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AN EXPLORATORY STUDY --
FILTER CIGARETTE SMOKERS' ATTITUDES TOWARD
SUPER HI-FI CIGARETTES AND THEIR
PERCEPTIONS OF TRUE

Conducted for
Lorillard
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00792258

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Foreword

The objectives of this study have been to investigate:

- smokers' move into super hi-fi brands and the nature of their commitment to those brands
- smokers' consideration of "going backward" once they have become a smoker of a super hi-fi brand
- the role of taste of a cigarette vis-a-vis health assurance
- perceptions of the True filter and how it is thought to be related to taste and draw
- whether taste is a viable advertising story for True
- the extent to which it seems advisable to retain the current advertising presentation for True, with special reference to the "preachy" or "clinical" aspects of that presentation.

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Research Procedure

This study has been designed and executed as an exploratory research project. The focus of the effort, therefore, was on the use of techniques that would give respondents the maximum opportunity to discuss freely and voluntarily the issues as they see them. In this type of exploratory work, one is less concerned, from a research point of view, with structured questions and the measured data which result from structured questions, than with creating a situation in which respondents feel free to explore those topics raised for discussion.

The ideal method for establishing a situation conducive to this type of free response is the group discussion method, which was utilized in this study.

The group discussion, or group session, as conducted for this study, was a two-hour discussion among a group of eight respondents.

The group leader for all of the discussions for this research project was Dr. Shoi Balaban Dickinson.

In this type of discussion, the group leader serves primarily to raise topics for discussion, to develop the discussion by further questioning or probing regarding comments made by respondents, and to maintain some balance of response between the individual participants. A topic guide is used in conducting the sessions. This guide is a list of subjects to be covered during the course of the discussion, with some directions for the use of specific questioning or probing techniques.

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Copies of the various topic guides used in the discussions may be found in the Appendix to this report.

The purpose of using this specific research technique is that it makes it possible to elicit a different kind and quality of information than can be elicited by use of a structured questionnaire. It is possible to obtain data of considerably less superficial quality using this technique. The emphasis in this type of research, is on drawing extensive information from each respondent and on encouraging the interaction of ideas and exchange between the participants, as well as between the participants and the group leader, on the discussion topics. It is, in essence, the application of psychological techniques to obtaining information from respondents.

The discussions are tape recorded and the tape records are then analyzed in order to draw out the implications and conclusions. All tape records have been delivered to the Lorillard Market Research Department.

The Sample

Nine group sessions were conducted for this research project. A total of 71 respondents participated in this study, of which 39 were men and 32 women. Some background characteristics of these respondents may be found in the Appendix section.

Respondents were screened, via telephone interview, to meet the following requirements for participation in the study:

- all respondents to have been smoking "their brand" at least for one month

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- all respondents to smoke at least half a pack of cigarettes per day
- all respondents to be smokers of filtered cigarettes
- all respondents to fall within the 21 to 65-year age range
- all female groups to be structured in such a way that one half of the group would be working women and one half housewives.

Four subsamples were incorporated in the total of nine groups. Two groups -- one with men and one with women -- were conducted with each of the following subsamples, with the exception noted below:

- True smokers.
- Smokers of super hi-fi brands other than True. (An additional session was conducted with this category of respondent because half of one male group recruited turned out to be smokers of Benson & Hedges' Multifilter, whose major reason for selecting this brand was not because it falls into the super hi-fi-category. This group is discussed in the body of the report.)
- Smokers of lo-fi brands, judged to be super hi-fi prone (please note discussion of "proneness" in following pages)
- Smokers of super hi-fi MENTHOL brands (True, as well as other brands).

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Smokers of the following brands were considered qualified for

participation. The designation of particular brands by categories was established by Lorillard personnel:

Lo-Fi Brands --

Benson & Hedges (100mm & King)	Old Gold (100mm & King)
Camel (King)	Pall Mall Gold (100mm)
Chesterfield (100mm & King)	Raleigh (100mm & King)
Eve (100mm)	Viceroy (100mm & King)
L&M (100mm & King)	Virginia Slims (100mm)
Lucky Strike (100mm)	Winston (100mm & King)
Marlboro (100mm & King)	

Hi-Fi Brands --

Lark (100mm & King)	Silva Thins (100mm)
Parliament (100mm & King)	Tareyton (100mm & King)

Super Hi-Fi Brands --

Benson & Hedges' Multifilter (King)	
Carlton (King)	
Doral (King)	Raleigh Extra Mild (King)
Lucky (100mm)	True (100mm & King)
Lucky Ten (King)	Vantage (King)
Marlboro Lights (King)	Viceroy Extra Mild (King)
Pall Mall Extra Mild (King)	Winston Lights (King)

Super Hi-Fi MENTHOL Brands --

Carlton Menthol	Multifilter Menthol
Doral Menthol	True Menthol
Kool <u>Mild</u>	Vantage Menthol

The Issue of "Proneness"

The measure of "proneness" toward a brand of cigarettes other than the brand usually smoked was originally established (prior to telephone screening) based upon different qualifications than those ultimately used to qualify respondents as "prone" to a particular category of cigarettes.

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It was originally planned that respondents considered to be super hi-fi prone would have purchased at least one pack of

one or more brands of cigarettes falling into that category. When the telephone screening began, it was quickly evident that consumers neither view nor behave toward cigarette brands in terms of manufacturer's categories. It was evident that when a smoker of a lo-fi brand was "trying" other brands, the behavioral pattern in trial of other brands cut across categories. Therefore, if a lo-fi smoker was "prone" to trial of one or more super hi-fi brands, that smoker was just as likely to be trying brands in the hi-fi category.

The measure of proneness ultimately used was that a smoker of a lo-fi brand had purchased at least three packs of one brand or at least one pack of three brands falling into the super hi-fi category. The fact of prone behavior, however, meant that these respondents were likely to be "trying" hi-fi brands as well.

Geographic Locale

All sessions were conducted in a one-way mirror facility in Chatham, New Jersey, with respondents being drawn from an area covering 24 communities.

Most of the respondents were obtained via random telephone dialing in the 24-city area. In order to control recruiting costs, the random dialing method was supplemented with randomly generated selective calls. These are callbacks to respondents unable to attend past sessions, and referrals from past participants.

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As an additional effort to control recruiting costs for obtaining

ing respondents, the recruitment for this study was conducted in conjunction with the recruitment for a eight-session study being conducted for Kent cigarettes. Because the work for both assignments was combined, it is not possible to separate the figures shown below. Telephone recruitment was conducted from October 18 through November 18 for this study, and for both studies:

- 39,078 dialings were made which were "not reached."
- 26,451 dialings were made which were "reached."
- A total of 65,529 dialings were made to obtain necessary samples for the two studies mentioned in the above paragraph.

Notes on Reading and Interpreting this Report

The sample for this study is adequate only for the purposes of exploratory research. It is in no way presented as projectable to all consumers who would meet the requirements for participation in this study.

The reader is cautioned to be aware that the analysis presented in this report is actually based upon only a single group of each type of respondents represented in the study, since each of the four subsamples of two groups each was then "broken" once more into one group of male respondents and one group of females. From a research point of view, this leaves something to be desired, since the data from any single group of respondent type is more limited than one might wish.

Because a portion of the findings differ significantly from

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one category of smoker to another, a separate section of the report details the findings about each category.

Response to the advertising stimuli used in the study and response to the projective sketch stimuli used to study imagery of the True and Vantage smoker varied little from one category of smoker to another. For this reason, responses to advertising and imagery materials are discussed in terms of the total sample. In those instances where some differences of opinion were noted related to category of brand smoked, they are mentioned in the context of the discussion of the subject.

Copies of the advertising stimuli used may be found in the Appendix to this report.

Verbatim comments have been included in the report in order to convey to the reader the tenor of the response.

The Use of Projective Sketches of Male and Female Personality Stereotypes Related to the Image of the True Smoker

At the close of each group discussion, respondents were shown a series of sketches of male or female personality stereotypes. The purpose of using this type of stimuli in this study was to provide an opportunity to determine the factors noted by respondents related to image of the True or Vantage smoker. Women were shown sketches of females, and men were shown sketches of males.

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The respondents were first asked to "say whatever you want to about the man/woman shown in the sketch." They were asked to assume that all of the men/women shown in the sketches smoke

and to then make the judgment of whether or not the smoker depicted in the sketch would be a True or a Vantage smoker. Respondents were asked to explain their reasoning in making the judgment.

The smokers of super hi-fi menthol brands of cigarettes were asked to make this judgment in terms of whether or not the person shown in the sketch was a menthol smoker. Therefore, for this category of respondents, the imagery being investigated had to do with factors associated with being a menthol smoker, rather than with specific brands.

It should be noted that, analytically, the most important information is drawn from the reason why a judgment is made, rather than based upon the specific personality stereotypes selected.

Descriptions of the personality stereotype depicted in each sketch follow:

Male Personality Type I --

The sketch shows a conservative, well-dressed man in his 30's or 40's, standing at a desk with a background of books and diplomas. He wears horn-rimmed glasses.

The man depicted is consistently interpreted as a professional man. Most often he is thought to be a doctor; sometimes a lawyer. Respondents seem to like this man, perhaps because of the respect they have for the profession they assign to him.

Male Personality Type II --

The sketch shows an older man, dressed in an open-neck

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shirt, sweater and slacks, reclining in a rocker. An open newspaper rests in his lap and he is holding a pair of glasses in one hand.

The man shown is usually interpreted as a retired man or as a grandfather. In any case, he is consistently viewed as elderly. Respondents think of him as not only old, but also old-fashioned.

Male Personality Type III --

The sketch shows a young man, well-dressed in the Ivy tradition and carrying a slim attache case, hurrying toward a train.

The man in this sketch is interpreted as a young executive -- perhaps a junior executive. He is consistently thought to be a commuter, and considerable emphasis is placed on the fact that he appears to be in a hurry.

Male Personality Type IV --

The sketch shows a man who is smiling. He is wearing a jacket with wide lapels and several fountain pens in his outer breast pocket. His jacket is hanging open, revealing a wide and poorly-tied necktie. He is holding a briefcase. He wears two-tone, wing-tipped shoes.

The man in this sketch is viewed as a salesman or athlete. Most respondents do not like him, and consider him to lack discrimination.

Male Personality Type V --

The sketch shows a middle-aged man, who is almost bald. He wears horn-rimmed glasses, a white shirt which is rolled up to expose the forearms, and a neat, plain-colored necktie which is held in place with a small tie tack. He wears a white apron, covering his trousers.

This man is viewed in a variety of occupations -- as a butcher or a jeweler, for example, or sometimes as a man who is wear-

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ing an apron while helping to do the dishes at home. Sometimes he is believed to be a lab technician, a chemist, etc.

Respondents are not particularly sympathetic with this man. They are extremely aware of his baldness, and he is often considered "henpecked." Although he is not specifically identified as effeminate, the respondents' discussions of this sketch sometimes imply this.

Male Personality Type VI --

The sketch shows a man sitting on a stool, leaning on one elbow against a counter or bar. He wears a cyclist's helmet with goggles, a leather jacket with leather gloves thrust through the epaulet on one shoulder, and high lace boots.

The man depicted in this sketch is considered to be a very rough character. There are no respondents who like him or seem to have rapport or empathy with him.

He is generally considered a ne'er-do-well. However, underlying the highly negative characterization are indications that respondents perceive him as intensely masculine.

Male Personality Type VII --

The sketch shows a middle-aged man with a mustache, wearing a tweed jacket with elbow patches and an ascot tie. He holds a cigarette, and a boxer dog is walking with him in a rural setting.

This man is considered prosperous -- as prosperous as a successful author might be, or as prosperous as a playboy, or a successful professional man. He is considered handsome, and, the most part, thought to lead a life quite removed from that of the respondents. He is thought to live elegantly and to

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particular about the material things in life. He is sometimes identified as British or English.

Male Personality Type VIII --

The sketch shows a young man wearing a construction "hard hat," a plaid shirt with sleeves rolled up, jeans with rolled-up cuffs which expose high laced boots. He carries a lunch pail and stands in the foreground of an excavation where a crane and truck are parked.

This man is usually identified as a construction worker -- or as being engaged in some similarly hard-working capacity. This man is viewed as an intensely masculine figure.

Female Personality Type I --

The sketch shows a trim, middle-aged woman with two children about 12 years old. Both the woman and the children are "scrubbed-looking."

The woman shown in this sketch is one with whom those who participate often identify themselves. Female respondents view her as a well-organized suburban housewife, who is a good housekeeper and a good mother. They sometimes see her as rather conservative or, conversely, as someone who would like to try new things.

Female Personality Type II --

The sketch shows a young woman dressed in slacks and blouse. She has straight hair. She sits in a room with a modern painting and a piece of abstract sculpture. She is playing a cello.

This woman is usually interpreted as a hippie or an intellectual, both with negative overtones. On occasion, she is viewed as a teenager. Respondents seldom show any sort of personal identification with this sketch.

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They think of her as not being neat, and sometimes as a poor housekeeper because she would let her duties in the home slide in favor of more personal pursuits and pleasures.

Female Personality Type III --

The sketch shows a slim young woman, standing by a convertible sports car, wearing slacks and a checked vest.

This is viewed as a sketch of a wealthy and carefree young woman. For the most part, she is seen as someone who does not need to work, either at a job or in the home. On occasion, she is identified as a sportswoman, but the sports activities are always relatively feminine or upper-class sports.

She is frequently described as a woman who would be "used to the best" and accustomed to many material advantages and social experiences.

Female Personality Type IV --

The sketch shows a middle-aged woman, lying on a couch, reading "True Romance." Her hair is in curlers. There is a cigarette in her mouth.

Respondents consider this woman to be an extremely poor housekeeper, lazy, undisciplined, etc. She is often called "a slob."

Female Personality Type V --

The sketch shows an older, more sophisticated woman wearing a suit, fur collar and jaunty hat. She has a small dog on a leash.

The interpretation of this woman is generally that of a wealthy woman who has little to occupy her. For the most part, respondents do not identify with the person depicted. They think

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of her as accustomed to considerable material advantage, but there are also overtones in their discussion indicating that in some instances, she is interested in elegance or newness simply for its own sake.

Female Personality Type VI --

The sketch shows a woman with six small children. She looks quite disheveled and haggard. Her clothes are a wild array of prints and checks. Her slip is showing.

This woman is viewed as a harried, harassed housewife and mother. Female respondents sometimes feel sympathetic toward her, but at the same time are rather disapproving of her messiness and the large brood of children.

She is consistently viewed as being terribly rushed and without time "to do things properly."

Female Personality Type VII --

The sketch shows an older woman, white-haired, neat-looking wearing an apron. She stands with a tall, clean-looking young man wearing a uniform.

The woman is viewed as quite elderly and almost always as old-fashioned. She is thought of as either a mother or as a grandmother, and a kind and indulgent woman. Respondents often express this latter notion by making a decision not for the woman depicted but, rather, a decision based upon what she would choose to please the young man in the sketch.

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pleasure or satisfaction from True. This implies a kind of masochistic attitude on the part of True smokers relative to smoking. Most admit they wanted to quit smoking.

