

03914806

JANUARY - DECEMBER 1979

CURRENT REGULAR BRAND BANNERS
ALPINE TO MAX

JANUARY - DECEMBER 1979

CIGARETTE BRAND SWITCHING STUDY

SUMMARY TABLES

CONDUCTED BY:

THE DATA GROUP INCORPORATED
EXECUTIVE PLAZA
ELKINS PARK, PENNSYLVANIA 19117

JANUARY - DECEMBER 1979

03914807

CIGARETTE BRAND SWITCHING STUDY

INDEX

TABLE

INDEX

TABLE

SEX OF RESPONDENT	2	IMPORTANCE OF TASTE VS. LOW TAR & NICOTINE IF FORCED TO CHANGE BRANDS	16
NUMBER OF CIGARETTES SMOKED IN AN AVERAGE DAY .	3	KNOWLEDGE OF TAR & NICOTINE LEVELS IN CURRENT BRAND	17
LENGTH TIME SMOKED CURRENT BRAND	4	FEELINGS ABOUT LEVELS OF TAR & NICOTINE IN CURRENT BRAND	18
LIKES OF CURRENT BRAND	5	120MM BRANDS PURCHASED IN PAST THREE MONTHS . . .	19
IMPROVEMENTS DESIRED/NOT DESIRED IN CURRENT BRAND	6	AGE OF RESPONDENT	20
IMPROVEMENTS DESIRED IN CURRENT BRAND	7	EDUCATION LEVEL OF RESPONDENT	21
HOW CURRENT BRAND PURCHASED	8	MARITAL STATUS OF RESPONDENT	22
WHERE CURRENT BRAND PURCHASED	9	TOTAL FAMILY YEARLY INCOME	23
CURRENT BRAND PURCHASED OVER THE COUNTER/ VENDING MACHINE	10	ETHNIC BACKGROUND OF RESPONDENT	24
ADDITIONAL BRANDS PURCHASED IN PAST FOUR WEEKS	11	CENSUS REGIONS	25
BRANDS OF FREE SAMPLES SMOKED IN PAST TWO MONTHS	12	SMSA POPULATION	26
BRANDS PURCHASED WITH A COUPON IN PAST TWO MONTHS	13	NIELSEN COUNTIES	27
WHAT SMOKER WOULD DO IF STORE OUT OF CURRENT BRAND	14	COMPONENTS OF CIGARETTE SMOKE	28
BRAND TO BUY IF STORE OUT OF CURRENT BRAND . .	15	UNAIDED LOW TAR BRAND AWARENESS	29
		NUMBER IN HOUSEHOLD	40
		EMPLOYMENT OF RESPONDENT, TOTAL FEMALES	41-42

80841680

BANNER POINT DEFINITIONS

LISTED BELOW ARE THE ABBREVIATIONS USED TO INDICATE THE VARIOUS PACKINGS WHICH APPEAR IN THE BANNERS OF THIS SECTION:

KING, KNG, KG = KING SIZE, FILTER, NON-MENTHOL, SOFT PACK

KING M = KING SIZE, FILTER, MENTHOL, SOFT PACK

100 = 100MM, FILTER, NON-MENTHOL, SOFT PACK

100 M = 100MM, FILTER, MENTHOL, SOFT PACK

120 = 120MM, FILTER, NON-MENTHOL, SOFT PACK

120 M = 120MM, FILTER, MENTHOL, SOFT PACK

70 = 70MM, FILTER, NON-MENTHOL, SOFT PACK

STRT, ST = STRAIGHT OR UNFILTERED

03914809

03914810

ALPINE TO
BROOKWOOD

CIGARETTE BRAND SWITCHING STUDY

INDEX	TABLE #	INDEX	TABLE #
EMPLOYMENT OF FEMALE RESPONDENT	42	LOW TAR BRANDS TO PURCHASE IN FUTURE.	45
LOW TAR BRANDS PURCHASED LAST SIX MONTHS.	43	LIKELIHOOD TO PURCHASE LOW TAR BRANDS IN FUTURE .	46
LOW TAR BRANDS PURCHASED BEFORE SIX MONTHS AGO. .	44		

03914811

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 2

D. E. SEX OF RESPONDENT

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK	
		ALPINE	KING		100	KING		100	KING		100	-WOOD	
			TOTAL	M	M	TOTAL	M	M	TOTAL	M	M		
TOTAL	12007	12	22	9	13				154	90	64		
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0		
MALE	6309	4	9	4	5				63	44	18		
	52.5	33.3	40.9	44.4	38.5				40.9	48.9	28.1		
FEMALE	5698	7	13	5	7				91	46	46		
	47.5	58.3	59.1	55.6	53.8				59.1	51.1	71.9		

03914812

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 3

Q. F ABOUT HOW MANY CIGARETTES DO YOU SMOKE IN AN AVERAGE DAY ?

	TOTAL	ALPNE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
TOTAL	12007	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
10-19	3612	7	5	2	4				42	21	22	
	30.1	58.3	22.7	22.2	30.8				27.3	23.3	34.4	
20-29	4881	2	10	6	5				64	40	24	
	40.7	16.7	45.5	66.7	38.5				41.6	44.4	37.5	
30-39	1739	1	2	1	1				22	14	9	
	14.5	8.3	9.1	11.1	7.7				14.3	15.6	14.1	
40 OR MORE	1776	2	4	1	3				25	15	10	
	14.8	16.7	18.2	11.1	23.1				16.2	17.8	15.6	
MEAN	27.1	24.2	28.3	26.5	28.5				27.8	28.6	26.8	

03914813

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 4

Q. 2 HOW LONG HAVE YOU SMOKED YOUR REGULAR BRAND ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
3 MONTHS OR LESS	402		6	2	4				6	3	3	
	3.4		27.3	22.2	30.8				3.9	3.3	4.7	
OVER 3 MOS. TO 6 MOS.	405		7	3	4				4	2	2	
	3.4		31.8	33.3	30.8				2.5	2.2	3.1	
OVER 6 MOS. TO 12 MOS.	769		4	3	1				5	2	3	
	6.5		18.2	33.3	7.7				3.2	2.2	4.7	
OVER 1 YEAR TO 2 YEARS	1670	1	4	1	3				8	6	2	
	14.1	8.3	18.2	11.1	23.1				5.2	5.7	3.1	
OVER 2 YEARS TO 3 YEARS	1384	1	2	1	1				11	5	6	
	11.7	8.3	9.1	11.1	7.7				7.1	5.6	9.4	
OVER 3 YEARS TO 4 YEARS	910	1							13	8	5	
	7.7	8.3							8.4	8.9	7.8	
OVER 4 YEARS TO 5 YEARS	853								14	6	7	
	7.2								9.1	6.7	10.9	
OVER 5 YEARS TO 10 YEARS	2152	5							35	23	13	
	18.1	41.7							22.7	25.6	20.3	
OVER 10 YEARS	3279	4							57	34	23	
	27.6	33.3							37.0	37.8	35.9	
DON'T KNOW	46								1	1		
	.4								.6	1.1		

03914814

GIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORELLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 5

Q. 3 WHY DO YOU SMOKE YOUR BRAND MOST OFTEN; THAT IS,
 WHAT IN PARTICULAR DO YOU LIKE ABOUT YOUR REGULAR BRAND ?

	-ARCTIC LIGHTS-					- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE	KING 100		KING 100		KING 100		KING 100		KING 100		-WOOD
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M		
TOTAL	11869	12	22	9	13			154	90	64		
	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		
PRODUCT	7596	9	17	8	10			99	56	43		
QUALITIES	64.0	75.0	77.3	88.9	76.9			64.3	62.2	67.2		
(NET)												
TASTE	7301	9	17	8	10			95	54	41		
(SUBNET)	61.5	75.0	77.3	88.9	76.9			61.7	60.0	64.1		
MILD/NOT	2188	2	6	4	3			38	19	18		
STRONG	18.4	16.7	27.3	44.4	23.1			24.7	21.1	28.1		
LIKE THE	1114	2	2	1	1			8	5	3		
TASTE/FLAVOR	9.4	16.7	9.1	11.1	7.7			5.2	5.6	4.7		
GOOD TASTE	536	1	1		1			4	2	2		
/FLAVOR	4.5	8.3	4.5		7.7			2.6	2.2	3.1		
STRONG/MORE	554							2	2			
TASTE	4.7							1.3	2.2			
RIGHT	357							2		2		
STRENGTH	3.0							1.3		3.1		
REFRESHING	90							1		1		
TASTE/FLAVOR	.8							.6		1.6		
NO	194		1		1			2		2		
AFTERTASTE	1.6		4.5		7.7			1.3		3.1		
NOT FITTER	59											
TASTING	.5											
SATISFYING	511		1		1			5	3	2		
TASTE	4.3		4.5		7.7			3.2	3.3	3.1		
NOT HARSH	1644	4	6	3	3			31	23	9		
TASTING	13.9	33.3	27.3	33.3	23.1			20.1	25.6	14.1		

03914815

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 5

Q. 3 WHY DO YOU SMOKE YOUR BRAND MOST OFTEN; THAT IS,
 WHAT IN PARTICULAR DO YOU LIKE ABOUT YOUR REGULAR BRAND ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
		ALPINE	KING	100	KING	100		KING	100		-WOOD
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
COOLER/ NOT HOT	448 3.8	2 16.7						11 7.1	5 5.6	6 9.4	
SMOOTH TASTING	198 1.7		1 4.5	1 11.1				5 3.2	3 3.3	2 3.1	
MORE TOBACCO TASTE/FLAVOR	331 2.8		1 4.5	1 7.7				1 .6	1 1.1		
OTHER TASTE MENTIONS	21 .2							1 .6	1 1.1		
FILTER (SUBNET)	467 3.9							5 3.2	4 4.4	1 1.6	
WANTED FILTER CIGARETTE	329 2.8							5 3.2	4 4.4	1 1.6	
DISLIKE FILTER CIGARETTE	129 1.1										
OTHER FILTER MENTIONS	9 .1										
LENGTH/SIZE (SUBNET)	370 3.1							4 2.6	1 1.1	3 4.7	
LONGER/ SMOKES LONGER	269 2.3							2 1.3		2 3.1	
THIN/SLENDER	56 .5										
SHORTER/ SMOKE LESS	27 .2							1 .6	1 1.1		

91841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 5

Q. 3 WHY DO YOU SMOKE YOUR BRAND MOST OFTEN; THAT IS,
 WHAT IN PARTICULAR DO YOU LIKE ABOUT YOUR REGULAR BRAND ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE	KING	100		KING	100		KING	100		-WOOD
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
LIKE THE SIZE	31 .3							1 .6		1 1.6	
LOW TAR & NICOTINE	2421 20.4	10 45.5	7 77.8	3 23.1				7 4.5	2 2.2	6 9.4	
MENTHOL	520 4.4	1 8.3	6 27.3	1 11.1	5 38.5			30 19.5	18 20.0	12 18.8	
NON-MENTHOL	80 .7										
EASY TO DRAW /PACKED LOOSE	66 .6							2 1.3		2 3.1	
PACKED TIGHT /HARD DRAW	32 .3							1 .6	1 1.1		
BURNS SLOW/EVEN	100 .9	2 9.1	1 11.1	1 7.7				1 .6		1 1.6	
BURNS FAST	16 .1										
PACKAGE (SUBNET)	110 .9	1 4.5	1 11.1								
LIKE THE PACKAGE	21 .2										
COLOR OF PACKAGE	20 .2	1 4.5	1 11.1								
COMES IN BOX /DOESN'T CRUSH	78 .7										
MISCELL. (NET)	478 4.0	1 8.3	1 4.5	1 7.7				33 21.4	17 18.9	16 25.0	

