ESTTA Tracking number: **ESTTA1085307**
Filing date: **09/29/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92025859
Party	Defendant General Cigar Co., Inc.
Correspondence Address	ANDREW DEUTSCH DLA PIPER LLP US 2000 AVENUE OF THE STARS SUITE 400 LOS ANGELES, DE 90067 UNITED STATES Primary Email: Andrew.Deutsch@dlapiper.com Secondary Email(s): David.Huff@dlapiper.com, mkrinsky@rbskl.com, joshua.schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com 212.335.4880
Submission	Testimony For Defendant
Filer's Name	Andrew L. Deutsch
Filer's email	andrew.deutsch@us.dlapiper.com, Joshua.Schwartzman@us.dlapiper.com, john.nading@us.dlapiper.com, Valerie.fadis@us.dlapiper.com
Signature	/Andrew L. Deutsch/
Date	09/29/2020
Attachments	GC Exs Part 12.pdf(5520243 bytes) GC Exs Part 13.pdf(5755558 bytes) GC Exs Part 14.pdf(4630247 bytes) GC Exs Part 15.pdf(5222319 bytes) GC Exs Part 16.pdf(4600211 bytes) GC Exs Part 17.pdf(3651618 bytes) GC Exs Part 18.pdf(3112689 bytes) GC Exs Part 19.pdf(3132449 bytes) GC Exs Part 20.pdf(3111588 bytes) GC Exs Part 21.pdf(3119757 bytes) GC Exs Part 22.pdf(5577125 bytes) GC Exs Part 23.pdf(5224081 bytes)

Travel Habits

Almost nine out of ten (87%) survey respondents reported having taken a domestic airline trip over the twelve months prior to the survey, and a similar number (91%) had stayed in a domestic hotel. The average number of domestic airplane trips over the period was six.

Nearly half (48%) of the *Cigar Aficionado* subscribers surveyed had taken at least one foreign airline trip in the previous twelve months. Furthermore, about one in five (19%) had taken a pleasure cruise on a commercial vessel in the previous three years.

Preferred Sources of Imported Cigars

As has already been reported, virtually all premium cigars are imported. About two-thirds of the *Cigar Aficionado* respondents said that their "everyday" cigar comes from the Dominican Republic. (See Figure 6–3.) Despite the fact that it is illegal to buy or possess Cuban cigars in the United States, nearly one in ten readers surveyed claimed that their everyday cigars are Cuban. As is the case with many controlled substances and products, Cuban cigars are apparently finding their way to those who want them badly enough, and who are willing to accept the price and risk.

* * * * * * * *

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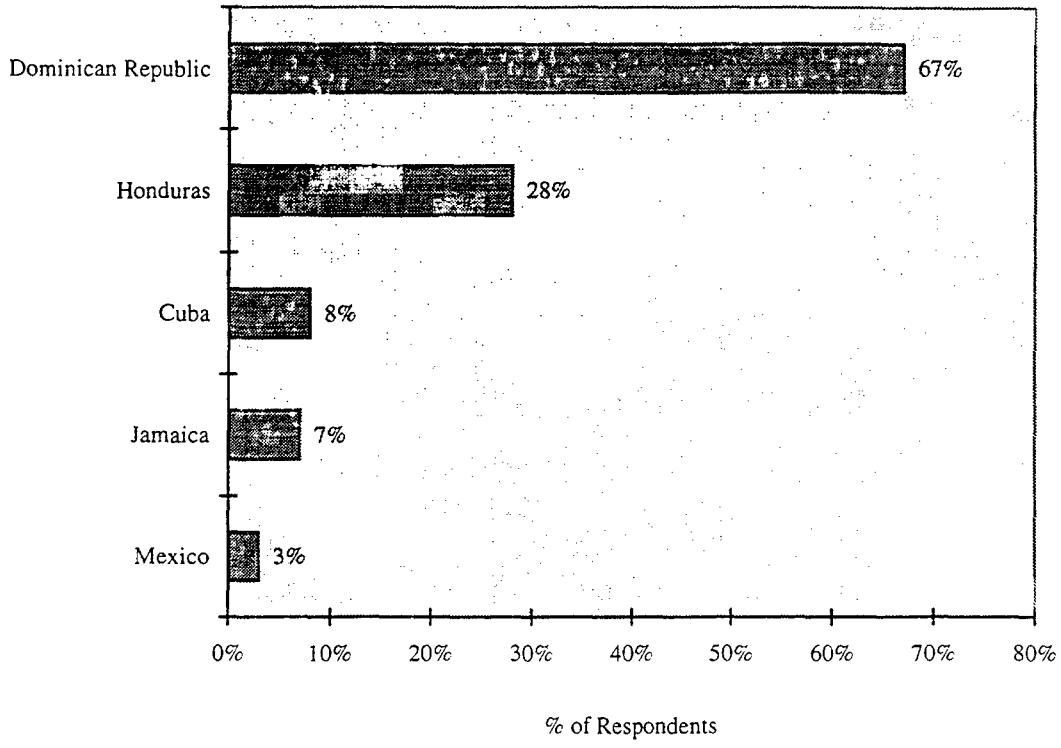
Figure 6–3:

Country of Origin of "Everyday" Premium Cigars, 1995



Note: Respondents were allowed to pick more than one answer.

Source: *Cigar Aficionado* Magazine Subscriber Survey, 1995.
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APPENDIX

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APPENDIX I: EXAMPLES OF CONSUMER ADVERTISING

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THE SWEET SMELL OF SUCCESS℠

BACCARAT

You deserve it, so enjoy the superior smoking pleasure of the magnificent 6" x 43 ring Natural wrapper, Baccarat Luchadores. An all-but-irresistible, full-bodied cigar, mild in flavor with a hint of sweetness. Made by hand like Cuban cigars were made 60 years ago. Blended with aged, choice Cuban-seed filler, Mexican binder and Connecticut shade-grown wrapper. A favorite of diplomats, executives, thought leaders, trend setters and those smokers from whom others take their cues in fine cigar selection.

MY INTRODUCTORY OFFER TO NEW CUSTOMERS

14 Baccarat Luchadores for $15.00; Regular Retail $26.00.

THOMPSON CIGAR CO.
P.O. Box 31274 • Tampa, FL 33633-0537 • Dept. T234
Send me 14 Natural wrapper Baccarat Luchadores (N91055) For $15.00 + $3.95 shipping. (Florida residents add 6% sales tax + appropriate county tax). ONE ORDER PER CUSTOMER

My Name _____

My Street Address _____ Apt. # _____

City _____ State _____ Zip _____

Daytime Phone # ( ) _____

❑ $18.95 Enclosed. Charge to my ❑ VISA ❑ MasterCard ❑ AmExpress ❑ Discover

Signed _____

Credit Card No. (Print All Digits) _____ Exp. Date _____

OFFER EXPIRES 4/97 • OFFER NOT AVAILABLE TO MINORS • OFFER GOOD ONLY IN THE USA

1-800-237-2559 Dept. T234 Fax: 813-882-4605

America's Oldest Mail Order Cigar Company. Est. 1915

© 1995, Thompson & Co., Inc.

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GC 014229

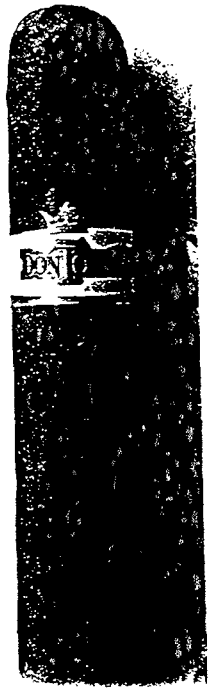
Do You Offer A Cigar On The First Date?

You're coming to the end of a romantic dinner and you remember those incredible handmade Don Tomás cigars you brought along.

As you take them out, you offer one to your date. He says he doesn't smoke cigars and he doesn't approve of women smoking them either. You do the only thing a woman can do. You light up.

DON TOMÁS®

Go ahead.
Make a statement.



TOLL FREE DISTRIBUTION

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CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014231

VUELTABAJO

////

The Legend Continues...

Vueltabajo
is the premier tobacco growing region of Cuba.
Legend has it that the Cigars of Vueltabajo were
rolled on the thighs of island women.
These cigars were so exquisite, they were only presented to
royalty and the most discriminating connoisseurs.

Vueltabajo, hand made in the Dominican Republic–
a Cigar fine enough to bear the name of the most legendary tobacco growing region of the world.
Artfully crafted with a smooth Connecticut shade wrapper,
hand selected Dominican Olor binder and the richest Dominican Piloto Cubano filler.
Each Cigar is carefully hand rolled on the *finest surface known to man...*

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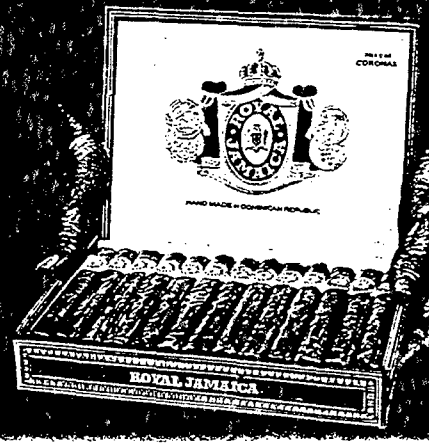
You're looking at the only machinery that touches our cigars.

We all know that handmade cigars are the best made cigars. Unfortunately, they're also a disappearing breed. Not, however, at Royal Jamaica. And that's why our cigars are uniform all the way through; with no soft spots; no spongy centers.

We begin by using the best filler tobacco grown in Jamaica. We hand select the choicest leaves to insure mild, distinctive flavor and we hand sort, hand pack and hand seal each finished cigar. Then we carefully place them into boxes which we even handcraft ourselves. We have no bias against high tech machinery. It's fine for tracking inventory. But when it comes to cigars, we believe that only hands can make a work of art. Our hands. At Royal Jamaica.

Royal Jamaica premium cigars: Three time Gold Medal Winner, Monde World Competition for "The finest handmade cigars."



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It's Time for a Meaningful Relationship!

Graduate to Excalibur

No longer satisfied with pale ordinary flavors, discriminating people all over the world are stepping up to vintage wines, single malt Scotches and Excalibur cigars.

Richer, more complex and ultimately more satisfying – Excalibur completes your search for a meaningful taste in a cigar.

Chosen from the most select tobacco leaves that have been carefully grown from Cuban seed and hand-made by expert craftsmen to exacting standards, the Excalibur from Hoyo de Monterrey will bring your appreciation of fine cigars to a new level of sophistication.

Imported by Danby-Palacio Division
VILLAZON & CO., INC.
25 Park Way, Upper Saddle River, NJ 07458 • (201) 934-9440, (800) 526-4653

No. 1 (length 7-1/4" ring size 54)
Sold under the brand name Excalibur in the U.K. and Continental Europe and other Foreign Markets.

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TEAM TE-AMO! NO PLACE FOR A JUVENILE CIGAR!

Savvy guys like Walter, Larry, Tom and Larry don't kid around when it comes to golf or cigars. They like the mature, rich taste of Te-Amo.

Standing clockwise from left:
Walter Morgan,
Larry Gilbert,
Tom Wargo.
Sitting: Larry Lacretti

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A LITTLE CIVILITY

EXCALIBUR MINIATURES by Hoyo De Monterrey

Intermission of the play, a brief recess between meetings, a lull at the party, an intimate conversation – does it seem like you never have the time to relish the refined taste of a well made cigar? All that's changed – the arrival of Excalibur Miniatures brings a little civility back to your busy life with everything you demand from a full-size premium cigar and more.

Excalibur Miniatures are made from the finest Cuban seed tobaccos and packaged twenty to a box in distinctive individual tins. Miniatures deliver the rich complex flavor you'd expect from an Excalibur.

Introduce a little civility back into your life with premium, conveniently sized Excalibur Miniatures.

VILLAZON & CO., INC. 25 PARK WAY, UPPER SADDLE RIVER, NJ 07458
201-934-9440 800-526-4655

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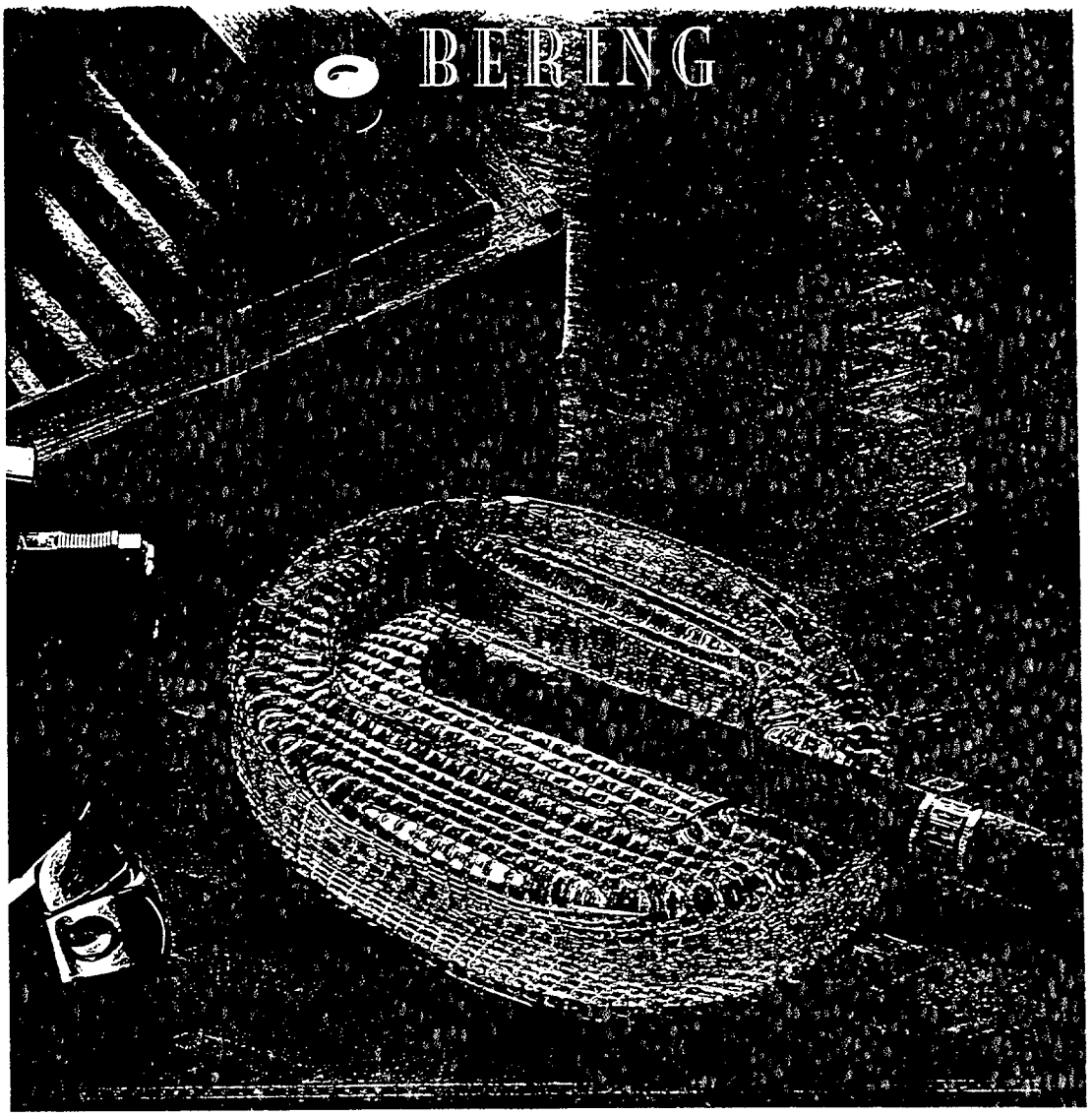

CIGARS FOR THE SHREWD INVESTOR.

THESE FINE, HANDMADE CIGARS IMPORTED FROM HONDURAS RECEIVE "EXCELLENT" RATINGS IN BLIND TASTE TESTS.

EACH BERING CIGAR IS CAREFULLY ROLLED USING ONLY THE FINEST LONG FILLER TOBACCOS, A NATURAL LEAF BINDER AND SPECIALLY SELECTED AGED WRAPPERS. THE RESULT IS A CIGAR WITH A SMOOTH DRAW AND A RICH TASTE.

BERINGS NOW COME IN FIFTEEN POPULAR SHAPES. AVAILABLE FROM YOUR FAVORITE TOBACCONIST.

BERING BY SWISHER INTERNATIONAL, INC.

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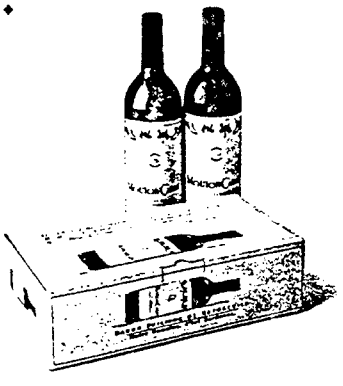
GC 014238

TWO LEGENDS. ONE VISION.

Two legends of their respective artistry shared a singular vision: To create the ultimate sensory pleasure, by marrying the perfect cigar with the perfect wine.

We invite you to experience this legendary combination for yourself. Simply purchase Zino Mouton Cadet fine cigars, personally created by Zino Davidoff. And, in return, we will send you a complimentary gift box of two 750 ml bottles of Mouton Cadet Bordeaux wines, created by Baron Philippe de Rothschild.



Call 1-800-328-4365 for details and the location of your nearest retailer.

Offer is limited. Tobacconists may not participate. This offer expires May 1, 1996

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Over 100 years ago, Angel LaMadrid CUESTA and Peregrino REY Created the First CUESTA-REY in Havana, Cu

Today, CUESTA-REY cigars, the finest ever, are still made entirely by hand in the Dominican Republic – Cigar Country

Savor the flavor and aroma that 100 years can make!

The* CUESTA-REY *Handmade Centennial Collection

Vintage Aged Tobaccos

Exceptional Craftsmansh

Perfectly Balanced Fla

The CUESTA-REY CENTENNIAL COLLECTION

Choice of Natural (Light) or Maduro (Dark) Wrappers

Aristocrat (Glass) – 7¼" x 48 ~ Dominican #1 – 8¼" x 52 ~ Dominican #2 – 7¼" x 48 ~ Dominican #3 – 7" x 36
Dominican #4 – 6½" x 42 ~ Dominican #5 – 5½" x 43 ~ Dominican #60 - 6" x 50 ~ Captiva (Tube) – 6 1/16" x 42
#7 ROBUSTO – 4½" x 50 ~ Riviera (Tube) – 7" x 36 ~ Individual (Box) – 8½" x 52 ~ Cameo (Tin) – 4¼" x 32

Imported by Cuesta-Rey International, Post Office Box 2030, Tampa, FL 33601

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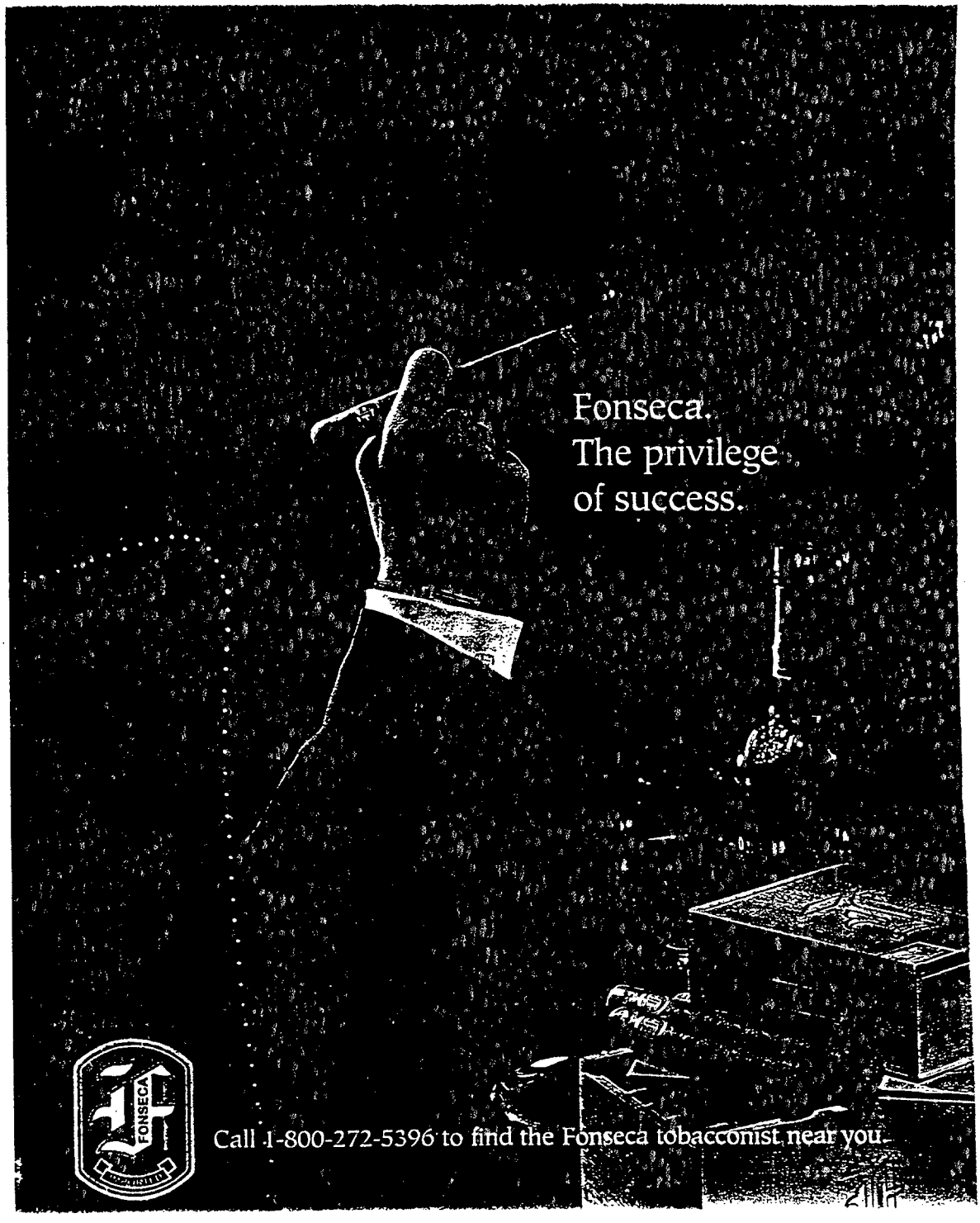

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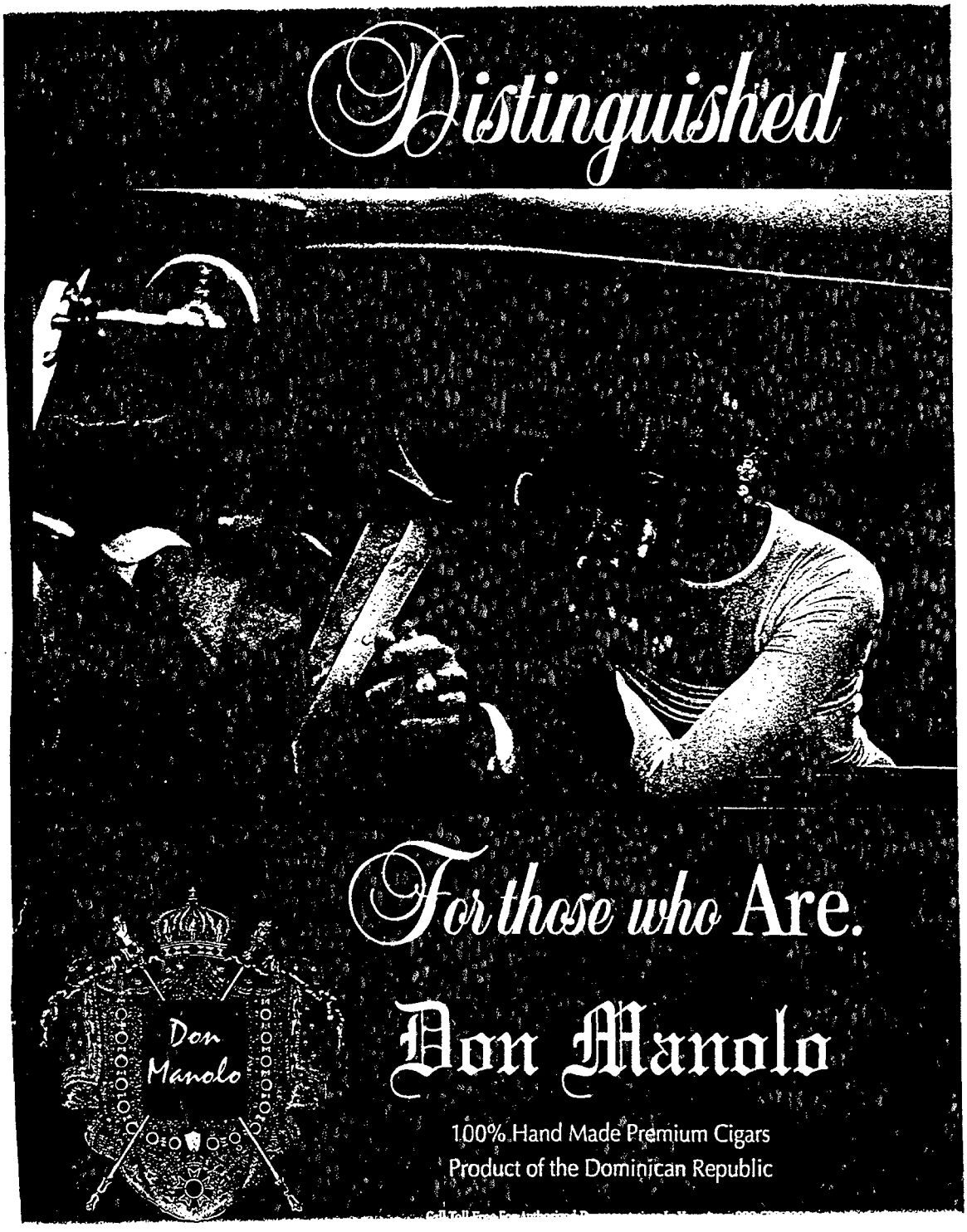

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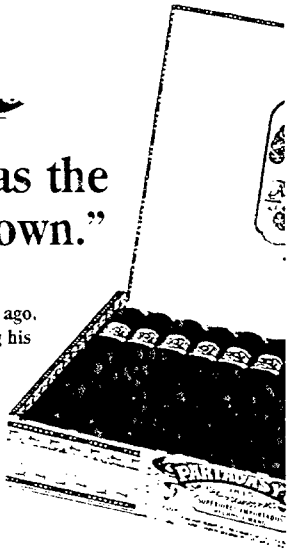
"Even in those great days, Partagas was the only Cuban cigar with a store all its own."

The Partagas store in Havana did such a brisk business, it was as if the city didn't want any Partagas cigars to leave the country. But more than 30 years ago, they did leave the country when Ramón Cifuentes fled Cuba to go on making his Partagas cigars in the Dominican Republic. Today, Partagas is the only cigar brand that is still made by the same man who made it what it was long ago in Havana. And business is even better than it was then.



Ramón Cifuentes

PARTAGAS

The cigar that knew Cuba when.

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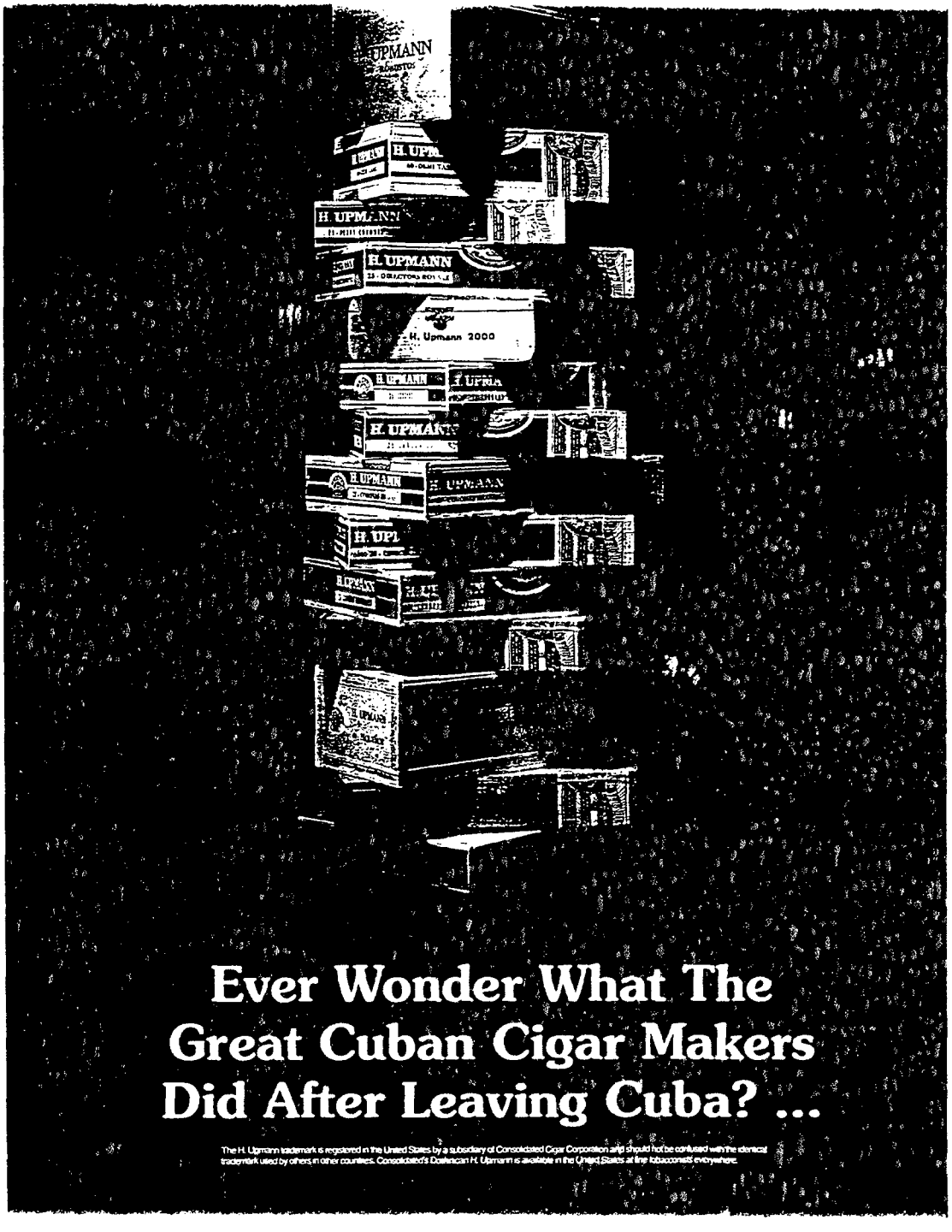

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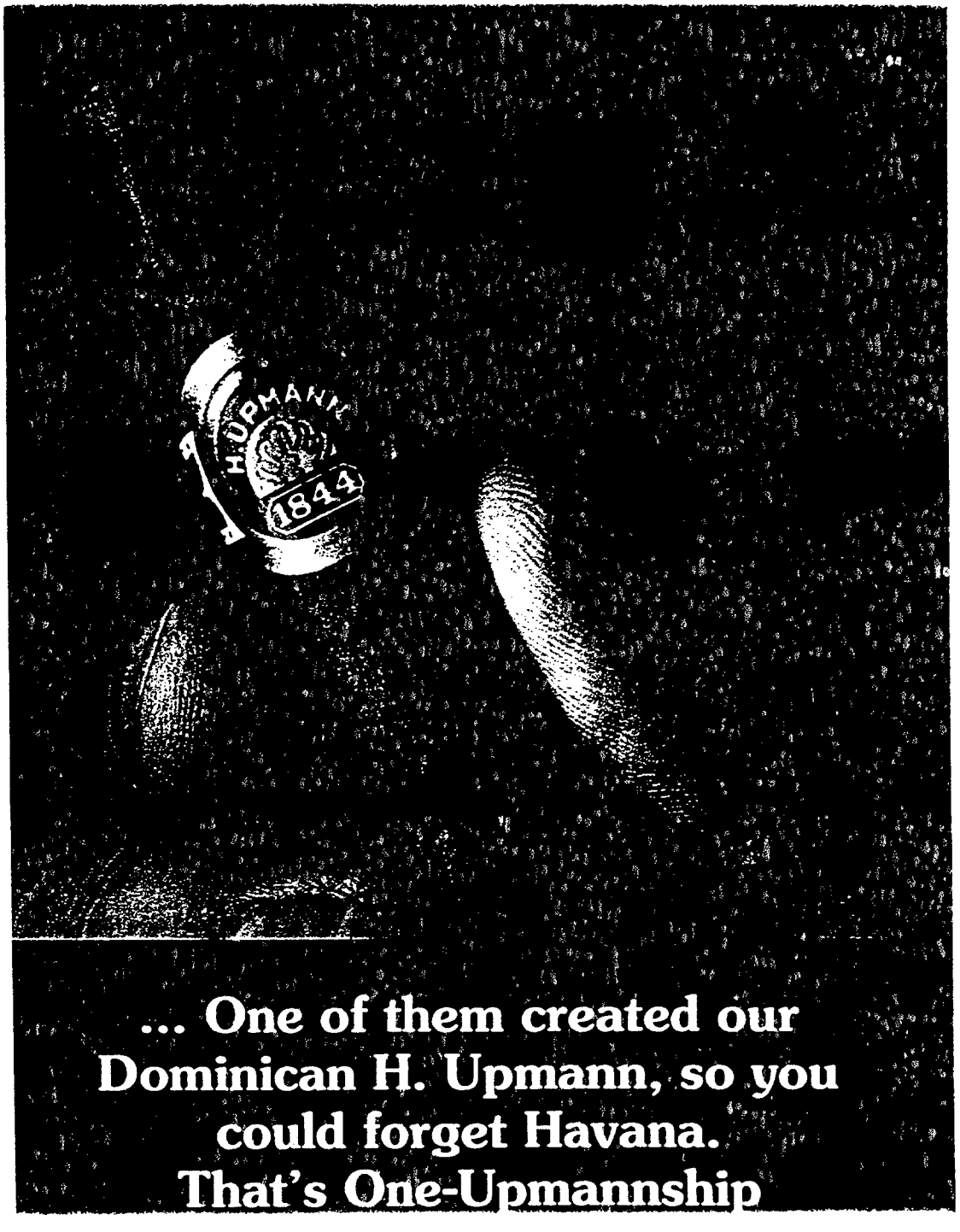

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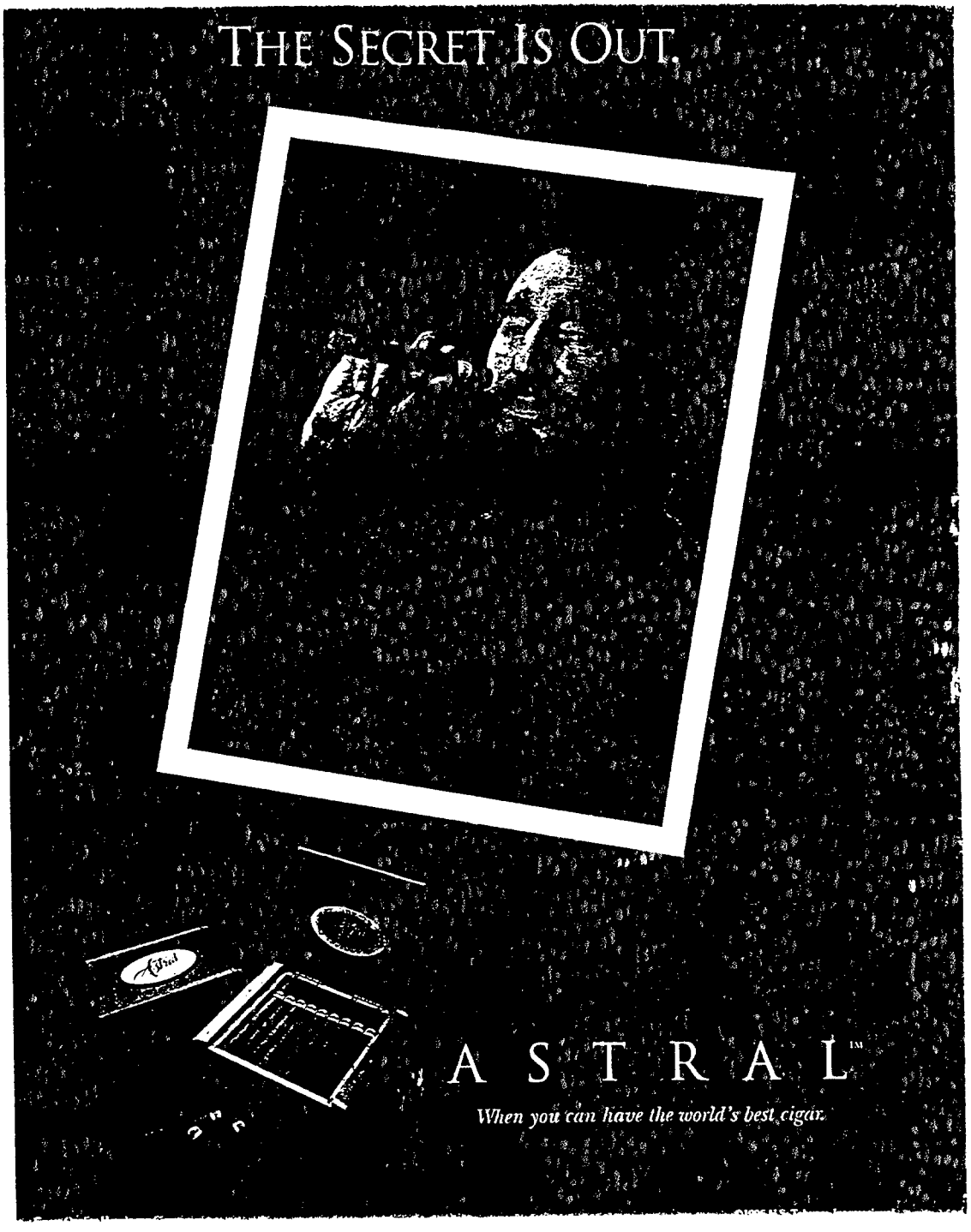

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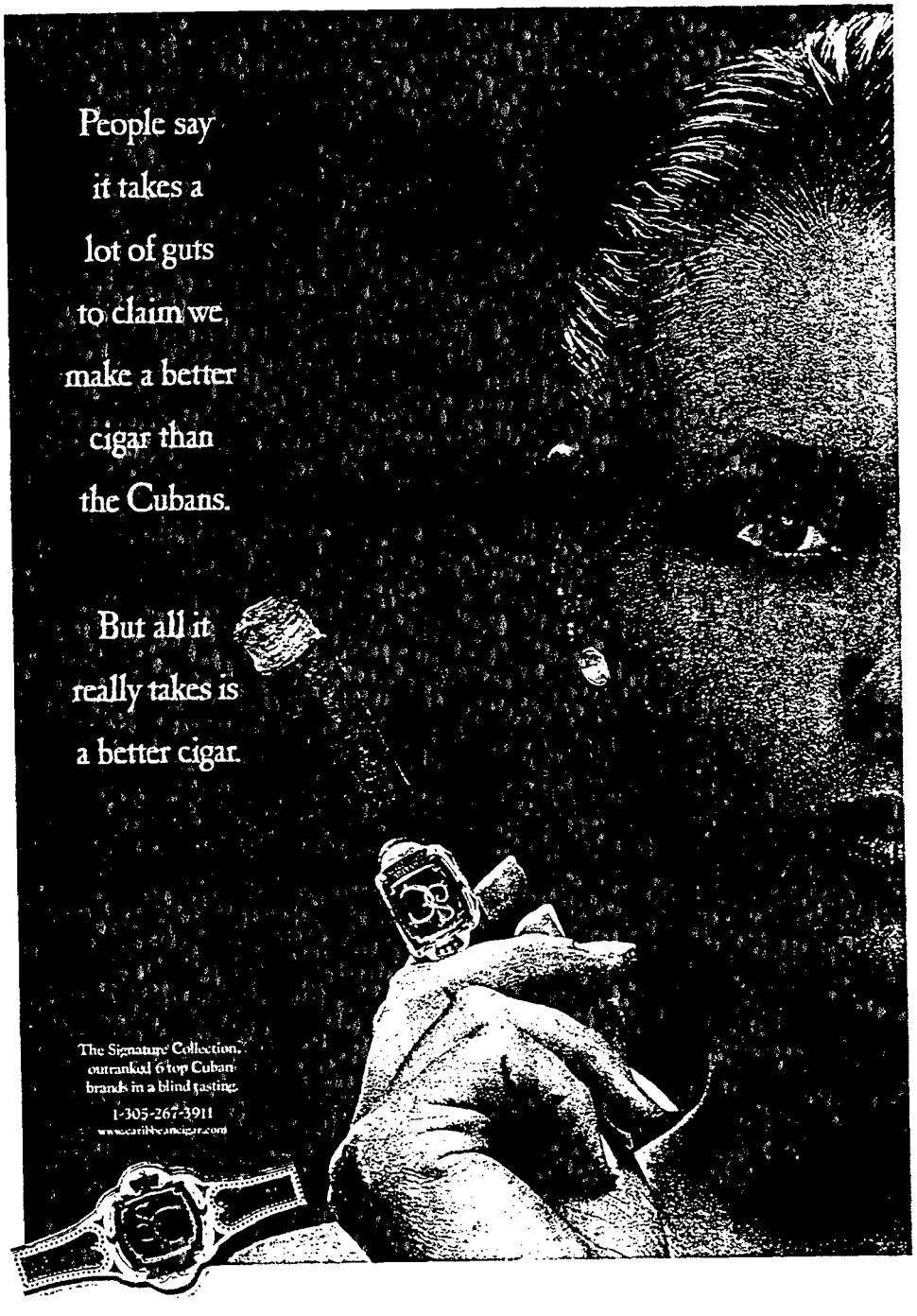

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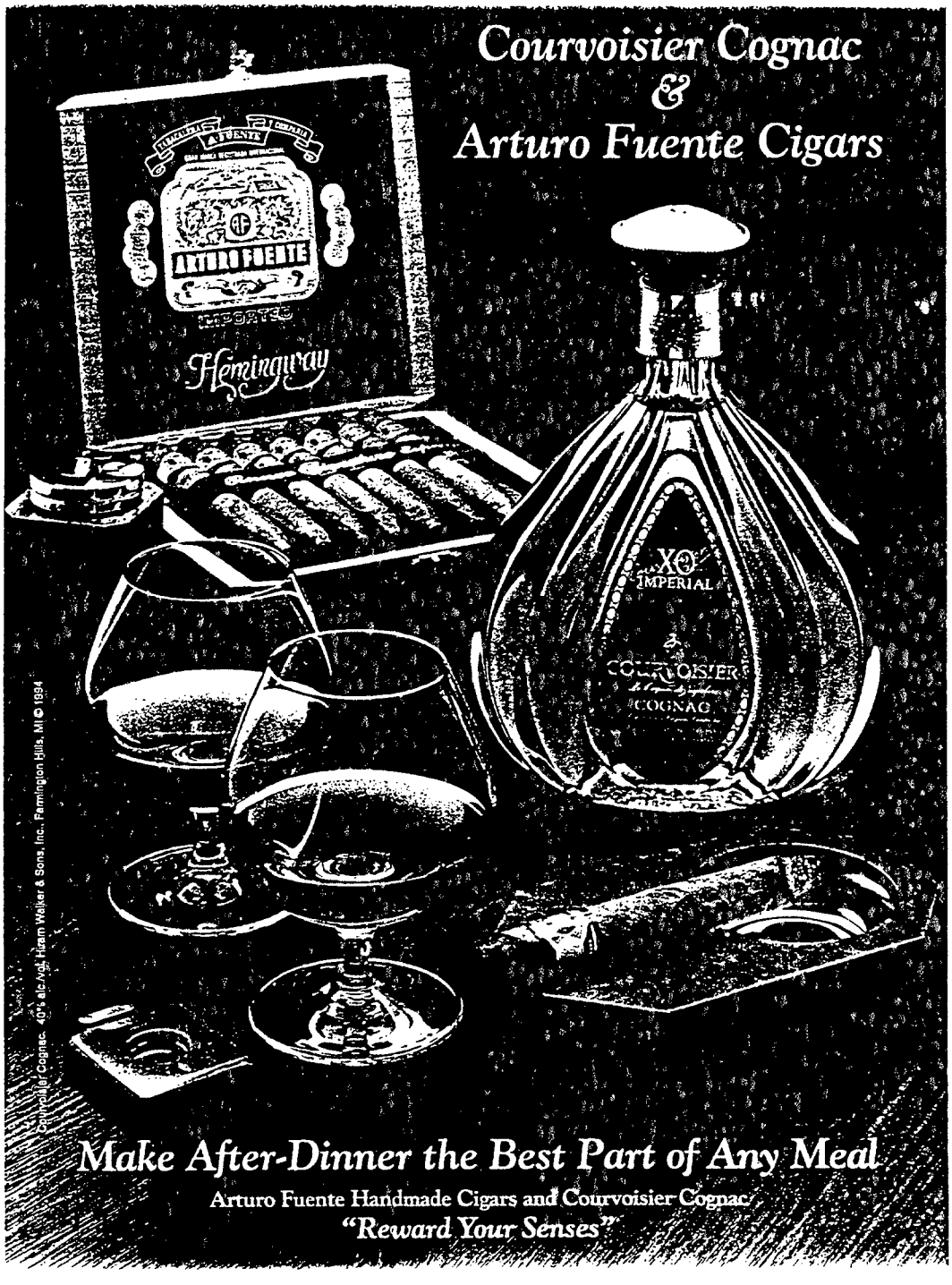

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It Takes As Long To Make A Great Cigar As It Does To Make A Great Wine.

Those who appreciate fine wine understand the skill and patience needed to produce it.

The skill and patience needed to produce a premium cigar is every bit as demanding.

After being nurtured in a seedbed for its first 40 days, a Havana seedling is placed into the rich Honduran soil where it will grow to about five feet in height.

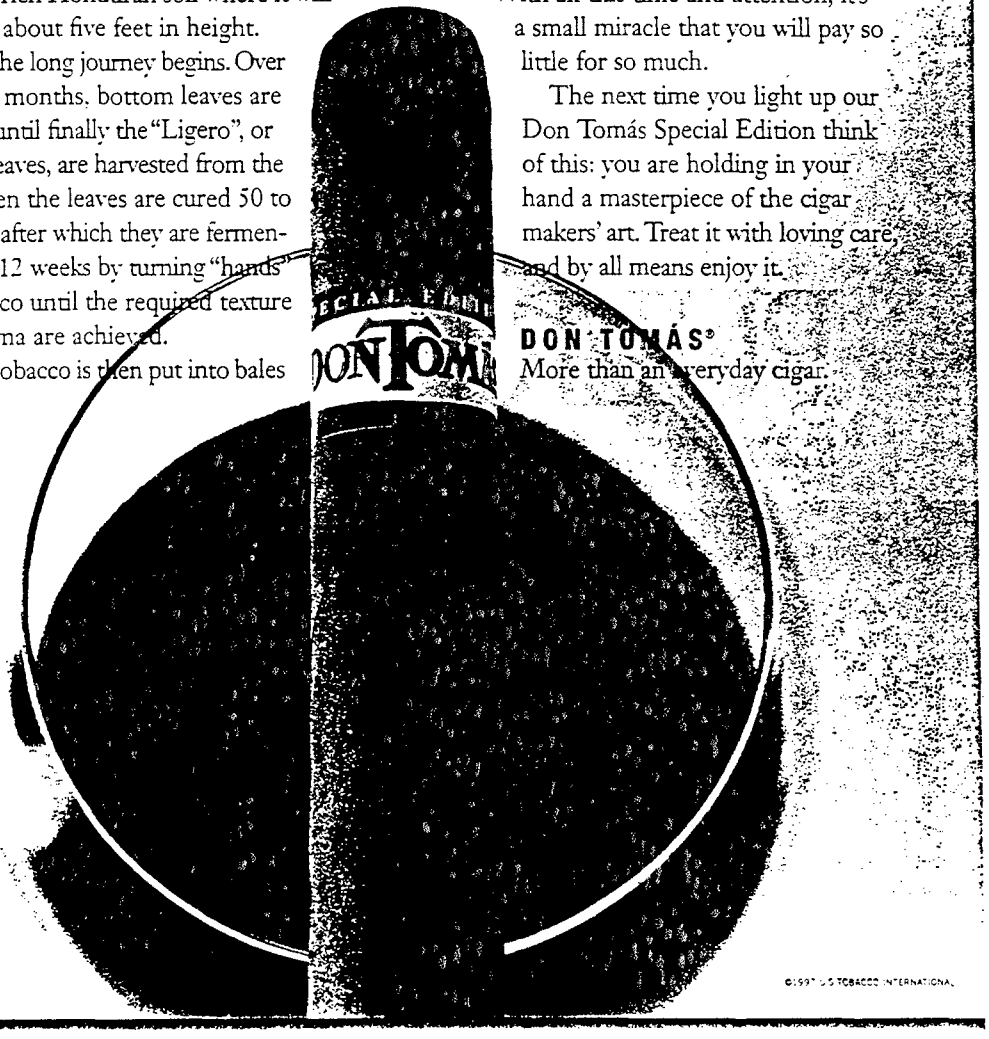
And the long journey begins. Over the next months, bottom leaves are pruned until finally the "Ligero", or richest leaves, are harvested from the top. Then the leaves are cured 50 to 70 days, after which they are fermented 8 to 12 weeks by turning "hands" of tobacco until the required texture and aroma are achieved.

The tobacco is then put into bales for a minimum of one year at which time it is lovingly rolled into your favorite shape.

In all, a Don Tomás® Special Edition will go through more than 50 hand operations over a three to four year period before it finds its way to your tobacconist.

With all this time and attention, it's a small miracle that you will pay so little for so much.

The next time you light up our Don Tomás Special Edition think of this: you are holding in your hand a masterpiece of the cigar makers' art. Treat it with loving care, and by all means enjoy it.



DON TOMÁS®
More than an everyday cigar.

