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The Gallup Organization, Inc.

MARKETING AND ATTITUDE RESEARCH

PRINCETON, NEW JERSEY

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THE PUBLIC IMAGE

OF

PHILIP MORRIS COMPANY

December 24, 1975

Conducted for:

Philip Morris Company

THE GALLUP ORGANIZATION, INC.
53 Bank Street
Princeton, New Jersey

1002485479

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INTRODUCTION

This study was designed to measure attitudes toward Philip Morris, as a company, among cigarette smokers. Its purpose was to determine the extent to which acceptance of a newly introduced brand of cigarettes would be aided by association with the Philip Morris company name.

To achieve this objective, a national sample of 1,507 men and women 18 years of age or over were interviewed in their homes between November 21 and November 30, 1975.

The questions included in the Gallup Omnibus were developed by Philip Morris Company. A copy of the questions may be found in the Technical Appendix.

A description of the sample design, the composition of the obtained sample, and tables of recommended sampling tolerances may also be found in the Technical Appendix.

All questions were tabulated by the following characteristics: sex, age, region of country, smokers vs. non-smokers, and respondents both aware of The Philip Morris Company and knowledgeable that Marlboros are a product of Philip Morris Company.

When using the recommended tables of sampling error, the reader should refer to the table "Number of Interviews", that appears in the Technical Appendix. The actual number of interviews as reported in this table should be used when estimating sampling tolerances and not the "weighted base" that appears in the detailed tables.

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DETAILED TABLES

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HEARD OF AMERICAN TOBACCO COMPANY

TABLE 1

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HEARD OF AMERICAN TOBACCO CO.	77.5	84.4	71.1	71.5	81.1	81.4	76.8	86.7	67.7	79.6	82.5	75.0	83.6
SIZE													
BIG	55.5	62.9	48.6	50.6	61.3	57.3	57.4	62.0	45.3	58.2	60.7	52.7	62.9
MEDIUM	8.0	9.0	7.1	10.5	7.8	5.7	7.0	12.0	7.3	4.4	10.3	6.8	12.1
SMALL	.8	1.0	.6	.8		1.3	1.1	.7	.3	1.3	.9	.7	2.1
DON'T KNOW	13.2	11.4	14.9	9.6	12.0	17.1	11.4	12.0	14.8	15.6	10.6	14.8	6.4
GROWTH													
GROWING	36.8	42.6	31.5	39.1	39.9	33.0	37.4	42.6	30.7	36.3	42.8	33.4	47.1
DECLINING	7.1	7.4	6.9	7.6	7.0	6.8	8.6	5.4	5.8	9.7	8.8	6.2	10.0
NOT SURE	10.5	13.6	7.7	11.0	9.7	10.6	8.8	13.5	10.8	8.1	11.8	9.8	12.1
DON'T KNOW	23.0	20.8	25.1	13.8	24.5	31.0	22.0	25.2	20.4	25.5	19.1	25.6	14.3
PROGRESS													
MODERN, PROGRESSIVE	33.2	37.5	29.2	30.2	38.6	33.2	33.4	38.0	27.9	33.4	38.9	29.8	40.7
OLD FASHIONED, BACKWARD	4.5	6.3	2.9	6.2	3.0	3.9	5.1	3.0	4.9	5.5	4.6	4.6	5.0
AVERAGE	10.4	12.9	8.0	12.0	9.7	9.1	10.2	11.1	11.8	7.3	12.3	9.3	12.9
DON'T KNOW	29.4	27.7	31.0	23.1	29.9	35.2	28.2	34.6	23.0	33.4	26.7	31.3	25.0
NEVER HEARD OF	22.5	15.6	28.9	28.5	18.9	18.6	23.2	13.3	32.3	20.4	17.5	25.0	16.4

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HEARD OF BROWN & WILLIAMSON COMPANY

