

MEMORANDUM

January 7, 1981

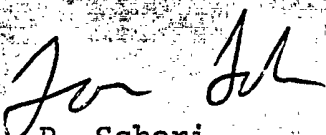
TO: BOB SACHS ✓
CC: G. E. Stungis
FROM: T. R. SCHORI/smc
SUBJECT: BARCLAY SOURCE OF BUSINESS

RECEIVED
JAN 7 1981
R.H.S.

We did a mailout to individuals who had requested BARCLAY Free-Carton Coupons (MRD 1980-145B) and invited them to join CONSUMER DYNAMICS (the name under which our consumer mail panel is known). Among those responding, there were 479 individuals who showed BARCLAY as their most often brand and indicated what their previous brand had been.

In the attached tables, we've simply indicated the percentages of individuals who switched to BARCLAY from the various donor brands and companies.

If you have any questions, please don't hesitate to call.


T. R. Schori

Attachments

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BARCLAY
Source of Business
Coupon Requesters

<u>American</u>	<u>September</u> <u>MSA Share</u>	<u>BARCLAY</u> <u>Share of</u> <u>Smokers by Source</u> <u>(479)</u>
Carlton	2.45	5.84
Lucky Strike	.99	.21
Pall Mall	4.89	1.67
Pall Mall Lights	.14	.21
Silva Thins	.20	.21
Tareyton	1.33	1.04
Tareyton Lights	.30	1.04
Tall	.08	-
American	.01	.84
Other	.03	-
Total	10.42	11.06

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BARCLAY
Source of Business
Coupon Requesters

<u>B&W Brands</u>	<u>September</u> <u>MSA Share</u>	<u>BARCLAY</u> <u>Share of Smokers</u> <u>By Source</u> <u>(479)</u>
ARCTIC LIGHTS	.10	-
BELAIR	1.14	.84
KOOL	6.84	1.46
KOOL Milds	1.04	.84
KOOL SUPER LIGHTS	.68	.84
KOOL Regular	.10	.42
RALEIGH	1.28	.84
RALEIGH Lights	.37	1.46
RALEIGH Plains	.14	.42
VICEROY	1.36	2.09
VICEROY RICH LIGHTS	.35	1.67
DUMAURIER	.01	-
BARCLAY	.12	-
Other	-	-
Total	13.53	10.86

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BARCLAY
Source of Business
Coupon Requesters

<u>Liggett & Myers</u>	<u>September</u> <u>MSA Share</u>	<u>BARCLAY</u> <u>Share of Smokers</u> <u>By Source</u> <u>(479)</u>
Chesterfield	.61	.21
Eve	.17	.42
Decade	.03	.21
L&M	.97	1.46
Lark	.46	-
Other	.01	-
Total	2.25	2.30

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BARCLAY
Source of Business
Coupon Requesters

<u>Lorillard</u>	<u>September</u> <u>MSA Share</u>	<u>BARCLAY</u> <u>Share of Smokers</u> <u>By Source</u> <u>(479)</u>
Kent	1.94	3.13
Kent III	1.28	5.85
Golden Lights	1.79	2.09
Max	.15	.21
Newport	1.73	-
Newport Lights	.23	-
Old Gold	.39	.21
Spring	.01	-
True	1.74	3.13
Triumph	.27	4.38
Other	.01	
Total	9.54	19.0

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BARCLAY
Source of Business
Coupon Requesters

<u>Philip Morris Brands</u>	<u>September</u> <u>MSA Share</u>	<u>BARCLAY</u> <u>Share of Smokers</u> <u>By Source</u> <u>(479)</u>
B&H	2.86	1.88
B&H Lights	1.77	1.67
Merit	4.29	7.72
Marlboro	14.09	5.85
Marlboro Lights	4.21	2.71
Parliament	1.20	1.04
Philip Morris	.18	-
Saratoga	.37	-
Virginia Slims	1.29	.63
Virginia Slims Lts.	1.04	.63
Cambridge	.30	3.13
Other	.07	-
Total	31.67	25.26

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BARCLAY
Source of Business
Coupon Requesters

<u>RJR</u>	<u>September</u> <u>MSA Share</u>	<u>BARCLAY</u> <u>Share of Smokers</u> <u>By Source</u> <u>(479)</u>
Camel Non-Filter	2.24	.21
Camel	.95	.63
Camel Lights	1.23	2.92
Doral	.30	-
Doral II	.23	1.04
More	1.16	.21
Now	.66	1.88
Salem	4.51	1.46
Salem Lights	3.62	2.30
Salem Ultra	.74	-
Vantage	3.02	7.93
Vantage Ultra Lts.	.76	5.22
Winston	9.50	3.13
Winston Lights	3.61	4.59
Winston Ultra	.05	-
Other	-	-
Total	32.56	31.52

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