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SUBJECT: VICEROY/VICEROY RICH LIGHTS CONCERN GROUP ANALYSIS

This provides a summary of the data currently available on the personal and social concern groups and a point of view on implications for VICEROY and VICEROY Rich Lights.

I. BACKGROUND

In 1976, McCann-Erickson conducted the "24 Brand Study" among a general smoker sample of 829 smokers. In a 1977 reanalysis of this study, five smoker concern groups were identified. The classification of these groups was based on a cross tabulation of two self-administered 8 point questions with identified end points:

Personal Concern

I've always smoked and never seriously thought about cutting down or giving it up

I've cut down but but I'd really like to cut out smoking altogether

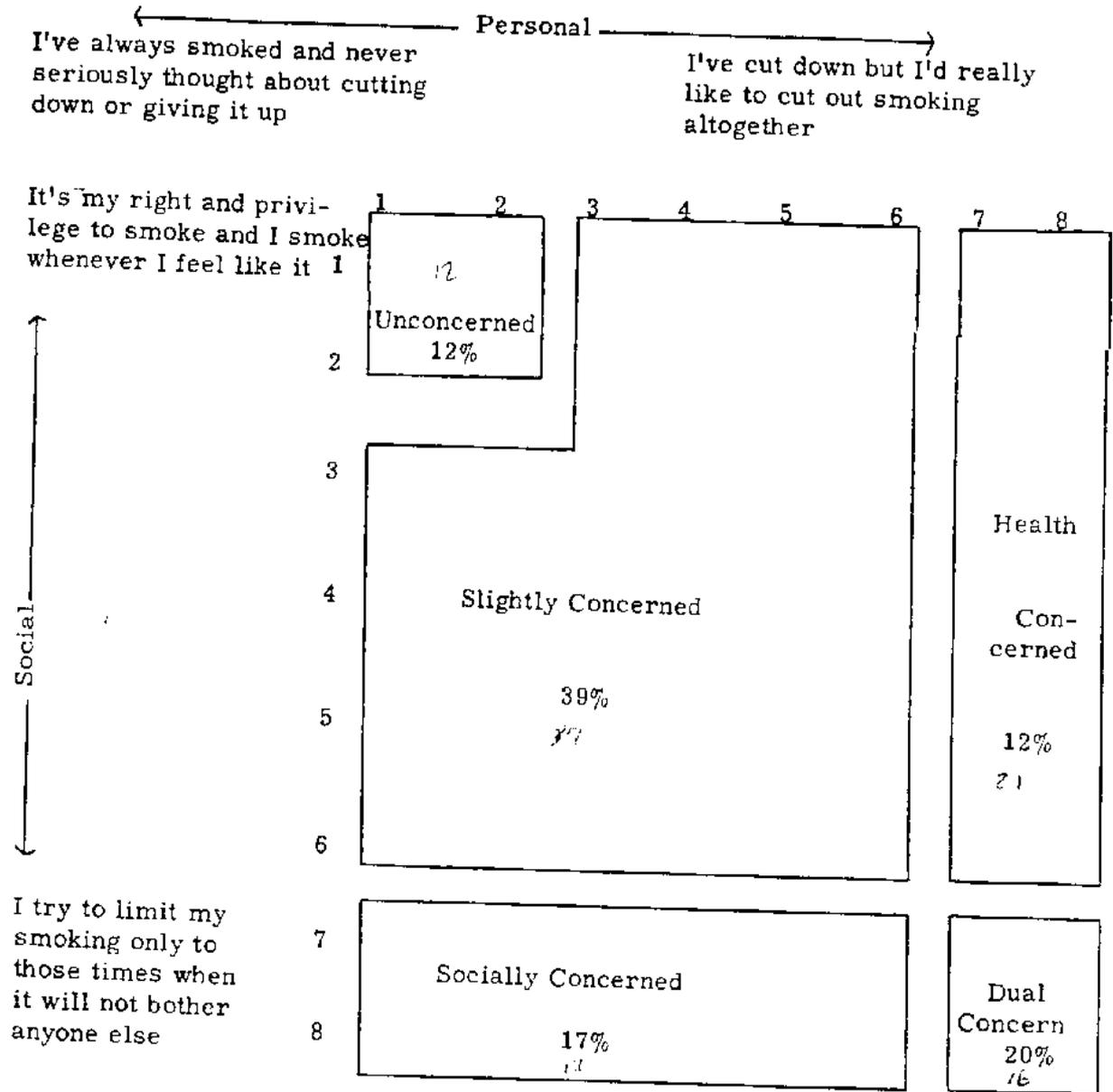
Social Concern

It's my right and privilege to smoke and I smoke whenever I feel like it

I try to limit my smoking only to those times when it will not bother anyone else

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The five concern groups were defined from the cross tabulation of these two questions in the following manner:



As shown below, plain and full taste smokers were somewhat more likely to be unconcerned or slightly concerned while the lower 'tar' smokers tended to have dual concerns. Menthol smokers appeared to be somewhat more socially concerned than non-menthol smokers. The profile of the "stylish" brands - More, Benson & Hedges, and Virginia Slims - was not significantly different from other full taste brands.

1976 CONCERN GROUP PROFILES

	Total	Plains	Non-Menthol FT	Menthol FT	High Hi Fi*	Mid/Low Hi Fi*	B&H More V S	Other
	%	%	%	%	%	%	%	%
Unconcerned	12	22	12	13	8	6	8	11
Slightly	39	43	41	37	39	31	42	12
Social	17	11	16	21	17	8	19	40
Personal	12	9	14	10	12	13	10	13
Dual	20	15	17	19	24	42	21	24
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

\*Kent/Parliament/Lark

\*\*Merit/Vantage/True/Carlton

The socially concerned group had a female profile (65%) while the personally concerned group had a male skew (58%). The other three groups had fairly even sex splits.

	Unconcerned	Slightly	Social	Personal	Dual
	%	%	%	%	%
Sex					
Male	54	53	35	58	50
Female	46	47	65	42	50
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

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The psychological profiles (Exhibit I) of the attitudinal groups were summarized as:

- A. Unconcerned Smokers
  - A macho image
  - Wants the "Real McCoy"
  - Takes things as they come
  - Shows little emotion
  - Magnetic personality
  
- B. Slightly Concerned Smokers
  - Energetic
  - Self-confident
  - Keeps a respectful distance from others
  
- C. Socially Concerned Smoker
  - Emotional
  - A "joiner"
  - Disciplined
  - Good common sense
  
- D. Personally Concerned Smoker
  - Good self-impression
  - Can be himself
  - Thinks women find him exciting
  - Lacks seriousness
  - Has difficulty giving up taste impact
  
- E. Dual Concern Smoker
  - Has a "knack" for things
  - Takes things easy
  - Loves nature
  - Easily influenced by external pressures
  - Moved by flattery

The dual concern group, which exhibited the highest level of switching to hi fi's was the original target audience for VICEROY Rich Lights.

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II. REVIEW OF CURRENT DATA

A. Trend

In an effort to determine what changes, if any, have occurred in the size or composition of the five concern groups since 1976, recent consumer surveys were reviewed. Unfortunately, while almost all of the studies included personal and social concern questions, the questions were generally asked with a different number of scale points (usually 3 or 5) or the sample compositions were substantially different from the general smoker sample used in the 24 Brand Study. The 1980 Image Study had one of the larger general smoker samples, but there was a significant difference in the way the questions were worded and administered:

Personal Concern

I plan to quit smoking in the next year.

1 2 3 4 5 6 7

I completely disagree

I completely agree

Social Concern

I worry about offending others when I smoke

1 2 3 4 5 6 7

I completely disagree

I completely agree

Despite the differences, all of the studies were reviewed for directional implications, but the data was conflicting. The only consistency appeared to be some growth in the level of health concern but it was impossible to determine the degree of growth. Therefore, it was concluded that the differences in methodology and/or sample composition made it impossible to accurately analyze any concern group changes between 1976 and 1980.

8.51

8 1,000 2,000,000

8,000,000

B. Current Analysis/VICEROY Rich Lights Image Study

Although the definitions of concern groups in the recent studies are not directly comparable to the 1976 study, the VICEROY Rich Lights Image Study does provide information about the levels of concern among VICEROY and VICEROY Rich Lights smokers as well as their major competitors.

There are two major differences between the concern group partitioning of the VICEROY Rich Lights Image Study and the 1976 24 Brand Study:

1. Question Scale

The questions were asked on 7 point scales in the VICEROY Rich Lights Image Study versus 8 point scales in the 24 Brand Study. The concern groups were classified in the same manner as the 24 Brand Study except that the middle groups included one less scale point (i. e., the dual and unconcerned groups were still based on the two endpoints of each scale).

2. Sample

The VICEROY Rich Lights Image Study included smokers of only 12 non-menthol brands while the 24 Brand Study involved a general smoker sample. The 12 brands represented about 79% of the non-menthol full taste filter market (Marlboro/Winston/VICEROY), but only about 54% of the hi fi non-menthol market (Marlboro Lights/Winston Lights/VICEROY Rich Lights/Camel Lights/Kent Golden Lights/Virginia Slims Lights/Vantage/Merit/Kent III). Because plains were excluded and hi fi brands were underrepresented (particularly ultra hi fi's) it is judged that the study understates the extremes of the concern scales. Stated another way, portions of all of the groups are missing, but the unconcerned, personal and dual concern groups are probably underestimated more than the slight and social. In 1976 almost one-fourth (24%) of the unconcerned smoked plains and, as shown below, the hi fi brands that were included in the VICEROY Rich Lights Image Study were skewed toward the personal and dual concern groups:

1980 VICEROY Rich Lights Image Study

	<u>Total</u>			<u>Full Taste</u>		<u>Hi Fi</u>
	<u>24 Brand</u>	<u>%</u>	<u>7 pack</u>			
Unconcerned	12	12	17	13		9
Slight	39	37	43	39		31
Social	17	14	9	14		14
Personal	12	21	19	18	→	24
Dual	20	16	14	16	→	22
		<u>100</u>		<u>100</u>		<u>100</u>

*more  
with 7 pack*

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Given the incomplete and unbalanced representation of the groups, it would be risky to use the study to draw total market conclusions about differences or similarities among the groups. But, the data can be used to look at the distribution of the concern groups within the various brand franchises and to analyze the images of VICEROY and VICEROY Rich Lights and their major competitors among the given universe. However, the sample limitations must be kept in mind.

It should be noted that the 1980 Image Study was also reviewed for current concern group implications. The Image Study provided a larger general smoker sample than the VICEROY Rich Lights study. While it did not have the McCann concern questions, MRD has identified four clusters which are somewhat similar to the concern groups:

Hedonists  
Worriers  
Practicals  
Copers

However, the VICEROY Rich Lights Image Study was selected for this analysis over the total market Image Study for several reasons:

- a. The VICEROY and VICEROY Rich Lights samples were considerably larger (200 each in VICEROY Rich Lights Image Study versus 100 and 47 respectively in the Image Study).
- b. In the VICEROY Rich Lights Image Study, the brands were rated by aware competitive smokers versus all smokers in the total market study.
- c. The list of product and smoker image attributes was more extensive in the VICEROY Rich Lights Image Study than the total market study.
- d. MRD is currently preparing a complete analysis of the four clusters in the Image Study which can be reviewed for VICEROY implications as soon as the analysis is available.

C. Franchise Distribution

1. VICEROY Parent

Although the VICEROY franchise is slightly overdeveloped among the unconcerned, it is less skewed than the Marlboro and Winston franchises. Marlboro smokers are more likely to be slightly concerned than other full taste smokers while the Winston franchise is more socially concerned.

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Full Taste Smokers Concern Group Distribution

	<u>Total</u> %	<u>VICEROY</u> %	<u>Marlboro</u> %	<u>Winston</u> %
Unconcerned	13	16	15	11
Slight Concern	39	34	41	36
Social Concern	14	14	10	20
Personal Concern	18	18	20	16
Dual Concern	16	18	14	17
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

2. VICEROY Rich Lights

Relative to the other hi fi brands included in the test, VICEROY Rich Lights' franchise appears to be less motivated by 'tar' concerned. Specifically,

- VICEROY Rich Lights' profile is not significantly different from that for full taste brands.
- VICEROY Rich Lights has a smaller percentage of smokers with dual concerns and fewer personally concerned smokers than all brands at a similar 'tar' level except Camel Lights.
- VICEROY Rich Lights and Virginia Slims Lights appear to attract a higher percentage of socially concerned smokers than the other brands.
- VICEROY Rich Lights, Camel Lights and Marlboro Lights have the highest levels of unconcerned smokers.
- Golden Lights, Vantage and Merit smokers are more personally concerned than the other brands.

Hi Fi Smokers Concern Group Distribution

	<u>Total</u> %	<u>VRL</u> %	<u>Marlboro</u> <u>Lights</u> %	<u>Winston</u> <u>Lights</u> %	<u>Camel</u> <u>Lights</u> %	<u>Golden</u> <u>Lights</u> %	<u>Virginia</u> <u>Slims</u> <u>Lights</u> %	<u>Van-</u> <u>tage</u> %	<u>Merit</u> %	<u>Kent</u> <u>III</u> %
Unconcerned	9	13	15	9	14	12	6	6	4	7
Slight Concern	31	34	28	34	28	28	27	32	30	31
Social Concern	14	20	15	13	17	12	20	10	16	17
Personal Concern	24	20	20	19	17	30	20	30	30	24
Dual Concern	22	13	22	25	24	18	27	22	20	21
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>

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D. Awareness

Awareness of all 14 brands is relatively flat across the concern groups, with a few exceptions:

- VICEROY Rich Lights has higher awareness among the personally concerned than the social and dual concern groups.
- Kent III has higher awareness among the unconcerned than the other four groups.
- Dual concern smokers appear to have directionally lower awareness of most of the "lights" brands.

AIDED AWARENESS

	<u>Unconcerned</u> %	<u>Slight Concern</u> %	<u>Social Concern</u> %	<u>Personal Concern</u> %	<u>Dual Concern</u> %
VICEROY	NA	NA	NA	NA	NA
Marlboro	100	99	99	100	100
Winston	99	99	100	100	100
VICEROY Rich Lights	65	65	60	72	62
Marlboro Lights	96	93	98	95	90
Winston Lights	97	96	96	95	88
Camel Lights	94	89	95	92	88
Golden Lights	84	77	70	77	69
Virginia Slims Lights	94	87	90	84	90
Vantage	98	96	96	99	97
Merit	98	91	91	95	83
Kent III	77	68	68	64	65

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E. Image

In the VICEROY Rich Lights Image Study, all 12 brands were rated by their aware competitive smokers on 30 different dimensions (Exhibits II - IV). These ratings were obtained on seven point scales with one being the most favorable rating. As part of this concern group analysis, these ratings were reviewed by the five different concern groups (Exhibits V - XIX). The objective of this review was to determine if VICEROY and VICEROY Rich Lights have competitive advantages among certain groups.