©1997 U.S. TOBACCO INTERNATIONAL

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And They Thought You'd

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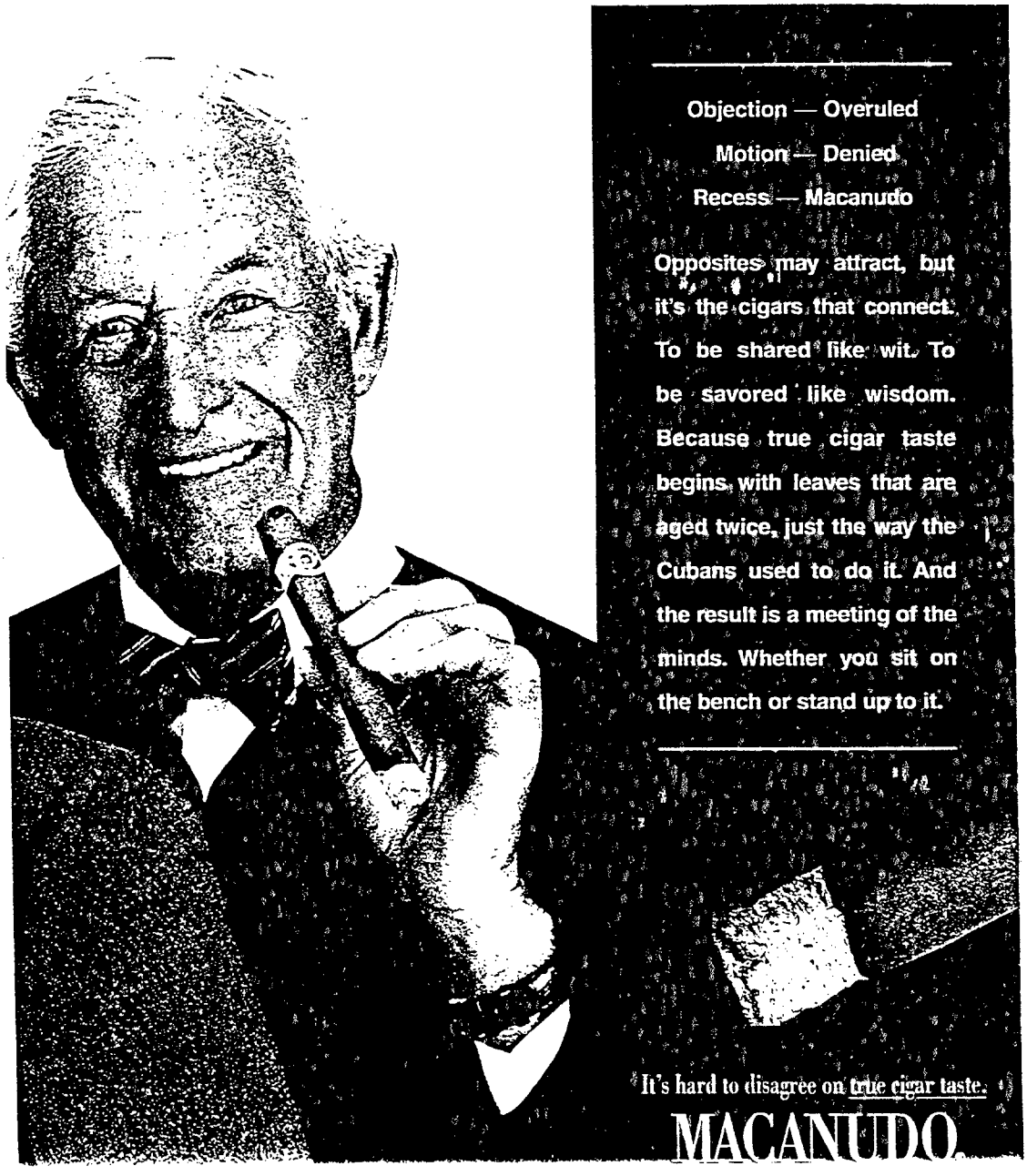
Have Nothing in Common.



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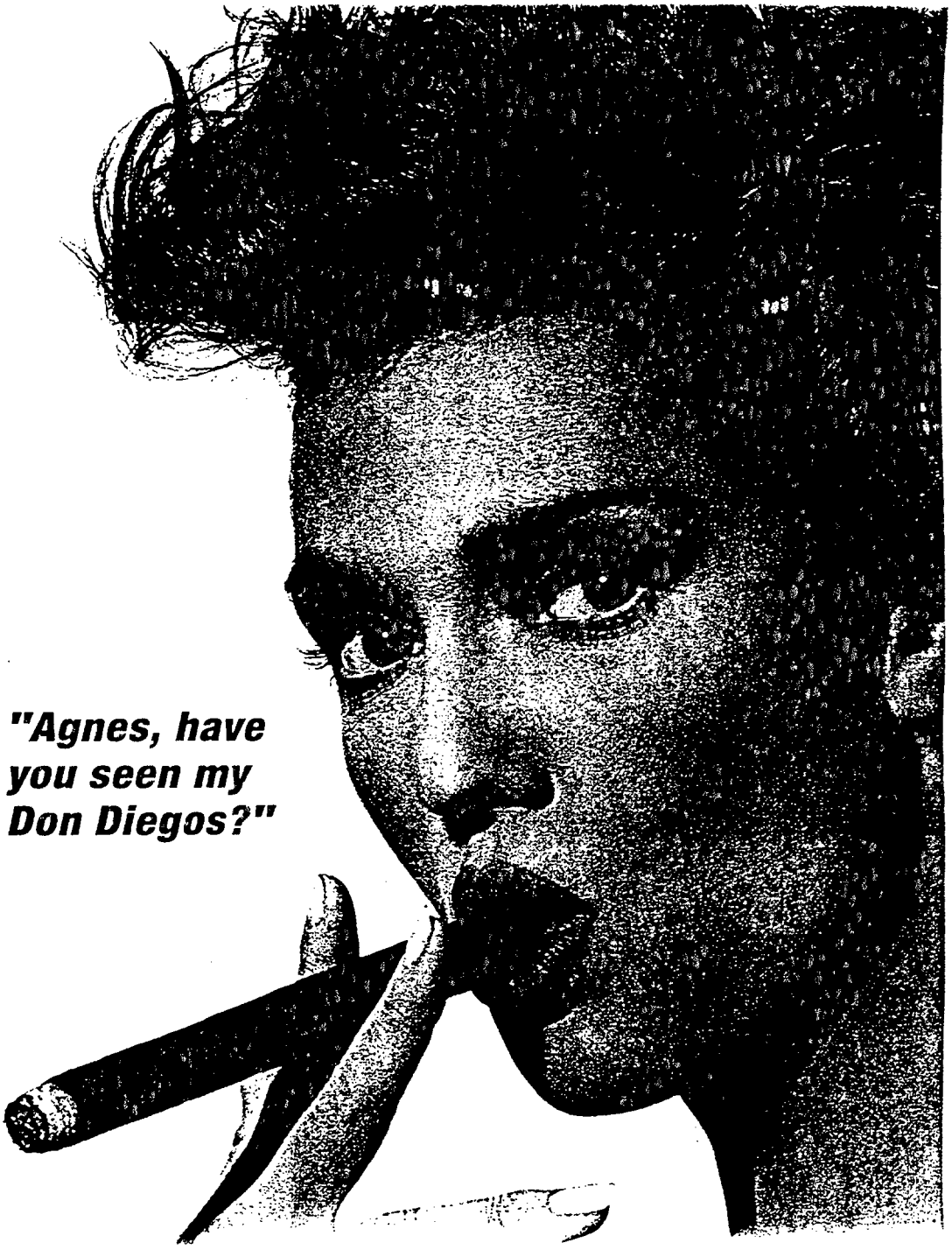

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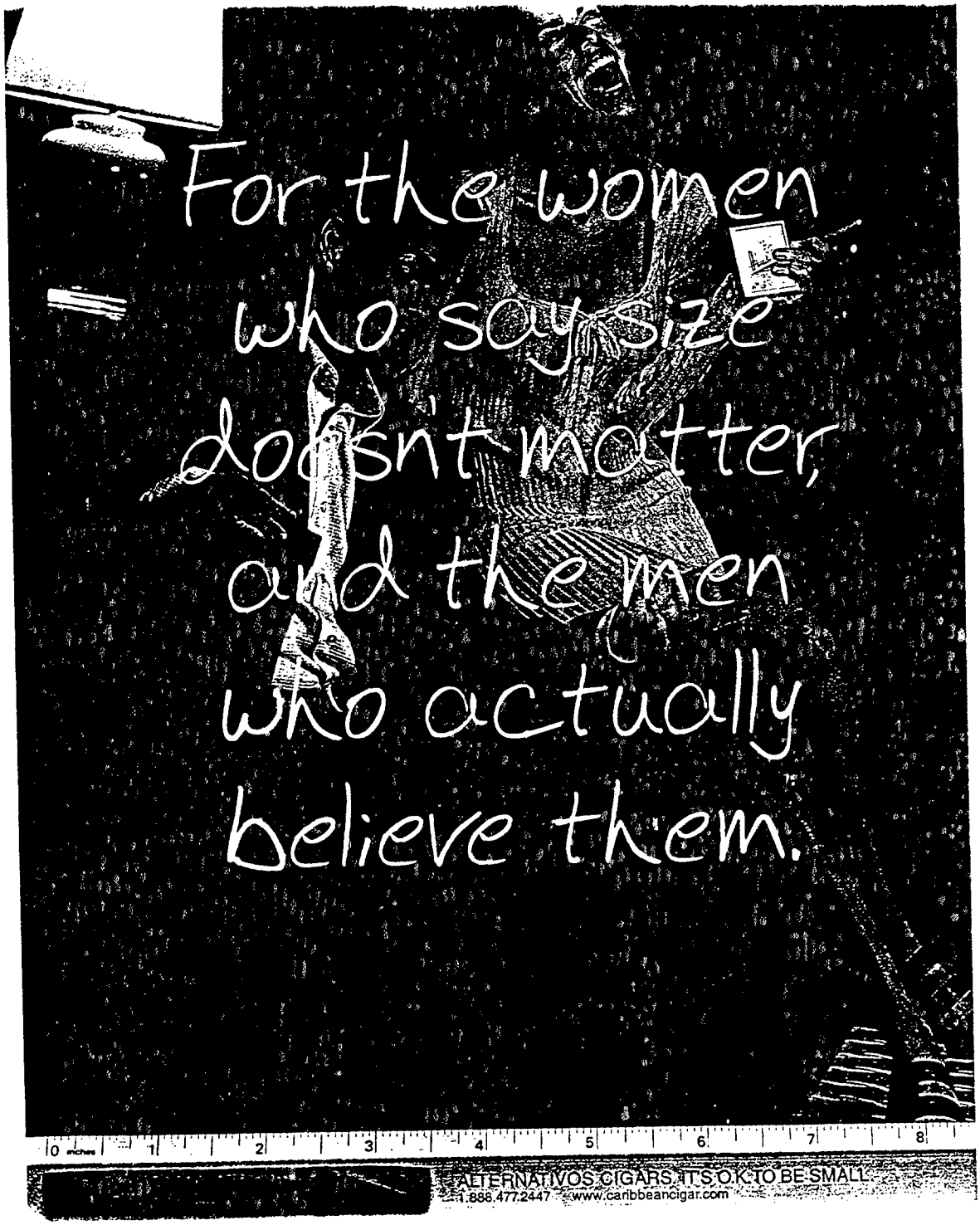

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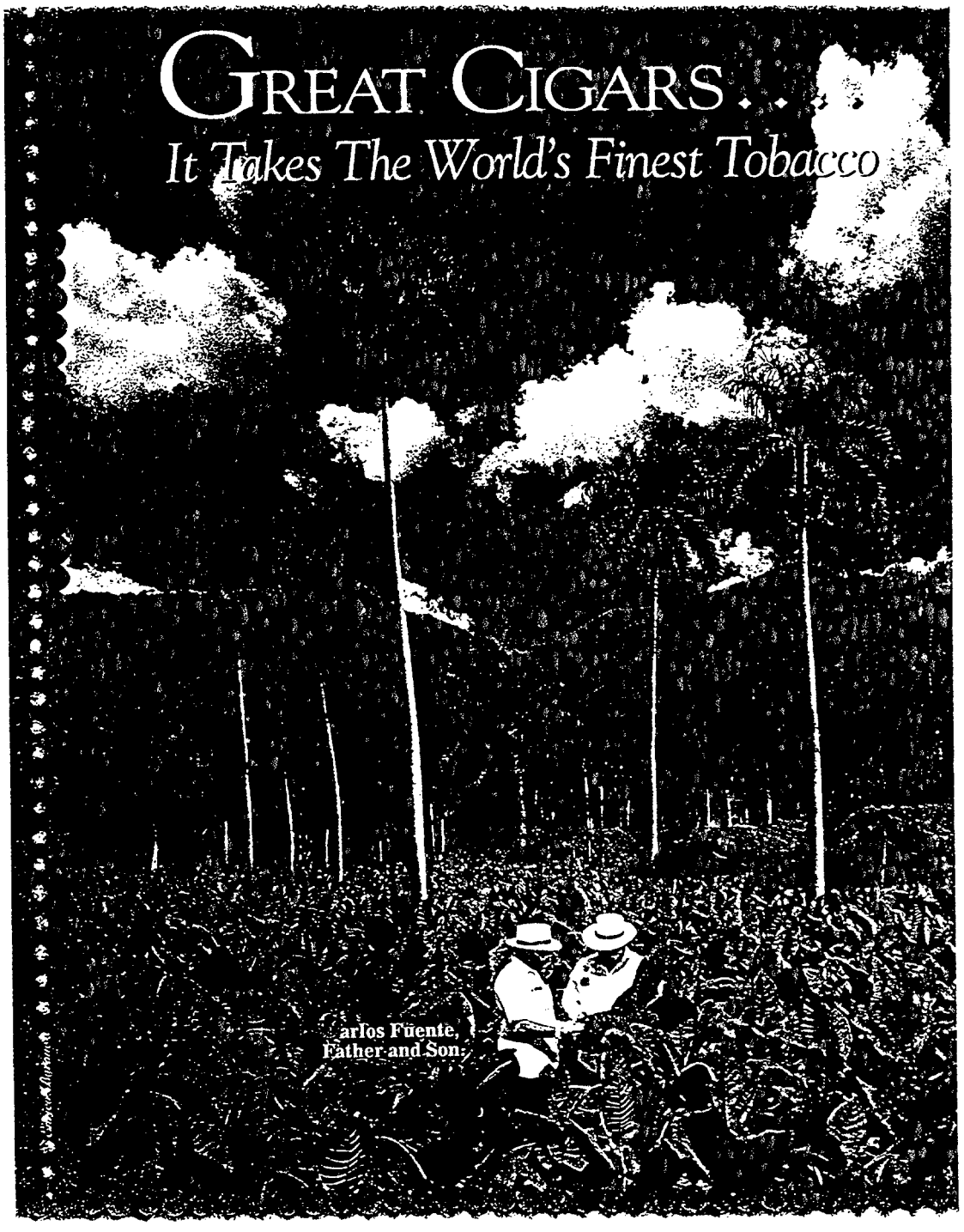

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APPENDIX II: COMPANY ADDRESSES

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POSTAL ADDRESSES AND PHONE NUMBERS

Alfred Dunhill Ltd.
50 Jermyn Street
London SW1Y6DL
United Kingdom
0171-499-9566

Arturo Fuente Cigar
1310 North 22nd Street
Tampa, FL 33605

BGD Global
3554 Business Park Drive, Suite E
Costa Mesa, CA 92626
(714) 437–9036

Brick-Hanauer
P.O. Box 473
Waltham, MA 02254
(617) 899–1002

Caribbean Cigar Co.
6265 Southwest 8th Street
Miami, Florida 33144
(305) 267–3911

Caribe Tobacco Ltd., Inc.
4744 Southwest 74th Avenue
Miami, FL 33155
(800) 809–0084

Carlos Toraño
4631 Southwest 75th Avenue
Miami, FL 33155

Cigar Savor Enterprises
130 New Haven Road
Seymour, CT 06483
(203) 881–1284

Club Imports Inc.
2415 17th Street
San Francisco, CA 94110
(415) 255–6790

Consolidated Cigar Corp.
5900 North Andrews Avenue, #700
Ft. Lauderdale, FL 33309
(954) 772–9000

Cousin's Cigar Co.
1828 Euclid Avenue
Cleveland, OH 44115

Davidoff of Geneva
550 West Avenue
Stamford, CT 06902
(203) 323–5811

800-JR Cigar
301 Route 10 East
Whippany, NJ 07981
(201) 884–9555

El Credito
1106 Southwest 8th Street
Miami, FL 33130
(305) 858–4162

F.D. Grave & Son
210 State Street
New Haven, CT 06510
(203) 624–3488

F.X. Smith Sons Co.
P.O. Box 38
McSherrystown, PA 17344
(717) 637–4092

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Finck Cigar Co.
P.O. Box 831007
San Antonio, TX 78283
(210) 226–4191

General Cigar Co.
320 West Newberry Road
Bloomfield, CT 06002
(860) 769–3600

Gilfranco Cigar Co. (Dist)
6440 Lusk Boulevard, Suite 109
San Diego, CA 92121
(619) 546–8582

Gold Leaf Tobacco Co.
2780 Morris Avenue
Union, NJ 07083
(800) 511–0927

Havana Florida Cigars
780 Northwest 42nd Avenue,
Suite 324
Miami, FL 33126
(305) 529–0700

Havana Sunrise
1540 West Flagler Street
Miami, FL 33135
(305) 649–2717

Havatampa Inc.
P.O. Box 1261
Tampa, FL 33601
(813) 621–3535

House of Oxford
172 Fifth Avenue
New York, NY 10010
(212) 243–1943

James Norman Ltd.
247 West 35th Street, 16th Floor
New York, NY 10001
(212) 465–0548

John Middleton Inc.
418 West Church Road
King of Prussia, PA 19406
(610) 265–1400

La Plata Cigars
1026 South Grant Avenue
Los Angeles, CA 90015
(213) 747–8561

Lane Ltd.
2280 Mountain Industrial Boulevard
Tucker, GA 30084
(770) 934–8540

M&N Cigar/ Fuente/ Standard
P.O. Box 2030
Tampa, FL 33601
(813) 248–2124

M. Marsh and Son Inc.
P.O. Box 6604
Wheeling WV 26003
(304) 232–0770

Metaco (USA) Ltd.
247 West 35th Street, 16th Floor
New York, NY 10001
(212) 465–0548

Miami Cigar & Co. (La Aurora)
2533 Northwest 74 Avenue
Miami, FL 33122
(305) 599–3395

Music City Marketing, Inc.
7400 Huntwick Trail
Nashville, TN 37222
(615) 331–8041

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National Cigar Corp.
P.O. Box 97
Frankfort, IN 46401
(317) 659–3326

Orinoco Cigars
13 East Drive
Woodbury, NY 11797
(516) 677–9349

Parodi Industries, Inc.
1015 North Main Street
Scranton, PA 18508
(717) 344–9916

Piloto Cigars Inc.
1566 West Flagler Street
Miami, FL 33135
(305) 643–2117

Premium Imports
4130 Aurora Street
Coral Gables, FL 33146
(305) 461–1609

Puros Indios Cigars
114 Northwest 22nd Avenue
Miami, FL 33125
(305) 644–1116

Red Lion International Ltd.
P.O. Box 488
Red Lion, PA 17356
(717) 244–4501

Rothmans International PLC
15 Hill Street
London W1X 7FB
United Kingdom
44-1895-834-949

S.A.G. Imports
10401 Northwest 28th Street
Miami, FL 33172
(305) 267–9717

Swedish Match North America
1121 Industrial Drive
Onesboro, KY 42301
(502) 685–7200

Swisher International Group
20 Thorndal Circle
Darien, CT 06820
(203) 656–8000

Tabacalera Contreras Cigar Co.
8301 Cass Avenue
Darien, IL 60561
(630) 663–0398

Tamboril Cigar Co.
2600 Southwest 3rd Avenue,
2nd Floor
Miami, FL 33129
(305) 860–9887

U.S. Cigar Distributors Inc.
P.O. Box 140427
Coral Gables, FL 33134
(800) 933–5949

U.S. Tobacco International
6904 Park East Boulevard
Tampa, FL 33610
(813) 627–6663

Villazon & Co. Inc.
25 Park Way
Upper Saddle River, NJ 07458
(201) 934–9440

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World Cigars, Inc.
744 Southwest 8th Street
Miami, FL 33130
(305) 854–2110

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URLs

BGD Global
http://www.cupidocigars.com

Brick-Hanauer
http://www.fujipub.com/santarosa.html

Caribbean Cigar Co.
http://www.caribbeancigar.com

Cigar Savor
http://www.cigarsavor.com

Consolidated Cigar
http://www.consolidatedcigar.com

General Cigar Co.
http://www.cigarworld.com

Havana Florida Cigars
http://www.cigarhavana.com

M&N Cigar/Fuente/Standard
http://www.cigarfamily.com

Music City Marketing
http://www.greatcigars.com

Orinoco Cigars
http://www.orinoco.com

Tabacalera Contreras
http://www.tccigar.com

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Simmons

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Exclusive!

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- *Buying Patterns*
- *Market Size/Share*
- *Psychographics and Lifestyles*

Finally! You can get solid projections of the marketplace. Whether your business is marketing can openers, certificates of deposit, tomato paste, or automobiles, the chances are that we have a detailed analysis of the *consumers who are your market*—total population, distribution, and all their vital statistics.

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- Market size
- Market share by leading brands (where applicable)
- Producer usage patterns cross tabulated by demographics
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- Sex
- Age (by decile) of users
- Education levels
- Employment status
- Work types
- Marital status
- Race
- Regional distribution
- Country size
- Urban/suburban or rural
- Income
- Household size
- Age and number of children
- Home ownership

This newest (1996) Simmons Study of Media/Markets is based on surveys of over 22,000 adults and is projectable to the population aged 18 and over living in the contiguous 48 United States. The survey period extended from June 1995 through June 1996.

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Individual consumer demographic profiles are available for specific product categories through Simmons' exclusive electronic database and software system. Now you have the opportunity to purchase either individual product profiles, or entire category top-line data. Categories can be ordered by referring to the list given at right.

Product Categories

Apparel—Children's & Babies
Apparel—Men's
Apparel—Women's
Appliances
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Automotive Products & Services
Baking & Bread Products
Banking, Investments, Memberships, Public Activities & Contributions
Books, Discs, Records, Tapes
Cereals & Spreads, Rice
Chewing Gum, Candy, Cookies & Snacks
Children's & Babies' Specialty Products
Coffee, Tea, Cocoa, Milk, Soft Drinks, Juices & Bottled Water
Computers, Peripherals, Software, Online/Internet Usage
Cycles, Trucks, Vans
Dairy Products
Desserts
Direct Mail & Other In-Home Shopping, Yellow Pages, Florists, Telegrams, Greeting Cards, Catalogs
Distilled Spirits & Mixed Drinks
Fruits & Vegetables
Games & Toys
Garden Care
Hair Care & Shaving Products
Health Care Products & Remedies
Home Furnishings & Home Improvements
Household Cleaners, Room Deodorizers
Insurance & Credit Cards
Jewelry, Watches
Luggage
Malt Beverages & Wine
Oral Hygiene Products, Skin Care & Deodorants
Pasta
Pest Controls
Pet Foods
Photography
Pizza, Mexican Foods, Specialty Foods
Restaurants, Stores & Grocery Shopping
Soap, Laundry, Paper Products & Kitchen Wraps
Soup, Meat, Fish, Poultry, Condiments & Dressings
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Call us now at 800-346-3787

* **Restrictions:** ***Individual market studies*** **by product are not available to survey research firms.** ***Product categories*** **are not available to survey research firms, advertising agencies, or media.**

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 5

M. SHANKEN

SPECIAL CIGAR SURVEY

JAN 1992

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D5

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M.

SHANKEN

SPECIAL

CIGAR

SURVEY

JAN
1992

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① Direct Mail idea come from Shanken? / Did he use us?
② who is TWS

8/8
CC: BC
FYI

Research before marvin launched Cigar Aff.

cc: Lois Hinkle
overnight-rush.
big base done before Cigar Afficiano.
ATM

M. SHANKEN COMMUNICATIONS, INC.

Special Cigar Survey

January 1992

Vicki - cc DF (ORIG - BC) B.

Tabline
DATA SERVICES, INC.
3 WEST 35th STREET
NEW YORK, NY 10001

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CIGAR MAGAZINE SURVEY

TABLE	TABLE TITLE	BASE:
1	Q.1 HOW OFTEN SMOKE A CIGAR	
2	Q.2 HOW USUALLY PURCHASE CIGARS	
3	Q.3 HOW MUCH USUALLY SPEND ON A CIGAR	
4	Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE	
5	Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE	
6	Q.5 SIZE OF CIGAR NORMALLY SMOKE	
7	Q.6 FROM WHICH COUNTRY EVERYDAY CIGAR IS IMPORTED	
8	Q.7 COUNTRY WHICH PRODUCES BEST CIGAR	
9	Q.8 BRANDS RECALL SMOKING IN LAST FIVE YEARS	
10	Q.9 FINEST CIGAR EVER SMOKED	
11	Q.9 COUNTRY OF FINEST CIGAR EVER SMOKED	
12	Q.10 WHEN NORMALLY SMOKE	
13	Q.11 HOW MUCH NORMALLY SPEND ON CIGARS PER WEEK	
14	Q.12 WHERE RESPONDENT NORMALLY PURCHASES CIGARS	
15	Q.13A WHETHER SOMETIMES GIVE CIGARS AS A GIFT	
16	Q.13B WHETHER EVER RECEIVE CIGARS AS A GIFT	
17	Q.14 WHETHER OWN A HUMIDOR	
18	Q.15 HOW LONG HAVE BEEN SMOKING CIGARS	
19	Q.16 WHETHER FEEL SMOKING CIGARS IS A HEALTH HAZARD	
20	Q.16 WHY SMOKING CIGARS IS A HEALTH HAZARD	FEEL THAT SMOKING CIGARS IS A HEALTH HAZARD
21	Q.17A CHANGE IN SMOKING OVER PAST YEAR	
22	Q.17B REASONS SMOKING LESS	SMOKING LESS OFTEN
23	Q.18 WHETHER SMOKE ANY OF THE FOLLOWING TOBACCO PRODUCTS	
24	Q.19A HOW OFTEN TRAVEL OUTSIDE THE UNITED STATES	
25	Q.19B WHETHER PURCHASE CUBAN CIGARS WHEN TRAVELING OUTSIDE THE U.S.	TRAVEL OUTSIDE THE UNITED STATES
26	Q.20 MOST IMPORTANT ATTRIBUTES WHEN SELECTING A CIGAR	
27	Q.21 HOW NORMALLY INTRODUCED TO A NEW CIGAR	

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CIGAR MAGAZINE SURVEY

TABLE	TABLE TITLE	BASE:
28	Q.22A WHETHER READ OR SUBSCRIBE TO ANY TOBACCO PUBLICATIONS	
29	Q.23 LIKELIHOOD OF SUBSCRIBING TO A QUARTERLY MAGAZINE FOR CIGAR LOVERS	
30	Q.24A WHETHER PERSONALLY TAKEN ANY DOMESTIC AIRLINE TRIPS IN THE PAST 12 MONTHS	
31	Q.24B NUMBER OF DOMESTIC AIRLINE TRIPS TAKEN	HAVE TAKEN DOMESTIC AIRLINE TRIPS IN PAST 12 MONTHS
32	Q.25 PRODUCTS WHICH HOUSEHOLD MEMBERS CURRENTLY OWN	
33	Q.26A WHETHER HOUSEHOLD CURRENTLY OWNS ANY CARS	
34	Q.26B NUMBER OF CARS HOUSEHOLD OWNS	CURRENTLY OWN CAR(S)
35	Q.26C CHARACTERISTICS OF CARS OWNED - TOTAL CARS	
36	Q.26C CHARACTERISTICS OF CARS OWNED (NET)	CURRENTLY OWN CAR(S)
37	Q.27A WHETHER PLAN TO PURCHASE A CAR IN THE NEXT 12 MONTHS	
38	Q.27B WILL THE CAR PLANNING ON PURCHASING BE DOMESTIC OR IMPORTED	PLAN TO PURCHASE A CAR IN NEXT 12 MONTHS
39	Q.28 TYPES OF INVESTMENTS CURRENTLY OWN	
40	Q.29 BEVERAGES DRINK - DISTILLED SPIRITS	
41	Q.29 NUMBER OF DRINKS OR GLASSES OF DISTILLED SPIRITS DRINK IN TYPICAL WEEK	DRINK DISTILLED SPIRITS
42	Q.29 BEVERAGES DRINK - WINE	
43	Q.29 NUMBER OF DRINKS OR GLASSES OF WINE DRINK IN TYPICAL WEEK	DRINK WINE
44	Q.29 BEVERAGES DRINK - BEER	
45	Q.29 NUMBER OF DRINKS OR GLASSES OF BEER DRINK IN TYPICAL WEEK	DRINK BEER
46	Q.30A DISTILLED SPIRITS USUALLY DRINK	DRINK DISTILLED SPIRITS
47	Q.30B BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR - FIRST CHOICE	DRINK DISTILLED SPIRITS
48	Q.30B TOTAL BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR	DRINK DISTILLED SPIRITS
49	Q.31 OCCUPATION	
50	Q.32 TITLE OR POSITION	
51	Q.33 WHETHER A MEMBER OF THE BOARD OF DIRECTORS OF ANY BUSINESS OR CHARITABLE ORGANIZATION	
52	Q.34 GROSS SALES OR REVENUES OF YOUR CORPORATION OR FIRM	
53	Q.35 GENDER	

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CIGAR MAGAZINE SURVEY

BASE:

TABLE	TABLE TITLE
54	Q.36 MARITAL STATUS
55	Q.37 AGE
56	Q.38 EDUCATIONAL BACKGROUND
57	Q.39 TOTAL ANNUAL HOUSEHOLD INCOME
58	Q.40 TOTAL NET WORTH OF HOUSEHOLD
59	MAILING LIST

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what mean?

TABLE 1

CIGAR MAGAZINE SURVEY

Q.1 HOW OFTEN SMOKE A CIGAR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
LESS THAN ONE CIGAR PER WEEK	271 14.7	206 22.5	64 7.0	152 16.6	109 13.4	180 13.1	88 20.1	271 28.0	0 -	116 12.2	154 17.6	193 34.8	76 6.1	196 17.9	14 11.4	17 12.5	44 14.8	0 -
1-5 CIGARS PER WEEK	696 37.7	433 47.2	261 28.5	311 34.0	343 42.1	500 36.4	190 43.5	696 72.0	0 -	417 44.0	275 31.4	282 50.9	400 32.2	501 45.7	41 33.3	43 31.6	109 36.7	2 1.0
ONE CIGAR PER DAY	292 15.8	126 13.7	163 17.8	120 13.1	151 18.6	221 16.1	67 15.3	0 -	292 33.6	178 18.8	112 12.8	39 7.0	240 19.3	197 18.0	20 16.3	29 21.3	46 15.5	0 -
TWO CIGARS PER DAY	207 11.2	75 8.2	131 14.3	96 10.5	99 12.2	156 11.3	45 10.3	0 -	207 23.8	129 13.6	74 8.5	22 4.0	178 14.3	116 10.6	20 16.3	15 11.0	39 13.1	17 8.7
THREE OR MORE CIGARS PER DAY	370 20.0	77 8.4	291 31.8	233 25.5	110 13.5	316 23.0	46 10.5	0 -	370 42.6	106 11.2	258 29.5	18 3.2	345 27.8	84 7.7	26 21.1	31 22.8	58 19.5	171 87.7
NO ANSWER	12 .6	0 -	6 .7	2 .2	2 .2	2 .1	1 .2	0 -	0 -	2 .2	2 .2	0 -	2 .2	3 .3	2 1.6	1 .7	1 .3	5 2.6
MEDIAN	4.72	3.33	6.60	4.91	4.46	5.06	3.74	2.22	11.82	4.42	5.13	2.19	6.20	3.80	5.55	5.52	4.82	
MEAN IN WEEKS	10.96	6.57	15.36	12.44	9.08	11.93	7.62	2.30	20.59	8.53	13.46	3.89	14.11	6.90	12.07	12.11	10.97	32.78

① younger lighter / less frequent / more expensive
② older heavier / more frequent / less expensive

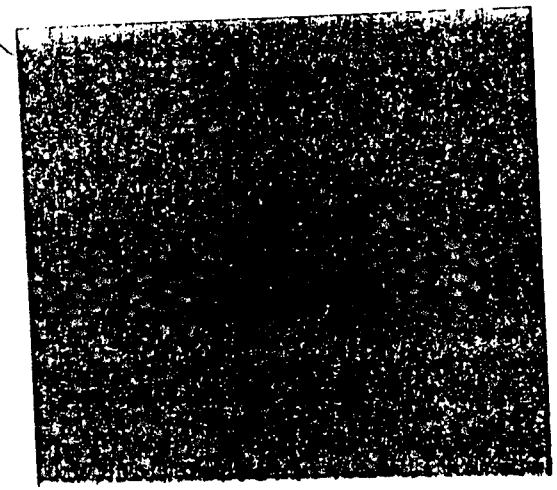

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TABLE 2

CIGAR MAGAZINE SURVEY

Q.2 HOW USUALLY PURCHASE CIGARS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
INDIVIDUALLY (ONE OR MORE CIGARS AT A TIME)	554 30.0	398 43.4	152 16.6	326 35.7	191 23.5	388 28.2	157 35.9	475 49.1	79 9.1	270 28.5	281 32.1	554 100.0	0 -	387 35.3	26 21.1	18 13.2	113 38.0	10 5.1
BY THE BOX	1241 67.2	497 54.2	741 80.9	562 61.5	609 74.8	955 69.5	269 61.6	476 49.2	763 87.8	652 68.8	575 65.7	0 -	1241 100.0	682 62.2	94 76.4	112 82.4	178 59.9	175 89.7
NO ANSWER	53 2.9	22 2.4	23 2.5	26 2.8	14 1.7	32 2.3	11 2.5	16 1.7	27 3.1	26 2.7	19 2.2	0 -	0 -	28 2.6	3 2.4	6 4.4	6 2.0	10 5.1

(1) younger one at a time +2X → cost 2.5X more likely to spend over 3.50

(1) older box at a time +2X → 2.0X more likely to buy ~~box~~ cheaper.

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TABLE 3

CIGAR MAGAZINE SURVEY

Q.3 HOW MUCH USUALLY SPEND ON A CIGAR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
$1.00 OR LESS	279 15.1	63 6.9	215 23.5	213 23.3	47 5.8	279 20.3	0 -	51 5.3	228 26.2	41 4.3	233 26.6	32 5.8	243 19.6	55 5.0	10 8.1	21 15.4	35 11.8	158 81.0
$1.01 - $1.75	309 16.7	134 14.6	174 19.0	177 19.4	114 14.0	309 22.5	0 -	152 15.7	157 18.1	138 14.6	168 19.2	68 12.3	239 19.3	176 16.0	12 9.8	42 30.9	72 24.2	7 3.6
$1.76 - $2.50	402 21.8	205 22.4	196 21.4	195 21.3	186 22.9	402 29.2	0 -	223 23.1	178 20.5	208 21.9	191 21.8	128 23.1	257 20.7	254 23.2	23 18.7	31 22.8	92 31.0	2 1.0
$2.51 - $3.50	385 20.8	255 27.8	126 13.8	170 18.6	190 23.3	385 28.0	0 -	254 26.3	130 15.0	250 26.4	132 15.1	160 28.9	216 17.4	273 24.9	24 19.5	25 18.4	63 21.2	0 -
$3.51 - $5.00	210 11.4	127 13.8	83 9.1	81 8.9	123 15.1	0 -	210 48.1	145 15.0	65 7.5	147 15.5	63 7.2	96 17.3	112 9.0	158 14.4	24 19.5	7 5.1	20 6.7	1 .5
OVER $5.00	227 12.3	125 13.6	100 10.9	63 6.9	144 17.7	0 -	227 51.9	133 13.8	93 10.7	154 16.2	70 8.0	61 11.0	157 12.7	168 15.3	27 22.0	4 2.9	12 4.0	16 8.2
NO ANSWER	36 1.9	8 .9	22 2.4	15 1.6	10 1.2	0 -	0 -	9 .9	18 2.1	10 1.1	18 2.1	9 1.6	17 1.4	13 1.2	3 2.4	6 4.4	3 1.0	11 5.6
MEAN	2.67	2.98	2.34	2.22	3.15	1.87	5.16	3.01	2.27	3.15	2.15	3.00	2.50	3.05	3.39	2.02	2.24	1.05

1 younger more ~~$3.50~~ $2.50
2 older more likely cheaper – $2.50
3 direct correlation to income

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① Macanudo younger, less income, lighter usr

② Partagas age even, more income more heavy usr

③ Davidoff - younger, more income, higher price cigar, more balanced

CIGAR MAGAZINE SURVEY

TABLE 4

Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
NON-CUBAN	1270	639	628	670	533	1038	219	651	618	659	603	362	880	752	78	98	217	125
	68.7	69.7	68.6	73.3	65.5	75.5	50.1	67.3	71.1	69.5	68.9	65.3	70.9	68.6	63.4	72.1	73.1	64.1
MACANUDO	236	153	83	117	105	189	47	165	71	116	119	98	132	153	6	13	64	0
	12.8	16.7	9.1	12.8	12.9	13.7	10.8	17.1	8.2	12.2	13.6	17.7	10.6	13.9	4.9	9.6	21.5	-
ANTONIO Y CLEOPATRA	111	21	90	87	19	103	7	7	104	8	101	7	101	8	1	0	0	102
	6.0	2.3	9.8	9.5	2.3	7.5	1.6	.7	12.0	.8	11.5	1.3	8.1	.7	.8	-	-	52.3
PARTAGAS	107	53	54	46	57	90	16	62	45	66	40	33	71	79	3	7	17	1
	5.8	5.8	5.9	5.0	7.0	6.5	3.7	6.4	5.2	7.0	4.6	6.0	5.7	7.2	2.4	5.1	5.7	.5
H. UPMANN	75	44	31	28	43	66	8	50	25	48	27	25	50	54	2	5	12	2
	4.1	4.8	3.4	3.1	5.3	4.8	1.8	5.2	2.9	5.1	3.1	4.5	4.0	4.9	1.6	3.7	4.0	1.0
TE-AMO	50	14	36	28	20	45	4	15	35	23	27	9	41	22	2	6	20	0
	2.7	1.5	3.9	3.1	2.5	3.3	.9	1.6	4.0	2.4	3.1	1.6	3.3	2.0	1.6	4.4	6.7	-
J.R.	49	20	29	19	29	47	1	17	32	26	23	5	43	30	6	9	4	0
	2.7	2.2	3.2	2.1	3.6	3.4	.2	1.8	3.7	2.7	2.6	.9	3.5	2.7	4.9	6.6	1.3	-
ROYAL JAMAICAN	46	25	21	29	15	41	5	25	21	23	23	16	29	31	2	0	13	0
	2.5	2.7	2.3	3.2	1.8	3.0	1.1	2.6	2.4	2.4	2.6	2.9	2.3	2.8	1.6	-	4.4	-
DAVIDOFF	44	29	14	17	24	9	34	25	19	31	12	14	29	29	11	0	3	1
	2.4	3.2	1.5	1.9	2.9	.7	7.8	2.6	2.2	3.3	1.4	2.5	2.3	2.6	8.9	-	1.0	.5
DUNHILL	43	30	13	24	17	28	13	33	10	20	23	17	24	29	4	7	3	0
	2.3	3.3	1.4	2.6	2.1	2.0	3.0	3.4	1.2	2.1	2.6	3.1	1.9	2.6	3.3	5.1	1.0	-
DON DIEGO	41	12	29	13	23	39	2	25	16	25	16	8	33	30	2	4	5	0
	2.2	1.3	3.2	1.4	2.8	2.8	.5	2.6	1.8	2.6	1.8	1.4	2.7	2.7	1.6	2.9	1.7	-
HOYO DE MONTEREY	41	19	22	19	19	33	5	15	26	26	15	7	34	27	3	4	6	1
	2.2	2.1	2.4	2.1	2.3	2.4	1.1	1.6	3.0	2.7	1.7	1.3	2.7	2.5	2.4	2.9	2.0	.5
ARTURO FUENTE	34	19	15	24	8	28	5	14	20	19	15	10	23	16	2	4	11	1
	1.8	2.1	1.6	2.6	1.0	2.0	1.1	1.4	2.3	2.0	1.7	1.8	1.9	1.5	1.6	2.9	3.7	.5
PUNCH	34	18	16	22	10	33	1	17	17	24	10	8	24	22	2	4	6	0
	1.8	2.0	1.7	2.4	1.2	2.4	.2	1.8	2.0	2.5	1.1	1.4	1.9	2.0	1.6	2.9	2.0	-

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CIGAR MAGAZINE SURVEY

TABLE 4-2

Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
MONTECRUZ	23 1.2	11 1.2	12 1.3	10 1.1	13 1.6	17 1.2	6 1.4	14 1.4	9 1.0	12 1.3	11 1.3	6 1.1	17 1.4	14 1.3	2 1.6	3 2.2	4 1.3	0 -
ASHTON	20 1.1	17 1.9	3 .3	8 .9	11 1.4	14 1.0	6 1.4	12 1.2	8 .9	16 1.7	4 .5	9 1.6	11 .9	15 1.4	3 2.4	1 .7	1 .3	0 -
GARCIA Y VEGA	19 1.0	10 1.1	9 1.0	14 1.5	4 .5	18 1.3	1 .2	11 1.1	8 .9	5 .5	14 1.6	8 1.4	11 .9	6 .5	0 -	2 1.5	7 2.4	4 2.1
THOMPSON	19 1.0	6 .7	13 1.4	14 1.5	5 .6	18 1.3	0 -	8 .8	11 1.3	8 .8	11 1.3	0 -	18 1.5	11 1.0	1 .8	2 1.5	4 1.3	1 .5
PLEIADES	14 .8	10 1.1	4 .4	8 .9	5 .6	2 .1	12 2.7	11 1.1	3 .3	12 1.3	2 .2	9 1.6	5 .4	11 1.0	3 2.4	0 -	0 -	0 -
EXCALIBUR	9 .5	5 .5	4 .4	4 .4	5 .6	7 .5	1 .2	4 .4	5 .6	7 .7	2 .2	1 .2	8 .6	4 .4	2 1.6	3 2.2	0 -	0 -
ROMEO & JULIET	8 .4	4 .4	4 .4	5 .5	2 .2	7 .5	1 .2	4 .4	4 .5	6 .6	2 .2	2 .4	6 .5	6 .5	0 -	2 1.5	0 -	0 -
MONTE CRISTO	8 .4	5 .5	3 .3	6 .7	2 .2	5 .4	3 .7	5 .5	2 .2	6 .6	2 .2	3 .5	4 .3	8 .7	0 -	0 -	0 -	0 -
ZINO	8 .4	4 .4	4 .4	1 .1	7 .9	2 .1	5 1.1	6 .6	2 .2	3 .3	5 .6	4 .7	3 .2	4 .4	3 2.4	0 -	0 -	1 .5
OSCAR	6 .3	2 .2	4 .4	1 .1	5 .6	2 .1	4 .9	3 .3	3 .3	5 .5	1 .1	2 .4	4 .3	6 .5	0 -	0 -	0 -	0 -
CUESTA REY	6 .3	3 .3	3 .3	4 .4	2 .2	5 .4	1 .2	4 .4	2 .2	3 .3	3 .3	3 .5	3 .2	4 .4	0 -	1 .7	1 .3	0 -
JUAN CLEMENTE	5 .3	3 .3	1 .1	4 .4	1 .1	3 .2	2 .5	2 .2	3 .3	4 .4	1 .1	1 .2	4 .3	4 .4	0 -	0 -	1 .3	0 -
AVO	4 .2	3 .3	1 .1	2 .2	2 .2	0 -	4 .9	4 .4	0 -	4 .4	0 -	3 .5	1 .1	4 .4	0 -	0 -	0 -	0 -
GRIFFINS	4 .2	2 .2	2 .2	2 .2	2 .2	0 -	4 .9	2 .2	2 .2	1 .1	3 .3	2 .4	2 .2	2 .2	1 .8	0 -	1 .3	0 -

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① Cuban awareness of Americans - Montecristo, Davidoff, Antonio & Cleo, Romeo Juliet,

② Cohiba very low awareness - a little higher partagas, a little higher than mexicanos

CIGAR MAGAZINE SURVEY

TABLE 4-3

Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
PRIMO DEL REY	3	1	2	1	2	3	0	2	1	1	2	1	2	2	0	0	1	0
	.2	.1	.2	.1	.2	.2	-	.2	.1	.1	.2	.2	.2	.2	-	-	.3	-
MARIA MANCINI	3	2	1	1	1	3	0	2	1	2	1	1	2	1	1	1	0	0
	.2	.2	.1	.1	.1	.2	-	.2	.1	.2	.1	.2	.2	.1	.8	.7	-	-
SIMON BOLIVAR	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	0	0
	.1	-	.1	-	.1	-	.2	-	.1	-	.1	-	.1	-	.8	-	-	-
HANDMADE/ROLLED	10	2	8	4	3	9	1	1	9	7	2	0	9	8	1	0	1	0
	.5	.2	.9	.4	.4	.7	.2	.1	1.0	.7	.2	-	.7	.7	.8	-	.3	-
PRIVATE LABEL/PACK	6	3	3	2	4	4	2	1	5	3	3	2	4	3	1	1	1	0
	.3	.3	.3	.2	.5	.3	.5	.1	.6	.3	.3	.4	.3	.3	.8	.7	.3	-
OTHER	62	33	29	39	19	57	5	29	33	27	33	15	46	31	4	8	11	8
	3.4	3.6	3.2	4.3	2.3	4.1	1.1	3.0	3.8	2.8	3.8	2.7	3.7	2.8	3.3	5.9	3.7	4.1
CUBAN	300	148	151	96	184	123	173	162	138	179	116	73	222	203	29	8	29	31
	16.2	16.1	16.5	10.5	22.6	8.9	39.6	16.8	15.9	18.9	13.3	13.2	17.9	18.5	23.6	5.9	9.8	15.9
MONTE CRISTO	76	42	34	12	58	24	51	51	25	58	18	20	54	62	8	3	3	0
	4.1	4.6	3.7	1.3	7.1	1.7	11.7	5.3	2.9	6.1	2.1	3.6	4.4	5.7	6.5	2.2	1.0	-
DAVIDOFF	44	24	20	5	37	6	37	37	7	32	11	12	32	33	7	0	4	0
	2.4	2.6	2.2	.5	4.5	.4	8.5	3.8	.8	3.4	1.3	2.2	2.6	3.0	5.7	-	1.3	-
ANTONIO Y CLEOPATRA	31	8	23	24	4	24	7	2	29	3	28	0	31	4	0	0	0	27
	1.7	.9	2.5	2.6	.5	1.7	1.6	.2	3.3	.3	3.2	-	2.5	.4	-	-	-	13.8
ROMEO & JULIET	24	12	11	5	17	11	13	11	13	16	7	6	17	19	4	1	0	0
	1.3	1.3	1.2	.5	2.1	.8	3.0	1.1	1.5	1.7	.8	1.1	1.4	1.7	3.3	.7	-	-
PUNCH	16	6	10	2	12	6	10	6	10	8	7	2	14	12	2	0	2	0
	.9	.7	1.1	.2	1.5	.4	2.3	.6	1.2	.8	.8	.4	1.1	1.1	1.6	-	.7	-
H. UPMANN	15	7	8	10	5	6	8	8	7	10	4	5	10	10	0	0	5	0
	.8	.8	.9	1.1	.6	.4	1.8	.8	.8	1.1	.5	.9	.8	.9	-	-	1.7	-
PARTAGAS	12	5	7	5	7	6	6	5	7	5	7	3	8	7	1	0	3	1
	.6	.5	.8	.5	.9	.4	1.4	.5	.8	.5	.8	.5	.6	.6	.8	-	1.0	.5

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Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
COHIBA	10 .5	6 .7	4 .4	2 .2	8 1.0	0 -	10 2.3	8 .8	2 .2	8 .8	2 .2	4 .7	6 .5	8 .7	2 1.6	0 -	0 -	0 -
HOYO DE MONTEREY	8 .4	3 .3	5 .5	2 .2	6 .7	2 .1	6 1.4	1 .1	7 .8	3 .3	5 .6	0 -	8 .6	4 .4	1 .8	1 .7	2 .7	0 -
MACANUDO	8 .4	5 .5	3 .3	4 .4	3 .4	7 .5	1 .2	6 .6	2 .2	3 .3	5 .6	5 .9	2 .2	7 .6	1 .8	0 -	0 -	0 -
DUNHILL	3 .2	3 .3	0 -	2 .2	1 .1	1 .1	2 .5	3 .3	0 -	3 .3	0 -	2 .4	1 .1	2 .2	1 .8	0 -	0 -	0 -
SIMON BOLIVAR	3 .2	2 .2	1 .1	1 .1	1 .1	1 .1	2 .5	0 -	3 .3	3 .3	0 -	1 .2	2 .2	3 .3	0 -	0 -	0 -	0 -
MONTECRUZ	2 .1	0 -	2 .2	1 .1	1 .1	1 .1	1 .2	0 -	2 .2	1 .1	1 .1	1 .2	1 .1	1 .1	0 -	0 -	1 .3	0 -
TE-AMO	2 .1	0 -	2 .2	1 .1	1 .1	1 .1	1 .2	0 -	2 .2	2 .2	0 -	0 -	2 .2	1 .1	0 -	0 -	1 .3	0 -
ARTURO FUENTE	1 .1	0 -	1 .1	0 -	1 .1	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
DON DIEGO	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
J.R.	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	0 -	0 -	1 .1	0 -	0 -	1 .7	0 -	0 -
GARCIA Y VEGA	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
ASHTON	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	0 -	1 .3	0 -
AVO	1 .1	0 -	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .2	0 -	0 -	0 -	0 -	1 .3	0 -
PRIMO DEL REY	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .2	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -

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CIGAR MAGAZINE SURVEY

TABLE 4-5

Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
HANDMADE/ROLLED	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .2	1 .1	0 -	0 -	1 .1	1 .2	0 -	1 .1	0 -	0 -	0 -	0 -
OTHER	6 .3	5 .5	1 .1	3 .3	3 .4	2 .1	4 .9	5 .5	1 .1	4 .4	2 .2	2 .4	4 .3	6 .5	0 -	0 -	0 -	0 -
NOT SPECIFIED	156 8.4	83 9.1	73 8.0	89 9.7	56 6.9	121 8.8	30 6.9	86 8.9	68 7.8	57 6.0	98 11.2	67 12.1	84 6.8	69 6.3	9 7.3	11 8.1	41 13.8	26 13.3
MACANUDO	44 2.4	31 3.4	13 1.4	27 3.0	15 1.8	38 2.8	5 1.1	31 3.2	12 1.4	17 1.8	27 3.1	29 5.2	15 1.2	20 1.8	1 .8	3 2.2	20 6.7	0 -
ANTONIO Y CLEOPATRA	25 1.4	1 .1	24 2.6	18 2.0	3 .4	21 1.5	3 .7	1 .1	23 2.6	0 -	24 2.7	3 .5	21 1.7	0 -	0 -	0 -	2 .7	23 11.8
H. UPMANN	9 .5	6 .7	3 .3	6 .7	3 .4	8 .6	1 .2	5 .5	4 .5	8 .8	1 .1	4 .7	5 .4	5 .5	0 -	2 1.5	1 .3	1 .5
PARTAGAS	8 .4	5 .5	3 .3	2 .2	5 .6	5 .4	3 .7	6 .6	2 .2	3 .3	5 .6	4 .7	4 .3	6 .5	1 .8	0 -	1 .3	0 -
DUNHILL	7 .4	5 .5	2 .2	4 .4	3 .4	2 .1	4 .9	7 .7	0 -	4 .4	3 .3	3 .5	3 .2	6 .5	1 .8	0 -	0 -	0 -
DAVIDOFF	6 .3	4 .4	2 .2	0 -	4 .5	2 .1	4 .9	5 .5	0 -	3 .3	2 .2	3 .5	3 .2	4 .4	0 -	0 -	1 .3	1 .5
DON DIEGO	5 .3	3 .3	2 .2	4 .4	1 .1	5 .4	0 -	4 .4	1 .1	2 .2	3 .3	2 .4	3 .2	2 .2	0 -	0 -	3 1.0	0 -
ROYAL JAMAICAN	5 .3	3 .3	2 .2	4 .4	1 .1	5 .4	0 -	4 .4	1 .1	1 .1	4 .5	3 .5	2 .2	4 .4	0 -	0 -	1 .3	0 -
TE-AMO	5 .3	3 .3	2 .2	4 .4	1 .1	5 .4	0 -	4 .4	1 .1	1 .1	4 .5	3 .5	2 .2	2 .2	1 .8	1 .7	1 .3	0 -
THOMPSON	5 .3	3 .3	2 .2	3 .3	1 .1	4 .3	1 .2	2 .2	3 .3	1 .1	4 .5	0 -	4 .3	3 .3	0 -	0 -	1 .3	1 .5
HOYO DE MONTEREY	4 .2	3 .3	1 .1	3 .3	1 .1	3 .2	1 .2	2 .2	2 .2	1 .1	3 .3	2 .4	2 .2	2 .2	1 .8	0 -	1 .3	0 -

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CIGAR MAGAZINE SURVEY

TABLE 4-6

Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
GARCIA Y VEGA	4 .2	2 .2	2 .2	3 .3	1 .1	2 .1	1 .2	4 .4	0 -	0 -	4 .5	4 .7	0 -	2 .2	0 -	0 -	2 .7	0 -
PLEIADES	3 .2	3 .3	0 -	0 -	3 .4	1 .1	2 .5	2 .2	1 .1	2 .2	1 .1	0 -	2 .2	2 .2	1 .8	0 -	0 -	0 -
J.R.	3 .2	1 .1	2 .2	1 .1	1 .1	2 .1	0 -	1 .1	2 .2	2 .2	1 .1	2 .4	1 .1	0 -	0 -	2 1.5	1 .3	0 -
ARTURO FUENTE	2 .1	2 .2	0 -	1 .1	1 .1	2 .1	0 -	2 .2	0 -	1 .1	1 .1	1 .2	1 .1	1 .1	0 -	0 -	1 .3	0 -
MONTECRUZ	2 .1	0 -	2 .2	1 .1	1 .1	1 .1	1 .2	0 -	2 .2	1 .1	1 .1	0 -	2 .2	0 -	1 .8	1 .7	0 -	0 -
EXCALIBUR	2 .1	1 .1	1 .1	0 -	2 .2	2 .1	0 -	1 .1	1 .1	1 .1	1 .1	0 -	2 .2	1 .1	1 .8	0 -	0 -	0 -
MONTE CRISTO	2 .1	0 -	2 .2	1 .1	1 .1	2 .1	0 -	2 .2	0 -	1 .1	1 .1	0 -	2 .2	1 .1	0 -	0 -	1 .3	0 -
ROMEO & JULIET	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
AVO	1 .1	0 -	1 .1	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .7	0 -	0 -
GRIFFINS	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .2	0 -	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .8	0 -	0 -	0 -
OSCAR	1 .1	1 .1	0 -	1 .1	0 -	0 -	1 .2	0 -	1 .1	1 .1	0 -	1 .2	0 -	0 -	0 -	0 -	1 .3	0 -
COHIBA	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .2	0 -	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
MARIA MANCINI	1 .1	0 -	1 .1	0 -	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
PRIVATE LABEL/PACK	1 .1	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	0 -	1 .3	0 -

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TABLE 4-7

CIGAR MAGAZINE SURVEY

Q.4 MOST PREFERRED BRAND OF CIGAR NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
OTHER	9 .5	3 .3	6 .7	5 .5	3 .4	7 .5	2 .5	2 .2	7 .8	3 .3	6 .7	3 .5	5 .4	5 .5	0 -	1 .7	2 .7	1 .5
NONE MENTIONED	122 6.6	47 5.1	64 7.0	59 6.5	41 5.0	93 6.8	15 3.4	68 7.0	45 5.2	53 5.6	58 6.6	52 9.4	55 4.4	73 6.7	7 5.7	19 14.0	10 3.4	13 6.7

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TABLE 5

CIGAR MAGAZINE SURVEY

Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
NON-CUBAN	1438 77.8	729 79.5	705 77.0	715 78.2	645 79.2	1109 80.7	312 71.4	754 78.0	683 78.6	773 81.5	653 74.6	413 74.5	995 80.2	872 79.5	98 79.7	104 76.5	232 78.1	132 67.7
MACANUDO	474 25.6	298 32.5	176 19.2	236 25.8	210 25.8	367 26.7	105 24.0	315 32.6	159 18.3	264 27.8	208 23.8	184 33.2	279 22.5	315 28.7	18 14.6	28 20.6	108 36.4	5 2.6
PARTAGAS	290 15.7	164 17.9	125 13.6	126 13.8	149 18.3	228 16.6	60 13.7	188 19.4	102 11.7	173 18.2	116 13.3	103 18.6	179 14.4	212 19.3	22 17.9	17 12.5	38 12.8	1 .5
H. UPMANN	202 10.9	126 13.7	76 8.3	92 10.1	102 12.5	174 12.7	26 5.9	137 14.2	65 7.5	126 13.3	76 8.7	69 12.5	132 10.6	143 13.0	7 5.7	14 10.3	35 11.8	3 1.5
ROYAL JAMAICAN	131 7.1	73 8.0	58 6.3	70 7.7	57 7.0	102 7.4	29 6.6	82 8.5	49 5.6	75 7.9	55 6.3	49 8.8	77 6.2	84 7.7	6 4.9	9 6.6	30 10.1	2 1.0
ANTONIO Y CLEOPATRA	128 6.9	25 2.7	103 11.2	97 10.6	24 2.9	119 8.7	7 1.6	10 1.0	118 13.6	12 1.3	114 13.0	9 1.6	115 9.3	9 .8	1 .8	0 -	6 2.0	112 57.4
DUNHILL	113 6.1	72 7.9	41 4.5	52 5.7	56 6.9	72 5.2	39 8.9	85 8.8	27 3.1	64 6.8	49 5.6	51 9.2	59 4.8	72 6.6	11 8.9	13 9.6	17 5.7	0 -
TE-AMO	108 5.8	41 4.5	67 7.3	58 6.3	46 5.7	98 7.1	9 2.1	44 4.6	64 7.4	47 5.0	59 6.7	26 4.7	81 6.5	51 4.6	5 4.1	12 8.8	40 13.5	0 -
DON DIEGO	107 5.8	42 4.6	65 7.1	38 4.2	62 7.6	92 6.7	14 3.2	66 6.8	41 4.7	58 6.1	48 5.5	28 5.1	79 6.4	71 6.5	8 6.5	8 5.9	19 6.4	1 .5
DAVIDOFF	99 5.4	62 6.8	36 3.9	31 3.4	63 7.7	32 2.3	65 14.9	60 6.2	39 4.5	75 7.9	23 2.6	39 7.0	59 4.8	70 6.4	18 14.6	3 2.2	7 2.4	1 .5
HOYO DE MONTEREY	97 5.2	51 5.6	46 5.0	46 5.0	48 5.9	78 5.7	15 3.4	44 4.6	53 6.1	70 7.4	27 3.1	18 3.2	78 6.3	75 6.8	4 3.3	8 5.9	9 3.0	1 .5
PUNCH	89 4.8	49 5.3	40 4.4	52 5.7	34 4.2	78 5.7	9 2.1	39 4.0	50 5.8	61 6.4	28 3.2	19 3.4	65 5.2	61 5.6	5 4.1	7 5.1	16 5.4	0 -
J.R.	85 4.6	33 3.6	51 5.6	32 3.5	45 5.5	80 5.8	3 .7	35 3.6	50 5.8	47 5.0	37 4.2	10 1.8	73 5.9	54 4.9	8 6.5	14 10.3	9 3.0	0 -
MONTECRUZ	78 4.2	44 4.8	34 3.7	31 3.4	43 5.3	60 4.4	16 3.7	51 5.3	27 3.1	47 5.0	31 3.5	26 4.7	48 3.9	55 5.0	8 6.5	4 2.9	10 3.4	1 .5

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Monte Cristo # Cuban name in U.S.