41841600

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 5

Q. 3 WHY DO YOU SMOKE YOUR BRAND MOST OFTEN? THAT IS,
 WHAT IN PARTICULAR DO YOU LIKE ABOUT YOUR REGULAR BRAND ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
		ALPNE	KING	100	KING	100	KING	100			-WOOD
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
I LIKE THEM	213 1.8							1 .6	1 1.1		
ENJOY IT MORE/GET SATISFACTION	170 1.4										
COUPON ON PACKAGE	88 .7	1 8.3	1 4.5	1 7.7				32 20.8	16 17.9	16 25.0	
BECAUSE OF MANUFACTURER NAME	3 *										
ALL OTHER MENTIONS	1973 16.6	2 16.7						20 13.0	12 13.3	8 12.5	
OK/NO PARTICULAR REASON	1969 16.6	2 16.7						20 13.0	12 13.3	8 12.5	

(* = PERCENT LESS THAN .05)

03914818

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 6

Q. 4 IS THERE ANYTHING ABOUT YOUR REGULAR BRAND THAT YOU WOULD LIKE TO SEE IMPROVED ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK
		ALPINE	TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	-WOOD
				M	M		M	M		M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
IMPROVEMENTS DESIRED	2181	7	6	5	1				26	16	10	
	18.4	58.3	27.3	55.6	7.7				15.9	17.8	15.6	
NOT DESIRE IMPROVEMENTS	9689	5	16	5	12				128	74	55	
	81.6	41.7	72.7	55.6	92.3				83.1	82.2	85.9	

03914819

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 7

3. 5 WHAT IS THERE ABOUT YOUR REGULAR BRAND THAT YOU WOULD LIKE TO SEE IMPROVED ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -				- - BELAIR - -				BROOK -WOOD
		ALPNE	TOTAL	KING	100	TOTAL	M	M	TOTAL	M	M	TOTAL	M	
TOTAL	2181 100.0	7 100.0	6 100.0	5 100.0	1 100.0					26 100.0	16 100.0	10 100.0		
MAKE Milder	77 3.5													
MAKE STRONGER	28 1.3													
REMOVE FILTER	3 .1													
IMPROVE FILTER	128 5.9								5 19.2	4 25.0	1 10.0			
MAKE SHORTER	12 .6													
MAKE LONGER	56 2.6	1 14.3												
PACK TIGHTER	120 5.5								3 11.5	2 12.5	1 10.0			
PACK LOOSER	8 .4													
IMPROVE SMELL	16 .7													
REDUCE/ REMOVE T & N	1010 46.3	5 71.4	3 50.0	3 50.0					12 45.2	6 37.5	6 63.0			
INTEREST IN CIGARETTE CONTROVERSY	108 5.0													
IMPROVE PACKAGING QUALITY	156 7.2	1 14.3	1 16.7		1 100.0									
SELL IN VENDING MACHINES	12 .6													

03914820

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 7

Q. 5 WHAT IS THERE ABOUT YOUR REGULAR BRAND THAT YOU WOULD LIKE TO SEE IMPROVED ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE TOTAL	KING M	100 M	TOTAL	M	100 M	TOTAL	M	100 M	
REDUCE PRICE	212 9.7	1 16.7	1 20.0					3 11.5	2 12.5	1 10.0	
MAKE FRESHER	54 1.6							1 3.8	1 5.3		
ADD NICOTINE TO IMPROVE FLAVOR	2 .1										
IMPROVE TASTE/FLAVOR	53 2.4							1 3.8		1 10.0	
BRAND NOT READILY AVAILABLE	52 2.4	1 14.3	1 16.7	1 20.0							
IMPROVE QUALITY OF TOBACCO	50 2.3										
OTHER PHYSICAL IMPROVEMENTS	91 4.2							1 3.8	1 6.3		
ALL OTHER MENTIONS	64 2.9							1 3.8	1 5.3		
DO NOT KNOW	2 .1										

03914821

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE A

Q. 6. THINKING OF YOUR REGULAR CIGARETTES, THE ONE YOU NOW SMOKE, ARE THEY USUALLY BOUGHT BY THE CARTON, BY THE PACK, OR EQUALLY BY THE CARTON AND PACK ?

		-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE	KING 100		KING 100		KING 100		KING 100		KING 100		-WOOD
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M		
TOTAL	11869	12	22	9	13			154	90	64		
	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		
CARTON	6735	9	13	5	8			118	69	50		
	56.7	75.0	59.1	66.7	61.5			76.6	75.7	79.1		
PACK	3288	1	3	2	1			18	10	9		
	27.7	8.3	13.6	22.2	7.7			11.7	11.1	14.1		
EQUALLY	1838	1	6	2	4			18	12	6		
	15.5	8.3	27.3	22.2	30.8			11.7	13.3	9.4		
ROLLS OWN	7											
	.1											

03914822

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 9

Q. 7 IN WHAT TYPE OF STORE, SHOPPING OUTLET, OR OTHER LOCATION DO YOU USUALLY BUY THE BRAND OF CIGARETTES YOU SMOKE MOST OFTEN ?

	-ARCTIC LIGHTS-					- - ASPEN - -			- - BELAIR - -			BROOK
	ALPINE	KING		100		KING		100	KING		100	-WOOD
	TOTAL	TOTAL	M	M	M	TOTAL	M	M	TOTAL	M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
CONVENIENCE	854		2	1	1				5	2	3	
STORE	7.2		9.1	11.1	7.7				3.2	2.2	4.7	
DISCOUNT	591	4							10	5	5	
STORE	5.0	33.3							6.5	5.6	7.8	
DRUGSTORE	1161	1	4	2	2				15	8	7	
	9.8	8.3	18.2	22.2	15.4				9.7	8.9	10.9	
GAS STATION	991								13	9	3	
	8.3								8.4	10.0	4.7	
LARGE	4862	3	10	4	6				72	43	29	
SUPERMARKET	41.0	25.0	45.5	44.4	46.2				46.8	47.9	45.3	
LIQUOR STORE	298								2	1	1	
	2.5								1.3	1.1	1.6	
PX/MILITARY	364		1		1				8	7	1	
COMMISSARY	3.1		4.5		7.7				5.2	7.8	1.6	
SMALL	1666	3	4	3	1				19	7	12	
GROCERY	14.0	25.0	18.2	33.3	7.7				12.3	7.6	19.8	
STORE												
NEWSPAPER/	251		1		1				1	1		
TOBACCO	2.1		4.5		7.7				.6	1.1		
AT WORK	110											
	.9											
DISTRIBUTOR/	68	1										
WHOLESALE	.5	6.3										
DEPT/VARIETY	138								5	3	2	
STORE	1.2								3.2	3.3	3.1	

03914823

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 9

Q. 7 IN WHAT TYPE OF STORE, SHOPPING OUTLET, OR OTHER LOCATION DO YOU USUALLY BUY THE
 BRAND OF CIGARETTES YOU SMOKE MOST OFTEN ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - DELAIR - -			BROOK -WOOD
		ALPINE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
BAR/TAVERN	46										
	.4										
COFFEE SHOP/ RESTAURANT	59										
	.5										
SOME OTHER TYPE	127	1		1				1		1	
	1.1	4.5		7.7				.6		1.6	
NO REGULAR STORE	282							3	3		
	2.4							1.9	3.3		

03914824

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLL 10

Q. 7A IS THAT OVER THE COUNTER OR FROM A VENDING MACHINE ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - DELAIR - -			BROOK -WOOD
		ALPNE	TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
OVER THE COUNTER	11427	12	22	9	13				150	87	63	
	96.3	100.0	100.0	100.0	100.0				97.4	95.7	93.4	
VENDING MACHINE	360								4	3	1	
	3.0								2.6	3.3	1.6	
BOTH EQUALLY	47											
	.4											
WHOLESALE /DEALER	30											
	.3											
OTHER MENTIONS	4											
	*											

(* = PERCENT LESS THAN .05)

03914825

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	-WOOD
				M	M		M	M		M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
ALPINE	3											
M/KING	*											
ARCTIC LIGHTS	23								1	1		
MENTHOL/KING	.2								.6	1.1		
ARCTIC LIGHTS	18								1	1		
MENTHOL/100	.2								.6	1.1		
BELAIR	24											
M/KING	.2											
BELAIR	16		1		1							
M/100MM	.1		4.5		7.7							
BVSN & HEDGS	22											
NM/KING	.2											
BVSN & HEDGS	91	1										
NM/100MM	.8	8.3										
BVSN & HEDGS	11											
NM/100MM/HGX	.1											
BVSN & HEDGS	83	1							2	1	1	
M/100MM	.7	8.3							1.3	1.1	1.6	
BVSN & HEDGS	5											
M/100MM/HGX	*											
BVSN & HEDGS	46	1										
LITES/100/NM	.4	8.3										
BVSN & HEDGS	42		1		1							
LITES/100/M	.4		4.5		7.7							

03914826

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

2. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	M	100 M	TOTAL	M	100 M	TOTAL	M	100 M	
DUNSV & HEDGS NM/M-FLTR/KG	2 *											
DUNSV & HEDGS M/M-FLTR/KG	4 *	1 8.3										
CAMEL NM/FILTER	96 .4								1 .6	1 1.1		
CAMEL NM/FILTER/BX	4 *											
CAMEL NM/NO FILTER	73 .6		1 4.5	1 11.1					1 .6	1 1.1		
CAMEL LIGHTS NOV-MENTHOL	80 .7											
CAMEL LIGHTS 100NM/MN	16 .1											
CARLTON NM/70NM	5 *											
CARLTON NM/KING	27 .2											
CARLTON M/KING	16 .1											
CARLTON 100NM/MN	37 .3											
CARLTON MENTHOL/100	19 .2											
CHESTERFIELD NM-FLTR/KING	1 *											

03914827

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LCHILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE.
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	M	100	TOTAL	M	100	TOTAL	M	100	
CHESTERFIELD NM/100MM	2											
	*											
CHESTERFIELD NM/N FLTR/70	5											
	*											
CHESTERFIELD NM/N FLTR/KG	12											
	.1											
CHESTERFIELD N/FLTR/KING	1								1	1		
	*								.6	1.1		
DECADE NM/KING	9											
	.1											
DECADE M/KING	4											
	*											
DECADE NM/100	2											
	*											
DORAL NM/KING	19											
	.2											
DORAL M/KING	11		1		1							
	.1		4.5		7.7							
DORAL II KING/NM	10											
	.1											
DORAL II KING/M	11		1		1							
	.1		4.5		7.7							
EVE NM/100MM	7											
	.1											
EVE M/100MM	5											
	*											