A review of VICEROY Rich Lights' ratings indicated that the brand is rated most favorably by the slightly concerned. But, given the number of attributes and brands, it was difficult to tell if this difference was attributable to VICEROY Rich Lights or if the slightly concerned rate all brands (or all hi fi brands) more favorably than the other groups. In an effort to condense the data, a total competitive product image rating was calculated for each brand among each smoker group. These ratings were calculated as follows:

1. A mean rating was calculated for each attribute among each concern group (e. g., unconcerned smokers gave the 12 brands an average score of 3.5 on satisfaction while the slightly concerned had an average satisfaction score of 4.0).
2. Each brand's difference from the group mean was calculated (e. g., VICEROY Rich Lights received a 4.4 satisfaction rating among the unconcerned which was 0.9 below the group mean).

These two steps provide a comparison of each brand's relative strengths and weaknesses among each of the five groups (Exhibits XX - XXV). For example, VICEROY Rich Lights is perceived as harsher than the other brands by unconcerned (-0.9) and dual (-0.7) concern smokers but as smoother than average by the slightly (+0.6) and personally (+0.5) concerned.

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### Overall Product Image

To determine which brands have the best overall product images among each group, the data was further condensed via two additional steps:

1. The differences from the group mean for the most important product attributes (14) were weighted according to each group's assessment of each attribute's importance (e.g., dual concerned smokers consider low 'tar' significantly more important than do the unconcerned - Exhibit XXVI).
2. The weighted differences from the group mean were summed.

These overall competitive product image ratings are shown below. One obvious flaw in these ratings is that the attribute importance data has not been reduced. For example, "full taste" and "a lot of tobacco taste" are probably redundant in that they are measuring the same perception among consumers. Nonetheless, a review of these ratings does yield some insights into VICEROY and VICEROY Rich Lights' images relative to its major competition among each concern group.

- VICEROY is rated more favorably than both Marlboro and Winston by personally concerned smokers.
- Marlboro is perceived most favorably by the socially concerned while Winston's best performance is among the slightly concerned. Given that Marlboro smokers are more likely to be slightly concerned while Winston smokers are more likely to be socially concerned, this implies that each of these brands is perceived favorably or as a "second choice" by the other's franchise.
- Although VICEROY Rich Lights' franchise development is skewed toward the socially concerned, its image is strongest among the slightly concerned aware competitive smokers.
- Among the dual concern group, VICEROY Rich Lights is rated worse than all of the other hi fi brands.
- Marlboro Lights' and Winston Lights' image strengths and weaknesses appear to follow their parents' franchise development.

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COMPETITIVE PRODUCT IMAGE RATINGS  
Among Aware Competitive Smokers

	<u>Total Smokers</u>	<u>Unconcerned</u>	<u>Slightly Concerned</u>	<u>Social Concern</u>	<u>Personal Concern</u>	<u>Dual Concern</u>
VICEROY	- 14	+ 9	- 11	- 37	+ 30	- 44
Marlboro	+ 20	+ 18	+ 22	+ 32	+ 1	+ 1
Winston	- 11	- 4	+ 3	- 6	- 24	- 14
VICEROY Rich Lights	- 5	- 9	+ 13	- 23	- 14	- 26
Marlboro Lights	+ 18	+ 10	+ 22	+ 13	+ 14	+ 15
Winston Lights	+ 19	+ 6	+ 12	+ 33	+ 17	+ 25
Camel Lights	- 2	- 19	- 18	+ 3	+ 16	+ 3
Golden Lights	+ 5	- 3	- 17	+ 21	+ 17	+ 28
Virginia Slims Lights	+ 11	+ 19	+ 13	+ 7	- 2	+ 19
Vantage	- 17	- 26	- 19	- 12	- 23	- 8
Merit	- 8	0	- 13	- 28	- 8	+ 2
Kent III	- 5	+ 37	+ 13	+ 17	- 12	- 17

VICEROY Rich Lights' overall poor performance among dual concern smokers is primarily due to the brand having a below average taste, aftertaste, and freshness perceptions and being perceived as hard to find. Among the socially concerned, its main deficiencies appear to be a lack of taste delivery (i. e., significantly below average on full taste, comfort, and a lot of tobacco taste) and being perceived as hard to find.

Smoker Image

The smoker image ratings (Exhibits XXVII-XXXI) generally exhibit the same pattern as the product image ratings:

- VICEROY Rich Lights has its weakest image among the dual concerned (i. e., furthest below the group mean on "White Collar", and "Someone Like Me") and its strongest image among the slightly concerned (i. e., furthest above the group mean on "Someone Like Me" and "Sophisticated").
- VICEROY received its highest "Someone Like Me" rating from the personally concerned. In fact, the personally concerned were the only group to rate VICEROY higher than Winston and Marlboro on this measure.

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F. Concern Group Profiles

The following demographic and lifestyle profiles of the concern groups should be viewed with caution because, as stated earlier, significant portions of some of the groups were not included in the VICEROY Rich Lights Image Study sample.

1. Demographic

Partial demographic data is shown below. Sex breaks are not included because the sample was quota structured.

- The unconcerned are the oldest and most downscale smoker group.
- The personally concerned appear to be the most educated while the social and dual groups have a higher level of white collar workers. Although not shown in the table, the personally concerned have more "craftsmen and foremen" (22%) than the other groups.
- The slightly and personally concerned are somewhat younger than the other groups.
- The slightly and dual concern groups are the most likely to be single.
- The unconcerned and dual groups exhibit a higher incidence of Black smokers than the other groups.

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		12	37	14	21	14
	CONCERN GROUP DEMOGRAPHICS					
	Total	Uncon- cerned	Slightly	Social	Per- sonal	Dual
Average Age	38	42	36	41	35	38
Average Income	\$25M	\$26M	\$24M	\$25M	\$26M	\$24M
% Attended College+	52%	42%	48%	51%	65%	54%
% White Collar	56%	45%	52%	63%	51%	65%
% Married	69%	75%	66%	71%	70%	67%
% Black*	3	7	2	3	1	8

\*Black incidence levels are below average because the sample was 100% non-menthol.

2. Lifestyle

- Unconcerned smokers appear to be the least disciplined while the dual concern group is the most disciplined.
  - The unconcerned are the most likely to have a cocktail before dinner, attend parties and watch TV and are the least likely to exercise, read, or enjoy museums, plays, and symphonies.
  - The dual concern smokers are the least likely to have a cocktail before dinner and the most likely to exercise, attend church and carry lunch to work.
- The socially concerned are the most frequent users of coupons.

1054  
1192  
1088  
1107  
104  
54.5  
.128

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CONCERN GROUP LIFESTYLE CHARACTERISTICS  
MEAN RATINGS  
 7 = AGREE/1 = DISAGREE

	Total	Uncon- cerned	Slightly	Social	Per- sonal	Dual
Always Look For New Products To Try	3.6	3.6	3.5	3.7	4.0	3.4
Enjoy Music, Walking & Going For Dinner	6.2	6.0	6.1	6.2	6.2	6.5
Like a Cocktail Before Dinner	3.8	4.7	3.8	3.8	3.7	3.2
Like To Attend & Give Dinner Parties	4.8	5.6	4.6	5.1	4.8	4.7
Often Use Price-Off Coupons	4.0	3.8	4.0	4.6	3.7	4.1
Collect Coupons For Redemption	3.6	3.2	3.6	4.0	3.2	3.7
Enjoy Tennis or Exercising	4.9	4.5	4.7	5.0	5.1	5.1
Enjoy Museums, Plays or Symphonies	4.4	4.0	4.3	4.9	4.4	4.8
Rather Watch TV Than Read	3.9	4.6	4.2	3.5	3.8	3.5
Attend Church or Synagogue Regularly	4.0	3.9	3.8	4.1	3.9	4.4
Carry Lunch To Work	2.8	2.9	2.6	2.5	2.9	3.3
Enjoy Playing Poker or Pool or Bowling	5.0	5.1	5.2	4.5	5.0	5.0
Like to Hike, Camp or Hunt	4.7	4.8	4.5	4.7	4.8	4.9
	4.27	4.36	4.27	4.25	4.37	4.35

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### III. SUMMARY OF KEY FINDINGS

#### A. VICEROY

- Relative to other full taste brands, VICEROY's franchise is skewed slightly toward unconcerned smokers. However, VICEROY is somewhat less skewed than Marlboro and Winston.
- VICEROY's product image appears to be the strongest, or most competitive, among the personally concerned. ✓

#### B. VICEROY Rich Lights

- Relative to other hi fi brands, VICEROY Rich Lights' franchise development is strongest among the socially concerned and unconcerned and weakest among the dual concern group.
- VICEROY Rich Lights' image appears to be the strongest, or most competitive, among the slightly concerned. ✓

#### C. Concern Group Profiles

<u>Unconcerned</u>	<u>1976</u>	<u>1980</u>
	12% of smokers	Average age - 42
	54% male/46% female	- Most downscale
	- Highest incidence of plains	- Lease self-discipline
	- Macho	- Blue collar
	- Unemotional	
	- Easy going	
	- Magnetic personality	
<u>Slightly Concerned</u>	<u>1976</u>	<u>1980</u>
	39% of smokers	Average age - 36
	53% male/47% female	
	- Energetic	
	- Self-confident	
	- Keeps distance from others	
<u>Socially Concerned</u>	<u>1976</u>	<u>1980</u>
	17% of smokers	Average age - 41
	35% male/65% female	- Highest coupon redemption
	- Highest menthol incidence	- White collar
	- Emotional	
	- A "joiner"	
	- Common sense	
	- Has faith in luck -	
<u>Personally Concerned</u>	<u>1976</u>	<u>1980</u>
	12% of smokers	Average age - 35
	58% male/42% female	- Best educated
	- Good self-impression	- White collar
	- Always himself	
	- Sensitive taste buds	
	- Lacks seriousness	
	- Finds it difficult to give up impact	
<u>Dual Concern</u>	<u>1976</u>	<u>1980</u>
	20% of smokers	Average age - 38
	50% male/50% female	- White collar
	- Highest hi fi incidence	- Most self-discipline
	- Easy-going	
	- Nature lover	
	- Easily flattered or influenced	
	- Has a "knack" for things	

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#### IV. CONCLUSIONS/RECOMMENDATIONS

##### A. Total Market

It is impossible to accurately analyze concern group changes between 1976 and 1980 because all of the recent studies differ significantly from the 1976 study in terms of sample composition and/or methodology. It is also impossible to obtain a complete brand, demographic or psychological profile of the current concern groups because the recent data is based on subsegments of the total market.

In order to learn more about the lifestyles, current brand composition, and switching propensity of the various groups, it is recommended that a "Tag-On" study be conducted for the 1980 Image Study. The original sample could be mailed the exact same health and social concern questions that were asked in the 24 Brand Study. This should require only a postcard and would permit us to cross tab all of the current brand, image, lifestyle, and media habits data.

##### B. VICEROY Rich Lights

Pending a more recent analysis of the concern groups it is recommended that VICEROY Rich Lights be targeted primarily at the slightly concerned and secondarily at the socially and personally concerned.

##### 1. Rationale

*2. poor product rating  
low awareness  
76 descriptions not good*

This recommendation is primarily based on VICEROY Rich Lights' strong image performance among the slightly concerned. Other considerations include:

- The slightly concerned constitute the largest smoker group (39% in 1976).
- Given the dark blue pack, it will be difficult to significantly alter VICEROY Rich Lights' 'tar' level perception and the current 'tar' level should be more acceptable to the slightly concerned than those with stronger concerns.

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- Although VICEROY Rich Lights' current franchise is skewed toward the socially concerned, this group is not recommended as a primary audience for three reasons:

- . The socially concerned appear to have the greatest incidence of menthol usage.
- . Current franchise development may be due to promotion conversions because the socially concerned have the highest incidence of claimed coupon usage.
- . It would probably be extremely difficult for a small share brand to grow among this group which consists of "joiners" who are more susceptible to peer pressure.

*product at my lowest*

2. Positioning Implications

a. Product

Current product development work should be targeted at the slightly concerned smoker who wants more tobacco taste than the personally and dually concerned, but lower 'tar' and a smoother smoke than the unconcerned.

b. Creative

The current aspirational QCS strategy is judged to be consistent with the slightly concerned smoker who is self-confident, believes in keeping a respectful distance from others, and trusts his own instincts. The "No Law" and "Counterpoint" campaigns which show somewhat unique individuals may be more relevant to this smoker than the "Tiffany" campaign. On the other hand, these smokers may not need the "it's okay to be different" reassurance of "No Law". The quantitative test results should be analyzed by concern group to determine if this group is more responsive to QCS advertising and/or to one particular campaign. *4/8*

After a campaign is chosen, the selection of executions should be guided by the profile of the slightly concerned smoker, who tends to be slightly younger and is more likely to be single than some of the other smoker groups. A cross-tab of the 1980 Image Study by concern groups should provide more insight into the slightly concerned smoker.

*wt. { 11% on slightly personal }*

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3. Media Implications

At this time, media data <sup>is</sup> ~~is~~ not available <sup>by</sup> ~~by~~ the five concern groups. The recommended tag-on study would provide a means of cross-tabbing the media habits data in the 1980 Image Study by concern groups.

C. VICEROY Parent

It is recommended that VICEROY Parent be targeted at the personally concerned full taste smokers.

1. Rationale

This recommendation is based on the fact that the brand has its most favorable image among the personally concerned and the group appears to be growing. The brand's current development is strongest among the unconcerned, but the unconcerned segment is probably declining. Although hi fi smokers tend to skew toward the personally concerned group, it is still estimated to represent about 4.3 million full taste smokers or 7.2 share points (18% of non-menthol full taste smokers).

2. Positioning Implications

a. Product

VICEROY's current "full taste low 'tar'" product positioning is judged to be on target for the personally concerned full taste smoker. This is based on the fact that the personally concerned value low 'tar' more than any group except the dually concerned, but find it difficult to give up taste impact.

b. Creative

The QCS strategy is judged to be relevant to the personally concerned smoker who also has self-confidence and trusts his own instincts. In addition, he is always himself and sees himself as a man that women find exciting. However, because he sees himself as having sensitive taste buds and seems to place more emphasis on product attributes like low 'tar', he may be more responsive to the "Tiffany" campaign which has the most product focus.

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D. X

Because the VICEROY Rich Lights Image Study underrepresents hi fi smokers - particularly ultra low 'tars' - it is somewhat more difficult to draw target audience conclusions for X than VICEROY Parent or VICEROY Rich Lights. However, it is recommended that X be targeted primarily at the personally concerned and secondarily at the slightly concerned.

1. Rationale

This recommendation is based on the following:

- As outlined above, VICEROY's QCS positioning is judged to be relevant to these groups and X will benefit from its parents' strengths among these groups.
- The grooved product is too strong for those with dual concerns who rate mildness as significantly more important than the other four groups. However, the product should be ideally suited for the personally concerned who have strong 'tar' concerns but are reluctant to give up impact.