TABLE 2

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HEARD OF BROWN & WILLIAMSON COMPANY	36.1	47.6	25.5	27.9	32.4	46.1	31.9	39.1	38.5	34.3	44.1	31.7	47.9
SIZE													
BIG	15.5	20.7	10.6	14.3	11.7	18.9	11.7	15.2	19.9	14.9	22.4	11.4	21.4
MEDIUM	9.9	14.4	5.7	7.7	11.5	10.9	12.5	13.5	5.9	6.2	9.9	10.0	13.6
SMALL	2.2	2.6	1.9	2.1	2.8	2.1	1.6	3.0	3.0	.9	2.4	2.2	7.1
DON'T KNOW	8.5	9.9	7.3	3.8	6.3	14.2	6.2	7.4	9.7	12.3	9.4	8.2	5.7
GROWTH													
GROWING	14.0	19.3	9.0	14.7	11.9	14.5	12.2	15.1	16.4	11.2	19.5	10.8	17.1
DECLINING	3.7	4.5	2.9	3.1	4.0	4.1	3.6	3.4	4.1	3.5	4.1	3.5	2.9
NOT SURE	6.2	8.7	4.0	4.4	5.3	8.6	6.4	7.4	6.6	3.5	7.1	5.8	15.7
DON'T KNOW	12.2	15.0	9.6	5.7	11.2	18.8	9.7	13.2	11.4	16.0	13.4	11.6	12.1
PROGRESS													
MODERN, PROGRESSIVE	12.5	16.7	8.7	11.3	11.2	14.6	9.0	13.6	15.5	11.9	17.9	9.5	19.3
OLD FASHIONED, BACKWARD	2.5	3.4	1.6	2.7	2.2	2.4	2.9	2.4	3.2	.7	1.9	2.8	3.6
AVERAGE	4.9	6.6	3.2	4.0	4.3	6.0	5.1	5.7	6.2	1.1	5.9	4.1	13.6
DON'T KNOW	16.2	20.8	12.0	9.9	14.7	23.0	14.9	17.4	13.7	20.7	18.3	15.2	11.4
NEVER HEARD OF	63.9	52.4	74.5	72.1	67.6	53.9	68.1	60.9	61.5	65.7	55.9	68.3	52.1

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

HEARD OF LIGGETT MEYERS COMPANY

TABLE 3

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HEARD OF LIGGETT MEYERS CO.	59.6	65.3	54.3	35.2	74.0	75.1	66.8	62.7	53.4	52.7	60.8	59.5	52.1
SIZE													
BIG	38.2	45.3	31.7	21.0	53.1	46.6	45.3	37.1	35.6	32.7	41.8	36.5	36.4
MEDIUM	9.3	10.2	8.4	8.2	10.7	9.7	9.8	10.1	8.1	9.0	9.8	9.1	5.7
SMALL	2.4	2.9	2.0	3.3	1.0	2.3	3.2	4.3	1.1	.2	2.0	2.7	5.0
DON'T KNOW	9.7	7.0	12.1	2.6	9.2	16.5	8.4	11.2	8.6	10.8	7.2	11.2	5.0
GROWTH													
GROWING	24.8	29.3	20.7	17.3	34.4	26.7	28.2	25.3	22.2	22.9	29.0	22.6	18.6
DECLINING	5.8	7.1	4.6	4.8	6.5	6.5	7.9	4.9	4.9	5.3	6.0	5.8	7.1
NOT SURE	8.9	9.9	8.0	5.7	11.7	10.5	11.1	9.0	8.8	5.5	9.5	8.7	16.4
DON'T KNOW	20.0	19.0	20.9	7.3	21.4	31.4	19.6	23.5	17.5	19.1	16.3	22.4	10.0
PROGRESS													
MODERN, PROGRESSIVE	25.3	27.4	23.4	14.7	36.9	29.0	30.2	24.9	22.1	23.3	28.7	23.7	23.6
OLD FASHIONED, BACKWARD	3.1	4.7	1.6	3.2	3.0	3.0	4.6	1.3	4.0	2.0	3.3	3.0	1.4
AVERAGE	7.7	10.2	5.5	5.9	9.7	8.5	9.4	8.5	7.7	4.0	8.9	7.0	10.0
DON'T KNOW	23.5	23.1	23.8	11.4	24.4	34.5	22.7	27.9	19.7	23.5	20.0	25.8	17.1
NEVER HEARD OF	40.4	34.7	45.7	64.8	26.0	24.9	33.2	37.3	46.6	47.3	39.2	40.5	47.9