CIGAR MAGAZINE SURVEY

TABLE 5-3

Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
MARIA MANCINI	7	2	5	3	3	6	0	2	5	4	3	1	6	4	2	1	0	0
	.4	.2	.5	.3	.4	.4	-	.2	.6	.4	.3	.2	.5	.4	1.6	.7	-	-
AVO	6	5	1	3	3	0	6	5	1	4	2	3	3	4	2	0	0	0
	.3	.5	.1	.3	.4	-	1.4	.5	.1	.4	.2	.5	.2	.4	1.6	-	-	-
SIMON BOLIVAR	1	0	1	0	1	0	1	0	1	0	1	0	1	0	1	0	0	0
	.1	-	.1	-	.1	-	.2	-	.1	-	.1	-	.1	-	.8	-	-	-
HANDMADE/ROLLED	12	2	10	4	5	10	2	3	9	7	4	2	9	10	1	0	1	0
	.6	.2	1.1	.4	.6	.7	.5	.3	1.0	.7	.5	.4	.7	.9	.8	-	.3	-
PRIVATE LABEL/PACK	9	4	5	3	6	7	2	3	6	4	4	3	6	5	1	2	1	0
	.5	.4	.5	.3	.7	.5	.5	.3	.7	.4	.5	.5	.5	.5	.8	1.5	.3	-
OTHER	110	57	53	67	36	93	15	50	60	50	58	30	76	55	6	15	23	11
	6.0	6.2	5.8	7.3	4.4	6.8	3.4	5.2	6.9	5.3	6.6	5.4	6.1	5.0	4.9	11.0	7.7	5.6
CUBAN	448	233	214	153	268	222	220	241	206	276	167	118	320	310	41	9	53	35
	24.2	25.4	23.4	16.7	32.9	16.1	50.3	24.9	23.7	29.1	19.1	21.3	25.8	28.3	33.3	6.6	17.8	17.9
MONTE CRISTO	157	83	74	28	117	59	96	96	61	118	39	38	117	124	21	4	8	0
	8.5	9.1	8.1	3.1	14.4	4.3	22.0	9.9	7.0	12.4	4.5	6.9	9.4	11.3	17.1	2.9	2.7	-
DAVIDOFF	75	44	31	13	60	19	55	58	17	58	16	21	54	60	10	0	5	0
	4.1	4.8	3.4	1.4	7.4	1.4	12.6	6.0	2.0	6.1	1.8	3.8	4.4	5.5	8.1	-	1.7	-
ROMEO & JULIET	61	35	25	17	42	22	39	34	27	45	14	14	46	50	6	2	3	0
	3.3	3.8	2.7	1.9	5.2	1.6	8.9	3.5	3.1	4.7	1.6	2.5	3.7	4.6	4.9	1.5	1.0	-
H. UPMANN	47	24	23	22	23	23	23	24	23	31	15	13	32	30	4	0	12	1
	2.5	2.6	2.5	2.4	2.8	1.7	5.3	2.5	2.6	3.3	1.7	2.3	2.6	2.7	3.3	-	4.0	.5
PARTAGAS	41	26	15	17	23	20	20	21	19	24	17	13	26	31	3	0	6	1
	2.2	2.8	1.6	1.9	2.8	1.5	4.6	2.2	2.2	2.5	1.9	2.3	2.1	2.8	2.4	-	2.0	.5
PUNCH	35	19	16	7	23	11	24	14	21	20	13	6	28	27	2	1	5	0
	1.9	2.1	1.7	.8	2.8	.8	5.5	1.4	2.4	2.1	1.5	1.1	2.3	2.5	1.6	.7	1.7	-
ANTONIO Y CLEOPATRA	33	9	24	26	4	24	8	2	31	3	30	1	32	4	0	0	0	29
	1.8	1.0	2.6	2.8	.5	1.7	1.8	.2	3.6	.3	3.4	.2	2.6	.4	-	-	-	14.9

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CIGAR MAGAZINE SURVEY

TABLE 5-2

Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
ARTURO FUENTE	75 4.1	47 5.1	28 3.1	49 5.4	23 2.8	60 4.4	14 3.2	39 4.0	36 4.1	51 5.4	23 2.6	30 5.4	43 3.5	49 4.5	3 2.4	6 4.4	16 5.4	1 .5
GARCIA Y VEGA	59 3.2	24 2.6	35 3.8	46 5.0	12 1.5	54 3.9	5 1.1	26 2.7	33 3.8	16 1.7	42 4.8	19 3.4	40 3.2	15 1.4	0 -	3 2.2	19 6.4	22 11.3
PLEIADES	53 2.9	35 3.8	18 2.0	20 2.2	29 3.6	24 1.7	29 6.6	34 3.5	19 2.2	40 4.2	13 1.5	21 3.8	31 2.5	42 3.8	4 3.3	3 2.2	4 1.3	0 -
ASHTON	41 2.2	30 3.3	11 1.2	16 1.8	24 2.9	28 2.0	13 3.0	25 2.6	16 1.8	30 3.2	11 1.3	17 3.1	23 1.9	33 3.0	5 4.1	1 .7	2 .7	0 -
THOMPSON	33 1.8	15 1.6	18 2.0	24 2.6	9 1.1	29 2.1	3 .7	15 1.6	18 2.1	17 1.8	15 1.7	3 .5	28 2.3	20 1.8	1 .8	2 1.5	7 2.4	3 1.5
ZINO	25 1.4	16 1.7	9 1.0	12 1.3	10 1.2	9 .7	15 3.4	14 1.4	11 1.3	15 1.6	10 1.1	10 1.8	14 1.1	13 1.2	7 5.7	0 -	4 1.3	1 .5
GRIFFINS	23 1.2	17 1.9	6 .7	12 1.3	10 1.2	11 .8	12 2.7	12 1.2	11 1.3	14 1.5	9 1.0	12 2.2	11 .9	16 1.5	5 4.1	0 -	2 .7	0 -
CUESTA REY	20 1.1	11 1.2	9 1.0	15 1.6	5 .6	15 1.1	4 .9	12 1.2	8 .9	9 .9	11 1.3	8 1.4	12 1.0	8 .7	1 .8	2 1.5	5 1.7	4 2.1
PRIMO DEL REY	18 1.0	8 .9	10 1.1	11 1.2	7 .9	18 1.3	0 -	7 .7	11 1.3	7 .7	11 1.3	4 .7	14 1.1	9 .8	2 1.6	0 -	7 2.4	0 -
EXCALIBUR	17 .9	9 1.0	8 .9	5 .5	12 1.5	12 .9	4 .9	8 .8	9 1.0	11 1.2	6 .7	1 .2	16 1.3	10 .9	3 2.4	4 2.9	0 -	0 -
MONTE CRISTO	15 .8	9 1.0	6 .7	12 1.3	3 .4	11 .8	4 .9	11 1.1	3 .3	8 .8	7 .8	7 1.3	7 .6	12 1.1	0 -	1 .7	2 .7	0 -
ROMEO & JULIETA	11 .6	5 .5	6 .7	6 .7	3 .4	8 .6	3 .7	5 .5	6 .7	8 .8	3 .3	3 .5	7 .6	7 .6	1 .8	2 1.5	1 .3	0 -
JUAN CLEMENTE	11 .6	8 .9	2 .2	8 .9	3 .4	7 .5	4 .9	7 .7	4 .5	8 .8	3 .3	2 .4	8 .6	8 .7	0 -	0 -	3 1.0	0 -
OSCAR	10 .5	5 .5	5 .5	4 .4	6 .7	4 .3	6 1.4	5 .5	5 .6	8 .8	2 .2	4 .7	6 .5	9 .8	1 .8	0 -	0 -	0 -

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CIGAR MAGAZINE SURVEY

TABLE 5-4

Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
COHIBA	18 1.0	10 1.1	8 .9	3 .3	15 1.8	1 .1	17 3.9	13 1.3	5 .6	16 1.7	2 .2	6 1.1	12 1.0	16 1.5	2 1.6	0 -	0 -	0 -
MACANUDO	15 .8	10 1.1	5 .5	8 .9	6 .7	11 .8	4 .9	7 .7	8 .9	6 .6	9 1.0	6 1.1	7 .6	9 .8	2 1.6	0 -	4 1.3	0 -
HOYO DE MONTEREY	14 .8	5 .5	9 1.0	3 .3	11 1.4	4 .3	10 2.3	3 .3	11 1.3	7 .7	7 .8	1 .2	13 1.0	9 .8	1 .8	1 .7	3 1.0	0 -
SIMON BOLIVAR	8 .4	5 .5	3 .3	2 .2	5 .6	2 .1	6 1.4	3 .3	5 .6	8 .8	0 -	3 .5	5 .4	8 .7	0 -	0 -	0 -	0 -
DUNHILL	7 .4	6 .7	1 .1	4 .4	3 .4	1 .1	6 1.4	3 .3	4 .5	5 .5	2 .2	2 .4	5 .4	3 .3	2 1.6	0 -	2 .7	0 -
DON DIEGO	5 .3	4 .4	1 .1	3 .3	2 .2	5 .4	0 -	1 .1	4 .5	3 .3	2 .2	0 -	5 .4	3 .3	0 -	0 -	2 .7	0 -
MONTECRUZ	5 .3	2 .2	3 .3	3 .3	2 .2	4 .3	1 .2	2 .2	3 .3	3 .3	2 .2	2 .4	3 .2	3 .3	0 -	0 -	2 .7	0 -
ROYAL JAMAICAN	4 .2	1 .1	3 .3	2 .2	2 .2	4 .3	0 -	1 .1	3 .3	1 .1	3 .3	2 .4	2 .2	1 .1	0 -	0 -	3 1.0	0 -
TE-AMO	4 .2	2 .2	2 .2	1 .1	3 .4	2 .1	2 .5	2 .2	2 .2	2 .2	2 .2	1 .2	3 .2	3 .3	0 -	0 -	1 .3	0 -
AVO	4 .2	1 .1	3 .3	1 .1	3 .4	1 .1	3 .7	1 .1	3 .3	3 .3	1 .1	1 .2	3 .2	2 .2	1 .8	0 -	1 .3	0 -
J.R.	3 .2	3 .3	0 -	2 .2	1 .1	2 .1	1 .2	0 -	3 .3	2 .2	0 -	0 -	3 .2	1 .1	0 -	1 .7	1 .3	0 -
GARCIA Y VEGA	3 .2	2 .2	1 .1	3 .3	0 -	3 .2	0 -	0 -	3 .3	2 .2	1 .1	0 -	3 .2	2 .2	0 -	0 -	1 .3	0 -
THOMPSON	2 .1	1 .1	1 .1	1 .1	1 .1	2 .1	0 -	1 .1	1 .1	0 -	2 .2	1 .2	1 .1	0 -	0 -	1 .7	1 .3	0 -
ARTURO FUENTE	1 .1	0 -	1 .1	0 -	1 .1	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -

M. SHANKEN COMMUNICATIONS, INC.

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TABLE 5-5

CIGAR MAGAZINE SURVEY

Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
ASHTON	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	0 -	1 .3	0 -
EXCALIBUR	1 .1	0 -	1 .1	0 -	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
PRIMO DEL REY	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .2	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
CUESTA REY	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .2	1 .1	0 -	0 -	1 .1	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
HANDMADE/ROLLED	2 .1	1 .1	1 .1	1 .1	1 .1	1 .1	1 .2	1 .1	1 .1	0 -	2 .2	1 .2	1 .1	1 .1	0 -	0 -	1 .3	0 -
PRIVATE LABEL/PACK	2 .1	2 .2	0 -	2 .2	0 -	2 .1	0 -	1 .1	1 .1	0 -	1 .1	1 .2	1 .1	1 .1	0 -	1 .7	0 -	0 -
OTHER	17 .9	10 1.1	7 .8	7 .8	10 1.2	6 .4	11 2.5	10 1.0	7 .8	12 1.3	5 .6	5 .9	11 .9	16 1.5	0 -	0 -	1 .3	0 -
NOT SPECIFIED	251 13.6	136 14.8	114 12.4	140 15.3	95 11.7	191 13.9	55 12.6	138 14.3	111 12.8	120 12.7	130 14.9	94 17.0	151 12.2	132 12.0	17 13.8	17 12.5	57 19.2	28 14.4
MACANUDO	73 4.0	48 5.2	25 2.7	42 4.6	29 3.6	61 4.4	11 2.5	50 5.2	22 2.5	33 3.5	40 4.6	42 7.6	31 2.5	40 3.6	1 .8	5 3.7	27 9.1	0 -
PARTAGAS	41 2.2	27 2.9	14 1.5	15 1.6	22 2.7	31 2.3	10 2.3	27 2.8	13 1.5	23 2.4	18 2.1	17 3.1	23 1.9	29 2.6	3 2.4	1 .7	8 2.7	0 -
H. UPMANN	33 1.8	22 2.4	11 1.2	19 2.1	14 1.7	26 1.9	7 1.6	23 2.4	10 1.2	17 1.8	16 1.8	13 2.3	19 1.5	20 1.8	2 1.6	3 2.2	7 2.4	1 .5
DUNHILL	28 1.5	20 2.2	8 .9	11 1.2	17 2.1	19 1.4	8 1.8	23 2.4	5 .6	13 1.4	15 1.7	10 1.8	17 1.4	21 1.9	2 1.6	1 .7	3 1.0	1 .5
ROYAL JAMAICAN	27 1.5	16 1.7	11 1.2	19 2.1	8 1.0	24 1.7	3 .7	12 1.2	15 1.7	15 1.6	12 1.4	12 2.2	14 1.1	20 1.8	1 .8	1 .7	5 1.7	0 -
ANTONIO Y CLEOPATRA	26 1.4	1 .1	25 2.7	19 2.1	3 .4	22 1.6	3 .7	1 .1	24 2.8	0 -	25 2.9	4 .7	21 1.7	1 .1	0 -	0 -	2 .7	23 11.8

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CIGAR MAGAZINE SURVEY

TABLE 5-6

Q.4 ALL BRANDS OF CIGARS NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
DON DIEGO	17	8	9	12	5	15	1	8	8	6	11	7	10	7	2	2	6	0
	.9	.9	1.0	1.3	.6	1.1	.2	.8	.9	.6	1.3	1.3	.8	.6	1.6	1.5	2.0	-
PLEIADES	17	14	3	8	8	12	5	12	5	10	7	6	10	10	1	3	3	0
	.9	1.5	.3	.9	1.0	.9	1.1	1.2	.6	1.1	.8	1.1	.8	.9	.8	2.2	1.0	-
TE-AMO	14	8	6	9	5	13	1	9	5	7	7	5	9	8	1	2	3	0
	.8	.9	.7	1.0	.6	.9	.2	.9	.6	.7	.8	.9	.7	.7	.8	1.5	1.0	-
DAVIDOFF	12	9	3	3	6	3	9	10	1	5	6	7	5	6	4	0	1	1
	.6	1.0	.3	.3	.7	.2	2.1	1.0	.1	.5	.7	1.3	.4	.5	3.3	-	.3	.5
HOYO DE MONTEREY	11	9	2	7	4	7	4	6	5	7	4	3	8	6	1	2	2	0
	.6	1.0	.2	.8	.5	.5	.9	.6	.6	.7	.5	.5	.6	.5	.8	1.5	.7	-
PUNCH	11	8	3	9	2	10	1	7	4	6	5	5	6	5	0	3	3	0
	.6	.9	.3	1.0	.2	.7	.2	.7	.5	.6	.6	.9	.5	.5	-	2.2	1.0	-
J.R.	10	5	5	6	1	9	0	4	6	8	2	4	6	6	0	3	1	0
	.5	.5	.5	.7	.1	.7	-	.4	.7	.8	.2	.7	.5	.5	-	2.2	.3	-
ARTURO FUENTE	9	7	2	4	5	7	2	7	2	4	5	6	3	4	0	0	5	0
	.5	.8	.2	.4	.6	.5	.5	.7	.2	.4	.6	1.1	.2	.4	-	-	1.7	-
GARCIA Y VEGA	9	4	5	7	2	7	1	5	4	0	9	7	2	3	0	0	3	3
	.5	.4	.5	.8	.2	.5	.2	.5	.5	-	1.0	1.3	.2	.3	-	-	1.0	1.5
MONTECRUZ	8	3	4	3	5	2	6	3	5	7	1	2	6	4	1	2	1	0
	.4	.3	.4	.3	.6	.1	1.4	.3	.6	.7	.1	.4	.5	.4	.8	1.5	.3	-
THOMPSON	8	4	4	5	1	7	1	3	5	2	6	1	6	4	0	0	2	2
	.4	.4	.4	.5	.1	.5	.2	.3	.6	.2	.7	.2	.5	.4	-	-	.7	1.0
EXCALIBUR	5	3	2	2	3	5	0	2	3	1	4	0	5	1	3	0	1	0
	.3	.3	.2	.2	.4	.4	-	.2	.3	.1	.5	-	.4	.1	2.4	-	.3	-
MONTE CRISTO	5	1	4	3	2	3	1	3	2	3	2	1	4	2	1	0	2	0
	.3	.1	.4	.3	.2	.2	.2	.3	.2	.3	.2	.2	.3	.2	.8	-	.7	-
GRIFFINS	4	3	1	0	3	1	3	3	1	4	0	2	2	3	1	0	0	0
	.2	.3	.1	-	.4	.1	.7	.3	.1	.4	-	.4	.2	.3	.8	-	-	-

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① DR # are from reports
② Cuban cigars very expensive
③ 12% smoke cuban.
④ Honduras + mexico heavy smokers
⑤ DR + Jamaica - lighter smokers
⑥ Cuban ever

CIGAR MAGAZINE SURVEY

TABLE 7.

Q.6 FROM WHICH COUNTRY EVERYDAY CIGAR IS IMPORTED

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: INDIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOBACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CONSOLIDATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
DOMINICAN REPUBLIC	814 44.0	447 48.7	360 39.3	364 39.8	397 48.8	612 44.5	188 43.0	466 48.2	346 39.8	473 49.9	334 38.2	264 47.7	530 42.7	542 49.4	61 49.6	60 44.1	134 45.1	17 8.7
HONDURAS	409 22.1	204 22.2	202 22.1	213 23.3	173 21.3	322 23.4	79 18.1	198 20.5	211 24.3	241 25.4	165 18.9	111 20.0	287 23.1	255 23.2	24 19.5	48 35.3	68 22.9	14 7.2
JAMAICA	326 17.6	180 19.6	145 15.8	168 18.4	138 17.0	244 17.7	77 17.6	193 20.0	132 15.2	176 18.6	147 16.8	127 22.9	190 15.3	199 18.1	16 13.0	25 18.4	83 27.9	3 1.5
CUBA	213 11.5	112 12.2	100 10.9	83 9.1	115 14.1	83 6.0	128 29.3	116 12.0	96 11.0	128 13.5	81 9.3	59 10.6	147 11.8	144 13.1	19 15.4	6 4.4	25 8.4	19 9.7
MEXICO	127 6.9	39 4.3	86 9.4	68 7.4	48 5.9	110 8.0	15 3.4	50 5.2	77 8.9	52 5.5	74 8.5	33 6.0	91 7.3	63 5.7	9 7.3	14 10.3	37 12.5	4 2.1
CANARY ISLANDS	99 5.4	40 4.4	59 6.4	41 4.5	47 5.8	72 5.2	25 5.7	57 5.9	42 4.8	56 5.9	42 4.8	27 4.9	69 5.6	51 4.6	15 12.2	14 10.3	16 5.4	3 1.5
USA	29 1.6	9 1.0	20 2.2	19 2.1	8 1.0	26 1.9	3 .7	7 .7	22 2.5	1 .1	27 3.1	3 .5	23 1.9	6 .5	0 -	3 2.2	3 1.0	17 8.7
FRANCE	21 1.1	17 1.9	4 .4	8 .9	10 1.2	9 .7	12 2.7	11 1.1	10 1.2	16 1.7	5 .6	6 1.1	15 1.2	17 1.5	3 2.4	1 .7	0 -	0 -
HOLLAND	2 .1	1 .1	1 .1	2 .2	0 -	2 .1	0 -	1 .1	1 .1	0 -	2 .2	0 -	2 .2	2 .2	0 -	0 -	0 -	0 -
BRAZIL	2 .1	2 .2	0 -	0 -	2 .2	1 .1	1 .2	2 .2	0 -	1 .1	1 .1	1 .2	1 .1	2 .2	0 -	0 -	0 -	0 -
OTHER	135 7.3	47 5.1	88 9.6	81 8.9	43 5.3	115 8.4	16 3.7	46 4.8	89 10.2	47 5.0	87 9.9	25 4.5	109 8.8	54 4.9	4 3.3	11 8.1	13 4.4	53 27.2
NO ANSWER	197 10.7	59 6.4	132 14.4	118 12.9	57 7.0	156 11.3	27 6.2	75 7.8	113 13.0	51 5.4	137 15.7	63 11.4	120 9.7	71 6.5	8 6.5	10 7.4	24 8.1	84 43.1

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(1) Cuba #1 area for cigar 47%
(2) DR half/2nd best 28%
(3) Honduras + Jamaica 10%
(4) age same across all areas
(5) highest income below this.
(6) light users Cuba DR.

CIGAR MAGAZINE SURVEY

TABLE 8

Q.7 COUNTRY WHICH PRODUCES BEST CIGAR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
CUBA	872 47.2	442 48.2	424 46.3	387 42.3	433 53.2	588 42.8	274 62.7	485 50.2	385 44.3	464 48.9	399 45.6	285 51.4	573 46.2	557 50.8	64 52.0	43 31.6	123 41.4	85 43.6
DOMINICAN REPUBLIC	483 26.1	268 29.2	214 23.4	244 26.7	208 25.6	362 26.3	110 25.2	266 27.5	216 24.9	276 29.1	203 23.2	135 24.4	335 27.0	307 28.0	39 31.7	36 26.5	82 27.6	19 9.7
HONDURAS	210 11.4	101 11.0	109 11.9	109 11.9	89 10.9	168 12.2	38 8.7	97 10.0	113 13.0	118 12.4	90 10.3	57 10.3	143 11.5	123 11.2	14 11.4	25 18.4	33 11.1	15 7.7
JAMAICA	195 10.6	101 11.0	94 10.3	111 12.1	74 9.1	157 11.4	34 7.8	93 9.6	102 11.7	88 9.3	104 11.9	54 9.7	133 10.7	100 9.1	8 6.5	23 16.9	53 17.8	11 5.6
MEXICO	49 2.7	16 1.7	32 3.5	28 3.1	16 2.0	42 3.1	7 1.6	19 2.0	30 3.5	21 2.2	27 3.1	14 2.5	32 2.6	22 2.0	3 2.4	2 1.5	18 6.1	4 2.1
FRANCE	16 .9	10 1.1	6 .7	5 .5	8 1.0	10 .7	5 1.1	9 .9	7 .8	10 1.1	4 .5	1 .2	15 1.2	6 .5	5 4.1	2 1.5	1 .3	2 1.0
OTHER	67 3.6	21 2.3	46 5.0	38 4.2	22 2.7	62 4.5	3 .7	23 2.4	44 5.1	16 1.7	50 5.7	14 2.5	52 4.2	20 1.8	4 3.3	8 5.9	8 2.7	27 13.8
NO ANSWER	175 9.5	64 7.0	104 11.4	95 10.4	56 6.9	135 9.8	27 6.2	79 8.2	87 10.0	57 6.0	111 12.7	58 10.5	104 8.4	79 7.2	9 7.3	10 7.4	22 7.4	55 28.2

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CIGAR MAGAZINE SURVEY

TABLE 9

Q.8 BRANDS RECALL SMOKING IN LAST FIVE YEARS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
ARTURO FUENTE	507	282	220	275	200	392	106	255	252	320	179	157	337	311	34	46	98	18
	27.4	30.8	24.0	30.1	24.6	28.5	24.3	26.4	29.0	33.8	20.5	28.3	27.2	28.4	27.6	33.8	33.0	9.2
DAVIDOFF	780	421	354	245	492	457	317	442	337	532	242	225	532	588	102	25	61	4
	42.2	45.9	38.6	26.8	60.4	33.2	72.5	45.7	38.8	56.1	27.7	40.6	42.9	53.6	82.9	18.4	20.5	2.1
DON DIEGO	818	385	430	363	407	654	152	436	381	450	358	235	565	505	63	69	151	30
	44.3	42.0	46.9	39.7	50.0	47.6	34.8	45.1	43.8	47.5	40.9	42.4	45.5	46.0	51.2	50.7	50.8	15.4
DUNHILL	990	538	449	394	538	680	299	589	400	603	379	315	647	683	85	71	126	25
	53.6	58.7	49.0	43.1	66.1	49.5	68.4	60.9	46.0	63.6	43.3	56.9	52.1	62.3	69.1	52.2	42.4	12.8
HOYO DE MONTEREY	743	368	368	325	367	545	188	372	371	470	267	199	528	496	56	65	106	20
	40.2	40.1	40.2	35.6	45.1	39.6	43.0	38.5	42.7	49.6	30.5	35.9	42.5	45.2	45.5	47.8	35.7	10.3
MACANUDO	1389	753	629	662	643	1049	325	790	597	768	608	463	893	902	88	92	246	61
	75.2	82.1	68.7	72.4	79.0	76.3	74.4	81.7	68.7	81.0	69.5	83.6	72.0	82.2	71.5	67.6	82.8	31.3
MONTECRUZ	811	408	399	334	430	587	218	467	342	486	322	245	546	554	71	57	108	21
	43.9	44.5	43.6	36.5	52.8	42.7	49.9	48.3	39.4	51.3	36.8	44.2	44.0	50.5	57.7	41.9	36.4	10.8
PARTAGAS	1197	633	559	506	617	860	322	671	524	707	478	378	790	827	86	84	165	35
	64.8	69.0	61.0	55.4	75.8	62.5	73.7	69.4	60.3	74.6	54.6	68.2	63.7	75.4	69.9	61.8	55.6	17.9
PLEIADES	394	221	171	142	229	244	144	206	188	296	96	116	268	300	38	18	33	5
	21.3	24.1	18.7	15.5	28.1	17.7	33.0	21.3	21.6	31.2	11.0	20.9	21.6	27.3	30.9	13.2	11.1	2.6
PUNCH	673	373	297	293	338	486	178	340	333	419	245	184	472	448	48	57	105	15
	36.4	40.7	32.4	32.1	41.5	35.3	40.7	35.2	38.3	44.2	28.0	33.2	38.0	40.8	39.0	41.9	35.4	7.7
ROYAL JAMAICA	770	427	339	389	339	605	160	419	351	446	316	250	498	483	54	62	135	36
	41.7	46.6	37.0	42.6	41.6	44.0	36.6	43.3	40.4	47.0	36.1	45.1	40.1	44.0	43.9	45.6	45.5	18.5
TE-AMO	632	304	322	313	274	521	105	296	335	333	293	175	442	365	48	62	134	23
	34.2	33.2	35.2	34.2	33.7	37.9	24.0	30.6	38.6	35.1	33.5	31.6	35.6	33.3	39.0	45.6	45.1	11.8
H. UPMANN	1114	573	536	480	572	804	298	619	494	663	440	325	762	750	83	75	175	31
	60.3	62.5	58.5	52.5	70.3	58.5	68.2	64.0	56.8	69.9	50.3	58.7	61.4	68.4	67.5	55.1	58.9	15.9
NO ANSWER	109	20	83	79	16	84	11	14	85	10	91	16	80	12	4	5	8	80
	5.9	2.2	9.1	8.6	2.0	6.1	2.5	1.4	9.8	1.1	10.4	2.9	6.4	1.1	3.3	3.7	2.7	41.0

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① Davidoff smart sequence sm ad very threatening

② cathy high awareness

③ Macanudo common man?

CIGAR MAGAZINE SURVEY

TABLE 10

Q.9 FINEST CIGAR EVER SMOKED

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
DAVIDOFF	239 12.9	135 14.7	102 11.1	74 8.1	155 19.0	133 9.7	103 23.6	133 13.8	106 12.2	161 17.0	76 8.7	67 12.1	169 13.6	170 15.5	34 27.6	11 8.1	21 7.1	3 1.5
MACANUDO	161 8.7	91 9.9	70 7.6	94 10.3	60 7.4	131 9.5	28 6.4	88 9.1	73 8.4	67 7.1	93 10.6	56 10.1	104 8.4	86 7.8	1 .8	9 6.6	49 16.5	16 8.2
MONTE CRISTO	160 8.7	68 7.4	91 9.9	49 5.4	98 12.0	93 6.8	65 14.9	87 9.0	73 8.4	102 10.8	58 6.6	40 7.2	113 9.1	116 10.6	27 22.0	3 2.2	11 3.7	3 1.5
H. UPMANN	111 6.0	50 5.5	60 6.6	45 4.9	59 7.2	82 6.0	27 6.2	72 7.4	39 4.5	61 6.4	48 5.5	39 7.0	71 5.7	64 5.8	6 4.9	10 7.4	26 8.8	5 2.6
PARTAGAS	96 5.2	52 5.7	44 4.8	47 5.1	46 5.7	83 6.0	12 2.7	54 5.6	42 4.8	51 5.4	44 5.0	27 4.9	68 5.5	65 5.9	4 3.3	6 4.4	19 6.4	2 1.0
ROMEO & JULIET	54 2.9	32 3.5	22 2.4	20 2.2	30 3.7	36 2.6	18 4.1	35 3.6	18 2.1	39 4.1	15 1.7	18 3.2	33 2.7	44 4.0	2 1.6	3 2.2	5 1.7	0 -
ROYAL JAMAICAN	50 2.7	25 2.7	25 2.7	34 3.7	14 1.7	44 3.2	6 1.4	20 2.1	30 3.5	23 2.4	27 3.1	13 2.3	36 2.9	21 1.9	1 .8	6 4.4	15 5.1	7 3.6
COHIBA	41 2.2	24 2.6	16 1.7	11 1.2	27 3.3	14 1.0	27 6.2	20 2.1	21 2.4	34 3.6	7 .8	11 2.0	30 2.4	32 2.9	4 3.3	2 1.5	2 .7	1 .5
DUNHILL	40 2.2	24 2.6	16 1.7	21 2.3	18 2.2	32 2.3	8 1.8	31 3.2	9 1.0	21 2.2	19 2.2	13 2.3	26 2.1	26 2.4	4 3.3	5 3.7	5 1.7	0 -
ANTONIO Y CLEOPATRA	33 1.8	3 .3	30 3.3	26 2.8	2 .2	27 2.0	4 .9	2 .2	30 3.5	3 .3	29 3.3	2 .4	29 2.3	2 .2	0 -	0 -	1 .3	30 15.4
PLEIADES	23 1.2	17 1.9	6 .7	11 1.2	11 1.4	14 1.0	8 1.8	16 1.7	7 .8	14 1.5	9 1.0	9 1.6	12 1.0	14 1.3	2 1.6	2 1.5	4 1.3	1 .5
PUNCH	23 1.2	16 1.7	7 .8	10 1.1	9 1.1	18 1.3	5 1.1	17 1.8	6 .7	11 1.2	12 1.4	13 2.3	9 .7	15 1.4	1 .8	1 .7	6 2.0	0 -
TE-AMO	23 1.2	10 1.1	12 1.3	16 1.8	5 .6	22 1.6	1 .2	7 .7	16 1.8	6 .6	17 1.9	8 1.4	14 1.1	5 .5	3 2.4	3 2.2	12 4.0	0 -
HOYO DE MONTEREY	22 1.2	9 1.0	13 1.4	11 1.2	10 1.2	18 1.3	4 .9	7 .7	15 1.7	12 1.3	9 1.0	2 .4	19 1.5	13 1.2	1 .8	2 1.5	6 2.0	0 -

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CIGAR MAGAZINE SURVEY

TABLE 10-2

Q.9 FINEST CIGAR EVER SMOKED

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
ARTURO FUENTE	20	13	7	14	6	16	4	9	11	13	7	4	15	9	2	3	6	0
	1.1	1.4	.8	1.5	.7	1.2	.9	.9	1.3	1.4	.8	.7	1.2	.8	1.6	2.2	2.0	-
DON DIEGO	17	3	14	11	6	15	2	8	9	5	11	6	11	8	2	3	2	2
	.9	.3	1.5	1.2	.7	1.1	.5	.8	1.0	.5	1.3	1.1	.9	.7	1.6	2.2	.7	1.0
MONTECRUZ	17	5	12	5	10	14	3	8	9	12	5	3	13	12	2	1	2	0
	.9	.5	1.3	.5	1.2	1.0	.7	.8	1.0	1.3	.6	.5	1.0	1.1	1.6	.7	.7	-
ASHTON	16	11	5	8	8	11	5	7	9	11	5	6	10	11	1	3	0	1
	.9	1.2	.5	.9	1.0	.8	1.1	.7	1.0	1.2	.6	1.1	.8	1.0	.8	2.2	-	.5
J.R.	14	8	6	10	3	14	0	7	7	8	5	2	11	7	1	5	1	0
	.8	.9	.7	1.1	.4	1.0	-	.7	.8	.8	.6	.4	.9	.6	.8	3.7	.3	-
GARCIA Y VEGA	10	3	7	10	0	9	1	2	8	1	9	1	9	1	0	0	4	5
	.5	.3	.8	1.1	-	.7	.2	.2	.9	.1	1.0	.2	.7	.1	-	-	1.3	2.6
ZINO	10	7	3	5	5	8	2	6	4	5	5	5	4	6	1	0	3	0
	.5	.8	.3	.5	.6	.6	.5	.6	.5	.5	.6	.9	.3	.5	.8	-	1.0	-
GRIFFINS	5	4	1	3	2	1	4	4	1	1	4	3	1	2	1	0	2	0
	.3	.4	.1	.3	.2	.1	.9	.4	.1	.1	.5	.5	.1	.2	.8	-	.7	-
EXCALIBUR	4	3	1	1	3	3	1	2	2	2	2	0	4	1	0	1	2	0
	.2	.3	.1	.1	.4	.2	.2	.2	.2	.2	.2	-	.3	.1	-	.7	.7	-
REY DEL MUNDO	4	2	2	3	1	2	2	1	3	4	0	1	3	4	0	0	0	0
	.2	.2	.2	.3	.1	.1	.5	.1	.3	.4	-	.2	.2	.4	-	-	-	-
AVO	3	1	2	2	1	2	1	3	0	3	0	3	0	2	0	0	1	0
	.2	.1	.2	.2	.1	.1	.2	.3	-	.3	-	.5	-	.2	-	-	.3	-
JUAN CLEMENTE	3	2	1	2	1	3	0	1	2	2	1	2	1	2	0	0	1	0
	.2	.2	.1	.2	.1	.2	-	.1	.2	.2	.1	.4	.1	.2	-	-	.3	-
THOMPSON	2	2	0	2	0	2	0	1	1	1	1	0	2	2	0	0	0	0
	.1	.2	-	.2	-	.1	-	.1	.1	.1	.1	-	.2	.2	-	-	-	-
SIMON BOLIVAR	2	0	2	0	1	2	0	1	1	2	0	1	1	2	0	0	0	0
	.1	-	.2	-	.1	.1	-	.1	.1	.2	-	.2	.1	.2	-	-	-	-

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CIGAR MAGAZINE SURVEY

TABLE 10-3

Q.9 FINEST CIGAR EVER SMOKED

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
CUESTA REY	2 .1	2 .2	0 -	2 .2	0 -	2 .1	0 -	2 .2	0 -	0 -	2 .2	2 .4	0 -	2 .2	0 -	0 -	0 -	0 -
OSCAR	1 .1	0 -	1 .1	0 -	1 .1	1 .1	0 -	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .8	0 -	0 -	0 -
MARIA MANCINI	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	0 -	0 -	1 .1	0 -	0 -	1 .7	0 -	0 -
HANDMADE/ROLLED	5 .3	4 .4	1 .1	3 .3	2 .2	4 .3	1 .2	3 .3	2 .2	3 .3	2 .2	2 .4	3 .2	3 .3	0 -	2 1.5	0 -	0 -
PRIVATE LABEL/PACK	8 .4	4 .4	4 .4	3 .3	5 .6	5 .4	3 .7	2 .2	6 .7	4 .4	4 .5	1 .2	7 .6	6 .5	0 -	0 -	1 .3	1 .5
OTHER	101 5.5	50 5.5	51 5.6	68 7.4	29 3.6	81 5.9	17 3.9	45 4.7	56 6.4	59 6.2	42 4.8	25 4.5	72 5.8	57 5.2	0 -	8 5.9	17 5.7	19 9.7
DON'T KNOW/DON'T REMEMBER/UNKNOWN	56 3.0	29 3.2	27 2.9	33 3.6	19 2.3	50 3.6	6 1.4	29 3.0	27 3.1	17 1.8	39 4.5	22 4.0	34 2.7	31 2.8	1 .8	5 3.7	9 3.0	10 5.1
NONE MENTIONED	474 25.6	209 22.8	256 27.9	260 28.4	169 20.8	383 27.9	71 16.2	240 24.8	224 25.8	191 20.1	269 30.7	149 26.9	306 24.7	257 23.4	22 17.9	41 30.1	65 21.9	89 45.6

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CIGAR MAGAZINE SURVEY

TABLE 11

Q.9 COUNTRY OF FINEST CIGAR EVER SMOKED

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
CUBA	744 40.3	365 39.8	375 40.9	280 30.6	424 52.1	484 35.2	253 57.9	410 42.4	333 38.3	444 46.8	294 33.6	214 38.6	516 41.6	521 47.5	71 57.7	39 28.7	81 27.3	32 16.4
DOMINICAN REPUBLIC	179 9.7	109 11.9	69 7.5	100 10.9	73 9.0	138 10.0	40 9.2	97 10.0	82 9.4	103 10.9	74 8.5	51 9.2	125 10.1	105 9.6	11 8.9	20 14.7	39 13.1	4 2.1
JAMAICA	103 5.6	60 6.5	43 4.7	60 6.6	39 4.8	88 6.4	14 3.2	51 5.3	52 6.0	53 5.6	49 5.6	29 5.2	74 6.0	57 5.2	2 1.6	10 7.4	27 9.1	7 3.6
HONDURAS	57 3.1	37 4.0	20 2.2	37 4.0	18 2.2	45 3.3	11 2.5	28 2.9	29 3.3	43 4.5	13 1.5	17 3.1	36 2.9	35 3.2	5 4.1	8 5.9	8 2.7	1 .5
USA	43 2.3	8 .9	35 3.8	34 3.7	5 .6	38 2.8	3 .7	9 .9	34 3.9	6 .6	37 4.2	5 .9	36 2.9	6 .5	0 -	4 2.9	4 1.3	29 14.9
MEXICO	31 1.7	14 1.5	16 1.7	21 2.3	8 1.0	28 2.0	3 .7	12 1.2	19 2.2	12 1.3	19 2.2	11 2.0	18 1.5	10 .9	1 .8	3 2.2	16 5.4	1 .5
FRANCE	19 1.0	9 1.0	10 1.1	8 .9	9 1.1	14 1.0	5 1.1	10 1.0	9 1.0	9 .9	10 1.1	4 .7	14 1.1	9 .8	5 4.1	2 1.5	3 1.0	0 -
CANARY ISLANDS	16 .9	8 .9	8 .9	11 1.2	2 .2	13 .9	3 .7	6 .6	10 1.2	9 .9	7 .8	4 .7	12 1.0	8 .7	2 1.6	2 1.5	4 1.3	0 -
NICARAGUA	7 .4	3 .3	4 .4	6 .7	1 .1	7 .5	0 -	3 .3	4 .5	5 .5	2 .2	2 .4	5 .4	4 .4	0 -	1 .7	1 .3	1 .5
SWITZERLAND	6 .3	3 .3	3 .3	2 .2	4 .5	3 .2	3 .7	2 .2	4 .5	2 .2	4 .5	2 .4	3 .2	4 .4	1 .8	0 -	1 .3	0 -
GERMANY	5 .3	3 .3	2 .2	4 .4	1 .1	2 .1	2 .5	2 .2	3 .3	3 .3	2 .2	2 .4	3 .2	2 .2	0 -	2 1.5	1 .3	0 -
PHILIPINES	3 .2	1 .1	2 .2	1 .1	2 .2	1 .1	2 .5	1 .1	2 .2	2 .2	1 .1	0 -	3 .2	1 .1	1 .8	1 .7	0 -	0 -
SPAIN	2 .1	1 .1	1 .1	1 .1	1 .1	2 .1	0 -	1 .1	1 .1	1 .1	1 .1	1 .2	1 .1	1 .1	0 -	0 -	1 .3	0 -
ENGLAND	2 .1	1 .1	1 .1	1 .1	1 .1	2 .1	0 -	1 .1	1 .1	1 .1	1 .1	0 -	2 .2	2 .2	0 -	0 -	0 -	0 -

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Q.9 COUNTRY OF FINEST CIGAR EVER SMOKED

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
HOLLAND	1	0	1	0	0	1	0	1	0	1	0	0	1	1	0	0	0	0
	.1	-	.1	-	-	.1	-	.1	-	.1	-	-	.1	.1	-	-	-	-
PUERTO RICO	1	0	1	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0
	.1	-	.1	.1	-	.1	-	.1	-	-	.1	-	.1	-	-	.7	-	-
INDONESIA	1	1	0	0	0	0	1	1	0	1	0	1	0	0	0	0	1	0
	.1	.1	-	-	-	-	.2	.1	-	.1	-	.2	-	-	-	-	.3	-
TURKEY	1	0	1	0	1	0	0	0	1	0	1	0	1	0	0	0	0	1
	.1	-	.1	-	.1	-	-	-	.1	-	.1	-	.1	-	-	-	-	.5
BRAZIL	1	0	1	1	0	1	0	1	0	0	1	1	0	0	0	0	1	0
	.1	-	.1	.1	-	.1	-	.1	-	-	.1	.2	-	-	-	-	.3	-
COSTA RICA	1	1	0	0	1	1	0	0	1	1	0	0	1	1	0	0	0	0
	.1	.1	-	-	.1	.1	-	-	.1	.1	-	-	.1	.1	-	-	-	-
OTHER	1	0	1	1	0	1	0	0	1	0	1	0	1	0	0	0	0	1
	.1	-	.1	.1	-	.1	-	-	.1	-	.1	-	.1	-	-	-	-	.5
NO ANSWER	630	296	325	349	226	507	101	333	286	256	359	212	392	332	25	45	110	118
	34.1	32.3	35.5	38.2	27.8	36.9	23.1	34.4	32.9	27.0	41.0	38.3	31.6	30.3	20.3	33.1	37.0	60.5

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CIGAR MAGAZINE SURVEY

TABLE 12

Q.10 WHEN NORMALLY SMOKE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
IN THE MORNING	483 26.1	153 16.7	327 35.7	264 28.9	187 23.0	391 28.4	82 18.8	71 7.3	412 47.4	187 19.7	286 32.7	47 8.5	428 34.5	183 16.7	42 34.1	48 35.3	69 23.2	141 72.3
DURING OR AFTER LUNCH	453 24.5	150 16.4	300 32.8	231 25.3	189 23.2	365 26.5	81 18.5	84 8.7	368 42.3	202 21.3	242 27.7	67 12.1	381 30.7	193 17.6	33 26.8	33 24.3	79 26.6	115 59.0
IN THE AFTERNOON	843 45.6	388 42.3	450 49.1	451 49.3	349 42.9	668 48.6	164 37.5	328 33.9	513 59.0	398 42.0	436 49.8	201 36.3	622 50.1	423 38.6	58 47.2	56 41.2	152 51.2	154 79.0
IN THE EVENING	1339 72.5	672 73.3	660 72.1	678 74.2	580 71.3	999 72.7	319 73.0	673 69.6	663 76.3	704 74.3	621 71.0	386 69.7	921 74.2	781 71.2	87 70.7	97 71.3	215 72.4	159 81.5
DURING OR AFTER DINNER	965 52.2	446 48.6	516 56.3	463 50.7	446 54.8	696 50.6	259 59.3	480 49.6	483 55.6	508 53.6	451 51.5	270 48.7	675 54.4	601 54.8	56 45.5	67 49.3	137 46.1	104 53.3
ON A WEEKDAY	815 44.1	377 41.1	433 47.3	402 44.0	376 46.2	635 46.2	167 38.2	326 33.7	488 56.2	421 44.4	383 43.8	180 32.5	610 49.2	451 41.1	50 40.7	77 56.6	125 42.1	112 57.4
ON A WEEKEND	1191 64.4	634 69.1	551 60.2	585 64.0	550 67.6	889 64.7	285 65.2	686 70.9	503 57.9	626 66.0	554 63.3	376 67.9	789 63.6	726 66.2	74 60.2	86 63.2	192 64.6	113 57.9
NO ANSWER	23 1.2	3 .3	14 1.5	7 .8	6 .7	11 .8	2 .5	8 .8	6 .7	5 .5	11 1.3	2 .4	11 .9	6 .5	2 1.6	5 3.7	1 .3	9 4.6

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Q.11 HOW MUCH NORMALLY SPEND ON CIGARS PER WEEK

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: HIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
LESS THAN $10	670 36.3	432 47.1	236 25.8	395 43.2	241 29.6	551 40.1	109 24.9	570 58.9	99 11.4	280 29.5	385 44.0	343 61.9	318 25.6	429 39.1	25 20.3	49 36.0	120 40.4	47 24.1
$10 - $24	710 38.4	303 33.0	402 43.9	368 40.3	292 35.9	573 41.7	129 29.5	303 31.3	406 46.7	362 38.2	340 38.9	157 28.3	538 43.4	377 34.4	40 32.5	52 38.2	118 39.7	123 63.1
$25 - $49	287 15.5	105 11.5	181 19.8	111 12.1	159 19.5	186 13.5	96 22.0	66 6.8	220 25.3	176 18.6	108 12.3	38 6.9	233 18.8	174 15.9	30 24.4	24 17.6	41 13.8	18 9.2
$50 - $74	89 4.8	41 4.5	48 5.2	24 2.6	62 7.6	37 2.7	52 11.9	14 1.4	75 8.6	72 7.6	17 1.9	10 1.8	76 6.1	60 5.5	16 13.0	4 2.9	7 2.4	2 1.0
$75 - $99	32 1.7	12 1.3	19 2.1	5 .5	23 2.8	11 .8	20 4.6	4 .4	28 3.2	25 2.6	6 .7	2 .4	30 2.4	23 2.1	2 1.6	0 -	7 2.4	0 -
$100 OR MORE	29 1.6	15 1.6	14 1.5	3 .3	24 2.9	7 .5	22 5.0	2 .2	27 3.1	18 1.9	11 1.3	0 -	29 2.3	18 1.6	7 5.7	1 .7	3 1.0	0 -
NO ANSWER	31 1.7	9 1.0	16 1.7	8 .9	13 1.6	10 .7	9 2.1	8 .8	14 1.6	15 1.6	8 .9	4 .7	17 1.4	16 1.5	3 2.4	6 4.4	1 .3	5 2.6
MEAN	20.50	17.93	23.04	16.07	25.34	17.09	31.43	12.37	29.62	24.12	16.58	11.97	24.17	20.83	31.51	18.19	18.47	16.40

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UNDER PROTECTIVE ORDER
GC 014299

Annual orders 37%?