2. Positioning Implications

Because X is targeted at the same concern groups as VICEROY Parent and VICEROY Rich Lights, its creative should be consistent with those brands so that X provides the same smoker image reinforcement and benefits from the synergism. The challenge of the X creative will be to differentiate X from its parents and to provide low 'tar' reassurance without creating extreme mildness expectations that could attract the dual concern group who would probably be disappointed with the product.

467011648

PSYCHOLOGICAL PROFILES  
OF CONCERN GROUPS  
1976

TABLE 1

	<u>Unconcerned</u>	<u>Slightly</u>	<u>Social</u>	<u>Personal</u>	<u>Dual</u>
Rather have real McCoy than substitute	+127	+40	+23	-06	+19
Confident things can be handled as they come	+70	+25	+29	+51	+37
Trusts own instincts and acts on them quickly	+57	+46	-02	+44	+24
Always seems in control of situation	+45	+23	+18	+01	-07
Has sort of magnetism	+32	-03	+03	-14	-03
Prefers not to show emotion	-26	-18	-49	-28	+01
Works/Plays hard	+38	+35	+08	+15	-03
Could sit down & work out answer to almost anything	+13	+50	+03	-14	+19
You show more respect by keeping your distance	-69	-20	-43	-50	-47
You come out ahead if you don't trust others too much	-56	-34	-64	-57	-56
Likes to let emotion show	-12	-22	+34	-14	-34
Likes to plan things before doing anything	+26	+37	+80	+08	+59
Always seems to make a lot of common sense	+26	+52	+65	+30	+50
Takes pride in self-discipline	+07	-01	+23	-14	+15
Will make it because he was born lucky	-12	-49	-02	-35	-52
Belongs to many groups & organizations	-25	-47	-02	-35	-52
Is not easily impressed	-18	-26	-02	-14	-21
Winning is the only thing	-43	-40	-64	-31	-34
Will make things happen	+01	-08	-07	+44	+10
Always himself	+19	+64	+65	+80	+37
A man women find exciting	-06	+19	+03	+80	+10
Has sensitive taste buds	+01	-06	-07	+22	+01
Very often best decision is no decision	-62	-51	-54	-42	-56
When in Rome do as Romans do	-37	-32	-38	-21	-43
Tends to look at serious side	+01	-28	+08	-42	-30
Likes to take it easy when working/playing	-06	+07	+08	+30	+33
Has knack of doing right thing	+19	+03	+13	+01	+28
Feels is all right to daydream	-12	-34	-02	-50	+24

Note: Scores are indices of differences to average development calculated as follows:

$$100 - \frac{\text{selection of specific item for own brand}}{\text{average selection of personality images for own brand}}$$

**467011649**

EXHIBIT II

AWARE COMPETITIVE SMOKERS\*  
5 MOST "FAMILIAR BRANDS"

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>K III</u>	<u>MERIT</u>	<u>VANT</u>	<u>VIC</u>	<u>MAI</u>	<u>WIN</u>
<u>Taste</u>												
Satisfying (1)	4.2	3.8	3.9	4.0	3.9	4.2	4.1	4.4	4.7	3.9	2.9	3.5
Good taste (1)	3.6	3.5	3.4	3.6	3.6	3.4	3.9	4.3	4.5	3.8	2.9	3.5
Full-taste (1)	3.8	3.9	3.8	3.8	4.3	4.2	4.1	4.4	4.6	3.0	2.4	2.9
Mild (1)	3.2	2.9	2.9	3.7	2.4	2.4	2.7	2.5	2.4	4.8	5.4	5.4
Alot of tobacco taste (1)	3.9	3.9	4.0	3.6	4.2	4.4	4.2	4.4	4.6	3.2	2.4	2.7
Fresh (1)	2.7	2.3	2.4	2.6	2.4	2.5	2.8	2.7	2.5	2.5	2.2	2.7
Pleasant aroma (1)	3.6	3.4	3.3	3.4	3.6	3.2	3.6	3.8	3.6	3.5	3.2	3.7
Pleasant aftertaste (1)	3.8	3.6	3.6	4.0	3.5	3.6	4.0	4.0	4.2	4.2	3.8	4.2
Smooth (1)	3.1	2.5	2.7	3.4	2.6	2.3	3.1	2.7	2.7	4.3	4.2	4.5
<u>Tar/Nic</u>												
Low tar/nic (1)	2.9	2.6	2.7	3.1	2.5	2.6	2.3	2.3	2.4	5.1	5.6	5.8
Easy to draw (1)	3.2	2.9	2.6	2.7	3.3	2.9	3.3	3.4	3.7	2.6	2.2	2.5

\*Weighted

467011650

EXHIBIT III

SMOKER IMAGE

AMARE COMPETITIVE\*

5 MOST "FAMILIAR" BRANDS

	<u>1/7</u>	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>CL</u>	<u>VSL</u>	<u>Kent III</u>	<u>Merit</u>	<u>Vantage</u>	<u>Vic</u>	<u>Marlboro</u>	<u>Winston</u>
Male/Female	4.2	4.2	4.2	4.2	3.2	4.4	5.6	3.9	4.4	4.8	4.2	2.7	2.7
Young/Old	4.0	3.5	3.6	3.6	4.0	3.7	3.2	4.5	3.6	4.1	4.0	3.8	4.3
White/Black	3.7	3.7	3.8	3.8	3.7	3.7	3.5	4.1	3.6	3.5	3.7	3.7	4.0
White/Blue Collar	3.2	3.6	3.6	3.6	4.2	3.6	2.8	3.8	3.2	3.2	3.2	4.4	4.4
High/Low Income	3.6	3.8	3.7	3.7	4.1	3.5	3.2	3.7	3.5	3.6	3.6	4.1	4.0
More/Less Educated	3.4	3.6	3.5	3.5	3.9	3.5	3.1	3.6	3.4	3.4	3.4	4.1	4.4
Someone like me/ Unlike me	4.3	3.5	3.6	3.6	4.1	3.6	4.0	3.9	4.2	4.5	4.1	3.5	4.0
Sophisticated/ Unsophisticated	3.2	3.5	3.4	3.4	4.1	3.6	2.9	3.6	3.4	3.6	3.1	4.1	4.2
Leaders/Followers	4.1	3.7	3.7	3.7	3.7	3.8	3.8	3.8	3.9	3.9	4.0	3.7	3.9
Liberal/Conservative	3.7	3.9	3.8	3.8	4.0	4.0	3.5	3.7	4.0	3.9	3.7	3.7	3.9
Traditional/Modern	4.4	4.3	4.3	4.3	4.2	4.4	4.7	4.2	4.6	4.7	4.0	3.3	3.2

\*Weighted

467011651

EXHIBIT IV

AWARE COMPETITIVE SMOKERS\*

5 MOST "FAMILIAR" BRANDS

	<u>VRIL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>CL</u>	<u>VSL</u>	<u>KILL</u>	<u>MERIT</u>	<u>VANT</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
PROUD TO SMOKE (1)	4.3	3.6	3.5	4.3	4.3	4.0	4.5	4.2	4.6	4.4	3.4	3.9
COMFORTABLE (1)	4.4	3.8	3.7	4.3	4.0	4.1	4.4	4.5	4.7	4.2	3.4	3.9
HAS COUPONS/OFFERS (1)	4.8	5.8	5.6	5.3	4.9	5.0	4.2	4.9	4.4	5.6	6.0	5.8
HIGH QUALITY (1)	2.8	2.7	2.5	2.8	3.0	2.8	2.9	3.1	3.0	2.8	2.2	2.6
POPULAR BRAND (1)	4.2	3.0	3.1	3.7	3.6	3.2	4.0	3.4	3.9	3.5	1.9	2.0
EASY TO FIND (1)	2.8	1.9	1.9	2.4	2.7	2.2	2.5	2.1	2.2	1.9	1.4	1.3
COMES IN A BOX (1)	5.8	5.3	5.0	5.9	5.7	3.9	5.4	6.0	5.8	5.6	2.5	3.4
ATTRACTIVE PACK (1)	1.8	3.1	3.0	2.7	2.7	2.2	2.6	3.0	3.3	2.9	2.8	3.1

\*Weighted

467011652

EXHIBIT V

UNCONCERNED  
 AWARE COMPETITIVE SMOKERS\*  
 PRODUCT IMAGE

Taste	VILL	ML	WL	CL	GL	VSL	KUL	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	4.4	3.4	4.1	4.5	4.3	3.7	4.6	3.4	3.8	2.8	3.1	3.0
Good taste (1)	3.2	3.6	3.8	3.6	4.2	3.2	4.3	3.5	4.5	3.0	3.0	3.2
Full-taste (1)	2.9	4.0	3.6	4.2	4.1	3.8	4.7	3.8	4.5	2.4	2.6	3.4
Mild (1)	2.7	2.6	2.1	3.2	2.1	2.1	4.2	2.3	1.7	5.0	4.7	4.9
A lot of tobacco taste (1)	3.9	3.9	3.9	2.9	4.4	3.5	4.0	5.2	4.8	2.9	2.2	2.7
Fresh (1)	2.8	2.2	2.5	3.3	2.3	2.0	2.8	2.3	2.7	1.6	2.4	2.6
Pleasant aroma (1)	2.7	2.7	3.0	3.7	3.4	2.1	4.1	3.7	3.5	3.3	2.6	3.4
Pleasant aftertaste (1)	3.8	3.3	3.8	4.4	2.5	3.0	3.8	3.1	3.7	3.8	3.3	3.9
Smooth (1)	3.9	2.2	2.5	3.5	1.9	2.8	3.2	2.1	1.9	4.4	3.8	3.7
Tar <sup>1</sup> /Nicotine Low Tar <sup>1</sup> /nicotine (1)	2.8	2.2	2.3	2.1	2.2	2.3	2.9	2.1	3.2	5.0	5.4	5.4
Easy to draw (1)	3.9	3.9	2.4	2.7	2.8	2.7	3.0	4.6	4.0	3.2	2.2	2.7
High Quality	3.2									1.4	1.9	2.7

3.39

\*Weighted

UNCONCERNED  
AWARE COMPETITIVE SMOKERS\*  
SMOKER IMAGE

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KUH</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
<u>1/7</u>												
Male/Female	3.1	3.2	3.7	2.7	4.6	4.6	2.4	4.5	4.7	3.3	3.2	2.9
Young/Old	3.9	3.8	3.4	3.7	3.7	4.0	5.0	3.9	4.0	4.5	3.8	4.1
White/Black	3.1	3.6	3.7	3.9	3.9	4.2	4.7	2.7	2.2	4.4	3.6	3.9
White/Blue Collar	2.8	4.4	3.5	4.4	3.8	2.5	3.9	2.4	2.5	5.2	4.4	4.5
High/Low Income	4.4	4.3	3.6	4.2	3.2	2.9	4.0	2.3	3.3	4.1	4.3	4.0
More/Less Educated	3.8	3.8	3.5	3.6	3.8	2.1	3.8	2.7	3.3	4.5	3.8	4.7
Someone like me/Unlike me	4.1	3.9	3.7	4.7	4.1	3.7	4.4	3.4	4.3	3.3	3.9	3.3
Sophisticated/Unsophisticated	2.8	4.5	2.9	3.8	3.5	2.7	4.3	3.2	3.8	3.0	4.5	4.0
Leaders/Followers	4.6	3.8	3.3	3.4	3.4	3.5	3.9	4.3	4.2	3.4	3.8	4.0
Liberal/Conservative	4.7	3.7	3.4	4.0	3.5	4.4	3.3	3.7	3.4	3.8	3.7	3.8
Traditional/Modern	4.9	3.5	4.3	4.3	3.8	5.9	4.7	5.4	5.0	3.1	3.5	3.4

\*Weighted

467011654

UNCONCERNED  
AWARE COMPETITIVE SMOKERS\*

	<u>VRI.</u>	<u>ML.</u>	<u>WL.</u>	<u>CL.</u>	<u>GL.</u>	<u>VSL.</u>	<u>KIII.</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL.</u>	<u>WIN</u>
✓ Proud To Smoke (1)	4.4	3.6	3.9	5.1	3.5	3.7	4.7	3.7	4.0	3.5	3.6	4.0
✓ Comfortable (1)	4.1	4.2	4.2	5.6	4.2	4.7	4.4	3.8	4.5	3.5	3.8	3.7
Has Coupons/Offers (1)	4.1	4.8	5.2	4.6	6.0	4.4	5.4	4.6	3.3	6.0	6.2	5.6
High Quality (1)	3.0	3.2	2.0	2.3	4.2	3.0	3.1	3.0	3.3	1.4	1.9	2.7
✓ Popular Brand (1)	3.7	3.0	3.4	3.8	3.0	3.0	4.8	2.6	3.7	3.2	1.8	1.9
Easy To Find (1)	2.3	2.0	2.0	1.9	2.2	2.2	2.4	2.3	3.1	2.4	1.8	1.4
Comes In A Box (1)	6.3	5.1	4.4	5.6	5.6	4.2	6.1	6.1	4.9	4.1	2.3	3.2
✓ Attractive Pack (1)	1.7	2.4	2.5	2.0	2.7	2.1	2.9	2.9	2.7	1.7	2.7	3.2

\*Weighted

467011655

EXHIBIT VIII

SLIGHTLY CONCERNED  
AWARE COMPETITIVE SMOKERS\*  
PRODUCT IMAGE

Taste	VRL	ML	WL	CL	GL	VSL	KHL	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	4.0	3.7	3.8	4.2	4.0	4.2	4.1	4.8	4.8	4.0	2.7	3.4
Good taste (1)	3.3	3.3	3.3	3.8	3.7	3.2	3.1	4.5	4.5	3.6	2.7	3.1
Full-taste (1)	4.1	3.7	3.9	4.1	4.7	4.3	3.4	4.6	4.5	3.1	2.5	2.7
Mild (1)	2.8	3.1	3.5	4.2	2.4	2.5	2.4	2.4	2.5	4.6	5.4	5.5
A lot of tobacco taste (1)	3.6	4.1	4.0	3.8	4.3	4.3	4.5	4.3	4.8	3.2	2.5	2.7
Fresh (1)	<del>2.9</del>	2.3	2.4	2.6	2.8	2.4	2.5	2.4	2.1	2.3	2.0	2.5
Pleasant aroma (1)	<del>3.9</del>	3.1	3.3	3.1	3.5	2.9	2.9	3.4	3.3	3.1	3.0	3.3
Pleasant aftertaste (1)	3.2	3.3	3.4	3.8	3.9	3.3	3.2	3.8	4.0	3.6	3.4	4.0
Smooth (1)	2.6	2.5	2.8	3.7	2.4	2.1	3.3	2.8	3.0	4.4	4.1	4.4
'Tar'/Nicotine												
Low 'tar'/nicotine (1)	2.6	2.5	2.8	3.5	2.8	2.4	2.3	2.2	2.2	5.0	5.4	5.7
Easy to draw (1)	2.7	2.7	2.6	2.6	3.8	2.8	3.4	3.4	3.8	2.4	2.3	2.3