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HEARD OF LORILLARD COMPANY

TABLE 4

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HEARD OF LORILLARD COMPANY	39.2	47.2	31.7	23.0	43.4	52.7	42.6	41.4	36.2	34.9	42.1	37.8	30.0
SIZE													
BIG	15.6	19.9	11.7	11.1	14.5	20.8	23.1	12.4	14.2	11.0	17.6	14.6	12.9
MEDIUM	10.8	14.5	7.4	7.4	15.9	11.4	9.7	14.0	9.6	9.7	11.8	10.3	8.6
SMALL	3.1	4.0	2.2	2.5	3.0	3.7	3.6	3.8	2.7	1.5	3.6	2.8	3.6
DON'T KNOW	9.7	8.9	10.4	2.0	10.0	16.8	6.3	11.2	9.6	12.7	9.1	10.1	5.0
GROWTH													
GROWING	13.6	17.2	10.2	10.1	16.2	15.5	17.4	13.7	10.8	11.4	16.1	12.1	7.9
DECLINING	4.4	5.6	3.2	2.5	5.7	5.5	4.8	4.0	4.9	3.3	5.3	3.9	2.9
NOT SURE	5.9	7.5	4.5	4.1	6.3	7.5	5.8	8.0	5.9	3.1	6.9	5.5	5.7
DON'T KNOW	15.3	16.9	13.8	6.3	15.2	24.2	14.6	15.6	14.5	17.1	13.7	16.3	13.6
PROGRESS													
MODERN, PROGRESSIVE	13.2	15.7	11.0	7.2	17.2	16.9	15.8	13.7	11.4	11.2	14.2	12.9	7.9
OLD FASHIONED, BACKWARD	3.0	4.6	1.4	2.5	3.8	2.8	3.4	3.2	2.9	2.0	3.9	2.3	.7
AVERAGE	5.0	6.9	3.2	3.8	6.2	5.4	6.2	5.3	5.6	1.5	7.0	3.8	3.6
DON'T KNOW	18.0	20.0	16.2	9.4	16.2	27.5	17.3	19.1	16.3	20.2	17.0	18.8	17.9
NEVER HEARD OF	60.8	52.8	68.3	77.0	56.6	47.3	57.4	58.6	63.8	65.1	57.9	62.2	70.0

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HEARD OF PHILIP MORRIS COMPANY

TABLE 5

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HEARD PF PHILIP MORRIS CO.	90.7	92.9	88.7	88.0	92.7	92.4	95.2	92.3	85.5	89.2	94.3	89.1	100.0
SIZE													
BIG	47.3	50.2	44.5	45.6	44.1	50.8	52.4	45.3	44.9	45.7	50.5	45.6	79.3
MEDIUM	21.4	24.2	18.8	25.0	22.2	17.4	23.6	23.9	18.2	18.9	22.3	20.9	15.7
SMALL	6.2	6.7	5.8	8.0	6.5	4.5	4.7	8.8	4.4	7.7	9.2	4.6	2.1
DON'T KNOW	15.8	11.8	19.6	9.3	19.9	19.8	14.5	14.4	17.9	16.9	12.3	18.0	2.9
GROWTH													
GROWING	34.3	39.1	29.9	41.6	32.2	28.5	36.9	35.6	30.7	33.8	39.7	31.3	66.4
DECLINING	15.5	15.5	15.4	15.7	19.9	13.0	17.7	15.6	12.7	16.0	19.6	13.1	4.3
NOT SURE	11.7	13.2	10.4	11.9	10.9	11.9	13.5	10.0	13.7	8.6	12.2	11.5	16.4
DON'T KNOW	29.2	25.1	33.0	18.7	29.7	39.0	27.1	31.1	28.4	30.8	22.8	33.2	12.9
PROGRESS													
MODERN, PROGRESSIVE	34.6	37.5	32.0	36.4	32.4	34.4	35.7	35.4	31.8	36.3	38.4	32.6	65.7
OLD FASHIONED, BACKWARD	10.0	11.0	9.2	12.2	13.0	6.3	12.7	7.8	9.0	10.8	12.8	8.3	6.4
AVERAGE	10.9	11.9	10.0	12.3	11.9	8.8	12.6	9.4	12.9	7.5	14.1	9.2	12.1
DON'T KNOW	35.1	32.6	37.4	26.9	35.4	42.9	34.2	39.6	31.8	34.7	29.0	39.0	15.7
NEVER HEARD OF	9.3	7.1	11.3	12.0	7.3	7.6	4.8	7.7	14.5	10.8	5.7	10.9	

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HEARD OF R.J. REYNOLDS COMPANY