(D)

CIGAR MAGAZINE SURVEY

TABLE 14

Q.12 WHERE RESPONDENT NORMALLY PURCHASES CIGARS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
CIGAR STORE	1117 60.4	642 70.0	467 51.0	529 57.9	513 63.0	776 56.4	329 75.3	685 70.8	429 49.4	641 67.6	466 53.3	470 84.8	625 50.4	743 67.7	80 65.0	55 40.4	200 67.3	39 20.0
MAIL-ORDER	680 36.8	293 32.0	382 41.7	312 34.1	323 39.7	559 40.7	108 24.7	299 30.9	380 43.7	373 39.3	296 33.8	71 12.8	590 47.5	383 34.9	48 39.0	100 73.5	120 40.4	29 14.9
DRUG STORE	178 9.6	52 5.7	126 13.8	140 15.3	29 3.6	158 11.5	15 3.4	41 4.2	136 15.7	19 2.0	156 17.8	45 8.1	129 10.4	33 3.0	4 3.3	9 6.6	26 8.8	106 54.4
FOREIGN AIRPORT	132 7.1	71 7.7	60 6.6	34 3.7	94 11.5	61 4.4	70 16.0	75 7.8	56 6.4	87 9.2	43 4.9	29 5.2	99 8.0	91 8.3	18 14.6	6 4.4	16 5.4	1 .5
NEWSSTAND	54 2.9	34 3.7	20 2.2	34 3.7	17 2.1	48 3.5	6 1.4	31 3.2	23 2.6	25 2.6	28 3.2	36 6.5	18 1.5	30 2.7	3 2.4	3 2.2	14 4.7	4 2.1
DEPARTMENT STORE	40 2.2	6 .7	34 3.7	33 3.6	6 .7	34 2.5	4 .9	5 .5	35 4.0	3 .3	37 4.2	5 .9	33 2.7	3 .3	1 .8	1 .7	2 .7	33 16.9
WINE SHOP	26 1.4	19 2.1	7 .8	18 2.0	7 .9	19 1.4	7 1.6	16 1.7	10 1.2	14 1.5	12 1.4	13 2.3	11 .9	20 1.8	1 .8	0 -	2 .7	3 1.5
OTHER	116 6.3	50 5.5	66 7.2	62 6.8	48 5.9	80 5.8	35 8.0	48 5.0	68 7.8	58 6.1	58 6.6	25 4.5	88 7.1	68 6.2	4 3.3	5 3.7	13 4.4	26 13.3
NO ANSWER	23 1.2	6 .7	11 1.2	4 .4	9 1.1	6 .4	5 1.1	5 .5	9 1.0	8 .8	7 .8	3 .5	11 .9	11 1.0	3 2.4	1 .7	2 .7	6 3.1

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CIGAR MAGAZINE SURVEY

TABLE 15

Do you give cigars.

Q.13A WHETHER SOMETIMES GIVE CIGARS AS A GIFT

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1157	645	509	560	523	832	310	660	496	655	493	368	758	723	79	83	199	73
	62.6	70.3	55.6	61.3	64.3	60.5	70.9	68.3	57.1	69.1	56.3	66.4	61.1	65.9	64.2	61.0	67.0	37.4
NO	652	262	386	337	279	523	120	290	360	277	367	171	468	356	40	50	92	114
	35.3	28.6	42.1	36.9	34.3	38.0	27.5	30.0	41.4	29.2	41.9	30.9	37.7	32.5	32.5	36.8	31.0	58.5
NO ANSWER	39	10	21	17	12	20	7	17	13	16	15	15	15	18	4	3	6	8
	2.1	1.1	2.3	1.9	1.5	1.5	1.6	1.8	1.5	1.7	1.7	2.7	1.2	1.6	3.3	2.2	2.0	4.1

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CIGAR MAGAZINE SURVEY

TABLE 16

Q.13B WHETHER EVER RECEIVE CIGARS AS A GIFT

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1412	693	715	699	631	1073	323	702	707	723	676	387	991	830	86	99	241	156
	76.4	75.6	78.1	76.5	77.5	78.0	73.9	72.6	81.4	76.3	77.3	69.9	79.9	75.7	69.9	72.8	81.1	80.0
NO	356	194	158	183	147	255	93	222	134	189	163	141	207	222	28	28	49	29
	19.3	21.2	17.2	20.0	18.1	18.5	21.3	23.0	15.4	19.9	18.6	25.5	16.7	20.2	22.8	20.6	16.5	14.9
NO ANSWER	80	30	43	32	36	47	21	43	28	36	36	26	43	45	9	9	7	10
	4.3	3.3	4.7	3.5	4.4	3.4	4.8	4.4	3.2	3.8	4.1	4.7	3.5	4.1	7.3	6.6	2.4	5.1

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CIGAR MAGAZINE SURVEY

TABLE 17

Q.14 WHETHER OWN A HUMIDOR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1170	523	642	477	621	825	327	571	598	680	482	258	880	754	98	74	166	78
	63.3	57.0	70.1	52.2	76.3	60.0	74.8	59.0	68.8	71.7	55.1	46.6	70.9	68.7	79.7	54.4	55.9	40.0
NO	631	386	241	416	180	523	101	380	249	256	366	282	338	324	21	58	121	107
	34.1	42.1	26.3	45.5	22.1	38.0	23.1	39.3	28.7	27.0	41.8	50.9	27.2	29.5	17.1	42.6	40.7	54.9
NO ANSWER	47	8	33	21	13	27	9	16	22	12	27	14	23	19	4	4	10	10
	2.5	.9	3.6	2.3	1.6	2.0	2.1	1.7	2.5	1.3	3.1	2.5	1.9	1.7	3.3	2.9	3.4	5.1

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① frequency increases with age.
② frequency increases with length of smoking.

CIGAR MAGAZINE SURVEY

TABLE 18

Q.15 HOW LONG HAVE BEEN SMOKING CIGARS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOBACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CONSOLIDATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
TWO YEARS OR LESS	103 5.6	86 9.4	14 1.5	65 7.1	33 4.1	74 5.4	27 6.2	78 8.1	25 2.9	55 5.8	45 5.1	60 10.8	41 3.3	81 7.4	3 2.4	2 1.5	12 4.0	5 2.6
THREE TO FIVE YEARS	237 12.8	185 20.2	52 5.7	145 15.9	79 9.7	166 12.1	69 15.8	165 17.1	72 8.3	134 14.1	101 11.5	109 19.7	123 9.9	160 14.6	13 10.6	18 13.2	27 9.1	19 9.7
SIX TO TEN YEARS	329 17.8	250 27.3	77 8.4	171 18.7	148 18.2	246 17.9	81 18.5	218 22.5	111 12.8	184 19.4	144 16.5	110 19.9	211 17.0	225 20.5	13 10.6	20 14.7	51 17.2	20 10.3
OVER TEN YEARS	1159 62.7	392 42.7	763 83.3	528 57.8	550 67.6	880 64.0	259 59.3	502 51.9	654 75.3	571 60.2	577 65.9	271 48.9	859 69.2	626 57.1	91 74.0	95 69.9	203 68.4	144 73.8
NO ANSWER	20 1.1	4 .4	10 1.1	5 .5	4 .5	9 .7	1 .2	4 .4	7 .8	4 .4	8 .9	4 .7	7 .6	5 .5	3 2.4	1 .7	4 1.3	7 3.6
MEAN	8.99	7.82	10.19	8.60	9.36	9.07	8.72	8.31	9.74	8.84	9.17	7.92	9.46	8.61	9.67	9.47	9.42	9.71

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CIGAR MAGAZINE SURVEY

TABLE 19

Q.16 WHETHER FEEL SMOKING CIGARS IS A HEALTH HAZARD

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	740 40.0	434 47.3	303 33.1	385 42.1	311 38.2	554 40.3	175 40.0	416 43.0	322 37.1	339 35.8	397 45.4	242 43.7	483 38.9	425 38.7	48 39.0	63 46.3	119 40.1	85 43.6
NO	1054 57.0	460 50.2	589 64.3	507 55.5	483 59.3	783 56.9	256 58.6	530 54.8	522 60.1	587 61.9	453 51.8	296 53.4	728 58.7	647 59.0	68 55.3	67 49.3	169 56.9	103 52.8
NO ANSWER	54 2.9	23 2.5	24 2.6	22 2.4	20 2.5	38 2.8	6 1.4	21 2.2	25 2.9	22 2.3	25 2.9	16 2.9	30 2.4	25 2.3	7 5.7	6 4.4	9 3.0	7 3.6

yes. health hazard? wrong.

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Q.16 WHY SMOKING CIGARS IS A HEALTH HAZARD

BASE: FEEL THAT SMOKING CIGARS IS A HEALTH HAZARD

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	740	434	303	385	311	554	175	416	322	339	397	242	483	425	48	63	119	85
CANCER (NET)	307 41.5	199 45.9	107 35.3	158 41.0	133 42.8	238 43.0	67 38.3	182 43.8	124 38.5	149 44.0	155 39.0	113 46.7	190 39.3	191 44.9	17 35.4	24 38.1	53 44.5	22 25.9
MOUTH/ORAL CANCER	178 24.1	116 26.7	62 20.5	83 21.6	87 28.0	137 24.7	41 23.4	107 25.7	71 22.0	89 26.3	88 22.2	67 27.7	110 22.8	110 25.9	7 14.6	18 28.6	34 28.6	9 10.6
CANCER/CARCINOGENIC	78 10.5	52 12.0	25 8.3	46 11.9	28 9.0	61 11.0	16 9.1	46 11.1	32 9.9	35 10.3	42 10.6	35 14.5	42 8.7	43 10.1	8 16.7	4 6.3	16 13.4	7 8.2
LUNG CANCER	68 9.2	40 9.2	28 9.2	34 8.8	30 9.6	53 9.6	14 8.0	42 10.1	25 7.8	28 8.3	38 9.6	17 7.0	49 10.1	44 10.4	2 4.2	9 14.3	4 3.4	9 10.6
LIP/GUM CANCER	59 8.0	42 9.7	17 5.6	24 6.2	31 10.0	42 7.6	17 9.7	43 10.3	16 5.0	29 8.6	29 7.3	26 10.7	32 6.6	39 9.2	2 4.2	9 14.3	8 6.7	1 1.2
THROAT CANCER	55 7.4	42 9.7	13 4.3	27 7.0	26 8.4	45 8.1	10 5.7	37 8.9	18 5.6	23 6.8	32 8.1	19 7.9	35 7.2	31 7.3	1 2.1	7 11.1	14 11.8	2 2.4
CIGARS CONTAIN CARCINOGENS	3 .4	2 .5	1 .3	1 .3	2 .6	3 .5	0 -	2 .5	1 .3	2 .6	1 .3	0 -	3 .6	2 .5	0 -	0 -	0 -	1 1.2
GENERAL HEALTH HAZARD (NET)	260 35.1	149 34.3	109 36.0	131 34.0	112 36.0	186 33.6	70 40.0	138 33.2	121 37.6	116 34.2	142 35.8	76 31.4	177 36.6	147 34.6	20 41.7	18 28.6	41 34.5	34 40.0
HEALTH HAZARD (GENERAL)	148 20.0	90 20.7	58 19.1	78 20.3	59 19.0	112 20.2	33 18.9	81 19.5	67 20.8	72 21.2	75 18.9	42 17.4	103 21.3	78 18.4	14 29.2	15 23.8	28 23.5	13 15.3
BAD FOR LUNGS/EMPHYSEMA	44 5.9	17 3.9	26 8.6	18 4.7	23 7.4	29 5.2	14 8.0	20 4.8	24 7.5	17 5.0	27 6.8	13 5.4	31 6.4	23 5.4	5 10.4	1 1.6	4 3.4	11 12.9
ANY EXTENSIVE/EXCESSIVE USE OF TOBACCO IS HAZARDOUS	27 3.6	19 4.4	7 2.3	13 3.4	13 4.2	18 3.2	9 5.1	19 4.6	7 2.2	11 3.2	15 3.8	9 3.7	17 3.5	20 4.7	0 -	2 3.2	4 3.4	1 1.2
AFFECTS RESPIRATORY SYSTEM	18 2.4	10 2.3	8 2.6	9 2.3	9 2.9	11 2.0	7 4.0	7 1.7	11 3.4	6 1.8	12 3.0	3 1.2	14 2.9	12 2.8	1 2.1	0 -	1 .8	4 4.7

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Q.16 WHY SMOKING CIGARS IS A HEALTH HAZARD

BASE: FEEL THAT SMOKING CIGARS IS A HEALTH HAZARD

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
HEART PROBLEMS	18 2.4	7 1.6	11 3.6	7 1.8	10 3.2	12 2.2	6 3.4	7 1.7	11 3.4	8 2.4	10 2.5	5 2.1	11 2.3	11 2.6	1 2.1	0 -	2 1.7	4 4.7
IRRITANT TO MOUTH & GUMS	9 1.2	7 1.6	2 .7	6 1.6	3 1.0	7 1.3	2 1.1	5 1.2	4 1.2	5 1.5	4 1.0	5 2.1	4 .8	7 1.6	0 -	0 -	2 1.7	0 -
BAD FOR CIRCULATION/ HYPERTENSION	4 .5	2 .5	2 .7	2 .5	1 .3	4 .7	0 -	1 .2	3 .9	0 -	4 1.0	1 .4	3 .6	1 .2	0 -	0 -	0 -	3 3.5
CHEST CONGESTION	3 .4	2 .5	1 .3	2 .5	1 .3	2 .4	1 .6	2 .5	1 .3	2 .6	1 .3	0 -	3 .6	2 .5	0 -	0 -	0 -	1 1.2
LIMITED/COMPARATIVE HEALTH HAZARDS (NET)	72 9.7	42 9.7	30 9.9	46 11.9	23 7.4	51 9.2	19 10.9	49 11.8	23 7.1	33 9.7	39 9.8	27 11.2	44 9.1	48 11.3	4 8.3	9 14.3	3 2.5	8 9.4
NO GREAT HAZARD IF USED IN MODERATION	37 5.0	23 5.3	14 4.6	22 5.7	12 3.9	29 5.2	8 4.6	30 7.2	7 2.2	18 5.3	19 4.8	15 6.2	21 4.3	29 6.8	2 4.2	5 7.9	1 .8	0 -
NO HEALTH HAZARD IF DON'T INHALE/BAD IF INHALE	20 2.7	13 3.0	7 2.3	14 3.6	6 1.9	12 2.2	7 4.0	14 3.4	6 1.9	8 2.4	12 3.0	9 3.7	11 2.3	12 2.8	0 -	2 3.2	2 1.7	4 4.7
NOT AS BAD AS CIGARETTES	13 1.8	5 1.2	8 2.6	9 2.3	4 1.3	7 1.3	5 2.9	4 1.0	9 2.8	6 1.8	7 1.8	3 1.2	10 2.1	7 1.6	1 2.1	2 3.2	0 -	3 3.5
SAME HAZARD AS CIGARETTES	3 .4	2 .5	1 .3	2 .5	1 .3	3 .5	0 -	2 .5	1 .3	1 .3	2 .5	1 .4	2 .4	1 .2	1 2.1	0 -	0 -	1 1.2
PASSIVE SMOKE HAZARD (NET)	67 9.1	41 9.4	26 8.6	32 8.3	33 10.6	47 8.5	20 11.4	33 7.9	34 10.6	40 11.8	27 6.8	14 5.8	51 10.6	43 10.1	7 14.6	5 7.9	7 5.9	5 5.9
PASSIVE SMOKE HAZARD TO SMOKER (EVEN IF DON'T INHALE)	46 6.2	31 7.1	15 5.0	18 4.7	27 8.7	34 6.1	12 6.9	24 5.8	22 6.8	29 8.6	17 4.3	13 5.4	32 6.6	34 8.0	4 8.3	2 3.2	4 3.4	2 2.4
PASSIVE SMOKE HAZARD TO FAMILY/OTHERS	44 5.9	25 5.8	19 6.3	22 5.7	20 6.4	29 5.2	15 8.6	20 4.8	24 7.5	24 7.1	20 5.0	8 3.3	35 7.2	24 5.6	6 12.5	4 6.3	6 5.0	4 4.7

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GC 014307

Q.16 WHY SMOKING CIGARS IS A HEALTH HAZARD

BASE: FEEL THAT SMOKING CIGARS IS A HEALTH HAZARD

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
ACCEPTANCE OF PERSONAL RISK/PERSONALLY IMMUNE (NET)	36 4.9	23 5.3	13 4.3	20 5.2	15 4.8	26 4.7	9 5.1	19 4.6	16 5.0	20 5.9	15 3.8	11 4.5	25 5.2	21 4.9	3 6.3	0 -	7 5.9	5 5.9
MINOR RISK-NOT ENOUGH TO STOP	13 1.8	8 1.8	5 1.7	7 1.8	6 1.9	8 1.4	4 2.3	9 2.2	3 .9	11 3.2	2 .5	4 1.7	9 1.9	12 2.8	1 2.1	0 -	0 -	0 -
NOT GOOD FOR HEALTH, BUT LIKE THEM/CALCULATED RISK	11 1.5	9 2.1	2 .7	4 1.0	7 2.3	9 1.6	2 1.1	4 1.0	7 2.2	5 1.5	6 1.5	4 1.7	7 1.4	6 1.4	1 2.1	0 -	2 1.7	2 2.4
IT'S JUST ONE OF THE MANY HAZARDS IN LIFE	8 1.1	6 1.4	2 .7	4 1.0	3 1.0	4 .7	4 2.3	5 1.2	3 .9	4 1.2	3 .8	2 .8	6 1.2	3 .7	1 2.1	0 -	4 3.4	0 -
DOESN'T APPEAR TO HARM ME	3 .4	1 .2	2 .7	3 .8	0 -	3 .5	0 -	1 .2	2 .6	1 .3	2 .5	1 .4	2 .4	1 .2	0 -	0 -	1 .8	1 1.2
DID HARM ME, BUT STILL SMOKE	2 .3	0 -	2 .7	2 .5	0 -	2 .4	0 -	0 -	2 .6	0 -	2 .5	0 -	2 .4	0 -	0 -	0 -	0 -	2 2.4
MISCELLANEOUS																		
US SURGEON GENERAL/MEDICAL REPORTS DETERMINED IT'S HAZARDOUS	29 3.9	14 3.2	15 5.0	16 4.2	10 3.2	21 3.8	8 4.6	14 3.4	15 4.7	9 2.7	20 5.0	9 3.7	19 3.9	13 3.1	0 -	4 6.3	6 5.0	6 7.1
WARNING ON PACKAGE	3 .4	1 .2	2 .7	3 .8	0 -	2 .4	0 -	1 .2	2 .6	0 -	3 .8	1 .4	2 .4	1 .2	0 -	0 -	0 -	2 2.4
BAD MANNERS GIVE CIGARS BAD NAME/SMOKE OUTSIDE	2 .3	1 .2	1 .3	1 .3	1 .3	1 .2	1 .6	1 .2	1 .3	2 .6	0 -	0 -	2 .4	1 .2	0 -	1 1.6	0 -	0 -
OTHER	3 .4	0 -	3 1.0	1 .3	2 .6	3 .5	0 -	1 .2	2 .6	2 .6	1 .3	0 -	3 .6	1 .2	0 -	1 1.6	0 -	1 1.2
NO ANSWER	86 11.6	38 8.8	47 15.5	40 10.4	39 12.5	67 12.1	17 9.7	43 10.3	43 13.4	35 10.3	51 12.8	30 12.4	55 11.4	43 10.1	6 12.5	6 9.5	14 11.8	17 20.0

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Q.17A CHANGE IN SMOKING OVER PAST YEAR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
SMOKING MORE OFTEN	328	222	104	177	135	233	93	192	136	199	124	121	203	218	17	18	45	30
	17.7	24.2	11.4	19.4	16.6	16.9	21.3	19.9	15.7	21.0	14.2	21.8	16.4	19.9	13.8	13.2	15.2	15.4
SMOKING LESS OFTEN	374	175	196	168	179	293	77	253	120	154	217	138	231	225	37	30	63	19
	20.2	19.1	21.4	18.4	22.0	21.3	17.6	26.2	13.8	16.2	24.8	24.9	18.6	20.5	30.1	22.1	21.2	9.7
SMOKING ABOUT THE SAME	1126	517	605	563	494	840	266	517	608	591	526	292	801	647	67	85	187	140
	60.9	56.4	66.0	61.6	60.7	61.1	60.9	53.5	70.0	62.3	60.1	52.7	64.5	59.0	54.5	62.5	63.0	71.8
NO ANSWER	20	3	11	6	6	9	1	5	5	4	8	3	6	7	2	3	2	6
	1.1	.3	1.2	.7	.7	.7	.2	.5	.6	.4	.9	.5	.5	.6	1.6	2.2	.7	3.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014309

Why Stop
(1) not allowed/not in public
(2) not allowed at home.

CIGAR MAGAZINE SURVEY

TABLE 22

Q.17B REASONS SMOKING LESS

BASE: SMOKING LESS OFTEN

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	374	175	196	168	179	293	77	253	120	154	217	138	231	225	37	30	63	19
HEALTH	130 34.8	67 38.3	61 31.1	64 38.1	56 31.3	106 36.2	22 28.6	96 37.9	34 28.3	43 27.9	85 39.2	60 43.5	68 29.4	73 32.4	11 29.7	13 43.3	27 42.9	6 31.6
SOCIAL PRESSURE	165 44.1	62 35.4	102 52.0	65 38.7	91 50.8	135 46.1	29 37.7	95 37.5	69 57.5	66 42.9	98 45.2	48 34.8	115 49.8	100 44.4	20 54.1	10 33.3	23 36.5	12 63.2
COST	53 14.2	27 15.4	26 13.3	27 16.1	20 11.2	40 13.7	13 16.9	36 14.2	17 14.2	18 11.7	35 16.1	18 13.0	35 15.2	29 12.9	6 16.2	5 16.7	10 15.9	3 15.8
LACK OF PUBLIC AREAS WHERE CIGAR SMOKING IS PERMITTED	223 59.6	86 49.1	135 68.9	93 55.4	116 64.8	176 60.1	45 58.4	137 54.2	85 70.8	93 60.4	128 59.0	58 42.0	160 69.3	136 60.4	21 56.8	15 50.0	34 54.0	17 89.5
FAMILY MEMBERS NOT WANTING YOU TO SMOKE AT HOME	174 46.5	76 43.4	98 50.0	72 42.9	90 50.3	134 45.7	38 49.4	119 47.0	54 45.0	74 48.1	99 45.6	62 44.9	108 46.8	111 49.3	15 40.5	10 33.3	28 44.4	10 52.6
LESS PERSONAL INTEREST IN SMOKING	46 12.3	28 16.0	17 8.7	25 14.9	18 10.1	34 11.6	12 15.6	40 15.8	6 5.0	17 11.0	28 12.9	31 22.5	15 6.5	28 12.4	4 10.8	2 6.7	10 15.9	2 10.5
LESS PLEASURE	16 4.3	8 4.6	7 3.6	8 4.8	4 2.2	13 4.4	3 3.9	9 3.6	7 5.8	5 3.2	11 5.1	6 4.3	10 4.3	9 4.0	1 2.7	4 13.3	1 1.6	1 5.3
OTHER	25 6.7	12 6.9	13 6.6	12 7.1	10 5.6	19 6.5	6 7.8	19 7.5	6 5.0	16 10.4	9 4.1	10 7.2	15 6.5	17 7.6	2 5.4	3 10.0	3 4.8	0 -
NO ANSWER	5 1.3	2 1.1	3 1.5	1 .6	3 1.7	4 1.4	1 1.3	4 1.6	1 .8	2 1.3	3 1.4	3 2.2	2 .9	4 1.8	1 2.7	0 -	0 -	0 -

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Q.18 WHETHER SMOKE ANY OF THE FOLLOWING TOBACCO PRODUCTS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
PIPES	517	263	251	285	193	405	99	266	251	276	233	166	335	289	35	48	108	37
	28.0	28.7	27.4	31.2	23.7	29.5	22.7	27.5	28.9	29.1	26.6	30.0	27.0	26.3	28.5	35.3	36.4	19.0
CIGARETTES	135	79	56	95	33	97	35	70	65	64	71	52	79	64	3	10	36	22
	7.3	8.6	6.1	10.4	4.1	7.1	8.0	7.2	7.5	6.8	8.1	9.4	6.4	5.8	2.4	7.4	12.1	11.3
CIGARILLOS	77	40	37	50	26	59	16	37	40	35	41	27	49	39	2	6	12	18
	4.2	4.4	4.0	5.5	3.2	4.3	3.7	3.8	4.6	3.7	4.7	4.9	3.9	3.6	1.6	4.4	4.0	9.2
NONE OF THESE	1144	560	578	528	554	847	285	612	528	592	545	330	789	710	82	77	153	122
	61.9	61.1	63.1	57.8	68.1	61.6	65.2	63.3	60.8	62.4	62.3	59.6	63.6	64.7	66.7	56.6	51.5	62.6
NO ANSWER	65	22	37	23	30	33	23	24	33	29	27	16	40	36	4	4	10	11
	3.5	2.4	4.0	2.5	3.7	2.4	5.3	2.5	3.8	3.1	3.1	2.9	3.2	3.3	3.3	2.9	3.4	5.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014311

Q.19A HOW OFTEN TRAVEL OUTSIDE THE UNITED STATES

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
ONCE A YEAR OR LESS	937	512	421	525	363	751	173	522	413	475	455	312	607	563	56	74	156	88
	50.7	55.8	46.0	57.4	44.6	54.6	39.6	54.0	47.5	50.1	52.0	56.3	48.9	51.3	45.5	54.4	52.5	45.1
TWO TO FOUR TIMES PER YEAR	470	213	255	138	294	315	150	249	220	279	188	134	326	322	43	27	62	16
	25.4	23.2	27.8	15.1	36.1	22.9	34.3	25.7	25.3	29.4	21.5	24.2	26.3	29.4	35.0	19.9	20.9	8.2
FIVE OR MORE TIMES PER YEAR	144	69	75	32	108	73	68	69	75	88	55	30	109	105	10	9	15	5
	7.8	7.5	8.2	3.5	13.3	5.3	15.6	7.1	8.6	9.3	6.3	5.4	8.8	9.6	8.1	6.6	5.1	2.6
NEVER	252	111	138	199	36	214	34	112	140	88	160	74	167	85	11	23	59	74
	13.6	12.1	15.1	21.8	4.4	15.6	7.8	11.6	16.1	9.3	18.3	13.4	13.5	7.7	8.9	16.9	19.9	37.9
NO ANSWER	45	12	27	20	13	22	12	15	21	18	17	4	32	22	3	3	5	12
	2.4	1.3	2.9	2.2	1.6	1.6	2.7	1.6	2.4	1.9	1.9	.7	2.6	2.0	2.4	2.2	1.7	6.2

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GC 014312

Though Cuban purchase when traveling

CIGAR MAGAZINE SURVEY

TABLE 25

Q.19B WHETHER PURCHASE CUBAN CIGARS WHEN TRAVELING OUTSIDE THE U.S.

BASE: TRAVEL OUTSIDE THE UNITED STATES

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1551	794	751	695	765	1139	391	840	708	842	698	476	1042	990	109	110	233	109
YES	843	448	393	325	470	566	271	472	370	507	332	263	561	577	77	53	106	30
	54.4	56.4	52.3	46.8	61.4	49.7	69.3	56.2	52.3	60.2	47.6	55.3	53.8	58.3	70.6	48.2	45.5	27.5
NO	403	186	215	218	160	346	49	189	214	176	224	113	285	223	16	41	73	50
	26.0	23.4	28.6	31.4	20.9	30.4	12.5	22.5	30.2	20.9	32.1	23.7	27.4	22.5	14.7	37.3	31.3	45.9
NO ANSWER	305	160	143	152	135	227	71	179	124	159	142	100	196	190	16	16	54	29
	19.7	20.2	19.0	21.9	17.6	19.9	18.2	21.3	17.5	18.9	20.3	21.0	18.8	19.2	14.7	14.5	23.2	26.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014313

CIGAR MAGAZINE SURVEY

TABLE 26

Q.20 MOST IMPORTANT ATTRIBUTES WHEN SELECTING A CIGAR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
SIZE OF CIGAR	970	445	520	460	448	755	202	477	490	504	458	244	704	571	61	73	162	103
	52.5	48.5	56.8	50.3	55.0	54.9	46.2	49.3	56.4	53.2	52.3	44.0	56.7	52.1	49.6	53.7	54.5	52.8
FRESHNESS	875	490	383	445	385	642	221	499	374	448	420	311	549	542	56	65	140	72
	47.3	53.4	41.8	48.7	47.3	46.7	50.6	51.6	43.0	47.3	48.0	56.1	44.2	49.4	45.5	47.8	47.1	36.9
SMOOTHNESS	693	400	291	338	318	504	178	422	269	355	330	257	420	437	47	37	108	64
	37.5	43.6	31.8	37.0	39.1	36.7	40.7	43.6	31.0	37.4	37.7	46.4	33.8	39.8	38.2	27.2	36.4	32.8
QUALITY OF CONSTRUCTION	648	312	332	301	307	477	165	314	334	372	269	169	460	395	48	51	96	58
	35.1	34.0	36.2	32.9	37.7	34.7	37.8	32.5	38.4	39.2	30.7	30.5	37.1	36.0	39.0	37.5	32.3	29.7
RICH TASTE	618	320	296	281	305	429	182	342	275	352	262	189	412	414	42	30	93	39
	33.4	34.9	32.3	30.7	37.5	31.2	41.6	35.4	31.6	37.1	29.9	34.1	33.2	37.7	34.1	22.1	31.3	20.0
BRAND NAME	418	206	209	207	176	277	136	235	181	223	188	132	278	245	30	23	68	52
	22.6	22.5	22.8	22.6	21.6	20.1	31.1	24.3	20.8	23.5	21.5	23.8	22.4	22.3	24.4	16.9	22.9	26.7
MILDNESS	390	188	200	208	156	304	83	214	175	180	203	125	255	200	28	27	78	57
	21.1	20.5	21.8	22.8	19.2	22.1	19.0	22.1	20.1	19.0	23.2	22.6	20.5	18.2	22.8	19.9	26.3	29.2
FULL-BODIED	378	185	192	171	190	263	108	175	203	228	147	100	269	241	27	34	51	25
	20.5	20.2	21.0	18.7	23.3	19.1	24.7	18.1	23.4	24.1	16.8	18.1	21.7	22.0	22.0	25.0	17.2	12.8
PRICE OF CIGAR	340	128	212	213	101	300	33	148	191	117	221	92	244	162	14	38	57	69
	18.4	14.0	23.1	23.3	12.4	21.8	7.6	15.3	22.0	12.3	25.3	16.6	19.7	14.8	11.4	27.9	19.2	35.4
REAL TOBACCO TASTE	234	98	134	152	72	191	38	85	148	96	133	53	168	112	8	20	56	38
	12.7	10.7	14.6	16.6	8.8	13.9	8.7	8.8	17.0	10.1	15.2	9.6	13.5	10.2	6.5	14.7	18.9	19.5
OTHER	51	29	21	26	17	37	13	28	23	32	19	20	29	36	3	3	6	3
	2.8	3.2	2.3	2.8	2.1	2.7	3.0	2.9	2.6	3.4	2.2	3.6	2.3	3.3	2.4	2.2	2.0	1.5
NO ANSWER	33	11	16	13	10	15	7	12	12	6	19	8	14	14	4	2	4	9
	1.8	1.2	1.7	1.4	1.2	1.1	1.6	1.2	1.4	.6	2.2	1.4	1.1	1.3	3.3	1.5	1.3	4.6

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UNDER PROTECTIVE ORDER
GC 014314

Q.21 HOW NORMALLY INTRODUCED TO A NEW CIGAR

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
TOBACCONIST/RETAILER	808	454	350	372	386	546	254	469	338	498	304	317	474	547	62	45	120	34
	43.7	49.5	38.2	40.7	47.4	39.7	58.1	48.5	38.9	52.5	34.7	57.2	38.2	49.9	50.4	33.1	40.4	17.4
FRIEND	650	369	280	318	300	466	177	391	257	294	351	200	433	395	35	36	113	71
	35.2	40.2	30.6	34.8	36.9	33.9	40.5	40.4	29.6	31.0	40.1	36.1	34.9	36.0	28.5	26.5	38.0	36.4
MAIL-ORDER CATALOG	419	174	241	225	165	368	41	175	244	214	197	49	358	210	23	73	82	31
	22.7	19.0	26.3	24.6	20.3	26.8	9.4	18.1	28.1	22.6	22.5	8.8	28.8	19.1	18.7	53.7	27.6	15.9
ADVERTISING	155	63	91	98	48	118	37	66	89	69	85	42	108	72	16	9	26	32
	8.4	6.9	9.9	10.7	5.9	8.6	8.5	6.8	10.2	7.3	9.7	7.6	8.7	6.6	13.0	6.6	8.8	16.4
EXPERIMENT/CHECK THE STORES/TRIAL & ERROR	49	27	22	27	16	40	9	32	17	31	17	32	15	37	2	2	4	4
	2.7	2.9	2.4	3.0	2.0	2.9	2.1	3.3	2.0	3.3	1.9	5.8	1.2	3.4	1.6	1.5	1.3	2.1
RANDOM PURCHASE/TAKING A CHANCE	10	6	4	5	4	9	1	3	7	4	6	3	7	5	1	0	1	3
	.5	.7	.4	.5	.5	.7	.2	.3	.8	.4	.7	.5	.6	.5	.8	-	.3	1.5
GIFT	8	1	7	5	2	7	1	2	6	1	7	1	7	3	1	0	2	2
	.4	.1	.8	.5	.2	.5	.2	.2	.7	.1	.8	.2	.6	.3	.8	-	.7	1.0
OFFICE/WORK PLACE/FELLOW CIGAR SMOKERS/CLUB/FAMILY	8	5	3	3	4	5	2	5	3	2	6	4	3	3	1	1	3	0
	.4	.5	.3	.3	.5	.4	.5	.5	.3	.2	.7	.7	.2	.3	.8	.7	1.0	-
SAMPLES	6	3	3	3	2	5	0	3	3	0	6	1	4	3	0	1	1	1
	.3	.3	.3	.3	.2	.4	-	.3	.3	-	.7	.2	.3	.3	-	.7	.3	.5
SPECIAL PROMOTIONS/DISCOUNT COUPONS	5	3	2	5	0	3	1	2	3	2	3	1	3	3	0	0	1	1
	.3	.3	.2	.5	-	.2	.2	.2	.3	.2	.3	.2	.2	.3	-	-	.3	.5
THROUGH TRAVEL/WHILE TRAVELING	4	2	2	4	0	3	1	3	1	2	2	3	1	2	0	1	1	0
	.2	.2	.2	.4	-	.2	.2	.3	.1	.2	.2	.5	.1	.2	-	.7	.3	-
OTHER	29	8	20	17	10	24	4	9	20	9	19	8	21	14	1	1	3	10
	1.6	.9	2.2	1.9	1.2	1.7	.9	.9	2.3	.9	2.2	1.4	1.7	1.3	.8	.7	1.0	5.1
NO ANSWER	78	11	60	31	31	53	14	16	52	20	50	10	57	28	6	6	6	32
	4.2	1.2	6.6	3.4	3.8	3.9	3.2	1.7	6.0	2.1	5.7	1.8	4.6	2.6	4.9	4.4	2.0	16.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014315

Q.22A WHETHER READ OR SUBSCRIBE TO ANY TOBACCO PUBLICATIONS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN- DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB- ACCO	GEN. CIGAR	CON- SOLI- DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	127	63	63	74	42	99	27	59	68	77	48	34	86	67	13	11	29	7
	6.9	6.9	6.9	8.1	5.2	7.2	6.2	6.1	7.8	8.1	5.5	6.1	6.9	6.1	10.6	8.1	9.8	3.6
NO	1681	840	833	826	759	1254	401	895	782	854	812	515	1129	1012	108	119	262	180
	91.0	91.6	90.9	90.4	93.2	91.2	91.8	92.6	90.0	90.1	92.8	93.0	91.0	92.3	87.8	87.5	88.2	92.3
NO ANSWER	40	14	20	14	13	22	9	13	19	17	15	5	26	18	2	6	6	8
	2.2	1.5	2.2	1.5	1.6	1.6	2.1	1.3	2.2	1.8	1.7	.9	2.1	1.6	1.6	4.4	2.0	4.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014316

Q.23 LIKELIHOOD OF SUBSCRIBING TO A QUARTERLY MAGAZINE FOR CIGAR LOVERS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
DEFINITELY WOULD SUBSCRIBE	499 27.0	291 31.7	206 22.5	200 21.9	278 34.2	308 22.4	185 42.3	268 27.7	230 26.5	499 52.6	0 -	138 24.9	345 27.8	433 39.5	24 19.5	23 16.9	19 6.4	0 -
PROBABLY WOULD SUBSCRIBE	449 24.3	248 27.0	199 21.7	175 19.1	244 30.0	329 23.9	116 26.5	265 27.4	183 21.1	449 47.4	0 -	132 23.8	307 24.7	340 31.0	28 22.8	24 17.6	48 16.2	9 4.6
MIGHT OR MIGHT NOT SUBSCRIBE	537 29.1	252 27.5	284 31.0	292 31.9	211 25.9	438 31.9	88 20.1	291 30.1	245 28.2	0 -	537 61.4	179 32.3	347 28.0	254 23.2	45 36.6	48 35.3	126 42.4	64 32.8
PROBABLY WOULD NOT SUBSCRIBE	148 8.0	45 4.9	102 11.1	101 11.1	32 3.9	127 9.2	17 3.9	51 5.3	97 11.2	0 -	148 16.9	36 6.5	109 8.8	20 1.8	14 11.4	13 9.6	49 16.5	52 26.7
PROBABLY WOULD NOT SUBSCRIBE, BUT WOULD PURCHASE AT NEWSSTAND	113 6.1	53 5.8	60 6.6	79 8.6	28 3.4	93 6.8	20 4.6	64 6.6	49 5.6	0 -	113 12.9	50 9.0	60 4.8	38 3.5	6 4.9	12 8.8	33 11.1	24 12.3
DEFINITELY WOULD NOT SUBSCRIBE (NOT INTERESTED IN READING ABOUT CIGARS)	77 4.2	24 2.6	53 5.8	57 6.2	18 2.2	66 4.8	8 1.8	23 2.4	53 6.1	0 -	77 8.8	16 2.9	59 4.8	5 .5	4 3.3	13 9.6	17 5.7	38 19.5
NO ANSWER	25 1.4	4 .4	12 1.3	10 1.1	3 .4	14 1.0	3 .7	5 .5	12 1.4	0 -	0 -	3 .5	14 1.1	7 .6	2 1.6	3 2.2	5 1.7	8 4.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014317

Q.24A WHETHER PERSONALLY TAKEN ANY DOMESTIC AIRLINE TRIPS IN THE PAST 12 MONTHS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVIDUALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1538	767	768	671	776	1123	395	840	694	840	689	471	1031	977	113	106	228	114
	83.2	83.6	83.8	73.4	95.3	81.7	90.4	86.9	79.9	88.6	78.7	85.0	83.1	89.1	91.9	77.9	76.8	58.5
NO	281	142	138	234	31	237	36	115	165	103	176	76	197	109	7	29	64	72
	15.2	15.5	15.1	25.6	3.8	17.2	8.2	11.9	19.0	10.9	20.1	13.7	15.9	9.9	5.7	21.3	21.5	36.9
NO ANSWER	29	8	10	9	7	15	6	12	10	5	10	7	13	11	3	1	5	9
	1.6	.9	1.1	1.0	.9	1.1	1.4	1.2	1.2	.5	1.1	1.3	1.0	1.0	2.4	.7	1.7	4.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014318

CIGAR MAGAZINE SURVEY

TABLE 31

Q.24B NUMBER OF DOMESTIC AIRLINE TRIPS TAKEN

BASE: HAVE TAKEN DOMESTIC AIRLINE TRIPS IN PAST 12 MONTHS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL	1538	767	768	671	776	1123	395	840	694	840	689	471	1031	977	113	106	228	114
1	119	68	51	75	28	103	16	63	56	63	55	36	78	68	2	8	22	19
	7.7	8.9	6.6	11.2	3.6	9.2	4.1	7.5	8.1	7.5	8.0	7.6	7.6	7.0	1.8	7.5	9.6	16.7
2	278	147	130	193	72	232	44	140	137	122	154	113	162	158	15	16	53	36
	18.1	19.2	16.9	28.8	9.3	20.7	11.1	16.7	19.7	14.5	22.4	24.0	15.7	16.2	13.3	15.1	23.2	31.6
3	191	93	97	98	84	142	48	99	90	105	83	55	133	116	13	15	32	15
	12.4	12.1	12.6	14.6	10.8	12.6	12.2	11.8	13.0	12.5	12.0	11.7	12.9	11.9	11.5	14.2	14.0	13.2
4	162	78	84	72	80	119	40	86	76	83	78	51	108	92	10	16	30	14
	10.5	10.2	10.9	10.7	10.3	10.6	10.1	10.2	11.0	9.9	11.3	10.8	10.5	9.4	8.8	15.1	13.2	12.3
5	100	54	46	46	51	75	23	66	34	50	50	33	62	66	7	8	18	1
	6.5	7.0	6.0	6.9	6.6	6.7	5.8	7.9	4.9	6.0	7.3	7.0	6.0	6.8	6.2	7.5	7.9	.9
6	132	55	76	48	71	85	43	82	50	73	58	37	91	82	15	7	22	6
	8.6	7.2	9.9	7.2	9.1	7.6	10.9	9.8	7.2	8.7	8.4	7.9	8.8	8.4	13.3	6.6	9.6	5.3
7-9	66	37	29	24	40	44	22	37	29	38	28	26	39	41	7	3	12	3
	4.3	4.8	3.8	3.6	5.2	3.9	5.6	4.4	4.2	4.5	4.1	5.5	3.8	4.2	6.2	2.8	5.3	2.6
10	106	51	55	24	77	73	32	60	45	69	37	26	78	79	9	7	7	4
	6.9	6.6	7.2	3.6	9.9	6.5	8.1	7.1	6.5	8.2	5.4	5.5	7.6	8.1	8.0	6.6	3.1	3.5
11-14	53	22	31	14	35	33	18	29	24	28	25	12	38	37	8	3	2	3
	3.4	2.9	4.0	2.1	4.5	2.9	4.6	3.5	3.5	3.3	3.6	2.5	3.7	3.8	7.1	2.8	.9	2.6
15-19	78	41	37	21	52	52	23	46	32	55	23	22	53	60	7	3	5	3
	5.1	5.3	4.8	3.1	6.7	4.6	5.8	5.5	4.6	6.5	3.3	4.7	5.1	6.1	6.2	2.8	2.2	2.6
20-29	117	52	65	19	93	66	50	66	51	73	43	26	88	90	5	10	9	3
	7.6	6.8	8.5	2.8	12.0	5.9	12.7	7.9	7.3	8.7	6.2	5.5	8.5	9.2	4.4	9.4	3.9	2.6
30+	100	55	45	22	77	74	26	49	51	62	38	23	77	68	12	6	11	3
	6.5	7.2	5.9	3.3	9.9	6.6	6.6	5.8	7.3	7.4	5.5	4.9	7.5	7.0	10.6	5.7	4.8	2.6
NO ANSWER	36	14	22	15	16	25	10	17	19	19	17	11	24	20	3	4	5	4
	2.3	1.8	2.9	2.2	2.1	2.2	2.5	2.0	2.7	2.3	2.5	2.3	2.3	2.0	2.7	3.8	2.2	3.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014319

CIGAR MAGAZINE SURVEY

TABLE 31-2

Q.24B NUMBER OF DOMESTIC AIRLINE TRIPS TAKEN

BASE: HAVE TAKEN DOMESTIC AIRLINE TRIPS IN PAST 12 MONTHS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVIDUALLY	BY THE BOX	TWS	DAVID-OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
MEAN	9.08	9.05	9.13	5.74	12.28	8.59	10.50	8.85	9.39	9.97	8.04	7.33	9.94	9.85	11.41	9.32	6.55	4.93

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014320

Q.25 PRODUCTS WHICH HOUSEHOLD MEMBERS CURRENTLY OWN

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
VCR	1725	867	854	839	793	1282	420	914	806	906	809	517	1165	1044	115	124	277	165
	93.3	94.5	93.2	91.8	97.4	93.2	96.1	94.5	92.8	95.6	92.5	93.3	93.9	95.2	93.5	91.2	93.3	84.6
CAMCORDER	599	322	273	225	341	407	181	324	272	327	271	165	417	369	50	41	95	44
	32.4	35.1	29.8	24.6	41.9	29.6	41.4	33.5	31.3	34.5	31.0	29.8	33.6	33.6	40.7	30.1	32.0	22.6
COLOR TV PROJECTION SCREEN	361	143	217	131	209	241	116	161	199	212	148	78	276	217	28	26	53	37
	19.5	15.6	23.7	14.3	25.7	17.5	26.5	16.6	22.9	22.4	16.9	14.1	22.2	19.8	22.8	19.1	17.8	19.0
PERSONAL COMPUTER	973	491	478	389	537	685	275	548	423	536	433	308	638	633	70	72	136	62
	52.7	53.5	52.2	42.6	66.0	49.8	62.9	56.7	48.7	56.5	49.5	55.6	51.4	57.7	56.9	52.9	45.8	31.8
COMPACT DISC PLAYER	1208	656	549	503	645	837	358	700	508	711	495	380	804	823	84	86	158	57
	65.4	71.5	59.9	55.0	79.2	60.9	81.9	72.4	58.5	75.0	56.6	68.6	64.8	75.0	68.3	63.2	53.2	29.2
CAR CD PLAYER	343	159	184	127	200	211	127	158	184	212	128	91	241	228	26	20	41	28
	18.6	17.3	20.1	13.9	24.6	15.3	29.1	16.3	21.2	22.4	14.6	16.4	19.4	20.8	21.1	14.7	13.8	14.4
CELLULAR CAR PHONE	695	356	338	194	475	428	256	396	297	443	251	183	493	492	64	39	72	28
	37.6	38.8	36.9	21.2	58.4	31.1	58.6	41.0	34.2	46.7	28.7	33.0	39.7	44.8	52.0	28.7	24.2	14.4
WATCH COSTING OVER $500	842	392	448	257	540	541	290	442	398	519	321	207	615	565	85	50	109	33
	45.6	42.7	48.9	28.1	66.3	39.3	66.4	45.7	45.8	54.7	36.7	37.4	49.6	51.5	69.1	36.8	36.7	16.9
ART WORKS	1121	554	565	428	634	776	330	630	487	651	463	329	761	776	86	72	135	52
	60.7	60.4	61.7	46.8	77.9	56.4	75.5	65.1	56.0	68.7	52.9	59.4	61.3	70.7	69.9	52.9	45.5	26.7
ANTIQUES	1079	539	536	456	567	766	296	578	498	592	478	295	755	686	82	74	157	80
	58.4	58.8	58.5	49.9	69.7	55.7	67.7	59.8	57.3	62.4	54.6	53.2	60.8	62.5	66.7	54.4	52.9	41.0
NO ANSWER	49	12	26	23	5	35	5	20	22	10	24	12	28	16	3	4	7	19
	2.7	1.3	2.8	2.5	.6	2.5	1.1	2.1	2.5	1.1	2.7	2.2	2.3	1.5	2.4	2.9	2.4	9.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014321

Q.26A WHETHER HOUSEHOLD CURRENTLY OWNS ANY CARS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1763	877	883	875	789	1322	413	924	834	908	844	525	1196	1049	112	129	286	187
	95.4	95.6	96.4	95.7	96.9	96.1	94.5	95.6	96.0	95.8	96.5	94.8	96.4	95.6	91.1	94.9	96.3	95.9
NO	61	36	25	35	22	40	21	33	28	34	26	24	36	38	7	5	8	3
	3.3	3.9	2.7	3.8	2.7	2.9	4.8	3.4	3.2	3.6	3.0	4.3	2.9	3.5	5.7	3.7	2.7	1.5
NO ANSWER	24	4	8	4	3	13	3	10	7	6	5	5	9	10	4	2	3	5
	1.3	.4	.9	.4	.4	.9	.7	1.0	.8	.6	.6	.9	.7	.9	3.3	1.5	1.0	2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014322

CIGAR MAGAZINE SURVEY

TABLE 34

Q.26B NUMBER OF CARS HOUSEHOLD OWNS

BASE: CURRENTLY OWN CAR(S)

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL	1763	877	883	875	789	1322	413	924	834	908	844	525	1196	1049	112	129	286	187
ONE	311 17.6	173 19.7	136 15.4	208 23.8	83 10.5	234 17.7	71 17.2	145 15.7	166 19.9	144 15.9	166 19.7	101 19.2	205 17.1	164 15.6	20 17.9	23 17.8	62 21.7	42 22.5
TWO	871 49.4	480 54.7	391 44.3	462 52.8	367 46.5	665 50.3	194 47.0	491 53.1	376 45.1	452 49.8	415 49.2	290 55.2	555 46.4	526 50.1	54 48.2	63 48.8	142 49.7	86 46.0
THREE	367 20.8	156 17.8	210 23.8	145 16.6	200 25.3	275 20.8	85 20.6	195 21.1	172 20.6	201 22.1	162 19.2	91 17.3	271 22.7	233 22.2	19 17.0	27 20.9	58 20.3	30 16.0
FOUR	119 6.7	42 4.8	77 8.7	38 4.3	77 9.8	82 6.2	36 8.7	53 5.7	66 7.9	63 6.9	56 6.6	21 4.0	94 7.9	73 7.0	12 10.7	8 6.2	13 4.5	13 7.0
FIVE OR MORE	92 5.2	25 2.9	67 7.6	22 2.5	62 7.9	63 4.8	27 6.5	39 4.2	52 6.2	47 5.2	43 5.1	22 4.2	68 5.7	52 5.0	7 6.3	8 6.2	11 3.8	14 7.5
NO ANSWER	3 .2	1 .1	2 .2	0 -	0 -	3 .2	0 -	1 .1	2 .2	1 .1	2 .2	0 -	3 .3	1 .1	0 -	0 -	0 -	2 1.1
MEAN	2.32	2.16	2.49	2.09	2.58	2.30	2.40	2.30	2.35	2.36	2.28	2.19	2.38	2.35	2.39	2.34	2.19	2.30

