



March 22, 1995

TO: Reggie Pasterczyk

FROM: Scott Cairey

SUBJECT: **1995 Select Ad Tracking Cost (Revised) -  
BIAD #95-11108**

Outlined below are the revised specifications, timing and cost confirmation to continue the Select Ad Tracking research via Tracker. This estimate reflects the revised questionnaire and respondent qualifications which results in a cost savings to RJR of \$14,625.

### SPECIFICATIONS

#### (Study Prep)

- Respondent Selection: If Select Purchaser Scheme or 18-34 No Key Brands Purchaser who is Select Aware
- Q'naire Design: See attachment
- Q'naire Length: 30 seconds
- Number of Completes: 236/month; 155 aware/month

#### (Processing)

- Data will be placed on the monthly RJR Tracker data cartridge and sent to MSA

### TIMING

- Field/Interviewing: January - December, 1995 (monthly)
- Processing: Due monthly around the 15th

### COST

	<u>Jan-March</u>	<u>Apr-Dec</u>	<u>Total</u>
● Study Prep	\$1,800	\$3,600	\$5,400
● Data Collections/WATS	3,600	1,200	4,800
● Data Processing	900	2,475	3,375
Total	\$6,300	\$7,275	\$13,575

Please call if you have questions or need additional information.

Attachment

c: Shari Hawkins  
Jan Hanner

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