TABLE 6

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
HEARD OF R.J. REYNOLDS CO.	72.8	83.3	63.1	64.6	76.6	78.8	72.3	72.9	75.9	68.8	79.7	69.3	82.1
SIZE													
BIG	55.0	67.8	43.1	48.7	61.1	57.9	56.2	54.0	59.2	48.1	61.3	51.8	63.6
MEDIUM	6.8	7.1	6.6	10.6	5.3	4.2	6.6	7.8	6.3	6.6	8.1	6.1	14.3
SMALL	.9	.7	1.1	.6	.8	1.3	1.5	.7	.3	1.3	.7	1.0	
DON'T KNOW	10.1	7.7	12.3	4.8	9.3	15.4	8.0	10.4	10.1	12.7	9.6	10.4	4.3
GROWTH													
GROWING	37.7	47.2	28.8	38.8	41.9	34.1	36.1	38.1	41.2	33.8	45.6	33.3	48.6
DECLINING	6.6	6.4	6.8	6.8	6.7	6.6	8.2	5.1	6.8	6.2	7.1	6.4	2.9
NOT SURE	8.0	9.2	6.9	7.9	7.0	8.6	8.6	7.7	8.8	6.4	9.7	7.0	12.9
DON'T KNOW	20.5	20.4	20.7	11.2	21.0	29.4	19.4	22.0	19.0	22.4	17.3	22.6	17.9
PROGRESS													
MODERN, PROGRESSIVE	36.1	42.3	30.2	34.0	39.7	36.0	35.9	36.1	38.6	32.1	42.7	32.6	45.7
OLD FASHIONED, BACKWARD	4.2	5.1	3.3	5.6	2.2	4.1	4.6	2.6	4.8	5.3	4.8	3.9	11.4
AVERAGE	7.3	9.2	5.6	7.3	9.0	6.4	7.0	7.0	10.4	3.5	9.4	6.0	7.9
DON'T KNOW	25.3	26.7	24.0	17.7	25.7	32.3	24.8	27.2	22.1	27.9	22.9	26.8	17.1
NEVER HEARD OF	27.2	16.7	36.9	35.4	23.4	21.2	27.7	27.1	24.1	31.2	20.3	30.7	17.9

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

BRANDS MADE BY R.J. REYNOLDS COMPANY

TABLE 7

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE BY REYNOLDS													
ALPINE													
BELAIR	.1	.2	.1	.2	.2			.4	.1		.1	.2	
BENSON & HEDGES	*		.1	.1				.1				.1	
CAMEL	11.9	18.1	6.1	8.2	11.5	15.5	13.5	9.7	16.3	5.5	13.8	10.9	12.9
CARLTON													
CHESTERFIELD	1.3	1.9	.7	.9	1.2	1.8	3.2	1.1	.3	.2	1.6	1.1	1.4
DAWN	*		.1	.1					.1		.1		
DORAL	.4	.6	.2	.4	.8	.1	.4		1.1		.9	.1	4.3
EVE													
KENT	.3	.6		.8			.5		.5		.5	.2	
KOOL	.8	1.2	.4	1.3	.5	.5	.4	1.5	1.0		1.7	.2	.7
L & M	.3	.5		.4	.3	.1			1.0		.7		
LARK													
LONG JOHNS													
L.T. BROWN													
LUCKY STRIKE	2.2	3.1	1.4	2.1	3.5	1.6	3.5	1.6	1.8	1.8	3.5	1.5	3.6
MARLBORO	1.6	2.4	.9	2.9	1.7	.4	2.3	.9	1.8	1.5	3.1	.8	.7
MAX													

(CONTINUED)

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BRANDS MADE BY R.J. REYNOLDS COMPANY
(CONTINUED)

TABLE 8

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE BY REYNOLDS													
MULTIFILTER													
NEWPORT	*	.1			.2		.1				.1		
OLD GOLD	.4	.5	.2	.6	.5	.1	.7	.1	.1	.7	.6	.2	1.4
PALL MALL	.4	.7	.1	1.0	.2		.3	.5	.4	.4	.4	.4	
PARLIAMENT	.1		.1			.2		.3			.2		
PHILIP MORRIS													
RALEIGH	.4	.5	.2	.7		.3	1.1		.1	.2	.7	.2	.7
SALEM	7.0	9.9	4.3	11.4	7.7	2.2	5.9	5.4	10.4	5.9	12.5	3.8	20.0
SARATOGA 120'S													
SILVA THINS													
TAREYTON	*	.1				.1			.1		.1		
TRUE	*	.1		.1			.1				.1		.7
VANTAGE	.5	.7	.4	.8	.8	.1	.9		.7	.4	1.2	.1	1.4
VICEROY	.2	.4		.3	.3				.3	.7	.5		
VIRGINIA SLIMS	.1		.2		.5					.7	.3		
WINSTON	11.1	16.4	6.2	18.9	9.7	4.3	9.8	9.0	16.3	8.4	20.0	6.0	41.4
ALL OTHERS	2.2	2.0	2.3	.9	3.7	2.6	1.7	.4	4.4	2.2	3.3	1.6	2.1
DON'T KNOW	46.2	46.2	46.1	34.4	49.1	56.1	43.0	51.8	41.1	50.3	40.2	49.9	28.6