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014323

Q.26C CHARACTERISTICS OF CARS OWNED - TOTAL CARS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB- ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON- SOLI- DATED
TOTAL CARS	3920	1838	2079	1742	1978	2909	949	2056	1855	2057	1836	1109	2726	2384	267	281	598	390
DOMESTIC	1935	830	1104	1028	802	1546	356	897	1034	903	1016	520	1370	1023	86	164	367	295
	49.4	45.2	53.1	59.0	40.5	53.1	37.5	43.6	55.7	43.9	55.3	46.9	50.3	42.9	32.2	58.4	61.4	75.6
IMPORTED	1911	991	918	690	1132	1325	561	1124	782	1109	796	576	1297	1317	179	113	218	84
	48.8	53.9	44.2	39.6	57.2	45.5	59.1	54.7	42.2	53.9	43.4	51.9	47.6	55.2	67.0	40.2	36.5	21.5
NO ANSWER	74	17	57	24	44	38	32	35	39	45	24	13	59	44	2	4	13	11
	1.9	.9	2.7	1.4	2.2	1.3	3.4	1.7	2.1	2.2	1.3	1.2	2.2	1.8	.7	1.4	2.2	2.8
PURCHASE PRICE																		
UNDER $20,000	2133	1090	1042	1267	763	1753	344	1127	1001	1000	1114	698	1392	1187	115	167	385	279
	54.4	59.3	50.1	72.7	38.6	60.3	36.2	54.8	54.0	48.6	60.7	62.9	51.1	49.8	43.1	59.4	64.4	71.5
$20,000 - $35,000	1197	522	673	402	740	831	349	631	565	674	517	305	866	768	81	87	171	90
	30.5	28.4	32.4	23.1	37.4	28.6	36.8	30.7	30.5	32.8	28.2	27.5	31.8	32.2	30.3	31.0	28.6	23.1
OVER $35,000	556	219	337	59	467	301	246	282	272	376	179	97	445	415	67	25	32	17
	14.2	11.9	16.2	3.4	23.6	10.3	25.9	13.7	14.7	18.3	9.7	8.7	16.3	17.4	25.1	8.9	5.4	4.4
NO ANSWER	34	7	27	14	8	24	10	16	17	7	26	9	23	14	4	2	10	4
	.9	.4	1.3	.8	.4	.8	1.1	.8	.9	.3	1.4	.8	.8	.6	1.5	.7	1.7	1.0
MEAN	22.43	21.55	23.21	18.76	25.62	21.21	26.20	22.32	22.54	23.70	21.04	20.67	23.12	23.43	25.22	21.14	20.00	19.02

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CIGAR MAGAZINE SURVEY

TABLE 36

Q.26C CHARACTERISTICS OF CARS OWNED (NET)

BASE: CURRENTLY OWN CAR(S)

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1763	877	883	875	789	1322	413	924	834	908	844	525	1196	1049	112	129	286	187
DOMESTIC	1152	522	629	616	466	907	224	560	589	555	589	329	795	632	53	89	222	156
	65.3	59.5	71.2	70.4	59.1	68.6	54.2	60.6	70.6	61.1	69.8	62.7	66.5	60.2	47.3	69.0	77.6	83.4
IMPORTED	1128	621	505	466	610	795	318	664	461	651	473	359	739	764	93	72	144	55
	64.0	70.8	57.2	53.3	77.3	60.1	77.0	71.9	55.3	71.7	56.0	68.4	61.8	72.8	83.0	55.8	50.3	29.4
NO ANSWER	35	8	27	10	17	21	11	15	20	17	16	6	28	16	0	5	5	9
	2.0	.9	3.1	1.1	2.2	1.6	2.7	1.6	2.4	1.9	1.9	1.1	2.3	1.5	-	3.9	1.7	4.8
PURCHASE PRICE																		
UNDER $20,000	1270	659	610	732	477	1017	231	682	585	617	645	413	828	725	70	95	230	150
	72.0	75.1	69.1	83.7	60.5	76.9	55.9	73.8	70.1	68.0	76.4	78.7	69.2	69.1	62.5	73.6	80.4	80.2
$20,000 - $35,000	877	404	471	326	509	612	252	469	407	484	389	231	624	560	61	61	127	68
	49.7	46.1	53.3	37.3	64.5	46.3	61.0	50.8	48.8	53.3	46.1	44.0	52.2	53.4	54.5	47.3	44.4	36.4
OVER $35,000	404	168	236	55	330	228	169	211	192	276	127	76	317	303	43	20	26	12
	22.9	19.2	26.7	6.3	41.8	17.2	40.9	22.8	23.0	30.4	15.0	14.5	26.5	28.9	38.4	15.5	9.1	6.4
NO ANSWER	21	4	17	3	5	14	6	9	11	5	15	4	16	5	2	4	4	6
	1.2	.5	1.9	.3	.6	1.1	1.5	1.0	1.3	.6	1.8	.8	1.3	.5	1.8	3.1	1.4	3.2

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Q.27A WHETHER PLAN TO PURCHASE A CAR IN THE NEXT 12 MONTHS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	721	373	347	324	350	533	178	356	364	367	351	224	477	410	48	54	133	76
	39.0	40.7	37.9	35.4	43.0	38.8	40.7	36.8	41.9	38.7	40.1	40.4	38.4	37.4	39.0	39.7	44.8	39.0
NO	1087	535	548	581	449	816	253	595	488	566	513	323	740	669	70	77	159	112
	58.8	58.3	59.8	63.6	55.2	59.3	57.9	61.5	56.2	59.7	58.6	58.3	59.6	61.0	56.9	56.6	53.5	57.4
NO ANSWER	40	9	21	9	15	26	6	16	17	15	11	7	24	18	5	5	5	7
	2.2	1.0	2.3	1.0	1.8	1.9	1.4	1.7	2.0	1.6	1.3	1.3	1.9	1.6	4.1	3.7	1.7	3.6

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UNDER PROTECTIVE ORDER
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CIGAR MAGAZINE SURVEY

TABLE 38

Q.27B WILL THE CAR PLANNING ON PURCHASING BE DOMESTIC OR IMPORTED

BASE: PLAN TO PURCHASE A CAR IN NEXT 12 MONTHS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVIDUALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL	721	373	347	324	350	533	178	356	364	367	351	224	477	410	48	54	133	76
DOMESTIC	389 54.0	175 46.9	214 61.7	196 60.5	173 49.4	309 58.0	73 41.0	164 46.1	224 61.5	159 43.3	227 64.7	114 50.9	265 55.6	177 43.2	29 60.4	37 68.5	81 60.9	65 85.5
IMPORTED	277 38.4	167 44.8	109 31.4	99 30.6	158 45.1	181 34.0	94 52.8	168 47.2	109 29.9	182 49.6	95 27.1	96 42.9	172 36.1	202 49.3	17 35.4	13 24.1	34 25.6	11 14.5
NO ANSWER	55 7.6	31 8.3	24 6.9	29 9.0	19 5.4	43 8.1	11 6.2	24 6.7	31 8.5	26 7.1	29 8.3	14 6.3	40 8.4	31 7.6	2 4.2	4 7.4	18 13.5	0 -

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UNDER PROTECTIVE ORDER
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CIGAR MAGAZINE SURVEY

TABLE 39

Q.28 TYPES OF INVESTMENTS CURRENTLY OWN

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
CORPORATE STOCK (COMMON OR PREFERRED)	1228 66.5	581 63.4	646 70.5	502 54.9	668 82.1	902 65.6	309 70.7	657 67.9	567 65.2	651 68.7	568 64.9	349 63.0	847 68.3	772 70.4	84 68.3	87 64.0	178 59.9	107 54.9
MUTUAL FUNDS	993 53.7	482 52.6	510 55.7	417 45.6	527 64.7	753 54.8	227 51.9	536 55.4	456 52.5	515 54.3	470 53.7	290 52.3	676 54.5	614 56.0	66 53.7	70 51.5	155 52.2	88 45.1
CASH MANAGEMENT ACCOUNT	832 45.0	392 42.7	440 48.0	295 32.3	496 60.9	592 43.1	230 52.6	445 46.0	384 44.2	461 48.6	366 41.8	230 41.5	589 47.5	544 49.6	62 50.4	63 46.3	106 35.7	57 29.2
REAL ESTATE (NON-RESIDENCE)	804 43.5	352 38.4	451 49.2	274 30.0	499 61.3	548 39.9	240 54.9	410 42.4	391 45.0	439 46.3	357 40.8	204 36.8	576 46.4	525 47.9	63 51.2	57 41.9	98 33.0	61 31.3
GOLD, SILVER, OTHER PRECIOUS METALS	470 25.4	233 25.4	235 25.7	200 21.9	243 29.9	332 24.1	134 30.7	256 26.5	214 24.6	241 25.4	226 25.8	145 26.2	310 25.0	276 25.2	32 26.0	33 24.3	81 27.3	48 24.6
BONDS	24 1.3	7 .8	17 1.9	9 1.0	13 1.6	13 .9	9 2.1	12 1.2	12 1.4	11 1.2	13 1.5	8 1.4	15 1.2	9 .8	1 .8	6 4.4	5 1.7	3 1.5
ART	14 .8	10 1.1	4 .4	5 .5	8 1.0	9 .7	5 1.1	8 .8	6 .7	11 1.2	3 .3	5 .9	8 .6	11 1.0	2 1.6	0 -	1 .3	0 -
BANK ACCOUNTS/CD'S/MONEY MARKET/IRA	9 .5	1 .1	8 .9	6 .7	3 .4	8 .6	1 .2	1 .1	8 .9	5 .5	4 .5	0 -	9 .7	3 .3	1 .8	2 1.5	1 .3	2 1.0
ANTIQUES	8 .4	5 .5	3 .3	6 .7	1 .1	4 .3	4 .9	6 .6	2 .2	6 .6	2 .2	5 .9	2 .2	7 .6	0 -	0 -	0 -	1 .5
WINE	6 .3	5 .5	1 .1	5 .5	1 .1	3 .2	3 .7	3 .3	3 .3	3 .3	3 .3	2 .4	4 .3	6 .5	0 -	0 -	0 -	0 -
RENTAL RESIDENTIAL	3 .2	1 .1	2 .2	1 .1	1 .1	1 .1	2 .5	2 .2	0 -	1 .1	1 .1	1 .2	2 .2	1 .1	0 -	1 .7	0 -	1 .5
OTHER	169 9.1	81 8.8	88 9.6	80 8.8	81 10.0	125 9.1	44 10.1	92 9.5	77 8.9	88 9.3	79 9.0	54 9.7	112 9.0	101 9.2	18 14.6	7 5.1	26 8.8	17 8.7
NO ANSWER	193 10.4	100 10.9	80 8.7	126 13.8	26 3.2	150 10.9	29 6.6	98 10.1	88 10.1	72 7.6	107 12.2	63 11.4	118 9.5	88 8.0	13 10.6	20 14.7	40 13.5	32 16.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014328

CIGAR MAGAZINE SURVEY

TABLE 40

Q.29 BEVERAGES DRINK - DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: HIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1412	723	686	673	656	1036	354	774	636	741	662	442	937	892	92	95	206	127
	76.4	78.8	74.9	73.6	80.6	75.3	81.0	80.0	73.2	78.2	75.7	79.8	75.5	81.3	74.8	69.9	69.4	65.1
NO	307	146	160	171	119	241	61	136	170	156	149	78	221	144	22	25	73	43
	16.6	15.9	17.5	18.7	14.6	17.5	14.0	14.1	19.6	16.5	17.0	14.1	17.8	13.1	17.9	18.4	24.6	22.1
NO ANSWER	129	48	70	70	39	98	22	57	63	51	64	34	83	61	9	16	18	25
	7.0	5.2	7.6	7.7	4.8	7.1	5.0	5.9	7.2	5.4	7.3	6.1	6.7	5.6	7.3	11.8	6.1	12.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR MAGAZINE SURVEY

TABLE 41

Q.29 NUMBER OF DRINKS OR GLASSES OF DISTILLED SPIRITS DRINK IN TYPICAL WEEK

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1412	723	686	673	656	1036	354	774	636	741	662	442	937	892	92	95	206	127
1	264 18.7	171 23.7	92 13.4	139 20.7	119 18.1	193 18.6	67 18.9	198 25.6	66 10.4	138 18.6	125 18.9	107 24.2	152 16.2	177 19.8	14 15.2	19 20.0	41 19.9	13 10.2
2	270 19.1	155 21.4	114 16.6	116 17.2	142 21.6	191 18.4	76 21.5	162 20.9	108 17.0	157 21.2	111 16.8	102 23.1	163 17.4	185 20.7	16 17.4	17 17.9	38 18.4	14 11.0
3	160 11.3	106 14.7	54 7.9	74 11.0	74 11.3	113 10.9	46 13.0	98 12.7	62 9.7	97 13.1	63 9.5	56 12.7	99 10.6	111 12.4	13 14.1	4 4.2	22 10.7	10 7.9
4	103 7.3	47 6.5	56 8.2	38 5.6	55 8.4	73 7.0	30 8.5	55 7.1	48 7.5	57 7.7	46 6.9	32 7.2	67 7.2	71 8.0	8 8.7	2 2.1	16 7.8	6 4.7
5	117 8.3	56 7.7	61 8.9	54 8.0	59 9.0	83 8.0	31 8.8	62 8.0	54 8.5	67 9.0	50 7.6	31 7.0	86 9.2	74 8.3	8 8.7	10 10.5	18 8.7	7 5.5
6	64 4.5	27 3.7	37 5.4	35 5.2	26 4.0	48 4.6	14 4.0	29 3.7	35 5.5	35 4.7	28 4.2	15 3.4	47 5.0	41 4.6	3 3.3	4 4.2	11 5.3	5 3.9
7	87 6.2	40 5.5	47 6.9	43 6.4	38 5.8	63 6.1	21 5.9	39 5.0	47 7.4	43 5.8	44 6.6	25 5.7	60 6.4	59 6.6	8 8.7	3 3.2	6 2.9	11 8.7
8-9	26 1.8	10 1.4	16 2.3	14 2.1	10 1.5	20 1.9	5 1.4	8 1.0	18 2.8	10 1.3	14 2.1	4 .9	21 2.2	12 1.3	1 1.1	5 5.3	7 3.4	1 .8
10	94 6.7	40 5.5	54 7.9	50 7.4	42 6.4	78 7.5	16 4.5	45 5.8	49 7.7	36 4.9	57 8.6	28 6.3	63 6.7	49 5.5	5 5.4	13 13.7	15 7.3	12 9.4
11-15	77 5.5	21 2.9	56 8.2	33 4.9	42 6.4	61 5.9	14 4.0	20 2.6	57 9.0	37 5.0	40 6.0	13 2.9	62 6.6	38 4.3	6 6.5	8 8.4	9 4.4	16 12.6
OVER 15	40 2.8	3 .4	37 5.4	27 4.0	13 2.0	34 3.3	5 1.4	7 .9	33 5.2	9 1.2	30 4.5	5 1.1	35 3.7	14 1.6	1 1.1	4 4.2	5 2.4	16 12.6
NO ANSWER	110 7.8	47 6.5	62 9.0	50 7.4	36 5.5	79 7.6	29 8.2	51 6.6	59 9.3	55 7.4	54 8.2	24 5.4	82 8.8	61 6.8	9 9.8	6 6.3	18 8.7	16 12.6
MEAN	4.95	3.76	6.25	5.20	4.77	5.19	4.20	3.80	6.40	4.32	5.64	3.88	5.48	4.33	4.66	6.11	4.78	9.17

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UNDER PROTECTIVE ORDER
GC 014330

CIGAR MAGAZINE SURVEY

TABLE 42

Q.29 BEVERAGES DRINK - WINE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1466	768	694	652	728	1065	382	851	611	831	627	471	962	1001	102	84	191	88
	79.3	83.8	75.8	71.3	89.4	77.5	87.4	88.0	70.3	87.7	71.7	85.0	77.5	91.2	82.9	61.8	64.3	45.1
NO	165	72	93	116	41	137	26	55	110	62	102	44	116	41	9	21	55	39
	8.9	7.9	10.2	12.7	5.0	10.0	5.9	5.7	12.7	6.5	11.7	7.9	9.3	3.7	7.3	15.4	18.5	20.0
NO ANSWER	217	77	129	146	45	173	29	61	148	55	146	39	163	55	12	31	51	68
	11.7	8.4	14.1	16.0	5.5	12.6	6.6	6.3	17.0	5.8	16.7	7.0	13.1	5.0	9.8	22.8	17.2	34.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014331

CIGAR MAGAZINE SURVEY

TABLE 43

Q.29 NUMBER OF DRINKS OR GLASSES OF WINE DRINK IN TYPICAL WEEK

BASE: DRINK WINE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1466	768	694	652	728	1065	382	851	611	831	627	471	962	1001	102	84	191	88
1	146	90	56	81	55	116	29	87	59	65	81	44	97	67	10	15	38	16
	10.0	11.7	8.1	12.4	7.6	10.9	7.6	10.2	9.7	7.8	12.9	9.3	10.1	6.7	9.8	17.9	19.9	18.2
2	195	108	86	97	87	155	39	111	84	91	100	66	124	109	17	12	37	20
	13.3	14.1	12.4	14.9	12.0	14.6	10.2	13.0	13.7	11.0	15.9	14.0	12.9	10.9	16.7	14.3	19.4	22.7
3	136	74	62	64	62	101	35	81	55	79	57	49	86	77	11	14	21	13
	9.3	9.6	8.9	9.8	8.5	9.5	9.2	9.5	9.0	9.5	9.1	10.4	8.9	7.7	10.8	16.7	11.0	14.8
4	136	70	65	56	74	87	46	81	55	75	61	54	79	86	9	8	25	8
	9.3	9.1	9.4	8.6	10.2	8.2	12.0	9.5	9.0	9.0	9.7	11.5	8.2	8.6	8.8	9.5	13.1	9.1
5	126	73	53	59	57	92	32	77	49	75	51	51	72	86	9	8	21	2
	8.6	9.5	7.6	9.0	7.8	8.6	8.4	9.0	8.0	9.0	8.1	10.8	7.5	8.6	8.8	9.5	11.0	2.3
6	88	46	41	42	44	61	26	59	28	51	36	28	58	68	6	3	6	5
	6.0	6.0	5.9	6.4	6.0	5.7	6.8	6.9	4.6	6.1	5.7	5.9	6.0	6.8	5.9	3.6	3.1	5.7
7	93	50	43	33	54	69	22	60	33	59	33	29	60	69	6	7	9	2
	6.3	6.5	6.2	5.1	7.4	6.5	5.8	7.1	5.4	7.1	5.3	6.2	6.2	6.9	5.9	8.3	4.7	2.3
8-9	34	22	12	13	20	27	7	22	12	23	11	13	21	24	2	1	3	4
	2.3	2.9	1.7	2.0	2.7	2.5	1.8	2.6	2.0	2.8	1.8	2.8	2.2	2.4	2.0	1.2	1.6	4.5
10	154	74	80	54	97	95	57	78	75	103	51	33	118	130	9	7	4	4
	10.5	9.6	11.5	8.3	13.3	8.9	14.9	9.2	12.3	12.4	8.1	7.0	12.3	13.0	8.8	8.3	2.1	4.5
11-13	56	26	30	22	31	43	12	35	21	36	18	21	33	51	2	1	1	1
	3.8	3.4	4.3	3.4	4.3	4.0	3.1	4.1	3.4	4.3	2.9	4.5	3.4	5.1	2.0	1.2	.5	1.1
14	61	22	39	27	33	45	15	34	27	38	23	19	42	56	2	0	3	0
	4.2	2.9	5.6	4.1	4.5	4.2	3.9	4.0	4.4	4.6	3.7	4.0	4.4	5.6	2.0	-	1.6	-
15	47	27	20	17	30	35	12	25	22	31	16	12	34	44	1	1	1	0
	3.2	3.5	2.9	2.6	4.1	3.3	3.1	2.9	3.6	3.7	2.6	2.5	3.5	4.4	1.0	1.2	.5	-
16-20	63	31	32	30	30	43	18	42	21	40	23	20	43	56	3	2	2	0
	4.3	4.0	4.6	4.6	4.1	4.0	4.7	4.9	3.4	4.8	3.7	4.2	4.5	5.6	2.9	2.4	1.0	-

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UNDER PROTECTIVE ORDER
GC 014332

CIGAR MAGAZINE SURVEY

TABLE 43-2

Q.29 NUMBER OF DRINKS OR GLASSES OF WINE DRINK IN TYPICAL WEEK

BASE: DRINK WINE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
21+	41 2.8	18 2.3	23 3.3	23 3.5	16 2.2	29 2.7	11 2.9	22 2.6	18 2.9	22 2.6	19 3.0	14 3.0	26 2.7	33 3.3	4 3.9	0 -	1 .5	3 3.4
NO ANSWER	90 6.1	37 4.8	52 7.5	34 5.2	38 5.2	67 6.3	21 5.5	37 4.3	52 8.5	43 5.2	47 7.5	18 3.8	69 7.2	45 4.5	11 10.8	5 6.0	19 9.9	10 11.4
MEAN	7.08	6.69	7.54	6.85	7.43	6.90	7.49	6.99	7.19	7.59	6.41	6.83	7.25	8.15	6.37	4.57	3.91	4.32

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UNDER PROTECTIVE ORDER
GC 014333

CIGAR MAGAZINE SURVEY

TABLE 44

Q.29 BEVERAGES DRINK - BEER

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	1181 63.9	689 75.1	489 53.4	618 67.6	502 61.7	918 66.8	245 56.1	692 71.6	487 56.0	611 64.5	561 64.1	399 72.0	752 60.6	721 65.7	75 61.0	95 69.9	186 62.6	104 53.3
NO	305 16.5	115 12.5	190 20.7	140 15.3	145 17.8	213 15.5	90 20.6	133 13.8	172 19.8	157 16.6	145 16.6	74 13.4	223 18.0	166 15.1	27 22.0	19 14.0	52 17.5	41 21.0
NO ANSWER	362 19.6	113 12.3	237 25.9	156 17.1	167 20.5	244 17.7	102 23.3	142 14.7	210 24.2	180 19.0	169 19.3	81 14.6	266 21.4	210 19.1	21 17.1	22 16.2	59 19.9	50 25.6

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UNDER PROTECTIVE ORDER
GC 014334

CIGAR MAGAZINE SURVEY

TABLE 45

Q.29 NUMBER OF DRINKS OR GLASSES OF BEER DRINK IN TYPICAL WEEK

BASE: DRINK BEER

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1181	689	489	618	502	918	245	692	487	611	561	399	752	721	75	95	186	104
1	228 19.3	119 17.3	109 22.3	87 14.1	132 26.3	169 18.4	58 23.7	144 20.8	84 17.2	130 21.3	98 17.5	70 17.5	154 20.5	165 22.9	15 20.0	12 12.6	22 11.8	14 13.5
2	259 21.9	150 21.8	108 22.1	127 20.6	117 23.3	195 21.2	61 24.9	159 23.0	100 20.5	152 24.9	106 18.9	83 20.8	169 22.5	175 24.3	16 21.3	17 17.9	34 18.3	17 16.3
3	135 11.4	75 10.9	60 12.3	70 11.3	59 11.8	102 11.1	31 12.7	83 12.0	52 10.7	69 11.3	66 11.8	53 13.3	80 10.6	82 11.4	12 16.0	14 14.7	18 9.7	9 8.7
4	95 8.0	59 8.6	36 7.4	50 8.1	41 8.2	72 7.8	21 8.6	62 9.0	33 6.8	48 7.9	45 8.0	39 9.8	47 6.3	60 8.3	7 9.3	6 6.3	15 8.1	7 6.7
5	55 4.7	39 5.7	16 3.3	30 4.9	23 4.6	38 4.1	14 5.7	36 5.2	19 3.9	31 5.1	24 4.3	23 5.8	31 4.1	35 4.9	3 4.0	7 7.4	8 4.3	2 1.9
6	102 8.6	75 10.9	27 5.5	62 10.0	35 7.0	86 9.4	14 5.7	58 8.4	44 9.0	51 8.3	50 8.9	47 11.8	54 7.2	58 8.0	3 4.0	13 13.7	20 10.8	8 7.7
7	19 1.6	10 1.5	9 1.8	12 1.9	7 1.4	17 1.9	2 .8	10 1.4	9 1.8	9 1.5	9 1.6	3 .8	16 2.1	11 1.5	1 1.3	1 1.1	6 3.2	0 -
8-9	19 1.6	15 2.2	4 .8	16 2.6	3 .6	14 1.5	5 2.0	10 1.4	9 1.8	10 1.6	9 1.6	7 1.8	12 1.6	11 1.5	0 -	0 -	7 3.8	1 1.0
10	54 4.6	27 3.9	27 5.5	35 5.7	17 3.4	46 5.0	6 2.4	25 3.6	29 6.0	23 3.8	30 5.3	15 3.8	38 5.1	27 3.7	1 1.3	4 4.2	12 6.5	10 9.6
11-13	46 3.9	35 5.1	11 2.2	36 5.8	10 2.0	43 4.7	3 1.2	29 4.2	17 3.5	20 3.3	24 4.3	18 4.5	27 3.6	19 2.6	3 4.0	6 6.3	13 7.0	5 4.8
14	12 1.0	9 1.3	3 .6	11 1.8	1 .2	12 1.3	0 -	5 .7	7 1.4	6 1.0	6 1.1	5 1.3	7 .9	6 .8	0 -	1 1.1	4 2.2	1 1.0
15	15 1.3	8 1.2	7 1.4	10 1.6	5 1.0	13 1.4	2 .8	8 1.2	7 1.4	2 .3	13 2.3	3 .8	12 1.6	6 .8	3 4.0	0 -	4 2.2	2 1.9
16-20	15 1.3	10 1.5	5 1.0	11 1.8	4 .8	14 1.5	1 .4	5 .7	10 2.1	6 1.0	9 1.6	3 .8	12 1.6	6 .8	0 -	2 2.1	3 1.6	4 3.8

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UNDER PROTECTIVE ORDER
GC 014335

TABLE 45-2

CIGAR MAGAZINE SURVEY

Q.29 NUMBER OF DRINKS OR GLASSES OF BEER DRINK IN TYPICAL WEEK

BASE: DRINK BEER

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
21+	40 3.4	23 3.3	16 3.3	30 4.9	8 1.6	36 3.9	4 1.6	18 2.6	22 4.5	12 2.0	28 5.0	10 2.5	29 3.9	16 2.2	0 -	2 2.1	7 3.8	15 14.4
NO ANSWER	87 7.4	35 5.1	51 10.4	31 5.0	40 8.0	61 6.6	23 9.4	40 5.8	45 9.2	42 6.9	44 7.8	20 5.0	64 8.5	44 6.1	11 14.7	10 10.5	13 7.0	9 8.7
MEAN	5.26	5.42	4.99	6.27	3.99	5.68	3.67	4.68	6.10	4.38	6.19	4.92	5.48	4.37	3.78	5.19	6.44	10.43

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UNDER PROTECTIVE ORDER
GC 014336

TABLE 46

CIGAR MAGAZINE SURVEY

Q.30A DISTILLED SPIRITS USUALLY DRINK

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1412	723	686	673	656	1036	354	774	636	741	662	442	937	892	92	95	206	127
COGNAC	618 43.8	335 46.3	281 41.0	273 40.6	313 47.7	413 39.9	200 56.5	381 49.2	237 37.3	376 50.7	238 36.0	206 46.6	396 42.3	461 51.7	51 55.4	26 27.4	63 30.6	17 13.4
SCOTCH	539 38.2	254 35.1	285 41.5	251 37.3	258 39.3	407 39.3	124 35.0	296 38.2	242 38.1	257 34.7	281 42.4	168 38.0	363 38.7	323 36.2	36 39.1	39 41.1	91 44.2	50 39.4
SINGLE MALT SCOTCH	512 36.3	306 42.3	205 29.9	203 30.2	279 42.5	338 32.6	167 47.2	335 43.3	177 27.8	326 44.0	185 27.9	181 41.0	318 33.9	387 43.4	43 46.7	19 20.0	55 26.7	8 6.3
VODKA	500 35.4	257 35.5	242 35.3	229 34.0	246 37.5	364 35.1	125 35.3	262 33.9	237 37.3	264 35.6	232 35.0	155 35.1	338 36.1	307 34.4	39 42.4	31 32.6	79 38.3	44 34.6
GIN	447 31.7	226 31.3	219 31.9	201 29.9	224 34.1	327 31.6	112 31.6	262 33.9	184 28.9	222 30.0	221 33.4	144 32.6	295 31.5	289 32.4	23 25.0	25 26.3	71 34.5	39 30.7
BOURBON	342 24.2	177 24.5	163 23.8	192 28.5	134 20.4	266 25.7	69 19.5	189 24.4	152 23.9	169 22.8	169 25.5	112 25.3	223 23.8	196 22.0	12 13.0	33 34.7	63 30.6	38 29.9
CORDIALS OR LIQUEURS	283 20.0	162 22.4	120 17.5	145 21.5	123 18.8	209 20.2	66 18.6	168 21.7	114 17.9	155 20.9	127 19.2	105 23.8	172 18.4	184 20.6	19 20.7	16 16.8	41 19.9	23 18.1
BRANDY	214 15.2	108 14.9	106 15.5	118 17.5	87 13.3	166 16.0	46 13.0	109 14.1	105 16.5	109 14.7	103 15.6	62 14.0	150 16.0	136 15.2	8 8.7	10 10.5	42 20.4	18 14.2
BLENDED WHISKIES	182 12.9	97 13.4	84 12.2	113 16.8	61 9.3	150 14.5	30 8.5	90 11.6	92 14.5	72 9.7	107 16.2	56 12.7	125 13.3	79 8.9	9 9.8	21 22.1	41 19.9	32 25.2
OTHER	172 12.2	106 14.7	65 9.5	90 13.4	71 10.8	125 12.1	44 12.4	108 14.0	64 10.1	100 13.5	72 10.9	68 15.4	99 10.6	125 14.0	8 8.7	9 9.5	24 11.7	6 4.7
NO ANSWER	12 .8	5 .7	7 1.0	6 .9	5 .8	9 .9	3 .8	8 1.0	4 .6	7 .9	5 .8	1 .2	10 1.1	8 .9	2 2.2	1 1.1	0 -	1 .8

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UNDER PROTECTIVE ORDER
GC 014337

Q.30B BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR - FIRST CHOICE

BASE: DRINK DISTILLED SPIRITS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL	1412	723	686	673	656	1036	354	774	636	741	662	442	937	892	92	95	206	127
DEWARS	89	35	54	37	46	71	16	45	43	38	51	23	65	58	2	7	13	9
	6.3	4.8	7.9	5.5	7.0	6.9	4.5	5.8	6.8	5.1	7.7	5.2	6.9	6.5	2.2	7.4	6.3	7.1
ABSOLUT	87	55	32	39	44	58	23	50	37	51	36	32	53	56	9	7	11	4
	6.2	7.6	4.7	5.8	6.7	5.6	6.5	6.5	5.8	6.9	5.4	7.2	5.7	6.3	9.8	7.4	5.3	3.1
GLENLIVET	72	44	28	30	41	54	18	45	27	42	30	29	41	53	4	3	11	1
	5.1	6.1	4.1	4.5	6.3	5.2	5.1	5.8	4.2	5.7	4.5	6.6	4.4	5.9	4.3	3.2	5.3	.8
JOHNNY WALKER (RED OR BLACK)	68	24	44	26	39	54	14	35	33	31	37	18	48	39	9	3	11	6
	4.8	3.3	6.4	3.9	5.9	5.2	4.0	4.5	5.2	4.2	5.6	4.1	5.1	4.4	9.8	3.2	5.3	4.7
STOLICHNAYA	65	31	34	19	41	41	24	36	29	45	19	22	43	51	5	0	8	1
	4.6	4.3	5.0	2.8	6.3	4.0	6.8	4.7	4.6	6.1	2.9	5.0	4.6	5.7	5.4	-	3.9	.8
TANQUERAY	61	32	29	26	35	47	14	37	24	30	31	19	41	41	4	4	9	3
	4.3	4.4	4.2	3.9	5.3	4.5	4.0	4.8	3.8	4.0	4.7	4.3	4.4	4.6	4.3	4.2	4.4	2.4
JACK DANIELS	56	27	28	32	23	46	9	28	28	25	30	10	42	31	1	9	11	4
	4.0	3.7	4.1	4.8	3.5	4.4	2.5	3.6	4.4	3.4	4.5	2.3	4.5	3.5	1.1	9.5	5.3	3.1
MCCALLAN	53	36	17	21	28	28	24	36	17	42	11	21	31	47	4	1	1	0
	3.8	5.0	2.5	3.1	4.3	2.7	6.8	4.7	2.7	5.7	1.7	4.8	3.3	5.3	4.3	1.1	.5	-
BEEFEATER GIN	51	16	35	31	18	42	9	25	26	19	32	9	41	33	1	4	5	8
	3.6	2.2	5.1	4.6	2.7	4.1	2.5	3.2	4.1	2.6	4.8	2.0	4.4	3.7	1.1	4.2	2.4	6.3
CHIVAS	51	26	25	24	22	34	17	29	22	32	19	15	35	34	2	2	10	3
	3.6	3.6	3.6	3.6	3.4	3.3	4.8	3.7	3.5	4.3	2.9	3.4	3.7	3.8	2.2	2.1	4.9	2.4
BOMBAY	45	32	13	20	24	30	15	30	15	30	15	24	21	36	2	0	7	0
	3.2	4.4	1.9	3.0	3.7	2.9	4.2	3.9	2.4	4.0	2.3	5.4	2.2	4.0	2.2	-	3.4	-
REMY MARTIN	33	21	12	10	22	23	10	23	10	16	17	9	24	27	2	1	3	0
	2.3	2.9	1.7	1.5	3.4	2.2	2.8	3.0	1.6	2.2	2.6	2.0	2.6	3.0	2.2	1.1	1.5	-
GLENFIDDICH	33	25	8	16	17	19	14	20	13	22	11	12	21	23	4	0	5	1
	2.3	3.5	1.2	2.4	2.6	1.8	4.0	2.6	2.0	3.0	1.7	2.7	2.2	2.6	4.3	-	2.4	.8

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UNDER PROTECTIVE ORDER
GC 014338

TABLE 47-2

CIGAR MAGAZINE SURVEY

Q.30B BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR - FIRST CHOICE

BASE: DRINK DISTILLED SPIRITS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
J & B	27 1.9	5 .7	22 3.2	16 2.4	9 1.4	23 2.2	4 1.1	11 1.4	16 2.5	8 1.1	19 2.9	4 .9	22 2.3	9 1.0	1 1.1	5 5.3	3 1.5	9 7.1
WILD TURKEY	24 1.7	12 1.7	12 1.7	13 1.9	10 1.5	20 1.9	4 1.1	14 1.8	10 1.6	12 1.6	12 1.8	7 1.6	17 1.8	14 1.6	2 2.2	0 -	6 2.9	2 1.6
SEAGRAM CROWN ROYAL	22 1.6	11 1.5	11 1.6	10 1.5	12 1.8	14 1.4	8 2.3	10 1.3	12 1.9	12 1.6	9 1.4	4 .9	18 1.9	11 1.2	2 2.2	1 1.1	5 2.4	3 2.4
LAPHROIG	21 1.5	12 1.7	9 1.3	11 1.6	8 1.2	9 .9	12 3.4	16 2.1	5 .8	12 1.6	9 1.4	13 2.9	7 .7	16 1.8	3 3.3	2 2.1	0 -	0 -
CANADIAN CLUB (OR "CC")	20 1.4	4 .6	16 2.3	7 1.0	10 1.5	16 1.5	3 .8	7 .9	13 2.0	11 1.5	8 1.2	2 .5	18 1.9	11 1.2	2 2.2	1 1.1	2 1.0	4 3.1
MAKER'S MARK	18 1.3	9 1.2	9 1.3	9 1.3	9 1.4	16 1.5	1 .3	10 1.3	8 1.3	7 .9	10 1.5	9 2.0	9 1.0	11 1.2	0 -	4 4.2	1 .5	2 1.6
COURVOISIER	16 1.1	10 1.4	6 .9	8 1.2	6 .9	13 1.3	3 .8	9 1.2	7 1.1	9 1.2	7 1.1	7 1.6	7 .7	12 1.3	0 -	1 1.1	2 1.0	1 .8
JIM BEAM	14 1.0	7 1.0	7 1.0	11 1.6	2 .3	11 1.1	3 .8	6 .8	8 1.3	4 .5	8 1.2	8 1.8	6 .6	4 .4	0 -	1 1.1	7 3.4	2 1.6
SEAGRAM'S V.O.	14 1.0	5 .7	8 1.2	7 1.0	5 .8	14 1.4	0 -	2 .3	12 1.9	7 .9	7 1.1	1 .2	13 1.4	6 .7	1 1.1	0 -	1 .5	6 4.7
MARTEL	12 .8	3 .4	9 1.3	7 1.0	4 .6	9 .9	3 .8	8 1.0	4 .6	9 1.2	3 .5	2 .5	10 1.1	9 1.0	2 2.2	0 -	1 .5	0 -
FINLANDIA	11 .8	7 1.0	4 .6	2 .3	9 1.4	8 .8	3 .8	8 1.0	3 .5	8 1.1	3 .5	3 .7	8 .9	9 1.0	2 2.2	0 -	0 -	0 -
SMIRNOFF	10 .7	4 .6	6 .9	7 1.0	2 .3	7 .7	3 .8	6 .8	4 .6	3 .4	7 1.1	5 1.1	5 .5	4 .4	1 1.1	2 2.1	2 1.0	1 .8
BACARDI	9 .6	6 .8	3 .4	8 1.2	1 .2	8 .8	1 .3	5 .6	4 .6	4 .5	5 .8	4 .9	5 .5	6 .7	1 1.1	1 1.1	1 .5	0 -
BUSHMILLS	9 .6	5 .7	4 .6	2 .3	7 1.1	6 .6	3 .8	5 .6	4 .6	6 .8	3 .5	4 .9	5 .5	8 .9	0 -	0 -	1 .5	0 -

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CIGAR MAGAZINE SURVEY

TABLE 47-3

Q.30B BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR - FIRST CHOICE

BASE: DRINK DISTILLED SPIRITS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
OLD GRAND DAD	9 .6	4 .6	5 .7	5 .7	3 .5	8 .8	0 -	5 .6	4 .6	2 .3	7 1.1	2 .5	7 .7	2 .2	0 -	2 2.1	3 1.5	2 1.6
HENNESSEY	9 .6	5 .7	4 .6	4 .6	3 .5	7 .7	2 .6	6 .8	3 .5	5 .7	4 .6	5 1.1	4 .4	8 .9	0 -	0 -	1 .5	0 -
CUTTY SARK	8 .6	2 .3	6 .9	3 .4	4 .6	7 .7	1 .3	3 .4	5 .8	2 .3	6 .9	2 .5	6 .6	3 .3	1 1.1	1 1.1	1 .5	2 1.6
MYER'S RUM	8 .6	8 1.1	0 -	4 .6	3 .5	4 .4	4 1.1	6 .8	2 .3	7 .9	1 .2	3 .7	5 .5	8 .9	0 -	0 -	0 -	0 -
BLACK & WHITE	7 .5	4 .6	3 .4	1 .1	6 .9	6 .6	1 .3	5 .6	2 .3	6 .8	1 .2	1 .2	6 .6	6 .7	0 -	0 -	0 -	1 .8
GLENMORANGIE	7 .5	6 .8	1 .1	4 .6	3 .5	4 .4	3 .8	4 .5	3 .5	5 .7	2 .3	1 .2	5 .5	4 .4	1 1.1	2 2.1	0 -	0 -
BALLANTINE SCOTCH	6 .4	3 .4	3 .4	2 .3	4 .6	4 .4	2 .6	1 .1	5 .8	4 .5	2 .3	1 .2	5 .5	3 .3	1 1.1	1 1.1	1 .5	0 -
GORDONS	6 .4	4 .6	2 .3	2 .3	3 .5	5 .5	1 .3	3 .4	3 .5	4 .5	2 .3	2 .5	4 .4	4 .4	0 -	1 1.1	0 -	1 .8
B & B	5 .4	3 .4	2 .3	3 .4	1 .2	3 .3	1 .3	1 .1	4 .6	4 .5	1 .2	2 .5	3 .3	4 .4	0 -	1 1.1	0 -	0 -
MOUNT GAY	5 .4	4 .6	1 .1	2 .3	3 .5	4 .4	1 .3	3 .4	2 .3	4 .5	1 .2	3 .7	2 .2	5 .6	0 -	0 -	0 -	0 -
SOUTHERN COMFORT	5 .4	4 .6	1 .1	5 .7	0 -	3 .3	2 .6	1 .1	4 .6	3 .4	2 .3	0 -	5 .5	1 .1	0 -	1 1.1	3 1.5	0 -
EARLY TIMES	4 .3	2 .3	2 .3	3 .4	1 .2	3 .3	1 .3	1 .1	3 .5	2 .3	2 .3	0 -	4 .4	1 .1	0 -	2 2.1	0 -	1 .8
AMARETTO	3 .2	1 .1	2 .3	2 .3	1 .2	3 .3	0 -	2 .3	1 .2	2 .3	1 .2	1 .2	2 .2	2 .2	1 1.1	0 -	0 -	0 -
DRAMBUIE	3 .2	3 .4	0 -	2 .3	1 .2	2 .2	1 .3	3 .4	0 -	1 .1	2 .3	2 .5	1 .1	1 .1	1 1.1	0 -	1 .5	0 -

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TABLE 47-4

CIGAR MAGAZINE SURVEY

Q.30B BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR - FIRST CHOICE

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
GRAN MARNIER	3 .2	2 .3	1 .1	2 .3	1 .2	3 .3	0 -	3 .4	0 -	1 .1	2 .3	2 .5	1 .1	3 .3	0 -	0 -	0 -	0 -
SEAGRAMS (UNSP.)	3 .2	1 .1	2 .3	3 .4	0 -	3 .3	0 -	1 .1	2 .3	1 .1	2 .3	1 .2	2 .2	1 .1	0 -	1 1.1	0 -	1 .8
SAMBUCA	3 .2	1 .1	2 .3	0 -	3 .5	1 .1	2 .6	1 .1	2 .3	2 .3	1 .2	0 -	3 .3	3 .3	0 -	0 -	0 -	0 -
ACE	2 .1	1 .1	1 .1	0 -	2 .3	1 .1	1 .3	1 .1	1 .2	2 .3	0 -	0 -	1 .1	1 .1	0 -	1 1.1	0 -	0 -
CAMPARI	2 .1	2 .3	0 -	1 .1	1 .2	2 .2	0 -	1 .1	1 .2	1 .1	1 .2	0 -	2 .2	2 .2	0 -	0 -	0 -	0 -
KAHLUA	2 .1	1 .1	1 .1	2 .3	0 -	2 .2	0 -	0 -	2 .3	0 -	2 .3	0 -	1 .1	0 -	0 -	1 1.1	1 .5	0 -
BAILEY'S	1 .1	1 .1	0 -	0 -	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .2	0 -	1 .1	0 -	0 -	0 -	0 -
SEAGRAM'S 7 CROWN	1 .1	0 -	1 .1	0 -	1 .2	1 .1	0 -	0 -	1 .2	1 .1	0 -	0 -	1 .1	0 -	0 -	0 -	1 .5	0 -
HIRAM WALKER	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .2	0 -	1 .1	0 -	0 -	1 1.1	0 -	0 -
CUERVO GOLD	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .2	1 .2	0 -	1 .1	0 -	0 -	0 -	0 -
APPLETON RUM	1 .1	1 .1	0 -	0 -	1 .2	1 .1	0 -	0 -	1 .2	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -
OTHER	70 5.0	36 5.0	34 5.0	33 4.9	31 4.7	47 4.5	21 5.9	30 3.9	40 6.3	39 5.3	30 4.5	16 3.6	52 5.5	41 4.6	3 3.3	6 6.3	10 4.9	10 7.9
NO ANSWER	262 18.6	125 17.3	136 19.8	146 21.7	94 14.3	202 19.5	53 15.0	140 18.1	121 19.0	113 15.2	148 22.4	84 19.0	168 17.9	137 15.4	19 20.7	19 20.0	47 22.8	40 31.5

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CIGAR MAGAZINE SURVEY

TABLE 48

Q.30B TOTAL BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL	1412	723	686	673	656	1036	354	774	636	741	662	442	937	892	92	95	206	127
ABSOLUT	189 13.4	125 17.3	64 9.3	96 14.3	88 13.4	135 13.0	47 13.3	110 14.2	79 12.4	115 15.5	73 11.0	70 15.8	116 12.4	127 14.2	18 19.6	13 13.7	26 12.6	5 3.9
DEWARS	158 11.2	75 10.4	83 12.1	70 10.4	79 12.0	130 12.5	25 7.1	82 10.6	75 11.8	73 9.9	84 12.7	46 10.4	111 11.8	96 10.8	10 10.9	15 15.8	23 11.2	14 11.0
GLENLIVET	148 10.5	91 12.6	57 8.3	61 9.1	80 12.2	98 9.5	50 14.1	100 12.9	48 7.5	93 12.6	55 8.3	57 12.9	86 9.2	113 12.7	11 12.0	5 5.3	18 8.7	1 .8
STOLICHNAYA	144 10.2	74 10.2	69 10.1	54 8.0	83 12.7	92 8.9	48 13.6	80 10.3	64 10.1	90 12.1	52 7.9	50 11.3	93 9.9	100 11.2	10 10.9	6 6.3	21 10.2	7 5.5
TANQUERAY	142 10.1	77 10.7	65 9.5	55 8.2	82 12.5	101 9.7	41 11.6	88 11.4	53 8.3	74 10.0	67 10.1	48 10.9	92 9.8	101 11.3	7 7.6	6 6.3	23 11.2	5 3.9
JOHNNY WALKER (RED OR BLACK)	132 9.3	61 8.4	71 10.3	51 7.6	76 11.6	101 9.7	31 8.8	69 8.9	63 9.9	64 8.6	68 10.3	36 8.1	93 9.9	78 8.7	15 16.3	9 9.5	19 9.2	11 8.7
REMY MARTIN	121 8.6	67 9.3	54 7.9	47 7.0	70 10.7	83 8.0	38 10.7	76 9.8	45 7.1	73 9.9	45 6.8	42 9.5	78 8.3	99 11.1	6 6.5	5 5.3	9 4.4	2 1.6
JACK DANIELS	119 8.4	62 8.6	55 8.0	68 10.1	45 6.9	93 9.0	23 6.5	61 7.9	58 9.1	58 7.8	60 9.1	30 6.8	85 9.1	64 7.2	8 8.7	13 13.7	23 11.2	11 8.7
BEEFEATER GIN	116 8.2	46 6.4	69 10.1	61 9.1	49 7.5	94 9.1	21 5.9	65 8.4	51 8.0	46 6.2	70 10.6	28 6.3	86 9.2	73 8.2	5 5.4	7 7.4	15 7.3	16 12.6
CHIVAS	110 7.8	56 7.7	54 7.9	47 7.0	56 8.5	76 7.3	33 9.3	58 7.5	52 8.2	69 9.3	41 6.2	26 5.9	82 8.8	72 8.1	6 6.5	8 8.4	18 8.7	6 4.7
BOMBAY	107 7.6	68 9.4	39 5.7	47 7.0	59 9.0	70 6.8	36 10.2	69 8.9	38 6.0	66 8.9	40 6.0	48 10.9	58 6.2	83 9.3	8 8.7	2 2.1	13 6.3	1 .8
MCCALLAN	87 6.2	54 7.5	33 4.8	34 5.1	48 7.3	46 4.4	38 10.7	60 7.8	27 4.2	66 8.9	21 3.2	36 8.1	48 5.1	76 8.5	6 6.5	2 2.1	3 1.5	0 -
GLENFIDDICH	84 5.9	54 7.5	30 4.4	34 5.1	48 7.3	54 5.2	30 8.5	52 6.7	32 5.0	53 7.2	31 4.7	29 6.6	54 5.8	57 6.4	6 6.5	5 5.3	13 6.3	3 2.4

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Q.30B TOTAL BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
COURVOISIER	65	33	32	30	32	54	9	35	30	32	33	22	40	42	3	4	13	3
	4.6	4.6	4.7	4.5	4.9	5.2	2.5	4.5	4.7	4.3	5.0	5.0	4.3	4.7	3.3	4.2	6.3	2.4
J & B	60	26	34	36	22	49	11	30	30	23	37	20	39	26	2	6	11	15
	4.2	3.6	5.0	5.3	3.4	4.7	3.1	3.9	4.7	3.1	5.6	4.5	4.2	2.9	2.2	6.3	5.3	11.8
WILD TURKEY	56	35	21	30	23	47	9	35	21	28	28	21	34	35	2	4	10	5
	4.0	4.8	3.1	4.5	3.5	4.5	2.5	4.5	3.3	3.8	4.2	4.8	3.6	3.9	2.2	4.2	4.9	3.9
MARTEL	50	25	25	22	21	35	15	31	19	30	19	16	33	38	7	1	4	0
	3.5	3.5	3.6	3.3	3.2	3.4	4.2	4.0	3.0	4.0	2.9	3.6	3.5	4.3	7.6	1.1	1.9	-
CANADIAN CLUB (OR "CC")	43	15	28	19	18	36	6	16	27	17	24	8	34	19	2	2	10	10
	3.0	2.1	4.1	2.8	2.7	3.5	1.7	2.1	4.2	2.3	3.6	1.8	3.6	2.1	2.2	2.1	4.9	7.9
MAKER'S MARK	41	25	16	22	18	31	9	25	16	21	19	21	19	27	2	5	5	2
	2.9	3.5	2.3	3.3	2.7	3.0	2.5	3.2	2.5	2.8	2.9	4.8	2.0	3.0	2.2	5.3	2.4	1.6
SEAGRAM CROWN ROYAL	38	26	12	20	18	24	14	23	15	20	17	13	25	20	3	2	10	3
	2.7	3.6	1.7	3.0	2.7	2.3	4.0	3.0	2.4	2.7	2.6	2.9	2.7	2.2	3.3	2.1	4.9	2.4
HENNESSEY	38	19	19	19	16	26	12	25	13	24	13	15	21	30	5	0	2	1
	2.7	2.6	2.8	2.8	2.4	2.5	3.4	3.2	2.0	3.2	2.0	3.4	2.2	3.4	5.4	-	1.0	.8
LAPHROIG	38	25	13	19	17	19	19	27	11	26	12	16	21	31	4	2	1	0
	2.7	3.5	1.9	2.8	2.6	1.8	5.4	3.5	1.7	3.5	1.8	3.6	2.2	3.5	4.3	2.1	.5	-
JIM BEAM	37	24	13	27	8	29	8	20	17	18	17	21	16	16	1	2	15	3
	2.6	3.3	1.9	4.0	1.2	2.8	2.3	2.6	2.7	2.4	2.6	4.8	1.7	1.8	1.1	2.1	7.3	2.4
SMIRNOFF	30	16	14	19	9	21	9	14	16	16	14	10	19	16	1	5	4	4
	2.1	2.2	2.0	2.8	1.4	2.0	2.5	1.8	2.5	2.2	2.1	2.3	2.0	1.8	1.1	5.3	1.9	3.1
FINLANDIA	27	14	13	9	17	18	9	13	14	18	9	7	20	18	6	3	0	0
	1.9	1.9	1.9	1.3	2.6	1.7	2.5	1.7	2.2	2.4	1.4	1.6	2.1	2.0	6.5	3.2	-	-
SEAGRAM'S V.O.	24	8	15	13	9	22	2	5	19	10	14	4	20	10	1	0	4	9
	1.7	1.1	2.2	1.9	1.4	2.1	.6	.6	3.0	1.3	2.1	.9	2.1	1.1	1.1	-	1.9	7.1
BACARDI	23	13	10	15	6	20	3	11	12	11	12	10	13	12	2	1	7	1
	1.6	1.8	1.5	2.2	.9	1.9	.8	1.4	1.9	1.5	1.8	2.3	1.4	1.3	2.2	1.1	3.4	.8

