGRAM

April 1994 Mailing

		<u>Mailfile 554,037</u>	
<u>Mailfile Variables</u>		<u>Amount</u>	<u>%</u>
Past Participation:	December Mailfile	450,146	81.2%
	93 Competitive Redeemers	58,182	10.5%
	Incremental Ashtray Orderers	28,806	5.2%
	New Vantage Availabilities	16,903	3.1%
Signature:	Signed	465,475	84.0%
	Unsigned	88,562	16.0%
Age:	Unknown	1,169	0.2%
	21-24	6,077	1.1%
	25-34	77,261	13.9%
	35-49	211,856	38.2%
	50+	257,674	46.5%
Sex:	Unknown	19,616	3.5%
	Male	246,043	44.4%
	Female	288,378	52.1%
Usual Brand:	Vantage	465,286	84.0%
	Marlboro	24,952	4.5%
	Kent	12,391	2.2%
	Merit	10,099	1.8%
	Virginia Slims	7,974	1.4%
	All Others	33,335	6.0%
Style:	Unknown	305,244	55.1%
	Full-Flavor	8,066	1.5%
	Lights	97,638	17.6%
	Mediums	798	0.1%
	Milds	271	0.0%
	Ultra Lights	141,916	25.6%
	Other	104	0.0%
Length:	Unknown	189,878	34.3%
	85mm	168,498	30.4%
	100mm	193,666	35.0%
	120mm	1,995	0.4%
Flavor:	Unknown	90,843	16.4%
	Menthol	64,387	11.6%
	Nonmenthol	398,807	72.0%
Pack / Carton	Unknown	148,964	26.9%
	Pack	95,046	17.2%
	Carton	306,009	55.2%
	Both	4,018	0.7%

VANTAGE INNER CIRCLE PROGRAM

April 1994 Mailing

<u>Mailfile Variables</u>		<u>Mailfile 554.037</u>	
		<u>Amount</u>	<u>%</u>
Last 10 Purchases: (How many were UB?)	0/Unknown	315,060	58.9%
	1	623	0.1%
	2	1,274	0.2%
	3	6,270	1.1%
	4	1,034	0.2%
	5	3,216	0.6%
	6	2,659	0.5%
	7	17,814	3.2%
	8	7,932	1.4%
	9	17,088	3.1%
	10	181,067	32.7%
Second Usual Brand:	Vantage	22,857	4.1%
	Winston	27,552	5.0%
	Marlboro	39,774	7.2%
	Merit	15,920	2.9%
	Unknown	360,798	65.1%
	All Others	87,136	15.7%
Sales Area:	Northeast	74,094	13.4%
	Southern	233,871	42.2%
	Western	68,790	12.4%
	Midwestern	177,282	32.0%
Source:	JFY/Blair	71	0.0%
	Donnelley	37,323	6.7%
	Select & Save	43,100	7.8%
	First Mail	29,029	5.2%
	Great American Smoker	18,802	3.4%
	Datacap	6,371	1.1%
	Lane	64,514	11.6%
	Rescreen	89,284	16.1%
	M/A/R/C	11,988	2.2%
	Brand Screened - DM	166,043	30.0%
	Brand Screened - Retail	58,706	10.6%
	Incremental Ashtray Orderers	28,806	5.2%
Update Recency:	0 - 6 months	80,641	14.6%
	7 - 12 months	183,080	33.0%
	13 - 18 months	55,410	10.0%
	19 - 24 months	68,563	12.4%
	25+ months	166,343	30.0%

VANTAGE INNER CIRCLE PROGRAM**April 1994 Mailing**

		<u>Mailfile 554.037</u>	
<u>Mailfile Variables</u>		<u>Amount</u>	<u>%</u>
RJR Sales Region:	Boston	12,089	2.2%
	New York Metro	8,907	1.6%
	Philadelphia	10,967	2.0%
	Hartford	12,176	2.2%
	Buffalo	16,167	2.9%
	Pittsburgh	13,788	2.5%
	Northeast	74,094	13.4%
	Winston-Salem	55,256	10.0%
	Atlanta	45,786	8.3%
	South Florida	21,958	4.0%
	Birmingham	54,526	9.8%
	Memphis	44,601	8.1%
	Washington DC	11,744	2.1%
	Southeast	233,871	42.2%
	San Francisco	6,242	1.1%
	Denver	12,933	2.3%
	Los Angeles	7,305	1.3%
	Seattle	8,776	1.6%
	Dallas	21,053	3.8%
	Houston	12,481	2.3%
	Western	68,790	12.4%
	Chicago	20,822	3.8%
	Minneapolis	39,061	7.1%
	Oklahoma City	10,578	1.9%
	Detroit	23,132	4.2%
	Cincinnati	57,000	10.3%
	St. Louis	26,689	4.8%
	Midwestern	177,282	32.0%