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

BRANDS MADE BY PHILIP MORRIS COMPANY

TABLE 9

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE BY PHILIP MORRIS													
ALPINE	.1	.2			.3				.3		.2		
BELAIR	.3	.1	.4	.6	.2		.7	.3			.2	.3	
BENSON & HEDGES	.7	.7	.7	1.0		.9	.5	1.1	.7	.4	.8	.7	1.4
CAMEL	1.0	1.0	.9	1.8	1.3		1.6	.7	.5	1.1	1.5	.7	1.4
CARLTON													
CHESTERFIELD	.7	.9	.6	1.1	.7	.3	1.1	1.2		.4	1.1	.5	
DAWN													
DORAL	*	.1		.1				.1				.1	
EVE													
KENT	.1	.2		.2			.3				.2		1.4
KOOL	.3	.4	.1	.2	.8			.7	.3		.6	.1	
L & M	.1	.2	.1	.3	.2		.1		.3	.2	.2	.1	
LARK	.2	.5			.5	.3		.8			.3	.2	
LONG JOHNS													
L.T. BROWN													
LUCKY STRIKE	1.2	1.6	.7	2.0	1.2	.4	1.2	.9	1.2	1.3	1.7	.8	1.4
MARLBORO	5.2	6.8	3.8	10.0	2.7	1.9	4.6	4.7	6.0	5.9	10.4	2.2	100.0
MAX													

(CONTINUED)

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BRANDS MADE BY PHILIP MORRIS COMPANY
(CONTINUED)

TABLE 10

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL -BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MADE BY PHILIP MORRIS													
MULTIFILTER	.1		.3	.4				.5				.2	
NEWPORT	.2	.2	.2	.4	.3		.7			.2	.6		2.1
OLD GOLD	.9	.8	.9	.9	2.3		2.1		1.0		1.8	.3	1.4
PALL MALL	3.3	3.5	3.2	5.3	3.3	1.5	4.6	3.1	2.3	3.3	5.6	2.0	6.4
PARLIAMENT	.4	.3	.4	.9	.2		1.2			.2	.7	.2	1.4
PHILIP MORRIS	51.4	57.0	46.2	44.0	58.6	54.6	55.1	52.3	48.1	49.2	59.0	47.3	37.1
RALEIGH	.5	.5	.4	.6	1.2		.8	.4	.1	.7	1.1	.1	
SALEM	.3	.3	.3	.7	.2		.5	.5			.6	.1	2.9
SARATOGA 120'S	.4	.4	.4	1.0	.2		.5		.7	.4	.8	.2	3.6
SILVA THINS	*	.1		.1			.1					.1	
TAREYTON	.1	.2			.3				.3		.2		1.4
TRUE													
VANTAGE													
VICEROY	*		.1	.1						.2	.1		
VIRGINIA SLIMS	.2	.3	.1	.2	.2	.2	.3		.4			.3	1.4
WINSTON	.6	.3	.9	1.6			.7	.7	.3	.9	1.2	.2	8.6
ALL OTHERS	1.4	1.5	1.3	2.5		1.1	2.9	.5	.3	2.0	2.5	.7	1.4
DON'T KNOW	30.2	26.0	34.1	28.4	27.5	33.5	29.6	30.5	29.3	31.9	21.2	35.5	