- There is a general feeling, among all categories of smokers participating in this study, that "no taste," or minimal taste, and low tar and nicotine content move together. Even so, smokers of super hi-fi brands other than True refuse to accept the lack of taste, and searched until they could find a brand with an acceptable level of taste. Each, however, tends to think of his/her brand as something "special" among low tar and nicotine brands because they perceive it to have taste.
- Lo-Fi smokers who are super hi-fi prone are in the process of rejecting super hi-fi brands they try, based upon their judgment that the brand has insufficient taste.
- Of the various categories of smokers studied, only the True smokers seemed willing to accept lack of taste.
- Most Super Hi-Fi smokers report that their cigarette consumption has gone up since they moved to super hi-fi brands.
- Super Hi-Fi smokers (both True and others) seem to take filters for granted. What they notice most are differences in appearance and design, and "feeling in the mouth." They seldom even think to mention the filter themselves, but if asked about it, some attribute the difficulty in drawing

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certain brands to the filter used.

- There was no particular evidence that the True filter comes in for any more attention or thought than any of the other filters. If smokers who find True to lack taste were asked directly whether they think the filter has anything to do with lack of taste, they would probably answer affirmatively, but it does not seem to come to their minds as a reason for True's lack of taste.
- Smokers of other brands of super hi-fi have an extremely negative attitude toward True, and quite negative imagery of it, as well. They say True is the cigarette they would select to smoke if they were going to try to quit smoking.
- Smokers of other super hi-fi brands place emphasis on continued pleasure in smoking, which contrasts with the emphasis of the True smoker, which is more on health.
- Hi-fi smokers' generally negative opinion of super hi-fi brands is intensified when True is under consideration.
- Exposure of several ads (proposed and existing) indicates that a "Vantage type of ad" is readily accepted as "fitting" with True, even though the particular ad that was shown lacked credibility in terms of the specific conceptualization of the ad.
- The "Quit or smoke True" ad seems to have great strength in calling attention to the brand and involving the reader on a personal level with the ad. The "Easy on your mind"

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ad also seemed to have appeal, but is probably a less strong vehicle for the brand.

- The findings on the image of True and True smokers compared to the image of Vantage and Vantage smokers indicate that True and Vantage are not speaking to the same people, nor are they likely to attract the same people. True is seen as the "health" cigarette, and Vantage, by comparison, at least, is seen almost as the "pleasure" super hi-fi.
- The True image as a "health" cigarette has been responsible for attracting its franchise and for retaining that franchise, even when smokers were initially displeased with the cigarette. Vantage is almost frivolous by comparison to serious image True has projected.
- The True smoker is committed, first, to the low tar and nicotine concept. The Vantage smoker is far more pleasure oriented and less committed to the "count" concept.
- Work with smokers of super hi-fi menthol brands indicates they are smoking those particular brands for the low tar and nicotine content. They are menthol smokers because they do not want a tobacco taste. They do not feel they have "given up anything" to smoke a super hi-fi menthol brand. Instead, they think of the taste level of menthol in their brand as precisely the taste they desire.
- These menthol smokers say they perceive considerable differences between brands of menthol, with the difference having to do with the intensity of the menthol taste. Wh

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they look for, then, is the "right level" of menthol.

- A number of menthol smokers seem to be people who could only find sufficient taste in a super hi-fi brand by changing to menthol cigarettes. This seems further testimony to the extreme importance of taste to the Super Hi-Fi menthol smoker.

Implications

- True smokers have responded to the imagery of the cigarette rather than to physical aspects of it, since they decided to smoke True and did so, even though most disliked it initially and some still say they get no pleasure or satisfaction from smoking True. True smokers seem masochistic in their smoking behavior compared to other smokers who simply abandon a brand if it does not please them. Many True smokers came to True from high-taste cigarettes. Their subsequent acceptance of the lack of taste in True seems an act of self-denial -- their way of punishing themselves for continuing to smoke when they thought they should quit.
- Past advertising presentations for True appear to have been significant in attracting a certain category of smokers to True. It would seem they have been sufficiently strong to elicit a commitment to True from such smokers -- apparently even prior to trial. This evidence of effectiveness in attracting this type of smoker raises serious questions about the advisability of drastic changes in advertising presentation of the brand.

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- A "taste story" about True is not believable to smokers of other super hi-fi brands because most of them have experienced True cigarettes and judged them to be devoid of taste. The same holds for Lo-Fi smokers who have been experimenting with super hi-fi brands.
- This study implies that there are probably only two circumstances under which these smokers could be attracted for retrial of True in any substantial numbers. They would try it again if they were thinking about quitting -- and this evidence is that many often think about quitting. They would try True again if it were "new" or if they had some reason to think the taste had been "fixed." Other than under these circumstances, True would seem to stand very low on the list to be tried again.
- Were there to be a new version of True, the taste story would obviously be the core of the story, since it is what is thought to be lacking in the current True cigarette.
- Response to the advertising implies that most compelling ads of those shown were those which replicated personal experience. For this reason, respondents reacted very favorably to the "Quit. Smoke True." concept because they themselves position themselves as that way.
- It is suggested that something be done with a concept emphasizing the "think about it" line used in the body copy of one of the ads. That particular line appeared to have considerable strength -- again, because respondents themselves

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had often related smoking True to someone who "thinks," or is intelligent, or who "has thought it out." Furthermore behavior of True smokers, historically, is supportive to the notion of "having thought about it."

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PART I.

THE TRUE SMOKER

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The Male True Smoker: At the beginning of each group session respondents were asked to discuss how they happen to smoke their current brand of cigarettes, and to indicate the brand smoked just prior to the current brand.

When the men who smoke True discussed this subject, it seemed quite telling that only one man in the group of eight had been smoking a super hi-fi brand prior to True. All of the other men had "come to" True from hi-fi or lo-fi brands. One of these men had been a Kent smoker, and the one exception noted above had been a King Sano smoker prior to True.

Most of the men in this group had been smoking True three or four years.

When asked to explain how they happened to start smoking True it was very common for these men to describe experiencing negative physical symptoms which they attributed to smoking the prior brand of cigarettes. They described coughing, pharyngeal irritation, difficulty in breathing easily, and other symptoms of this nature.

Some of the men moved to True because they wanted to quit smoking, and apparently thought that smoking True would be a step along the way to quitting. Others moved to True in hope that they would no longer experience the physical symptoms they attributed to smoking their prior brand. Interestingly, the men who were seeking to rid themselves of some particular symptom maintain that this did occur when they switched to True.

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I can tell you that I smoked Viceroy and the reason I smoke True is that I feel better when I get up in the morning. They're not as heavy. Low tar and nicotine, I guess. I smoke the same amount of True that I did of Viceroy, and feel better in the morning. I've smoked them three or four years.

I smoked Raleigh Filter before this, and they were very -- to use T.M.'s words -- heavy. You could tell the difference when you get up in the morning -- far as your throat goes. Plus, the other feature I picked up on is the low nicotine. I started to get a bad cough before, and I don't cough half as much now.

I stumbled on to True cigarettes after smoking Winstons for ten or 12 years, and they got to me. So, I was watching television and they advertised Aquafilter. I says, 'Well, I don't want to change my cigarette, so I'll buy these Aquafilter.' Behind this Aquafilter label was an enormous list of brands of cigarettes. My brand, Winstons, was marked 76 megagrams of tar and 75 of nicotine, and I started shopping around for cigarettes and I came across True, and it states on the pack it's government tested -- and I mean to tell you, I feel a helluva lot better.

Why do I smoke True? Well, I'm not as analytical as ever one else, but I just enjoy smoking; and I go to the reverse: I wanted to give up smoking, so I tried King Sands and since I enjoy the sensation of smoking, I wasn't getting any sensation out of it -- even though it was supposed to be terribly salubrious, and all the rest; but I just didn't like it, so I moved one step up to these and that was enough.

The Female True Smoker: When the women who smoke True discussed their move to True, certain aspects of their move almost directly paralleled the background of the male True smoker.

For example, none of the eight women who smoke True had smoked a super hi-fi brand prior to True. Three of these women had been Kent smokers prior to True; and the other women all came to True from a lo-fi brand.

The women, just like the men, really wanted to quit smoking, and a move to True seemed to be perceived as either a step

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the way to quitting or "the next thing to quitting."

A number of the women mentioned selecting True as a brand based upon exposure to a Reader's Digest article detailing information about the tar and nicotine content of various brands of cigarettes. These respondents reported smoking True for the past five or six years. The other female respondent had been True smokers for a shorter period than that, with an average of about two years as a True smoker.

The female True smoker was less likely than the male True smoker to cite negative physical symptoms as a reason to change brands. It is possible that they did not experience such symptoms. However, their history and behavior was so similar to that of the male True smoker that it seems more likely that the women may have, indeed, experienced such symptoms, but also may have been reluctant to describe them. Such reluctance to describe coughing, hacking, phlegm, etc., well could stem from a feeling that such symptoms are unfeminine.

I smoked Kent for years, and I desperately tried to stop smoking. But I wasn't very successful, so that's why I decided to try a low tar, low nicotine -- and that's why I turned to True Blue.

I smoked Kent, too, for quite a long time, and I went to Smoke Enders and they immediately told us to change our brand of cigarettes. So I changed to True. That's three or four years, now.

I used to smoke Winstons. And I'm surprised that they changed from Kent to True because Kent is rather mild, I think. And Kents are milder than Winston, I know. I started smoking True Blues because my husband wanted me to give up cigarettes and that seemed to be impossible, at the time. So he said, 'At least if you're going to smoke, smoke something mild,' so he had switched to Trues and I did, too. And I've been smoking them ever since.

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I smoked Trues when they first came out. The reason I went to them is that I smoked Pall Malls, and my husband smoke Lucky Strikes, and we had read that beautiful article that Reader's Digest put out that shook us up so badly, and they listed the 20 top cigarettes with the nicotine and the tar base; and we took the lowest, and the lowest was True Blue. So, we went out and bought a carton, and it was just like smoking nothing -- air -- but after that first week, we liked'em, got used to'em. I've been smoking True Blues since they came out -- over five or six years. But I can take a Pall Mall now.

Why they Smoke True: True smokers were asked to indicate what they consider to be the major reason they smoke True. Cited far more often than any other reason was the fact that True is a low tar and nicotine cigarette. Of the 16 True smokers, 11 named this as their major reason to smoke the brand.

Some True smokers use the word "mildness" to indicate low tar and nicotine content. Others use that word to refer to taste or the feeling in the throat when they smoke True. In any case, the word "mildness" was often used by True smokers to explain why they smoke that brand, regardless of the specific meaning an individual may have meant to convey by the term.

As would be anticipated, those men who had moved to True to solve a physical "problem" often cited the fact that they "felt better" as their main reason for smoking True.

It seems important to note that a substantial proportion of these True smokers mentioned the difficulties they had in becoming accustomed to True. They say that, initially, smoking True was "like smoking air," or that it had "no taste," or that they had no sense of smoking or having smoked, i.e., "satisfaction." In other words, the early judgments of True by

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current True smokers replicate, almost word for word, what smokers of other brands have to say about True when they discuss that brand.

It should be mentioned, too, that the True smokers often volunteered comments about what they consider to be the poor distribution of True and/or the fact that they are seldom able to find it in a vending machine.

True Smokers' Perception of the Taste of True: The participants who smoke True were asked to discuss the taste of True. At least half of them indicated that they think True has no taste, or that it has no "tobacco taste." Moreover, these people also indicate that they consider the absence of taste desirable. They say they smoke for the "feeling" (inhaling, etc.) or for the "action" (handling the cigarette, etc.), rather than for a taste.

Several of the True smokers insisted that True provides them with no pleasure or satisfaction.

Even those who think True does have taste, make the point that taste is not the main issue in smoking True. It was not uncommon for True smokers to speak in terms of "sacrificing" taste in order to smoke this low tar and nicotine cigarette.

To be honest with you, I don't really think there's much taste to it. Compared to a Lucky, for example. No tobacco taste -- Luckys had more taste. A mild taste, but not tobacco. [Male]

It's a kind of taste -- before, I was smoking Raleighs, okay? And Raleigh had a heavier taste that stayed in your mouth for an hour after you smoked, so to speak. This

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isn't as heavy. It doesn't stick with you that long -- it's as hot, and doesn't bite down on your tongue. [Male]

I go to an awful lot of places where I can't get these, and I can't wait to get back to these because the others are just too strong. I don't mean to say lack of taste when I say 'too strong' -- these are just right now. Perhaps when I started to smoke them, they weren't strong enough, but I'm accustomed to them now, and the others are just 'whooo!' [Male]

...this fine filter is taking some of the taste and aroma out of the cigarette, so it's only logical the filter is doing such a good job. I don't think there's much difference up here, it's back here. You remove the filter, you've got flavor and strength. [Male]

They're not as tobacco-y as a lot of other cigarettes. You don't get a tobacco taste. And, like I said, the catch is in the throat when you inhale it. Even with other filters, you get a taste of tobacco as you inhale it that you don't get with True. [Female]

I don't like the taste of any of them, but I feel that this does not burn as much. It doesn't bite the tongue like a Viceroy, or a Winston, or a Kent. [Female]

Well, you can't say it tastes like lemons or it tastes like bananas, or it doesn't taste like something -- it doesn't taste like anything. It's just that it doesn't have a tobacco-y taste in your mouth. [Female]

The True Smokers' Image of True: True smokers discussed the imagery of True throughout the course of talking about various aspects of that brand. However, at one point in the discussion they were asked some questions directly related to their image of True.

It was suggested to these True smokers that all cigarettes could be categorized into either "health" or "taste" cigarettes. They were asked how they would categorize their own brand using this classification system. It was extremely telling that of the 16 True smokers, 15 respondents say True falls into the "health" category.

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The True smokers often volunteered comments about the name and/or package. They spoke of it as having a "scientific" aura, of representing "cleanliness," and of "seeming honest." These attributes were mentioned related to the name or the package, but the low tar and nicotine content was also frequently cited as related to the name and/or package.

The package looks scientific, to me. It's the name and the fact that it is blue, and the front looks very scientific. Like, 'This is it -- low tar and nicotine.'
[Female]

I think the color blue tends to convey cleanliness, somehow. Like, when water is blue, you think it is clear and clean. [Female]

It's like if someone put out a cigarette called 'Honesty.'
[Female]

When specifically asked to indicate other brands they considered to be similar to True or that they would "compare" to True, Carlton, Doral and Vantage were mentioned. The True smokers said they compare these brands to True because "they are very mild, too." Some of the True smokers who do think of True as "having a taste," mentioned a preference for True based upon taste.

This belongs with them (Vantage and Carlton), but this cigarette tastes like a cigarette, so I can't compare them. Or like Doral, and other health cigarettes -- not any taste, so that's why I smoke True. [Male]

You know you're going to sacrifice something (in a health cigarette); but with these, you're not sacrificing everything. [Male]

The True Filter: True smokers were asked to discuss the filter on True. They said that, for the most part, they never thin

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about the filter. Testimony to their lack of attention to the filter, and the likelihood that it is not much of importance once one is a True smoker, was the fact that the women who smoke True discussed that brand for one hour without ever mentioning the filter.

If they are specifically queried about the filter, they say they think of it "being different" because it has a "hard tip," instead of "being spongy."

The True smokers indicated that they assume the filter "has something to do with low tar and nicotine" -- but this was usually only forthcoming if they were asked whether they think the filter has "anything to do with" tar and nicotine content.