MORE
April 1994 Mailfile
208,469

INFORMATION	QUANTITY	PERCENT
Signature	199,287	95.60%
No Signature	9,182	4.40%
AGE		
Unknown	3,644	1.75%
21-24	1,432	0.69%
25-34	14,733	7.07%
35-49	55,159	26.46%
50+	133,501	64.04%
STYLE		
Non-Filter	29	0.01%
Full-Flavor	83,827	40.21%
Lights	71,018	34.07%
Ultra Lights	4,348	2.08%
Unknown	49,249	23.62%
SEX		
Males	61,499	29.50%
Females	136,999	65.72%
Unknown	9,971	4.78%
LENGTH		
80mm	27	0.01%
85mm	1,564	0.75%
100mm	26,253	12.59%
120mm	178,052	85.41%
Unknown	2,573	1.23%
UPDATE DATE		
0-6 Months	47,504	22.79%
7-12 Months	114,589	54.97%
13-18 Months	2,572	1.23%
19-24 Months	17,525	8.41%
25 + Months	26,279	12.61%
SOURCE		
Donnelley	8,665	4.16%
Rescreen	14,577	6.99%
SRMS	1,296	0.62%
Select & Save	4,473	2.15%
First Mail	6,179	2.96%
Great American Smokers	5,053	2.42%
Brand-DM	77,471	37.16%
Brand-Retail	86,972	41.72%
Datacap	3,783	1.81%
UB		
More	178,144	85.45%
Eve	4,495	2.16%
Virginia Slims	6,754	3.24%
Capri	1,472	0.71%
Saratoga	1,475	0.71%
Marlboro	2,123	1.02%
Merit	328	0.16%
Benson & Hedges	4,566	2.19%
Other Comp	29	0.01%
Unknown	9,083	4.36%

MORE
April 1994 Mailfile
208,469

INFORMATION	QUANTITY	PERCENT
2ND UB		
More	13,915	6.67%
Eve	5,024	2.41%
Virginia Slims	8,402	4.03%
Marlboro	6,524	3.13%
Other	35,320	16.94%
Unknown	139,284	66.81%
LAST 10 UB		
Information	141,537	67.89%
No Information	66,932	32.11%
FLAVOR		
Menthol	81,299	39.00%
Non-Menthol	104,734	50.24%
Unknown	22,436	10.76%
SALES AREA		
Northeast	40,372	19.37%
Southern	43,550	20.89%
Western	66,357	31.83%
Midwestern	58,190	27.91%

NOW
April 1994 Mailfile
221,133

INFORMATION	QUANTITY	PERCENT
Signature	212,975	96.31%
No Signature	8,158	3.69%
AGE		
Unknown	438	0.20%
21-24	2,074	0.94%
25-34	21,332	9.65%
35-49	68,804	31.11%
50+	128,485	58.10%
STYLE		
Non-Filter	36	0.02%
Full-Flavor	1,895	0.86%
Lights	5,830	2.64%
Ultra Lights	209,277	94.64%
Unknown	4,095	1.85%
SEX		
Males	67,501	30.53%
Females	146,957	66.46%
Unknown	6,675	3.02%
LENGTH		
80mm	35	0.02%
85mm	27,592	12.48%
100mm	125,167	56.60%
120mm	2,027	0.92%
Unknown	66,312	29.99%
UPDATE DATE		
0-6 Months	47,434	21.45%
7-12 Months	103,765	46.92%
13-18 Months	35,213	15.92%
19-24 Months	23,725	10.73%
25+ Months	10,996	4.97%
SOURCE		
SRMS	974	0.44%
Donnelley	6,749	3.05%
Rescreen	17,064	7.72%
Select & Save	1,022	0.46%
First Mail	6,421	2.90%
Great American Smokers	3,509	1.59%
Brand-DM	95,443	43.16%
Brand-Retail	86,931	39.31%
Datacap	3,020	1.37%
UB		
Now	190,879	86.32%
Carlton	11,039	4.99%
Virginia Slims	1,031	0.47%
Barclay	288	0.13%
Cambridge	1,210	0.55%
True	1,199	0.54%
Kent	2,903	1.31%
Marlboro	2,526	1.14%
Merit	2,257	1.02%
Benson & Hedges	1,244	0.56%
Other Comp	6,457	2.92%
Unknown	100	0.05%

NOW
April 1994 Mailfile
221,133

INFORMATION	QUANTITY	PERCENT
2ND UB		
Now	21,177	9.58%
Carlton	13,167	5.95%
Other	50,060	22.64%
Unknown	136,729	61.83%
LAST 10 UB		
Information	151,401	68.47%
No Information	69,732	31.53%
FLAVOR		
Menthol	62,870	28.43%
Non-Menthol	107,128	48.45%
Unknown	51,135	23.12%
SALES AREA		
Northeast	55,017	24.88%
Southern	50,609	22.89%
Western	43,645	19.74%
Midwestern	71,862	32.50%