26

2.8 2.1 2.4  
3.67

\*Weighted

467011656

SLIGHTLY CONCERNED  
AWARE COMPETITIVE SMOKERS\*  
SMOKER IMAGE

<u>1/7</u>	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHL</u>	<u>Mech</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Male/Female	4.2	2.8	4.5	3.7	4.3	5.7	3.6	4.3	4.0	3.1	2.8	2.4
Young/Old	4.0	3.9	3.6	4.1	4.0	3.2	4.5	3.3	4.0	4.4	3.9	4.2
White/Black	3.3	3.0	4.1	4.0	3.7	3.6	3.8	3.6	3.6	3.4	3.8	3.8
White/Blue Collar	2.9	4.4	3.9	4.6	3.4	3.2	3.4	3.3	3.2	4.6	4.4	4.5
High/Low Income	3.3	4.3	3.0	4.5	3.5	3.4	3.3	3.8	3.4	4.0	4.3	4.0
More/Less Educated	3.5	4.1	3.7	4.4	3.6	3.4	3.1	3.6	3.6	3.8	4.1	4.1
Someone like me/Unlike me	3.7	3.3	3.5	4.0	3.6	3.2	3.2	4.2	4.6	4.1	3.3	3.7
Sophisticated/Unsophisticated	2.6	4.1	3.5	4.6	3.0	2.9	3.2	3.6	3.7	4.0	4.1	4.1
Leaders/Followers	4.2	3.7	4.0	4.1	4.0	3.9	3.7	3.8	4.0	4.2	3.7	4.0
Liberal/Conservative	3.4	3.7	4.1	4.5	4.2	3.7	3.3	4.6	4.2	3.7	3.7	3.9
Traditional/Modern	4.1	3.4	4.4	4.1	4.0	4.3	3.8	4.5	4.3	3.5	3.4	3.4

\*Weighted

467011657

EXHIBIT X

SLIGHTLY CONCERNED  
AWARE COMPETITIVE SMOKERS\*

	<u>VHL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHL</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.0	3.2	3.2	4.3	4.5	3.9	3.9	4.2	4.7	3.9	3.1	3.4
Comfortable (1)	3.9	3.4	3.6	4.4	4.2	3.9	3.9	4.6	4.8	4.2	3.1	3.6
Has Coupons/Offers (1)	5.2	5.8	5.5	5.1	4.7	5.1	4.1	5.0	4.6	5.2	5.8	5.9
High Quality (1)	2.6	2.4	2.6	3.0	3.2	2.7	2.1	3.2	2.9	2.8	2.1	2.4
Popular Brand (1)	4.5	2.9	3.0	3.9	3.6	3.3	3.7	3.7	3.7	3.8	1.8	2.0
Easy To Find (1)	2.7	1.8	1.9	2.5	3.4	2.3	2.4	2.4	2.0	2.0	1.3	1.3
Comes In A Box (1)	5.1	5.2	5.2	6.2	5.4	3.4	5.6	5.7	5.9	6.0	2.4	3.3
Attractive Pack (1)	1.7	3.2	3.0	2.7	3.0	2.2	2.5	2.9	3.5	2.6	2.7	3.1

\*Weighted

467011658

SOCIAL CONCERN  
 AWARE COMPETITIVE SMOKERS+  
 PRODUCT IMAGE

Taste	VHL	ML	WL	CL	GL	VSL	KJH	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	3.8	4.0	3.4	3.0	3.5	4.2	3.6	4.7	4.8	4.4	2.3	3.3
Good taste (1)	4.1	3.4	3.4	3.1	3.3	4.0	3.5	4.6	4.3	4.8	2.5	3.6
Full-taste (1)	4.3	3.9	3.6	3.5	3.7	3.7	3.9	4.6	4.5	3.1	2.2	2.7
Mild (1)	3.5	2.6	2.2	3.8	2.9	2.4	1.7	2.8	2.2	4.3	5.1	5.4
A lot of tobacco taste (1)	4.5	3.8	4.0	3.8	3.9	4.5	3.4	4.6	4.3	3.6	2.3	2.7
Fresh (1)	<del>3.8</del>	1.9	2.0	2.5	2.4	2.4	2.5	2.8	2.4	3.4	2.0	2.4
Pleasant aroma (1)	<del>3.6</del>	3.4	3.0	3.6	2.7	3.5	3.4	3.6	3.2	4.8	2.8	4.0
Pleasant aftertaste (1)	3.8	4.1	3.4	4.2	2.5	4.0	3.6	4.6	4.0	5.0	3.6	4.2
Smooth (1)	2.7	2.3	2.2	3.2	2.9	2.2	2.2	2.4	2.4	3.9	3.8	3.0
*Tar//Nicotine												
Low *tar//nicotine (1)	2.6	2.5	2.6	3.4	2.2	3.1	1.6	3.0	2.1	5.0	5.4	5.5
Easy to draw (1)	3.0	2.8	2.3	2.5	2.6	2.4	2.4	3.5	2.9	2.2	1.9	2.6
	2.9									2.8	1.9	2.6
	3.52									3.91		

\*Weighted

467011659

EXHIBIT XII

SOCIAL CONCERN  
 AWARE COMPETITIVE SMOKERS  
 SMOKER IMAGE

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KIH</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAJ</u>	<u>WIN</u>
Male/Female	4.3	2.5	4.2	2.8	4.2	4.8	4.2	4.0	4.2	2.7	2.5	2.8
Young/Old	4.0	3.8	3.5	4.0	3.2	3.1	3.6	3.5	4.2	4.2	3.8	4.7
White/Black	3.5	3.4	3.4	2.2	2.0	3.0	3.3	3.7	3.2	3.4	3.4	3.9
White/Blue Collar	3.3	4.2	3.8	3.7	4.0	2.5	3.1	3.3	3.6	4.0	4.2	3.6
High/Low Income	3.4	3.8	3.9	3.5	3.2	2.8	3.5	3.6	3.9	4.0	3.8	3.7
More/Less Educated	2.8	3.8	3.4	3.2	3.0	3.2	3.5	3.2	3.5	3.8	3.8	3.9
Someone like me/Unlike me	4.5	3.1	3.8	3.5	3.2	3.8	3.5	5.0	4.9	4.1	3.1	4.3
Sophisticated/Unsophisticated	3.2	3.6	3.0	3.4	3.4	3.1	3.4	2.8	3.8	3.6	3.6	3.9
Leaders/Followers	3.3	3.4	3.2	2.7	3.7	3.5	3.4	3.6	3.8	3.4	3.4	3.4
Liberal/Conservative	3.6	3.7	3.6	3.5	3.5	3.5	3.5	2.9	3.2	3.5	3.7	3.8
Traditional/Modern	4.5	3.0	4.4	4.6	4.6	4.8	4.6	4.8	4.8	3.9	3.0	3.0

Weighted

467011660

SOCIAL CONCERN  
AWARE COMPETITIVE SMOKERS\*

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHJ</u>	<u>Merit</u>	<u>Want</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.3	3.4	2.8	3.1	3.3	3.1	4.5	4.5	3.8	4.8	2.9	3.4
Comfortable (1)	4.9	4.1	3.5	3.3	3.7	3.2	4.6	5.0	4.8	4.6	3.0	3.9
Hhs Coupons/Offers (1)	6.0	6.2	6.0	5.8	4.0	4.6	3.7	4.8	3.8	6.0	6.3	5.7
High Quality (1)	2.9	2.3	1.9	2.8	2.8	2.4	3.0	2.7	2.8	2.8	1.9	2.6
Popular Brand (1)	5.1	2.7	2.7	2.9	3.0	2.9	3.4	3.0	3.7	4.0	1.9	2.0
Easy To Find (1)	2.8	1.5	1.5	2.2	1.9	1.8	2.1	1.5	1.9	2.5	1.3	1.2
Comes In A Box (1)	5.3	5.2	5.1	5.1	6.5	2.8	4.5	6.4	6.2	5.6	2.3	2.9
Attractive Pack (1)	1.7	2.7	2.6	2.2	1.9	1.7	2.4	3.1	2.3	3.5	2.2	2.7

\*Weighted

PERSONAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 PRODUCT IMAGE

	<u>VHL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHL</u>	<u>Merit</u>	<u>Vent</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Taste												
Satisfying (1)	4.2	4.0	3.9	3.6	3.8	4.4	3.9	4.2	4.7	3.4	3.2	3.8
Good taste (1)	3.2	3.6	3.4	3.8	3.6	3.6	4.3	4.2	4.4	3.0	3.3	3.7
Full-taste (1)	3.7	4.0	3.9	3.5	4.3	4.9	4.3	4.3	4.9	2.9	2.6	2.8
Mild (1)	4.0	2.9	2.8	3.5	2.6	2.7	2.5	2.3	2.6	5.3	5.8	5.9
A lot of tobacco taste (1)	4.1	3.7	3.8	3.3	4.2	4.5	4.5	4.1	4.8	2.7	2.3	2.6
Fresh (1)	<del>2.5</del>	2.1	2.7	2.1	1.9	2.5	3.0	2.9	2.6	<del>3.3</del>	2.3	3.0
Pleasant aroma (1)	<del>4.5</del>	4.2	3.4	3.8	4.2	3.7	3.7	4.3	4.3	<del>3.4</del>	3.5	4.2
Pleasant aftertaste (1)	3.5	3.9	3.6	3.6	3.8	3.4	4.4	4.3	4.6	3.8	3.8	4.5
Smooth (1)	2.7	2.4	2.8	3.2	2.9	2.1	3.1	2.8	2.8	3.8	4.4	5.0
<u>Tar/Nicotine</u>												
Low <u>tar</u> / <u>nicotine</u> (1)	3.6	2.6	2.9	3.0	2.0	2.7	2.0	1.9	2.3	5.1	6.1	6.2
Easy to draw (1)	3.2	3.0	2.8	2.5	3.3	3.2	4.0	3.6	4.0	2.2	2.2	2.2

2.1

3.93

2.5 2.4 2.0

3.47

\*Weighted

EXHIBIT XV

PERSONAL CONCERN  
AWARE COMPETITIVE SMOKERS\*  
SMOKER IMAGE

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHL</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
1/7												
Male/Female	4.7	2.6	4.3	2.4	3.9	6.0	4.1	4.4	4.9	3.7	2.6	2.7
Young/Old	3.4	3.6	3.6	4.2	3.4	3.2	4.5	3.5	4.1	3.9	3.5	4.2
White/Black	4.8	3.8	3.4	4.0	3.3	3.0	3.8	3.1	3.6	3.6	3.8	4.0
White/Blue Collar	3.0	4.6	3.0	4.0	3.3	2.6	4.3	3.1	3.2	4.6	4.6	4.6
High/Low Income	3.3	4.0	3.5	3.7	3.4	2.9	3.6	3.3	3.7	4.0	4.0	3.9
More/Less Educated	3.3	4.2	3.2	3.4	3.1	3.0	4.2	3.3	3.1	3.7	4.2	4.6
Someone like me/Unlike me	4.3	3.7	3.5	4.6	3.2	4.2	4.4	4.2	4.1	3.0	3.7	4.2
Sophisticated/Unsophisticated	3.8	4.1	3.5	3.7	3.1	2.8	3.8	3.2	3.4	3.9	4.1	4.2
Leaders/Followers	4.3	5.6	3.4	3.7	3.7	4.0	4.1	3.9	3.8	3.4	3.6	3.8
Liberal/Conservative	3.0	3.5	3.8	3.6	4.1	3.1	4.3	3.7	4.0	3.9	3.5	3.9
Traditional/Modern	4.2	3.4	4.3	4.0	4.9	4.4	4.2	4.5	5.0	4.0	3.4	3.1

\*Weighted

467011663

EXHIBIT XVI

PERSONAL CONCERN  
AWARE COMPETITIVE SMOKERS?

	<u>VHL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KIH</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.1	4.3	3.9	4.4	4.5	4.9	4.8	4.3	4.7	4.4	3.9	4.5
Comfortable (1)	4.7	3.8	3.4	4.1	3.9	4.6	4.5	4.6	4.3	3.6	3.6	4.4
Has Coupons/Offers (1)	3.7	5.8	5.7	5.9	4.7	5.5	3.3	4.5	4.9	5.5	6.0	5.7
High Quality (1)	2.1	2.8	2.7	2.4	2.5	2.9	3.4	3.3	3.2	2.5	2.4	2.8
Popular Brand (1)	4.1	3.3	3.1	3.4	3.6	3.0	4.0	3.5	4.0	3.4	2.0	2.1
Easy To Find (1)	3.2	1.9	2.2	2.2	2.2	2.8	2.9	1.0	2.1	1.3	1.4	1.2
Comes In A Box (1)	6.6	5.8	5.0	6.2	5.6	4.9	6.0	6.0	6.1	6.3	2.5	3.8
Attractive Pack (1)	1.4	3.4	3.2	3.3	2.7	3.2	3.0	3.6	3.7	3.4	2.9	3.3

\*Weighted

467011664

DEAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 PRODUCT IMAGE

Taste	VIRL	ML	WL	CL	GL	VSL	KIH	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	5.3	3.9	4.3	4.3	3.9	4.1	4.5	4.2	5.0	4.5	3.4	3.6
Good taste (1)	5.0	3.9	3.7	3.8	3.0	3.5	4.5	4.3	4.6	4.7	3.4	4.1
Full-taste (1)	3.7	4.0	3.8	3.8	4.4	4.2	4.5	4.4	4.4	3.3	2.4	3.2
Mild (1)	3.5	3.2	2.9	3.6	2.1	2.2	3.1	2.8	2.6	5.0	5.6	5.0
A lot of tobacco taste (1)	3.7	4.0	4.3	4.0	4.2	4.9	4.1	4.5	4.1	3.8	2.3	2.9
Fresh (1)	<del>3.9</del>	2.7	2.3	2.8	2.0	3.1	3.0	3.3	3.4	<del>3.0</del>	2.4	3.2
Pleasant aroma (1)	<del>3.9</del>	3.6	3.6	3.4	4.0	3.4	4.5	4.2	4.0	<del>3.8</del>	3.8	3.9
Pleasant aftertaste (1)	5.1	3.8	4.0	4.2	3.7	4.1	4.9	4.3	4.4	5.4	4.6	4.5
Smooth (1)	4.2	2.9	2.9	3.0	2.0	2.2	3.8	3.0	2.8	4.7	4.8	4.9

Tar<sup>1</sup>/Nicotine  
 Low Tar<sup>1</sup>/nicotine (1)

	2.3	3.1	2.8	3.0	2.6	2.4	2.9	2.6	2.5	5.4	5.7	5.8
Easy to draw (1)	2.8	3.2	2.8	3.5	3.2	3.2	3.2	2.9	3.6	3.5	2.6	3.0