The True Smokers' Image of Vantage: Prior to conducting this exploratory research, it had been anticipated that a substantial proportion of True smokers might have experience with Vantage cigarettes. Such may be the case among True smokers at large, but it was not typical of the True smokers participating in this exploratory study. Only six of these 16 True smokers had tried Vantage, and the others did not seem to be particularly knowledgeable about that brand. For this reason, the True smokers had considerable difficulty in discussing the Vantage brand.

Most of them were aware that Vantage is a low tar and nicotine brand, but beyond that seemed to evidence very limited interest. It is possible that the promise of taste made by Vantage "puts off" the True smokers, whether or not they are suffi-

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ently aware of it to be able to verbalize that idea. (It will be recalled that at least half of these True smokers find the lack of taste in True a desirable feature.) It was interesting that one of the True smokers who had tried Vantage described it as being "as strong as a Marlboro."

Perceptions of the "Lights" or "Milds" Cigarettes: In discussing the "light" or "mild" versions of various brands recently introduced on the market, it was evident that True smokers do not view these as low tar and nicotine cigarettes. They maintained, when asked, that they view the "lights" or "milds" as "really being a Winston or a Marlboro." They say these cigarettes "go in" the same category as the parent cigarette. They say they are not the "same level" as a True, and that they do not "see" them as low tar and nicotine brands.

I would put them in the same category...like, the Marlboro Light I would put in the same category of Marlboro. I'd say they're a little bit milder, maybe, but they're still just as harsh. They're that much harsher than the True. Because I don't think they could ever bring a Marlboro to a True and put them on the same level. [Female]

They may be much milder than the True, but psychologically we think they're like a Winston, or a Marlboro. [Female]

An advertising type thing, that some people might fall for [Female]

Understanding of "Low Tar and Nicotine": The True smokers were asked to discuss their understanding of "what makes" a low tar and nicotine cigarette. They expressed a variety of opinions about what is done to a cigarette in order for it to qualify as low tar and nicotine. They indicated that they "don't care" how the low count is achieved, and that their fo

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cus, instead, is on the fact that it is low tar and nicotine. The issue, they say, is to find an "acceptable" low tar and nicotine cigarette. Even though they may know of brands with a lower "count," they say True is "low enough" if one likes it.

The True smokers say they moved to a low tar and nicotine cigarette as a way to be able to continue to smoke and to "stay healthy."

Their discussion of low tar and nicotine content made it evident that most of them noted the "numbers" once, and noted them relative to other brands in terms of a rank order. After the original note of the "count," they seem to pay little attention to "numbers" because they had made a decision about their own brand relative to others with which they were sanguine. This is in no way meant to imply that the low count for True is not important to them. As has been mentioned earlier, the count was often cited as a reason to move to True. Instead, it simply means that these smokers apparently retain their original impressions of relative rankings to such a degree that they do not seem to feel the need to reopen or reconsider this issue when they see "numbers" claims made for brands other than True.

When True smokers say their brand is "low enough" in tar and nicotine content, they mean that it is "one of the lowest." There is no evidence that most perceive any substantial benefits to be gained by moving to a brand with an even lower

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count than True.

Implications

This exploratory study indicates that the True smoker is probably quite different from smokers of other super hi-fi brands in a number of respects. Most notable among these differences is that the True smokers are likely to have moved directly to True when they decided to smoke a low tar and nicotine brand. They did not experiment with other super hi-fi brands, which means that their personal commitment to start smoking a super hi-fi brand was synonymous with a commitment to start smoking True.

It is implied that True smokers were responding to the image of True when they began smoking that brand, rather than to physical attributes of the cigarette. This is implied because the evidence is that True smokers did not like True when they began smoking it, and some maintain they still get no satisfaction or pleasure from smoking True.

Other smokers who try a brand and dislike it, or find it unsatisfactory, commonly abandon that brand and try others in an effort "to find" a brand that is satisfactory. The fact that True smokers did not behave this way is indicative of a kind of masochistic attitude relative to smoking. The True smokers admit that they wanted to quit smoking, and it is almost as though they punish themselves for failing to quit by their decision to "learn" to smoke True, even though they found it un-

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satisfactory. Those who continue to smoke True and continue to find it unsatisfactory are, in a way, incorporating self-punishment or self-denial into their smoking experience.

True smokers admit that they "were not expecting much in the way of taste" when they started smoking True. Furthermore, least half of them find True to lack taste and say they view this as a desirable feature of the brand. Considering that most of these smokers came to True from "high taste" or relatively high-taste brands, one must view this as further testimony to their masochism in smoking True. In this case, the lack of taste aids them in acting out their self-denial -- which is the way they punish themselves for continuing to smoke.

True smokers have in common with smokers of other super hi-fi brands a background of wanting to quit smoking and negative physical responses to smoking. Most smokers of other super hi-fi brands, however, evidence wide trial of brands in that category in an effort to find a brand that will please them.

Even though they feel a need to smoke a low tar and nicotine cigarette, they are still seeking some pleasure. The sharp difference for the True smoker is that they feel they have a "health" cigarette vs. a "taste" cigarette, and their perceptions of True continually underscore their desire to answer their health concerns first, and to make their pleasure concerns secondary.

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Based upon this exploratory search, it would seem that the

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past presentations of True have been significant in attracting a certain category of smokers to True. Even more important, the imagery established in presenting True has evidently been sufficiently strong -- at least for this category of smokers -- to elicit a personal commitment to True as the brand one is going to smoke or "get used to," regardless of whether or not one finds it satisfactory.

If the hypotheses drawn from this exploratory research are correct, the implications are that one should seriously question the advisability of drastic changes in presentation of the brand. It would appear that the tenor of the presentations has been meaningful to the type of smoker who makes True his or her brand.

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PART II.

Smokers of Super Hi-Fi Brands
Other than True

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Background of Smokers of Super Hi-Fi Brands Other than True:

Most of the respondents who smoke a super hi-fi brand other than True arrived at that brand after trying a wide variety of super hi-fi brands in an effort to find one that was satisfactory to them.

These smokers "came to" a super hi-fi brand from both hi-fi and lo-fi brands, but only following the "search" among the super hi-fi brands described above.

A number of these smokers, like the True smokers, reported that they wanted to quit smoking but were unsuccessful, and moved to a low tar and nicotine cigarette as a compromise action. Several men in this group indicated, as had the male True smokers, deciding to move to a "milder" cigarette in response to negative physical symptoms they attributed to smoking. Women were more likely to say they moved to such a brand because it made them feel "less guilty" about smoking.

When smokers of other super hi-fi brands discussed their "search" for an "acceptable" brand, they repeatedly indicated that they had rejected most brands in the super hi-fi category for "lack of taste," or because they found the brands to have an insufficient level of taste.

These respondents indicate that they do think of minimal tar and low tar and nicotine content as "moving together," generally speaking. As a result of this belief, they tend to view their own brand (whatever that brand may be) as being unusual in the super hi-fi category because they find it to have tar

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I didn't change for taste, I'll tell you that. But when I saw the ratings, I went through a bunch of them until I found a taste I could live with. [Male]

It's the filter which deadens the taste out. The more efficient the filter is, the more tar and nicotine is trapped in the filter and the less you wind up with. [Male]

There are two things that will make a person change -- like the ratings, or when they pick up that first cigarette in the day and they start hacking away; so, they'll ditch it out, and say, 'To hell with this! I got to go to a different brand.' [Male]

I've smoked Marlboro Lights for about six months, and before that I smoked regular Marlboros for years. I switched because I wanted to go to a lower tar and nicotine, but, in the past, I never found one I liked; and when these first came out, I figured I'd like them -- and I did. At first I felt I wasn't getting as much cigarette as before, but I bought a carton, and after that...it's taste...less taste at first. But if I smoke a regular Marlboro, it tastes strong now. [Female]

I smoke Vantage...have for a little over a year, and before that I smoked Marlboro. And I switched because it's lower in tar and nicotine, and smoking Vantage makes me feel just a little bit less guilty about smoking, and I switched...I had a friend who smoked Vantage when I was still smoking Marlboro, and she said, 'If you're going to smoke, smoke Vantage. Switch...a little bit better for you.' And I did, and I really like them...had much the same experience...no trouble switching at all. I had tried to switch before, but I didn't like any of them. [Female]

I tried Doral and True, and some of the others, but I would not stick with them. Vantage, in particular, had a very strange taste, to me. [Female]

Before Vantage, my opinion was I didn't want to try any more because none of them had given me any satisfaction or taste. [Female]

All of the others I've tried don't have enough taste. Or good taste...or one that gives me satisfaction. [Female]

The Image of True -- Smokers of Other Super Hi-Fi Brands:

These respondents were asked to discuss their experience with True, or their impressions of it in comparison to other low tar and nicotine brands of cigarettes.

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Most of them had tried True at one time or another, and almost all of them had a very negative attitude toward True cigarettes, as well as quite negative imagery of the True smoker.

These respondents repeatedly described True cigarettes as "tasteless" and/or "hard to draw." Some said they found True to leave a dry taste in the mouth. A couple of respondents reported that they "could taste the filter."

Several of these smokers of other super hi-fi brands volunteered they would try True again if they planned to try to quit smoking. They say they would feel they were "making the motions" of smoking, or that because they don't enjoy True, thought they would be more conscious of smoking (i.e., conscious of it in a negative way).

When asked how they thought the tar and nicotine content of True compared to their own brand, most say they assume that True is "lower" because of its taste (i.e., lack of taste).

Smokers of other brands of super hi-fi cigarettes characterized the True smokers as "an occasional smoker," or said True is "non-smoker's smoke." Some said they feel a True smoker is not a "real" smoker. It was suggested, several times, that "if you could smoke True, you could quit."

As can be recognized from the foregoing paragraphs, smokers of other super hi-fi brands recognize that True and their own brands have in common that they are low tar and nicotine cigarettes. Beyond that point, however, they seem to see True as

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Having nothing in common with their brands. Their testimony evidences that they also seem to see themselves as having little in common with what they view as a True smoker.

I think True is lower than Vantage, and it's not bad. I tried it. [Male]

I tried them, and I didn't like them. They left an extremely dry taste in my mouth after I smoked ten or 12 of them in a day. I tried the regular and the menthol. Particularly the regular -- by the middle of the afternoon, I felt all dried out. [Male]

All I can remember is the filter -- the circle and the triangle, these spokes. [Male]

If I'm out of these and I'm at a diner, or someplace, I go for a True first because being a Carlton smoker, a True is a little shot in the arm. [Male]

Don't know anything about it, but I think it's very weak. Reminds me of Virginia Slims, or something. A very weak cigarette. [Male]

I think they're tasteless -- no taste at all -- drawing air. [Female]

If you can smoke True, you can give them up. [Female]

I tried True after I tried Carlton and King Sano, and, to me, it tasted much better. At least you could draw on them, and I'd try again if I were seriously trying to stop smoking. It would be a good springboard to that. [Female]

True? That's a cigarette that's low in everything! [Female]

The Image of Vantage: When smokers of super hi-fi brands other than True discussed their experience with Vantage or their impressions of that brand, Vantage smokers were keen about their brand. They pointed out that they were the only people present who had no difficulty in "adjusting" to a low tar and nicotine cigarette. They indicated that they think Vantage is an unusual cigarette among low tar and nicotine

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cigarettes because of its "taste." Vantage smokers said they also consider Vantage to be "an easier draw" than other low tar and nicotine cigarettes.

Respondents who smoke super hi-fi brands other than Vantage seemed quite aware of the difference in design of the filter. One respondent reported that the "hole in the filter" made him feel the filter was probably not efficient.

There was some evidence that the Vantage package may convey "cheap" image. It was said that Vantage reminds one of a "your-own" cigarette because of the "target" -- and the same symbol was cited as making one think of "a cheap cigarette."

Overall, there was not much evidence that Vantage had made a strong impact on the smokers who were not already smoking the brand. There was no mention, for example, of the advertising as appealing, or of thinking in terms of moving to that brand. It seems quite possible that the appearance of, or presentation of, Vantage may be a "turn off" for some super hi-fi smokers, regardless of the promise made to deliver the taste they seek.

What Smokers of Super Hi-Fi Brands Seek in a Cigarette: Although these respondents had volunteered information throughout the discussion about their "demands" for a low tar and nicotine cigarette, they were also specifically asked to consider this question.

They stated once again that what they had been seeking at the

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time they moved to a super hi-fi brand was a low tar and nicotine cigarette with taste. They made the point that they were unwilling to settle for "just the low numbers."

When asked, they admitted that their attitude when trying a low tar and nicotine cigarette tended to be skeptical. They say they approach trial of such a cigarette anticipating that it might not be satisfactory, and cite their wide experimentation with various super hi-fi brands as a reason for the skepticism.

When questioned about their knowledge of the tar and nicotine content of the brand they now smoke, none knew the content. Instead, they said, they know the "count" to be lower than the brand they had smoked before; and this, in turn, was judged to be a move "in the right direction." (This stands in contrast to the True smokers who wanted to smoke "one of the lowest.")

The smokers of other super hi-fi brands indicate that they do not think of the "lights" or "milds" as "low tar and nicotine cigarettes." Instead, they say, they think of them as "milder" than the parent brand, i.e., somewhat lower in tar and nicotine. Because their concern was to move to a brand "lower" than their prior brand, those who were smoking "lights" or "milds" could fulfill their goal without "needing" to perceive the new brand as falling in to the low tar and nicotine category, in a strict sense. A couple of prior Marlboro smokers, for example, said they had moved to Marlboro Lights without thinking of it as a brand change.

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Understanding of Low Tar and Nicotine Cigarettes: Smokers of other super hi-fi brands evidenced the same confusion as had True smokers when asked for their impressions of what "caused" a cigarette to be low in tar and nicotine. Some said they attribute the low count to the filter. Some said they attribute it to the tobacco used or the processing of the tobacco and some say they believe the low tar and nicotine content to be a result of both the filter and the tobacco used.

When asked, they say it is their impression that the "newer" cigarettes on the market are likely to be a low tar and nicotine cigarette. However, they say they do not make the assumption the new market entries are necessarily the lowest in tar and nicotine.

Is there a direct correlation between the tar and nicotine content of a cigarette and its mildness, or is the mildness due to the density of the tobacco or the quality of the tobacco? I really don't know. I haven't got an answer.
[Male]

I think the whole thing revolves around the makeup of the filter. The tobacco is relatively the same, I think.
[Male]

Is the tar and nicotine content what's in the tobacco, or what's in the filter? You never see the answer to that. Like, maybe the tobacco could be the same in every cigarette we have here if the filter's the only difference.
[Male]

I've noticed brands that have come out subsequent to Carlton, and I think this one in particular (Vantage), with a big hullabaloo about it when it came out. I was curious about the numbers, and I saw them, and I said, 'My word! They're twice as strong as these, and yet they're being hullabalooed as a low tar and nicotine cigarette.' [Male]

I would think it's a combination of the filter and tobacco.
[Female]

I can't think it is just the filter because if so, all the

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filter cigarettes would taste alike, and they don't; so doesn't make sense, to me. It's got to be something different. [Female]

Implications

The implications of these findings are that those who smoke super hi-fi brands other than True are looking for something different than the True smoker, and are also probably quite different personality types.