03914828

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	M	100	TOTAL	M	100	TOTAL	M	100	
FIVE LIGHTS MENTHOL/100	3	*										
ICEBERG NM/100MM	1	*										
KENT NM/BOX	8											
	.1											
KENT NM/KING	45											
	.4											
KENT NM/100MM	15											
	.1											
KENT NM/100MM	7		1		1							
	.1		4.5		7.7							
GOLDN LIGHTS NM/KING	40											
	.3											
GOLDN LIGHTS NM/KING	12											
	.1											
GOLDN LIGHTS NM/100MM	32											
	.3											
GOLDN LIGHTS NM/100MM	13								1		1	
	.1								.6		1.6	
KENT III NM/KING	63								1		1	
	.5								.6		1.6	
KENT III NM/100	1											
	*											
KODL NM/BOX	16											
	.1											

03914829

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

J. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

		-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK	
	ALPNE	KING 100		KING 100		KING 100		-WOOD	
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M
KOOL	195							12	11
M/KING	1.6							7.8	12.2
									1.6
KOOL	52								
M/100MM	.4								
KOOL	5								
M/NO FILTER	*								
KOOL	67	1	1						
M/MILES/KING	.6	4.5	11.1						
KOOL	37	1	1						
SPR LITE/KG	.3	4.5	11.1						
KOOL	38					1	1		
SPR LITE/100	.3					.5	1.1		
L & M	3								
NM/BOX	*								
L & M	17								
NM/KING	.1								
L & M	5								
M/100MM	*								
L & M	2								
M/100MM	*								
L & M-NM/KG	13								
FLAVOR LITES	.1								
L & M-NM/100	14								
LONG LITES	.1								
LARK	9								
NM/KING	.1								

03914830

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPINE	-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK -WOOD
			TOTAL	M	TOTAL	M	TOTAL	M	
LARK	2								
NM/100MM	*								
LARK LIGHTS	1								
NM/KING	*								
LARK LIGHTS	1								
NM/100	*								
LUCKY STRIKE	27								
NM/NO FILTER	.2								
LUCKY STRIKE	1								
NM/L F/100MM	*								
LUCKY STRIKE	4								
NM/LKY 10/KG	*								
MARLBORO	159						1	1	
NM/BOX	1.4						.6	1.6	
MARLBORO	224		1	1			1	1	
NM/KING	1.9		4.5	7.7			.6	1.6	
MARLBORO	13								
NM/BOX	.1								
MARLBORO	31								
NM/KING	.3								
MARLBORO	46								
NM/100MM	.7								
MARLBORO	24								
NM/100MM/30X	.2								
MARLBORO	139						1	1	
NM/LIGHTS/KG	1.2						.6	1.6	

03914831

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100	TOTAL	M	100	TOTAL	M	100	
MARLBORO	12										
M/LIGHTS/KC	.1										
MARLBORO	77										
LITES/100/NH	.6										
MAX	8										
NH/120MM	.1										
MAX	4										
NH/120MM	*										
MERIT	126										
NH/KING	1.1										
MERIT	41							1	1		
M/KING	.3							.6	1.1		
MERIT	54										
NH/100MM	.5										
MERIT	24							2		2	
M/100MM	.2							1.3		3.1	
MORE	36										
NH/120MM	.3										
MORE	41							2	1	1	
M/120MM	.3							1.3	1.1	1.6	
NEWPORT	25										
M/BOY	.2										
NEWPORT	74							2	2		
M/KING	.6							1.3	2.2		
NEWPORT	8							1		1	
M/100MM	.1							.6		1.6	

03914832

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE.
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
NEWPORT	26										
LIGHTS/KG/M	.2										
WOW	21										
NM/KING/BOX	.2										
WOW	19										
M/KING/BOX	.2										
OLD GOLD	1										
NM/BOX	*										
OLD GOLD	14										
NM/FLTR/KING	.1										
OLD GOLD	3										
NM/FLTR/100	*										
OLD GOLD	2										
LIGHTS/KG/NM	*										
PALL MALL	11										
NM/KING	.1										
PALL MALL	91										
NM/V FLTR/KG	.8										
PALL MALL	17										
NM/100MM	.1										
PALL MALL	5							1	1		
LG-TS/NM/KG	*							.6	1.1		
PALL MALL	9										
LG-TS/NM/100	.1										
PARLIAMENT	23										
LG-TS/NM/8X	.2										

03914833

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
PARLIAMENT	16											
LGHTS/NM/KG	.1											
PARLIAMENT	15	1										
LGHTS/NM/100MM	.1	8.3										
PARLIAMENT	1											
LGHTS/M/100MM	*											
PARLIAMENT	3											
U LITE/KG/NM	*											
PHILP MORRIS	1											
NM/NO FLTR	*											
PHILP MORRIS	1											
NM/NO FLTR/C	*											
RALEIGH	18								1	1		
NM/FLTR/KING	.2								.6	1.1		
RALEIGH	3											
NM/FLTR/100	*											
RALEIGH	3											
NM/N FLTR/KG	*											
RALEIGH	10											
LITES/NM/KG	.1											
RALEIGH	7											
LGHTS/NM/100	.1											
REAL	25											
NM/KING	.2											
REAL	10											
M/KING	.1											

03914834

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 9. IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE,
 EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPNE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
RICH LIGHTS	5										
NM/KING	*										
RICH LIGHTS	6										
NM/100	.1										
SALEM	15							1	1		
M/50x	.1							.6	1.1		
SALEM	189	2	2					5	3	2	
M/KING	1.6	9.1	22.2					3.2	3.3	3.1	
SALEM	79							4	1	3	
M/100MM	.7							2.5	1.1	4.7	
SALEM	115	2	2					9	8	1	
M/LITES/KG	1.0	9.1	22.2					5.8	8.9	1.6	
SALEM-M/100	102	1						3		3	
LONG LIGHTS	.9	8.3						1.9		4.7	
SARATOGA	0										
NM/120MM	.1										
SARATOGA	6										
M/120MM	.1										
SILVA THINS	6										
NM/100MM	.1										
SILVA THINS	6										
M/100MM	.1										
SPRING	2							1	1		
M/100MM	*							.6	1.1		
TALL	7										
NM/120MM	.1										

03914835

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. 5. IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE, EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	ALPNE	-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK -WOOD
			TOTAL	M	TOTAL	M	TOTAL	M	
TAREYTON NM/KING	20 .2								
TAREYTON NM/100MM	14 .2								
TAREYTON NM/N FLTR/KG	1 .								
TAREYTON NM/LITES/KG	9 .1								
TAREYTON LITES/100/NM	9 .1								
TAREYTON LOW TAR/M/KG	8 .								
TRIUMPH NM/KING	27 .2								
TRIUMPH M/KING	6 .1								
TRUE NM/KING	33 .3								
TRUE M/KING	13 .1		1 4.5	1 11.1					
TRUE NM/100MM	11 .1								
TRUE M/100MM	7 .1								
VANTAGE NM/KING	111 .9						1 .6	1 1.6	

03914836

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 11

Q. " IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE, EITHER BY YOU OR SOMEONE ELSE RECENTLY?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPNE	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	
VANTAGE	40										
M/KING	.3										
VANTAGE	45										
NM/100MM	.4										
VICEROY	53							1	1		
NM/KING	.4							.6	1.1		
VICEROY	14										
NM/100MM	.1										
VICEROY	19										
NM/X MILD/KG	.2										
VIRGINIA SLM	45										
NM/100MM	.4										
VIRGINIA SLM	46										
M/100MM	.4										
WINSTON	44										
NM/50X	.4										
WINSTON	297							1	1		
NM/KING	2.5							.6	1.1		
WINSTON	71										
NM/100MM	.6										
WINSTON	8							1		1	
M/100MM	.1							.6		1.6	
WINSTON	126										
NM/LIGHTS/KG	1.1										
WINSTON	71										
NM/LIGHT/100	.6										
TOTAL LO-FI	2064	1	3	2	1			34	23	11	
	17.4	8.3	13.6	22.2	7.7			22.1	25.6	17.2	

43841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 11

4. 9 IN ADDITION TO YOUR REGULAR BRAND, WHAT OTHER BRANDS OR TYPES HAVE BEEN PURCHASED FOR YOUR USE.
EITHER BY YOU OR SOMEONE ELSE RECENTLY?

		ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
	TOTAL		TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	-WOOD
				M	M		M	M		M	M	
TOTAL LO-FI	1303	1	1		1				6	4	2	
NON-MENTHOL	11.0	8.3	4.5		7.7				3.9	4.4	3.1	
TOTAL LO-FI	617	1	2	2					28	19	9	
MENTHOL	6.9	8.3	9.1	22.2					18.2	21.1	14.1	
TOTAL	1066	2	5	3	3				13	8	5	
LOW TAR	9.0	16.7	22.7	33.3	23.1				8.4	8.9	7.8	
TOTAL VERY	746		2	1	1				9	5	4	
LOW TAR	6.5		9.1	11.1	7.7				5.8	5.6	6.3	
TOTAL ULTRA	329		2	1	1				1		1	
LOW TAR	2.8		9.1	11.1	7.7				.5		1.6	
TOTAL 120'S	119								2	1	1	
	1.0								1.3	1.1	1.6	
TOTAL	200		1	1					1	1		
STRAIGHTS	1.7		4.5	11.1					.5	1.1		
OTHER	88											
	.7											
DON'T KNOW	148	1							2	2		
	1.2	8.3							1.3	2.2		
NONE	7360	9	10	3	7				97	53	44	
	63.7	75.0	45.5	33.3	53.8				63.0	58.9	63.8	

(* = PERCENT LESS THAN .05)

80841600

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

2. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 2. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -				- - BELAIR - -				BROOK -WOOD
		ALPINE	KING 100			KING 100				KING 100				
		TOTAL	M	M		TOTAL	M	M		TOTAL	M	M		
TOTAL	12007	12	22	9	13					154	90	64		
	100.0	100.0	100.0	100.0	100.0					100.0	100.0	100.0		
SMOKED FREE SAMPLES (NET)	1497	4	4	1	3					18	9	9		
	12.4	33.3	18.2	11.1	23.1					11.7	10.0	14.1		
ALPINE M/KING	1													
	*													
ARCTIC LIGHTS MENTHOL/KING	52									1		1		
	.4									.6		1.6		
ARCTIC LIGHTS MENTHOL/100	35		2	1	1					1		1		
	.3		9.1	11.1	7.7					.6		1.6		
BELAIR M/KING	2													
	*													
BELAIR M/100MM	1									1		1		
	*									.6		1.6		
BNSN & HEDGS M/100MM	4													
	*													
BNSN & HEDGS M/100MM/BOX	5													
	*													
BNSN & HEDGS M/100MM	2													
	*													
BNSN & HEDGS M/100MM/BOX	5													
	*													
BNSN & HEDGS LITES/100/M	7													
	.1													
BNSN & HEDGS LITES/100/M	7													
	.1													

03914839

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LOXILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

- Q. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	M	100	TOTAL	M	100	TOTAL	M	100	
DUNN & HEDGS	4											
NM/N-FILTER/KG	*											
CAMEL	12											
NM/FILTER	.1											
CAMEL	6											
NM/FILTER/BX	*											
CAMEL	2											
NM/NO FILTER	*											
CAMEL LIGHTS	77											
NON-MENTHOL	.6											
CAMEL LIGHTS	22											
100MM/NM	.2											
CARLTON	2											
NM/70MM	*											
CARLTON	10											
NM/KING	.1											
CARLTON	3								1	1		
M/KING	*								.5	1.1		
CARLTON	7											
100MM/NM	.1											
CARLTON	5											
MENTHOL/100	*											
CHESTERFIELD	1											
NM/100MM	*											
DECADE	9											
NM/KING	.1											

