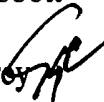




September 14, 1992

TO: Martha Abbott

FROM: Scott Cairsey 

SUBJECT: Updated Tracker Historical Reference Report

Attached is a copy of the Tracker Historical Report beginning with June 1991 through July 1992. The 1992 Brand Tracker Quality Assurance Report references this Historical Report for additional details, if needed.

Please call if you have questions or need additional information.



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:sgc

**Attachments**

c: Bill Priest  
Dena Miller

51348 7419

6-3-91	Added three questions to the beginning of the Non-smoker Classification (Q.A-B3), asking all non-smoker respondents if they or any other non-smoker in the household had smoked previously. If so, how much they smoked and what brand family they smoked prior to quitting.	To determine an estimate of non-smokers in each household who previously smoked. Gaining this information will enable a callback study to those non-smokers who previously smoked.
6-7-91	Added another question for June interviewing. Asked all respondents their opinion of a program being developed by a tobacco company whereby life and health insurance coverage is offered specifically for smokers at a more competitive rate than currently is available. This question will only be interviewed from June 19th through 21st.	To gain smoker opinions and attitudes toward such an offering (interested vs. not at all).
7-1-91	No changes.	
8-5-91	Modified both the 18-24 and 25+ Cost/Quality sections.	To track Awareness along with Cost and Quality perceptions among various brands.
	Within the 18-24 section:	
	Q.271) Awareness	
	Delete: Bucks	
	Add: Bristol, Bull Durham and Magna	
	Q.35) Bucks Cost - Delete	
	Q.36) Bucks Quality - Delete	
	-- Bristol Cost - Add	
	-- Bristol Quality - Add	
	Q.37) Magna vs. Bucks Comparison - Delete	
	-- Bristol vs. Magna Comparison - Add	
	Within the 25+ section:	
	Q.80) Awareness	
	Delete: Pyramid	
	Add: Bristol, Cambridge and Montclair	
	Q.83) Pyramid Cost - Delete	
	Q.84) Pyramid Quality - Delete	
	-- Bristol Cost - Add	
	-- Bristol Quality - Add	
	-- Cambridge Cost - Add	
	-- Cambridge Quality - Add	
	-- Montclair Cost - Add	
	-- Montclair Quality - Add	
	Q.87) Pyramid vs. Doral Comparison - Delete	

8-5-91	Deleted Q.A-Q.B3 in the Non-Smoker Classification.	Acquired sufficient data for analysis.
8-5-91	Deleted Magna from the Non-Menthol brands of the ASET section. Now all NM smokers will be questioned only on CAMEL and Marlboro brands.	Acquired sufficient data for analysis.
8-5-91	Modified formation of questioning for the attributes/perceptions within the ASET section. Q.27k1-Q.27k4 will be asked to both Menthol and Non-Menthol smokers: 27k1 - Brand friends would smoke 27k2 - Brand for younger adult smokers 27k3 - Popular brand 27k4 - Good overall taste Q.27k5-Q.27k9 will be asked to NM smokers: 27k5 - Fun brand 27k6 - Brand for people who take pride in what they do 27k7 - Harsh brand 27k8 - Smooth brand 27k9 - Boring brand Q.27k10-Q.27k14 will be asked to Menthol smokers: 27k10 - Modern up-to-date brand 27k11 - Brand for people who are independent 27k12 - Brand with lively personality 27k13 - Brand for people who like being different and don't always follow the crowd 27k14 - Brand for people who know how to take things less seriously and have fun	Tracking perceptions of specific brands due to changed advertising and positioning.
8-5-91	Added two questions (Q.27e1 and Q.27e2) to the ASET section asking each Brand Aware respondent buyer perceptions. 27e1 - Sex each brand is smoked by most often 27e2 - Age each brand is smoked by most often	To track sex and age buyer perceptions.
8-5-91	Added Q.27j to the ASET section asking each Ad Aware respondent if they liked/disliked the advertising they saw.	Tracking effectiveness and attitudes toward brands advertising.
8-23-91	Added 2 questions asking all respondents their likeliness to do business with airlines and/or hotels offering discounts, upgrades or other benefits to smokers.	Tracking smokers allegiance toward smokers rights and companies who still observe these rights.