They insist on smoking a super hi-fi brand that they perceive to have "taste" or an acceptable level of taste. The taste seems to be fully as important to them as the low tar and nicotine content. They are less committed to the concept of low tar and nicotine than the True smoker because they still demand taste; and feel they have "done enough" by moving to a brand with a lower count than their prior brand, without feeling it necessary to move to "one of the lowest."

Their emphasis on the continued pleasure of smoking contrasts with the emphasis of the True smoker, which is more on "health."

Because so many of these smokers of super hi-fi brands have experience with True and have such a negative opinion of the cigarette, especially based upon their judgment that it lacks taste, the implications are that a "taste story" about True would not be credible to them. They say they would smoke it only if they were trying to quit smoking because they would consider it to be devoid of pleasure -- in other words, they too, would smoke True if they wanted to make themselves "suffer."

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fer." Their anticipations of smoking True seem to be quite keeping with what True smokers themselves have described -- temporary or permanent renouncing of smoking as a pleasure.

Addenda -- The Case of the Multifilter Smoker and Smokers of Super Hi-Fi Brands who are Unaware or Unconcerned Re Tar and Nicotine Content: One group of male respondents screened to be smokers of super hi-fi brands other than True turned out to have four smokers of Benson & Hedges' Multifilter in the total group of eight men. This brand was indicated as one of the super hi-fi brands based upon manufacturer's categories. From the smokers' point of view, however, it was evident that Multifilter did not really belong in this category. The group was therefore, replaced; and the findings from the replacement group, plus the findings from a group of female super hi-fi smokers, have contributed the data on which the findings presented in this section of the report have been based.

Because this exploratory research indicates that Multifilter may not now be appropriately categorized as a super hi-fi brand -- at least from the consumer's point of view -- some of the testimony to this point is detailed below.

Each of the Multifilter smokers had smoked this brand for a considerable period of time. Three of the four men who smoked these cigarettes reported that it had been their brand for five or ten years, and the other Multifilter smoker said it has been his brand for the past four years. None of the Multifilter

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ter smokers was conscious of the low tar and nicotine content of the brand when they began smoking it, although all viewed selection of that brand as a move in the direction of a "milder" cigarette.

Two of the Multifilter smokers "came to" that brand from Philip Morris unfiltered cigarettes. They considered their change to represent a move into filter cigarettes, and assumed they were milder simply because of the presence of a filter. The other two Multifilter smokers were both men who had quit smoking and who found their original brand "too harsh" when they began smoking again. In neither case, however, were they aware of low tar and nicotine content. Instead, they judged it to be "milder" than their original brand, based upon taste and sensation when smoking.

I've been smoking these Multifilters since, oh, about '65 or so. I got on them because they used to be a Philip Morris product. I did smoke Philip Morris non-filtered products, and I started getting so I was going through two and a half packs a day and the non-filters were getting to my throat. I switched to filters and tried Marlboro, and got the burning-in-the-throat sensation. So, I happened to see these things on the counter in the drug store. They were out. So I thought, 'I like their non-filters, so let me try their filter cigarette.' So, I've been smoking them ever since, and didn't change when they changed their name to Benson & Hedges. I assume that's one big company...

When the Multifilter smokers were specifically questioned about their awareness of tar and nicotine content, a couple of them said they thought "the Surgeon General's stuff had not yet come out" at the time they chose that brand. These men insisted that their only perception of the brand was as "milder," by which they meant "not harsh," or "not irritating." They did

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say, however, that they must have assumed the brand was low in tar and nicotine just because it was filtered.

Some cigarette manufacturers in their magazine ads will show a chart of 25 different brands, and if you're curious while you're flipping through the pages, you'll look up your own brand; and if you're smoking a filtered cigarette -- I, personally, would expect to find my cigarette near the bottom, which I think it is.

Yes, I think of my brand as low tar and low nicotine. It tastes very light and mild, to me. I've never looked up the statistics on it, though.

I had no idea when I started smoking this how it stood with tar and nicotine, or anything. I still don't.

I was just looking for a mild cigarette. That tasted mild. I was aware for a long time what the nicotine rating was the pack, but I didn't know where it stood in the rating.

This particular group of men caused further questions to be raised about the validity of measuring proneness to super hi-fi brands, and also caused questions to be raised about the idea that those who smoke super hi-fi brands are doing so based upon conscious selection of a brand because it offers low tar and nicotine content. For example, in addition to the four Multifilter smokers described above, there was one smoker each of Lucky 100's, Viceroy Lights, Doral, and Carlton present. Only one man (the Carlton smoker) had moved to his current brand based upon awareness of low tar and nicotine content. In each instance, however, the brand change was viewed as a response to seeking a "milder" cigarette; and for two of these four men, the real significance of the brand change was that it represented a move from a non-filtered brand.

"Mild," to me, is just in relation to the taste. It's got nothing to do with tar and nicotine. I didn't use the ex

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preference, but that's what I mean. 'Mild' just means it's not harsh or irritating to the throat when you drink. And 'taste' just means mild or not, nothing to do with tar and nicotine.

Mild, and tar and nicotine, is two different subjects. The physical sensation of smoking that's mild or harsh.

When this group of men was questioned about whether or not they viewed their brands as falling into any particular "category" of cigarettes, they thought only in terms of filtered vs. not filtered, or "popular" vs. "unpopular," as possible brand categories.

When asked whether they would categorize their brands as "health" or "taste" cigarettes, they quarrelled with this approach to brand classification. They maintained that one would have to be "stupid or lying" to place any brand of cigarette in a "health" category. The only exception was the Carlton smoker, who maintained that perhaps a mild, filtered brand could be categorized as "less unhealthy."

Because this particular group seemed atypical from what would be expected to be characteristic of super hi-fi smokers, some further questions about low tar and nicotine cigarettes were posed. They were asked, for example, what brands they considered to be low tar and nicotine brands. They mentioned True Vantage, Doral, and Carlton. When specifically asked whether Multifilter belonged in this group, they said they did not think so because they didn't know anything about that brand having a low tar and nicotine content.

This group of smokers of super hi-fi brands was also asked

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what a low tar and nicotine content implied anything about the cigarette to them. They were universally negative about their anticipations for a low tar and nicotine cigarette, saying it would be "rotten" or "lousy." Some of these smokers, super hi-fi brands volunteered that they didn't think they would smoke a low tar and nicotine cigarette!

As soon as I hear -- what is it, low tar and low nicotine I just would assume it's a piece of crap that wouldn't taste like anything. Lousy taste...no taste. Someone got me one of them and I said, 'You don't have a cigarette here.' No tobacco taste to it at all.

'Low tar and nicotine' means it's going to be rotten. No taste -- and you'll have to puff like a maniac to get anything from it. I just looked at mine, and they're lower than Doral in tar and nicotine. It just means a lousy smoke.

Respondents' perceptions of what "causes" a cigarette to be low in tar and nicotine were as confused and uncertain as those of other categories of smokers asked to address this question.

As would be expected, the perceptions of True and Vantage cigarettes were almost synonymous with those expressed by hi-fi smokers (discussed in Part III of this report.)

I was given a True to try. I think they are absolutely awful! If you recall, I said before there are some that have no tobacco taste -- that was the first one that came to my mind. Boy! I must have turned blue from trying to inhale it. There's nothing there.

I agree. My brother-in-law was told to stop smoking but he did have to smoke, to try a low tar and nicotine cigarette. Either Carlton or True. He had a pack of True, and I tried 'em, but I just didn't like 'em, so that was the end of that. Hard to draw on and no taste. Don't they have a special filter? Somewhere along the line I got that impression.

I have smoked them, but I'm a nicotine addict, so if I

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PART III.

Smokers of Lo-Fi Brands
Who are Super Hi-Fi Prone

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Responses of Smokers of Lo-Fi Brands who are Super Hi-Fi

Reply: When these smokers discussed the brand of cigarette they currently smoke, they tended to place major emphasis on the taste of the cigarette as a reason to smoke a particular brand.

Most of the men and women in the Lo-Fi smokers sample had smoked their current brand for a substantial period of time, with mentions ranging anywhere from three years to 16 years as a smoker of that brand.

Regardless of the length of time they had smoked the current brand, all but two of the 16 respondents in this subsample had "come to" their current brand from another lo-fi brand. The two participants who were exceptions had "come from" menthol brands. As would be anticipated, several of the male Lo-Fi smokers had smoked non-filtered brands just prior to the current brand.

When Lo-Fi smokers were asked to discuss how they consider their brand to compare with other brands, it was interesting that they repeatedly identified their own brand as "a middle category," or as "not too strong or too weak," or as "what most people smoke." It was also mentioned that the brands they smoke are "in the middle" in terms of historical development. It was pointed out that these brands stand "between" non-filter cigarettes and low tar and nicotine cigarettes (i.e., "newer brands") in order of appearance on the market.

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This "middle-position" view that Lo-Fi smokers have of their

brands is important to note because it probably has a sharp effect upon their interest in, and attitudes toward, super hi-fi brands. For example, although smokers of super hi-fi brands may view lo-fi brands as "high" in tar and nicotine, smokers of lo-fi brands probably do not think of their own brands as "so terrible" in this respect. Their failure to be particularly concerned about the "count" has to do with their perception of their own brand as "in the middle."

My Larks are not strong, but they're not a True. My categories are certainly not scientific observations on my part but I think Lark is a middle-type cigarette. If you were going to take a poll, this would be the two other brands that a lot of people smoke. [Female]

'Middle-class cigarette' -- not too strong, not too mild. I've tried the True because of the low tar and nicotine, and wanted to get off cigarettes. But you don't get anything out of them, so I go back to the middle of the road 'Middle-of-the-road' taste, and the way they feel on my throat. [Female]

I put Marlboros in the first category, from my observation of selling cigarettes. They're one of the most popular brands in our area. [Female]

Two other behavioral factors were characteristic of these Lo-Fi smokers. One such factor was that even though an individual Lo-Fi smoker had moved from one lo-fi brand to another, the individual smoker himself, or herself, perceived the brand change as a move toward a milder cigarette.

The other behavioral factor that should be noted is that reports of very heavy cigarette consumption were not unusual for a Lo-Fi smoker. Their reports of the amount of cigarette smoking they do were substantially different from such reports by smokers of other categories of cigarettes.

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Relationship with Super Hi-Fi Brands: Prior to their attendance at the group session, these smokers of lo-fi brands were known to have purchased some super hi-fi brands. It was on this basis that they were considered to be "super hi-fi prone." It is important for the reader to note, however, that many of these respondents had tried hi-fi brands, as well as super hi-fi brands, and that they may not make the distinction between these categories that are recognized by manufacturers.

From the Lo-Fi smokers' point of view, trial of other brands was characterized by trial of "milder" cigarettes. In most instances, the "search" was for lower tar and nicotine content -- but this could mean, to the Lo-Fi smoker, any brand they perceived as "milder" than their own brand. Their tendency toward cigarettes they consider to be milder are also lower in tar and nicotine means that the cigarettes Lo-Fi smokers might view as lower in tar and nicotine may or may not be categorized as super hi-fi brands by manufacturers.

I've smoked Benson & Hedges, and I consider them like smoking air. Or Tareytons. I always am looking, but I always come back to the same brand. I guess I'm trying to find something that'll make me stop smoking -- it's really hard to put in words. [Male]

When Doral first came out, I took a shot at it. I'm always looking for a cigarette with a full tobacco taste, with a minimum of danger. I don't think it's going to come to pass in the near future, but, ideally, that's what I would like. As I get older, I start thinking of the threat of cancer, and things like that. [Male]

If you really enjoy smoking, you're going to smoke. If you really enjoy Winston, you're going to smoke Winston. People go to the lower tar and nicotine cigarettes because their chest is hurting, or for health reasons. [Male]

I purchased Marlboro Lights because I'd been told about

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them, and I tried them for about three weeks and I liked them. This guy told me they had less tar and nicotine and would be better for me than the regular. I thought they'd be milder -- a lighter taste, and maybe soothing. [Female]

I think Lark is very low in tar and nicotine...charcoal filter, right here. [Female]

I'm not sure. I remember starting on Tareyton in college. That was the brand that all of the girls started on. It was the light brand. I think Lark and Tareyton taste very similar, to me, comparing them to the taste of a Marlboro which is stronger. I consider this a 'low.' [Female]

I think Winston is (low tar and nicotine). I smoke a lot of my daughter's, and I think they are -- based on taste, and the way my mouth felt. [Female]

Carlton, Vantage, Trues -- those are low tar and nicotine. But I don't think any of us really know what the content of them is. [Female]

When these low-tar smokers detailed their purchase of other brands during the past six months, a number of them were simply trying the "milds" or "lights" version of their own brand as a matter of "curiosity." There was some mention, too, of buying a brand in hope it would aid them to overcome negative physical symptoms attributed to smoking their own brand. Yet others tried a low tar and nicotine cigarette in an effort to quit smoking. This was particularly true of those who tried Carltons. Others had selected brands because their own brand was not available in a vending machine.

Those who tried brands specifically because they viewed the brands as low in tar and nicotine say they did so because they thought it would be a "good idea" to switch to such a brand. In each instance, however, they disliked the brand based upon lack of taste and/or difficulty in drawing on the cigarette.

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and returned to smoking their original brand.

All of the information above has been detailed to demonstrate that only some of the Lo-Fi smokers are actually prone to smoke high-fi brands. Others should not really be considered "prone" because their presence in the sample is really only a function of the fact that they "fit" the measurement desired to identify proneness, even though they are evidently not giving serious consideration to such brands.

I was working in a restaurant and I ran out of Marlboros at work, so I'd go to the cigarette machine. And they do have Marlboros, so I'd take whatever they had; and that's why I came to smoke L&M and Parliament, and Kent, and True. When I'm out of cigarettes, I'd try anything. [Female]

I tried Charltons...Carlton looked very similar to Tareyton -- the package. I knew it was filter and non-menthol, so I bought the pack and smoked it, and didn't like them. I didn't get any kind of a taste. When you inhale a cigarette and you can taste it, that's taste...I think I saw Carlton advertised...Carlton looked like it would be a similar type of cigarette, and one I hadn't tried before. [Female]

Anticipation of Trial of Super Hi-Fi Brands in the Future:

When Lo-Fi smokers were asked about their anticipations of further trial of low tar and nicotine cigarettes in the future, most said they do anticipate trial of such brands. They expect that it is their hope that one such brand might be "acceptable."

Lo-Fi Smokers' General Impressions of Super Hi-Fi Cigarettes:

If questioned, Lo-Fi smokers admit that they do equate lack of taste and "mildness" with low tar and nicotine brands. In other words, it can be assumed that such brands are probably approached by most Lo-Fi smokers with negative expectations. This, in turn, of course, can have a lot to do with subsequent negative

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judgments when a low tar and nicotine cigarette is tried.

These Lo-Fi smokers also were asked whether it is their impression that brands which are "newer" market entries are low tar and nicotine cigarettes. They said they do make this assumption. Later in the discussion, however, they qualified this answer by saying that they did not view the "lights" or "mild" as low tar and nicotine brands, but, rather, as an "extension" of the parent brand. They say they think a brand must be "completely new" to be low in tar and nicotine.