03914840

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

Q. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - RELAIR - -			BROOK -WOOD
		ALPINE	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	
DECADE	3										
M/KING	*										
DECADE	1										
NM/100	*										
DORAL	25										
NM/KING	.2										
DORAL	12										
M/KING	.1										
DORAL II	16										
KING/NM	.1										
DORAL II	11		1	1							
KING/M	.1		4.5	7.7							
FIVE	2										
NM/100MM	*										
ICEBERG	5										
NM/100MM	*										
KENT	3										
NM/100X	*										
KENT	4										
NM/KING	*										
KENT	6										
NM/100MM	*										
KENT	1										
NM/100MM	*										
SOLON LIGHTS	31						3	1		2	
NM/KING	.3						1.9	1.1		3.1	

03914841

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LOCKILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

Q. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-	- - ASPEN - -	- - BELAIR - -	BROOK
			KING 100	KING 100	KING 100	-WOOD
		TOTAL	M M	TOTAL M M	TOTAL M M	
GOLDEN LIGHTS	13					
M/KING	.1					
GOLDEN LIGHTS	21					
M/100MM	.2					
GOLDEN LIGHTS	7					
M/100MM	.1					
KENT III	75				1 1	
M/KING	.6				.6 1.1	
KOOL	1					
M/BOX	*					
KOOL	7					
M/KING	.1					
KOOL	1					
M/100MM	*					
KOOL	5					
M/MILDS/KING	*					
KOOL	15					
SPR LITE/KG	.1					
KOOL	12					
SPR LITE/100	.1					
L & M	1					
M/BOX	*					
L & M	1					
M/KING	*					
L & M-NM/KG	2					
FLAVOR LITES	*					

03914842

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

- Q. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE	KING 100		KING 100		KING 100		KING 100		-WOOD	
	TOTAL	TOTAL	M	TOTAL	M	TOTAL	M	TOTAL	M	M	
L & M-NM/100	4										
LONG LITES	*										
LARK	1										
NM/KING	*										
LARK	1										
NM/100MM	*										
LARK LIGHTS	2										
NM/KING	*										
MARLBORO	11										
NM/BOX	.1										
MARLBORO	5										
NM/KING	*										
MARLBORO	3										
NM/BOX	*										
MARLBORO	4										
NM/100MM/BOX	*										
MARLBORO	13										
NM/LIGHTS/KG	.1										
MARLBORO	4										
NM/LIGHTS/KG	*										
MARLBORO	15										
LITES/100/NM	.1										
MAX	1										
NM/120MM	*										
MAX	4										
NM/120MM	*										

03914843

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

1. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 2. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100	TOTAL	M	M	TOTAL	M	M	
MERIT	69							1	1		
NM/KING	.6							.6	1.1		
MERIT	43							1	1		
M/KING	.4							.6	1.1		
MERIT	16										
NM/100MM	.1										
MERIT	14							1		1	
M/100MM	.1							.6		1.6	
MOKE	11										
NM/120MM	.1										
MOKE	13										
M/120MM	.1										
NEWPORT	3										
M/KING	*										
NEWPORT	3										
LIGHTS/KG/M	*										
NOW	11										
NM/KING/BOX	.1										
NOW	11							1	1		
M/KING/BOX	.1							.6	1.1		
OLD GOLD	3										
NM/FLTR/KING	*										
PALL MALL	2										
M/M FLTR/KG	*										
PALL MALL	2										
NM/100MM	*										

03914844

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

Q. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE?

	TOTAL	ALPHE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BFLAIR - -			BROOK -WOOD
			TOTAL	M	100 M	TOTAL	M	100 M	TOTAL	M	100 M	
PALL MALL LGHTS/NM/BX	2	1										
		*										
PALL MALL LGHTS/NM/KG	1											
		*										
PALL MALL LGHTS/NM/100	2											
		*										
PARLIAMENT LGHTS/NM/BX	3											
		*										
PARLIAMENT LGHTS/NM/KG	1											
		*										
PARLIAMENT LGHTS/NM/100MM	3											
		*										
PARLIAMENT U LITE/KG/NM	4											
		*										
PHILP MORRIS NM/NO FLTR/C	2											
		*										
PHILP MORRIS M/100MM/BOX	1											
		*										
RALEIGH NM/FLTR/KING	2											
		*										
RALEIGH LITES/NM/KG	2											
		*										
RALEIGH LGHTS/NM/100	4											
		*										
REAL NM/KING	16											
		.1										

03914845

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1977
 LOHILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

Q. 104 HAVE YOU SMOKEO ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 105 WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK -WOOD
			TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	
PEAL	7								
M/KING	.1								
RICH LIGHTS	18								
NM/KING	.1								
RICH LIGHTS	9								
NM/100	.1								
SALEM	4								
M/BOX	*								
SALEM	22								
M/KING	.2								
SALEM	12								
M/100MM	.1								
SALEM	37	1					2	1	1
M/LITES/KG	.3	8.3					1.3	1.1	1.6
SALEM-M/100	32						1		1
LONG LIGHTS	.3						.6		1.6
SARATOGA	1								
NM/120MM	*								
TALL	1								
NM/120MM	*								
TALL	1								
M/120MM	*								
TAREYTON	4								
NM/KING	*								
TAREYTON	3						1		1
NM/LITES/KG	*						.6		1.6

03914846

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

2. 104 HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 2. 105 WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPNE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
TAREYTON	3										
LITES/100/NM	*										
TRIUMPH	48										
NM/KING	.4										
TRIUMPH	25	1	1	1				1	1		
M/KING	.2	8.3	4.5	7.7				.6	1.1		
TRUE	16										
NM/KING	.1										
TRUE	13										
M/KING	.1										
TRUE	5										
NM/100MM	*										
TRUE	7										
M/100MM	.1										
VANTAGE	40										
NM/KING	.3										
VANTAGE	12							2	2		
M/KING	.1							1.3	2.2		
VANTAGE	23										
NM/100MM	.2										
VICEROY	5										
NM/KING	*										
VICEROY	4										
NM/100MM	*										
VICEROY	33							1	1		
NM/X MILD/KG	.3							.6	1.6		

03914847

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

1. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 2. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	TOTAL	ALPNE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
VIRGINIA SLM	13											
NM/100MM	.1											
VIRGINIA SLM	12											
NM/100MM	.1											
WINSTON	4											
NM/100X	*											
WINSTON	29											
NM/KING	.2											
WINSTON	10											
NM/100MM	.1											
WINSTON	2											
NM/100MM	*											
WINSTON	18											
NM/LIGHTS/KG	.1											
WINSTON	21	1										
NM/LIGHT/100	.2	8.3										
TOTAL LO-FI	193											
	1.6											
TOTAL LO-FI	124											
NON-MENTHOL	1.0											
TOTAL LO-FI	73											
MENTHOL	.6											
TOTAL	303	2							5	1	4	
LOW TAR	2.5	16.7							3.2	1.1	6.3	
TOTAL VERY	468		2	1	1				10	4	5	
LOW TAR	3.9		9.1	11.1	7.7				6.5	4.4	7.8	

03914848

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORELLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 12

Q. 10A HAVE YOU SMOKED ANY FREE SAMPLES OF CIGARETTES RECENTLY?
 Q. 10B WHAT BRAND OR BRANDS OF CIGARETTES DID YOU SMOKE ?

	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK
	ALPINE	KING	100		KING	100		KING	100	-WOOD	
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
TOTAL ULTRA	271	1	2	2				4	4		
LOW TAR	2.3	8.3	9.1	15.4				2.6	4.4		
TOTAL 120'S	37										
	.3										
TOTAL	5										
STRAIGHTS	*										
OTHER	70										
	.6										
DOV'T KNOW	266	1						2	2		
	2.2	8.3						1.3	2.2		
NOT SMOKED	10520	8	18	8	10			136	81	56	
FREE SAMPLE	87.6	66.7	81.8	88.9	76.9			88.3	90.0	87.5	

(* = PERCENT LESS THAN .05)

03914849

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 13

Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?

Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	-ARCTIC LIGHTS-					- - ASPEN - -			- - BELAIR - -			BROOK
	ALPINE	KING 100		KING 100		KING 100		KING 100		KING 100		-WOOD
TOTAL	TOTAL	M	M	M	TOTAL	M	M	TOTAL	M	M		
TOTAL	12007	12	22	9	13			154	90	64		
	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		
REDEEMED	1008	2	9	4	5			17	9	8		
COUPON FOR	8.4	16.7	40.9	44.4	38.5			11.0	10.0	12.5		
BRAND												
ARCTIC LIGHTS	16		3	3								
MENTHOL/KING	.1		13.6	33.3								
ARCTIC LIGHTS	15		5		5							
MENTHOL/100	.1		22.7		38.5							
BELAIR	3							2	2			
100MM	*							1.3	2.2			
BELAIR	10		1		1			5		5		
100MM	.1		4.5		7.7			3.2		7.8		
BNSV & HEDGS	3											
100MM	*											
BNSV & HEDGS	1											
LITES/100MM	*											
CAMEL	9											
100MM/FILTER	.1											
CAMEL	3											
100MM/NO FILTER	*											
CAMEL LIGHTS	34											
100MM-MENTHOL	.3											
CAMEL LIGHTS	6											
100MM/100MM	*											
CARLTON	1											
100MM/KING	*											
CARLTON	7											
100MM/100MM	.1											

03914850

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 13

- Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
CARLTON	2										
MENTHOL/100	*										
CHESTERFIELD	2										
NM/N FLTP/KG	*										
DECADE	6										
NM/KING	*										
DECADE	7										
M/KING	.1										
DORAL	5										
NM/KING	.1										
DORAL	9							1	1		
M/KING	.1							.6	1.1		
DORAL II	16										
KING/NM	.1										
DORAL II	7							1	1		
KING/M	.1							.6	1.1		
ICEBERG	1										
4/100MM	*										
KENT	2										
NM/BOX	*										
KENT	9										
NM/KING	.1										
KENT	3										
NM/100MM	*										
GOLDN LIGHTS	41										
NM/KING	.3										

03914851

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 13

- Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
GOLDEN LIGHTS	12							1	1		
M/KING	.1							.6	1.1		
GOLDEN LIGHTS	26										
M/100MM	.2										
GOLDEN LIGHTS	12							1		1	
M/100MM	.1							.6		1.6	
KENT III	61	1						1		1	
M/KING	.5	8.3						.6		1.6	
KOOL	1										
M/ROY	*										
KOOL	4										
M/KING	*										
KOOL	5		1	1							
M/100MM	*	4.5		7.7							
KOOL	5										
M/MILDS/KING	*										
KOOL	5										
SPR LITE/KG	*										
KOOL	5										
SPR LITE/100	*										
L & M	8										
M/KING	.1										
L & M	3										
M/100MM	*										
L & P	1										
M/100MM	*										