3.9

\*Weighted

3.95

4.0 2.4 2.7

4.03

EXHIBIT XVIII

DUAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE

<u>I/7</u>	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHL</u>	<u>Merr</u>	<u>Vann</u>	<u>VIC</u>	<u>HAL</u>	<u>WIN</u>
Male/Female	4.9	2.6	4.1	3.8	4.4	6.2	5.0	4.6	5.0	3.9	2.6	3.7
Young/Old	4.6	3.9	3.5	4.1	3.9	2.8	5.0	4.3	4.6	4.4	3.9	4.5
White/Black	4.5	4.0	4.0	3.6	4.5	3.8	4.8	4.0	4.3	3.9	4.0	4.4
White/Blue Collar	4.8	4.6	3.6	3.9	3.8	2.9	4.1	3.5	3.3	4.2	4.6	4.6
High/Low Income	3.9	4.2	3.4	3.7	3.8	3.5	4.1	3.6	3.6	4.0	4.2	4.4
More/Less Educated	3.4	4.5	3.6	4.1	4.0	3.3	3.7	3.6	3.4	4.2	4.5	4.6
Someone like me/Unlike me	5.1	3.8	3.5	3.9	3.8	4.4	4.1	4.0	4.6	5.4	3.8	4.5
Sophisticated/Unsophisticated	3.5	4.3	4.0	4.2	3.8	2.0	3.8	4.0	3.7	4.2	4.3	4.7
Leaders/Followers	3.9	3.9	4.0	4.1	3.8	3.8	3.6	4.3	3.9	4.2	3.9	4.2
Liberat/Conservative	4.4	4.0	3.7	3.7	4.3	2.9	4.1	4.0	4.0	4.1	4.0	4.0
Traditional/Modern	4.8	3.1	4.0	3.9	4.9	4.5	4.2	4.3	4.8	3.0	3.1	3.3

\*Weighted

467011666

EXHIBIT XIX

DEAL CONCERN  
AWARE COMPETITIVE SMOKERS\*

	<u>VIRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>CL</u>	<u>VSL</u>	<u>KJU</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.9	3.0	4.2	4.4	4.8	4.2	4.9	4.2	5.0	5.5	4.0	4.4
Comfortable (1)	4.9	4.1	4.0	4.3	3.9	4.3	5.0	3.9	4.7	5.3	3.8	4.2
Has Coupons/Offers (1)	4.7	6.0	5.7	5.8	5.4	5.2	4.8	5.0	4.4	5.7	6.2	6.0
High Quality (1)	3.9	3.0	2.5	3.4	2.6	3.2	2.8	3.1	3.0	4.0	2.4	2.7
Popular Brand (1)	3.3	3.3	3.4	4.2	4.5	3.7	4.5	3.4	4.3	3.2	2.1	2.0
Easy To Find (1)	3.3	2.1	1.8	2.7	2.9	2.1	2.6	2.4	2.4	1.8	1.6	1.5
Comes In A Box (1)	6.1	5.4	5.3	5.9	6.1	4.2	5.1	6.1	5.9	5.0	2.7	3.5
Attractive Pack (1)	2.5	3.5	3.2	2.5	2.7	1.8	2.6	2.5	3.4	3.4	3.0	3.2

\*Weighted

467011667

EXHIBIT V

UNCONCERNED  
 AWARE COMPETITIVE SMOKERS\*  
 PRODUCT IMAGE

Taste	VICL	ML	WL	CL	GL	VSL	KIII	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	4.4	3.4	4.1	4.5	4.3	3.7	4.6	3.4	3.8	2.8	3.1	3.0
Good taste (1)	3.2	3.6	3.8	3.6	4.2	3.2	4.3	3.5	4.5	3.0	3.0	3.2
Full-taste (1)	2.9	4.0	3.6	4.2	4.1	3.8	4.7	3.8	4.5	2.4	2.6	3.4
Mild (1)	2.7	2.6	2.1	3.2	2.1	2.1	4.2	2.3	1.7	5.0	4.7	4.9
A lot of tobacco taste (1)	3.9	3.9	3.9	2.9	4.4	3.5	4.0	5.2	4.8	2.9	2.2	2.7
Fresh (1)	2.8	2.2	2.5	3.3	2.3	2.0	2.8	2.3	2.7	1.8	2.4	2.8
Pleasant aroma (1)	2.7	2.7	3.0	3.7	3.4	2.1	4.1	3.7	3.5	3.3	2.6	3.4
Pleasant aftertaste (1)	3.8	3.3	3.8	4.4	2.5	3.0	3.8	3.1	3.7	3.8	3.3	3.9
Smooth (1)	3.9	2.2	2.5	3.5	1.9	2.8	3.2	2.1	1.9	4.4	3.8	3.7
'Tar'/Nicotine												
Low 'tar'/nicotine (1)	2.8	2.2	2.3	2.1	2.2	2.3	2.0	2.1	3.2	5.0	5.4	5.4
Easy to draw (1)	3.9	2.9	2.4	2.7	2.8	2.7	3.0	4.6	4.0	3.2	2.2	2.7
High Quality	3.2									1.4	1.4	2.7

\*Weighted

3.39

467011668

UNCONCERNED  
AWARE COMPETITIVE SMOKERS\*  
SMOKER IMAGE

<u>1/7</u>	<u>YRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHL</u>	<u>Merit</u>	<u>Vsm</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Male/Female	3.1	3.2	3.7	2.7	4.6	4.6	2.4	4.6	4.7	3.3	3.2	2.9
Young/Old	3.9	3.8	3.4	3.7	3.7	4.0	5.0	3.9	4.0	4.5	3.8	4.1
White/Black	3.1	3.6	3.7	3.9	3.9	4.2	4.7	2.7	2.2	4.4	3.6	3.9
White/Blue Collar	2.8	4.4	3.5	4.4	3.8	2.5	3.9	2.4	2.5	5.2	4.4	4.5
High/Low Income	4.4	4.3	3.6	4.2	3.2	2.0	4.0	2.3	3.3	4.1	4.3	4.0
More/Less Educated	3.8	3.8	3.5	3.6	3.8	2.1	3.8	2.7	3.3	4.5	3.8	4.7
Someone like me/Unlike me	4.1	3.9	3.7	4.7	4.1	3.7	4.4	3.4	4.3	3.3	3.9	3.3
Sophisticated/Unsophisticated	2.8	4.5	2.9	3.8	3.5	2.7	4.3	3.2	3.8	3.0	4.5	4.0
Leaders/Followers	4.6	3.8	3.3	3.4	3.4	3.5	3.9	4.3	4.2	3.4	3.8	4.0
Liberal/Conservative	4.7	3.7	3.4	4.0	3.5	4.4	3.3	3.7	3.4	3.8	3.7	3.8
Traditional/Modern	4.9	3.5	4.3	4.3	3.8	5.9	4.7	5.4	5.0	3.1	3.5	3.4

\*Weighted

467011669

UNCONCERNED  
 AWARE COMPETITIVE SMOKERS\*

	<u>VRI.</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KII</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
✓ Proud To Smoke (1)	4.4	3.6	3.9	5.1	3.5	3.7	4.7	3.7	4.0	3.5	3.6	4.0
✓ Comfortable (1)	4.1	4.2	4.2	5.6	4.2	4.7	4.1	3.8	4.5	3.5	3.8	3.7
Has Coupons/Ofers (1)	4.1	4.8	5.2	4.6	6.0	4.4	5.4	4.6	3.3	6.0	6.2	5.6
High Quality (1)	3.0	3.2	2.9	2.3	4.2	3.0	3.1	3.0	3.3	1.4	1.9	2.7
✓ Popular Brand (1)	3.7	3.0	3.4	3.8	3.0	3.0	4.8	2.6	3.7	3.2	1.8	1.9
Easy To Find (1)	2.3	2.9	2.0	1.9	2.2	2.2	2.4	2.3	3.1	2.4	1.8	1.4
Comes In A Box (1)	6.3	5.1	4.4	5.6	5.6	4.2	6.1	6.1	4.9	4.1	2.3	3.2
✓ Attractive Pack (1)	1.7	2.4	2.5	2.9	2.7	2.1	2.9	2.9	2.7	1.7	2.7	3.2

\*Weighted

467011670

EXHIBIT VIII

SLIGHTLY CONCERNED  
AWARE COMPETITIVE SMOKERS\*  
PRODUCT IMAGE

Taste	VRI.	ML	WL	CL	CL	VSI.	KIII	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	4.0	3.7	3.9	4.2	4.0	4.2	4.1	4.8	4.8	4.0	2.7	3.4
Good taste (1)	3.3	3.3	3.3	3.8	3.7	3.2	3.1	4.5	4.5	3.6	2.7	3.1
Full-taste (1)	4.1	3.7	3.9	4.1	4.7	4.3	3.4	4.6	4.5	3.1	2.5	2.7
Mild (1)	2.8	3.1	3.5	4.2	2.4	2.5	2.4	2.4	2.5	4.6	5.4	5.5
A lot of tobacco taste (1)	3.6	4.1	4.0	3.8	4.3	4.3	4.5	4.3	4.0	3.2	2.5	2.7
Fresh (1)	<del>2.9</del>	2.3	2.4	2.6	2.8	2.4	2.5	2.4	2.1	2.3	2.0	2.5
Pleasant aroma (1)	<del>3.3</del>	3.1	3.3	3.1	3.5	2.9	2.9	3.4	3.3	3.1	3.0	3.3
Pleasant aftertaste (1)	3.2	3.3	3.4	3.8	3.9	3.3	3.2	3.8	4.0	3.6	3.4	4.0
Smooth (1)	2.6	2.5	2.8	3.7	2.1	2.1	3.3	2.8	3.0	4.4	4.1	4.4
*Tar/Nicotine												
Low Tar/nicotine (1)	2.6	2.5	2.8	3.5	2.8	2.4	2.3	2.2	2.2	5.0	5.4	5.7
Easy to draw (1)	2.7	2.7	2.6	2.6	3.8	2.8	3.4	3.4	3.8	2.4	2.3	2.3

26  
3.15  
2.8  
2.1  
2.4  
3.67

\*Weighted

467011671

EXHIBIT IX

SLIGHTLY CONCERNED  
 AWARE COMPETITIVE SMOKERS -  
 SMOKER IMAGE

	<u>VII.</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>CL</u>	<u>VSL</u>	<u>KHI</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Male/Female	4.2	2.0	4.5	3.7	4.8	5.7	3.6	4.3	4.9	3.1	2.8	2.4
Young/Old	4.0	3.9	3.6	4.1	4.0	3.2	4.5	3.3	4.0	4.4	3.9	4.2
White/Black	3.3	3.8	4.1	4.0	3.7	3.6	3.8	3.8	3.6	3.4	3.8	3.8
White/Blue Collar	2.9	4.4	3.9	4.6	3.4	3.2	3.4	3.3	3.2	4.0	4.4	4.5
High/Low Income	3.3	4.3	3.9	4.5	3.5	3.4	3.3	3.8	3.4	4.0	4.3	4.0
More/Less Educated	3.5	4.1	3.7	4.4	3.6	3.4	3.1	3.6	3.6	3.8	4.1	4.1
Someone like me/Unlike me	3.7	3.3	3.5	4.0	3.6	3.8	3.2	4.2	4.6	4.1	3.3	3.7
Sophisticated/Unsophisticated	2.6	4.1	3.5	4.6	3.9	2.9	3.2	3.6	3.7	4.0	4.1	4.1
Leaders/Followers	4.2	3.7	4.0	4.1	4.0	3.9	3.7	3.8	4.0	4.2	3.7	4.0
Liberal/Conservative	3.4	3.7	4.1	4.5	4.2	3.7	3.3	4.6	4.2	3.7	3.7	3.9
Traditional/Modern	4.1	3.4	4.4	4.1	4.0	4.3	3.8	4.5	4.3	3.5	3.4	3.4

\*Weighted

467011672

EXHIBIT X

SLIGHTLY CONCERNED  
AWARE COMPETITIVE SMOKERS\*

	<u>VILL</u>	<u>MIL</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHIL</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.0	3.2	3.2	4.3	4.5	3.9	3.9	4.2	4.7	3.9	3.1	3.4
Comfortable (1)	3.9	3.4	3.6	4.4	4.2	3.0	3.9	4.6	4.8	4.2	3.1	3.6
Has Coupons/Others (1)	5.2	5.0	5.5	5.1	4.7	5.1	4.1	5.0	4.6	5.2	5.8	5.9
High Quality (1)	2.6	2.4	2.6	3.0	3.2	2.7	2.1	3.2	2.9	2.8	2.1	2.4
Popular Brand (1)	4.5	2.9	3.0	3.9	3.6	3.3	3.7	3.7	3.7	3.6	1.8	2.0
Easy To Find (1)	2.7	1.8	1.9	2.5	3.4	2.3	2.4	2.4	2.0	2.0	1.3	1.3
Comes In A Box (1)	5.1	5.2	5.2	6.2	5.4	3.4	5.6	5.7	5.9	6.0	2.4	3.3
Attractive Pack (1)	1.7	3.2	3.0	2.7	3.0	2.2	2.5	2.9	3.5	2.6	2.7	3.1

\*Weighted

467011673

EXHIBIT XI

SOCIAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 PRODUCT IMAGE

Taste	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KIL</u>	<u>Mpril</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Satisfying (1)	3.8	4.0	3.4	3.0	3.5	4.2	3.6	4.7	4.8	4.4	2.3	3.3
Good taste (1)	4.1	3.4	3.4	3.1	3.3	4.0	3.5	4.5	4.3	4.8	2.5	3.6
Full-taste (1)	4.3	3.9	3.6	3.5	3.7	3.7	3.9	4.6	4.5	3.1	2.2	2.7
Mild (1)	3.5	2.6	2.2	3.8	2.9	2.4	1.7	2.8	2.2	4.3	5.1	5.4
A lot of tobacco taste (1)	4.5	3.8	4.0	3.8	3.9	4.5	3.4	4.6	4.3	3.6	2.3	2.7
Fresh (1)	<del>3.8</del>	1.9	2.0	2.5	2.4	2.4	2.5	2.8	2.4	3.4	2.0	2.4
Pleasant aroma (1)	<del>3.5</del>	3.4	3.0	3.6	2.7	3.5	3.4	3.6	3.2	4.8	2.8	4.0
Pleasant aftertaste (1)	3.8	4.1	3.4	4.2	2.5	4.0	3.6	4.6	4.0	5.0	3.6	4.2
Smooth (1)	2.7	2.3	2.2	3.2	2.9	2.2	2.2	2.4	2.4	3.9	3.8	3.0

\*Tar\*/Nicotine  
 Low Tar\*/nicotine (1)

Easy to draw (1)

