



A DIVISION OF LOEWS THEATRES, INC. • 200 EAST 42ND STREET, NEW YORK, N.Y. 10017 • CABLE ADDRESS LORILLARD

October 3, 1978

Mr. Bill Stein
NEWMAN-STEIN, INC.
1500 Broadway
New York, N.Y. 10036

Dear Bill:

Because of the extremely close timing imposed on the tabulating of the current EF-I Product Test, I would like to let you know now the format in which I would like the tables.

I understand that on October 12 I will receive complete tabulations of all closed-ended questions. I would like these to be run by the following banners:

1. Run each reduced tar cell, 612 vs. True and 453 vs. True, by a separate banner:

Total
Age (21 - 35 / 36 - 55)
Sex
Product preferred
Category (Low Tar / VLT, ULT)
Manufacturer of regular brand (Reynolds / Philip Morris /
All Others)

2. Run the two Lo-Fi cells on the same banner:

612 vs. True

Total
Age (21 - 35 / 36 - 55)
Product preferred
Manufacturer of regular brand (Reynolds / Philip Morris /
All Others)

453 vs. True

(same as above)

3. In addition, I would like the following tables run by total smokers of Lorillard brands,* in each of the two reduced tar cells:

Overall Preference (Q3b,c)
Overall Rating (Q4c, 4g, 5c, 5g)
Attribute Ratings (Q6)

* Kent, Kenton, Gen Lights, True, Old Gold Lights.

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Please tell me if there is any problem in delivering the special cross tabs (#3 above) on October 12.

Let me know if you have any questions about the tables.

Sincerely,



Laurie Moroz

/dm

cc: L. DuLude

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