03914852

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

4. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 4. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
			M	M	M	M	M	M	M	M	M	
L & M-NM/KG	7											
FLAVOR LITES	.1											
L & M-NM/100	22											
LONG LITES	.2											
LARK	4											
NM/KING	*											
LUCKY STRIKE	1											
NM/NO FILTER	*											
MARLBORO	4											
NM/100	*											
MARLBORO	3											
NM/KING	*											
MARLBORO	2											
NM/100MM	*											
MARLBORO	1											
NM/100MM/20X	*											
MARLBORO	3											
NM/LIGHTS/KG	*											
MARLBORO	3											
LITES/100/NM	*											
44X	3											
NM/120MM	*											
MERIT	8											
NM/KING	.1											
MERIT	3											
M/KING	*											

03914853

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

1. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 1. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
MERIT	4											
NM/100MM	*											
MERIT	4											
N/100MM	*											
MORE	22	1										
NM/120MM	.2	6.3										
MORE	14											
N/120MM	.1											
NEWPORT	3											
N/BOX	*											
NEWPORT	7											
N/KING	.1											
NEWPORT	3											
N/100MM	*											
NEWPORT	10											
LIGHTS/KG/M	.1											
NOW	11											
NM/KING/BOX	.1											
NOW	7											
N/KING/BOX	.1											
OLD GOLD	1											
NM/BOX	*											
OLD GOLD	2											
NM/FLTR/KING	*											
OLD GOLD	2											
LIGHTS/KG/NM	*											

03914854

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

		-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK
	ALPNE	KING	100	KING	100	KING	100	-WOOD
TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M
PALL MALL	1							
NM/KING	*							
PALL MALL	3							
NM/N FLTR/KG	*							
PALL MALL	2							
NM/100MM	*							
PALL MALL	1							
LGHTS/NM/100	*							
PARLIAMENT	2							
LGHTS/NM/100MM	*							
PARLIAMENT	1							
U LITE/KG/NM	*							
RALEIGH	7							
NM/FLTR/KING	.1							
RALEIGH	3							
NM/FLTR/100	*							
RALEIGH	1							
NM/N FLTR/KG	*							
RALEIGH	6							
LITES/NM/KG	*							
RALEIGH	1							
LGHTS/NM/100	*							
REAL	6							
NM/KING	*							
RICH LIGHTS	3							
NM/KING	*							

03914855

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LORILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 13

- Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100	KING	100	KING	100			
		TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
RICH LIGHTS	7										
NM/100	.1										
SALEM	5										
M/BOX	*										
SALEM	31										
M/KING	.3										
SALEM	31										
M/100MM	.3										
SALEM	64							1	1		
M/LITES/KG	.5							.6	1.1		
SALEM-M/100	64										
LONG LIGHTS	.5										
TALL	1										
N4/120MM	*										
TAREYTON	2										
NM/KING	*										
TAREYTON	1										
NM/M FLTR/KG	*										
TAREYTON	1										
NM/LITES/KG	*										
TAREYTON	1										
LITES/100/NM	*										
TRIUMPH	22										
NM/KING	.2										
TRIUMPH	13							1	1		
M/KING	.1							.6	1.1		
			1	1							
			4.5	11.1							

03914856

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
		ALPNE	KING	100	KING	100	KING	100	-WOOD		
	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	
TRUE	16										
NM/KING	.1										
TRUE	8										
M/KING	.1										
TRUE	10										
NM/100MM	.1										
TRUE	8										
M/100MM	.1										
VANTAGE	51										
NM/KING	.4										
VANTAGE	19							2	1	1	
M/KING	.2							1.3	1.1	1.6	
VANTAGE	26							1		1	
NM/100MM	.2							.6		1.6	
VICEROY	1										
NM/100MM	*										
VICEROY	15										
NM/MILD/KG	.1										
VIRGINIA SLM	1										
NM/100MM	*										
VIRGINIA SLM	1										
M/100MM	*										
WINSTON	6										
NM/30X	*										
WINSTON	23							1	1		
NM/KING	.2							.6	1.1		

03914857

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

Q. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 Q. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING M	100 M	TOTAL	KING M	100 M	TOTAL	KING M	100 M	
WINSTON	12											
NM/100MM	.1											
WINSTON	1											
NM/100MM	*											
WINSTON	36											
NM/LIGHTS/KG	.3											
WINSTON	36											
NM/LIGHT/100	.3											
TOTAL LO-FI	167		1		1				1	1		
	1.6		4.5		7.7				.6	1.1		
TOTAL LO-FI NON-MENTHOL	97								1	1		
	.8								.6	1.1		
TOTAL LO-FI MENTHOL	93		1		1							
	.9		4.5		7.7							
TOTAL	306		1		1				8	3	5	
LOW TAR	2.5		4.5		7.7				5.2	3.3	7.8	
TOTAL VERY	297		6	3	5				6	3	3	
LOW TAR	2.5		35.4	33.3	38.5				3.9	3.3	4.7	
TOTAL ULTRA	188	1	1	1					3	2	1	
LOW TAR	1.6	8.3	4.5	11.1					1.9	2.2	1.6	
TOTAL 120'S	40	1										
	.3	8.3										
TOTAL STRAIGHTS	13											
	.1											
OTHER	11											
	.1											

03914858

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

3. 11A HAVE YOU REDEEMED ANY COUPONS FOR A DISCOUNT ON CIGARETTES RECENTLY?
 4. 11B WHAT BRAND OR BRANDS DID YOU PURCHASE WITH COUPONS ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD-
			TOTAL	M	100	TOTAL	M	100	TOTAL	M	100	
DON'T KNOW	49								1	1		
	.4								.6	1.1		
NOT REDEEMED	11000	10	13	6	8				137	81	56	
COUPON	91.6	83.3	59.1	66.7	61.5				89.0	90.0	87.5	

(* = PERCENT LESS THAN .05)

03914859

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 14

Q. 12A IF YOU WENT TO BUY YOUR REGULAR CIGARETTES AND THE STORE WAS TEMPORARILY OUT OF IT.
 WHAT WOULD YOU BE LIKELY TO DO ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
	TOTAL	ALPINE	KING	100	KING	100	KING	100	100	100	-WOOD
			TOTAL	M	M	TOTAL	M	M	TOTAL	M	M
TOTAL	11869	12	22	9	13				154	90	64
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0
BUY ANOTHER	3317	4	5	3	2				50	30	20
BRAND	27.4	33.3	22.7	33.3	15.4				32.5	33.3	31.3
BUY ANOTHER	2112		7	5	2				29	20	10
TYPE/SIZE OF	17.8		31.8	55.6	15.4				18.8	22.2	15.6
SAME BRAND											
BUY REGULAR	6387	7	10	2	9				75	40	34
BRAND	53.8	58.3	45.5	22.2	69.2				48.7	44.4	53.1
ELSEWHERE											
WAIT UNTIL	17										
AVAILABLE	.1										
QUIT	12										
	.1										
DOV'T KNOW	25										
	.2										

03914860

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

1. 12E WHAT BRAND WOULD YOU BUY ?

	TOTAL	-ARCTIC LIGHTS-				-- ASPEN --			-- BELAIR --			BPOOK
		ALPNE	KING	100		KING	100		KING	100		-WOOD
		TOTAL	M	M		TOTAL	M	M	TOTAL	M	M	
TOTAL	3317	4	5	3	2				50	30	20	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
ALPINE	3											
M/KING	.1											
ARCTIC LIGHTS	3											
MENTHOL/KING	.1											
ARCTIC LIGHTS	6											
MENTHOL/100	.2											
BELAIR	20											
M/KING	.6											
BELAIR	9	2										
M/100MM	.3	50.0										
BNSN & HEDGS	16											
NM/KING	.5											
BNSN & HEDGS	55											
NM/100MM	1.7											
BNSN & HEDGS	17											
NM/100MM/BOY	.5											
BNSN & HEDGS	48								2	1	1	
M/100MM	1.4								4.0	3.3	5.0	
BNSN & HEDGS	3											
M/100MM/BOY	.1											
BNSN & HEDGS	27											
LITES/100/NM	.8											
BNSN & HEDGS	26	1			1							
LITES/100/M	.8	20.0			50.0							

19841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 125 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK -WOOD
			TOTAL	M	TOTAL	M	TOTAL	M	
BNSN & HEDGS NM/FLTR/KG	3 .1								
CAMEL NM/FILTER	74 2.2								
CAMEL NM/FILTER/BX	7 .2								
CAMEL NM/NO FILTER	62 1.9								
CAMEL LIGHTS NON-MENTHOL	36 1.1								
CAMEL LIGHTS 100MM/NM	8 .2								
CARLTON NM/70MM	3 .1								
CARLTON NM/KING	8 .2								
CARLTON M/KING	5 .2								
CARLTON 100MM/NM	5 .2								
CARLTON MENTHOL/100	2 .1								
CHESTERFIELD NM/FLTR/KING	4 .1								
CHESTERFIELD NM/100MM	2 .1								

29841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 123 WHAT BRAND WOULD YOU BUY ?

	ALPINE	-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK -WOOD
		TOTAL	M	TOTAL	M	TOTAL	M	
CHESTERFIELD	5							
NM/N FLTR/70	.2							
CHESTERFIELD	27							
NM/N FLTR/KG	.8							
DECADE	3							
NM/KING	.1							
DECADE	1							
NM/100	.							
DORAL	7							
NM/KING	.2							
DORAL	7							
M/KING	.2							
DORAL II	5							
KING/NM	.2							
DORAL II	3							
KING/M	.1							
EVE	27							
NM/100MM	.4							
EVE LIGHTS	2							
MENTHOL/100	.1							
KENT	6							
NM/30X	.2							
KENT	30							
NM/KING	.9							
KENT	15							
NM/100MM	.5							

03914863

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 125 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPINE	-ARCTIC LIGHTS- KING 100	- - ASPEN - - KING 100	- - BELAIR - - KING 100	BROOK -WOOD
			M M	M M	M M	
KENT	4					
M/100MM	.1					
GOLDEN LIGHTS	30					
NM/KING	.9					
GOLDEN LIGHTS	5					
M/KING	.2					
GOLDEN LIGHTS	20					
NM/100MM	.6					
GOLDEN LIGHTS	7					
M/100MM	.2					
KENT III	13					
NM/KING	.4					
KENT III	1					
NM/100	*					
KOOL	11					
M/DOX	.3					
KOOL	84				5 5	
M/KING	2.5				10.0 15.7	
KOOL	25					
M/100MM	.8					
KOOL	1					
M/NO FILTER	*					
KOOL	36		1	1	2 2	
M/MILDS/KING	1.1		20.0	50.0	4.0 5.7	
KOOL	19				2 2	
SPR LITE/KG	.6				4.0 6.7	

03914864

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LOVILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 126 WHAT BRAND WOULD YOU BUY ?