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

SMOKE CIGARETTES, AT LEAST A PACK A WEEK

TABLE 11

	ALL ADULTS	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	REGION: EAST	REGION: MID-WEST	REGION: SOUTH	REGION: WEST	SMOKING EXPERIENCE: SMOKER	SMOKING EXPERIENCE: NON-SMOKER	AWARE PHILIP MORRIS /MARL-BORO
WEIGHTED BASE	2673	1287	1386	1021	599	1031	746	742	730	455	982	1666	140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SMOKE CIGARETTES													
YES	36.7	39.5	34.1	47.7	42.1	23.1	40.6	32.5	33.0	43.3	100.0		72.9
NO	62.3	59.1	65.3	50.9	56.4	76.8	58.6	66.4	66.0	55.8		100.0	26.4
DON'T KNOW	.9	1.3	.6	1.4	1.5	.1	.8	1.1	1.0	.9			.7

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TECHNICAL APPENDIX

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

THE DESIGN OF THE SAMPLE

The sampling procedure is designed to produce an approximation of the adult civilian population, eighteen years and older, living in the United States, except for those persons in institutions such as prisons or hospitals.

The design of the sample is that of a replicated, probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas. Approximately three hundred sampling locations are used in each survey. Interpenetrating samples can be provided for any given study when appropriate.

The sample design included stratification by these four size-of-community strata, using 1970 Census data: (a) cities of population 1,000,000 and over; (b) 250,000 to 999,999; (c) 50,000 to 249,999; (d) all other population. Each of these strata was further stratified into seven geographic regions: New England, Middle Atlantic, East Central, West Central, South, Mountain, and Pacific. Within each city size - regional stratum, the population was arrayed in geographic order and zoned into equal sized groups of sampling units. Pairs of localities were selected in each zone, with probability of selection of each locality proportional to its population size in the 1970 Census, producing two replicated samples of localities.

Within localities so selected for which the requisite population data are reported, sub-divisions were drawn with the probability of selection proportional to size of population. In all other localities, small definable geographic areas were selected with equal probability.

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Separately for each survey, within each subdivision so selected for which block statistics are available, a sample of blocks or block clusters is drawn with probability of selection proportional to the number of dwelling units. In all other subdivisions or areas, blocks or segments are drawn at random or with equal probability.

In each cluster of blocks and each segment so selected, a randomly selected starting point is designated on the interviewer's map of the area. Starting at this point, interviewers are required to follow a given direction in the selection of households until their assignment is completed.

Interviewing is conducted at times when adults, in general, are most likely to be at home, which means on weekends, or if on weekdays, after 4:00 P.M. for women and after 6:00 P.M. for men.

Allowance for persons not at home is made by a "times-at-home" weighting* procedure rather than by "call-backs". This procedure is a standard method for reducing the sample bias that would otherwise result from under-representation in the sample of persons who are difficult to find at home.

The pre-stratification by regions is routinely supplemented by fitting each obtained sample to the latest available Census Bureau estimates of the regional distribution of the population. Also minor adjustments of the sample are made by educational attainment by men and women separately, based on the annual estimates of the Census Bureau (derived from their Current Population Survey) and by age.

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* Politz, A. and Simmons, W., "An Attempt to Get the 'Not at Homes' into the Sample without Callbacks", *JOURNAL OF THE AMERICAN STATISTICAL ASSOCIATION*, Volume 44 (March, 1949), pp. 9-31

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COMPOSITION OF THE SAMPLE

	%
NATIONAL	100.0
SEX	
Men	48.1
Women	51.9
AGE	
Under 35 years	38.2
35 to 49 years	22.4
50 years and over	38.6
Undesignated	0.8
REGION OF COUNTRY	
East	27.9
Midwest	27.8
South	27.3
West	17.0
RACE	
White	90.2
Non-White	9.8
EDUCATION	
College	27.7
High School	55.1
Grade School	16.8
Undesignated	0.4
HOUSEHOLD INCOME	
$20,000 and over	17.1
$15,000 to $19,999	15.9
$12,000 to $14,999	14.9
$10,000 to $11,999	10.6
$6,000 to $9,999	18.6
Under $6,000	21.2
Undesignated	1.7

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OCCUPATION OF HEAD OF HOUSEHOLD	
Professional and Business	20.5
Clerical and Sales	11.0
Manual Labor	38.6
Farmers	3.1
Non-Labor Force	22.3
Undesignated	4.5
CITY SIZE	
1,000,000 and over	16.9
500,000 to 999,999	13.1
50,000 to 499,999	26.9
2,500 to 49,999	15.4
Under 2,500	27.7