Lo-Fi smokers, like those who smoke brands in other categories, are confused about "just what makes a cigarette low in tar and nicotine." As in other groups, some say the filter accomplishes this; while others attribute it to the selection and the processing of the tobacco.

When discussing filters, they say they notice differences in appearance and "feel" between filters. Their focus tended to be on design differences, rather than on the idea that filters might function differently, one from the other.

In discussing low tar and nicotine cigarettes in a general way, Lo-Fi smokers spoke of "the taste being taken away as soon as 'they' turn it into a low tar and nicotine cigarette." They said they derive no "enjoyment" from super hi-fi cigarettes and expressed the opinion that "people" must smoke such cigarettes because they are suffering from some physical ailment.

Lo-Fi smokers have the impression that the "numbers" or "ce

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for various brands in the super hi-fi category "must all be about the same." It is "good enough," they say, if one were to smoke any brand in the low tar and nicotine category -- that it is not necessary for the brand to be "the lowest." The reader is reminded, however, that Lo-Fi smokers attribute low tar and nicotine "status" to some brands that would not be considered to fall into the super hi-fi category by a manufacturer.

If you gave someone a bunch of cigarettes with no brands, they could tell, from the taste, which ones were low tar and nicotine. The low ones wouldn't have any taste.
[Female]

How can you judge that? I can't distinguish the difference. I would know which would be strong, and I assume they would be very high in nicotine and tar -- some of the men's cigarettes. But I couldn't tell which were high and low.
[Female]

Aren't my Larks advertised as low tar and nicotine?
[Female]

The only ones I associate with low tar and nicotine are those advertised as such. Otherwise, I wouldn't know the difference. [Female]

The Image of True -- Smokers of Lo-Fi Brands: Smokers of low fi brands who were judged to be super hi-fi prone expressed extremely negative attitudes toward True. Most of them had tried True at one time or another, even if they had not actually purchased them. Therefore, they considered themselves to be responding to True based upon experience (no matter how limited), rather than based upon impressions.

Lo-Fi smokers described True as "less harmful" (than their own brand), but with "less taste." Most male Lo-Fi smokers said

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one "gets nothing out of it," or described it as "nothingness" to smoke; but one or two men said they found True to have "lousy taste," or to be "the worst cigarette." The female respondents in this category were more likely to describe True as having a "bitter taste," or to attribute a taste to the filter.

They seemed to have a sharp recall of the design and construction of the filter, but were just as likely to say the filter "spoils" the taste as they were to compliment the design.

Overall, it was difficult to imagine that any of these Lo-Fi smokers might be attracted for retrieval of True.

They have the lousiest taste. It's the only cigarette I would turn down if I were out of cigarettes and bumming one. No taste -- but it's a rotten taste. A nothingness. You're just sucking a filter. If you smoke cigarettes, there's no reason to smoke a True because a True is not a cigarette. [Male]

I would compare it, not with Winston but with other low tar and nicotine cigarettes. My girlfriend smokes True Blue, and I'm always bumming off of her; and the only thing it beats is, say, a Carlton. [Male]

Compared to this, it would be less harmful, less taste. But my experience is that I get nothing out of them so far as taste, or...I get to the point that I put the cigarette out and smoke two from the pack, and that's it -- and go right back to this...give the pack away, or throw it away. Doral has it all over True. True is one of the -- it's a nasty cigarette. [Male]

I smoked True. From the advertisements, I knew it was a mild cigarette -- low tar and nicotine, special filter, mild. Usually I do that when I'm trying to stop smoking, when I've been smoking heavily -- when I can feel the hole in the lungs. Sometimes after smoking a mild cigarette, I can stop for one or two weeks, and then I go back to Winston. [Male]

There's that feeling that you're not getting as much smoke

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vigor, as opposed to the Winstons, where you're not
has to fill your whole chest. With a True, you don't
to run your brains out! There's something very different
about the draw. [Male]

I think they're horrible, compared to mine. I don't like
the taste, and they're too abrasive, to my way of thinking.
I don't like the plastic tip, I just don't enjoy them --
alkaloid taste to it, or something. After I smoked it, I
felt like I was chewing tobacco -- an aftertaste. [Female]

A different taste. It wasn't hot in my mouth, it didn't leave
that kind -- but it was very bitter. [Female]

They just didn't satisfy me. I found myself wanting more
cigarettes. [Female]

I have to force myself to smoke them because there's some-
thing different about that taste. I don't know what it
is, but I could always tell a True from any other cigarette.
An aftertaste, too -- not a tobacco aftertaste. [Female]

Fig. 17. Message: There was only limited information for
the Lo-Fi smokers on Vantage because not many had ac-
quainted with the brand, and others seemed to have very li-
tled experience of it.

There seemed to be an awareness, among Lo-Fi smokers, that V-
tage "advertises that you need taste from a cigarette." The
recall of the taste of Vantage by those who had tried the
brand was both positive and negative. However, Lo-Fi smoker
recall of the taste of Vantage definitely seemed more favor-
able than their recall of True.

As might be expected, there was a difference of opinion
among the Lo-Fi smokers as to the ease or difficulty of drawing on Vantage. For example, one "can get enough of a draw from
Vantage" while another "can't get enough of a draw from
Vantage" was also described by other Lo-Fi smokers as a
"hard to draw on" cigarette. By the Lo-Fi smokers, the

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arding the draw of Vantage also seemed to be more favorable than their opinion regarding the draw of True.

They advertise they're not the lowest in tar and nicotine but that they're the best-tasting. [Male]

I've found that Vantage is the only low tar and nicotine that gives me the flavor that I want from smoking. [Male]

I grabbed one at coffee break. I found it okay, but I wouldn't buy a pack. [Male]

After tonight, I think I'll buy a pack of them. [Male]

I think Vantage is really the only one that gives you enough smoke inside, and enough taste. [Male]

I tried Vantage because they were low tar and nicotine, but they were so hard to draw on that you couldn't even enjoy a cigarette. You have to work too hard. My sister had to and I smoked a couple of hers. She said they were low tar and nicotine, and she said, 'If you're going to smoke something, smoke something like this.' And they burned out quickly, too. I smoked more of those than the ones I like. I smoked them a couple of weeks... [Female]

They were hard to draw on, that's all. [Female]

That's the one with the hole in the filter, right? [Female]

It's probably the lowest (tar and nicotine) if Carlton isn't. [Female]

I think they're similar to True. Those low ones have the same taste. [Female]

Not distinctive, but it's not a bad taste like True. [Female]

Implications

The implications of these findings are that Lo-Fi smokers are only willing to consider super hi-fi brands if they do not have to give up the taste that is of such importance to them related to the brands they currently smoke. They are, essentially, self-indulgent people who put "pleasure" before "health."

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Their general opinion of all super hi-fi brands is low; and even though they say they will continue to try such brands in hope of finding a brand that will please them, all evidence points to the fact that they are negatively disposed toward hi-fi cigarettes, even prior to trial of a specific brand.

Lo-Fi smokers' generally negative opinion toward all super hi-fi brands is intensified when True is under consideration. Because True has been on the market for the length of time it has, most Lo-Fi smokers have had experience with it, and seem to consider the issue of True an "open and shut case" so far as they are concerned. It is difficult to conceive, for example, that advertising featuring "a taste story" for True would be credible to Lo-Fi smokers, unless that story were about a NEW True.

Furthermore, the "preachy" or "clinical" advertising approach seems to have limited meaning to Lo-Fi smokers because they appear to value taste above low tar and nicotine content. They seem to have either no commitment to the low tar and nicotine concept, or, at best, the weakest sort of commitment to this idea.

This exploratory research implies that although some Lo-Fi smokers may "tip in to" the super hi-fi brands, True appears to be one of the least likely super hi-fi brands to attract them. Vantage, on the other hand, seems to elicit considerably more favorable attitudes from a portion of the Lo-Fi smokers, even though their response to it to date has not been sufficient.

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to motivate a brand change.

PART IV.

Reactions to/Perceptions of
Advertising for True --
Existing and Proposed Advertising
(All categories of respondents)

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Method of Exposure of Advertising: As one of the last portion of each group discussion, respondents were shown a series of ads for True. The purpose for exposing the advertising was to assess response to individual advertising presentations, as well as to assess response to the ads relative to one another. The focus of the assessment, in each case, was related to the credibility for the claims for True, and the extent to which respondents could relate, in personal terms, to each advertising presentation.

A single copy of each ad was displayed to the group, and the group leader read the copy aloud.

Copies of the ads used in this study may be found in the Appendix to this report. It should be mentioned that the ads shown to respondents were executed in color, even though that is not the case for the replicas which appear in the Appendix.

Each time the ads were shown, the ad without brand identification was exposed first, and that same ad showing True as the brand being advertised was shown next. (See pp. B-1 and B-2 in the Appendix.) The exposure of the remaining ads was rotated in a random order, from group to group.

Because an effort was being made to cover a large number of areas of inquiry in this exploratory study, the exposure of the advertising, and especially of each individual ad, was necessarily quite brief. This meant that the responses obtained to the advertising were of an immediate nature -- the first responses that came to the respondents' minds, rather than

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responses obtained by extensive or repeated probing for interpretations or reactions. The findings are presented as "pro-
made by the respondents, related to an individual ad, because
available time for administering this portion of the research
really allowed only for that type of immediate and, perhaps,
superficial response.

The reactions to the advertising were so similar from one group
to another, regardless of the category of respondent involved
that the findings are presented for the sample as a whole.

Reaction to Ad without Brand Identification, bearing headline
"My wife lugged me into it, would you believe it?" (See p.
for reproduction): Even before respondents began discussing
their reactions to this ad, they were asked, first, what brand
name they would have expected to see in this ad, had one ap-
peared. The impulse, in all groups, was to say "True" more
often than any other brand. It should be mentioned that re-
spondents had been specifically requested to discuss their experi-
ence with, or impressions of, True and Vantage prior to the
time they were exposed to the advertising. This may have had
something to do with the heavy mention of True, but, theoret-
ically, Vantage should have had an equal "chance" of being chosen
as the brand name respondents would have expected to see in
this ad.

One of the most significant findings from the response to the
exposure of this ad bearing no brand identification was the
very limited recognition of the ad, or perception of the ad,

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as "a Vantage type of ad." Moreover, in those instances where Vantage was suggested as the appropriate brand name to appear in this ad, it transpired that those respondents suggesting Vantage were unaware of why they were suggesting that brand name.

Some of the respondents said they "wanted" to insert the name of their own (super hi-fi) brand in this ad. From an analytical point of view, this is not necessarily undesirable because one can assume that this means that the claims were credible as a reason to be a super hi-fi smoker, regardless of brand.

Overall, the evidence was that this type of advertisement could "fit with" True. There were, however, some most pertinent objections to the advertising presentation itself, which are discussed in the section which deals with response to this ad when the brand identification was exposed (next subject after this).

Verbatim Comments:

A Vantage or a True ad. I think that's their general approach.

I just figured low tar and nicotine...

True. I just have a feeling that I saw that someplace before. When they first came out, they said something about 'made sense.'

Any of the low tar, low nicotine cigarettes would fit in there.

Vantage is the way I'd fill the blank in.

I was thinking of Vantage.

Probably something like True.

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I think True.

I'd say True Blue.

True, because of the low tar and nicotine.

It could be Vantage, too. I don't think it could be Carlton though. Vantage is pleasant, it's got a taste. It's a little difficult to draw out, but not as difficult as Carlton. It could be True, too.

I would have said True because any time they advertise it they always say 'low tar and nicotine.'

True. I see more men smoking True than I do women.

I'd say True makes sense there.

I would think Vantage because it's supposed to be lower than True.

It could describe True.

I'm not sure...no basis for comparison. Does any cigarette make sense today? That's exactly what went through my mind.

Reaction to Ad with True Brand Identification, bearing head-

line: "My wife bugged me into it, would you believe it?" (p. B-2 for reproduction): Respondents were next shown the s

ad they had seen before, without brand identification, now

showing True as the advertising brand. None of the responde

seemed surprised to see True as the brand, but it will be re

called that most had already anticipated that this was an ad

for True. Those who had earlier thought it might be an ad f

some brand other than True, however, were not surprised and

seemed to accept, most readily, that this was "meant to be"

ad for True.

When respondents discussed their reaction to this ad, most

were critical of it because they found it to lack credibility

for one or more reasons. Men, in particular, found the idea

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of a brand in the garage something with which they could not
relate, or which they could not find credible. There was
evidence that some men found this advertisement emulating, and
the "garage aspect" of the ad seemed to contribute to this.

The most significant aspect related to credibility, however,
was that it was thought that a wife would "bug" her husband
to quit smoking, rather than to switch to another brand of
cigarettes. Furthermore, the "wife" was almost universally
interpreted to be a non-smoker. This, in turn, led respond-
ents to point out that they did not think a non-smoker would
"know anything" about the tar and nicotine content of various
brands.

Respondents also tended to interpret this ad as meaning that
the brand decision was "taken out of your own hands." They
pointed out that they believed choice of brand "should be" a
"personal" decision.

It should be mentioned that some respondents, albeit a minor
immediately related to this ad because it replicated their own
experience. The difference, however, between their personal
experience and the advertising presentation was that in almost
every case, the smoker present had been "switched" to a super
hi-fi brand by his or her spouse, who was a smoker, too, and
who had decided to smoke a super hi-fi brand.

In the final analysis, however, it must be said that most of
the respondents participating in this study found this ad to
lack credibility and/or to be abrasive because of the implied

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directiveness of the wife toward her husband.

Very Short Comments:

Not realistic -- smoke in the garage? Hell!

Smoking is a personal decision. She was going to plague him until he quit, or went to a low tar and nicotine -- quit or switch. That's what was not credible.

That garage bit is unbelievable.

She'd bug him to stop, but not to change.

Well, nobody bugs you to switch -- they bug you to quit!

The ad is saying that his wife really wants him to stop smoking completely.

There's an implication there that I resent: that if your wife doesn't bug you, she doesn't care.

I don't see a wife getting that up-tight about what brand her husband smokes. I don't know any. She wants him to quit because she's worried about his health, and he comes her into a feeble compromise. I'm around people an awful lot, and I don't see the wife taking the trouble to nag a son-of-a-bitch for a different cigarette. She wants him to quit.

Well, it says, 'If any cigarette makes sense today.' Well I don't think any cigarette makes sense. That's why I keep hoping there'll be something different. No tar, no nicotine.

Reaction to Ad bearing headline: "If one cigarette makes sense today, it's True." (See p. B-3 for reproduction):

When this ad was exposed to respondents and read aloud by the group leader, the detailed copy surrounding the diagram of the cigarette was not automatically read to respondents. Instead, after the remainder of the copy had been read, respondents were asked whether or not they wanted to hear "the copy about the diagram." More respondents indicated they had no interest in hearing it than requested that it be read, or said they were interested to hear it.

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The immediate response to this advertising presentation was usually to deal with the diagram, and usually to avoid discussion of the headline.

More people seemed to find the diagram "something they all do," or to make the cigarette "seem like a machine," than seemed to find the diagram a compelling element of the ad.

When respondents addressed themselves to the headline, it was obvious that they objected to the linking of smoking and "making sense" if they really considered the words. Even True smokers stated objections to the "sense" portion of the headline. Those who quarreled with the headline (most of the respondents) indicated by their comments that the headline accomplished exactly the opposite of what was intended. It led them to question the wisdom of smoking at all, rather than to consider the wisdom of smoking True vs. other brands.