	ALPNE TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		TOTAL	M	100	TOTAL	M	100	TOTAL	M	100	
KOOL	16										
SPR LITE/100	.5										
L & M	4										
NM/BOX	.1										
L & M	8										
NM/KING	.2										
L & M	7										
NM/100MM	.2										
L & M-NM/KG	2										
FLAVOR LITES	.1										
L & M-NM/100	8							1		1	
LONG LITES	.2							2.0		5.0	
LARK	9										
NM/KING	.3										
LARK	4										
NM/100MM	.1										
LARK LIGHTS	3										
NM/100	.1										
LUCKY STRIKE	47							1		1	
NM/NO FILTER	1.4							2.0		3.3	
LUCKY STRIKE	1										
NM/FILTER	*										
LUCKY STRIKE	1										
NM/L F/100MM	*										
LUCKY STRIKE	1										
NM/LKY 10/KG	*										

59841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 123 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-		- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	M	TOTAL	M	100	TOTAL	M	100	
MARLBORO	119										
NM/BOX	3.6										
MARLBORO	248										
NM/KING	7.5										
MARLBORO	6										
M/BOX	.2										
MARLBORO	17										
M/KING	.5										
MARLBORO	40										
NM/100MM	1.2										
MARLBORO	12										
NM/100MM/BOX	.4										
MARLBORO	98										
NM/LIGHTS/KG	3.0										
MARLBORO	2										
M/LIGHTS/KG	.1										
MARLBORO	54										
LITFS/100/NM	1.6										
MAX	5										
NM/120MM	.2										
MAX	1										
M/120MM	*										
MERIT	65										
NM/KING	2.0										
MERIT	19										
M/KING	.6										

03914866

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 125 WHAT BRAND WOULD YOU BUY ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	
MERIT	26										
NM/100MM	.4										
MERIT	7						1		1		
4/100MM	.2						2.0		5.0		
MORE	5										
NM/120MM	.2										
MORE	6										
4/120MM	.2										
NEWPORT	16										
M/BOX	.5										
NEWPORT	33						1		1		
M/KING	1.0						2.0		3.3		
NEWPORT	1										
4/100MM	*										
NEWPORT	12		1	1			1		1		
LIGHTS/KG/M	.4		20.0	33.3			2.0		3.3		
NOV	7										
NM/KING/BOX	.2										
NOV	10										
M/KING/BOX	.3										
OLD GOLD	2										
NM/20X	.1										
OLD GOLD	22										
NM/FLTR/KING	.7										
OLD GOLD	3										
NM/FLTR/100	.1										

03914867

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORELLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 19

1. 129 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
			M	M	M	M	M	M	M	M	M	
OLD GOLD	1											
NM/N FLTR/KG	*											
OLD GOLD	1											
LIGHTS/KG/NM	*											
PALL MALL	7											
NM/KING	.2											
PALL MALL	82											
NM/N FLTR/KG	2.5											
PALL MALL	17											
NM/100MM	.5											
PALL MALL	1											
N/100MM	*											
PALL MALL	3											
LIGHTS/NM/KG	.1											
PALL MALL	5											
LIGHTS/NM/100	.2											
PARLIAMENT	13											
LIGHTS/NM/RX	.4											
PARLIAMENT	6											
LIGHTS/NM/KG	.2											
PARLIAMENT	6											
LIGHTS/NM/100MM	.2											
PARLIAMENT	3											
U LITE/KG/NM	.1											
PHILIP MORRIS	3											
NM/NO FLTR	.1											

89841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 13

Q. 12B WHAT BRAND WOULD YOU BUY ?

	TOTAL	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	TOTAL	KING 100 M M	
PHILIP MORRIS NM/NO FLTR/C	1 *										
RALEIGH NM/FLTR/KING	17 .5										
RALEIGH NM/FLTR/100	4 .1										
RALEIGH NM/N FLTR/KG	1 *										
RALEIGH LITES/NM/KG	1 *										
REAL NM/KING	12 .4										
REAL M/KING	8 .2										
RICH LIGHTS NM/KING	3 .1										
RICH LIGHTS NM/100	1 *										
SALEM M/30X	13 .4						2 4.0	2 6.7			
SALEM M/KING	120 3.6						6 12.0	3 10.0	3 15.0		
SALEM M/100MM	51 1.8						7 14.0		7 35.0		
SALEM M/LITES/KG	63 1.9	1 25.0	2 40.0	2 66.7			11 22.0	5 30.0	1 5.0		

03914869

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

1. 125 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
SALEM-M/100	53	2							5		5	
LONG LIGHTS	1.6	50.0							10.0		25.0	
SARATOGA	3											
NM/120MM	.1											
SARATOGA	3											
M/120MM	.1											
SILVA THINS	5											
NM/100MM	.1											
SILVA THINS	5											
M/100MM	.2											
TALL	2											
NM/120MM	.1											
TAREYTON	19											
NM/KING	.6											
TAREYTON	9											
NM/100MM	.3											
TAREYTON	3											
NM/N FLTS/KG	.1											
TAREYTON	6											
NM/LITES/KG	.2											
TAREYTON	5											
LITES/100/NM	.2											
TAREYTON	1											
LOW TAR/M/KG	.											
TRIUMPH	7											
NM/KING	.2											

03914870

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

2. 122 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPNE	-ARCTIC LIGHTS-		- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	M	TOTAL	M	M	TOTAL	M	M	
TRIUMPH	4										
NM/KING	.1										
TRUE	23										
NM/KING	.7										
TRUE	10										
NM/KING	.3										
TRUE	6										
NM/100MM	.2										
TRUE	3										
NM/100MM	.1										
VANTAGE	49										
NM/KING	1.5										
VANTAGE	15										
NM/KING	.5										
VANTAGE	23										
NM/100MM	.7							1 2.0		1 5.0	
VICEROY	57										
NM/KING	1.7										
VICEROY	11										
NM/100MM	.3										
VICEROY	7										
NM/X KILG/KG	.2										
VIRGINIA SLM	29										
NM/100MM	.9										
VIRGINIA SLM	24										
NM/100MM	.7										

039144871

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

2. 12H WHAT BRAND WOULD YOU BUY ?

	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			PROCK -WOOD
		TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
			M	M		M	M		M	M	
WINSTON		58									
MM/RLX		1.7									
WINSTON		271									
MM/KING		8.2									
WINSTON		59									
MM/100MM		1.8									
WINSTON		6						1		1	
MM/100MM		.2						2.0		5.0	
WINSTON		75									
MM/LIGHTS/KG		2.3									
WINSTON		50									
MM/LIGHT/100		1.5									
TOTAL LO-FI		1674						24	13	11	
		50.5						48.0	43.3	55.0	
TOTAL LO-FI		1202									
NON-MENTHOL		36.2									
TOTAL LO-FI		475						24	13	11	
MENTHOL		14.3						48.0	43.3	55.0	
TOTAL		662	4	5	3	2		18	12	6	
LOW TAR		20.0	100.0	100.0	100.0	100.0		55.0	40.0	30.0	
TOTAL VERY		377						5	2	3	
LOW TAR		11.4						10.0	6.7	15.0	
TOTAL ULTRA		125									
LOW TAR		3.8									
TOTAL 120'S		36									
		1.1									

03914872

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LOHILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 15

Q. 124 WHAT BRAND WOULD YOU BUY ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK	
			TOTAL	M	100	TOTAL	M	100	TOTAL	M	100	-WOOD	M
TOTAL	224								1	1			
STRAIGHTS	6.9								2.0	3.3			
OTHER	14												
	.4												
DON'T KNOW	224								2	2			
	6.8								4.0	6.7			

(* = PERCENT LESS THAN .05)

03914873

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 16

Q. 13 IF YOU WERE FORCED TO CHANGE YOUR CIGARETTE RIGHT NOW, WHICH ONE OF THE FOLLOWING WOULD BE MORE IMPORTANT TO YOU:

		-ARCTIC LIGHTS-				- - ASPEN - -				- - BELAIR - -				BROOK
	ALPINE	KING 100				KING 100				KING 100				-WOOD
	TOTAL	TOTAL	M	M		TOTAL	M	M		TOTAL	M	M		
TOTAL	11869	12	22	9	13					154	90	54		
	100.0	100.0	100.0	100.0	100.0					100.0	100.0	100.0		
TASTE	5743	4	10	4	6					72	43	29		
	48.4	33.3	45.5	44.4	46.2					46.8	47.8	45.3		
LOW TAR & NICOTINE	5844	8	12	6	7					78	44	34		
	49.2	66.7	54.5	56.7	53.8					50.6	48.9	53.1		
BOTH ARE IMPORTANT	68									1		1		
	.6									.6		1.6		
NEITHER/ I'D QUIT	23									1	1			
	.2									.6	1.1			
DON'T KNOW	185									2	2			
	1.6									1.3	2.2			

03914874

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979

LOHILLARD

CONDUCTED BY THE DATA GROUP INC.

TABLE 17

3. 14 WHAT IS THE TAR LEVEL OF THE BRAND OF CIGARETTES YOU SMOKE MOST OFTEN ?
WHAT IS THE NICOTINE LEVEL OF THE BRAND YOU SMOKE MOST OFTEN ?

	-ARCTIC LIGHTS-					- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE	KING		100		KING		100	KING		100	-WOOD
	TOTAL	TOTAL	M	M		TOTAL	M	M	TOTAL	M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
CLAIMED TO	2712	3	12	5	6				30	16	13	
KNOW TAR	22.8	25.0	54.5	55.6	46.2				19.5	17.8	20.3	
LEVEL												
DON'T KNOW	9158	9	10	4	6				124	74	51	
TAR LEVEL	77.2	75.0	45.5	44.4	46.2				80.5	82.2	79.7	
CLAIMED TO	1737		10	5	5				21	10	11	
KNOW NICO-	14.6		45.5	55.6	38.5				13.6	11.1	17.2	
TIVE LEVEL												
DON'T KNOW	10132	12	12	5	8				133	80	53	
NICOTINE	85.4	100.0	54.5	55.6	61.5				85.4	88.9	82.8	
LEVEL												

03914875

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 18

Q. 15 DO YOU FEEL THAT THE TAR AND NICOTINE LEVELS OF YOUR REGULAR BRAND ARE:

	-ARCTIC LIGHTS-					- - ASPEN - -			- - BELAIR - -			BROOK
	ALPINE	KING		100		KING		100	KING		100	-WOOD
TOTAL	TOTAL	M	M	M	M	TOTAL	M	M	TOTAL	M	M	
TOTAL	11869	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
HIGHER	2864	5	1		1				10	6	4	
THAN MOST	24.1	50.0	4.5		7.7				6.5	6.7	6.3	
LOWER	3387	1	16	8	8				33	19	14	
THAN MOST	28.5	8.3	72.7	88.9	61.5				21.4	21.1	21.9	
ABOUT	5329	5	5	1	4				102	61	42	
AVERAGE	44.7	41.7	22.7	11.1	30.8				66.2	67.8	65.6	
DON'T KNOW	269								8	4	5	
	2.4								5.2	4.4	7.8	

03914876

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 19

Q. 15A HAVE YOU PURCHASED ANY OF THE NEW, EXTRA LONG 120MM CIGARETTES IN THE PAST TWO OR THREE MONTHS ?
 Q. 15B WHAT BRAND OR BRANDS HAVE YOU PURCHASED ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
			M	M	M	M	M	M	M	M	M	
TOTAL	11712	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
PURCHASED	273	1	1		1				4	2	2	
120MM (NET)	2.3	8.3	4.5		7.7				2.5	2.2	3.1	
AMER. LIGHTS	2								1	1		
NM/120MM	*								.6	1.1		
LONG JOHNS	1											
NM/120MM	*											
MAX	17											
NM/120MM	.1											
MAX	7											
NM/120MM	.1											
MORE	76								1	1		
NM/120MM	.5								.6	1.1		
MORE	72		1		1				1		1	
NM/120MM	.5		4.5		7.7				.5		1.5	
SARATOGA	27											
NM/120MM	.2											
SARATOGA	15	1										
NM/120MM	.1	8.3										
TALL	7	1										
NM/120MM	.1	8.3										
TALL	2											
NM/120MM	*											
VIRGINIA SLM	15											
NM/120MM	.1											

448771630

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 19

Q. 15A HAVE YOU PURCHASED ANY OF THE NEW, EXTRA LONG 120MM CIGARETTES IN THE PAST TWO OR THREE MONTHS ?
 Q. 15B WHAT BRAND OR BRANDS HAVE YOU PURCHASED ?

