



*Lorillard*

MEMORANDUM

May 4, 1994

TO: L. Delaura

FROM: T. Baylies

RE: HARLEY CIGARETTES MARKET RESEARCH

-----

The attached outlines revised research needs for Harley cigarettes in support of its expansion in Area 2 (10/25/94).

Exhibit I lists information needs for non-triers and trier rejectors as well as for regular and occasional users.

Revisions from original drafts, discussed with MPID in March, include primarily an expanded users section.

For reference, Appendix I summarizes key research information already available about the brand.

Please call at your earliest convenience to review questions about methodologies. This requests that questionnaire(s) be reviewed week of 5/16, with in-field w/o 5/30.

T.B.

cc: V. Lindsley  
M. Borsini  
A. Pasheluk  
S. Benson  
G. Telford

i:hdlett

82876735