9-2-91	Added Q.2b to the NOW/Carlton tag-on, probing the respondents answering "Don't know" to the lowest tar/nicotine comparisons why they said DK.	Capture the information regarding a high percentage of "Don't knows" to the lowest tar/nicotine comparisons.
9-2-91	Added Q.41-73 (New tag-on #3) Bristol Lowest/Cambridge Lowest section asking 25+ respondents awareness, trial and purchase for these two brand styles.	To measure the level of brand awareness, ad awareness, trial and purchase intent for Bristol Lowest and Cambridge Lowest.
9-2-91	Added an additional question (Q.22) to the CAMEL/Marlboro Awareness tag-on asking all respondents brand awareness for Marlboro Medium cigarettes.	To measure the level of brand awareness for the newly introduced Marlboro Medium cigarettes.
9-30-91	Modified the ASET section of Brand Tracker to include respondents 25-34 years old and smoke a non-menthol usual brand.	To track target ages for CAMEL and Marlboro and perceptions for each brand.
9-30-91	Modified perceptions being asked in the ASET section of Brand Tracker: Non-menthol changes - Add - 27k4 - A brand for people who like to have fun 27k5 - A brand for people who don't take things too seriously 27k6 - A harsh tasting brand 27k7 - A smooth tasting brand 27k8 - A brand I would enjoy smoking 27k9 - A brand that always has something new and different going on 27k10 - A brand you never see without a promotion or deal 27k11 - A brand with just the right amount of strength	To track ASET smokers perceptions of specific brands and brands advertising.
	Delete - 27k2 A brand for a younger adult smoker 27k5 A fun brand 27k6 A brand for people who take pride in what they do 27k7 A harsh brand 27k8 A smooth brand 27k9 A boring brand	

DATEMODIFICATIONSRATIONALE

- 9-30-91 Added tag-on #6, the CAMEL Cash section asking all respondents (Q.1-7) awareness, first awareness, started saving, amount saved, number of items saving for and if beginning to redeem for merchandise.
- 9-30-91 Added questions 27j2 and 27j3 asking non-menthol 18-34 smokers aware of CAMEL and Marlboro to divide 11 chips between the two brands.
- 9-30-91 Deleted the discount brands key measures questions (27i-27u) from the ASET section of Brand Tracker.
- 9-30-91 Moved discount/savings brands awareness question from the ASET section (Q.27i) to tag-on #1 (18-24 Cost/Quality tag-on Q.1)
- 9-30-91 Added Q.N1 to the Demographics asking respondents their 5-digit zip code.
- 11-1-91 Modified introduction for the Brand Tracker:  
"Hello, I'm \_\_\_\_\_ with 'National Consumer Opinion', an independent research company . . ."
- 11-1-91 Deleted the entire non-smoker classification section (Q.A-D).
- 11-1-91 Deleted the head of household occupation question from the smoker demographics.
- 11-1-91 Modified text throughout the Panel Recruitment (Q.1, Q.3, and Q.6). Deleted the change of address questions in the recruitment.
- 11-1-91 Added Q.8 to the CAMEL Cash tag-on asking all respondents awareness of the new CAMEL matches.
- 11-1-91 Added answer sequence #23 ("On a matchbook") to Q.27j; asking exactly where respondents saw advertising for cigarettes.
- Tracking awareness and usage for CAMEL's newest promotion - CAMEL Cash.
- Analyze preference of CAMEL and Marlboro based on "Everything there is about each brand" through the allocation of 11 chips.
- Acquired sufficient data for analysis.
- Enabling better transition into the 18-24 Cost/Quality tag-on while still tracking awareness for the brands.
- To divide local leverage markets down to zip code levels.
- To establish consistency between Brand Tracker and other research systems.
- Deleted due to its lack of utilization.
- Deleted due to its lack of utilization.
- Deleted due to its lack of utilization and cost savings during data collection.
- Track awareness levels of the CAMEL Matches promotion.
- Due to "Other (SPECIFY)" responses greater than 2%.

11-6-91	Added tag-on #7; asking all respondents aided awareness for all the WINSTON brand styles.	Tracking awareness levels of the individual WINSTON styles.
12-1-91	Added four questions to the CAMEL/Marlboro tag-on asking all respondents aided awareness of: Q.13a) CAMEL Wides FF Box 85 Q.13b) CAMEL Wides Lts Box 85 *Q.13c) CAMEL 99's FF Box *Q.13d) CAMEL 99's Lts Box * <i>Only interviewed in the Pac/Mountain Sales Region.</i>	Tracking awareness levels for the two newest CAMEL styles.
12-1-91	Deleted the WINSTON Awareness tag-on #5.1 from the Brand Tracker questionnaire.	Acquired sufficient data for analysis.
1-2-92	Deleted four tag-ons that were interviewed in 1991. The 18-24 Cost/Quality, NOW/Carlton, 25 + Cost/Quality, and the Bristol/Cambridge tag-ons have all been taken out of the BT/ASET Boost interviews.	Acquired sufficient data for analysis.
1-2-92	Modified the answer list for the Outlet Type used to purchase respondents P.I.P. (A) Modified answer list of main question (Q.22). (B) Added Q.22b (based on skips from new answer list Q.22); probing for a better description of the type of Convenience/Gas mart/Service station. (C) Added Q.22c; again probing to clarify whether purchases at a Discount store/Wholesale club are made with or without membership.	To integrate the Brand Tracker answer list of Outlet Types with other systems (SIS, Marlin) promoting an overall consistency.
1-2-92	Deleted Q.5 from Tag-on #6 (CAMEL Cash); asking all available respondents if they ever heard of CAMEL matches.	Acquired sufficient data for analysis.
1-2-92	Opened the panel recruitment to all respondents on the Brand/ASET Tracker. Total available 2250 vs. 800.	Allow for greater number of known smokers to join panel.
1-16-92	Added Tag-on #1 to Brand Tracker. This section is similar to the NOW/Carlton or Bristol/Cambridge Lowest sections of 1991; however, each 25 + complete will get a shorter version of the questions including all four brands, not just one section or the other.	Track awareness, trial and usage among 25 + completes for comparisons to all brands.