	TOTAL	ALPNE	-ARCTIC LIGHTS-		- - ASPEN - -		- - BELAIR - -		BROOK	
			TOTAL	M	TOTAL	M	TOTAL	M	WOOD	M
VIRGINIA SLM	15									
M/120MM	.1									
DOV'T KNOW	43						1		1	
	.4						.6		1.6	
120MM NOT	11439	11	21	9	12		150	88	62	
PURCHASED	97.7	91.7	95.5	100.0	92.3		97.4	97.8	95.9	

(* = PERCENT LESS THAN .05)

03914878

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 20

1. 16A MAY I HAVE YOUR AGE, PLEASE ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK -WOOD	
		ALPNE	KING	100		TOTAL	KING	100	TOTAL	KING	100		
			M	M			M	M		M	M		
TOTAL	12007	12	22	9	13				154	90	64		
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0		
18-20	935		1		1				12	7	5		
	7.8		4.5		7.7				7.8	7.8	7.8		
21-24	1387	2	3	2	1				14	11	3		
	11.6	15.7	13.5	22.2	7.7				9.1	12.2	4.7		
25-29	1597	1	3	2	1				7	6	1		
	13.3	8.3	13.5	22.2	7.7				4.5	6.7	1.6		
30-34	1539	1	5	4	1				15	9	6		
	12.8	8.3	22.7	44.4	7.7				9.7	10.0	9.4		
35-39	1337	1	4	2	2				16	5	11		
	11.1	8.3	13.2	22.2	15.4				10.4	5.6	17.2		
40-44	1172	1							14	7	7		
	9.8	8.3							9.1	7.8	10.9		
45-49	1068	1	2		2				19	11	8		
	8.9	8.3	9.1		15.4				12.3	12.2	12.5		
50-54	949	2	2		2				14	8	6		
	7.9	16.7	9.1		15.4				9.1	8.9	9.4		
55-64	1325	2	2		2				24	17	7		
	11.0	16.7	9.1		15.4				15.6	18.9	10.9		
65 AND OVER	602		1		1				18	9	9		
	5.0		4.5		7.7				11.7	10.0	14.1		
REFUSED	96	1							1		1		
	.8	8.3							.6		1.6		

648416E0

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 21

Q. 16 WHAT WAS THE LAST GRADE OF SCHOOL YOU COMPLETED ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING	100		KING	100		KING	100		
		TOTAL	M	M		TOTAL	M	M	TOTAL	M	M	
TOTAL	12007	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
GRADE SCHOOL	607								9	6	4	
	5.1								5.9	5.7	6.3	
SOME HIGH SCHOOL	2046	1	2	1	1				32	20	12	
	17.0	8.3	9.1	11.1	7.7				20.9	22.2	19.8	
COMPLETED HIGH SCHOOL	4913	5	11	5	7				76	43	33	
	40.9	41.7	50.0	55.6	53.8				49.4	47.8	51.6	
SECRETARIAL /TRADE/ BUSINESS	245								6	3	3	
	2.0								3.9	3.3	4.7	
SOME COLLEGE	2259	3	3		3				20	13	6	
	18.8	25.0	13.6		23.1				13.0	14.4	9.4	
COLLEGE GRADUATE	1278	2	2	2					8	3	5	
	10.6	16.7	9.1	22.2					5.2	3.3	7.8	
POST GRADUATE	523	1	4	2	2				3	2	1	
	4.3	8.3	19.2	22.2	15.4				1.9	2.2	1.6	
REFUSED	140											
	1.2											

03914880

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 22

Q. 19 MARITAL STATUS

	TOTAL	ALPNE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
TOTAL	12007	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
MARRIED	7873	8	13	7	7				96	54	42	
	65.6	66.7	59.1	77.8	53.8				62.3	60.0	65.6	
SINGLE	2166	1	7	3	4				21	15	6	
	18.0	8.3	31.8	33.3	30.8				13.6	16.7	9.4	
WIDOWED	474	1							14	10	4	
	3.9	8.3							9.1	11.1	6.3	
DIVORCED/ SEPARATED	1337	2	1		1				20	9	12	
	11.1	16.7	4.5		7.7				13.0	10.0	19.9	
REFUSED	157		1		1				2	2		
	1.3		4.5		7.7				1.3	2.2		

03914881

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 23

Q. 29 IS YOUR TOTAL YEARLY FAMILY INCOME OVER OR UNDER \$15,000 ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK -WOOD	
		ALPINE	TOTAL	KING	100	TOTAL	M	100	TOTAL	M	100		
TOTAL	12007	12	22	9	13				154	90	64		
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0		
UNDER	944		1		1				19	7	12		
\$7,500	7.9		4.5		7.7				12.3	7.8	18.8		
\$7,500-	1018	1	1		1				17	7	11		
\$9,999	8.5	8.3	4.5		7.7				11.0	7.8	17.2		
\$10,000-	2180	2	6	4	2				34	20	14		
\$14,999	18.2	16.7	27.3	44.4	15.4				22.1	22.2	21.9		
\$15,000-	2481	2	7	3	4				29	23	7		
\$19,999	20.7	16.7	31.8	33.3	30.8				18.8	25.6	10.9		
\$20,000-	1787	3	2	2					19	12	6		
\$24,999	14.9	25.0	9.1	22.2					12.3	13.3	9.4		
\$25,000-	1525	3	3	1	2				21	14	7		
\$34,999	12.7	25.0	13.6	11.1	15.4				13.6	15.6	10.9		
\$35,000	1217		1		1				5		5		
OR OVER	10.1		4.5		7.7				3.2		7.8		
DON'T KNOW	212	1	1		1				3		3		
	1.8	8.3	4.5		7.7				1.9		4.7		
REFUSED	643		1		1				7	6	1		
	5.4		4.5		7.7				4.5	5.7	1.6		

28841682

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 24

Q. 21 ARE YOU BLACK, WHITE, ORIENTAL, SPANISH SPEAKING, OR FROM SOME OTHER BACKGROUND ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
		ALPINE	KING 100			KING 100			KING 100			
		TOTAL	M	M		TOTAL	M	M	TOTAL	M	M	
TOTAL	12007 100.0	12 100.0	22 100.0	9 100.0	13 100.0				154 100.0	90 100.0	64 100.0	
WHITE	10432 86.9	10 83.3	22 100.0	9 100.0	13 100.0				137 89.0	78 86.7	59 92.2	
BLACK	921 7.7								9 5.3	5 5.6	5 7.8	
ORIENTAL	41 .3											
SPANISH SPEAKING	190 1.6	1 8.3							1 .6	1 1.1		
OTHER	147 1.2								3 1.9	3 3.3		
REFUSED	275 2.3	1 8.3							4 2.6	3 3.3	1 1.6	

03914883

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 25

GENUS REGIONS

	-ARCTIC LIGHTS-					- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE	KING		100		KING		100	KING		100	-WOOD
TOTAL	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M	TOTAL	M
TOTAL	12007	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
NEW ENGLAND	786		3	2	1				8	3	5	
	6.5		13.6	22.2	7.7				5.2	3.3	7.8	
MIDDLE	1927	1	7	4	3				24	18	6	
ATLANTIC	16.0	8.3	31.8	44.4	23.1				15.6	20.0	9.4	
EAST NORTH	2548	1	3	1	2				46	28	18	
CENTRAL	21.2	8.3	13.6	11.1	15.4				29.9	31.1	29.1	
WEST NORTH	966	3	1		1				14	6	8	
CENTRAL	8.0	25.0	4.5		7.7				9.1	5.7	12.5	
SOUTH	1994	4	3	1	2				24	13	11	
ATLANTIC	16.6	33.3	13.6	11.1	15.4				15.6	14.4	17.2	
EAST SOUTH	770		2	2					8	4	4	
CENTRAL	6.4		9.1	22.2					5.2	4.4	5.3	
WEST SOUTH	1071	2	1		1				13	8	5	
CENTRAL	8.9	16.7	4.5		7.7				8.4	9.9	7.8	
MOUNTAIN	523		1		1				5	4	1	
	4.4		4.5		7.7				3.2	4.4	1.6	
PACIFIC	1422	1	2		2				12	7	4	
	11.8	3.3	9.1		15.4				7.8	7.8	5.3	
NORTHEAST	2713	1	10	6	4				32	21	11	
	22.6	8.3	45.5	66.7	30.8				20.8	23.3	17.2	
NORTH	3514	4	4	1	3				60	33	27	
CENTRAL	29.3	33.3	16.2	11.1	23.1				39.0	36.7	42.2	
SOUTH	3835	6	6	3	3				45	25	21	
	31.9	50.0	27.3	33.3	23.1				29.2	27.8	32.8	

03914884

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 25

CENSUS REGIONS

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
			M	M	M	M	M	M	M	M	M	
WEST	1945	1	3		3				17	11	5	
	16.2	8.3	13.6		23.1				11.0	12.2	7.8	

03914885

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 26

SMSA POPULATION CATEGORY

	TOTAL	-ARCTIC LIGHTS-				-- ASPEN --			-- BELAIR --			PROOK -WOOD
		ALPHE	TOTAL	KING	100	TOTAL	M	100	TOTAL	M	100	
TOTAL	12007 100.0	12 100.0	22 100.0	9 100.0	13 100.0				154 100.0	90 100.0	64 100.0	
2 MILLION AND OVER	2582 24.0	2 16.7	9 40.9	3 33.3	6 46.2				32 20.8	21 23.3	11 17.2	
1 MILLION- 1,999,999	1488 12.4	2 16.7	3 13.6	1 11.1	2 15.4				25 16.2	15 16.7	10 15.6	
500,000- 999,999	1288 10.7		3 13.6	1 11.1	2 15.4				18 11.7	9 10.0	8 12.5	
250,000- 499,999	1212 10.1	1 8.3	1 4.5	1 11.1					11 7.1	5 5.6	6 9.4	
100,000- 249,999	1122 9.3	2 16.7							13 8.4	9 10.0	5 7.8	
50,000- 99,999	166 1.4		1 4.5		1 7.7				2 1.3		2 3.1	
ALL RURAL AREAS	3848 32.0	5 41.7	5 27.3	4 44.4	2 15.4				53 34.4	31 34.4	22 34.4	

98841600

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 27

NIELSEN COUNTIES

		-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK
	ALPNE		KING	100		KING	100		KING	100		-WOOD
TOTAL	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M		
TOTAL	12007	12	22	9	13			154	90	64		
	100.0	100.0	100.0	100.0	100.0			100.0	100.0	100.0		
NIELSEN-A	4479	4	12	4	8			58	37	21		
COUNTIES	37.3	33.3	54.5	44.4	61.5			37.7	41.1	32.8		
NIELSEN-B	3433	1	4	2	2			39	22	17		
COUNTIES	28.6	8.3	18.2	22.2	15.4			25.3	24.4	26.6		
NIELSEN-C	2389	5	5	3	2			29	14	16		
COUNTIES	19.9	41.7	22.7	33.3	15.4			18.8	15.6	25.0		
NIELSEN-D	1796	2	2	1	1			28	18	11		
COUNTIES	14.2	16.7	9.1	11.1	7.7			18.2	20.0	17.2		

03914887

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 28

Q. 15C RECENT ARTICLES IN MAGAZINES AND NEWSPAPERS HAVE DISCUSSED VARIOUS COMPONENTS OF CIGARETTE SMOKE.
 DO YOU RECALL WHAT COMPONENTS ARE CONTAINED IN CIGARETTE SMOKE ?