2.9

3.52

2.8 19 26

3.91

\*Weighted

467011674

EXHIBIT XII

SOCIAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE

	<u>1/7</u>	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KII</u>	<u>Merit</u>	<u>Van</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Male/Female	4.3	2.5	4.2	2.8	4.2	4.2	4.8	4.2	4.0	4.2	2.7	2.5	2.8
Young/Old	4.0	3.8	3.5	4.0	3.2	3.2	3.1	3.6	3.5	4.2	4.2	3.8	4.7
White/Black	3.5	3.4	3.4	2.2	2.9	3.0	3.0	3.3	3.7	3.2	3.4	3.4	3.9
White/Blue Collar	3.3	4.2	3.8	3.7	4.0	2.5	2.5	3.1	3.3	3.6	4.0	4.2	3.6
High/Low Income	3.4	3.8	3.9	3.5	3.2	2.8	2.8	3.5	3.6	3.9	4.0	3.8	3.7
More/Less Educated	2.8	3.8	3.4	3.2	3.0	3.2	3.2	3.5	3.2	3.5	3.8	3.8	3.9
Someone like me/Unlike me	4.5	3.1	3.8	3.5	3.2	3.8	3.8	3.5	5.0	4.9	4.1	3.1	4.3
Sophisticated/Unsophisticated	3.2	3.6	3.0	3.4	3.4	3.1	3.1	3.4	2.8	3.8	3.6	3.6	3.9
Leaders/Followers	3.3	3.4	3.2	2.7	3.7	3.5	3.4	3.4	3.6	3.8	3.4	3.4	3.4
Liberal/Conservative	3.6	3.7	3.6	3.5	3.5	3.5	3.5	3.5	2.9	3.2	3.5	3.7	3.8
Traditional/Modern	4.5	3.0	4.4	4.6	4.6	4.6	4.8	4.6	4.8	4.8	3.9	3.0	3.0
Weighted													

467011675

EXHIBIT XIII

SOCIAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>CL</u>	<u>VSL</u>	<u>KJU</u>	<u>Merit</u>	<u>Want</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.3	3.4	2.8	3.1	3.3	3.1	4.5	4.5	3.8	4.8	2.9	3.4
Comfortable (1)	4.9	4.1	3.5	3.3	3.7	3.2	4.6	5.0	4.8	4.6	3.0	3.9
Hts Coupons/Offers (1)	6.0	6.2	6.0	5.8	4.0	4.6	3.7	4.8	3.8	6.0	6.3	5.7
High Quality (1)	2.9	2.3	1.9	2.8	2.8	2.4	3.0	2.7	2.8	2.8	1.8	2.6
Popular Brand (1)	5.1	2.7	2.7	2.9	3.0	2.9	3.4	3.0	3.7	4.0	1.9	2.0
Easy To Find (1)	2.8	1.5	1.5	2.2	1.9	1.8	2.1	1.5	1.9	2.5	1.3	1.2
Comes In A Box (1)	5.3	5.2	5.1	5.1	6.5	2.8	4.5	6.4	6.2	5.6	2.3	2.9
Attractive Pack (1)	1.7	2.7	2.6	2.2	1.9	1.7	2.4	3.1	2.3	3.5	2.2	2.7

\*Weighted

467011676

PERSONAL CONCERN  
 AWARE COMPETITIVE SMOKERS  
 PRODUCT IMAGE

Taste	VICL	ML	WL	CL	CL	VSL	KH	Merit	Vant	VIC	MAL	WIN
Satisfying (1)	4.2	4.0	3.9	3.6	3.8	4.4	3.9	4.2	4.7	3.4	3.2	3.8
Good taste (1)	3.2	3.6	3.4	3.8	3.6	3.6	4.3	4.2	4.4	3.0	3.3	3.7
Full-taste (1)	3.7	4.0	3.9	3.5	4.3	4.9	4.3	4.3	4.9	2.9	2.6	2.8
Mild (1)	4.0	2.9	2.8	3.5	2.6	2.7	2.5	2.3	2.6	5.3	5.8	5.9
A lot of tobacco taste (1)	4.1	3.7	3.8	3.3	4.2	4.5	4.5	4.1	4.8	2.7	2.3	2.6
Fresh (1)	<del>2.5</del>	2.1	2.7	2.1	1.9	2.5	3.0	2.9	2.6	<del>2.2</del>	2.3	3.0
Pleasant aroma (1)	<del>4.0</del>	4.2	3.4	3.8	4.2	3.7	3.7	4.3	4.3	<del>3.4</del>	3.5	4.2
Pleasant aftertaste (1)	3.5	3.9	3.6	3.6	3.8	3.4	4.4	4.3	4.6	3.8	3.8	4.5
Smooth (1)	2.7	2.4	2.8	3.2	2.9	2.1	3.1	2.8	2.8	3.8	4.4	5.0

\*Tart/Nicotine  
 Low Tart/nicotine (1)

Easy to draw (1)

2.1  
 3.4)  
 2.5  
 3.47

\*Weighted  
 467011677

EXHIBIT XV

PERSONAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KJH</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
<u>1/7</u> Male/Female	4.7	2.6	4.3	2.4	3.9	6.0	4.1	4.4	4.9	3.7	2.6	2.7
Young/Old	3.4	3.6	3.6	4.2	3.4	3.2	4.5	3.5	4.1	3.9	3.6	4.2
White/Black	4.8	3.8	3.4	4.0	3.3	3.0	3.8	3.1	3.6	3.6	3.8	4.0
White/Blue Collar	3.0	4.6	3.0	4.0	3.3	2.6	4.3	3.1	3.2	4.6	4.6	4.6
High/Low Income	3.3	4.0	3.5	3.7	3.4	2.9	3.6	3.3	3.7	4.0	4.0	3.9
More/Less Educated	3.3	4.2	3.2	3.4	3.1	3.0	4.2	3.3	3.1	3.7	4.2	4.6
Someone like me/Unlike me	4.3	3.7	3.5	4.6	3.2	4.2	4.4	4.2	4.1	3.0	3.7	4.2
Sophisticated/Unsophisticated	3.8	4.1	3.5	3.7	3.1	2.8	3.8	3.2	3.4	3.9	4.1	4.2
Leaders/Followers	4.3	5.6	3.4	3.7	3.7	4.0	4.1	3.9	3.8	3.4	3.6	3.8
Liberal/Conservative	3.0	3.5	3.8	3.6	4.1	3.1	4.3	3.7	4.0	3.9	3.5	3.9
Traditional/Modern	4.2	3.4	4.3	4.0	4.9	4.4	4.2	4.5	5.0	4.0	3.4	3.1

\*Weighted

467011678

EXHIBIT XVI

PERSONAL CONCERN  
AWARE COMPETITIVE SMOKERS\*

	<u>VHIL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHIL</u>	<u>Meril</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.1	4.3	3.9	4.4	4.5	4.9	4.8	4.3	4.7	4.4	3.9	4.5
Comfortable (1)	4.7	3.8	3.4	4.1	3.9	4.6	4.5	4.6	4.3	3.6	3.6	4.4
Has Coupons/Offers (1)	3.7	5.8	5.7	5.3	4.7	5.5	3.3	4.8	4.9	5.5	6.0	5.7
High Quality (1)	2.1	2.8	2.7	2.4	2.5	2.9	3.4	3.3	3.2	2.5	2.4	2.8
Popular Brand (1)	4.1	3.3	3.1	3.4	3.6	3.0	4.0	3.5	4.0	3.4	2.0	2.1
Easy To Find (1)	<u>3.2</u>	1.9	2.2	2.2	2.2	2.8	2.9	1.9	2.1	1.3	1.4	1.2
Comes In A Box (1)	6.6	5.8	5.0	6.2	5.6	4.9	6.0	6.0	6.1	6.3	2.5	3.8
Attractive Pack (1)	1.4	3.4	3.2	3.3	2.7	3.2	3.0	3.6	3.7	3.4	2.9	3.3

\*Weighted

467011679

DIAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 PRODUCT IMAGE

Taste	VHL	ML	WL	CL	GL	VSL	KIII	Moril	Vant	VIC	MAL	WIN
Satisfying (1)	5.3	3.9	4.3	4.3	3.9	4.1	4.5	4.2	5.0	4.5	3.4	3.6
Good taste (1)	5.0	3.9	3.7	3.8	3.0	3.5	4.5	4.3	4.6	4.7	3.4	4.1
Full-taste (1)	3.7	4.0	3.8	3.8	4.4	4.2	4.5	4.4	4.4	3.3	2.4	3.2
Mild (1)	3.5	3.2	2.9	3.6	2.1	2.2	3.1	2.8	2.6	5.0	5.6	5.0
A lot of tobacco taste (1)	3.7	4.0	4.3	4.0	4.2	4.9	4.1	4.5	4.1	3.8	2.3	2.9
Fresh (1)	<del>3.8</del>	2.7	2.3	2.8	2.0	3.1	3.0	3.3	3.4	<del>3.0</del>	2.4	3.2
Pleasant aroma (1)	<del>3.8</del>	3.6	3.6	3.4	4.0	3.4	4.5	4.2	4.0	<del>3.6</del>	3.8	3.9
Pleasant aftertaste (1)	5.1	3.8	4.0	4.2	3.7	4.1	4.9	4.3	4.4	5.4	4.6	4.5
Smooth (1)	4.2	2.9	2.8	3.0	2.9	2.2	3.8	3.0	2.8	4.7	4.8	4.9
*Weighted												
Tar/Nicotine	2.3	3.1	2.8	3.0	2.6	2.4	2.9	2.6	2.5	5.4	5.7	5.8
Low Tar/nicotine (1)	2.8	3.2	2.8	3.5	3.3	3.2	3.2	2.9	3.6	3.5	2.6	3.0
Easy to draw (1)	3.9									4.0	2.4	2.7
	3.95									4.03		

467011680

DEAL CONCERN  
AWARE COMPETITIVE SMOKERS\*  
SMOKER IMAGE

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>CL</u>	<u>VSL</u>	<u>KIII</u>	<u>MePII</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
1/7												
Male/Female	4.9	2.6	4.1	3.8	4.4	6.2	5.0	4.6	5.0	3.9	2.6	3.1
Young/Old	4.6	3.9	3.5	4.1	3.9	2.8	5.0	4.3	4.6	4.4	3.9	4.5
White/Black	4.5	4.0	4.0	3.6	4.5	3.6	4.8	4.0	4.3	3.9	4.0	4.4
White/Blue Collar	4.8	4.6	3.6	3.9	3.8	2.9	4.1	3.5	3.3	4.2	4.6	4.6
High/Low Income	3.9	4.2	3.4	3.7	3.8	3.5	4.1	3.6	3.6	4.0	4.2	4.4
...More/Less Educated	3.4	4.5	3.6	4.1	4.0	3.3	3.7	3.6	3.4	4.2	4.5	4.6
Someone like me/Unlike me	5.1	3.8	3.5	3.9	3.8	4.4	4.1	4.0	4.6	5.4	3.8	4.5
Sophisticated/Unsophisticated	3.9	4.3	4.0	4.2	3.8	2.9	3.8	4.0	3.7	4.2	4.3	4.7
Leaders/Followers	3.9	3.9	4.0	4.1	3.8	3.8	3.6	4.3	3.9	4.2	3.9	4.2
Liberal/Conservative	4.4	4.0	3.7	3.7	4.3	2.9	4.1	4.0	4.0	4.1	4.0	4.0
Traditional/Modern	4.9	3.1	4.0	3.9	4.9	4.5	4.2	4.3	4.8	3.0	3.1	3.3

\*Weighted

467011681

EXHIBIT XIX

DUAL CONCERN  
 AWARE COMPETITIVE SMOKERS

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KHI</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
Proud To Smoke (1)	4.9	3.9	4.2	4.4	4.8	4.2	4.9	4.2	5.0	5.5	4.0	4.4
Comfortable (1)	4.9	4.1	4.0	4.3	3.9	4.3	5.0	3.9	4.7	5.3	3.8	4.2
Has Coupons/Offers (1)	4.7	6.0	5.7	5.0	5.4	5.2	4.8	5.0	4.4	5.7	6.2	6.0
High Quality (1)	3.9	3.0	2.5	3.4	2.6	3.2	2.8	3.1	3.0	4.0	2.4	2.7
Popular Brand (1)	3.3	3.3	3.4	4.2	4.5	3.7	4.5	3.4	4.3	3.2	2.1	2.0
Easy To Find (1)	3.3	2.1	1.8	2.7	2.9	2.1	2.6	2.4	2.4	1.8	1.6	1.5
Comes In A Box (1)	6.1	5.4	5.3	5.9	6.1	4.2	5.1	6.1	5.9	5.0	2.7	3.5
Attractive Pack (1)	2.5	3.5	3.2	2.5	2.7	1.8	2.6	2.5	3.4	3.4	3.0	3.2

\*Weighted

467011682

EXHIBIT XX

TOTAL SMOKERS  
DIFFERENCES FROM GROUP MEAN  
Fourteen Most Important Attributes

Attribute	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>Kill</u>	<u>Merit</u>	<u>Vantage</u>	<u>Viceroy</u>	<u>Marlboro</u>	<u>Winston</u>
Attribute Good Taste	+0.1	+0.2	+0.3	+0.1	+0.1	+0.3	-0.2	-0.6	-0.8	-0.1	+0.8	+0.2
Satisfying	-0.2	+0.2	-0.1	0	+0.1	-0.2	-0.1	-0.4	-0.7	+0.1	+1.1	+0.5
Fresh	-0.2	+0.2	+0.1	-0.1	+0.1	0	-0.3	+0.2	0	0	+0.3	-0.2
Full Taste	0	-0.1	0	0	-0.5	-0.4	-0.3	-0.6	-0.8	+0.8	+1.4	+0.9
Smooth	+0.1	+0.7	+0.5	-0.2	+0.6	+0.9	+0.1	+0.5	+0.5	-1.1	-1.0	-1.3
Pleasant Aftertaste	+0.1	+0.3	+0.3	-0.1	+0.4	+0.3	-0.1	-0.1	-0.3	-0.3	+0.1	-0.3
Quality	0	+0.1	+0.3	0	-0.2	0	-0.1	-0.3	-0.2	0	+0.6	+0.2
Comfort	-0.3	+0.3	-0.4	-0.2	+0.1	0	-0.3	-0.4	-0.6	-0.1	+1.0	+0.2
Easy to Draw	-0.3	0	+0.3	+0.2	-0.4	0	-0.4	-0.5	-0.8	+0.3	+0.7	+0.4
Easy to Find	-0.7	+0.2	+0.2	-0.3	-0.6	-0.1	-0.4	0	-0.1	+0.2	+0.7	+0.8
Mild	+0.2	+0.5	+0.5	-0.3	+1.0	+1.0	+0.7	+0.6	-1.0	-1.4	-2.0	-2.0
Low 'Tar'	+0.4	+0.7	+0.6	+0.2	+0.8	+0.7	+1.0	+1.0	+0.9	-1.8	-2.3	-2.5
A Lot of Tobacco Taste	-0.1	-0.1	-0.2	+0.2	-0.4	-0.6	-0.4	-0.6	-0.8	+0.6	+1.4	-0.9
Pleasant Aroma	-0.1	+0.1	+0.2	+0.1	-0.1	+0.3	-0.1	-0.3	-0.1	0	+0.3	-0.2

