

October 25, 1996

To: E. C. Leary

From: A. B. Phillips 

Re: American Spirit Awareness  
(BIAD #96-11105)

**Background/Purpose:**

Assessments of American Spirit awareness were made in January and September via Tracker tag-on to:

- provide baseline awareness measure of the competitive proposition (Jan).
- assess impact of national attention surrounding WINSTON's launch in Florida on American Spirit awareness (Sept).

**Key Findings:**

- Overall, claimed awareness of American Spirit is quite low at 13% of smokers and showed no significant increase from January (13%) to September (13%).

- Within age groups, the highest awareness is among 18-24 year old smokers and showed only a slight increase from Jan (18%) to Sept (23%).
- Lowest awareness is among older smokers 50+ and showed no increase from Jan (9%) to Sept (9%).

<b>September vs. January</b>			
<b>American Spirit Awareness, %</b>			
<b><u>Among:</u></b>	<b><u>January</u></b>	<b><u>September</u></b>	<b><u>Δ Sept- Jan</u></b>
Total, 18+	13	13	+0
18-24	18	23	+5
25-34	14	16	+2
35-49	13	11	-2
50+	9	7	-2

- Awareness among males smokers (16%) is greater than among females (9%), with highest awareness among 18-24 year old males (31%).

<b>September</b>			
<b>American Spirit Awareness, %</b>			
<b><u>Among:</u></b>	<b><u>Total</u></b>	<b><u>Males</u></b>	<b><u>Females</u></b>
Total 18+	13	16	9
18-24	23	31	14
25-34	16	24	9
35-49	11	11	11
50+	7	9	5

**Implications/Next Steps:**

It does not appear that national attention surrounding WINSTON's launch in Florida has drawn increased awareness to American Spirit. Findings do however demonstrate a better than average chance for the WINSTON 'No Additives' proposition to penetrate the 21-24 smoker segment -- considering their increased awareness of this type of proposition.

No additional tracking of American Spirit awareness is planned.

cc: R. C. Pasterczyk, C. S. Nicholson, N. S. Saldiner, M. Lamphier, J. D. Weber, BIC

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