	ALPINE		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
	TOTAL		TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
TOTAL	12007	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
CARBON MONOXIDE	704		4	3	1				5	3	2	
	5.9		18.2	33.3	7.7				3.2	3.3	3.1	
GAS	186								2	1	1	
	1.5								1.3	1.1	1.6	
NICOTINE	1460	2	5	4	1				26	19	8	
	16.3	16.7	22.7	44.4	7.7				16.9	20.0	12.5	
TAR	1911	2	5	4	1				24	16	8	
	15.9	16.7	22.7	44.4	7.7				15.6	17.8	12.5	
OTHER	590		4	2	2				5	3	2	
	4.9		18.2	22.2	15.4				3.2	3.3	3.1	
DON'T KNOW	9391	10	14	5	10				124	71	53	
	78.2	83.3	63.6	55.6	76.9				80.5	78.9	82.6	

03914888

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LOPILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 29

QUESTION 150. WHAT LOW TAR BRANDS OF CIGARETTES CAN YOU THINK OF ?

		-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK
	ALPINE	KING		100		KING		100	KING		100	-WOOD
TOTAL	TOTAL	TOTAL	M	M	M	TOTAL	M	M	TOTAL	M	M	
TOTAL	12007	12	22	9	13				154	90	64	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
PERSON & HOGES LIGHTS	258		1	1					1		1	
	2.1		4.5	11.1					.6		1.6	
CAMEL LIGHTS	483		1	1					1	1		
	4.0		4.5	11.1					.6	1.1		
CARLTON	2268	1	4	3	1				21	13	7	
	18.9	8.3	19.2	33.3	7.7				13.6	14.4	10.9	
DECADE	205	1							4	4		
	1.7	8.3							2.6	4.4		
DORAL	919		5	1	4				10	4	6	
	7.7		22.7	11.1	30.8				5.5	4.4	9.4	
FACT	50											
	.4											
GOLDEN LIGHTS	48								1		1	
	.4								.6		1.6	
ICEBERG	52								1	1		
	.4								.6	1.1		
KENT	863	3	5	1	4				6	5	1	
	7.2	25.0	22.7	11.1	30.8				3.9	5.6	1.6	
KENT III	323	1	2	1	1				1	1		
	2.7	9.3	9.1	11.1	7.7				.6	1.1		
KENT GOLDEN LIGHTS	656	1	5	4	1				5	3	2	
	5.5	8.3	22.7	44.4	7.7				3.2	3.3	3.1	
KOOL MILKS	250								1		1	
	2.1								.6		1.6	

03914889

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 29

QUESTION 15D. WHAT LOW TAR BRANDS OF CIGARETTES CAN YOU THINK OF ?

	TOTAL	ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK -WOOD
			TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
COOL SUPER LIGHTS	392 3.3		2 9.1	2 22.2					4 2.5	3 3.3	1 1.6	
L & M FLAVOR LIGHTS	94 .8	1 8.3										
LUCKY TENS/ 100'S	48 .4											
MARLBORO LIGHTS	1452 12.1		3 13.6	2 22.2	1 7.7				6 3.9	4 4.4	2 3.1	
MARVELS	25 .2											
MERIT	2329 19.4	5 41.7	6 27.3	3 33.3	3 23.1				13 8.4	7 7.8	6 9.4	
MORE	392 3.3								5 3.2	2 2.2	3 4.7	
MULTIFILTER	14 .1											
NEWPORT LIGHTS	107 .9								1 .6	1 1.1		
NOL	1007 8.4	1 8.3	4 18.2	4 44.4					16 10.4	10 11.1	6 9.4	
OLD GOLD LIGHTS	48 .4											
PALL MALL EXTRA MILD	131 1.1											
PARLIAMENT	163 1.4								1 .6	1 1.1		

06841680

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 29

QUESTION 150. WHAT LOW TAR BRANDS OF CIGARETTES CAN YOU THINK OF ?

		-ARCTIC LIGHTS-			- - ASPEN - -			- - BELAIR - -			BROOK
		KING	100		KING	100		KING	100		-WOOD
	TOTAL	ALPNE	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M
PARLIAMENT	31										
ULTRA LIGHTS	.3										
RALFIGH	92							2	1	1	
EXTRA MILD/ LIGHTS	.8							1.3	1.1	1.6	
REAL	361		1	1				2	1	1	
	3.0		4.5	11.1				1.3	1.1	1.6	
SALFM LIGHTS	967	1	7	3	4			14	9	6	
	8.1	8.3	31.8	33.3	30.8			9.1	10.0	9.4	
SAND	42										
	.3										
TAREYTON	291							2	2		
LIGHTS	2.4							1.3	2.2		
TAREYTON LOW TAR MENTHOL	52										
	.4										
TEMPO	10										
	.1										
TRUE	2127	2	4	2	2			18	11	7	
	17.7	16.7	18.2	22.2	15.4			11.7	12.2	10.9	
VANGUARD	48										
	.4										
VANTAGE	2157		4	3	1			19	9	9	
	15.0		18.2	33.3	7.7			11.7	10.0	14.1	
VELLO	10										
	.1										
VICEROY	175										
EXTRA MILDS	1.5										

16841680
 03914891

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 29

QUESTION 15D. WHAT LOW TAR BRANDS OF CIGARETTES CAN YOU THINK OF ?

		ALPINE	-ARCTIC LIGHTS-			- - ASPEN - -			- - DELAIR - -			BROOK -WOOD
	TOTAL		TOTAL	KING	100	TOTAL	KING	100	TOTAL	KING	100	
				M	M		M	M		M	M	
WINSTON	1316	1	2	2					2	2		
LIGHTS	11.0	8.3	9.1	22.2					1.3	2.2		
OTHER	1453		5	3	2				18	12	6	
	12.2		22.7	33.3	15.4				11.7	13.3	9.4	
TOTAL LOW TAR	6239	5	19	10	9				35	23	12	
	52.0	41.7	86.4	111.1	69.2				22.7	25.6	18.8	
TOTAL VERY	7490	7	23	14	9				35	30	25	
LOW TAR	62.4	58.3	104.5	155.6	69.2				35.7	33.3	37.1	
TOTAL ULTRA	6059	6	14	10	4				61	41	21	
LOW TAR	50.5	50.0	63.6	111.1	30.8				39.6	45.6	32.8	
DOV'T KNOW	3140	2	4	1	3				62	37	25	
	26.2	16.7	18.2	11.1	23.1				40.3	41.1	39.1	

03914892

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LOPILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 40

4.16 INCLUDING YOURSELF, HOW MANY ADULTS 18 YEARS OR OLDER ARE CURRENTLY LIVING IN YOUR HOUSEHOLD ?
 THIS WOULD INCLUDE BOTH SMOKERS AND NON-SMOKERS.
 (NOT ASKED IN JANUARY AND FEBRUARY OR MARCH 1979 OVER QUOTA)

	-ARCTIC LIGHTS-					- - ASPEN - -			- - RELAIR - -			BROOK
	ALPINE	KING		100		KING		100	KING		100	-WOOD
TOTAL	TOTAL	TOTAL	M	M	TOTAL	M	M	TOTAL	M	M		
TOTAL	16005	10	22	9	13				132	75	57	
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0	
1	1292	1	1		1				23	10	12	
	12.9	10.0	4.5		7.7				17.4	13.3	21.1	
2	6050	8	16	8	8				59	40	29	
	60.5	80.0	72.7	88.9	61.5				52.3	53.3	50.9	
3	1560	1	4	1	3				27	13	14	
	15.6	10.0	18.2	11.1	23.1				20.5	17.3	24.6	
4	692		1	1					10	9	1	
	6.9		4.5	11.1					7.6	12.0	1.8	
5	224								3	2	1	
	2.2								2.3	2.7	1.8	
6	72											
	.7											
7	20											
	.2											
8	12											
	.1											
9	5											
	*											
10 OR MORE	13											
	.1											
REFUSED	65											
	.6											

(* = PERCENT LESS THAN .05)

03914893

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 41

Q. 103 ARE YOU EMPLOYED OUTSIDE THE HOME OR NOT ?
 Q. 104 ARE YOU EMPLOYED FULL TIME OR PART TIME ?

	TOTAL	-ARCTIC LIGHTS-				- - ASPEN - -			- - BELAIR - -			BROOK -WOOD	
		ALPNE	TOTAL	KING	100	TOTAL	M	100	TOTAL	M	100	M	
TOTAL	12007	12	22	9	13				154	90	64		
	100.0	100.0	100.0	100.0	100.0				100.0	100.0	100.0		
EMPLOYED	8039	5	14	9	5				88	57	31		
(NET)	67.0	41.7	63.6	100.0	38.5				57.1	63.3	48.4		
FULL TIME	7211	3	13	9	4				81	55	27		
	60.1	25.0	59.1	100.0	30.8				52.6	61.1	42.2		
PART TIME	815	2	2	1	1				6	1	5		
	6.6	16.7	9.1	11.1	7.7				3.9	1.1	7.8		
REFUSED	13								1	1			
	.1								.6	1.1			
NOT EMPLOYED	3942	7	8		8				56	33	33		
	32.0	58.3	36.4		61.5				42.9	35.7	51.6		
REFUSED QUESTION	126												
	1.0												

03914894

CIGARETTE BRAND SWITCHING STUDY -- JANUARY-DECEMBER, 1979
 LORILLARD
 CONDUCTED BY THE DATA GROUP INC.

TABLE 42

Q. 118 ARE YOU EMPLOYED OUTSIDE THE HOME OR NOT ?
 Q. 119 ARE YOU EMPLOYED FULL TIME OR PART TIME ?
 * FEMALE RESPONDENTS ONLY

		ALPINE	-ARCTIC LIGHTS-				- - ASPEN - -			- - DELAIR - -			BROOK -WOOD
	TOTAL		TOTAL	KING	100		TOTAL	KING	100	TOTAL	KING	100	
				M	M			M	M		M	M	
TOTAL	5598 100.0	7 100.0	13 100.0	5 100.0	7 100.0					91 100.0	46 100.0	46 100.0	
EMPLOYED (NET)	2879 50.5	3 42.9	8 61.5	5 100.0	3 42.9					38 41.8	19 41.3	19 41.3	
FULL TIME	2277 40.0	1 14.3	6 46.2	5 100.0	2 28.6					33 36.3	18 39.1	15 32.6	
PART TIME	596 10.5	2 28.5	2 15.4	1 20.0	1 14.3					6 6.5	1 2.2	5 10.9	
REFUSED	6 .1												
NOT EMPLOYED	2767 48.6	5 71.4	4 30.8		4 57.1					53 58.2	27 58.7	26 56.5	
REFUSED QUESTION	53 .9												

03914895