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

NUMBER OF INTERVIEWS

	ALL ADULTS	SEX		AGE			REGION				SMOKING EXPERIENCE		AWARE PHILIP MORRIS /MARL -BORO
		MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	EAST	MID-WEST	SOUTH	WEST	SMOKER	NON-SMOKER	
TOTAL SAMPLE	1507	753	754	574	337	574	416	382	458	251	550	942	78
TOTAL SMOKERS	550	297	253	257	147	141	170	126	152	102	550		53
TOTAL NON-SMOLERS	942	448	494	308	186	432	244	250	301	147		942	24
TOTAL HEARD OF AMERICAN TOBACCO CO.	1198	647	551	430	275	476	340	330	320	208	467	723	65
TOTAL HEARD OF BROWN & WILLIAMSON CO.	572	379	193	164	111	286	139	158	191	84	251	319	37
TOTAL HEARD OF LIGGETT MEYERS CO.	918	511	407	213	247	441	290	239	251	138	347	568	45
TOTAL HEARD OF LORILLARD CO.	614	374	240	141	148	315	195	166	167	86	237	374	24
TOTAL HEARD OF PHILIP MORRIS CO.	1373	704	669	513	313	528	399	352	392	230	522	842	78
TOTAL HEARD OF R.J. REYNOLDS CO.	1120	636	484	379	260	465	311	280	353	176	446	668	65

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SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus that figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

	Recommended Allowance For Sampling Error of a Percentage In Percentage Points (at 95 in 100 confidence level)*						
	Sample Size						
	1500	1000	750	600	400	200	100
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points (at 95 in 100 confidence level)*

TABLE A	Percentages near 20 or percentages near 80			
Size of Sample	750	600	400	200
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B	Percentages near 50			
Size of Sample	750	600	400	200
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

28. Here are the names of some manufacturers of cigarettes (HAND RESPONDENT CARD V). Which of these have you ever heard of? (RECORD BELOW IN FIRST ROW)

ASK Q. 29, 30 AND 31 FOR EACH COMPANY HEARD OF. READ THE FULL COMPANY NAME AS IT APPEARS ON THE CARD TO MAKE CLEAR WE ARE ASKING ABOUT THE COMPANY AND NOT THE BRAND.

29. Would you say _____ is big, medium, or small?
(RECORD BELOW UNDER Q.29)

30. Would you say _____ is a growing company or a declining company?
(RECORD BELOW UNDER Q.30)

31. Would you say _____ is modern and progressive, or, old fashioned and backward?
(RECORD BELOW UNDER Q.31)

	American Tobacco Co.	Brown & Williamson Co.	Liggett Meyers Co.	Lorillard Co.	Philip Morris Co.	R.J. Reynolds Co.
28. Heard of	1 ( )	2 ( )	3 ( )	4 ( )	5 ( )	6 ( )
29. Size						
Big	1 ( )	1 ( )	1 ( )	1 ( )	1 ( )	1 ( )
Medium	2 ( )	2 ( )	2 ( )	2 ( )	2 ( )	2 ( )
Small	3 ( )	3 ( )	3 ( )	3 ( )	3 ( )	3 ( )
Don't Know	V ( )	V ( )	V ( )	V ( )	V ( )	V ( )
30. Growth						
Growing	1 ( )	1 ( )	1 ( )	1 ( )	1 ( )	1 ( )
Declining	2 ( )	2 ( )	2 ( )	2 ( )	2 ( )	2 ( )
Not sure	3 ( )	3 ( )	3 ( )	3 ( )	3 ( )	3 ( )
Don't know	V ( )	V ( )	V ( )	V ( )	V ( )	V ( )
31. Progress						
Mod., Prog.	1 ( )	1 ( )	1 ( )	1 ( )	1 ( )	1 ( )
Old fash., backward	2 ( )	2 ( )	2 ( )	2 ( )	2 ( )	2 ( )
Average	3 ( )	3 ( )	3 ( )	3 ( )	3 ( )	3 ( )
Don't know	V ( )	V ( )	V ( )	V ( )	V ( )	V ( )

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IF REYNOLDS HEARD OF IN Q. 28, ASK Q.32

32. What brands are made by R. J. Reynolds Co.? _____

_____

IF PHILIP MORRIS CO. HEARD OF IN Q. 28, ASK Q. 33

33. What brands are made by Philip Morris Co.? _____

_____

ASK EVERYONE

34. Do you smoke cigarettes, that is, at least a pack a week?

1 ( ) Yes 2 ( ) No

Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061

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Source: https://www.industrydocuments.ucsf.edu/docs/jsdf0061