There were some respondents who simply accepted the headline -- but only so long as another respondent did not raise the issue of "sense."

Overall, most of the respondents either quarreled with this ad, based upon their reaction to the headline, or expressed disinterest in the ad, based upon their reaction to the diagram.

Verbatim Comments:

No cigarette makes sense today.

They don't tell you why it makes sense.

I would flip the page. I wouldn't even look at this.

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It makes me angry.

That headline -- nobody believes that today, not really. There is no cigarette that makes sense.

It begs the question because if I don't know how it stacks up against other cigarettes, their schematics don't mean much.

I like it...I dunno, it just makes sense. It's there. It's blunt. That's it -- a blunt ad, and I like the way it's laid out.

Your eye goes down to the cigarette. It makes it look like a machine, or something. It's describing a cigarette. If I didn't smoke True, I'd look at that and think, 'Oh, that's going to be a 'nothing' thing to smoke.' Seems like you wouldn't get any pleasure out of it.

When they say the low tar and nicotine cigarette, that bothers me. It isn't the only low tar, nicotine brand.

Interesting. Constructive. If you read all that little stuff, you'd know why you were smoking them.

Technical aspect might be intriguing, if he's interested.

If you were on the verge of making a change, that might..

That one attracts my attention more than the others. Because they make a statement, and when I read that statement the immediate reaction I have is 'why?' And 'why' makes me read the rest of the ad.

Reactions to Ad bearing headline: "I talked it over with myself and decided I'd either quit or smoke True." (See p. B for reproduction): When this ad was shown to respondents, the immediate reaction to it, in all groups, was extremely favorable. Respondents repeatedly mentioned that the situation portrayed in the ad was "realistic," or that it replicated their personal experience.

It was often said that this advertising presentation seemed honest because it acknowledges that quitting is a consideration for those who smoke, or because it "recognizes that smoking

00792332

not so great."

The word "believable" was often used when discussing this ad. It was also described as "direct" and "to the point."

Another reason for the favorable response to this ad was that it "allowed for a personal decision." This point was most often made by men who had found the idea of a wife's "interference" distasteful, when shown the "My wife bugged me..." ad.

Of a number of reasons this ad elicited such a positive reaction, perhaps the most important was that it was viewed as a "strong" presentation for the True brand. Of the various ads exposed, this one seemed to be doing the best job of linking the True brand with the idea in the ad. In other words, this seemed to elicit a response and/or consideration not only for the idea presented, but also for the brand.

Overall, the appeal of this ad seemed to cut directly across categories of smokers. It seemed to be the closest to the personal experience of the respondents. It did not seem to "convey" a specific knowledge of or a specific connection with tar and nicotine content, although there seemed to be no question that the idea of low tar and nicotine was being conveyed.

The response to this ad indicates that it is obviously interpreted as speaking directly to the reader.

It is suggested that the "success" of this ad with respondents was due not only to what was contained in the ad, but also to what was left out. In this ad, the taste of True was not ad-

00792333

...the claims made for the taste. There may be a difference
...with the high level of acceptance for it. And
...it will be recalled that the taste (lack of taste) of True is
...the primary quarrel those who do not smoke True have with the
...brand.

Verification Comments:

To me, that's right to the point.

It's right there in the minimum amount of words.

I don't get any real message from it. It's there. I have
no opinion on the cigarette. I see this: smoking is de-
mental to your health, but as long as you're going to con-
tinue smoking, try something that is a little less detri-
mental. Smoke True.

It's more honest than the other one. They're in the busi-
ness of selling cigarettes, and they're addressing them-
selves to the only valid thing they can talk about: if
you're going to smoke, smoke True because they're low in
tar and nicotine.

I like it. It's a personal decision. This is what I'm
going to do for myself.

You're on the verge of quitting, but you can't quite do it
so you'll go to True.

It's an honest ad. It acknowledged the fact that cigar-
ettes are dangerous, and at the same time, it gives you a
alternative.

The alternative, though, is I'm going to screw myself up
hurt myself a little less.

But that's really the decision most people have come to
switch to a low tar and nicotine cigarette.

It's truthful. It makes some sense.

I think it's what most people do who switch to True: stop
or smoke True.

That's the truth.

I find that one, for some reason, to be quite believable.
And I like it. It seems to make some sense. Either quit

00792334

...and that's

They're selling two birds with one stone. People who want
to quit smoking, and people who want a taste.

I like it of Easy Rider. Then I see 'easy on the mind' and
'easy on the taste' and that's okay, but then I see 'the
light and nicotine cigarette' down there, at the bottom,
and it's like that. All of a sudden it's being forced

into a menthol cigarette ad without the words.

Marlboro country.

Where are they getting that taste?

I don't want something that's easy on the taste -- I want
something with some taste.

It always has a sort of euphoria that isn't there. I like
the slogan, and this reads like a song, but I'm not im-
pressed with the pretty pictures, either. I have an aver-
sion to this kind of thing -- it has nothing to do with
being a smoker. It's kind of like a trip.

I don't see an extension to hard-sell because I've been ripped
off too many times. This is easy. Once you start smok-
ing True, it is a little bit easier on your mind. It's
a little better. This is a more true statement than, 'if
any cigarette makes sense today.'

'Easy on the mind' is very appropriate, I think, especial-
ly about True.

If they said, 'easier on your mind,' I think it would mean
more.

Implications: These findings indicate that the "Quit or Smoke
True" concept has great strength in calling attention to the
brand and in terms of involving the reader, on a personal level,
with the idea of the ad. The "Easy on your mind" also has
appeal, but probably is less strong than "Quit or Smoke True."

It is suggested that a concept ad developing the "think about
it" theme might also prove to have considerable strength.

00792335

It would then appear to be a desiderata theorem for an entire set, at least in the sense that it is essential to the logic of their relevant truth potentialities.

00792336

PART V.

The Image of the True Smoker
Vs. the Image of the Vantage Smoker
(All categories of respondents)

00792337

Projective Sketches of Personality Stereotypes

At the close of each group session, respondents were shown a series of sketches of personality stereotypes. Male respondents were shown sketches of men, and female respondents were shown sketches of women.

The way in which the sketches were administered is described in detail on pp. viii through xix of this report, and verbal descriptions of each sketch also appear there.

In each instance, respondents were asked to make a judgment about whether the person shown in the sketch was a True smoker or a Vantage smoker, having been asked to make the assumption that all were smokers, and asked to limit their judgment about brand to only these two brands.

The purpose of using the projective techniques is to aid respondents to discuss imagery of the user of a product by providing them with stimuli. It is often difficult, or even impossible, for respondents to discuss their thinking about the relationship between types of people and brand use without some device, such as these sketches, to aid them to formulate their opinions.

The imagery of the True smoker and that of the Vantage smoker tended to be quite consistent, from one category of respondents to another. When differences were specifically noticed related to category of respondent, they are mentioned.

Image of the High-Thinking Smoker: Based upon analysis of pp. 11-12

00792338

... personality (the "True" type).
... the primary characteristics of
... were furthermore.

... were considered to be representative of a male
... it was because the man was viewed as one or more
of the following: --

- professional man, executive, and especially if man in skin
was perceived as a doctor
- intellectual, in control of self, analytical, would "figure
it out"
- a tough person/a frightened person/a meek person/a mild-
person
- he is concerned/in good physical condition
- sophisticated
- older
- one who would smoke a brand, whether or not he likes it
- one whom respondents "really" thought would not be a smoker
- wants taste, as well as low tar and nicotine (True smokers
say this)

00792339

... respondents identified the male personality stereo-
type associated with smoking True, rather than Vantage.
... to select the figures viewed as well-
... and those who would select True ...

[illegible]

Female True Smoker: Based upon administering the sketches of the female personality stereotypes (described on pp. xxi through xiv of this report), the imagery associations described below were forthcoming. (Lack of time made it impossible to administer these sketches to the female True smokers. Therefore, the imagery described represents the thinking of those women who do not smoke True.)

that men were considered to be representative of a firm. Therefore, it was because the woman was viewed as one or more of the following --

- is contented she "hardly needs to smoke"
- intellectual/in "control"/has it "together"
- a "sometimes" smoker/not a "real" smoker
- one who wants a brand that is "closest to not smoking"
- very particular woman
- health-conscious

When female respondents who do not smoke True selected the person(s) most often truly associated with smoking True, rather than Monty, their tendency was to select the figure

00792341

[illegible]

Journal of Management Studies, 19(6), 701-718.

4. *Not a member of the family*

ALL OTHER ACCOUNTS "REFUSED" BY THE FINANCIAL INSTITUTION -

SECRET - 1, INFORMATION - 1

(011) 7344

-- 1991 11 15 10:00 AM --

--Young, and, therefore, not yet "thru conceived" in being

[illegible]

THE UNIVERSITY OF CHICAGO PRESS

Journal of Management Education 30(6)p. 789-804

— *Journal of the American Medical Association*, 1934, 102, 1031.

10-00000 PAROLA FOR NEW AND APPROVED SIG 10-00000

any n. w. quarter-section of a township.

— *Journal of the American Medical Association*, 1997

the fact of this report, the image association device

10-10-1964

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED

...don't care about or not so concerned to tar and nicotine
count.

It will be noted that there was a tendency for respondents to
make the assumption that True has a "better" tar and nicotine
count than Vantage. Men who do not themselves smoke True were
responsible for the statements linking "masculine" men to
Vantage, rather than True. Male True smokers associated fi-
gures thought to represent masculinity with smoking True.

Image of the Female Vantage Smoker: Based upon administering
the sketches of the female personality stereotypes (described
on pp. xix through xiv of this report), the imagery associ-
ated with the woman was fortuitous. (These represent the
findings only from the female respondents who do not smoke
True, since the sketches were not administered to the female
True smokers.)

When sketches were considered to be representative of a female
Vantage smoker, it was because the woman was viewed as one of
more of the following --

- wants "satisfaction" more than "low-low count"
- strong
- has a
- not radical/not well-organized
- a "true" smoker, "to quit"
- young and, therefore, not so concerned to "count"

00792342

-- would dislike "bitter" taste of True

-- an advantaged woman (association with Vantage name)

It will be noted that the characterization of the female Vantage smoker was very similar to the characterization of the male Vantage smoker.

Implications

These findings imply that the True smoker is seen as serious and as a "thinking" person. The True smoker is also seen as a self-sacrificed person and/or one who would want or need to make some "sacrifice" in order to allow themselves to continue smoking.

The True smokers are seen as those who are most committed to the "low counts," and those who are decision-makers (not dissimilar to respondents' perception of the "Quit or smoke True ad").

In contrast, the Vantage smoker is seen as far more pleasure oriented and less committed to the low tar and nicotine content.

These characterizations underscore findings from other portions of the research which indicate that True and Vantage are not speaking to the same people, and probably appeal to quite different personality types.

00792343

The rate was up at the beginning of each year, and the rate was down at the end of each year. The rate was up at the beginning of each year, and the rate was down at the end of each year.

Most of the women of these people who started smoking menthol cigarettes for a considerable period of time, and most of them had "come to" menthol from non-menthol cigarettes. Furthermore, most of these people, who say they have been confirmed menthol smokers, had not been smoking menthol cigarettes prior to the time they began smoking.

Some of the women started smoking menthol when they were in the hospital, and some from a non-filtered cigarette. They had been smoking with a filtered Red, and they were trying various brands of non-menthol filter cigarettes and judging them to be "not strong enough." Their original move into the menthol market was a function of making the change to a filtered cigarette, not finding they could only "get enough taste" from a filtered menthol.

A couple of the women started smoking as menthol smokers. One of the other women started with non-menthol cigarettes, but she smoked them for only a short period of time before moving to a menthol cigarette. They really disliked the taste of menthol. There were a couple of other women, too, who made a practice of smoking menthol cigarettes only when they had a cold, and were otherwise smoking without type of cigarette.

00792344

... a tobacco taste. Most say they "get a menthol taste" when they smoke, and that they prefer that to "a tobacco taste." There were a couple of men, however, who say that they do not experience a taste when they smoke menthol, and do, in fact, instead, experiencing only a sensation when smoke is drawn in.

These respondents repeatedly described their brands of menthol as being "cooler" vs. "hot," or "biting." It was said that menthol cigarettes have a sweet taste, or that they taste like "candy" or "evergreen candy."

The dominant denominator among all of the smokers, regardless of whether they say they perceive now, or that they do not experience a tobacco taste and that they do not want to experience a tobacco taste. Almost all say it is "impossible" to smoke a "regular" cigarette now, because they find the taste of tobacco unpleasant, and think of regular cigarettes as "harsh." This attitude toward the taste of tobacco is also noted when some of the respondents describe a brand of menthol cigarettes they dislike in terms of being able to discern some tobacco taste in addition to the menthol.

There appears to be some evidence that smokers of super high menthol brands think of their cigarettes as "healthier" in some way, as not "quite as" "a nasty habit" as smoking a regular cigarette. The male respondents said they think people who smoke menthol cigarettes are really people who do not wish to be smokers, and that the menthol cigarettes are just

00792345

"...menthol."

...menthol."

And I like that sweet taste. Cool and not biting -- cool and sweet...by cool, I mean not biting. Smooth. [Male]

I have a more practical reason for smoking menthol. I'm a heavy smoker. I smoke about two packs a day, and I find that my throat doesn't dry up so fast with menthol, and my mouth is always cool; but if I smoke a regular cigarette, by 1 o'clock in the afternoon, my mouth is so dry and my throat is so dry -- by the water fountain all the time. [Male]

It just seems to be that it's cleaner. It feels cooler. So when the throat gets dry, and it's just easier on the throat. Sometimes I try others, and I find myself going back to the menthol just because they seem just a little bit cleaner -- they make my mouth feel better. [Female]

Some people like to drink, but don't like the taste of alcohol, and some people want to smoke, but don't like to taste tobacco. That's how I feel. [Female]

Like menthol in the regular cigarettes in a hurry -- maybe taste, but if I'm going to smoke two tar, low nicotine, I want to have some taste. So, that's why menthol. [Male]

The Menthol Aspects of Menthol Cigarettes or Smoking Them:

Respondents were asked to be purposely negative about menthol cigarettes. It was brought up, a number of times, that respondents had heard that smoking menthol may be harmful in some particular way, beyond whatever harm is associated with smoking regular cigarettes. (One man, for example, had heard that the menthol causes ulcers to form on the lungs.) Some also said they think they inhale more deeply when they smoke a menthol cigarette than they would were they to smoke non-menthol. This was said in such a way as to imply that there might be something undesirable about inhaling deeply.

A substantial number of these smokers of super hi-fi brands

00792346

...the cigarette for a person who is used to filter, but in
...other categories, the filter seems to be a factor
...They, too, assume that differences between filters
...differences in appearance and/or design, rather
...function.