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CIGAR MAGAZINE SURVEY

TABLE 48-3

Q.30B TOTAL BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
BUSHMILLS	23 1.6	14 1.9	9 1.3	8 1.2	15 2.3	15 1.4	8 2.3	12 1.6	11 1.7	17 2.3	6 .9	10 2.3	13 1.4	17 1.9	2 2.2	0 -	4 1.9	0 -
GRAN MARNIER	22 1.6	17 2.4	5 .7	17 2.5	5 .8	17 1.6	5 1.4	18 2.3	4 .6	13 1.8	9 1.4	11 2.5	10 1.1	18 2.0	2 2.2	1 1.1	1 .5	0 -
CUTTY SARK	20 1.4	6 .8	14 2.0	13 1.9	5 .8	18 1.7	2 .6	8 1.0	12 1.9	5 .7	15 2.3	6 1.4	14 1.5	7 .8	1 1.1	4 4.2	3 1.5	5 3.9
MYER'S RUM	20 1.4	16 2.2	4 .6	12 1.8	7 1.1	16 1.5	4 1.1	14 1.8	6 .9	14 1.9	6 .9	7 1.6	13 1.4	18 2.0	0 -	0 -	2 1.0	0 -
GLENMORANGIE	19 1.3	11 1.5	8 1.2	10 1.5	8 1.2	10 1.0	9 2.5	12 1.6	7 1.1	13 1.8	6 .9	5 1.1	13 1.4	14 1.6	2 2.2	2 2.1	0 -	1 .8
OLD GRAND DAD	17 1.2	6 .8	11 1.6	7 1.0	9 1.4	15 1.4	1 .3	8 1.0	9 1.4	8 1.1	9 1.4	3 .7	14 1.5	6 .7	0 -	3 3.2	5 2.4	3 2.4
DRAMBUIE	16 1.1	10 1.4	6 .9	13 1.9	3 .5	11 1.1	5 1.4	11 1.4	5 .8	7 .9	9 1.4	6 1.4	9 1.0	6 .7	2 2.2	1 1.1	4 1.9	3 2.4
MOUNT GAY	14 1.0	10 1.4	4 .6	11 1.6	3 .5	12 1.2	2 .6	9 1.2	5 .8	9 1.2	5 .8	8 1.8	5 .5	12 1.3	0 -	0 -	2 1.0	0 -
BLACK & WHITE	13 .9	7 1.0	6 .9	5 .7	7 1.1	11 1.1	2 .6	10 1.3	3 .5	9 1.2	4 .6	4 .9	9 1.0	10 1.1	0 -	1 1.1	1 .5	1 .8
B & B	12 .8	9 1.2	3 .4	8 1.2	3 .5	8 .8	3 .8	3 .4	9 1.4	9 1.2	3 .5	5 1.1	7 .7	9 1.0	1 1.1	1 1.1	0 -	1 .8
BAILEY'S	11 .8	10 1.4	1 .1	7 1.0	3 .5	9 .9	2 .6	8 1.0	3 .5	10 1.3	1 .2	6 1.4	5 .5	9 1.0	1 1.1	1 1.1	0 -	0 -
SEAGRAMS (UNSP.)	11 .8	9 1.2	2 .3	7 1.0	4 .6	9 .9	1 .3	6 .8	5 .8	3 .4	7 1.1	4 .9	7 .7	4 .4	0 -	2 2.1	3 1.5	2 1.6
SAMBUCA	11 .8	6 .8	5 .7	5 .7	5 .8	7 .7	4 1.1	5 .6	6 .9	9 1.2	2 .3	4 .9	7 .7	11 1.2	0 -	0 -	0 -	0 -
BALLANTINE SCOTCH	10 .7	7 1.0	3 .4	3 .4	7 1.1	5 .5	5 1.4	4 .5	6 .9	6 .8	4 .6	3 .7	7 .7	7 .8	1 1.1	1 1.1	1 .5	0 -

M. SHANKEN COMMUNICATIONS, INC.

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TABLE 48-4

CIGAR MAGAZINE SURVEY

Q.30B TOTAL BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR

BASE: DRINK DISTILLED SPIRITS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
GORDONS	10 .7	6 .8	4 .6	5 .7	4 .6	9 .9	1 .3	6 .8	4 .6	6 .8	4 .6	3 .7	7 .7	6 .7	0 -	1 1.1	2 1.0	1 .8
SOUTHERN COMFORT	10 .7	6 .8	4 .6	7 1.0	3 .5	8 .8	2 .6	4 .5	6 .9	6 .8	4 .6	2 .5	8 .9	3 .3	1 1.1	2 2.1	4 1.9	0 -
EARLY TIMES	7 .5	4 .6	3 .4	4 .6	1 .2	6 .6	1 .3	3 .4	4 .6	2 .3	5 .8	2 .5	5 .5	2 .2	0 -	2 2.1	2 1.0	1 .8
CUERVO GOLD	7 .5	5 .7	2 .3	4 .6	3 .5	6 .6	1 .3	5 .6	2 .3	2 .3	5 .8	4 .9	3 .3	2 .2	0 -	0 -	5 2.4	0 -
COINTREAU	6 .4	5 .7	1 .1	3 .4	3 .5	4 .4	2 .6	4 .5	2 .3	4 .5	2 .3	4 .9	2 .2	6 .7	0 -	0 -	0 -	0 -
KAHLUA	6 .4	4 .6	2 .3	4 .6	2 .3	6 .6	0 -	3 .4	3 .5	4 .5	2 .3	1 .2	4 .4	4 .4	0 -	1 1.1	1 .5	0 -
AMARETTO	5 .4	3 .4	2 .3	3 .4	2 .3	5 .5	0 -	4 .5	1 .2	2 .3	3 .5	1 .2	4 .4	4 .4	1 1.1	0 -	0 -	0 -
CAMPARI	5 .4	5 .7	0 -	3 .4	2 .3	2 .2	3 .8	3 .4	2 .3	4 .5	1 .2	2 .5	3 .3	5 .6	0 -	0 -	0 -	0 -
SEAGRAM'S 7 CROWN	5 .4	1 .1	4 .6	2 .3	2 .3	5 .5	0 -	2 .3	3 .5	3 .4	2 .3	1 .2	4 .4	2 .2	1 1.1	0 -	1 .5	1 .8
HIRAM WALKER	3 .2	3 .4	0 -	1 .1	2 .3	3 .3	0 -	3 .4	0 -	1 .1	2 .3	2 .5	1 .1	2 .2	0 -	1 1.1	0 -	0 -
ACE	2 .1	1 .1	1 .1	0 -	2 .3	1 .1	1 .3	1 .1	1 .2	2 .3	0 -	0 -	1 .1	1 .1	0 -	1 1.1	0 -	0 -
FAMOUS GROUSE	2 .1	1 .1	1 .1	1 .1	1 .2	2 .2	0 -	1 .1	1 .2	0 -	2 .3	1 .2	1 .1	1 .1	0 -	0 -	1 .5	0 -
APPLETON RUM	2 .1	2 .3	0 -	1 .1	1 .2	2 .2	0 -	0 -	2 .3	1 .1	1 .2	0 -	2 .2	1 .1	0 -	0 -	1 .5	0 -
HARVEY'S BRISTOL CREAM	1 .1	0 -	1 .1	0 -	1 .2	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	1 .1	0 -	0 -	0 -	0 -

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CIGAR MAGAZINE SURVEY

TABLE 48-5

Q.30B TOTAL BRANDS OF DISTILLED SPIRITS USUALLY ASK FOR IN A RESTAURANT OR BAR

BASE: DRINK DISTILLED SPIRITS

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
OTHER	147	76	71	70	62	101	44	79	68	76	69	40	105	87	11	10	24	15
	10.4	10.5	10.3	10.4	9.5	9.7	12.4	10.2	10.7	10.3	10.4	9.0	11.2	9.8	12.0	10.5	11.7	11.8
NO ANSWER	219	100	118	123	76	175	37	115	103	91	127	66	145	112	15	15	39	38
	15.5	13.8	17.2	18.3	11.6	16.9	10.5	14.9	16.2	12.3	19.2	14.9	15.5	12.6	16.3	15.8	18.9	29.9

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Q.31 OCCUPATION

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
EXECUTIVE OR MANAGERIAL	711 38.5	350 38.2	361 39.4	299 32.7	387 47.5	511 37.2	190 43.5	390 40.3	318 36.6	397 41.9	306 35.0	208 37.5	488 39.3	460 41.9	51 41.5	44 32.4	107 36.0	49 25.1
PROFESSIONAL (DOCTOR, LAWYER, ETC.)	435 23.5	223 24.3	209 22.8	138 15.1	262 32.2	303 22.0	127 29.1	262 27.1	172 19.8	266 28.1	169 19.3	140 25.3	286 23.0	295 26.9	45 36.6	32 23.5	49 16.5	14 7.2
SALES, MARKETING	270 14.6	173 18.9	97 10.6	159 17.4	97 11.9	206 15.0	63 14.4	174 18.0	96 11.0	146 15.4	122 13.9	112 20.2	147 11.8	186 17.0	12 9.8	17 12.5	39 13.1	16 8.2
SKILLED CRAFTSMAN, FOREMAN	74 4.0	46 5.0	28 3.1	63 6.9	7 .9	62 4.5	11 2.5	30 3.1	44 5.1	27 2.8	45 5.1	18 3.2	54 4.4	26 2.4	1 .8	4 2.9	20 6.7	23 11.8
CLERICAL	9 .5	6 .7	3 .3	8 .9	1 .1	9 .7	0 -	5 .5	4 .5	3 .3	6 .7	5 .9	4 .3	6 .5	1 .8	0 -	2 .7	0 -
GOVERNMENT (INCL. MILITARY)	64 3.5	35 3.8	29 3.2	51 5.6	12 1.5	51 3.7	9 2.1	28 2.9	36 4.1	21 2.2	43 4.9	20 3.6	42 3.4	22 2.0	2 1.6	9 6.6	17 5.7	14 7.2
RETIRED	195 10.6	2 .2	192 21.0	145 15.9	30 3.7	174 12.7	14 3.2	31 3.2	162 18.6	31 3.3	161 18.4	25 4.5	165 13.3	41 3.7	3 2.4	16 11.8	55 18.5	80 41.0
OTHER	175 9.5	106 11.6	69 7.5	121 13.2	44 5.4	139 10.1	33 7.6	82 8.5	93 10.7	86 9.1	87 9.9	56 10.1	112 9.0	102 9.3	7 5.7	19 14.0	28 9.4	19 9.7
NO ANSWER	41 2.2	15 1.6	14 1.5	13 1.4	11 1.4	21 1.5	12 2.7	18 1.9	16 1.8	18 1.9	13 1.5	11 2.0	21 1.7	19 1.7	7 5.7	3 2.2	6 2.0	6 3.1

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CIGAR MAGAZINE SURVEY

TABLE 50

Q.32 TITLE OR POSITION

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
PRESIDENT	177 9.6	77 8.4	100 10.9	45 4.9	124 15.2	117 8.5	57 13.0	102 10.5	75 8.6	114 12.0	61 7.0	51 9.2	123 9.9	128 11.7	20 16.3	9 6.6	13 4.4	7 3.6
VICE PRESIDENT/EXECUTIVE VICE PRESIDENT	163 8.8	95 10.4	68 7.4	44 4.8	115 14.1	116 8.4	47 10.8	100 10.3	63 7.2	83 8.8	78 8.9	48 8.7	114 9.2	108 9.8	16 13.0	8 5.9	25 8.4	6 3.1
CHIEF EXECUTIVE OFFICER (CEO)	140 7.6	43 4.7	97 10.6	33 3.6	100 12.3	89 6.5	49 11.2	61 6.3	78 9.0	83 8.8	56 6.4	27 4.9	107 8.6	96 8.8	10 8.1	10 7.4	19 6.4	5 2.6
MANAGER	106 5.7	81 8.8	25 2.7	80 8.8	22 2.7	88 6.4	18 4.1	61 6.3	45 5.2	57 6.0	49 5.6	37 6.7	69 5.6	67 6.1	2 1.6	6 4.4	21 7.1	10 5.1
DOCTOR/SURGEON	100 5.4	39 4.3	61 6.7	10 1.1	85 10.4	67 4.9	33 7.6	57 5.9	43 4.9	60 6.3	40 4.6	27 4.9	73 5.9	73 6.7	10 8.1	4 2.9	11 3.7	2 1.0
PARTNER	87 4.7	51 5.6	36 3.9	12 1.3	68 8.4	60 4.4	27 6.2	52 5.4	35 4.0	57 6.0	30 3.4	19 3.4	67 5.4	70 6.4	5 4.1	7 5.1	3 1.0	2 1.0
OWNER	84 4.5	41 4.5	43 4.7	55 6.0	20 2.5	65 4.7	18 4.1	41 4.2	42 4.8	43 4.5	40 4.6	25 4.5	55 4.4	40 3.6	4 3.3	11 8.1	18 6.1	11 5.6
ATTORNEY	79 4.3	44 4.8	34 3.7	23 2.5	50 6.1	56 4.1	20 4.6	47 4.9	31 3.6	49 5.2	30 3.4	27 4.9	48 3.9	54 4.9	10 8.1	5 3.7	10 3.4	0 -
SALES MANAGER	65 3.5	38 4.1	27 2.9	39 4.3	23 2.8	48 3.5	17 3.9	41 4.2	24 2.8	36 3.8	29 3.3	31 5.6	30 2.4	43 3.9	3 2.4	3 2.2	13 4.4	3 1.5
SALESMAN/SALES REP	63 3.4	41 4.5	22 2.4	47 5.1	14 1.7	51 3.7	12 2.7	41 4.2	22 2.5	34 3.6	29 3.3	31 5.6	30 2.4	43 3.9	1 .8	3 2.2	10 3.4	6 3.1
DIRECTOR	57 3.1	33 3.6	24 2.6	24 2.6	30 3.7	40 2.9	16 3.7	32 3.3	25 2.9	32 3.4	24 2.7	15 2.7	37 3.0	39 3.6	4 3.3	4 2.9	7 2.4	3 1.5
ELECTRICIAN/MACHINIST/ SKILLED BLUE COLLAR	45 2.4	31 3.4	14 1.5	41 4.5	1 .1	38 2.8	6 1.4	14 1.4	31 3.6	12 1.3	33 3.8	12 2.2	33 2.7	12 1.1	1 .8	5 3.7	9 3.0	18 9.2
PROFESSOR/ASSISTANT PROFESSOR	41 2.2	17 1.9	24 2.6	25 2.7	15 1.8	30 2.2	10 2.3	24 2.5	17 2.0	24 2.5	17 1.9	10 1.8	31 2.5	29 2.6	6 4.9	1 .7	3 1.0	2 1.0

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Q.32 TITLE OR POSITION

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
CHEF/HOTELIER/WINE CONSULTANT/RESTAURATEUR	30 1.6	26 2.8	4 .4	29 3.2	1 .1	26 1.9	4 .9	20 2.1	10 1.2	21 2.2	9 1.0	11 2.0	18 1.5	26 2.4	2 1.6	0 -	1 .3	1 .5
FINANCIAL/CHIEF FINANCIAL OFFICER/ADVISOR/ COMPTROLLER	29 1.6	21 2.3	8 .9	15 1.6	13 1.6	19 1.4	9 2.1	17 1.8	12 1.4	16 1.7	13 1.5	9 1.6	19 1.5	20 1.8	0 -	3 2.2	2 .7	4 2.1
POLICE OFFICER/ARMY OFFICER	26 1.4	17 1.9	9 1.0	22 2.4	4 .5	20 1.5	6 1.4	10 1.0	16 1.8	13 1.4	13 1.5	5 .9	21 1.7	9 .8	1 .8	3 2.2	13 4.4	0 -
GENERAL MANAGER	24 1.3	11 1.2	13 1.4	15 1.6	8 1.0	16 1.2	7 1.6	13 1.3	11 1.3	15 1.6	9 1.0	10 1.8	14 1.1	17 1.5	0 -	2 1.5	2 .7	3 1.5
SUPERVISOR	20 1.1	11 1.2	9 1.0	19 2.1	1 .1	20 1.5	0 -	12 1.2	8 .9	10 1.1	9 1.0	9 1.6	11 .9	5 .5	0 -	2 1.5	11 3.7	2 1.0
ARTS & ENTERTAINMENT (ARTIST, MUSICIAN, ACTOR, DIRECTOR)	18 1.0	11 1.2	7 .8	12 1.3	6 .7	11 .8	7 1.6	10 1.0	8 .9	11 1.2	7 .8	5 .9	12 1.0	9 .8	1 .8	5 3.7	2 .7	1 .5
LITERARY (WRITER, EDITOR)	18 1.0	11 1.2	7 .8	14 1.5	3 .4	16 1.2	2 .5	13 1.3	5 .6	8 .8	10 1.1	11 2.0	7 .6	9 .8	1 .8	2 1.5	5 1.7	1 .5
ADMINISTRATOR	18 1.0	7 .8	11 1.2	9 1.0	7 .9	13 .9	4 .9	9 .9	9 1.0	7 .7	10 1.1	9 1.6	8 .6	9 .8	1 .8	1 .7	4 1.3	3 1.5
ENGINEER/ARCHITECT	17 .9	7 .8	10 1.1	14 1.5	3 .4	14 1.0	3 .7	8 .8	9 1.0	8 .8	9 1.0	4 .7	12 1.0	8 .7	3 2.4	3 2.2	1 .3	2 1.0
CONSULTANT	16 .9	5 .5	11 1.2	12 1.3	4 .5	16 1.2	0 -	7 .7	9 1.0	5 .5	11 1.3	4 .7	12 1.0	7 .6	0 -	1 .7	3 1.0	5 2.6
STOCK BROKER/SECURITIES ANALYST	15 .8	10 1.1	5 .5	7 .8	8 1.0	8 .6	7 1.6	7 .7	8 .9	7 .7	8 .9	6 1.1	9 .7	7 .6	1 .8	1 .7	4 1.3	2 1.0
ANALYST	15 .8	13 1.4	2 .2	13 1.4	2 .2	13 .9	1 .2	12 1.2	3 .3	9 .9	6 .7	9 1.6	6 .5	9 .8	1 .8	0 -	5 1.7	0 -
MARKETING MANAGER/DIRECTOR	13 .7	9 1.0	4 .4	10 1.1	3 .4	11 .8	2 .5	7 .7	6 .7	9 .9	4 .5	5 .9	8 .6	7 .6	1 .8	1 .7	3 1.0	1 .5

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CIGAR MAGAZINE SURVEY

TABLE 50-3

Q.32 TITLE OR POSITION

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TEACHER	11 .6	3 .3	8 .9	7 .8	4 .5	10 .7	1 .2	3 .3	8 .9	4 .4	7 .8	2 .4	8 .6	4 .4	0 -	0 -	4 1.3	3 1.5
FOREMAN	11 .6	7 .8	4 .4	8 .9	3 .4	8 .6	3 .7	4 .4	7 .8	5 .5	5 .6	3 .5	7 .6	5 .5	0 -	0 -	2 .7	4 2.1
ACCOUNT EXECUTIVE	11 .6	9 1.0	2 .2	6 .7	5 .6	7 .5	4 .9	9 .9	2 .2	7 .7	4 .5	7 1.3	4 .3	8 .7	0 -	0 -	3 1.0	0 -
DENTIST	10 .5	5 .5	5 .5	1 .1	9 1.1	7 .5	3 .7	6 .6	4 .5	7 .7	3 .3	3 .5	7 .6	7 .6	0 -	3 2.2	0 -	0 -
MEDIA (PRODUCER, EDITOR, NEWSPAPERMAN)	9 .5	4 .4	5 .5	7 .8	1 .1	5 .4	4 .9	6 .6	3 .3	5 .5	4 .5	2 .4	7 .6	9 .8	0 -	0 -	0 -	0 -
CHAIRMAN	8 .4	1 .1	7 .8	1 .1	6 .7	6 .4	2 .5	3 .3	5 .6	4 .4	4 .5	1 .2	7 .6	4 .4	2 1.6	1 .7	1 .3	0 -
PHARMACIST	8 .4	2 .2	6 .7	3 .3	4 .5	6 .4	2 .5	4 .4	4 .5	5 .5	3 .3	2 .4	6 .5	6 .5	0 -	0 -	1 .3	1 .5
THERAPIST	8 .4	6 .7	2 .2	6 .7	2 .2	5 .4	3 .7	7 .7	1 .1	6 .6	2 .2	6 1.1	2 .2	7 .6	0 -	0 -	1 .3	0 -
PROGRAMMER	8 .4	4 .4	4 .4	7 .8	1 .1	7 .5	1 .2	5 .5	3 .3	2 .2	6 .7	3 .5	4 .3	4 .4	0 -	0 -	4 1.3	0 -
TREASURER/ASSOC. TREASURER/ASSISTANT TREASURER	7 .4	6 .7	1 .1	2 .2	4 .5	5 .4	2 .5	4 .4	3 .3	3 .3	4 .5	2 .4	5 .4	5 .5	1 .8	0 -	0 -	1 .5
REPRESENTATIVE	7 .4	4 .4	3 .3	5 .5	2 .2	6 .4	1 .2	4 .4	3 .3	4 .4	3 .3	1 .2	6 .5	4 .4	0 -	1 .7	0 -	2 1.0
SCIENTIST	7 .4	4 .4	3 .3	4 .4	3 .4	6 .4	1 .2	5 .5	2 .2	2 .2	4 .5	2 .4	4 .3	4 .4	0 -	0 -	2 .7	1 .5
CHIEF	4 .2	4 .4	0 -	3 .3	1 .1	2 .1	2 .5	3 .3	1 .1	2 .2	2 .2	1 .2	3 .2	0 -	1 .8	1 .7	1 .3	1 .5
EXAMINER/CLAIMS/ ADJUSTER	4 .2	4 .4	0 -	4 .4	0 -	4 .3	0 -	3 .3	1 .1	2 .2	2 .2	3 .5	1 .1	1 .1	0 -	0 -	3 1.0	0 -

M. SHANKEN COMMUNICATIONS, INC.

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UNDER PROTECTIVE ORDER
GC 014350

TABLE 50-4

CIGAR MAGAZINE SURVEY

Q.32 TITLE OR POSITION

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
PILOT/AIR TRAFFIC RELATED	4 .2	3 .3	1 .1	1 .1	3 .4	4 .3	0 -	4 .4	0 -	3 .3	1 .1	2 .4	2 .2	3 .3	0 -	1 .7	0 -	0 -
BUYER/PURCHASING AGENT	2 .1	1 .1	1 .1	2 .2	0 -	2 .1	0 -	2 .2	0 -	1 .1	1 .1	1 .2	1 .1	1 .1	0 -	0 -	1 .3	0 -
PROJECT MANAGER	2 .1	2 .2	0 -	2 .2	0 -	1 .1	1 .2	1 .1	1 .1	0 -	2 .2	1 .2	1 .1	1 .1	0 -	0 -	1 .3	0 -
CHIEF OPERATING OFFICER	2 .1	2 .2	0 -	2 .2	0 -	2 .1	0 -	1 .1	1 .1	1 .1	1 .1	0 -	2 .2	1 .1	0 -	1 .7	0 -	0 -
CPA/ACCOUNTANT	2 .1	1 .1	1 .1	2 .2	0 -	2 .1	0 -	2 .2	0 -	0 -	2 .2	2 .4	0 -	0 -	0 -	2 1.5	0 -	0 -
TRAVEL AGENT/CONSULTANT	1 .1	0 -	1 .1	1 .1	0 -	0 -	1 .2	0 -	1 .1	1 .1	0 -	1 .2	0 -	1 .1	0 -	0 -	0 -	0 -
PRIEST/CLERGY	1 .1	1 .1	0 -	1 .1	0 -	1 .1	0 -	0 -	1 .1	0 -	1 .1	1 .2	0 -	1 .1	0 -	0 -	0 -	0 -
OTHER	29 1.6	20 2.2	9 1.0	23 2.5	5 .6	24 1.7	3 .7	17 1.8	12 1.4	9 .9	20 2.3	10 1.8	19 1.5	16 1.5	2 1.6	4 2.9	4 1.3	3 1.5
NO ANSWER	233 12.6	38 4.1	181 19.8	151 16.5	34 4.2	194 14.1	21 4.8	60 6.2	164 18.9	56 5.9	163 18.6	43 7.8	176 14.2	65 5.9	13 10.6	23 16.9	53 17.8	79 40.5

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Q.33 WHETHER A MEMBER OF THE BOARD OF DIRECTORS OF ANY BUSINESS OR CHARITABLE ORGANIZATION

		AGE		INCOME		SPEND/CIGAR		SMOKING FREQUENCY		LIKELIHOOD TO SUBSCRIBE		PURCHASE		MAILING LIST				
	TOTAL	UNDER 45	45+	UNDER $100K	100K+	$3.50 OR LESS	OVER $3.50	LESS THAN 1 CIGAR /DAY	1 CIGAR /DAY OR MORE	DEF/ PROB WILL	MIGHT /PROB /DEF WON'T	IN-DIVID UALLY	BY THE BOX	TWS	DAVID -OFF	J.R. TOB-ACCO	GEN. CIGAR	CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
YES	626	265	360	182	412	438	178	325	298	356	268	155	454	414	57	45	72	38
	33.9	28.9	39.3	19.9	50.6	31.9	40.7	33.6	34.3	37.6	30.6	28.0	36.6	37.7	46.3	33.1	24.2	19.5
NO	1094	607	486	681	359	845	236	583	510	543	543	362	709	624	57	82	194	137
	59.2	66.2	53.1	74.5	44.1	61.5	54.0	60.3	58.7	57.3	62.1	65.3	57.1	56.9	46.3	60.3	65.3	70.3
NO ANSWER	128	45	70	51	43	92	23	59	61	49	64	37	78	59	9	9	31	20
	6.9	4.9	7.6	5.6	5.3	6.7	5.3	6.1	7.0	5.2	7.3	6.7	6.3	5.4	7.3	6.6	10.4	10.3

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UNDER PROTECTIVE ORDER
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CIGAR MAGAZINE SURVEY

TABLE 52

Q.34 GROSS SALES OR REVENUES OF YOUR CORPORATION OR FIRM

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
UNDER $1 MILLION	328 17.7	177 19.3	150 16.4	190 20.8	128 15.7	263 19.1	63 14.4	181 18.7	147 16.9	173 18.2	153 17.5	105 19.0	217 17.5	195 17.8	19 15.4	33 24.3	52 17.5	29 14.9
$1 - $9 MILLION	376 20.3	206 22.5	170 18.6	155 17.0	209 25.7	261 19.0	111 25.4	211 21.8	163 18.8	221 23.3	153 17.5	123 22.2	241 19.4	267 24.3	27 22.0	23 16.9	44 14.8	15 7.7
$10 - $24 MILLION	137 7.4	79 8.6	58 6.3	60 6.6	73 9.0	97 7.1	39 8.9	91 9.4	46 5.3	79 8.3	57 6.5	57 10.3	79 6.4	95 8.7	12 9.8	9 6.6	14 4.7	7 3.6
$25 - $49 MILLION	71 3.8	34 3.7	37 4.0	29 3.2	41 5.0	47 3.4	24 5.5	41 4.2	30 3.5	44 4.6	27 3.1	18 3.2	51 4.1	52 4.7	4 3.3	4 2.9	5 1.7	6 3.1
$50 - $99 MILLION	74 4.0	41 4.5	33 3.6	30 3.3	41 5.0	51 3.7	23 5.3	44 4.6	30 3.5	41 4.3	32 3.7	26 4.7	47 3.8	50 4.6	4 3.3	5 3.7	12 4.0	3 1.5
$100 - $249 MILLION	96 5.2	56 6.1	40 4.4	40 4.4	53 6.5	73 5.3	21 4.8	55 5.7	41 4.7	61 6.4	35 4.0	32 5.8	63 5.1	71 6.5	9 7.3	2 1.5	11 3.7	3 1.5
$250 - $499 MILLION	53 2.9	37 4.0	16 1.7	21 2.3	30 3.7	39 2.8	14 3.2	31 3.2	22 2.5	30 3.2	22 2.5	20 3.6	31 2.5	34 3.1	7 5.7	2 1.5	8 2.7	2 1.0
$500 - $999 MILLION	62 3.4	28 3.1	34 3.7	27 3.0	34 4.2	44 3.2	17 3.9	36 3.7	26 3.0	27 2.8	35 4.0	17 3.1	42 3.4	37 3.4	3 2.4	4 2.9	13 4.4	5 2.6
$1 BILLION OR MORE	225 12.2	129 14.1	96 10.5	95 10.4	123 15.1	167 12.1	54 12.4	126 13.0	99 11.4	126 13.3	97 11.1	62 11.2	159 12.8	140 12.8	10 8.1	15 11.0	41 13.8	19 9.7
NO ANSWER	426 23.1	130 14.2	282 30.8	267 29.2	82 10.1	333 24.2	71 16.2	151 15.6	265 30.5	146 15.4	264 30.2	94 17.0	311 25.1	156 14.2	28 22.8	39 28.7	97 32.7	106 54.4
MEAN	384.8	394.0	373.9	357.0	409.5	387.8	365.9	378.2	395.0	376.6	393.9	335.8	409.9	364.0	287.5	360.9	492.8	492.1

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CIGAR MAGAZINE SURVEY

TABLE 53

Q.35 GENDER

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
MALE	1823 98.6	911 99.3	909 99.2	908 99.3	809 99.4	1362 99.1	433 99.1	955 98.8	862 99.2	943 99.5	864 98.7	545 98.4	1234 99.4	1087 99.1	119 96.7	132 97.1	295 99.3	190 97.4
FEMALE	11 .6	6 .7	5 .5	5 .5	5 .6	8 .6	2 .5	8 .8	3 .3	3 .3	8 .9	6 1.1	4 .3	7 .6	1 .8	2 1.5	0 -	1 .5
NO ANSWER	14 .8	0 -	2 .2	1 .1	0 -	5 .4	2 .5	4 .4	4 .5	2 .2	3 .3	3 .5	3 .2	3 .3	3 2.4	2 1.5	2 .7	4 2.1

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UNDER PROTECTIVE ORDER
GC 014354

CIGAR MAGAZINE SURVEY

TABLE 54

Q.36 MARITAL STATUS

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
SINGLE	273 14.8	209 22.8	63 6.9	196 21.4	58 7.1	197 14.3	71 16.2	154 15.9	118 13.6	151 15.9	119 13.6	109 19.7	156 12.6	159 14.5	13 10.6	24 17.6	57 19.2	20 10.3
MARRIED	1401 75.8	634 69.1	766 83.6	632 69.1	688 84.5	1063 77.3	318 72.8	732 75.7	665 76.5	711 75.0	681 77.8	398 71.8	971 78.2	844 76.9	97 78.9	101 74.3	208 70.0	151 77.4
DIVORCED/SEPARATED	121 6.5	58 6.3	63 6.9	70 7.7	50 6.1	84 6.1	34 7.8	62 6.4	59 6.8	64 6.8	54 6.2	34 6.1	83 6.7	70 6.4	6 4.9	6 4.4	25 8.4	14 7.2
WIDOWED	16 .9	3 .3	12 1.3	7 .8	6 .7	13 .9	3 .7	3 .3	13 1.5	10 1.1	6 .7	2 .4	14 1.1	6 .5	2 1.6	2 1.5	3 1.0	3 1.5
NO ANSWER	37 2.0	13 1.4	12 1.3	9 1.0	12 1.5	18 1.3	11 2.5	16 1.7	14 1.6	12 1.3	15 1.7	11 2.0	17 1.4	18 1.6	5 4.1	3 2.2	4 1.3	7 3.6

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UNDER PROTECTIVE ORDER
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Q.37 AGE

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
18-24	23	23	0	17	4	18	5	16	7	12	11	16	7	13	1	1	7	1
	1.2	2.5	-	1.9	.5	1.3	1.1	1.7	.8	1.3	1.3	2.9	.6	1.2	.8	.7	2.4	.5
25-34	273	273	0	193	70	194	76	219	54	159	114	155	112	182	10	22	56	3
	14.8	29.8	-	21.1	8.6	14.1	17.4	22.6	6.2	16.8	13.0	28.0	9.0	16.6	8.1	16.2	18.9	1.5
35-39	321	321	0	179	131	243	75	220	101	186	132	127	187	217	16	19	57	12
	17.4	35.0	-	19.6	16.1	17.7	17.2	22.8	11.6	19.6	15.1	22.9	15.1	19.8	13.0	14.0	19.2	6.2
40-44	300	300	0	130	159	202	96	184	116	182	117	100	191	207	21	19	40	13
	16.2	32.7	-	14.2	19.5	14.7	22.0	19.0	13.3	19.2	13.4	18.1	15.4	18.9	17.1	14.0	13.5	6.7
45-54	464	0	464	160	279	333	120	219	242	263	197	95	356	302	36	35	48	43
	25.1	-	50.7	17.5	34.3	24.2	27.5	22.6	27.8	27.7	22.5	17.1	28.7	27.5	29.3	25.7	16.2	22.1
55-64	282	0	282	121	129	235	42	74	207	118	160	35	240	131	22	19	50	60
	15.3	-	30.8	13.2	15.8	17.1	9.6	7.7	23.8	12.4	18.3	6.3	19.3	11.9	17.9	14.0	16.8	30.8
65 OR OLDER	170	0	170	113	42	143	21	32	136	24	142	22	145	41	14	19	37	59
	9.2	-	18.6	12.4	5.2	10.4	4.8	3.3	15.7	2.5	16.2	4.0	11.7	3.7	11.4	14.0	12.5	30.3
NO ANSWER	15	0	0	1	0	7	2	3	6	4	2	4	3	4	3	2	2	4
	.8	-	-	.1	-	.5	.5	.3	.7	.4	.2	.7	.2	.4	2.4	1.5	.7	2.1
MEDIAN	44.89	37.43	54.77	42.50	46.44	45.71	43.10	40.63	51.24	43.06	48.07	38.99	48.33	43.15	48.23	46.61	43.34	58.82
MEAN	46.19	36.00	56.38	45.09	46.81	46.82	43.82	41.65	51.18	43.63	48.80	40.24	48.82	43.90	48.84	47.49	45.86	57.21

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UNDER PROTECTIVE ORDER
GC 014356

CIGAR MAGAZINE SURVEY

TABLE 56

Q.38 EDUCATIONAL BACKGROUND

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
SOME HIGH SCHOOL OR LESS	25 1.4	4 .4	21 2.3	18 2.0	7 .9	20 1.5	4 .9	4 .4	21 2.4	3 .3	19 2.2	3 .5	20 1.6	6 .5	0 -	2 1.5	8 2.7	9 4.6
COMPLETED HIGH SCHOOL	111 6.0	45 4.9	66 7.2	79 8.6	22 2.7	88 6.4	21 4.8	26 2.7	84 9.7	40 4.2	69 7.9	19 3.4	86 6.9	37 3.4	3 2.4	14 10.3	23 7.7	34 17.4
SOME COLLEGE	356 19.3	178 19.4	178 19.4	245 26.8	93 11.4	281 20.4	69 15.8	158 16.3	196 22.6	156 16.5	195 22.3	108 19.5	241 19.4	178 16.2	19 15.4	25 18.4	69 23.2	65 33.3
COMPLETED COLLEGE	457 24.7	279 30.4	178 19.4	253 27.7	181 22.2	345 25.1	109 24.9	271 28.0	186 21.4	263 27.7	191 21.8	162 29.2	286 23.0	302 27.5	28 22.8	25 18.4	72 24.2	30 15.4
SOME POST GRADUATE STUDY	262 14.2	125 13.6	137 15.0	131 14.3	117 14.4	194 14.1	61 14.0	156 16.1	105 12.1	124 13.1	138 15.8	79 14.3	174 14.0	152 13.9	13 10.6	22 16.2	50 16.8	25 12.8
COMPLETED POST GRADUATE STUDY	618 33.4	285 31.1	330 36.0	187 20.5	392 48.2	438 31.9	171 39.1	346 35.8	271 31.2	359 37.9	257 29.4	178 32.1	429 34.6	416 37.9	58 47.2	46 33.8	73 24.6	25 12.8
NO ANSWER	19 1.0	1 .1	6 .7	1 .1	2 .2	9 .7	2 .5	6 .6	6 .7	3 .3	6 .7	5 .9	5 .4	6 .5	2 1.6	2 1.5	2 .7	7 3.6

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UNDER PROTECTIVE ORDER
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CIGAR MAGAZINE SURVEY

TABLE 57

Q.39 TOTAL ANNUAL HOUSEHOLD INCOME

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
UNDER $30,000	95 5.1	44 4.8	51 5.6	95 10.4	0 -	86 6.3	6 1.4	31 3.2	64 7.4	21 2.2	72 8.2	33 6.0	61 4.9	22 2.0	2 1.6	11 8.1	24 8.1	36 18.5
$30,000 - $49,999	244 13.2	143 15.6	101 11.0	244 26.7	0 -	215 15.6	24 5.5	105 10.9	139 16.0	97 10.2	145 16.6	81 14.6	154 12.4	99 9.0	7 5.7	20 14.7	68 22.9	50 25.6
$50,000 - $74,999	317 17.2	188 20.5	129 14.1	317 34.7	0 -	262 19.1	52 11.9	179 18.5	137 15.8	141 14.9	174 19.9	119 21.5	190 15.3	162 14.8	16 13.0	27 19.9	66 22.2	46 23.6
$75,000 - $99,999	258 14.0	144 15.7	113 12.3	258 28.2	0 -	192 14.0	62 14.2	148 15.3	109 12.5	116 12.2	138 15.8	93 16.8	157 12.7	154 14.0	15 12.2	20 14.7	52 17.5	17 8.7
$100,000 - $199,999	470 25.4	233 25.4	237 25.9	0 -	470 57.7	350 25.5	116 26.5	280 29.0	189 21.7	292 30.8	177 20.2	128 23.1	332 26.8	335 30.5	33 26.8	32 23.5	51 17.2	19 9.7
$200,000 - $299,999	129 7.0	55 6.0	74 8.1	0 -	129 15.8	80 5.8	48 11.0	69 7.1	60 6.9	81 8.5	46 5.3	24 4.3	103 8.3	102 9.3	9 7.3	9 6.6	7 2.4	2 1.0
$300,000 - $499,999	104 5.6	34 3.7	70 7.6	0 -	104 12.8	61 4.4	42 9.6	53 5.5	51 5.9	71 7.5	33 3.8	21 3.8	83 6.7	84 7.7	10 8.1	5 3.7	3 1.0	2 1.0
$500,000 OR MORE	111 6.0	42 4.6	69 7.5	0 -	111 13.6	46 3.3	61 14.0	50 5.2	60 6.9	78 8.2	33 3.8	18 3.2	91 7.3	82 7.5	17 13.8	5 3.7	5 1.7	2 1.0
NO ANSWER	120 6.5	34 3.7	72 7.9	0 -	0 -	83 6.0	26 5.9	52 5.4	60 6.9	51 5.4	57 6.5	37 6.7	70 5.6	57 5.2	14 11.4	7 5.1	21 7.1	21 10.8
MEDIAN	95	86	112	59	186	86	153	99	90	125	78	82	107	125	144	83	67	50
MEAN (000'S)	153	134	174	59	259	130	225	152	154	181	124	124	168	179	220	128	92	71

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Q.40 TOTAL NET WORTH OF HOUSEHOLD

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVID UALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID -OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
UNDER $50,000	86	66	20	81	4	71	12	52	33	32	52	43	41	32	2	9	28	15
	4.7	7.2	2.2	8.9	.5	5.2	2.7	5.4	3.8	3.4	5.9	7.8	3.3	2.9	1.6	6.6	9.4	7.7
$50,000 - $99,999	113	85	28	110	3	104	6	57	56	55	58	54	59	57	4	7	23	22
	6.1	9.3	3.1	12.0	.4	7.6	1.4	5.9	6.4	5.8	6.6	9.7	4.8	5.2	3.3	5.1	7.7	11.3
$100,000 - $149,999	138	89	49	114	24	112	25	71	67	57	79	49	83	73	5	12	25	23
	7.5	9.7	5.3	12.5	2.9	8.1	5.7	7.3	7.7	6.0	9.0	8.8	6.7	6.7	4.1	8.8	8.4	11.8
$150,000 - $299,999	261	171	90	216	45	214	46	156	105	131	129	100	157	138	14	19	60	30
	14.1	18.6	9.8	23.6	5.5	15.6	10.5	16.1	12.1	13.8	14.7	18.1	12.7	12.6	11.4	14.0	20.2	15.4
$300,000 - $499,999	270	143	127	181	89	211	56	139	131	133	134	75	185	164	6	18	41	41
	14.6	15.6	13.9	19.8	10.9	15.3	12.8	14.4	15.1	14.0	15.3	13.5	14.9	14.9	4.9	13.2	13.8	21.0
$500,000 - $999,999	320	138	181	130	189	231	84	172	147	167	152	84	227	199	27	24	48	22
	17.3	15.0	19.8	14.2	23.2	16.8	19.2	17.8	16.9	17.6	17.4	15.2	18.3	18.1	22.0	17.6	16.2	11.3
$1 - $1.9 MILLION	227	78	149	33	193	163	61	111	114	127	98	51	173	155	19	19	24	10
	12.3	8.5	16.3	3.6	23.7	11.9	14.0	11.5	13.1	13.4	11.2	9.2	13.9	14.1	15.4	14.0	8.1	5.1
$2 - $2.9 MILLION	98	35	63	6	91	63	34	47	51	64	33	16	80	76	5	8	4	5
	5.3	3.8	6.9	.7	11.2	4.6	7.8	4.9	5.9	6.8	3.8	2.9	6.4	6.9	4.1	5.9	1.3	2.6
$3 - $5.9 MILLION	86	30	56	0	86	45	41	49	37	64	21	15	70	70	8	2	6	0
	4.7	3.3	6.1	-	10.6	3.3	9.4	5.1	4.3	6.8	2.4	2.7	5.6	6.4	6.5	1.5	2.0	-
$6 MILLION OR MORE	64	20	44	2	62	31	30	24	39	42	22	8	54	45	13	3	2	1
	3.5	2.2	4.8	.2	7.6	2.3	6.9	2.5	4.5	4.4	2.5	1.4	4.4	4.1	10.6	2.2	.7	.5
NO ANSWER	185	62	109	41	28	130	42	89	89	76	97	59	112	88	20	15	36	26
	10.0	6.8	11.9	4.5	3.4	9.5	9.6	9.2	10.2	8.0	11.1	10.6	9.0	8.0	16.3	11.0	12.1	13.3
MEDIAN	473	323	747	241	1182	415	812	448	497	584	406	304	587	602	880	450	286	272
MEAN (000'S)	1116	816	1433	368	1945	924	1698	1033	1202	1322	887	741	1282	1301	1891	911	607	468

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CIGAR MAGAZINE SURVEY

TABLE 59

MAILING LIST

	TOTAL	AGE: UNDER 45	AGE: 45+	INCOME: UNDER $100K	INCOME: 100K+	SPEND/CIGAR: $3.50 OR LESS	SPEND/CIGAR: OVER $3.50	SMOKING FREQUENCY: LESS THAN 1 CIGAR /DAY	SMOKING FREQUENCY: 1 CIGAR /DAY OR MORE	LIKELIHOOD TO SUBSCRIBE: DEF/ PROB WILL	LIKELIHOOD TO SUBSCRIBE: MIGHT /PROB /DEF WON'T	PURCHASE: IN-DIVIDUALLY	PURCHASE: BY THE BOX	MAILING LIST: TWS	MAILING LIST: DAVID-OFF	MAILING LIST: J.R. TOB-ACCO	MAILING LIST: GEN. CIGAR	MAILING LIST: CON-SOLI-DATED
TOTAL RESPONDENTS	1848	917	916	914	814	1375	437	967	869	948	875	554	1241	1097	123	136	297	195
TWS	1097	619	474	437	603	758	326	697	397	773	317	387	682	1097	0	0	0	0
	59.4	67.5	51.7	47.8	74.1	55.1	74.6	72.1	45.7	81.5	36.2	69.9	55.0	100.0	-	-	-	-
DAVIDOFF	123	48	72	40	69	69	51	55	66	52	69	26	94	0	123	0	0	0
	6.7	5.2	7.9	4.4	8.5	5.0	11.7	5.7	7.6	5.5	7.9	4.7	7.6	-	100.0	-	-	-
J.R. TOBACCO	136	61	73	78	51	119	11	60	75	47	86	18	112	0	0	136	0	0
	7.4	6.7	8.0	8.5	6.3	8.7	2.5	6.2	8.6	5.0	9.8	3.2	9.0	-	-	100.0	-	-
GEN. CIGAR	297	160	135	210	66	262	32	153	143	67	225	113	178	0	0	0	297	0
	16.1	17.4	14.7	23.0	8.1	19.1	7.3	15.8	16.5	7.1	25.7	20.4	14.3	-	-	-	100.0	-
CONSOLIDATED	195	29	162	149	25	167	17	2	188	9	178	10	175	0	0	0	0	195
	10.6	3.2	17.7	16.3	3.1	12.1	3.9	.2	21.6	.9	20.3	1.8	14.1	-	-	-	-	100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014360

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 6

1995 PREMIUM CIGAR TABLES
BANNER 1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014847

Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D6

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 1
Q1 : DO YOU SMOKE CIGARS ONLY OR DO YOU ALSO USE OTHER TOBACCO PRODUCTS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
CIGARS ONLY	274 75.5	146 71.6	100 78.7	107 75.9	22 64.7	144 77.4	56 82.4	54 75.0	163 73.4	89 74.2	84 76.4	59 76.6	42 75.0
OTHER PRODUCTS	89 24.5	58 28.4	27 21.3	34 24.1	12 35.3	42 22.6	12 17.6	18 25.0	59 26.6	31 25.8	26 23.6	18 23.4	14 25.0
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014848

