

SIR 87-8 Top-Line Data 7-29-87

Pilot Study For Advertising

Question: Which brand do you prefer?

<u>Panel</u>	<u>Total</u>		<u>#1</u>		<u>#2</u>		<u>#3</u>		<u>#4</u>		<u>#5</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>

All Smokers

H	88	28	21	32	16	26	15	23	17	27	19	32
J	217	69	42	64	44	71	45	70	45	70	41	68
No Choice	11	4	3	5	2	3	4	6	2	3	0	0
	316		66		62		64		64		60	

Full Flavored Smokers

H	18	17	5	23	4	19	1	5	3	14	5	23
J	88	82	17	77	17	81	18	90	19	86	17	77
No Choice	1	1	0	0	0	0	1	5	0	0	0	0
	107		22		21		20		22		22	

Low "Tar" and Ultra Low "Tar" Smokers

H	70	34	16	36	12	29	14	32	14	33	14	37
J	129	62	25	57	27	66	27	61	26	62	24	63
No Choice	10	5	3	7	2	5	3	7	2	5	0	0
	209		44		41		44		42		38	

Code

H: Carlton 100's - 3 mg

J: Other Product

Panel

#1: Vantage 100's

#2: B & H Lights 100's

#3: Merit 100's

#4: Marlboro Lights 100's

#5: Winston Lights 100's

All results are statistically significant at >99% confidence level for all smokers and fullflavored smokers.

Only total and #3 panel are significant for Low and Ultra Low "Tar" smokers