

Lorillard
MEMORANDUM

March 3, 1993

To: Katie Augustyn
Dick Bondy
Victor Lindsley

From: Scott Benson

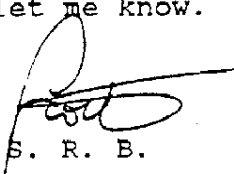
RE: **ETHNIC MARKETING**

You may be aware of an ethnic attitude and usage study conducted for Newport two years ago.

Market Segment Research, the supplier that worked on the study just published a huge national survey consisting of 3,500 interviews spanning the Hispanic, African-American and Asian markets. The study breaks new ground in that it takes a broad-based, in-depth look at diversity.

An example of the type of segmentation done using the research can be found on the attached page. The research divided ethnic groups into several distinct subgroups.

If you think a copy of the 1993 Minority Market Report conducted by Market Segment Research would be helpful to your marketing planning efforts please let me know.


S. R. B.

/ah
EM/10

cc: A. Pasheluk
H. H. Westphalen

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