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 2
Q2 : WHAT OTHER PRODUCTS DO YOU USE?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use other products	89	58	27	34	12	42	12	18	59	31	26	18	14
CHEWING TOBACCO	9 10.1	8 13.8	1 3.7	4 11.8	1 8.3	4 9.5	3 25.0	3 16.7	3 5.1	5 16.1	3 11.5	- -	1 7.1
CIGARETTES	34 38.2	19 32.8	14 51.9	15 44.1	4 33.3	15 35.7	4 33.3	11 61.1	19 32.2	13 41.9	11 42.3	7 38.9	3 21.4
DIP/SNUFF	4 4.5	3 5.2	1 3.7	2 5.9	1 8.3	1 2.4	1 8.3	3 16.7	- -	3 9.7	1 3.8	- -	- -
PIPE	52 58.4	37 63.8	13 48.1	16 47.1	7 58.3	28 66.7	5 41.7	5 27.8	42 71.2	14 45.2	15 57.7	13 72.2	10 71.4
OTHER	3 3.4	2 3.4	- -	2 5.9	1 8.3	- -	2 16.7	- -	1 1.7	3 9.7	- -	- -	- -
TOTAL	102 114.6	69 119.0	29 107.4	39 114.7	14 116.7	48 114.3	15 125.0	22 122.2	65 110.2	38 122.6	30 115.4	20 111.1	14 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TASTE/FLAVOR (NET)	177	100	63	76	19	81	28	39	109	64	48	42	23
	48.8	49.0	49.6	53.9	55.9	43.5	41.2	54.2	49.1	53.3	43.6	54.5	41.1
LIKE/GOOD TASTE/ FLAVOR	111 30.6	60 29.4	39 30.7	44 31.2	10 29.4	56 30.1	15 22.1	18 25.0	78 35.1	37 30.8	31 28.2	29 37.7	14 25.0
SMOOTH TASTE/FLAVOR	12 3.3	5 2.5	6 4.7	6 4.3	- -	6 3.2	4 5.9	3 4.2	5 2.3	6 5.0	1 0.9	4 5.2	1 1.8
MILD TASTE/FLAVOR	13 3.6	8 3.9	4 3.1	5 3.5	1 2.9	7 3.8	2 2.9	3 4.2	8 3.6	5 4.2	1 0.9	3 3.9	4 7.1
RICH TASTE/FLAVOR	7 1.9	5 2.5	2 1.6	4 2.8	1 2.9	2 1.1	1 1.5	- -	6 2.7	- -	5 4.5	2 2.6	- -
GOOD/REAL TOBACCO TASTE	13 3.6	9 4.4	4 3.1	7 5.0	1 2.9	5 2.7	2 2.9	3 4.2	7 3.2	3 2.5	7 6.4	1 1.3	2 3.6
SWEET TASTE/FLAVOR	5 1.4	3 1.5	2 1.6	3 2.1	- -	2 1.1	1 1.5	2 2.8	2 0.9	4 3.3	1 0.9	- -	- -
SPICY TASTE/FLAVOR	7 1.9	4 2.0	3 2.4	2 1.4	3 8.8	2 1.1	1 1.5	5 6.9	1 0.5	4 3.3	2 1.8	1 1.3	- -
TASTE BETTER THAN/ PREFER TO CIGARETTES	7 1.9	6 2.9	1 0.8	1 0.7	3 8.8	3 1.6	2 2.9	2 2.8	3 1.4	2 1.7	3 2.7	1 1.3	1 1.8
UNIQUE TASTE	7 1.9	5 2.5	2 1.6	4 2.8	1 2.9	2 1.1	2 2.9	2 2.8	3 1.4	3 2.5	3 2.7	1 1.3	- -
FLAVORFUL/MORE FLAVORFUL	4 1.1	3 1.5	1 0.8	2 1.4	- -	2 1.1	- -	1 1.4	3 1.4	- -	1 0.9	2 2.6	1 1.8
NUTTY FLAVOR	5 1.4	4 2.0	- -	3 2.1	- -	2 1.1	2 2.9	3 4.2	- -	3 2.5	2 1.8	- -	- -
CINNAMON FLAVOR	3 0.8	2 1.0	1 0.8	2 1.4	- -	1 0.5	2 2.9	1 1.4	- -	2 1.7	1 0.9	- -	- -
COFFEE TATSE	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	- -	1 1.4	1 0.5	1 0.8	- -	1 1.3	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
OTHER TASTE/FLAVOR COMMENTS	6 1.7	2 1.0	3 2.4	3 2.1	2 5.9	1 0.5	1 1.5	3 4.2	2 0.9	1 0.8	2 1.8	2 2.6	1 1.8
VARIETY (NET)	17	9	8	8	1	8	4	3	10	8	5	4	-
	4.7	4.4	6.3	5.7	2.9	4.3	5.9	4.2	4.5	6.7	4.5	5.2	-
LIKE/GOOD VARIETY OF FLAVORS	15 4.1	8 3.9	7 5.5	8 5.7	- -	7 3.8	4 5.9	3 4.2	8 3.6	8 6.7	3 2.7	4 5.2	- -
OTHER VARIETY COMMENTS	2 0.6	1 0.5	1 0.8	- -	1 2.9	1 0.5	- -	- -	2 0.9	- -	2 1.8	- -	- -
STYLE/DESIGN (NET)	11	8	2	3	2	6	1	-	9	4	4	2	1
	3.0	3.9	1.6	2.1	5.9	3.2	1.5	-	4.1	3.3	3.6	2.6	1.8
LIKE WRAPPER	8 2.2	6 2.9	2 1.6	2 1.4	2 5.9	4 2.2	- -	- -	7 3.2	2 1.7	4 3.6	2 2.6	- -
OTHER STYLE/DESIGN COMMENTS	3 0.8	2 1.0	- -	1 0.7	- -	2 1.1	1 1.5	- -	2 0.9	2 1.7	- -	- -	1 1.8
HEALTH (NET)	22	15	5	6	5	11	4	5	13	4	11	4	3
	6.1	7.4	3.9	4.3	14.7	5.9	5.9	6.9	5.9	3.3	10.0	5.2	5.4
HEALTHIER THAN CIGARETTES/NOT INHALE	19 5.2	13 6.4	5 3.9	5 3.5	5 14.7	9 4.8	2 2.9	5 6.9	12 5.4	4 3.3	9 8.2	3 3.9	3 5.4
CIGARS NOT UNHEALTHY/ LEAST HARMFUL TOBACCO	3 0.8	2 1.0	1 0.8	2 1.4	- -	1 0.5	2 2.9	- -	1 0.5	- -	2 1.8	1 1.3	- -
OTHER HEALTH COMMENTS	2 0.6	- -	1 0.8	- -	- -	2 1.1	- -	1 1.4	1 0.5	- -	1 0.9	1 1.3	- -
QUALITY (NET)	5	2	2	2	1	2	1	-	4	2	3	-	-
	1.4	1.0	1.6	1.4	2.9	1.1	1.5	-	1.8	1.7	2.7	-	-
LIKE CRAFTSMANSHIP/ HOW MADE	5 1.4	2 1.0	2 1.6	2 1.4	1 2.9	2 1.1	1 1.5	- -	4 1.8	2 1.7	3 2.7	- -	- -
LIKE INGREDIENTS/ QUALITY INGREDIENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE -total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
OTHER QUALITY COMMENTS	1 0.3	- -	1 0.8	1 0.7	- -	- -	1 1.5	- -	- -	1 0.8	- -	- -	- -
PRICE/VALUE (NET)	2	2	-	2	-	-	2	-	-	1	1	-	-
	0.6	1.0	-	1.4	-	-	2.9	-	-	0.8	0.9	-	-
OTHER PRICE/VALUE COMMENTS	2 0.6	2 1.0	- -	2 1.4	- -	- -	2 2.9	- -	- -	1 0.8	1 0.9	- -	- -
CONVENIENCE (NET)	2	1	1	-	-	2	-	-	2	-	-	2	-
	0.6	0.5	0.8	-	-	1.1	-	-	0.9	-	-	2.6	-
OTHER CONVENIENCE COMMENTS	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	- -	- -	2 2.6	- -
PRICE/VALUE (NET)	2	2	-	2	-	-	2	-	-	1	1	-	-
	0.6	1.0	-	1.4	-	-	2.9	-	-	0.8	0.9	-	-
OTHER PRICE/VALUE COMMENTS	2 0.6	2 1.0	- -	2 1.4	- -	- -	2 2.9	- -	- -	1 0.8	1 0.9	- -	- -
MISCELLANEOUS (NET)	292	168	100	110	30	151	53	54	185	94	88	62	48
	80.4	82.4	78.7	78.0	88.2	81.2	77.9	75.0	83.3	78.3	80.0	80.5	85.7
SOOTHING/RELAXING/ STRESS RELIEVING	156 43.0	86 42.2	52 40.9	65 46.1	17 50.0	74 39.8	34 50.0	36 50.0	86 38.7	57 47.5	51 46.4	28 36.4	20 35.7
ENJOYABLE TO SMOKE	53 14.6	32 15.7	17 13.4	22 15.6	2 5.9	29 15.6	15 22.1	8 11.1	30 13.5	20 16.7	16 14.5	12 15.6	5 8.9
PLEASURE TO SMOKE	19 5.2	6 2.9	11 8.7	6 4.3	1 2.9	12 6.5	2 2.9	5 6.9	12 5.4	6 5.0	5 4.5	6 7.8	2 3.6
SMOKE AFTER MEAL	25 6.9	19 9.3	5 3.9	6 4.3	4 11.8	15 8.1	4 5.9	2 2.8	19 8.6	8 6.7	5 4.5	6 7.8	6 10.7
ALL MENTIONS OF AROMA	68 18.7	36 17.6	25 19.7	27 19.1	10 29.4	31 16.7	12 17.6	11 15.3	45 20.3	19 15.8	22 20.0	21 27.3	6 10.7
SOCIALIZATION/SMOKE WITH FRIENDS	21 5.8	13 6.4	8 6.3	13 9.2	3 8.8	5 2.7	9 13.2	1 1.4	11 5.0	12 10.0	4 3.6	4 5.2	1 1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
LONG LASTING/LAST LONGER THAN CIGARETTES	10 2.8	7 3.4	2 1.6	3 2.1	1 2.9	6 3.2	2 2.9	- -	8 3.6	4 3.3	1 0.9	2 2.6	3 5.4
ENJOY NICOTINE/ TOBACCO HIGH	11 3.0	7 3.4	2 1.6	3 2.1	1 2.9	6 3.2	1 1.5	5 6.9	5 2.3	4 3.3	5 4.5	1 1.3	1 1.8
LIKE FEELING OF CIGAR IN HAND	14 3.9	8 3.9	5 3.9	4 2.8	1 2.9	9 4.8	- -	5 6.9	9 4.1	4 3.3	4 3.6	2 2.6	4 7.1
LIKE TO CHEW ON CIGAR	6 1.7	3 1.5	2 1.6	1 0.7	1 2.9	4 2.2	- -	- -	6 2.7	- -	2 1.8	2 2.6	2 3.6
FUN	4 1.1	4 2.0	- -	2 1.4	- -	2 1.1	1 1.5	1 1.4	2 0.9	3 2.5	- -	- -	1 1.8
LIKE HOW I LIKE/LOOK HANDSOME	2 0.6	- -	2 1.6	1 0.7	- -	1 0.5	- -	- -	2 0.9	1 0.8	- -	1 1.3	- -
LIKE WATCHING THE SMOKE	6 1.7	4 2.0	2 1.6	3 2.1	1 2.9	2 1.1	- -	2 2.8	4 1.8	1 0.8	- -	3 3.9	2 3.6
LIKE (UNSPECIFIED)	8 2.2	4 2.0	3 2.4	3 2.1	1 2.9	4 2.2	1 1.5	1 1.4	6 2.7	3 2.5	1 0.9	3 3.9	1 1.8
HABIT	17 4.7	9 4.4	6 4.7	1 0.7	1 2.9	15 8.1	- -	1 1.4	16 7.2	1 0.8	2 1.8	8 10.4	6 10.7
RELATIVE SMOKED	11 3.0	8 3.9	2 1.6	4 2.8	2 5.9	5 2.7	2 2.9	1 1.4	8 3.6	5 4.2	2 1.8	1 1.3	3 5.4
KEEPS BUGS AWAY	2 0.6	1 0.5	1 0.8	- -	1 2.9	1 0.5	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
SMOKE ON SPECIAL OCCASION/CELEBRATION	3 0.8	1 0.5	2 1.6	- -	- -	3 1.6	- -	- -	3 1.4	1 0.8	2 1.8	- -	- -
SMOKE WITH A DRINK/ ALCOHOL	7 1.9	5 2.5	2 1.6	3 2.1	1 2.9	3 1.6	2 2.9	- -	5 2.3	2 1.7	3 2.7	2 2.6	- -
SIMILAR TO DRINKING A FINE WINE	5 1.4	3 1.5	2 1.6	- -	- -	5 2.7	- -	- -	5 2.3	1 0.8	1 0.9	- -	3 5.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR/WOMEN LIKE	8 2.2	3 1.5	5 3.9	3 2.1	- -	5 2.7	1 1.5	- -	7 3.2	3 2.5	1 0.9	2 2.6	2 3.6
HOBBY	4 1.1	2 1.0	2 1.6	2 1.4	- -	2 1.1	1 1.5	1 1.4	2 0.9	1 0.8	2 1.8	1 1.3	- -
STARTED WITH FRIENDS/ CO-WORKERS	3 0.8	- -	3 2.4	3 2.1	- -	- -	1 1.5	- -	2 0.9	2 1.7	1 0.9	- -	- -
ANNOYS PEOPLE/WOMEN	2 0.6	2 1.0	- -	2 1.4	- -	- -	1 1.5	1 1.4	- -	1 0.8	1 0.9	- -	- -
OTHER MISCELLANEOUS COMMENTS	13 3.6	8 3.9	5 3.9	4 2.8	1 2.9	8 4.3	1 1.5	3 4.2	9 4.1	2 1.7	4 3.6	4 5.2	3 5.4
DON'T KNOW	2 0.6	1 0.5	- -	2 1.4	- -	- -	- -	1 1.4	1 0.5	1 0.8	1 0.9	- -	- -
NO REASON	1 0.3	1 0.5	- -	1 0.7	- -	- -	- -	1 1.4	- -	- -	1 0.9	- -	- -
TOTAL	747 205.8	429 210.3	256 201.6	297 210.6	80 235.3	368 197.8	140 205.9	142 197.2	463 208.6	254 211.7	224 203.6	169 219.5	100 178.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 4
Q4 : HOW MANY YEARS HAVE YOU BEEN SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
LESS THAN ONE YEAR	4 1.1	2 1.0	1 0.8	4 2.8	- -	- -	4 5.9	- -	- -	3 2.5	1 0.9	- -	- -
ONE - TWO YEARS	21 5.8	13 6.4	6 4.7	14 9.9	3 8.8	2 1.1	21 30.9	- -	- -	12 10.0	7 6.4	1 1.3	1 1.8
TWO - THREE YEARS	44 12.1	29 14.2	15 11.8	30 21.3	2 5.9	12 6.5	43 63.2	- -	- -	28 23.3	12 10.9	4 5.2	- -
THREE - FOUR YEARS	26 7.2	18 8.8	4 3.1	13 9.2	1 2.9	12 6.5	- -	26 36.1	- -	11 9.2	11 10.0	4 5.2	- -
FOUR - FIVE YEARS	18 5.0	12 5.9	5 3.9	10 7.1	1 2.9	7 3.8	- -	18 25.0	- -	13 10.8	3 2.7	- -	2 3.6
FIVE - SIX YEARS	28 7.7	11 5.4	13 10.2	8 5.7	6 17.6	14 7.5	- -	28 38.9	- -	11 9.2	12 10.9	5 6.5	- -
SIX - SEVEN YEARS	8 2.2	4 2.0	3 2.4	4 2.8	- -	4 2.2	- -	- -	8 3.6	5 4.2	3 2.7	- -	- -
SEVEN - EIGHT YEARS	8 2.2	7 3.4	- -	2 1.4	- -	6 3.2	- -	- -	8 3.6	4 3.3	1 0.9	2 2.6	1 1.8
EIGHT - NINE YEARS	11 3.0	7 3.4	4 3.1	4 2.8	2 5.9	5 2.7	- -	- -	11 5.0	4 3.3	5 4.5	1 1.3	1 1.8
NINE - TEN YEARS	1 0.3	1 0.5	- -	1 0.7	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
TEN - FIFTEEN YEARS	52 14.3	28 13.7	21 16.5	26 18.4	3 8.8	23 12.4	- -	- -	52 23.4	22 18.3	16 14.5	10 13.0	4 7.1
FIFTEEN - TWENTY YEARS	26 7.2	11 5.4	13 10.2	8 5.7	- -	18 9.7	- -	- -	26 11.7	6 5.0	10 9.1	5 6.5	5 8.9
TWENTY - TWENTY-FIVE YEARS	37 10.2	18 8.8	17 13.4	8 5.7	4 11.8	25 13.4	- -	- -	37 16.7	- -	22 20.0	12 15.6	3 5.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 4
Q4 : HOW MANY YEARS HAVE YOU BEEN SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TWENTY-FIVE - THIRTY YEARS	16 4.4	8 3.9	7 5.5	2 1.4	2 5.9	12 6.5	- -	- -	16 7.2	- -	2 1.8	13 16.9	1 1.8
THIRTY - THIRTY-FIVE YEARS	28 7.7	16 7.8	9 7.1	6 4.3	5 14.7	17 9.1	- -	- -	28 12.6	- -	5 4.5	17 22.1	6 10.7
THIRTY-FIVE - FOURTY YEARS	10 2.8	5 2.5	3 2.4	- -	- -	10 5.4	- -	- -	10 4.5	- -	- -	3 3.9	7 12.5
FOURTY - FOURTY-FIVE YEARS	5 1.4	2 1.0	2 1.6	- -	2 5.9	3 1.6	- -	- -	5 2.3	- -	- -	- -	5 8.9
FOURTY-FIVE - FIFTY YEARS	2 0.6	1 0.5	1 0.8	- -	1 2.9	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 3.6
MORE THAN FIFTY YEARS	18 5.0	11 5.4	3 2.4	1 0.7	2 5.9	15 8.1	- -	- -	18 8.1	- -	- -	- -	18 32.1
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 5
Q5 : HOW OFTEN DO YOU CURRENTLY SMOKE A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
THREE OR MORE TIMES A DAY	46 12.7	31 15.2	11 8.7	11 7.8	3 8.8	30 16.1	4 5.9	4 5.6	38 17.1	8 6.7	9 8.2	11 14.3	18 32.1
ONE TO TWO TIMES A DAY	119 32.8	64 31.4	44 34.6	46 32.6	9 26.5	64 34.4	17 25.0	17 23.6	84 37.8	24 20.0	37 33.6	34 44.2	24 42.9
FOUR TO SIX TIMES A WEEK	46 12.7	23 11.3	18 14.2	22 15.6	1 2.9	23 12.4	12 17.6	11 15.3	23 10.4	19 15.8	18 16.4	6 7.8	3 5.4
TWO TO THREE TIMES A WEEK	85 23.4	47 23.0	32 25.2	44 31.2	6 17.6	35 18.8	24 35.3	21 29.2	40 18.0	39 32.5	25 22.7	17 22.1	4 7.1
ONCE A WEEK	31 8.5	21 10.3	9 7.1	7 5.0	6 17.6	18 9.7	4 5.9	9 12.5	18 8.1	14 11.7	10 9.1	4 5.2	3 5.4
ONE TO THREE TIMES A MONTH	30 8.3	15 7.4	11 8.7	10 7.1	8 23.5	12 6.5	6 8.8	10 13.9	14 6.3	14 11.7	7 6.4	5 6.5	4 7.1
ONE TO TWO TIMES A QUARTER	2 0.6	1 0.5	1 0.8	1 0.7	1 2.9	- -	1 1.5	- -	1 0.5	1 0.8	1 0.9	- -	- -
ONE TO THREE TIMES A YEAR	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
LESS THAN ONE TIME A YEAR	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
OTHER	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	- -	2 0.9	- -	2 1.8	- -	- -
DK/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 6
Q6 : ARE YOU CURRENTLY SMOKING MORE, LESS OR ABOUT THE SAME AMOUNT OF CIGARS AS YOU WERE TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
MORE	141 38.8	80 39.2	50 39.4	141 100.0	- -	- -	47 69.1	31 43.1	62 27.9	70 58.3	46 41.8	19 24.7	6 10.7
LESS	34 9.4	25 12.3	6 4.7	- -	34 100.0	- -	5 7.4	8 11.1	21 9.5	12 10.0	8 7.3	6 7.8	8 14.3
ABOUT THE SAME	186 51.2	97 47.5	71 55.9	- -	- -	186 100.0	14 20.6	33 45.8	139 62.6	37 30.8	55 50.0	52 67.5	42 75.0
DON'T KNOW/REFUSED	2 0.6	2 1.0	- -	- -	- -	- -	2 2.9	- -	- -	1 0.8	1 0.9	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 7
Q7 : HOW OFTEN WERE YOU SMOKING A CIGAR TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents smoking more or less than two years ago	175	105	56	141	34	-	52	39	83	82	54	25	14
THREE OR MORE TIMES A DAY	14 8.0	11 10.5	2 3.6	3 2.1	11 32.4	- -	- -	3 7.7	11 13.3	2 2.4	4 7.4	3 12.0	5 35.7
ONE TO TWO TIMES A DAY	17 9.7	13 12.4	3 5.4	12 8.5	5 14.7	- -	2 3.8	4 10.3	11 13.3	6 7.3	4 7.4	7 28.0	- -
FOUR TO SIX TIMES A WEEK	10 5.7	3 2.9	5 8.9	4 2.8	6 17.6	- -	1 1.9	1 2.6	8 9.6	3 3.7	2 3.7	2 8.0	3 21.4
TWO TO THREE TIMES A WEEK	28 16.0	17 16.2	11 19.6	23 16.3	5 14.7	- -	3 5.8	5 12.8	20 24.1	10 12.2	10 18.5	6 24.0	2 14.3
ONCE A WEEK	31 17.7	18 17.1	10 17.9	29 20.6	2 5.9	- -	10 19.2	9 23.1	11 13.3	18 22.0	11 20.4	2 8.0	- -
ONE TO THREE TIMES A MONTH	35 20.0	20 19.0	12 21.4	33 23.4	2 5.9	- -	5 9.6	15 38.5	15 18.1	20 24.4	13 24.1	1 4.0	1 7.1
ONE TO TWO TIMES A QUARTER	6 3.4	4 3.8	2 3.6	6 4.3	- -	- -	3 5.8	1 2.6	2 2.4	5 6.1	- -	1 4.0	- -
ONE TO THREE TIMES A YEAR	4 2.3	1 1.0	2 3.6	4 2.8	- -	- -	1 1.9	- -	3 3.6	- -	3 5.6	- -	1 7.1
LESS THAN ONE TIME A YEAR	11 6.3	5 4.8	4 7.1	11 7.8	- -	- -	10 19.2	- -	1 1.2	6 7.3	4 7.4	1 4.0	- -
OTHER	15 8.6	11 10.5	3 5.4	13 9.2	2 5.9	- -	14 26.9	1 2.6	- -	10 12.2	2 3.7	2 8.0	1 7.1
DK/REFUSED	4 2.3	2 1.9	2 3.6	3 2.1	1 2.9	- -	3 5.8	- -	1 1.2	2 2.4	1 1.9	- -	1 7.1
TOTAL	175 100.0	105 100.0	56 100.0	141 100.0	34 100.0	- -	52 100.0	39 100.0	83 100.0	82 100.0	54 100.0	25 100.0	14 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE	40 11.0	25 12.3	12 9.4	21 14.9	1 2.9	18 9.7	9 13.2	5 6.9	26 11.7	13 10.8	16 14.5	9 11.7	2 3.6
ASHTON	4 1.1	2 1.0	1 0.8	3 2.1	- -	1 0.5	1 1.5	- -	3 1.4	2 1.7	1 0.9	- -	1 1.8
AVO	14 3.9	8 3.9	6 4.7	7 5.0	1 2.9	6 3.2	1 1.5	5 6.9	8 3.6	7 5.8	4 3.6	2 2.6	1 1.8
BACCARAT	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	1 1.4	- -	1 0.8	- -	- -	- -
BERING	1 0.3	1 0.5	- -	- -	1 2.9	- -	- -	1 1.4	- -	1 0.8	- -	- -	- -
COHIBA	10 2.8	4 2.0	5 3.9	3 2.1	- -	7 3.8	3 4.4	2 2.8	5 2.3	3 2.5	1 0.9	5 6.5	1 1.8
CUESTA REY	4 1.1	1 0.5	3 2.4	- -	2 5.9	2 1.1	- -	- -	4 1.8	- -	- -	3 3.9	1 1.8
DAVIDOFF	11 3.0	6 2.9	4 3.1	8 5.7	- -	3 1.6	2 2.9	4 5.6	5 2.3	6 5.0	3 2.7	2 2.6	- -
DON DIEGO	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	- -	- -	1 1.3	1 1.8
DUNHILL	10 2.8	4 2.0	5 3.9	3 2.1	- -	7 3.8	1 1.5	3 4.2	6 2.7	3 2.5	2 1.8	2 2.6	3 5.4
EXCALIBAR	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	19 5.2	7 3.4	9 7.1	5 3.5	- -	14 7.5	2 2.9	5 6.9	12 5.4	3 2.5	5 4.5	6 7.8	5 8.9
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	8	7	1	4	2	2	2	1	5	3	3	1	1
	2.2	3.4	0.8	2.8	5.9	1.1	2.9	1.4	2.3	2.5	2.7	1.3	1.8
J.R.	2	2	-	-	-	2	-	1	1	-	1	-	1
	0.6	1.0	-	-	-	1.1	-	1.4	0.5	-	0.9	-	1.8
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	10	7	3	4	1	5	2	4	4	5	3	1	1
	2.8	3.4	2.4	2.8	2.9	2.7	2.9	5.6	1.8	4.2	2.7	1.3	1.8
MACANUDO	96	56	34	44	15	37	15	23	57	36	24	22	14
	26.4	27.5	26.8	31.2	44.1	19.9	22.1	31.9	25.7	30.0	21.8	28.6	25.0
MONTE CRISTO	5	1	4	2	-	3	1	-	4	1	2	2	-
	1.4	0.5	3.1	1.4	-	1.6	1.5	-	1.8	0.8	1.8	2.6	-
MONTECRUZ	2	-	1	-	-	2	-	-	2	-	-	1	1
	0.6	-	0.8	-	-	1.1	-	-	0.9	-	-	1.3	1.8
OSCAR	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	26	13	13	8	1	16	9	4	13	11	10	3	2
	7.2	6.4	10.2	5.7	2.9	8.6	13.2	5.6	5.9	9.2	9.1	3.9	3.6
PLEIADES	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PRIMO DEL REY	1	-	1	-	1	-	-	-	1	-	1	-	-
	0.3	-	0.8	-	2.9	-	-	-	0.5	-	0.9	-	-
PUNCH	8	5	3	2	-	6	3	1	4	-	3	2	3
	2.2	2.5	2.4	1.4	-	3.2	4.4	1.4	1.8	-	2.7	2.6	5.4
RAMON ALLONES	1	-	1	-	-	1	-	-	1	-	-	-	1
	0.3	-	0.8	-	-	0.5	-	-	0.5	-	-	-	1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROMEO Y JULIETA	4 1.1	2 1.0	1 0.8	1 0.7	- -	3 1.6	1 1.5	- -	3 1.4	2 1.7	- -	1 1.3	1 1.8
ROYAL JAMICA	7 1.9	5 2.5	1 0.8	3 2.1	1 2.9	3 1.6	1 1.5	1 1.4	5 2.3	- -	5 4.5	- -	2 3.6
SIMON BOLIVAR	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
TE-AMO	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	1 1.5	- -	1 0.5	1 0.8	1 0.9	- -	- -
TEMPLE HALL	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.3	- -	- -	- -	1 2.9	- -	1 1.5	- -	- -	1 0.8	- -	- -	- -
ALIADOS	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.8
ANTONIO & CLEOPATRA	5 1.4	3 1.5	1 0.8	1 0.7	- -	4 2.2	- -	- -	5 2.3	- -	3 2.7	1 1.3	1 1.8
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	- -	1 0.9	1 1.3	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
EL PRODUCTO	2 0.6	1 0.5	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 3.6
GARCIA VEGA	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	2 1.7	- -	- -	- -
HAVA TAMPA	2 0.6	- -	1 0.8	2 1.4	- -	- -	1 1.5	- -	1 0.5	- -	1 0.9	- -	1 1.8
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	6 1.7	4 2.0	1 0.8	3 2.1	2 5.9	1 0.5	1 1.5	2 2.8	3 1.4	2 1.7	4 3.6	- -	- -
MONTE CARLO	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
MUNI MAKERS	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	- -	2 0.9	- -	- -	1 1.3	1 1.8
NAT SHERMAN	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	2 0.6	1 0.5	1 0.8	1 0.7	- -	1 0.5	1 1.5	- -	1 0.5	1 0.8	- -	1 1.3	- -
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	6 1.7	5 2.5	1 0.8	1 0.7	1 2.9	4 2.2	2 2.9	1 1.4	3 1.4	3 2.5	2 1.8	- -	1 1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TIPARILLO	2 0.6	2 1.0	- -	- -	- -	2 1.1	- -	1 1.4	1 0.5	- -	1 0.9	1 1.3	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	2 0.6	2 1.0	- -	- -	1 2.9	1 0.5	1 1.5	- -	1 0.5	1 0.8	- -	- -	1 1.8
DON'T KNOW	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	1 1.4	1 0.5	- -	- -	2 2.6	- -
NONE	3 0.8	2 1.0	1 0.8	1 0.7	1 2.9	1 0.5	1 1.5	- -	2 0.9	1 0.8	- -	2 2.6	- -
OTHER	29 8.0	15 7.4	9 7.1	9 6.4	2 5.9	17 9.1	6 8.8	6 8.3	17 7.7	10 8.3	10 9.1	4 5.2	5 8.9
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE	85 23.4	46 22.5	29 22.8	39 27.7	7 20.6	39 21.0	17 25.0	19 26.4	49 22.1	40 33.3	18 16.4	16 20.8	11 19.6
ASHTON	24 6.6	13 6.4	8 6.3	15 10.6	2 5.9	7 3.8	2 2.9	11 15.3	11 5.0	12 10.0	7 6.4	4 5.2	1 1.8
AVO	39 10.7	23 11.3	13 10.2	17 12.1	4 11.8	17 9.1	17 25.0	4 5.6	18 8.1	20 16.7	12 10.9	5 6.5	2 3.6
BACCARAT	4 1.1	2 1.0	2 1.6	2 1.4	- -	2 1.1	- -	- -	4 1.8	1 0.8	1 0.9	1 1.3	1 1.8
BERING	11 3.0	7 3.4	3 2.4	3 2.1	3 8.8	5 2.7	2 2.9	2 2.8	7 3.2	2 1.7	4 3.6	4 5.2	1 1.8
COHIBA	52 14.3	28 13.7	20 15.7	24 17.0	3 8.8	25 13.4	11 16.2	9 12.5	32 14.4	26 21.7	19 17.3	4 5.2	3 5.4
CUESTA REY	19 5.2	8 3.9	10 7.9	10 7.1	3 8.8	6 3.2	4 5.9	4 5.6	11 5.0	7 5.8	7 6.4	3 3.9	2 3.6
DAVIDOFF	56 15.4	32 15.7	22 17.3	25 17.7	2 5.9	29 15.6	16 23.5	13 18.1	26 11.7	26 21.7	21 19.1	7 9.1	2 3.6
DON DIEGO	20 5.5	8 3.9	9 7.1	12 8.5	- -	8 4.3	2 2.9	5 6.9	13 5.9	8 6.7	4 3.6	4 5.2	4 7.1
DUNHILL	63 17.4	33 16.2	24 18.9	33 23.4	5 14.7	24 12.9	17 25.0	10 13.9	36 16.2	28 23.3	18 16.4	13 16.9	4 7.1
EXCALIBAR	3 0.8	2 1.0	- -	2 1.4	- -	1 0.5	- -	1 1.4	2 0.9	2 1.7	1 0.9	- -	- -
GRIFFINS	7 1.9	5 2.5	2 1.6	5 3.5	1 2.9	1 0.5	4 5.9	- -	3 1.4	2 1.7	4 3.6	1 1.3	- -
H. UPMANN	83 22.9	47 23.0	30 23.6	38 27.0	7 20.6	37 19.9	18 26.5	12 16.7	53 23.9	25 20.8	26 23.6	21 27.3	11 19.6
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	54	33	15	24	4	26	13	8	33	17	21	11	5
	14.9	16.2	11.8	17.0	11.8	14.0	19.1	11.1	14.9	14.2	19.1	14.3	8.9
J.R.	15	5	9	8	-	7	1	2	12	4	5	5	1
	4.1	2.5	7.1	5.7	-	3.8	1.5	2.8	5.4	3.3	4.5	6.5	1.8
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	28	15	10	13	2	13	6	4	18	10	6	8	4
	7.7	7.4	7.9	9.2	5.9	7.0	8.8	5.6	8.1	8.3	5.5	10.4	7.1
MACANUDO	120	67	45	49	8	62	25	25	70	44	40	19	17
	33.1	32.8	35.4	34.8	23.5	33.3	36.8	34.7	31.5	36.7	36.4	24.7	30.4
MONTE CRISTO	38	21	13	17	2	18	11	5	22	16	11	7	4
	10.5	10.3	10.2	12.1	5.9	9.7	16.2	6.9	9.9	13.3	10.0	9.1	7.1
MONTECRUZ	15	9	5	4	2	8	3	-	12	5	2	6	2
	4.1	4.4	3.9	2.8	5.9	4.3	4.4	-	5.4	4.2	1.8	7.8	3.6
OSCAR	2	1	-	-	-	2	-	1	1	-	2	-	-
	0.6	0.5	-	-	-	1.1	-	1.4	0.5	-	1.8	-	-
PARTAGAS	129	66	52	64	10	55	25	26	77	46	41	23	19
	35.5	32.4	40.9	45.4	29.4	29.6	36.8	36.1	34.7	38.3	37.3	29.9	33.9
PLEIADES	11	3	7	9	-	2	3	6	2	6	2	3	-
	3.0	1.5	5.5	6.4	-	1.1	4.4	8.3	0.9	5.0	1.8	3.9	-
PRIMO DEL REY	3	2	1	3	-	-	2	-	1	-	2	1	-
	0.8	1.0	0.8	2.1	-	-	2.9	-	0.5	-	1.8	1.3	-
PUNCH	65	34	22	25	6	34	11	11	43	22	23	14	6
	17.9	16.7	17.3	17.7	17.6	18.3	16.2	15.3	19.4	18.3	20.9	18.2	10.7
RAMON ALLONES	5	3	1	2	1	2	2	-	3	2	-	1	2
	1.4	1.5	0.8	1.4	2.9	1.1	2.9	-	1.4	1.7	-	1.3	3.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROMEO Y JULIETA	39 10.7	22 10.8	16 12.6	19 13.5	1 2.9	19 10.2	11 16.2	9 12.5	19 8.6	19 15.8	13 11.8	5 6.5	2 3.6
ROYAL JAMICA	33 9.1	14 6.9	14 11.0	10 7.1	3 8.8	20 10.8	4 5.9	7 9.7	22 9.9	9 7.5	8 7.3	10 13.0	6 10.7
SIMON BOLIVAR	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	2 2.9	- -	- -	1 0.8	- -	1 1.3	- -
TE-AMO	33 9.1	17 8.3	12 9.4	11 7.8	2 5.9	20 10.8	4 5.9	6 8.3	23 10.4	7 5.8	11 10.0	9 11.7	6 10.7
TEMPLE HALL	9 2.5	3 1.5	5 3.9	3 2.1	- -	5 2.7	1 1.5	2 2.8	6 2.7	2 1.7	4 3.6	2 2.6	1 1.8
THOMPSON	1 0.3	- -	1 0.8	- -	1 2.9	- -	- -	- -	1 0.5	- -	1 0.9	- -	- -
ZINO	14 3.9	10 4.9	3 2.4	5 3.5	- -	9 4.8	2 2.9	4 5.6	8 3.6	7 5.8	6 5.5	1 1.3	- -
ALIADOS	5 1.4	3 1.5	2 1.6	4 2.8	- -	1 0.5	2 2.9	- -	3 1.4	1 0.8	1 0.9	2 2.6	1 1.8
ANTONIO & CLEOPATRA	8 2.2	5 2.5	2 1.6	2 1.4	2 5.9	4 2.2	- -	1 1.4	7 3.2	1 0.8	2 1.8	3 3.9	2 3.6
CASABLANCA	4 1.1	3 1.5	1 0.8	2 1.4	- -	2 1.1	1 1.5	- -	3 1.4	- -	3 2.7	1 1.3	- -
CROOKS	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	3 0.8	3 1.5	- -	2 1.4	- -	1 0.5	- -	- -	3 1.4	- -	1 0.9	1 1.3	1 1.8
DUTCH MASTERS	7 1.9	6 2.9	1 0.8	2 1.4	- -	4 2.2	2 2.9	- -	5 2.3	2 1.7	3 2.7	- -	2 3.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
EL PRODUCTO	2 0.6	1 0.5	1 0.8	- -	1 2.9	1 0.5	- -	- -	2 0.9	- -	1 0.9	1 1.3	- -
GARCIA VEGA	16 4.4	11 5.4	5 3.9	4 2.8	3 8.8	9 4.8	- -	3 4.2	13 5.9	3 2.5	7 6.4	4 5.2	2 3.6
HAVA TAMPA	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
LA UNICA	2 0.6	1 0.5	- -	2 1.4	- -	- -	1 1.5	1 1.4	- -	1 0.8	1 0.9	- -	- -
LICINCIADOS	15 4.1	7 3.4	8 6.3	9 6.4	- -	6 3.2	7 10.3	1 1.4	7 3.2	7 5.8	3 2.7	3 3.9	2 3.6
MONTE CARLO	2 0.6	1 0.5	- -	2 1.4	- -	- -	- -	- -	2 0.9	1 0.8	1 0.9	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	8 2.2	3 1.5	5 3.9	6 4.3	- -	2 1.1	2 2.9	2 2.8	4 1.8	3 2.5	4 3.6	1 1.3	- -
ONYX	9 2.5	5 2.5	4 3.1	4 2.8	- -	5 2.7	3 4.4	2 2.8	4 1.8	4 3.3	1 0.9	3 3.9	1 1.8
PHILLIES	1 0.3	1 0.5	- -	- -	1 2.9	- -	- -	1 1.4	- -	1 0.8	- -	- -	- -
PAUL GAMARIAN	3 0.8	2 1.0	- -	2 1.4	1 2.9	- -	2 2.9	- -	1 0.5	1 0.8	1 0.9	1 1.3	- -
PORLARRANGA	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	5 1.4	5 2.5	- -	1 0.7	1 2.9	3 1.6	2 2.9	- -	3 1.4	4 3.3	1 0.9	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TIPARILLO	1 0.3	1 0.5	- -	1 0.7	- -	- -	1 1.5	- -	- -	1 0.8	- -	- -	- -
TROYA	4 1.1	2 1.0	2 1.6	2 1.4	- -	2 1.1	- -	2 2.8	2 0.9	3 2.5	1 0.9	- -	- -
WHITE OWL	9 2.5	6 2.9	2 1.6	- -	3 8.8	6 3.2	- -	1 1.4	8 3.6	- -	4 3.6	3 3.9	2 3.6
DON'T KNOW	1 0.3	- -	1 0.8	1 0.7	- -	- -	- -	- -	1 0.5	- -	- -	1 1.3	- -
NONE	10 2.8	6 2.9	1 0.8	2 1.4	2 5.9	6 3.2	2 2.9	1 1.4	7 3.2	2 1.7	4 3.6	2 2.6	2 3.6
OTHER	69 19.0	46 22.5	15 11.8	33 23.4	2 5.9	34 18.3	11 16.2	16 22.2	42 18.9	21 17.5	24 21.8	10 13.0	14 25.0
TOTAL	1269 349.6	699 342.6	454 357.5	573 406.4	95 279.4	593 318.8	272 400.0	237 329.2	758 341.4	472 393.3	403 366.4	248 322.1	146 260.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10A
Q9 : HAVE YOU HEARD OF ASHTON?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	335	189	118	123	32	178	65	61	208	106	102	73	54
YES	179 53.4	97 51.3	67 56.8	64 52.0	21 65.6	93 52.2	34 52.3	36 59.0	108 51.9	50 47.2	59 57.8	39 53.4	31 57.4
NO	46 13.7	30 15.9	13 11.0	7 5.7	5 15.6	33 18.5	7 10.8	6 9.8	33 15.9	12 11.3	11 10.8	12 16.4	11 20.4
DON'T KNOW	110 32.8	62 32.8	38 32.2	52 42.3	6 18.8	52 29.2	24 36.9	19 31.1	67 32.2	44 41.5	32 31.4	22 30.1	12 22.2
TOTAL	335 100.0	189 100.0	118 100.0	123 100.0	32 100.0	178 100.0	65 100.0	61 100.0	208 100.0	106 100.0	102 100.0	73 100.0	54 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10B
Q9 : HAVE YOU HEARD OF ARTURO FUENTE?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	238	133	86	81	26	129	42	48	147	67	76	52	43
YES	140 58.8	72 54.1	57 66.3	52 64.2	11 42.3	76 58.9	31 73.8	31 64.6	77 52.4	43 64.2	49 64.5	32 61.5	16 37.2
NO	84 35.3	54 40.6	23 26.7	19 23.5	14 53.8	50 38.8	10 23.8	11 22.9	63 42.9	18 26.9	21 27.6	19 36.5	26 60.5
DON'T KNOW	14 5.9	7 5.3	6 7.0	10 12.3	1 3.8	3 2.3	1 2.4	6 12.5	7 4.8	6 9.0	6 7.9	1 1.9	1 2.3
TOTAL	238 100.0	133 100.0	86 100.0	81 100.0	26 100.0	129 100.0	42 100.0	48 100.0	147 100.0	67 100.0	76 100.0	52 100.0	43 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10C
Q9 : HAVE YOU HEARD OF AVO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	310	173	108	117	29	163	50	63	196	93	94	70	53
YES	170 54.8	92 53.2	62 57.4	80 68.4	9 31.0	81 49.7	34 68.0	37 58.7	98 50.0	64 68.8	57 60.6	33 47.1	16 30.2
NO	140 45.2	81 46.8	46 42.6	37 31.6	20 69.0	82 50.3	16 32.0	26 41.3	98 50.0	29 31.2	37 39.4	37 52.9	37 69.8
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	310 100.0	173 100.0	108 100.0	117 100.0	29 100.0	163 100.0	50 100.0	63 100.0	196 100.0	93 100.0	94 100.0	70 100.0	53 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10D
Q9 : HAVE YOU HEARD OF DAVIDOFF?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	296	166	101	108	32	154	50	55	191	88	86	68	54
YES	225 76.0	116 69.9	88 87.1	90 83.3	22 68.8	111 72.1	40 80.0	43 78.2	142 74.3	71 80.7	69 80.2	54 79.4	31 57.4
NO	71 24.0	50 30.1	13 12.9	18 16.7	10 31.3	43 27.9	10 20.0	12 21.8	49 25.7	17 19.3	17 19.8	14 20.6	23 42.6
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	296 100.0	166 100.0	101 100.0	108 100.0	32 100.0	154 100.0	50 100.0	55 100.0	191 100.0	88 100.0	86 100.0	68 100.0	54 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10E
Q9 : HAVE YOU HEARD OF DUNHILL?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	290	167	98	105	29	155	50	59	180	89	90	62	49
YES	269 92.8	152 91.0	93 94.9	103 98.1	25 86.2	140 90.3	46 92.0	55 93.2	167 92.8	82 92.1	85 94.4	57 91.9	45 91.8
NO	21 7.2	15 9.0	5 5.1	2 1.9	4 13.8	15 9.7	4 8.0	4 6.8	13 7.2	7 7.9	5 5.6	5 8.1	4 8.2
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	290 100.0	167 100.0	98 100.0	105 100.0	29 100.0	155 100.0	50 100.0	59 100.0	180 100.0	89 100.0	90 100.0	62 100.0	49 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10F
Q9 : HAVE YOU HEARD OF H. UPMANN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	261	150	88	98	27	135	48	55	157	92	79	50	40
YES	207 79.3	110 73.3	78 88.6	88 89.8	17 63.0	101 74.8	37 77.1	41 74.5	128 81.5	71 77.2	65 82.3	39 78.0	32 80.0
NO	54 20.7	40 26.7	10 11.4	10 10.2	10 37.0	34 25.2	11 22.9	14 25.5	29 18.5	21 22.8	14 17.7	11 22.0	8 20.0
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	261 100.0	150 100.0	88 100.0	98 100.0	27 100.0	135 100.0	48 100.0	55 100.0	157 100.0	92 100.0	79 100.0	50 100.0	40 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10G
Q9 : HAVE YOU HEARD OF HOYO DE MONTEREY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	301	164	111	113	28	158	53	63	184	100	86	65	50
YES	235 78.1	121 73.8	90 81.1	91 80.5	22 78.6	120 75.9	42 79.2	49 77.8	143 77.7	76 76.0	71 82.6	54 83.1	34 68.0
NO	66 21.9	43 26.2	21 18.9	22 19.5	6 21.4	38 24.1	11 20.8	14 22.2	41 22.3	24 24.0	15 17.4	11 16.9	16 32.0
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	301 100.0	164 100.0	111 100.0	113 100.0	28 100.0	158 100.0	53 100.0	63 100.0	184 100.0	100 100.0	86 100.0	65 100.0	50 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10H
Q9 : HAVE YOU HEARD OF MACANUDO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	147	81	48	48	11	87	28	24	95	40	46	36	25
YES	83 56.5	45 55.6	28 58.3	28 58.3	7 63.6	48 55.2	18 64.3	10 41.7	55 57.9	24 60.0	29 63.0	21 58.3	9 36.0
NO	48 32.7	29 35.8	14 29.2	14 29.2	4 36.4	29 33.3	10 35.7	8 33.3	30 31.6	11 27.5	13 28.3	11 30.6	13 52.0
DON'T KNOW	16 10.9	7 8.6	6 12.5	6 12.5	- -	10 11.5	- -	6 25.0	10 10.5	5 12.5	4 8.7	4 11.1	3 12.0
TOTAL	147 100.0	81 100.0	48 100.0	48 100.0	11 100.0	87 100.0	28 100.0	24 100.0	95 100.0	40 100.0	46 100.0	36 100.0	25 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 10I
Q9 : HAVE YOU HEARD OF PARTAGAS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not aware of brands	208	125	62	69	23	115	34	42	132	63	59	51	35
YES	89 42.8	48 38.4	27 43.5	28 40.6	6 26.1	54 47.0	16 47.1	18 42.9	55 41.7	26 41.3	30 50.8	20 39.2	13 37.1
NO	16 7.7	14 11.2	1 1.6	2 2.9	2 8.7	12 10.4	3 8.8	1 2.4	12 9.1	2 3.2	4 6.8	4 7.8	6 17.1
DON'T KNOW	103 49.5	63 50.4	34 54.8	39 56.5	15 65.2	49 42.6	15 44.1	23 54.8	65 49.2	35 55.6	25 42.4	27 52.9	16 45.7
TOTAL	208 100.0	125 100.0	62 100.0	69 100.0	23 100.0	115 100.0	34 100.0	42 100.0	132 100.0	63 100.0	59 100.0	51 100.0	35 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TASTE/FLAVOR (NET)	43	29	13	19	3	21	8	11	24	16	11	10	6
	11.8	14.2	10.2	13.5	8.8	11.3	11.8	15.3	10.8	13.3	10.0	13.0	10.7
LIKE/GOOD TASTE/FLAVOR	36	26	9	15	3	18	7	6	23	13	8	10	5
	9.9	12.7	7.1	10.6	8.8	9.7	10.3	8.3	10.4	10.8	7.3	13.0	8.9
SMOOTH TASTE/FLAVOR	4	1	3	3	-	1	-	4	-	2	2	-	-
	1.1	0.5	2.4	2.1	-	0.5	-	5.6	-	1.7	1.8	-	-
OTHER TASTE/FLAVOR COMMENTS	4	3	1	2	-	2	1	2	1	2	1	-	1
	1.1	1.5	0.8	1.4	-	1.1	1.5	2.8	0.5	1.7	0.9	-	1.8
VARIETY (NET)	1	-	1	-	-	1	-	-	1	-	1	-	-
	0.3	-	0.8	-	-	0.5	-	-	0.5	-	0.9	-	-
OTHER VARIETY COMMENTS	1	-	1	-	-	1	-	-	1	-	1	-	-
	0.3	-	0.8	-	-	0.5	-	-	0.5	-	0.9	-	-
HEALTH (NET)	30	17	9	11	3	15	7	4	19	7	9	8	6
	8.3	8.3	7.1	7.8	8.8	8.1	10.3	5.6	8.6	5.8	8.2	10.4	10.7
HEALTHIER THAN CIGARETTES/NOT INHALE	26	14	9	8	2	15	4	4	18	3	9	8	6
	7.2	6.9	7.1	5.7	5.9	8.1	5.9	5.6	8.1	2.5	8.2	10.4	10.7
CIGARS NOT ADDICTIVE/NOT AS ADDICTIVE AS CIGARETTES	2	2	-	1	1	-	2	-	-	2	-	-	-
	0.6	1.0	-	0.7	2.9	-	2.9	-	-	1.7	-	-	-
OTHER HEALTH COMMENTS	2	1	-	2	-	-	1	-	1	2	-	-	-
	0.6	0.5	-	1.4	-	-	1.5	-	0.5	1.7	-	-	-
QUALITY (NET)	2	2	-	1	1	-	1	1	-	1	1	-	-
	0.6	1.0	-	0.7	2.9	-	1.5	1.4	-	0.8	0.9	-	-
OTHER QUALITY COMMENTS	2	2	-	1	1	-	1	1	-	1	1	-	-
	0.6	1.0	-	0.7	2.9	-	1.5	1.4	-	0.8	0.9	-	-
CONVENIENCE (NET)	8	5	2	2	1	5	-	1	7	-	2	5	1
	2.2	2.5	1.6	1.4	2.9	2.7	-	1.4	3.2	-	1.8	6.5	1.8
EASIER/MORE CONVENIENT THAN PIPE	8	5	2	2	1	5	-	1	7	-	2	5	1
	2.2	2.5	1.6	1.4	2.9	2.7	-	1.4	3.2	-	1.8	6.5	1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
OTHER CONVENIENCE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	312	178	108	120	32	160	60	59	192	108	91	67	46
	86.0	87.3	85.0	85.1	94.1	86.0	88.2	81.9	86.5	90.0	82.7	87.0	82.1
SOOTHING/RELAXING/ STRESS RELIEVING	51 14.0	26 12.7	20 15.7	21 14.9	3 8.8	27 14.5	12 17.6	12 16.7	27 12.2	18 15.0	19 17.3	10 13.0	4 7.1
PEER PRESSURE/FRIEND/ ACQUAINTANCE INFLUENCE	71 19.6	44 21.6	22 17.3	30 21.3	6 17.6	35 18.8	19 27.9	18 25.0	34 15.3	32 26.7	22 20.0	11 14.3	6 10.7
FATHER/RELATIVE INFLUENCE	65 17.9	37 18.1	24 18.9	25 17.7	8 23.5	32 17.2	6 8.8	9 12.5	50 22.5	24 20.0	19 17.3	13 16.9	9 16.1
ALL MENTIONS OF AROMA	31 8.5	19 9.3	10 7.9	9 6.4	5 14.7	17 9.1	6 8.8	4 5.6	21 9.5	8 6.7	11 10.0	6 7.8	6 10.7
KEEPS OTHER PEOPLE AWAY	5 1.4	1 0.5	4 3.1	2 1.4	- -	3 1.6	- -	1 1.4	4 1.8	1 0.8	1 0.9	3 3.9	- -
KEEPS BUGS AWAY	3 0.8	2 1.0	1 0.8	1 0.7	1 2.9	1 0.5	1 1.5	1 1.4	1 0.5	1 0.8	2 1.8	- -	- -
ENJOY FEEL OF CIGAR IN HAND	5 1.4	4 2.0	1 0.8	2 1.4	- -	3 1.6	1 1.5	1 1.4	3 1.4	2 1.7	- -	3 3.9	- -
ENJOY SMOKING CIGARS (UNSPECIFIED)	18 5.0	12 5.9	4 3.1	10 7.1	- -	8 4.3	5 7.4	3 4.2	10 4.5	5 4.2	7 6.4	3 3.9	3 5.4
PLEASURABLE TO SMOKE	9 2.5	6 2.9	2 1.6	3 2.1	1 2.9	5 2.7	2 2.9	1 1.4	6 2.7	4 3.3	2 1.8	2 2.6	1 1.8
CURIOSITY	21 5.8	12 5.9	9 7.1	12 8.5	3 8.8	6 3.2	3 4.4	5 6.9	13 5.9	11 9.2	4 3.6	5 6.5	1 1.8
ALTERNATIVE TO CIGARETTES	45 12.4	27 13.2	13 10.2	14 9.9	8 23.5	23 12.4	8 11.8	6 8.3	31 14.0	12 10.0	12 10.9	9 11.7	12 21.4
ALTERNATIVE TO PIPE	13 3.6	5 2.5	7 5.5	4 2.8	2 5.9	7 3.8	1 1.5	1 1.4	11 5.0	- -	4 3.6	6 7.8	3 5.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ALTERNATIVE TO CHEWING TOBACCO	6 1.7	4 2.0	2 1.6	3 2.1	- -	3 1.6	3 4.4	- -	3 1.4	3 2.5	2 1.8	- -	1 1.8
PLAYING CARDS/ DRINKING	13 3.6	5 2.5	6 4.7	3 2.1	1 2.9	9 4.8	2 2.9	2 2.8	9 4.1	3 2.5	7 6.4	2 2.6	1 1.8
IMPORTANT/SUPERIOR/ SOPHISTICATED/COOL/ MACHO IMAGE/WOMEN LIKE	27 7.4	17 8.3	6 4.7	8 5.7	4 11.8	15 8.1	3 4.4	3 4.2	21 9.5	10 8.3	5 4.5	7 9.1	5 8.9
STARTED IN SCHOOL/ ARMY	22 6.1	15 7.4	6 4.7	5 3.5	1 2.9	16 8.6	2 2.9	2 2.8	18 8.1	6 5.0	8 7.3	4 5.2	4 7.1
SMOKE WHEN FISHING	3 0.8	3 1.5	- -	- -	2 5.9	1 0.5	- -	- -	3 1.4	- -	2 1.8	1 1.3	- -
ACTORS SMOKE IN MOVIES/SEE IN MEDIA	5 1.4	4 2.0	1 0.8	2 1.4	1 2.9	2 1.1	1 1.5	- -	4 1.8	2 1.7	- -	3 3.9	- -
SMOKE AFTER MEAL	8 2.2	4 2.0	3 2.4	3 2.1	- -	5 2.7	2 2.9	1 1.4	5 2.3	2 1.7	2 1.8	3 3.9	1 1.8
CIGAR GIVEN TO ME	12 3.3	7 3.4	4 3.1	5 3.5	- -	7 3.8	5 7.4	3 4.2	4 1.8	5 4.2	6 5.5	1 1.3	- -
LASTS LONG/LONGER THAN CIGARETTES	4 1.1	4 2.0	- -	1 0.7	1 2.9	2 1.1	- -	2 2.8	2 0.9	1 0.8	- -	1 1.3	2 3.6
POPULAR/SOCIABLE	8 2.2	6 2.9	1 0.8	3 2.1	- -	5 2.7	2 2.9	- -	6 2.7	3 2.5	2 1.8	2 2.6	1 1.8
SMOKED/STARTED SMOKING CIGARETTES	8 2.2	5 2.5	1 0.8	4 2.8	1 2.9	3 1.6	3 4.4	3 4.2	2 0.9	2 1.7	3 2.7	1 1.3	2 3.6
HOBBY/COLLECTORS HOBBY	4 1.1	2 1.0	2 1.6	1 0.7	1 2.9	2 1.1	- -	1 1.4	3 1.4	- -	2 1.8	- -	2 3.6
WAS SELLING CIGARS	2 0.6	1 0.5	1 0.8	1 0.7	1 2.9	- -	- -	- -	2 0.9	- -	- -	1 1.3	1 1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
LIKE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	6 1.7	5 2.5	1 0.8	5 3.5	- -	1 0.5	4 5.9	1 1.4	1 0.5	4 3.3	1 0.9	1 1.3	- -
SMOKE AT CELEBRATION/ SPECIAL OCCASIONS	5 1.4	2 1.0	3 2.4	2 1.4	- -	3 1.6	1 1.5	1 1.4	3 1.4	3 2.5	1 0.9	1 1.3	- -
SMOKE WHILE PLAYING GOLF	3 0.8	- -	3 2.4	2 1.4	- -	1 0.5	1 1.5	1 1.4	1 0.5	1 0.8	1 0.9	1 1.3	- -
OTHER MISCELLANEOUS COMMENTS	22 6.1	14 6.9	6 4.7	10 7.1	2 5.9	10 5.4	8 11.8	4 5.6	9 4.1	9 7.5	3 2.7	8 10.4	2 3.6
DON'T KNOW	18 5.0	8 3.9	7 5.5	7 5.0	- -	11 5.9	3 4.4	7 9.7	8 3.6	4 3.3	7 6.4	3 3.9	4 7.1
NO REASON	4 1.1	3 1.5	1 0.8	1 0.7	- -	3 1.6	- -	2 2.8	2 0.9	- -	2 1.8	1 1.3	1 1.8
TOTAL	602 165.8	358 175.5	196 154.3	233 165.2	60 176.5	308 165.6	120 176.5	113 156.9	368 165.8	201 167.5	181 164.5	135 175.3	85 151.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE	11 3.0	6 2.9	4 3.1	5 3.5	1 2.9	5 2.7	2 2.9	2 2.8	7 3.2	1 0.8	6 5.5	1 1.3	3 5.4
ASHTON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
BERING	5 1.4	3 1.5	1 0.8	1 0.7	2 5.9	2 1.1	1 1.5	- -	4 1.8	- -	2 1.8	1 1.3	2 3.6
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	3 0.8	1 0.5	1 0.8	2 1.4	- -	1 0.5	2 2.9	- -	1 0.5	- -	1 0.9	1 1.3	1 1.8
DAVIDOFF	3 0.8	1 0.5	1 0.8	2 1.4	- -	1 0.5	3 4.4	- -	- -	1 0.8	2 1.8	- -	- -
DON DIEGO	1 0.3	- -	1 0.8	1 0.7	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
DUNHILL	3 0.8	3 1.5	- -	1 0.7	- -	2 1.1	1 1.5	1 1.4	1 0.5	2 1.7	- -	1 1.3	- -
EXCALIBAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	9 2.5	5 2.5	3 2.4	4 2.8	- -	5 2.7	2 2.9	2 2.8	5 2.3	3 2.5	4 3.6	- -	2 3.6
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	9 2.5	6 2.9	3 2.4	3 2.1	1 2.9	5 2.7	2 2.9	3 4.2	4 1.8	5 4.2	4 3.6	- -	- -
J.R.	1 0.3	1 0.5	- -	- -	- -	- -	1 1.5	- -	- -	- -	1 0.9	- -	- -
JUEN CLEMENTE	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	1 1.4	- -	- -	- -	- -	1 1.8
LA GLORIA CUBANA	1 0.3	1 0.5	- -	1 0.7	- -	- -	- -	1 1.4	- -	1 0.8	- -	- -	- -
MACANUDO	43 11.8	28 13.7	15 11.8	24 17.0	5 14.7	14 7.5	12 17.6	10 13.9	20 9.0	24 20.0	13 11.8	5 6.5	1 1.8
MONTE CRISTO	4 1.1	1 0.5	3 2.4	1 0.7	- -	3 1.6	2 2.9	- -	2 0.9	3 2.5	1 0.9	- -	- -
MONTECRUZ	2 0.6	- -	2 1.6	- -	- -	2 1.1	- -	- -	2 0.9	- -	- -	1 1.3	1 1.8
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	9 2.5	3 1.5	5 3.9	2 1.4	- -	6 3.2	2 2.9	1 1.4	6 2.7	3 2.5	5 4.5	1 1.3	- -
PLEIADES	1 0.3	- -	- -	1 0.7	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUNCH	4 1.1	1 0.5	3 2.4	4 2.8	- -	- -	2 2.9	- -	2 0.9	2 1.7	- -	1 1.3	1 1.8
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROMEO Y JULIETA	3 0.8	1 0.5	2 1.6	2 1.4	- -	1 0.5	2 2.9	- -	1 0.5	1 0.8	1 0.9	1 1.3	- -
ROYAL JAMICA	2 0.6	1 0.5	- -	1 0.7	- -	1 0.5	- -	2 2.8	- -	- -	1 0.9	1 1.3	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	7 1.9	5 2.5	2 1.6	3 2.1	1 2.9	3 1.6	- -	2 2.8	5 2.3	1 0.8	4 3.6	1 1.3	1 1.8
TEMPLE HALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THOMPSON	3 0.8	- -	1 0.8	- -	2 5.9	1 0.5	1 1.5	1 1.4	1 0.5	2 1.7	- -	- -	1 1.8
ZINO	2 0.6	2 1.0	- -	2 1.4	- -	- -	2 2.9	- -	- -	1 0.8	1 0.9	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	8 2.2	4 2.0	4 3.1	4 2.8	2 5.9	2 1.1	- -	2 2.8	6 2.7	- -	6 5.5	2 2.6	- -
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	4 1.1	1 0.5	2 1.6	2 1.4	- -	2 1.1	- -	1 1.4	3 1.4	- -	- -	4 5.2	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	2 2.8	- -	1 0.8	- -	1 1.3	- -
DUTCH MASTERS	12 3.3	8 3.9	3 2.4	3 2.1	- -	9 4.8	1 1.5	2 2.8	9 4.1	3 2.5	4 3.6	2 2.6	3 5.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
EL PRODUCTO	5 1.4	4 2.0	1 0.8	1 0.7	- -	4 2.2	- -	- -	5 2.3	1 0.8	1 0.9	1 1.3	2 3.6
GARCIA VEGA	7 1.9	3 1.5	4 3.1	5 3.5	- -	2 1.1	- -	3 4.2	4 1.8	1 0.8	2 1.8	3 3.9	1 1.8
HAVA TAMPA	16 4.4	7 3.4	9 7.1	3 2.1	2 5.9	11 5.9	- -	- -	16 7.2	- -	6 5.5	7 9.1	3 5.4
LA UNICA	1 0.3	- -	1 0.8	1 0.7	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	- -	2 0.9	1 0.8	- -	- -	1 1.8
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	10 2.8	8 3.9	2 1.6	4 2.8	- -	6 3.2	2 2.9	3 4.2	5 2.3	4 3.3	- -	4 5.2	2 3.6
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	2 0.6	2 1.0	- -	1 0.7	1 2.9	- -	1 1.5	1 1.4	- -	2 1.7	- -	- -	- -
ROBERT BURNS	4 1.1	1 0.5	2 1.6	1 0.7	1 2.9	2 1.1	- -	- -	4 1.8	- -	1 0.9	2 2.6	1 1.8
SWISHER SWEETS	35 9.6	22 10.8	11 8.7	16 11.3	5 14.7	14 7.5	9 13.2	7 9.7	19 8.6	22 18.3	10 9.1	3 3.9	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TIPARILLO	5 1.4	5 2.5	- -	3 2.1	- -	2 1.1	1 1.5	- -	4 1.8	2 1.7	1 0.9	2 2.6	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	16 4.4	10 4.9	5 3.9	2 1.4	2 5.9	12 6.5	- -	1 1.4	15 6.8	4 3.3	4 3.6	4 5.2	4 7.1
DON'T KNOW	55 15.2	28 13.7	19 15.0	24 17.0	4 11.8	27 14.5	15 22.1	14 19.4	26 11.7	18 15.0	13 11.8	14 18.2	10 17.9
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	51 14.0	29 14.2	16 12.6	11 7.8	5 14.7	35 18.8	2 2.9	10 13.9	39 17.6	8 6.7	15 13.6	13 16.9	15 26.8
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE	173 47.7	101 49.5	60 47.2	81 57.4	11 32.4	80 43.0	32 47.1	34 47.2	106 47.7	63 52.5	61 55.5	32 41.6	17 30.4
ASHTON	65 17.9	35 17.2	25 19.7	28 19.9	5 14.7	32 17.2	12 17.6	15 20.8	38 17.1	22 18.3	23 20.9	16 20.8	4 7.1
AVO	103 28.4	56 27.5	39 30.7	56 39.7	7 20.6	39 21.0	32 47.1	16 22.2	54 24.3	48 40.0	37 33.6	15 19.5	3 5.4
BACCARAT	12 3.3	9 4.4	3 2.4	7 5.0	1 2.9	4 2.2	2 2.9	2 2.8	7 3.2	6 5.0	5 4.5	1 1.3	- -
BERING	10 2.8	7 3.4	2 1.6	3 2.1	3 8.8	4 2.2	2 2.9	3 4.2	5 2.3	2 1.7	6 5.5	2 2.6	- -
COHIBA	59 16.3	33 16.2	23 18.1	24 17.0	2 5.9	32 17.2	16 23.5	9 12.5	34 15.3	27 22.5	15 13.6	17 22.1	- -
CUESTA REY	22 6.1	10 4.9	12 9.4	14 9.9	1 2.9	7 3.8	9 13.2	2 2.8	11 5.0	10 8.3	5 4.5	6 7.8	1 1.8
DAVIDOFF	90 24.8	51 25.0	36 28.3	45 31.9	4 11.8	40 21.5	18 26.5	19 26.4	52 23.4	37 30.8	35 31.8	16 20.8	2 3.6
DON DIEGO	19 5.2	12 5.9	7 5.5	8 5.7	- -	10 5.4	1 1.5	5 6.9	13 5.9	6 5.0	5 4.5	5 6.5	3 5.4
DUNHILL	85 23.4	43 21.1	35 27.6	41 29.1	3 8.8	40 21.5	18 26.5	16 22.2	50 22.5	28 23.3	33 30.0	19 24.7	5 8.9
EXCALIBAR	13 3.6	9 4.4	3 2.4	6 4.3	- -	7 3.8	1 1.5	3 4.2	8 3.6	5 4.2	6 5.5	2 2.6	- -
GRIFFINS	21 5.8	12 5.9	8 6.3	10 7.1	- -	11 5.9	5 7.4	2 2.8	14 6.3	9 7.5	10 9.1	2 2.6	- -
H. UPMANN	136 37.5	72 35.3	54 42.5	57 40.4	7 20.6	72 38.7	28 41.2	22 30.6	86 38.7	44 36.7	43 39.1	28 36.4	21 37.5
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HENRI WINTERMANS	2 0.6	2 1.0	- -	1 0.7	- -	- -	1 1.5	- -	1 0.5	- -	1 0.9	- -	1 1.8
HOYO DE MONTEREY	91 25.1	57 27.9	26 20.5	42 29.8	6 17.6	43 23.1	20 29.4	17 23.6	53 23.9	29 24.2	35 31.8	17 22.1	10 17.9
J.R.	29 8.0	17 8.3	9 7.1	15 10.6	- -	13 7.0	6 8.8	2 2.8	20 9.0	7 5.8	11 10.0	5 6.5	6 10.7
JUEN CLEMENTE	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	2 1.8	- -	- -
LA GLORIA CUBANA	70 19.3	39 19.1	29 22.8	28 19.9	6 17.6	36 19.4	15 22.1	11 15.3	44 19.8	23 19.2	22 20.0	17 22.1	8 14.3
MACANUDO	206 56.7	125 61.3	67 52.8	84 59.6	21 61.8	100 53.8	38 55.9	48 66.7	119 53.6	74 61.7	62 56.4	40 51.9	30 53.6
MONTE CRISTO	50 13.8	24 11.8	23 18.1	17 12.1	2 5.9	30 16.1	12 17.6	6 8.3	32 14.4	19 15.8	13 11.8	15 19.5	3 5.4
MONTECRUZ	22 6.1	13 6.4	7 5.5	4 2.8	1 2.9	16 8.6	2 2.9	2 2.8	18 8.1	10 8.3	4 3.6	5 6.5	3 5.4
OSCAR	5 1.4	4 2.0	1 0.8	3 2.1	1 2.9	1 0.5	1 1.5	- -	4 1.8	5 4.2	- -	- -	- -
PARTAGAS	176 48.5	93 45.6	69 54.3	85 60.3	9 26.5	81 43.5	38 55.9	34 47.2	103 46.4	65 54.2	51 46.4	39 50.6	21 37.5
PLEIADES	16 4.4	8 3.9	8 6.3	9 6.4	1 2.9	5 2.7	3 4.4	7 9.7	6 2.7	6 5.0	8 7.3	2 2.6	- -
PRIMO DEL REY	8 2.2	5 2.5	3 2.4	3 2.1	1 2.9	4 2.2	2 2.9	- -	6 2.7	- -	6 5.5	2 2.6	- -
PUNCH	82 22.6	50 24.5	26 20.5	39 27.7	7 20.6	35 18.8	21 30.9	13 18.1	47 21.2	32 26.7	30 27.3	12 15.6	8 14.3
RAMON ALLONES	7 1.9	4 2.0	3 2.4	3 2.1	- -	4 2.2	2 2.9	- -	5 2.3	3 2.5	1 0.9	- -	3 5.4

