

TABLE I

MARLBORO 100'S RED
SPOKANE TEST MARKET

<u>Period</u>	<u>Test</u>	<u>Control Markets</u>			<u>National</u>
	<u>Market</u> <u>Spokane</u>	<u>Portland</u>	<u>Sacramento</u>	<u>Balance of</u> <u>California</u>	
<u>Per Cent Change</u>					
<u>Base (3/69-12/69) Over Pre-Base (3/68-2/69)</u>					
Base/Pre-Base	+12.9	+15.0	+26.9	+11.3	+10.6
<u>Per Cent Change Over Base</u>					
<u>(3/69-12/69)</u>					
<u>Test</u>					
<u>1970 -</u>					
March	+44.0	+33.3	+34.1	+46.0	+ 4.0
2nd Quarter	+41.4	+28.2	+22.0	+18.1	+27.9
3rd Quarter	+68.6	+42.2	+33.8	+28.8	+28.9
4th Quarter	+64.8	+45.1	+32.4	+17.0	+29.9
<u>1971 -</u>					
1st Quarter	+67.7	+44.5	+34.9	+25.3	+30.1
2nd Quarter	+106.5	+71.1	+59.8	+47.8	+52.3
July	+139.9	+91.5	+80.2	+60.4	+54.2
Average 17 Months	+ 72.4	+48.1	+39.0	+30.4	+33.3
<u>% Difference</u>					
Test vs. Base Performance	+ 59.5	+33.1	+12.1	+19.1	+22.7
(3/70-7/71) vs. 3/69-12/69)					

ADVANTAGE TEST OVER CONTROLS
CONTROL MARKETS

ADVANTAGE TEST OVER CONTROLS
ADJUSTED BY CONTROL BRAND (B&H GOLD)

Period	Portland	Sacramento	Bal. of Calif.	National	Period	Portland	Sacra-mento	Bal. of Calif.	National
Base/Pre-Base	- 2.1	- 14.0	+ 1.6	+ 2.3	Base/Pre-Base	- 1.9	+ 1.9	+ 2.9	+ 0.3
Test vs. Base (3/70-7/71) vs. 3/69-12/69)	+24.3	+ 33.4	+42.0	+39.1	Test vs. Base (3/70-7/71) vs. 3/69-12/69)	+32.2	+38.8	+38.1	+35.0
Test vs. (Base/ Pre-Base) Performance	+26.4	+47.4	+40.4	+36.8	Test vs. (Base/ Pre-Base) Performance	+34.1	+36.9	+35.2	+34.7

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