Male Interview:

I smoked Kools for a long time, and I thought they tasted
great. A good menthol taste. I enjoyed it -- until I
tried a milder menthol, the Doral. And I went for a low
tar and nicotine in Doral. The advertising at the time
seemed to suggest it might be a good idea. [Male]

When I switched, I was looking for something with less tar
and nicotine. And now I can't smoke anything else. I've
been on them three, four years. I figured, 'Well, I'm not
going to quit, so let me cut down.' [Male]

The government reports moved me over from Salem. I would
have even thought about changing without that. [Male]

I was on Kools and I wanted less menthol, less tar and nic-
otine, so I went to these (Doral). It was low tar and
nicotine that helped move me. [Male]

I tried a few Dorals...I always smoked Kools. And when I
tried to go back to Kools, they were very harsh -- very
over-mentholated. Too much menthol -- and I needed the mil-
dness, too...other than that, I went for low tar and nic-
otine in Doral. At the time, a big thing was going on about
tar and nicotine. That's partially why I tried Doral.
[Male]

I smoke True. Before that, I smoked Salem and I did switch.
I was looking for something low in tar and nicotine. Now
that I'm smoking Trues, I can't smoke the others. [Male]

...like food, I guess. One thing tastes much better than
another. And there are so many different types of menthol
and I've smoked some of these brands out here and, to me,
I would never smoke them again. Too harsh. And some of
them are hot menthol. The brand I have now is a cool
menthol, and I've got accustomed to it. [Male]

During a strike assignment, I was climbing the wall with
nothing to do, I started to look around for a cigarette
with low tar and nicotine. And at that time, it was True.
-- it burned down real fast, but it was very light and
had been my throat, and it was cool. I found I was

00792348

... cigarettes because the cigarettes were lighter than
... Then, True came out and I tried the ...
... they were comfortable ...
... I get on a cigarette after ...
... feels very heavy and burns -- ...
[Female]

I know that mine is not the lowest in tar and nicotine.
I think everyone was concerned after the government figure
came out. But I didn't go to mine especially for that be-
cause I know there are other cigarettes that have less.
[Female]

At the time I started, when they first came out with True
I think they were the next to lowest, if not the lowest,
I had tried the lowest on the Consumers' Report. And that
was why I switched. Now I know there are several others that
are pretty low, but they're still pretty way down at the
bottom of the list compared to Winston menthols, or some-
thing like that. [Female]

I think of them being lighter -- that's the reason I
switched to the Kool Milds. The regular Kools were getting
to the point that they started feeling very strong. And
yet, I don't like a non-menthol; so, when they came out
with Milds, I switched. [Female]

I chose True because of the advertising and I read it in
Consumers' Report. At the time it came out, it had less
tar and nicotine. [Female]

I think mine (True) is the only cigarette on the market
that I've found that has a low tar and nicotine value, and
still has taste. [Female]

Understanding of Menthol and Low Tar and Nicotine Aspects of

Cigarettes: These respondents were asked to discuss their un-
derstanding of "what makes a cigarette menthol." Some thought
it was accomplished by the filter, and others thought of the
tobacco as being mentholated in some way. In any case, it
was obvious that how this was accomplished was of little con-
cern or interest to them.

00792349

They were also asked to discuss their understanding of "what
makes a cigarette low in tar and nicotine." Their answers
were identical to those of other categories of respondents,

...and the latter as being broader than, and other than, it is a function of how the tobacco is processed, and of these two things.

1. Think of Smokers Think of Menthol Vendors as Smokers: When the smokers of super hi-fi menthol brands talked about other opinions of them as smokers, what they had to say was almost always negative in character. They say those who smoke non-menthol cigarettes tend to think of menthol smokers as not "really" smoking, or as "crazy." They say other smokers make remarks indicating that menthol smokers are not smoking "a cigarette." It was mentioned by several of the respondents that if someone asks them for a cigarette, they find themselves apologizing for their cigarettes by saying, "It's a menthol before offering it. They assume that most other smokers will not want or like menthol, although they often speak of non-menthol smokers "bumming" from them "for a change of pace."

Some of the male respondents in this category said they thought other smokers did not think of menthol cigarettes as "masculine." (Other respondents in the male group denied this, but also felt it necessary to say they "used" to be Camel smokers.)

When the smokers of super hi-fi menthols were shown projective sketches of personality stereotypes as aids in characterizing menthol vs. non-menthol smokers, some of these same negative attributions were mentioned again. (The response to the sketch of a "nerd" was particularly strong.) Two subjects of this part of the study

00792350

The findings of this exploratory study imply that those who smoke Super Hi-Fi menthol brands are smoking those brands primarily for their low tar and nicotine content. They differ from those who smoke non-menthol brands of Super Hi-Fi, however, in that they seem very much more satisfied with the taste they smoke. They do not feel they have "given up" anything or are in any way deprived, with the exception of the fact of

Implications

"Thinking about it" to the selection decision. In addition, with reference to adding the dimension of "enough" or "too much" to the image of the brand smoker. This is especially evident to those who smoke Super Hi-Fi brands of menthol, as data suggest that it will be seen that the image of the menthol smoker

-- is a very different type

-- older, would not have "changed" to menthol

-- a strong cigarette/wants tobacco taste

-- a very smoker

-- of one or more of the following --

It was because the person shown in the sketch was viewed as a non-menthol smoker (in opposition to a menthol smoker) when respondents were requested to be represented

-- as who do not smoke

-- as a menthol smoker

"... as precisely by the taste they like."

... super hi-fi menthol smokers are smokers who do not want
the taste, etc., and say themselves that they are probably pre-
ferred to smoke. There is some evidence that some
think of themselves as cleaner, or as having a "less bad
habit," or even as being healthier because they smoke super
hi-fi menthols, instead of "regular cigarettes."

They think of themselves in a way that is very similar to the
way that smokers are generally viewed -- as "thinking" and
"intelligent" people who make a decision about what they are
going to smoke.

It is important to imply that the advertising approach to the
... will make a super hi-fi menthol brand should be of a
character that stresses the desirability of the level of menthol
taste as well as the low tar and nicotine properties.

This exploratory study provides for too limited data on menthol
smokers to be certain, but it does appear that advertising for
non-menthol True and for menthol True would, ideally, be different
campaigns. This is suggested only because the issue of
level of menthol taste is obviously of great importance
to those who smoke super hi-fi menthol brands. Moreover, it
will make sense, too, that some of the non-menthol smokers who
have wanted to smoke a low tar and nicotine cigarette, but
who have rejected all of them for lack of taste, might re-
spond to a taste promise of menthol combined with delivery

00792353

the "low tar" goal. There is evidence that some of the smokers who have been identified as "low tar" menthol smokers, however, they wanted to smoke a low tar cigarette, but they did not and became a menthol smoker in order to attain their goal.

Other implications are also that menthol smokers may be very brand-loyal, since they seem to stay with a brand. For example, once they decide it has "just the right taste" for them, they, therefore, may be less likely to defect to other brands, either current or to the new ones as they enter the market.

00792354

00792355

THE LENDER

THE LENDER, BANK OF AMERICA, 100 WALL STREET, NEW YORK, N.Y. 10038

THE LENDER, BANK OF AMERICA, 100 WALL STREET, NEW YORK, N.Y. 10038

THE LENDER, BANK OF AMERICA, 100 WALL STREET, NEW YORK, N.Y. 10038

THE LENDER, BANK OF AMERICA, 100 WALL STREET, NEW YORK, N.Y. 10038

THE LENDER, BANK OF AMERICA, 100 WALL STREET, NEW YORK, N.Y. 10038

THE LENDER, BANK OF AMERICA, 100 WALL STREET, NEW YORK, N.Y. 10038

	Lo-Fi	Super		Lo-Fi/ Super				
True	Hi-Fi	Hi-Fi	MONTHS	True	Hi-Fi	Hi-Fi	MONTHS	True
(6)	(8)	(9)	(5)	(7)	(8)	(10)	(9)	(11)

00792356

10 to 19 years	2	1	1	2	1	1	--	1	1
20 to 29 years	-	2	1	2	-	3	1	-	6
30 to 39 years	1	1	2	1	-	-	4	1	10
40 to 49 years	2	1	1	-	3	1	1	1	10
50 to 59 years	2	1	-	2	2	3	4	-	14
60 to 69 years	1	2	1	1	-	-	1	4	10
70 to 79 years	-	-	1	-	-	-	4	1	6
80 to 89 years	-	-	1	-	-	-	1	-	2
90 years and over	-	-	-	-	1	-	--	=	1

10 to 19 years	-	-	-	-	7	8	16	8	19
20 to 29 years	8	8	8	8	-	-	--	-	32

10 to 19 years	-	-	-	-	1	-	--	=	1
20 to 29 years	-	-	-	-	-	-	1	-	1
30 to 39 years	1	1	2	2	1	2	3	3	10
40 to 49 years	2	1	1	6	2	1	3	3	10
50 to 59 years	2	1	-	-	1	2	3	4	10
60 to 69 years	-	1	-	-	2	3	2	-	6

10 to 19 years	-	-	-	-	6	4	16	7	19
20 to 29 years	-	-	-	1	1	2	--	1	6
30 to 39 years	-	1	1	1	-	2	--	-	6

True	Hi-Fi	Hi-Fi	Menthol	True	Hi-Fi	Hi-Fi	Menthol	Post-1960
(8)	(8)	(8)	(8)	(7)	(8)	(16)	(3)	

00792358

Current Brand

100 (100)	5	-	-	-	7	-	-	-	10
100 (100)	-	-	-	4	-	-	-	3	7
100 (100)	-	-	4	-	-	-	2	-	6
100 (100)	-	-	-	-	-	-	-	-	-
100 (100)	-	-	1	-	-	-	4	-	-
100 (100)	-	3	-	-	-	2	-	-	-
100 (100)	-	-	1	-	-	-	3	-	-
100 (100)	-	-	-	1	-	-	-	2	-
100 (100)	-	-	-	1	-	-	-	2	-
100 (100)	-	-	2	-	-	-	1	-	-
100 (100)	-	-	-	-	-	3	-	-	-
100 (100)	-	-	-	-	-	-	2	-	-
100 (100)	-	-	-	1	-	-	-	1	-
100 (100)	-	1	-	-	-	1	-	-	-
100 (100)	-	1	-	-	-	-	1	-	-
100 (100)	-	3	-	1	-	2	3	-	9*

*Single cigarettes.

'My wife bugged me into it would you believe it?'

It seemed every time I'd light up a cigarette, my wife would put on that look I love so much when she's serious and say things like: '...didn't you just put one out?' '...how many does that make, today?' '...must you smoke those strong cigarettes?'

It got to the point where I found myself actually slipping into the garage to smoke. Can you believe it?

So we had one of our little talks.

'Look hon,' I said, 'I know how you feel about my smoking. But I really like to smoke. Would you make



you feel better if I changed to low tar and nicotine cigarette.

She smiled. I bought a pack of next morning.

Don't know why I didn't think of it sooner. I mean, I really like mild and easy taste

well as the fact they're so low in tar and nicotine.

And it's great not having to make up excuses to slip into the garage to smoke.

**If any cigarette
makes sense
today, it's**

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health

00792359

'My wife bugged me into it would you believe it?'

It seemed every time I'd light up a cigarette, my wife would put on that look I love so much when she's serious and say things like: '...didn't you just put one out?' '...how many does that make, today?' '...must you smoke those strong cigarettes?'

It got to the point where I found myself actually slipping into the garage to smoke. Can you believe it?

So we had one of our little talks.

'Look hon,' I said, 'I know how you feel about my smoking. But I really like to smoke. Would it make



you feel better if I changed to low tar and nicotine cigarette?

She smiled. I bought a pack of True next morning.

Don't know why I didn't think of it sooner. I mean, I really like True's mild and easy taste

well as the fact they're so low in tar and nicotine.

And it's great not having to make up excuses to slip into the garage to smoke.

True.
If any cigarette
makes sense
today, it's True.

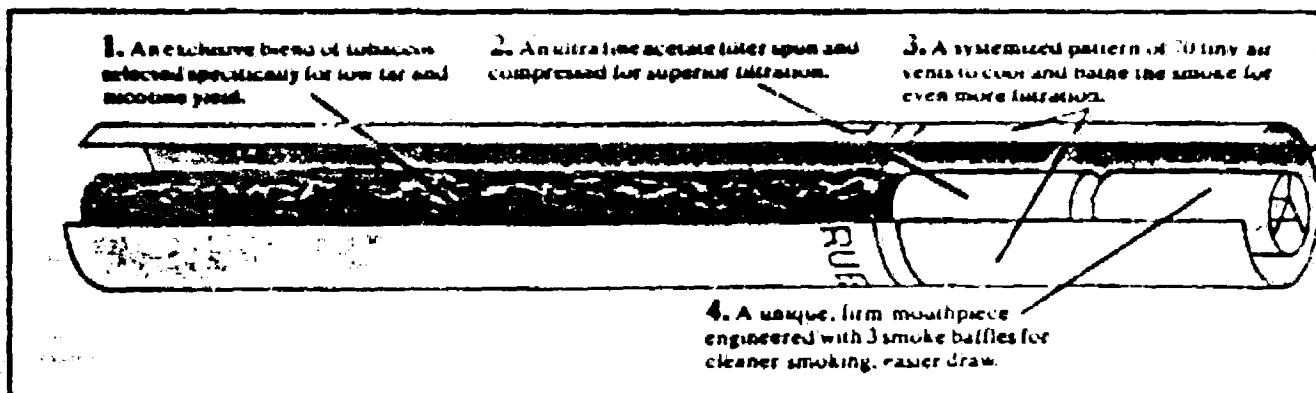
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health

King Regular 11 mg "tar," 0.7 mg nicotine
av. per cigarette. FTC Report March 21

00792360



If one cigarette makes sense today, it's True.



True. The low tar, low nicotine cigarette.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health

King, Regular 11 mg. "tar", 0.9 mg. nicotine av. per cigarette. FTC Report March 74

00792361

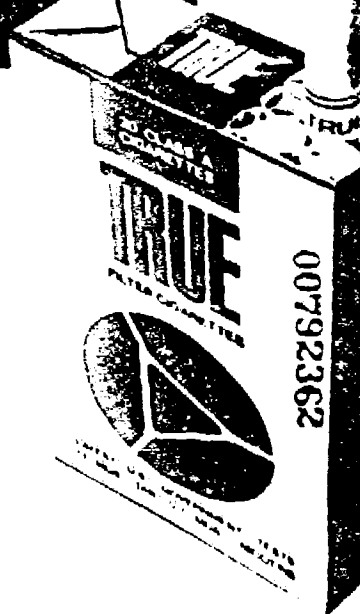


**I talked it over
with myself
and decided
I'd either quit...
or smoke
True.**



**I smoke
True.**

True. The low tar, low nicotine cigarette.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

King Regular: 11 mg. "tar", 0.7 mg. nicotine.

Easy on your mind • Easy on your taste



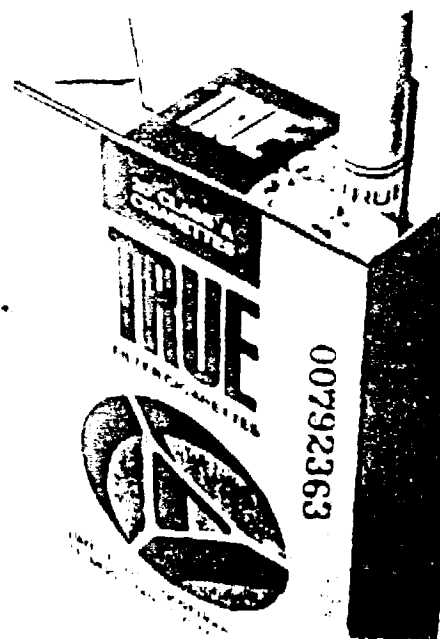
It's why so many smokers
looking for a cigarette they could be happy with,
have made True their cigarette.