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EXHIBIT XXI

UNCONCERNED SMOKERS  
DIFFERENCES FROM GROUP MEAN  
Fourteen Most Important Attributes

Attribute	VRL	ML	WL	CL	GL	VSL	K III	Merit	Vantage	Viceroy	Marlboro	Winston
Good Taste	+0.4	0	-0.2	0	-0.6	+0.4	-0.7	+0.1	-0.9	+0.6	+0.6	+0.4
Full Taste	+0.8	-0.3	+0.1	-0.5	-0.4	-0.1	-1.0	-0.1	-0.8	+1.3	-1.1	+0.3
Satisfying	-0.9	+0.1	-0.6	-1.0	-0.8	-0.2	-1.1	+0.1	-0.3	+0.7	+0.4	+0.5
Fresh	-0.3	+0.3	0	-0.8	+0.2	+0.5	-0.3	+0.2	-0.2	+0.9	+0.1	-0.1
Pleasant Aftertaste	-0.3	+0.2	-0.3	-0.9	+1.0	+0.5	-0.3	+0.4	-0.2	-0.3	+0.2	-0.4
High Quality	-0.4	-0.6	-0.3	+0.3	-1.6	-0.4	-0.5	-0.4	-0.7	+1.2	+0.7	-0.1
Comfort	+0.1	0	0	-1.4	0	-0.5	-0.2	+0.4	-0.3	+0.7	+0.4	+0.5
Easy to Find	-0.1	-0.2	+0.2	+0.3	0	0	-0.2	-0.1	-0.9	-0.2	+0.4	+0.8
Smooth	-0.9	+0.8	+0.5	-0.5	-1.1	+0.2	-0.2	+0.9	+1.1	-1.4	-0.8	-0.7
A Lot of Tobacco Taste	-0.2	-0.2	-0.2	+0.8	-0.7	+0.2	-0.3	-1.5	-1.1	+0.8	+1.5	+1.0
Easy to Draw	-0.9	+0.1	+0.6	+0.3	+0.2	-0.3	0	-1.1	-1.0	-0.2	+0.8	+0.3
Pleasant Aroma	+0.5	+0.5	+0.2	-0.5	-0.2	+1.1	-0.9	-0.5	-0.3	-0.1	+0.6	-0.2
Mild	+0.4	+0.5	+1.0	-0.1	+1.0	+1.0	-1.1	+0.8	+1.4	-1.9	-1.6	-1.8
Low 'Tar'	+0.4	+1.0	+0.9	+1.1	+1.0	+0.9	+0.3	+1.1	0	-1.8	-2.2	-2.2

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EXHIBIT XXII

SLIGHTLY CONCERNED  
DIFFERENCES FROM GROUP MEAN  
Fourteen Most Important Attributes

<u>Attribute</u>	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>K III</u>	<u>Merit</u>	<u>Vantage</u>	<u>Viceroy</u>	<u>Marlboro</u>	<u>Winston</u>
Good Taste	+0.2	+0.2	+0.2	-0.3	-0.2	+0.3	+0.4	-1.0	-1.0	-0.1	+0.8	+0.4
Satisfying	0	+0.3	+0.2	-0.2	0	-0.2	-0.1	-0.8	-0.8	0	+1.3	+0.6
Fresh	+0.2	+0.1	0	-0.2	-0.4	0	-0.1	0	+0.3	+0.1	+0.4	-0.1
Smooth	+0.6	+0.7	+0.4	-0.5	+0.8	+1.1	-0.1	+0.4	+0.2	-1.2	-0.9	-1.2
Full Taste	-0.3	+0.1	-0.1	-0.3	-0.9	-0.5	+0.4	-0.8	-0.7	+0.7	+1.3	+1.1
Pleasant Aftertaste	+0.4	+0.3	+0.2	-0.2	-0.3	+0.3	+0.4	-0.2	-0.4	0	+0.2	-0.4
High Quality	+0.1	-0.3	+0.1	-0.3	-0.5	0	+0.6	-0.5	-0.2	-0.1	+0.6	+0.3
Easy to Find	-0.5	+0.4	+0.3	-0.3	-1.2	-0.1	-0.2	-0.2	+0.2	+0.2	+0.9	+0.9
Easy to Draw	+0.2	+0.2	+0.3	+0.3	-0.9	-0.1	-0.5	-0.5	-0.9	+0.5	+0.6	-0.6
Comfort	+0.1	+0.6	+0.4	-0.4	-0.2	+0.1	+0.1	-0.5	-0.8	-0.2	+0.9	+0.4
Mild	+0.6	+0.3	-0.1	-0.8	+1.0	-0.9	+1.0	+1.0	+0.9	-1.2	-2.0	-2.1
A Lot of Tobacco Taste	+0.2	-0.3	-0.2	0	-0.5	-0.5	-0.7	+0.5	-1.0	+0.6	+1.3	+1.1
Pleasant Aroma	-0.1	+0.1	-0.1	+0.1	-0.3	+0.3	+0.3	-0.2	-0.1	-0.1	+0.2	-0.1
Low 'Tar'	+0.7	+0.8	+0.5	-0.2	+0.5	+0.9	+1.0	+1.1	+1.1	-1.7	-2.1	-2.6

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EXHIBIT XXIII

SOCIALLY CONCERNED  
DIFFERENCES FROM GROUP MEAN  
Fourteen Most Important Attributes

Social Attribute	VRL	ML	WL	CL	GL	VSL	K III	Merit	Vantage	Viceroy	Marlboro	Winston
Satisfying	0	-0.2	+0.4	+0.8	+0.3	-0.4	+0.2	-0.9	-1.0	-0.6	+1.5	+0.5
Good Taste	-0.4	+0.3	+0.3	+0.6	+0.4	-0.3	+0.2	-0.9	-0.6	-1.1	+1.2	+1.1
Fresh	-0.3	+0.6	+0.5	0	+0.1	+0.1	0	-0.3	+0.1	-0.9	+0.6	+0.1
Full Taste	-0.7	-0.3	0	+0.1	-0.1	-0.1	-0.3	-1.0	-0.9	+0.6	+1.4	+0.9
Smooth	+0.1	+0.5	+0.6	-0.4	-0.1	+0.6	+0.6	+0.4	+0.4	-1.1	-1.0	-1.2
Quality	-0.2	+0.3	+0.7	-0.2	-0.2	+0.2	-0.4	-0.1	-0.2	-0.2	+0.7	0
Comfort	-0.9	-0.1	+0.5	+0.7	+0.3	+0.8	-0.6	-1.0	-0.8	-0.6	+1.0	+0.1
Easy to Draw	-0.4	-0.2	+0.3	+0.1	0	+0.2	+0.2	-0.9	-0.3	+0.4	+0.7	0
Pleasant Aftertaste	+0.1	-0.2	+0.5	-0.3	+1.4	-0.1	+0.3	-0.7	-0.1	-1.1	+0.3	-0.3
Easy to Find	-1.0	+0.3	+0.3	-0.4	-0.1	0	-0.3	+0.3	-0.1	+0.7	+0.5	+0.6
Mild	-0.3	+0.6	+1.0	-0.6	+0.3	+0.8	+1.5	+0.4	+1.0	-1.1	-1.9	-2.2
A Lot of Tobacco Taste	-0.7	0	-0.2	0	-0.1	-0.7	+0.4	-0.8	-0.5	+0.2	+1.5	+1.1
Pleasant Aroma	-0.1	+0.1	+0.5	-0.1	+0.8	0	+0.1	-0.1	+0.3	-1.3	+0.7	-0.5
Low 'Tar'	+0.6	+0.7	+0.6	-0.2	+1.0	+0.1	+1.6	+0.2	+1.1	-1.8	-2.2	-2.3

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EXHIBIT XXIV

PERSONALLY CONCERNED  
DIFFERENCES FROM GROUP MEAN  
Fourteen Most Important Attributes

	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>KGL</u>	<u>VSL</u>	<u>K III</u>	<u>Merit</u>	<u>Vantage</u>	<u>Viceroy</u>	<u>Marlboro</u>	<u>Winston</u>
Attribute												
Good Taste	+0.5	+0.1	+0.3	-0.1	+0.1	+0.1	-0.6	-0.5	-0.7	+0.7	+0.4	0
Satisfying	-0.3	-0.1	0	+0.3	+0.1	-0.5	0	-0.3	-0.8	+0.5	+0.7	+0.1
Fresh	0	+0.4	-0.2	+0.4	+0.6	0	-0.5	-0.4	-0.1	+0.3	+0.2	-0.5
Full Taste	+0.1	-0.2	-0.1	+0.3	-0.5	-1.1	-0.5	-0.5	-1.1	+0.9	+1.2	+1.0
Smooth	+0.5	+0.8	+0.4	0	+0.3	+1.1	+0.1	+0.4	+0.4	-0.6	-1.2	-1.8
Pleasant Aftertaste	+0.4	0	+0.3	+0.3	+0.1	+0.5	-0.5	-0.4	-0.7	+0.1	+0.1	-0.6
High Quality	-0.7	0	+0.1	+0.4	+0.3	-0.1	-0.5	-0.5	-0.4	+0.3	+0.4	0
Easy to Draw	-0.2	0	+0.2	+0.5	-0.3	-0.2	-1.0	-0.6	-1.0	+0.5	+0.8	+0.8
Comfort	-0.6	+0.3	+0.7	0	+0.2	-0.5	-0.4	-0.5	-0.2	+0.5	+0.5	-0.3
Easy to Find	-1.1	+0.2	-0.1	-0.1	-0.1	-0.7	-0.8	+0.2	0	+0.8	+0.7	+0.9
Low 'Tar'	-0.2	+0.8	+0.5	+0.4	+1.4	+0.7	+1.4	+1.5	+1.1	-1.7	-2.2	-2.8
Mild	-0.4	+0.7	+0.8	+0.1	+1.0	+0.9	+1.1	+1.3	+1.0	-1.7	-2.2	-2.3
A Lot of Tobacco Taste	-0.4	0	-0.1	+0.4	-0.5	-0.8	-0.8	-0.4	-1.1	+1.0	+1.4	+1.1
Pleasant Aroma	-0.7	-0.3	+0.5	+0.1	-0.3	+0.2	+0.2	-0.4	-0.4	+0.5	+0.4	-0.3

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EXHIBIT XXV

DUAL CONCERN  
DIFFERENCES FROM GROUP MEAN  
Fourteen Most Important Attributes

Attribute	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>K III</u>	<u>Merit</u>	<u>Vantage</u>	<u>Viceroy</u>	<u>Marlboro</u>	<u>Winston</u>
<u>Attribute Satisfying</u>	-1.1	+0.3	-0.1	-0.1	+0.3	+0.1	-0.3	0	-0.8	-0.3	+0.8	+0.6
Good Taste	-1.0	+0.1	+0.3	+0.2	+1.0	+0.5	-0.5	-0.3	-0.6	-0.7	+0.6	-0.1
Fresh	-1.0	+0.2	+0.6	+0.1	+0.9	-0.2	-0.1	-0.4	-0.5	-0.1	+0.5	-0.3
Smooth	-0.7	+0.5	+0.7	+0.5	+0.6	+1.3	-0.3	+0.5	+0.7	-1.2	-1.3	-1.4
Pleasant Aftertaste	-0.7	+0.6	+0.4	+0.2	+0.7	+0.3	-0.5	+0.1	0	-1.0	-0.2	-0.1
Mild	0	+0.3	+0.6	-0.1	+1.4	+1.3	-0.4	+0.7	-0.9	-1.5	-2.1	-1.5
Full Taste	+0.1	-0.2	0	0	-0.5	-0.4	-0.7	-0.6	-0.6	+0.5	-1.4	+0.6
Low 'Tar'	+1.1	+0.3	+0.6	+0.4	+0.8	+1.0	+0.5	+0.8	+0.9	-2.0	-2.3	-2.4
Quality	+0.9	0	+0.5	-0.4	+0.4	-0.2	+0.2	-0.1	0	-1.0	+0.6	+0.3
Easy to Draw	+0.3	-0.1	+0.3	-0.4	-0.1	-0.1	-0.1	+0.2	-0.5	-0.4	+0.5	+0.1
Comfort	-0.5	+0.3	+0.4	+0.1	+0.5	+0.1	-0.8	+0.5	-0.3	-0.9	+0.6	+0.2
Easy to Find	-1.0	+0.2	+0.5	-0.4	-0.6	+0.2	-0.3	-0.1	-0.1	+0.5	+0.7	+0.8
Pleasant Aroma	-0.1	+0.2	+0.2	+0.4	-0.2	+0.4	-0.7	-0.4	-0.2	0	0	-0.1
A Lot of Tobacco Taste	+0.2	-0.1	-0.4	-0.1	-0.3	-1.0	-0.2	-0.6	-0.2	-0.1	+1.6	+1.0

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ATTRIBUTE IMPORTANCE RATINGS  
Mean Scores (1 = Not Very Important/7 = Very Important)

	<u>Total</u>	<u>Unconcerned</u>	<u>Slightly</u>	<u>Social</u>	<u>Personal</u>	<u>Dual</u>
Good Taste	6.4	6.5	6.4	6.4	6.4	6.1
Satisfying	6.2	6.3	6.2	6.5	6.2	6.2
Fresh	6.0	6.2	6.0	6.2	6.0	5.7
Full Taste	5.8	6.5	5.7	5.8	5.7	5.4
Smooth	5.7	5.4	5.8	5.8	5.6	5.6
Pleasant Aftertaste	5.5	5.8	5.5	5.3	5.6	5.6
Quality	5.5	5.8	5.4	5.6	5.5	5.3
Comfort	5.2	5.4	5.2	5.3	5.1	5.2
Easy to Draw	5.2	5.3	5.2	5.3	5.2	5.3
Easy to Find	5.2	5.4	5.3	4.9	5.0	5.2
Mild	4.9	4.6	4.8	4.8	4.8	5.4
Low 'Tar'	4.7	4.1	4.6	4.3	4.9	5.3
A Lot of Tobacco Taste	4.6	5.4	4.8	4.6	4.4	4.2
Pleasant Aroma	4.5	4.7	4.6	4.4	4.3	4.5