DATEMODIFICATIONSRATIONALE

2-1-92	Modified CAMEL/Marlboro Awareness tag-on to ask only Q.13a and Q.13b (CAMEL Wides FF and LTS) as Tag-on #2.	Tracking bogus awareness for CAMEL Wides styles. National introduction of these styles begins March 1992.
2-1-92	Modified CAMEL Cash tag-on to ask only three questions: Q.1 Awareness of the program Q.3 Participation in Saving Q.6 Started Redeeming Deleted Q.2, Q.2a, Q.4, Q.5 and Q.7 from CAMEL Cash tag-on.	Tag-on shortened to ask only key measures of interest. Acquired sufficient data for analysis on the deleted questions.
2-17-92	Added Q.4 (Amount Saved) back into the CAMEL Cash tag-on.	Tracking amount of CAMEL Cash dollars being saved to estimate items/merchandise needed for cash redemption. Possibly extending program to 12/92.
3-1-92	Added the CAMEL Wides A&U tag-on (as #4) asking nine questions to respondents aware of CAMEL Wides in March-June.	Tracking awareness, trial and usage of CAMEL Wides brands.
3-1-92	Added 3 new questions into tag-on #3 (CAMEL Cash): New Q.4 Receive help in saving cash New Q.5 Amount of cash saved by someone else New Q.7 CAMEL purchases out of last 10 purchases Also, modifications to the CAMEL Cash table banners.	Track participation/redemption amounts of respondents and amount of help they received.
3-1-92	Added two answer sequences to Q.27: (Where do you see advertising?) - On a calendar - On playing cards	Due to "Other (SPECIFY)" responses greater than 2%.
3-12-92	Modified the introduction to the panel recruitment. Deleted: "To provide this information, it will take 15-20 minutes of your time each month."	To help increase the number of monthly recruits.
3-30-92	CAMEL/Marlboro Awareness Tag-on (#2) was deleted.	Acquired sufficient data for analysis

4-29-92	CAMEL Cash Tag-on #2.1 was added. Respondents randomly rotate between Tag-on #2 and #2.1. Tag-on #2.1 asks seven questions to respondents. The difference between Tag-on #2 and #2.1 is that #2 is an aided awareness of CAMEL Cash whereas #2.1 is an unaided awareness of CAMEL cash.	Prevent contamination of the CAMEL cash tracking due to other continuity research being conducted by such brands as SALEM and WINSTON.
5-1-92	Added one answer sequence to Q.27: (Where do you see advertising?) - Jacket	Due to "Other" (SPECIFY) responses greater than 2%
5-22-92	Added Smoking Locations Tag-on #5. This tag-on was to be asked initially through June 7, but was extended through June 14.	Attitudinal research on where respondents do their smoking and how much they smoke in these locations.
6-4-92	CAMEL Cash Tag-on #2.1 was taken out. Tag-on #2 will continue to be asked.	Acquired sufficient data for analysis.
6-4-92	Added Q.1a to CAMEL Cash Tag-on #2, Q.7 was taken out.	Wanted to obtain awareness of the new catalog before its actual release.
6-12-92	Added Q.2 to CAMEL Wides Tag-on #3. This is a previous usual brand question that goes through trees, and is to be asked of those who have CAMEL Wides as their usual brand.	To find out what brand the respondent smoked before they switched to CAMEL Wides.
6-30-92	CAMEL Wides Tag-on #3 was continued through August.	Insufficient data to complete analysis.
6-30-92	Q.27f, 27g, and 27 (advertising questions) were deleted from the ASET section.	Acquired sufficient data for analysis.
6-30-92	Q.27k1/27k17 (Perceptions) were deleted from ASET section and added 15 new ones Q.27k1/27k15	To coincide with Brand advertising
6-30-92	The menthol section from the ASET section was deleted.	Acquired sufficient data for analysis
6-30-92	Q.1a/6 were deleted from CAMEL Cash Tag-on #2 and Q.2/12 were added. CAMEL Cash continuity Tag-on #2.1 Q1/7 were added.	To enhance CAMEL Cash research.
7-30-92	Q. 11/12 (CAMEL MATCHES) were deleted from CAMEL Cash Tag-on #2.	Acquired sufficient data for analysis.
7-30-92	Q.23aa and 23bb were added to the purchase patterns section.	To obtain usage of the new 5 pack carton Marlboro introduced.



DATE

7-30-92

MODIFICATIONS

ASET boost was cancelled.

RATIONALE

Acquired sufficient data for analysis and cost efficiencies.