Think about it.

True. The low tar, low nicotine cigarette.

King Regular 11 mg. "tar", 0.7 mg. nicotine,
av. per cigarette. FTC Report March '74.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



1. I have a number of questions that I want to discuss with you and things I want to show you. But I don't like to start by talking about the brand of cigarette you smoke.

2. I have a number of questions that I want to discuss with you and things I want to show you. But I don't like to start by talking about the brand of cigarette you smoke.

3. As I told you, I have a number of questions that I want to discuss with you and things I want to show you. But I don't like to start by talking about the brand of cigarette you smoke.

Considering the great numbers of brands from which we have to choose, I'm very interested to know why you smoke the brand you do now.

Probes are needed:

What do you consider to be the main reason to smoke the brand you do?

What are other considerations in choosing that brand?

How long have you smoked that brand?

What brand did you smoke just before your current brand?

How about the taste of your brand of cigarette -- what does that have to do with your smoking it?

Can you describe how it tastes?

How about lack of taste -- perhaps that is more important than taste. What do you want to say about that?

How do you interpret the word "mildness" related to a cigarette? How important is that related to the brand you smoke?

Will you please do the best you can to describe what you get out of a cigarette in terms of pleasure or satisfaction?

3. We have mentioned quite a variety of brands of cigarette. Do you think of the brand you smoke as being in a certain category or a certain type of cigarette? Why?

What other brand do you think of as being like your brand or similar to it?

There are some brands that are labeled "light" or "mild" -- into which category do you think of your brand falling? Why?

00792364

...with a low tar and low nicotine cigarette...
...the tar and nicotine content...
...the tar and nicotine content...
...the tar and nicotine content...

...the tar and nicotine content...
...the tar and nicotine content...
...the tar and nicotine content...
...the tar and nicotine content...

4. When you first tried a low tar and low nicotine cigarette, what did you expect from it?

Did you expect it to be different in any way from the cigarettes you had been smoking? How?

Did you expect it to taste differently from what you had been smoking? How?

Did you expect it to draw differently? Why?

Did you have any difficulty in getting used to a low tar and low nicotine cigarette when you first tried it?

When you switched to a low tar and low nicotine cigarette, did you try various brands -- tried a few of them, didn't you?

To what extent has the amount you smoke changed since you switched to a low tar and low nicotine cigarette?

5. I am interested to understand just how you think about tar and low nicotine cigarettes. In general, do you see low tar and low nicotine cigarettes as pretty much the same from brand to brand, or do you think of them as different from one another?

What is the main way in which you think the brands differ from one another?

How about tar and nicotine content -- do you think of them differing much on that point?

How about taste?

How about draw?

How about satisfaction?

Do you think of them differing related to health?

00792365

...all the way down the ... and ...
... what ...
... the ...

... the tar and nicotine content of the ...

Do you know the tar and nicotine content of any other brands?

6. I would like to discuss the filter on your brand. How about the type of filter on your brand -- what does that have to do with your choice of it as the brand you smoke?

Problems are Needed:

What do you think of the filter having to do with taste?

What do you think of the filter having to do with draw?

How about the color of the filter (cork/white) -- does that make any difference to you? Why? Why not?

Do you think of the filters on low tar and low nicotine cigarettes being the same or different from filters on other brands? Why?

7. I want to talk specifically about True cigarettes, now. How do you see True comparing to other low tar and low nicotine brands? Why?

Problems are Needed:

How do you see True comparing on taste? Why?

How do you see True comparing in terms of tar and nicotine content? Why?

How about the draw -- how does True compare? Why?

How about the filter on True -- what is your impression how that differs from other filters? Why?

Do you think of the filter on True as having anything to do with the taste and draw?

8. Now I would like to talk just about Vantage cigarettes. How do you see Vantage comparing to other low tar and low nicotine brands? Why?

Problems are Needed:

How do you see Vantage comparing on taste? Why?

00792366

...the cigarette industry is not going to stop smoking.

...the cigarette industry is not going to stop smoking.

...the cigarette industry is not going to stop smoking.

9. One of the low tar and low nicotine brands are now available in the longer length -- 100mm. What do you want to say about that?

...the idea of a low tar and low nicotine cigarette being available in 100mm length seem odd to you in any way?

Do the two seem incompatible in any way?

10. (C) 10. -- ALWAYS SHOW THEM BLANK AD FIRST)

I would like you to be as strictly quiet while you look at the ad. We're going to look at them one at a time. The reason for this particular reason that you should not talk is that if you feel you do recognize any of the things that I know that.

I will give everyone a chance to see the ad, and then we'll discuss it.

Program Needed:

What do you want to say about the ad you've just seen?

What did you consider to be the main point that ad was making?

Did the ad seem believable? Why? Why not?

To what did you think the ad was all about? Why?

To what extent were you able to relate to the ad in a similar way?

Did you feel it was "talking to you," or not?

What did the ad have to say to relate to you in particular? Did it change your mind? Did you feel it was one of the best ads that you had ever seen? Did it say "stop that." Why?

00792367

(GIVE ME PLAIN AD:)

If a brand name appeared in the ad, what brand would you suspect it to be? Why?

What about it being an ad for Thrax -- what do you want to say about that?

12. (SHOW MALE/FEMALE PROJECTIVE SKETCHES)

I have some sketches of people that I want to show you. Before you each sketch, please say the first thing that comes to your mind about the person -- who he/she is, what he/she does -- whatever comes to your mind to say about them.

In order to do this, you must assume that every person I show you is a smoker, and that each of them smokes either Thrax or Vantage. I want you to tell me which brand they smoke. As you know from everything that has gone before, I want you to show why you make the judgment you do about that person.

Is there anything else you wanted to say that you didn't have a chance to say?

Backup and Data Sheets
Res. Admin. Payments

00792368

1. "I would like to know how you feel about the product, need to go on based on that, and, etc."

2. "As I told you, I have a number of areas that I want to discuss with you, and I want to show you. But I would like to start by talking about the brand of cigarettes you smoke. I'm interested to know how long you've smoked the brand, what brand you smoked just before this one, and when you switched to the one you smoke now. Go ahead."

3. "I would like to talk now about your experience with other brands of cigarettes during the past six months. Please tell me the brands which you have purchased one or more cigarettes at period. I'd also like to know how you happened to get them and why you didn't keep smoking them."

"I would like to know if you have any other brands of cigarettes that have an impression on you. I'm interested to know if you have any other brands in a type like the one you smoke now."

"Do you think you would like to smoke that?"

"If you don't mind, I haven't tried it."

4. "We have mentioned a variety of brands of cigarettes. Do you think of the brand you smoke as being in a certain category or a certain type of cigarette? Why?"

"What other brands do you think of as being like your brand or similar to it?"

"Sometimes people talk as though cigarettes are divided into two categories -- those brands that they think of as 'tough' or 'strong' and brands that they think of as 'health' cigarettes. In which category do you see your brand falling?"

"We have mentioned a few brands that are labeled 'Light' or 'Mild' -- which category do you think of that falling into?"

5. "I would like to talk now about your experience with the brand you smoke. At what point did you get the brand, and how long have you smoked it?"

00792369

Q. Did you think:

A. I just feel about trying them.

Q. Now, long a period did you think about trying that kind of cigarette before you actually did it?

A. You ever think, when you tried a low tar and low nicotine cigarette, that it was a brand to which you were going to switch?

Q. How did you justify going back to, or continuing to smoke a brand that is not a low tar and low nicotine cigarette after you had decided to try a low tar and low nicotine brand?

A. When you first tried a low tar and low nicotine cigarette, what did you expect from it?

Q. Did you expect it to be different in any way from the brand you had been smoking? Why?

A. Did you expect it to taste differently from what you had been smoking? How?

Q. Did you expect it to draw differently? Why?

A. Did you have any difficulty in getting used to a low tar and low nicotine cigarette when you first tried them? In what way?

Q. Do you expect to try any other brands of low tar and low nicotine cigarettes? Which? Why?

A. If you smoked a low tar and low nicotine cigarette, do you think you would smoke more, or less? Why?

6. I am interested to understand just how you think about low tar and low nicotine cigarettes. In general, do you see low tar and low nicotine cigarettes as pretty much the same from brand to brand, or do you think of them as different from one another?

Q. What is the main way in which you think the brands differ from one another?

A. How about the nicotine content -- do you think of them differing much on that feature?

Q. How about taste?

A. How about draw?

00792370

...the tar and nicotine content of the brand you
...the tar and nicotine content of any other
brand?

8. If I talk about how you see True comparing to the brand
... Or should I ask you to tell me what you can tell me about
... whether or not you have actually tried True.

9. I want to talk again specifically about True cigarettes
... you see True comparing to other low tar and low
nicotine brands? Why?

... True or not? Why?

How do you see True comparing in terms of tar and nicotine
content?

How about the draw -- how does True compare? Why?

How about the filter on True -- what is your impression
of that filter from other filters? Why?

Do you think of the filter on True as having anything
to do with the taste and draw?

10. Now I want to just talk about Vantage cigarettes. How
do you see Vantage comparing to other low tar and low nicotine
brands? Why?

... Vantage?

How do you see Vantage comparing in terms of tar and nicotine
content?

How about the draw -- how does Vantage compare? Why?

How about the filter on Vantage -- what is your impression
of that filter from other filters? Why?

00792371

...the "taste" of a brand of brand -- from which we know
...the very nature of the brand and the way you smoke the
...brand.

...will you?

...you can't think the main reason to smoke the
...brand?

What are other considerations in choosing that brand?

1. Have you smoked that brand?

2. What brand did you smoke just before your current brand?

3. What is the taste of your brand of cigarettes -- what
...that have to do with your smoking it?

Can you describe how it tastes?

...it has a taste -- perhaps that is more important
...than the taste as you want to say about that?

...the word "taste" related to a
...the brand is that related to the brand
...brand?

Will you please do the best you can to describe what you
...of a cigarette in terms of pleasure or satisfaction?

5. We have mentioned quite a variety of brands of cigarettes. Do you think of the brand you smoke as being in a certain category or a certain type of cigarette? Why?

What other brands do you think of as being like your brand or similar to it?

There are some brands that are labeled "lights" or "mild" -- into which category do you think of your brand falling? Why?

Sometimes smokers talk as though cigarettes are divided into two categories -- those brands that they think of as "light" cigarettes and brands that they think of as "heavy" cigarettes. Into which category do you see your brand falling? Why?

What relationship do you see between the taste and the fact that some brands are low in tar and nicotine -- or do you even think of these as related?

00792372

Q. Now, I am going to ask you to read the following statement and tell me if it is true or false.

A. I am going to read the statement and tell you if it is true or false.

Q. Now, I am going to ask you to make a difference between what you are going to do and what you are not going to do.

A. I am going to make a difference between what I am going to do and what I am not going to do.

Q. Now, I am going to ask you to make a difference between what you are going to do and what you are not going to do.

A. I am going to make a difference between what I am going to do and what I am not going to do.

Q. Now, I am going to ask you to make a difference between what you are going to do and what you are not going to do.

A. I am going to make a difference between what I am going to do and what I am not going to do.

Q. Now, I am going to ask you to make a difference between what you are going to do and what you are not going to do.

A. I am going to make a difference between what I am going to do and what I am not going to do.

How about that?

How about that?

How about that?

Do you think of the difference between what I am going to do and what I am not going to do?

A. I am going to make a difference between what I am going to do and what I am not going to do.

Q. Now, I am going to ask you to make a difference between what you are going to do and what you are not going to do.

A. I am going to make a difference between what I am going to do and what I am not going to do.

00792373

...the filter on your brand. How
...type of filter on your brand -- what does it
...with your choice of it or the brand you have

...filter?

...do you think of the filter having to do with taste?

...do you think of the filter having to do with draw?

...about the color of the filter (cork/white) -- does
that make any difference to you? Why? Why not?

Do you think of the filters on low tar and low nicotine
cigarettes being the same or different from filters on
other brands? Why?

9. I want to talk specifically about True Green cigarettes,
now. How do you see True Green comparing to other low
tar and low nicotine brands of menthol cigarettes? Why?

...True?

...do you see True comparing on taste? Why?

...do you see True comparing in terms of tar and nicotine?
Why?

How about the draw -- how does True compare? Why?

How about the filter on True -- what is your impression
now that differs from other filters? Why?

Do you think of the filter on True as having anything
to do with the taste and draw?

10. Some of the low tar and low nicotine brands of menthol
cigarettes are now available in the longer length -- 100mm.
What do you want to say about that?

Does the idea of a low tar and low nicotine menthol
cigarette being available in 100mm length seem odd to
you in any way?

Do the two seem incompatible in any way?

11. (SEE ADS -- ALWAYS CALL TRUE BLANK AD FIRST)

I would like you to be absolutely quiet while you look at
the ads. We're going to look at them one at a time.
There is no particular reason that you should recognize
these ads, but if you find you do recognize any of them,
I'd be interested to know that.

00792374

... give everyone a chance to see the ad, and think about it, and then we'll discuss it.

Questions Needed:

What do you want to say about the ad you've just seen?

What did you consider to be the main point that ad was making?

Did the ad seem believable? Why? Why not?

To whom did you think this ad was directed? Why?

To what extent were you able to relate to that ad in a personal way?

Did you feel it was "talking to you," or not?

What the ad has to say is related to a particular brand cigarette. How did you feel what the ad says and the particular brand being advertised "fit together." Why?

(ASK RE BLANK AD:)

If a brand name appeared in that ad, what brand would you expect it to be? Why?

What about it being an ad for True -- what do you want to say about that?

12. (SHOW MALE/FEMALE PROJECTIVE SKETCHES)

I have some sketches of people that I want to show you. As I show you each sketch, please say the first thing that comes to your mind about the person -- who he/she is, what he/she does -- whatever comes to your mind to say about them.

In order to do this, you must assume that every person I show you is a smoker, and that each of them is either a menthol or a non-menthol smoker. I want you to tell me which they smoke. As you know from everything that has gone before, I always want to know why you make the judgment you do about that person.

13. Is there anything else you wanted to say that you didn't have a chance to say?

Background Data Sheets
Respondent Payments

00792375

BACKGROUND DATA

Age: ☐ Under 25
☐ 25 - 29
☐ 30 - 34
☐ 35 - 39
☐ 40 - 44
☐ 45 - 49
☐ 50 - 54
☐ 55 - 59
☐ 60 and over

Sex: ☐ Male
☐ Female

Education: ☐ Less than high school
☐ High school incomplete
☐ High school complete
☐ College incomplete
☐ College complete
☐ Graduate work

Marital Status: ☐ Married
☐ Single
☐ Divorced
☐ Widowed

Total Annual Family Income: ☐ Under \$10,000
☐ \$10,000 - \$14,999
☐ \$15,000 - \$19,999
☐ \$20,000 - \$24,999
☐ \$25,000 - \$29,999
☐ \$30,000 and over

Your Occupation _____

[IF MARRIED:]
Your husband's/wife's occupation _____

Brand of cigarettes you CURRENTLY SMOKE _____

00792376