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EXHIBIT XXVII

UNCONCERNED  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE  
 DIFFERENCES FROM GROUP MEAN

1/7	Group Mean	VRL	ML	WL	CL	GL	VSL	KIII	Merit	Vant	VIC	MAL	WIN
Male/Female	3.6	+0.5	+0.4	-0.1	+0.9	-1.0	-1.0	+1.2	-1.0	-1.1	+0.3	+0.4	+0.7
Young/Old	4.0	+0.1	+0.2	+0.6	+0.3	+0.3	.0	+2.0	+0.1	.0	-0.5	+0.2	-0.1
White/Black	3.7	+0.6	+0.1	.0	-0.2	-0.2	-0.5	-1.0	+1.0	+1.5	-0.7	+0.1	-0.2
White/Blue Collar	3.7	+0.9	-0.7	+0.2	-0.7	-0.1	+1.2	-0.2	+1.3	+1.2	-1.5	-0.7	-0.8
High/Low Income	3.7	-0.7	-0.6	+0.1	-0.5	+0.5	+0.8	-0.3	+1.4	+0.4	-0.4	-0.6	-0.3
More/Less Educated	3.6	-0.2	-0.2	+0.1	.0	-0.2	+1.5	-0.2	+0.9	+0.3	-0.9	-0.2	-1.1
Someone like me/Unlikes me	3.9	-0.2	.0	+0.2	-0.8	-0.2	+0.2	-0.5	+0.5	-0.4	+0.6	.0	+0.6
Sophisticated/Unsophisticated	3.6	+0.8	-0.9	+0.7	-0.2	+0.1	+0.9	-0.7	+0.4	-0.2	+0.6	-0.9	-0.4
Leaders/Followers	3.8	-0.8	.0	+0.5	+0.4	+0.4	+0.3	-0.1	-0.5	-0.4	+0.4	.0	-0.2
Liberal/Conservative	3.8	-0.9	+0.1	+0.4	-0.2	+0.3	-0.6	+0.5	+0.1	+0.4	.0	+0.1	.0
Traditional/Modern	4.3	-0.6	+0.8	.0	.0	+0.5	-1.6	-0.4	-1.1	-0.7	+1.2	+0.8	+0.9
Proud to Smoke (1)	4.0	-0.4	+0.4	+0.1	-1.1	+0.5	+0.3	-0.7	+0.3	.0	+0.5	+0.4	.0
Has Coupon/Offers (1)	5.0	+0.9	+0.2	-0.2	+0.4	-1.0	+0.6	-0.4	+0.4	+1.7	-1.0	-1.2	-0.6
Popular Brand (1)	3.2	-0.5	+0.2	-0.2	-0.6	+0.2	+0.2	-1.6	+0.6	-0.5	0	+1.4	+1.3
Comes in a Box (1)	4.8	-1.5	-0.3	+0.4	-0.8	-0.8	+0.6	-1.3	-1.3	-0.1	+0.7	+2.5	+1.6
Attractive Pack (1)	2.5	+0.8	+0.1	.0	-0.4	-0.2	+0.4	-0.4	-0.4	-0.2	+0.8	-0.2	-0.7

\*Weighted

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EXHIBIT XVIII

SLIGHTLY CONCERNED  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE  
 DIFFERENCES FROM GROUP MEAN

Group	1/7	VRL	ML	WL	CL	GL	VSL	KIH	Merit	Vant	VIC	MAL	WIN
Male/Female	3.9	-0.3	+1.1	-0.6	+0.2	-0.9	-1.8	+0.3	-0.4	-1.0	+0.8	+1.1	+1.5
Young/Old	3.9	-0.1	.0	+0.3	-0.2	-0.1	+0.7	-0.6	+0.6	+0.1	-0.5	.0	-0.3
White/Black	3.7	+0.4	-0.1	-0.4	-0.3	.0	+0.1	-0.1	-0.1	+0.1	+0.3	-0.1	-0.1
White/Blue Collar	3.8	+0.9	-0.6	-0.1	-0.8	+0.5	+0.6	-0.4	+0.5	+0.6	-0.2	-0.6	-0.7
High/Low Income	3.8	+0.5	-0.5	-0.1	-0.7	+0.3	+0.4	+0.5	.0	+0.4	-0.2	-0.5	-0.2
More/Less Educated	3.8	+0.3	-0.3	+0.1	-0.6	+0.2	+0.4	+0.7	+0.2	+0.2	.0	-0.3	-0.3
Someone like me/Unlike me	3.8	+0.1	+0.5	+0.3	-0.2	+0.2	.0	+0.6	-0.4	-0.8	-0.3	+0.5	+0.1
Sophisticated/Unsophisticated	3.7	+1.1	-0.4	+0.2	-0.9	-0.2	+0.8	+0.5	+0.1	.0	-0.3	-0.4	-0.4
Leaders/Followers	3.9	-0.3	+0.2	-0.1	-0.2	-0.1	.0	+0.2	+0.1	-0.1	-0.3	+0.2	-0.1
Liberal/Conservative	3.9	+0.5	+0.2	-0.2	-0.6	-0.3	+0.2	+0.6	-0.7	-0.3	+0.2	+0.2	.0
Traditional/Modern	3.9	-0.2	+0.5	-0.5	-0.2	-0.1	-0.4	+0.1	-0.6	-0.4	+0.4	+0.5	+0.5
Proud to Smoke (1)	3.9	-0.1	+0.7	+0.7	-0.4	-0.6	.0	.0	-0.3	-0.8	.0	+0.8	+0.5
Has Coupon/Offers (1)	5.2	.0	-0.6	-0.3	+0.1	+0.5	+0.1	+1.1	+0.2	+0.6	.0	-0.8	-0.7
Popular Brand (1)	3.3	-1.2	+0.4	+0.3	-0.6	-0.3	.0	-0.4	-0.4	-0.4	-0.3	+1.5	+1.3
Comes In a Box (1)	5.0	-0.1	-0.2	-0.2	-1.2	-0.4	+1.6	-0.6	-0.7	-0.9	-1.0	+2.6	+1.7
Attractive Pack (1)	2.8	+1.1	-0.4	-0.2	+0.1	-0.2	+0.6	+0.3	-0.1	-0.7	+0.2	+0.1	-0.3

\*Weighted

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EXHIBIT XXIX

SOCIAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE  
 DIFFERENCES FROM GROUP MEAN

	Group Mean	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KIII</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
1/7													
Male/Female	3.6	-0.7	+1.1	-0.6	+0.8	-0.6	-1.2	-0.6	-0.4	-0.6	+0.9	+1.1	+0.8
Young/Old	3.8	-0.2	.0	+0.3	-0.2	+0.6	+0.7	+0.2	+0.3	-0.4	-0.4	.0	-0.9
White/Black	3.3	-0.2	-0.1	-0.1	+1.1	+0.4	+0.3	.0	-0.4	+0.1	-0.1	-0.1	-0.6
White/Blue Collar	3.6	+0.3	-0.8	-0.2	-0.1	-0.4	+1.1	+0.5	+0.3	.0	-0.4	-0.6	-0.6
High/Low Income	3.6	+0.2	-0.2	-0.3	+0.1	+0.4	+0.8	+0.1	.0	-0.3	-0.4	-0.2	-0.1
More/Less Educated	3.4	+0.6	-0.4	.0	+0.2	+0.4	+0.2	-0.1	+0.2	-0.1	-0.4	-0.4	-0.6
Someone like me/Unlike me	3.9	-0.6	+0.8	+0.1	+0.4	+0.7	-0.1	+0.4	-1.1	-1.0	-0.2	+0.8	-0.4
Sophisticated/Unsophisticated	3.4	+0.2	-0.2	+0.4	.0	.0	+0.3	.0	+0.8	-0.4	-0.2	-0.2	-0.5
Leaders/Followers	3.4	+0.1	.0	+0.2	+0.7	-0.3	-0.1	.0	-0.2	-0.4	+0.4	.0	.0
Liberal/Conservative	3.5	-0.1	-0.2	-0.1	.0	.0	.0	.0	+0.6	+0.3	.0	-0.2	-0.3
Traditional/Modern	4.2	-0.3	+1.2	-0.2	-0.4	-0.4	-0.6	-0.4	-0.6	-0.6	+0.3	+1.2	+1.2
Proud to Smoke (1)	3.7	-0.6	+0.3	+0.9	+0.6	+0.4	+0.6	-0.8	-0.9	-0.1	-1.1	+0.8	+0.3
Has Coupon/Offers (1)	5.2	-0.8	-1.0	-0.8	-0.6	+1.2	+0.6	+1.5	+0.4	+1.4	-0.8	-1.1	-0.5
Popular Brand (1)	3.1	-2.0	+0.4	+0.4	+0.2	+0.1	+0.2	-0.3	+0.1	-0.5	-0.6	+1.2	+1.1
Comes in a Box (1)	4.8	-0.5	-0.4	-0.3	-0.3	-1.7	+2.0	+0.3	-1.6	-1.4	-0.8	+2.5	+1.9
Attractive Pack (1)	2.4	+0.7	-0.3	-0.2	+0.2	+0.5	+0.7	.0	-0.7	-0.1	-1.1	+0.2	-0.3

\*Weighted

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EXHIBIT XXX

PERSONAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE  
 DIFFERENCES FROM GROUP MEAN

	Group Mean	<u>VRL</u>	<u>ML</u>	<u>WL</u>	<u>CL</u>	<u>GL</u>	<u>VSL</u>	<u>KIII</u>	<u>Merit</u>	<u>Vant</u>	<u>VIC</u>	<u>MAL</u>	<u>WIN</u>
1/7													
Male/Female	3.9	-0.8	+1.3	-0.4	+1.5	.0	-2.1	-0.2	-0.5	-1.0	+0.2	+1.3	+1.2
Young/Old	3.8	+0.4	+0.2	+0.2	-0.4	+0.4	+0.6	-0.7	+0.3	-0.3	-0.1	+0.2	-0.4
White/Black	3.7	-1.1	-0.1	+0.3	-0.3	+0.4	+0.7	-0.1	+0.6	+0.1	+0.1	-0.1	-0.3
White/Blue Collar	3.7	+0.7	-0.9	+0.7	-0.3	+0.4	+1.1	-0.6	+0.6	+0.5	-0.9	-0.9	-0.6
High/Low Income	3.6	+0.2	-0.4	+0.1	-0.1	+0.2	+0.5	.0	+0.3	-0.1	-0.4	-0.4	-0.3
More/Less Educated	3.6	+0.3	-0.6	+0.4	+0.2	+0.5	+0.6	-0.6	+0.3	+0.5	-0.1	-0.6	-1.0
Someone like me/Unlike me	3.9	-0.4	+0.2	+0.4	-0.7	+0.7	-0.3	-0.5	-0.3	-0.2	+0.9	+0.2	-0.3
Sophisticated/Unsophisticated	3.6	-0.2	-0.5	+0.1	-0.1	+0.5	+0.8	-0.2	+0.4	+0.2	-0.3	-0.5	-0.6
Leaders/Followers	3.9	-0.4	-1.7	+0.5	+0.2	+0.2	-0.1	-0.2	.0	+0.1	+0.5	+0.3	+0.1
Liberal/Conservative	3.7	+0.7	+0.2	-0.1	+0.1	-0.4	+0.6	-0.6	.0	-0.3	-0.2	+0.2	-0.2
Traditional/Modern	4.1	-0.1	+0.7	-0.2	+0.1	-0.9	-0.3	-0.1	-0.4	-0.9	+0.1	+0.7	+1.0
Proud to Smoke (1)	4.4	+0.3	+0.1	+0.5	.0	-0.1	-0.5	-0.4	+0.1	-0.3	.0	+0.5	-0.1
Has Coupon/Offers (1)	5.1	+1.4	-0.7	-0.6	-0.2	+0.4	-0.4	+1.8	+0.3	+0.2	-0.4	-0.9	-0.6
Popular Brand (1)	3.3	-0.8	.0	+0.2	-0.1	-0.3	+0.3	-0.7	-0.2	-0.7	-0.1	+1.3	+1.2
Comes in a Box (1)	5.4	-1.2	-0.4	+0.4	-0.6	-0.2	+0.5	-0.6	-0.6	-0.7	-0.9	+2.9	+1.6
Attractive Pack (1)	3.1	+1.7	-0.3	-0.1	-0.2	+0.4	-0.1	+0.1	-0.5	-0.6	-0.3	+0.2	-0.2

\*Weighted

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EXHIBIT XXXI

DUAL CONCERN  
 AWARE COMPETITIVE SMOKERS\*  
 SMOKER IMAGE  
 DIFFERENCES FROM GROUP MEAN

	Group Mean	1/7	VRL	ML	WL	CL	GL	VSL	KIII	Merit	Vant	VIC	MAL	WIN
Male/Female	4.2	-0.7	+1.6	+0.1	+0.4	-0.2	-2.0	-0.8	-0.4	-0.8	+0.3	+1.6	+1.1	
Young/Old	4.1	-0.5	+0.2	+0.6	.0	+0.2	+1.3	-0.9	-0.2	-0.5	+0.3	+0.2	-0.4	
White/Black	4.1	-0.4	+0.1	+0.1	+0.5	-0.4	+0.5	-0.7	+0.1	-0.2	+0.2	+0.1	-0.3	
White/Blue Collar	4.0	-0.8	-0.6	+0.4	+0.1	+0.2	+1.1	-0.1	+0.5	+0.7	-0.2	-0.6	-0.6	
High/Low Income	3.9	.0	-0.3	+0.5	+0.2	+0.1	+0.4	-0.2	+0.3	+0.3	+0.3	-0.1	-0.5	
More/Less Educated	3.9	+0.5	-0.6	-0.3	-0.2	-0.1	+0.6	+0.2	+0.3	+0.3	+0.5	-0.3	-0.6	
Someone like me/Unlike me	4.2	-0.9	+0.4	+0.7	+0.3	+0.4	-0.2	+0.1	+0.2	+0.2	-0.4	-1.2	-0.7	
Sophisticated/Unsophisticated	4.0	+0.1	-0.3	.0	-0.2	+0.2	+1.1	-0.2	+0.2	.0	+0.3	-0.2	-0.3	
Leaders/Followers	4.0	+0.1	+0.1	.0	-0.1	+0.2	+0.2	+0.4	+0.4	-0.3	+0.1	-0.2	+0.1	
Liberal/Conservative	3.9	-0.5	-0.1	+0.2	+0.2	-0.4	+1.0	-0.2	-0.2	-0.1	-0.1	-0.2	-0.1	
Traditional/Modern	4.0	-0.9	+0.9	.0	+0.1	-0.9	-0.5	-0.2	-0.2	-0.3	-0.8	+1.0	+0.9	
Proud to Smoke (1)	4.5	-0.4	+0.6	+0.3	+0.1	-0.3	+0.3	-0.4	-0.4	+0.3	-0.5	-1.0	+0.5	
Has Coupon/Offers (1)	5.4	+0.7	-0.6	-0.3	-0.4	.0	+0.2	+0.6	+0.6	+0.4	+1.0	-0.3	-0.8	
Popular Brand (1)	3.5	+0.2	+0.2	+0.1	-0.7	-1.0	-0.2	-1.0	-1.0	+0.1	-0.8	+0.3	+1.4	
Comes in a Box (1)	5.1	-1.0	-0.3	-0.2	-0.8	-1.0	+0.9	.0	.0	-1.0	-0.8	+0.1	+1.5	
Attractive Pack (1)	2.9	+0.4	-0.6	-0.3	+0.4	+0.2	+1.1	+0.3	+0.3	+0.4	-0.5	-0.1	+2.4	
*Weighted														

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