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SIRS #95-195

10 May 95

BANNER 1
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROMEO Y JULIETA	50 13.8	27 13.2	21 16.5	24 17.0	1 2.9	24 12.9	14 20.6	11 15.3	25 11.3	22 18.3	15 13.6	11 14.3	2 3.6
ROYAL JAMICA	34 9.4	18 8.8	11 8.7	15 10.6	2 5.9	16 8.6	3 4.4	9 12.5	21 9.5	10 8.3	10 9.1	10 13.0	4 7.1
SIMON BOLIVAR	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
TE-AMO	36 9.9	19 9.3	14 11.0	14 9.9	2 5.9	20 10.8	4 5.9	8 11.1	24 10.8	9 7.5	15 13.6	8 10.4	4 7.1
TEMPLE HALL	15 4.1	7 3.4	7 5.5	4 2.8	1 2.9	9 4.8	3 4.4	3 4.2	9 4.1	3 2.5	7 6.4	4 5.2	1 1.8
THOMPSON	11 3.0	8 3.9	2 1.6	4 2.8	2 5.9	5 2.7	1 1.5	1 1.4	9 4.1	1 0.8	5 4.5	4 5.2	1 1.8
ZINO	26 7.2	18 8.8	7 5.5	13 9.2	2 5.9	10 5.4	4 5.9	9 12.5	12 5.4	15 12.5	8 7.3	3 3.9	- -
ALIADOS	9 2.5	5 2.5	4 3.1	4 2.8	- -	5 2.7	3 4.4	1 1.4	5 2.3	3 2.5	2 1.8	3 3.9	1 1.8
ANTONIO & CLEOPATRA	6 1.7	4 2.0	2 1.6	1 0.7	2 5.9	3 1.6	- -	1 1.4	5 2.3	1 0.8	4 3.6	- -	1 1.8
CASABLANCA	5 1.4	5 2.5	- -	3 2.1	1 2.9	1 0.5	1 1.5	- -	4 1.8	1 0.8	1 0.9	3 3.9	- -
CROOKS	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	1 1.4	- -	1 0.8	- -	- -	- -
CUBAN (NS)	3 0.8	1 0.5	1 0.8	1 0.7	1 2.9	1 0.5	1 1.5	- -	2 0.9	- -	1 0.9	1 1.3	1 1.8
DON THOMAS	4 1.1	3 1.5	1 0.8	2 1.4	- -	2 1.1	1 1.5	- -	3 1.4	1 0.8	1 0.9	2 2.6	- -
DUTCH MASTERS	5 1.4	3 1.5	2 1.6	- -	1 2.9	4 2.2	- -	1 1.4	4 1.8	- -	1 0.9	2 2.6	2 3.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
EL PRODUCTO	3 0.8	2 1.0	- -	2 1.4	- -	1 0.5	- -	- -	3 1.4	- -	- -	1 1.3	2 3.6
GARCIA VEGA	12 3.3	8 3.9	3 2.4	- -	1 2.9	11 5.9	1 1.5	- -	11 5.0	1 0.8	3 2.7	5 6.5	3 5.4
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	5 1.4	2 1.0	2 1.6	3 2.1	- -	2 1.1	1 1.5	2 2.8	2 0.9	2 1.7	2 1.8	1 1.3	- -
LICINCIADOS	24 6.6	13 6.4	9 7.1	14 9.9	1 2.9	9 4.8	8 11.8	5 6.9	11 5.0	9 7.5	8 7.3	7 9.1	- -
MONTE CARLO	6 1.7	4 2.0	- -	2 1.4	2 5.9	1 0.5	2 2.9	3 4.2	1 0.5	2 1.7	2 1.8	2 2.6	- -
MUNI MAKERS	4 1.1	2 1.0	1 0.8	- -	- -	4 2.2	2 2.9	- -	2 0.9	1 0.8	- -	2 2.6	1 1.8
NAT SHERMAN	9 2.5	4 2.0	4 3.1	5 3.5	- -	4 2.2	- -	4 5.6	5 2.3	3 2.5	5 4.5	1 1.3	- -
ONYX	11 3.0	7 3.4	4 3.1	7 5.0	1 2.9	3 1.6	2 2.9	5 6.9	4 1.8	4 3.3	4 3.6	3 3.9	- -
PHILLIES	1 0.3	- -	1 0.8	1 0.7	- -	- -	1 1.5	- -	- -	1 0.8	- -	- -	- -
PAUL GAMARIAN	4 1.1	1 0.5	3 2.4	2 1.4	1 2.9	1 0.5	- -	1 1.4	3 1.4	3 2.5	1 0.9	- -	- -
PORLARRANGA	1 0.3	- -	1 0.8	1 0.7	- -	- -	- -	- -	1 0.5	- -	1 0.9	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	9 2.5	9 4.4	- -	2 1.4	2 5.9	5 2.7	3 4.4	3 4.2	3 1.4	7 5.8	2 1.8	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TIPARILLO	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	1 1.4	- -	- -	1 0.9	- -	- -
TROYA	5 1.4	3 1.5	2 1.6	3 2.1	- -	2 1.1	1 1.5	1 1.4	3 1.4	3 2.5	2 1.8	- -	- -
WHITE OWL	3 0.8	2 1.0	1 0.8	1 0.7	2 5.9	- -	2 2.9	- -	1 0.5	1 0.8	2 1.8	- -	- -
DON'T KNOW	6 1.7	2 1.0	4 3.1	3 2.1	- -	3 1.6	- -	- -	6 2.7	2 1.7	2 1.8	1 1.3	1 1.8
NONE	3 0.8	1 0.5	1 0.8	1 0.7	1 2.9	1 0.5	1 1.5	- -	2 0.9	2 1.7	1 0.9	- -	- -
OTHER	73 20.1	43 21.1	23 18.1	27 19.1	4 11.8	42 22.6	11 16.2	12 16.7	50 22.5	21 17.5	21 19.1	16 20.8	15 26.8
TOTAL	1961 540.2	1118 548.0	709 558.3	874 619.9	129 379.4	939 504.8	407 598.5	370 513.9	1171 527.5	709 590.8	658 598.2	405 526.0	189 337.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE	16 4.4	6 2.9	9 7.1	6 4.3	1 2.9	9 4.8	5 7.4	2 2.8	9 4.1	5 4.2	6 5.5	3 3.9	2 3.6
ASHTON	17 4.7	9 4.4	7 5.5	8 5.7	3 8.8	6 3.2	3 4.4	3 4.2	11 5.0	4 3.3	6 5.5	5 6.5	2 3.6
AVO	14 3.9	9 4.4	5 3.9	11 7.8	- -	3 1.6	5 7.4	5 6.9	4 1.8	8 6.7	4 3.6	2 2.6	- -
BACCARAT	4 1.1	2 1.0	2 1.6	2 1.4	- -	2 1.1	- -	1 1.4	3 1.4	2 1.7	1 0.9	1 1.3	- -
BERING	8 2.2	4 2.0	4 3.1	1 0.7	2 5.9	5 2.7	1 1.5	1 1.4	6 2.7	2 1.7	1 0.9	2 2.6	3 5.4
COHIBA	26 7.2	12 5.9	11 8.7	15 10.6	3 8.8	8 4.3	4 5.9	4 5.6	17 7.7	11 9.2	8 7.3	4 5.2	3 5.4
CUESTA REY	10 2.8	7 3.4	3 2.4	2 1.4	1 2.9	7 3.8	1 1.5	1 1.4	8 3.6	1 0.8	5 4.5	3 3.9	1 1.8
DAVIDOFF	22 6.1	11 5.4	10 7.9	9 6.4	1 2.9	12 6.5	5 7.4	5 6.9	12 5.4	10 8.3	2 1.8	8 10.4	2 3.6
DON DIEGO	7 1.9	4 2.0	3 2.4	6 4.3	- -	1 0.5	4 5.9	1 1.4	2 0.9	5 4.2	2 1.8	- -	- -
DUNHILL	35 9.6	20 9.8	11 8.7	16 11.3	1 2.9	17 9.1	5 7.4	10 13.9	20 9.0	15 12.5	8 7.3	5 6.5	7 12.5
EXCALIBAR	4 1.1	3 1.5	1 0.8	3 2.1	- -	1 0.5	- -	3 4.2	1 0.5	2 1.7	1 0.9	1 1.3	- -
GRIFFINS	9 2.5	4 2.0	4 3.1	5 3.5	- -	4 2.2	2 2.9	- -	6 2.7	7 5.8	- -	1 1.3	1 1.8
H. UPMANN	35 9.6	18 8.8	16 12.6	10 7.1	4 11.8	21 11.3	4 5.9	8 11.1	23 10.4	7 5.8	13 11.8	9 11.7	6 10.7
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	25	15	9	8	3	14	4	3	18	11	4	5	5
	6.9	7.4	7.1	5.7	8.8	7.5	5.9	4.2	8.1	9.2	3.6	6.5	8.9
J.R.	8	2	4	-	-	8	-	1	7	1	2	4	1
	2.2	1.0	3.1	-	-	4.3	-	1.4	3.2	0.8	1.8	5.2	1.8
JUEN CLEMENTE	4	-	4	1	-	3	2	1	1	1	2	1	-
	1.1	-	3.1	0.7	-	1.6	2.9	1.4	0.5	0.8	1.8	1.3	-
LA GLORIA CUBANA	12	8	4	5	-	7	4	1	7	9	1	1	1
	3.3	3.9	3.1	3.5	-	3.8	5.9	1.4	3.2	7.5	0.9	1.3	1.8
MACANUDO	29	15	12	13	2	13	4	4	21	9	8	9	3
	8.0	7.4	9.4	9.2	5.9	7.0	5.9	5.6	9.5	7.5	7.3	11.7	5.4
MONTE CRISTO	17	10	4	7	2	8	2	4	10	7	5	1	4
	4.7	4.9	3.1	5.0	5.9	4.3	2.9	5.6	4.5	5.8	4.5	1.3	7.1
MONTECRUZ	11	7	4	5	1	5	3	1	6	4	3	4	-
	3.0	3.4	3.1	3.5	2.9	2.7	4.4	1.4	2.7	3.3	2.7	5.2	-
OSCAR	6	4	2	2	-	4	1	1	4	1	2	3	-
	1.7	2.0	1.6	1.4	-	2.2	1.5	1.4	1.8	0.8	1.8	3.9	-
PARTAGAS	34	21	11	6	7	21	7	5	22	9	12	8	5
	9.4	10.3	8.7	4.3	20.6	11.3	10.3	6.9	9.9	7.5	10.9	10.4	8.9
PLEIADES	3	2	1	2	1	-	1	2	-	2	1	-	-
	0.8	1.0	0.8	1.4	2.9	-	1.5	2.8	-	1.7	0.9	-	-
PRIMO DEL REY	6	6	-	3	2	1	-	2	3	3	1	2	-
	1.7	2.9	-	2.1	5.9	0.5	-	2.8	1.4	2.5	0.9	2.6	-
PUNCH	22	14	7	10	2	10	4	6	12	9	5	8	-
	6.1	6.9	5.5	7.1	5.9	5.4	5.9	8.3	5.4	7.5	4.5	10.4	-
RAMON ALLONES	4	2	2	-	1	3	-	2	2	2	-	2	-
	1.1	1.0	1.6	-	2.9	1.6	-	2.8	0.9	1.7	-	2.6	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROMEO Y JULIETA	20 5.5	12 5.9	7 5.5	10 7.1	- -	10 5.4	5 7.4	3 4.2	12 5.4	8 6.7	5 4.5	5 6.5	2 3.6
ROYAL JAMICA	26 7.2	15 7.4	11 8.7	9 6.4	2 5.9	15 8.1	6 8.8	1 1.4	19 8.6	9 7.5	8 7.3	5 6.5	4 7.1
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	18 5.0	11 5.4	7 5.5	10 7.1	- -	8 4.3	2 2.9	3 4.2	12 5.4	8 6.7	3 2.7	6 7.8	1 1.8
TEMPLE HALL	7 1.9	2 1.0	5 3.9	4 2.8	- -	3 1.6	2 2.9	- -	5 2.3	4 3.3	- -	2 2.6	1 1.8
THOMPSON	2 0.6	- -	2 1.6	- -	- -	2 1.1	- -	- -	2 0.9	- -	- -	2 2.6	- -
ZINO	8 2.2	3 1.5	3 2.4	1 0.7	2 5.9	5 2.7	2 2.9	1 1.4	5 2.3	4 3.3	2 1.8	1 1.3	1 1.8
ALIADOS	2 0.6	1 0.5	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
ANTONIO & CLEOPATRA	8 2.2	4 2.0	2 1.6	1 0.7	1 2.9	6 3.2	- -	- -	8 3.6	- -	2 1.8	2 2.6	4 7.1
CASABLANCA	2 0.6	- -	2 1.6	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	2 1.8	- -	- -
CROOKS	1 0.3	1 0.5	- -	1 0.7	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
CUBAN (NS)	4 1.1	1 0.5	3 2.4	1 0.7	1 2.9	2 1.1	1 1.5	1 1.4	2 0.9	2 1.7	1 0.9	1 1.3	- -
DON THOMAS	3 0.8	3 1.5	- -	1 0.7	1 2.9	1 0.5	- -	- -	3 1.4	- -	1 0.9	1 1.3	1 1.8
DUTCH MASTERS	15 4.1	8 3.9	4 3.1	3 2.1	5 14.7	7 3.8	1 1.5	2 2.8	12 5.4	2 1.7	4 3.6	3 3.9	6 10.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
EL PRODUCTO	8 2.2	3 1.5	4 3.1	- -	2 5.9	6 3.2	- -	- -	8 3.6	- -	1 0.9	4 5.2	3 5.4
GARCIA VEGA	13 3.6	7 3.4	5 3.9	6 4.3	2 5.9	5 2.7	1 1.5	3 4.2	9 4.1	3 2.5	5 4.5	5 6.5	- -
HAVA TAMPA	6 1.7	1 0.5	5 3.9	3 2.1	1 2.9	2 1.1	- -	- -	6 2.7	- -	3 2.7	1 1.3	2 3.6
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	6 1.7	4 2.0	1 0.8	2 1.4	1 2.9	3 1.6	1 1.5	1 1.4	4 1.8	1 0.8	1 0.9	2 2.6	2 3.6
MONTE CARLO	3 0.8	2 1.0	1 0.8	1 0.7	1 2.9	1 0.5	- -	1 1.4	2 0.9	- -	2 1.8	1 1.3	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.3	- -	1 0.8	1 0.7	- -	- -	- -	1 1.4	- -	- -	1 0.9	- -	- -
ONYX	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	2 2.9	- -	- -	2 1.7	- -	- -	- -
PHILLIES	3 0.8	2 1.0	1 0.8	- -	1 2.9	2 1.1	- -	1 1.4	2 0.9	1 0.8	- -	2 2.6	- -
PAUL GAMARIAN	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	- -	1 1.4	1 0.5	1 0.8	1 0.9	- -	- -
PORLARRANGA	3 0.8	2 1.0	1 0.8	1 0.7	- -	2 1.1	1 1.5	- -	2 0.9	1 0.8	- -	- -	2 3.6
ROBERT BURNS	1 0.3	- -	1 0.8	1 0.7	- -	- -	1 1.5	- -	- -	- -	1 0.9	- -	- -
SWISHER SWEETS	13 3.6	7 3.4	4 3.1	5 3.5	1 2.9	7 3.8	3 4.4	3 4.2	7 3.2	4 3.3	4 3.6	4 5.2	1 1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TIPARILLO	2 0.6	- -	2 1.6	1 0.7	- -	1 0.5	1 1.5	- -	1 0.5	1 0.8	1 0.9	- -	- -
TROYA	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	2 2.9	- -	- -	1 0.8	1 0.9	- -	- -
WHITE OWL	13 3.6	7 3.4	5 3.9	2 1.4	1 2.9	10 5.4	1 1.5	2 2.8	10 4.5	2 1.7	4 3.6	3 3.9	4 7.1
DON'T KNOW	32 8.8	18 8.8	12 9.4	9 6.4	3 8.8	20 10.8	6 8.8	6 8.3	20 9.0	9 7.5	10 9.1	6 7.8	7 12.5
NONE	79 21.8	52 25.5	19 15.0	34 24.1	6 17.6	38 20.4	22 32.4	20 27.8	37 16.7	27 22.5	27 24.5	14 18.2	11 19.6
OTHER	50 13.8	29 14.2	20 15.7	21 14.9	5 14.7	24 12.9	9 13.2	11 15.3	30 13.5	19 15.8	15 13.6	9 11.7	7 12.5
TOTAL	743 204.7	414 202.9	280 220.5	291 206.4	73 214.7	376 202.2	140 205.9	138 191.7	459 206.8	257 214.2	209 190.0	171 222.1	106 189.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE	20 5.5	9 4.4	8 6.3	9 6.4	- -	11 5.9	4 5.9	4 5.6	12 5.4	5 4.2	11 10.0	4 5.2	- -
ASHTON	6 1.7	3 1.5	2 1.6	4 2.8	- -	2 1.1	1 1.5	4 5.6	1 0.5	5 4.2	- -	- -	1 1.8
AVO	9 2.5	4 2.0	3 2.4	5 3.5	- -	4 2.2	1 1.5	3 4.2	5 2.3	5 4.2	3 2.7	- -	1 1.8
BACCARAT	1 0.3	- -	- -	1 0.7	- -	- -	1 1.5	- -	- -	- -	- -	- -	1 1.8
BERING	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
COHIBA	41 11.3	23 11.3	16 12.6	19 13.5	2 5.9	20 10.8	9 13.2	8 11.1	23 10.4	20 16.7	12 10.9	8 10.4	1 1.8
CUESTA REY	1 0.3	- -	1 0.8	- -	1 2.9	- -	- -	- -	1 0.5	- -	- -	- -	1 1.8
DAVIDOFF	27 7.4	20 9.8	6 4.7	12 8.5	1 2.9	14 7.5	4 5.9	8 11.1	15 6.8	10 8.3	11 10.0	4 5.2	2 3.6
DON DIEGO	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
DUNHILL	11 3.0	4 2.0	5 3.9	3 2.1	1 2.9	7 3.8	1 1.5	3 4.2	7 3.2	2 1.7	4 3.6	2 2.6	3 5.4
EXCALIBAR	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	2 1.8	- -	- -
GRIFFINS	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
H. UPMANN	19 5.2	9 4.4	9 7.1	4 2.8	3 8.8	12 6.5	1 1.5	4 5.6	14 6.3	1 0.8	6 5.5	5 6.5	7 12.5
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	10	7	1	5	1	4	4	1	5	5	3	1	1
	2.8	3.4	0.8	3.5	2.9	2.2	5.9	1.4	2.3	4.2	2.7	1.3	1.8
J.R.	4	3	1	-	-	4	-	-	4	1	1	2	-
	1.1	1.5	0.8	-	-	2.2	-	-	1.8	0.8	0.9	2.6	-
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	10	8	2	7	1	2	3	4	3	5	4	-	1
	2.8	3.9	1.6	5.0	2.9	1.1	4.4	5.6	1.4	4.2	3.6	-	1.8
MACANUDO	53	36	11	20	10	23	6	10	37	15	13	12	13
	14.6	17.6	8.7	14.2	29.4	12.4	8.8	13.9	16.7	12.5	11.8	15.6	23.2
MONTE CRISTO	17	10	7	10	3	3	4	2	11	8	5	3	1
	4.7	4.9	5.5	7.1	8.8	1.6	5.9	2.8	5.0	6.7	4.5	3.9	1.8
MONTECRUZ	1	-	1	1	-	-	-	-	1	-	1	-	-
	0.3	-	0.8	0.7	-	-	-	-	0.5	-	0.9	-	-
OSCAR	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	24	14	10	8	1	15	5	6	13	8	8	6	2
	6.6	6.9	7.9	5.7	2.9	8.1	7.4	8.3	5.9	6.7	7.3	7.8	3.6
PLEIADES	2	-	2	-	-	2	-	1	1	-	-	2	-
	0.6	-	1.6	-	-	1.1	-	1.4	0.5	-	-	2.6	-
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PUNCH	7	5	2	2	1	4	3	-	4	-	4	1	2
	1.9	2.5	1.6	1.4	2.9	2.2	4.4	-	1.8	-	3.6	1.3	3.6
RAMON ALLONES	2	1	1	-	-	2	-	1	1	1	-	-	1
	0.6	0.5	0.8	-	-	1.1	-	1.4	0.5	0.8	-	-	1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROMEO Y JULIETA	14 3.9	6 2.9	7 5.5	6 4.3	- -	8 4.3	1 1.5	3 4.2	10 4.5	6 5.0	1 0.9	4 5.2	3 5.4
ROYAL JAMICA	5 1.4	4 2.0	- -	2 1.4	2 5.9	1 0.5	- -	1 1.4	4 1.8	- -	2 1.8	1 1.3	2 3.6
SIMON BOLIVAR	2 0.6	1 0.5	1 0.8	1 0.7	- -	1 0.5	- -	- -	2 0.9	2 1.7	- -	- -	- -
TE-AMO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TEMPLE HALL	3 0.8	- -	3 2.4	1 0.7	- -	2 1.1	1 1.5	1 1.4	1 0.5	1 0.8	1 0.9	1 1.3	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.3	- -	- -	- -	1 2.9	- -	1 1.5	- -	- -	1 0.8	- -	- -	- -
ALIADOS	3 0.8	- -	3 2.4	2 1.4	- -	1 0.5	1 1.5	- -	2 0.9	- -	1 0.9	2 2.6	- -
ANTONIO & CLEOPATRA	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
CASABLANCA	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	7 1.9	3 1.5	3 2.4	1 0.7	1 2.9	5 2.7	2 2.9	1 1.4	4 1.8	2 1.7	1 0.9	3 3.9	1 1.8
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	- -	1 0.9	1 1.3	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
HAVA TAMPA	1 0.3	- -	1 0.8	- -	1 2.9	- -	- -	- -	1 0.5	- -	1 0.9	- -	- -
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	5 1.4	3 1.5	2 1.6	3 2.1	1 2.9	1 0.5	2 2.9	1 1.4	2 0.9	2 1.7	2 1.8	1 1.3	- -
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PAUL GAMARIAN	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	1 1.4	- -	1 0.8	- -	- -	- -
PORLARRANGA	1 0.3	1 0.5	- -	- -	1 2.9	- -	- -	1 1.4	- -	- -	1 0.9	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	10 2.8	6 2.9	2 1.6	5 3.5	- -	5 2.7	4 5.9	1 1.4	5 2.3	5 4.2	1 0.9	3 3.9	1 1.8
NONE	7 1.9	5 2.5	1 0.8	- -	2 5.9	5 2.7	2 2.9	1 1.4	4 1.8	2 1.7	1 0.9	2 2.6	2 3.6
OTHER	27 7.4	12 5.9	11 8.7	9 6.4	- -	17 9.1	7 10.3	2 2.8	18 8.1	7 5.8	7 6.4	5 6.5	8 14.3
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 21
Q16 : IS THAT THE BRAND YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents minus none/dk	346	193	124	136	32	176	62	70	213	113	108	72	53
YES	144 41.6	77 39.9	53 42.7	48 35.3	17 53.1	79 44.9	21 33.9	26 37.1	97 45.5	40 35.4	49 45.4	33 45.8	22 41.5
NO	202 58.4	116 60.1	71 57.3	88 64.7	15 46.9	97 55.1	41 66.1	44 62.9	116 54.5	73 64.6	59 54.6	39 54.2	31 58.5
TOTAL	346 100.0	193 100.0	124 100.0	136 100.0	32 100.0	176 100.0	62 100.0	70 100.0	213 100.0	113 100.0	108 100.0	72 100.0	53 100.0

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UNDER PROTECTIVE ORDER
GC 014903

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 22
Q16A : WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
PRICE/VALUE (NET)	102	64	28	42	7	52	15	29	57	33	33	20	16
	50.5	55.2	39.4	47.7	46.7	53.6	36.6	65.9	49.1	45.2	55.9	51.3	51.6
TOO EXPENSIVE/CAN'T AFFORD	71	47	17	28	6	37	12	22	36	23	24	13	11
	35.1	40.5	23.9	31.8	40.0	38.1	29.3	50.0	31.0	31.5	40.7	33.3	35.5
PRICE	3	1	2	2	-	1	-	-	3	-	2	1	-
	1.5	0.9	2.8	2.3	-	1.0	-	-	2.6	-	3.4	2.6	-
$1 TO $5 A PIECE	8	6	-	4	2	2	-	3	5	3	2	-	3
	4.0	5.2	-	4.5	13.3	2.1	-	6.8	4.3	4.1	3.4	-	9.7
$6 TO $10 PIECE	14	4	10	5	1	8	2	2	10	5	2	5	2
	6.9	3.4	14.1	5.7	6.7	8.2	4.9	4.5	8.6	6.8	3.4	12.8	6.5
$11 TO $15 A PIECE	5	4	1	2	1	2	1	-	4	3	-	1	1
	2.5	3.4	1.4	2.3	6.7	2.1	2.4	-	3.4	4.1	-	2.6	3.2
$16 TO $20 A PIECE	3	1	1	-	-	3	-	2	1	-	-	3	-
	1.5	0.9	1.4	-	-	3.1	-	4.5	0.9	-	-	7.7	-
$30 A PIECE	1	1	-	-	-	1	-	-	1	1	-	-	-
	0.5	0.9	-	-	-	1.0	-	-	0.9	1.4	-	-	-
$40 A PIECE	2	2	-	-	-	1	1	-	1	-	2	-	-
	1.0	1.7	-	-	-	1.0	2.4	-	0.9	-	3.4	-	-
OTHER PRICE/VALUE COMMENTS	2	1	-	2	-	-	-	1	1	1	1	-	-
	1.0	0.9	-	2.3	-	-	-	2.3	0.9	1.4	1.7	-	-
AVAILABILITY (NET)	113	64	43	47	10	56	23	19	70	48	25	24	16
	55.9	55.2	60.6	53.4	66.7	57.7	56.1	43.2	60.3	65.8	42.4	61.5	51.6
ILLEGAL IN U.S./CUBAN CIGARS ILLEGAL TO IMPORT	75	38	33	34	4	37	16	12	46	36	15	18	6
	37.1	32.8	46.5	38.6	26.7	38.1	39.0	27.3	39.7	49.3	25.4	46.2	19.4
LIMITED AVAILABILITY/ HARD TO FIND	26	16	9	10	5	11	5	6	15	10	6	4	6
	12.9	13.8	12.7	11.4	33.3	11.3	12.2	13.6	12.9	13.7	10.2	10.3	19.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 22
Q16A : WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
NOT AVAILABLE AT LOCAL STORES	10 5.0	9 7.8	1 1.4	3 3.4	- -	7 7.2	- -	1 2.3	9 7.8	1 1.4	4 6.8	2 5.1	3 9.7
TOBACCO/CIGAR STORES RARE/SPARSE	2 1.0	- -	2 2.8	1 1.1	1 6.7	- -	1 2.4	- -	1 0.9	1 1.4	- -	- -	1 3.2
SELLS OUT FAST	1 0.5	- -	1 1.4	1 1.1	- -	- -	1 2.4	- -	- -	1 1.4	- -	- -	- -
HAVE TO ORDER BY MAIL	3 1.5	3 2.6	- -	- -	- -	3 3.1	1 2.4	- -	2 1.7	- -	3 5.1	- -	- -
OTHER AVAILABILITY COMMENTS	3 1.5	1 0.9	1 1.4	- -	1 6.7	2 2.1	- -	- -	3 2.6	- -	- -	3 7.7	- -
MISCELLANEOUS (NET)	29 14.4	15 12.9	11 15.5	15 17.0	2 13.3	12 12.4	9 22.0	8 18.2	12 10.3	9 12.3	11 18.6	5 12.8	4 12.9
NO USUAL BRAND	15 7.4	7 6.0	7 9.9	11 12.5	- -	4 4.1	5 12.2	5 11.4	5 4.3	4 5.5	8 13.6	1 2.6	2 6.5
SAVE FOR SPECIAL OCCASSIONS	3 1.5	1 0.9	2 2.8	1 1.1	1 6.7	1 1.0	1 2.4	1 2.3	1 0.9	1 1.4	1 1.7	1 2.6	- -
PREFER MACANUDA	3 1.5	1 0.9	1 1.4	- -	- -	3 3.1	- -	2 4.5	1 0.9	2 2.7	- -	1 2.6	- -
PREFER TASTE OF OTHER BRAND	2 1.0	1 0.9	1 1.4	1 1.1	- -	1 1.0	1 2.4	- -	1 0.9	1 1.4	- -	1 2.6	- -
OTHER MISCELLANEOUS COMMENTS	10 5.0	7 6.0	2 2.8	3 3.4	1 6.7	6 6.2	3 7.3	1 2.3	6 5.2	3 4.1	3 5.1	1 2.6	3 9.7
DON'T KNOW	1 0.5	- -	1 1.4	- -	- -	1 1.0	1 2.4	- -	- -	1 1.4	- -	- -	- -
NOTHING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	263 130.2	151 130.2	92 129.6	108 122.7	23 153.3	131 135.1	51 124.4	58 131.8	152 131.0	97 132.9	73 123.7	55 141.0	38 122.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
ARTURO FUENTE	31 15.3	22 19.0	8 11.3	18 20.5	2 13.3	11 11.3	6 14.6	5 11.4	20 17.2	12 16.4	10 16.9	6 15.4	3 9.7
ASHTON	1 0.5	1 0.9	- -	1 1.1	- -	- -	- -	- -	1 0.9	- -	1 1.7	- -	- -
AVO	3 1.5	2 1.7	1 1.4	2 2.3	- -	1 1.0	1 2.4	1 2.3	1 0.9	2 2.7	1 1.7	- -	- -
BACCARAT	1 0.5	1 0.9	- -	- -	- -	1 1.0	- -	- -	1 0.9	- -	1 1.7	- -	- -
BERING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.5	- -	1 1.4	- -	- -	1 1.0	- -	- -	1 0.9	- -	- -	1 2.6	- -
DAVIDOFF	2 1.0	- -	2 2.8	2 2.3	- -	- -	1 2.4	- -	1 0.9	2 2.7	- -	- -	- -
DON DIEGO	1 0.5	1 0.9	- -	- -	- -	1 1.0	- -	- -	1 0.9	- -	1 1.7	- -	- -
DUNHILL	4 2.0	2 1.7	2 2.8	- -	- -	4 4.1	- -	2 4.5	2 1.7	1 1.4	- -	2 5.1	1 3.2
EXCALIBAR	1 0.5	1 0.9	- -	1 1.1	- -	- -	1 2.4	- -	- -	1 1.4	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	3 1.5	3 2.6	- -	- -	- -	3 3.1	- -	- -	3 2.6	- -	1 1.7	1 2.6	1 3.2
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	4	3	-	1	1	2	-	-	4	1	-	-	3
	2.0	2.6	-	1.1	6.7	2.1	-	-	3.4	1.4	-	-	9.7
J.R.	7	5	2	4	-	3	1	1	4	3	2	-	2
	3.5	4.3	2.8	4.5	-	3.1	2.4	2.3	3.4	4.1	3.4	-	6.5
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	15	8	7	4	2	9	3	4	8	2	6	3	4
	7.4	6.9	9.9	4.5	13.3	9.3	7.3	9.1	6.9	2.7	10.2	7.7	12.9
MACANUDO	29	14	13	11	3	15	6	10	13	14	9	2	4
	14.4	12.1	18.3	12.5	20.0	15.5	14.6	22.7	11.2	19.2	15.3	5.1	12.9
MONTE CRISTO	1	1	-	-	-	1	-	-	1	-	-	-	1
	0.5	0.9	-	-	-	1.0	-	-	0.9	-	-	-	3.2
MONTECRUZ	3	-	2	-	1	2	-	-	3	-	-	2	1
	1.5	-	2.8	-	6.7	2.1	-	-	2.6	-	-	5.1	3.2
OSCAR	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	17	8	9	11	-	5	6	1	10	9	3	2	3
	8.4	6.9	12.7	12.5	-	5.2	14.6	2.3	8.6	12.3	5.1	5.1	9.7
PLEIADES	1	-	1	1	-	-	-	1	-	-	1	-	-
	0.5	-	1.4	1.1	-	-	-	2.3	-	-	1.7	-	-
PRIMO DEL REY	1	-	1	-	1	-	-	-	1	-	1	-	-
	0.5	-	1.4	-	6.7	-	-	-	0.9	-	1.7	-	-
PUNCH	2	2	-	-	1	1	-	1	1	1	-	-	1
	1.0	1.7	-	-	6.7	1.0	-	2.3	0.9	1.4	-	-	3.2
RAMON ALLONES	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
ROMEO Y JULIETA	3 1.5	2 1.7	- -	2 2.3	- -	1 1.0	2 4.9	1 2.3	- -	1 1.4	1 1.7	1 2.6	- -
ROYAL JAMICA	1 0.5	- -	1 1.4	- -	- -	1 1.0	- -	- -	1 0.9	- -	- -	1 2.6	- -
SIMON BOLIVAR	1 0.5	- -	1 1.4	- -	- -	1 1.0	1 2.4	- -	- -	1 1.4	- -	- -	- -
TE-AMO	3 1.5	1 0.9	2 2.8	- -	- -	3 3.1	- -	- -	3 2.6	- -	1 1.7	2 5.1	- -
TEMPLE HALL	1 0.5	1 0.9	- -	1 1.1	- -	- -	- -	- -	1 0.9	- -	1 1.7	- -	- -
THOMPSON	1 0.5	1 0.9	- -	- -	- -	1 1.0	- -	- -	1 0.9	- -	1 1.7	- -	- -
ZINO	2 1.0	2 1.7	- -	1 1.1	- -	1 1.0	- -	1 2.3	1 0.9	1 1.4	1 1.7	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	2 1.0	1 0.9	1 1.4	- -	2 13.3	- -	- -	1 2.3	1 0.9	- -	1 1.7	- -	1 3.2
CASABLANCA	2 1.0	1 0.9	1 1.4	- -	- -	2 2.1	- -	1 2.3	1 0.9	- -	- -	2 5.1	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	2 1.0	1 0.9	- -	- -	- -	2 2.1	- -	- -	2 1.7	1 1.4	- -	1 2.6	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	3 1.5	1 0.9	1 1.4	3 3.4	- -	- -	1 2.4	1 2.3	1 0.9	2 2.7	1 1.7	- -	- -
LICINCIADOS	3 1.5	2 1.7	1 1.4	2 2.3	- -	1 1.0	1 2.4	1 2.3	1 0.9	1 1.4	2 3.4	- -	- -
MONTE CARLO	3 1.5	2 1.7	- -	1 1.1	1 6.7	- -	1 2.4	1 2.3	1 0.9	2 2.7	1 1.7	- -	- -
MUNI MAKERS	1 0.5	- -	- -	- -	- -	1 1.0	- -	- -	1 0.9	- -	- -	1 2.6	- -
NAT SHERMAN	1 0.5	- -	1 1.4	1 1.1	- -	- -	- -	1 2.3	- -	- -	1 1.7	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 0.5	1 0.9	- -	1 1.1	- -	- -	1 2.4	- -	- -	1 1.4	- -	- -	- -
PAUL GAMARIAN	1 0.5	1 0.9	- -	- -	- -	1 1.0	- -	- -	1 0.9	1 1.4	- -	- -	- -
PORLARRANGA	1 0.5	1 0.9	- -	- -	- -	1 1.0	1 2.4	- -	- -	- -	- -	1 2.6	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	1 0.5	1 0.9	- -	1 1.1	- -	- -	- -	1 2.3	- -	- -	1 1.7	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not smoke best brand most often	202	116	71	88	15	97	41	44	116	73	59	39	31
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	8 4.0	3 2.6	5 7.0	3 3.4	- -	5 5.2	- -	2 4.5	6 5.2	1 1.4	3 5.1	3 7.7	1 3.2
NONE	10 5.0	5 4.3	3 4.2	7 8.0	- -	3 3.1	6 14.6	1 2.3	3 2.6	7 9.6	2 3.4	1 2.6	- -
OTHER	23 11.4	15 12.9	5 7.0	9 10.2	1 6.7	13 13.4	2 4.9	6 13.6	15 12.9	6 8.2	5 8.5	7 17.9	5 16.1
TOTAL	202 100.0	116 100.0	71 100.0	88 100.0	15 100.0	97 100.0	41 100.0	44 100.0	116 100.0	73 100.0	59 100.0	39 100.0	31 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TASTE/FLAVOR (NET)	236	131	83	88	23	124	47	50	138	72	79	52	33
	65.0	64.2	65.4	62.4	67.6	66.7	69.1	69.4	62.2	60.0	71.8	67.5	58.9
MILD TASTE/FLAVOR/NOT TOO STRONG	63 17.4	38 18.6	21 16.5	20 14.2	7 20.6	35 18.8	8 11.8	15 20.8	40 18.0	14 11.7	17 15.5	20 26.0	12 21.4
SMOOTH TASTE/FLAVOR/ NOT HARSH	65 17.9	40 19.6	19 15.0	26 18.4	4 11.8	35 18.8	12 17.6	15 20.8	38 17.1	20 16.7	27 24.5	10 13.0	8 14.3
RICH TASTE/FLAVOR	16 4.4	8 3.9	5 3.9	4 2.8	2 5.9	10 5.4	3 4.4	4 5.6	9 4.1	4 3.3	6 5.5	4 5.2	2 3.6
ROBUST/FULL-FLAVORED	32 8.8	18 8.8	11 8.7	16 11.3	3 8.8	13 7.0	8 11.8	10 13.9	13 5.9	13 10.8	8 7.3	8 10.4	3 5.4
CONSISTENT TASTE/ FLAVOR	10 2.8	6 2.9	4 3.1	9 6.4	- -	1 0.5	4 5.9	- -	6 2.7	8 6.7	- -	2 2.6	- -
LIKE FRESHNESS	11 3.0	6 2.9	4 3.1	5 3.5	1 2.9	5 2.7	- -	1 1.4	10 4.5	3 2.5	5 4.5	2 2.6	1 1.8
LIKE TASTE/FLAVOR (UNSPECIFIED)	33 9.1	15 7.4	12 9.4	9 6.4	4 11.8	20 10.8	8 11.8	5 6.9	20 9.0	9 7.5	11 10.0	6 7.8	7 12.5
STRONG TASTE/FLAVOR	22 6.1	12 5.9	7 5.5	8 5.7	2 5.9	12 6.5	2 2.9	3 4.2	16 7.2	6 5.0	8 7.3	7 9.1	1 1.8
NOT BURN MOUTH	14 3.9	11 5.4	2 1.6	4 2.8	1 2.9	9 4.8	1 1.5	3 4.2	10 4.5	2 1.7	7 6.4	1 1.3	4 7.1
SWEET TASTE/FLAVOR	20 5.5	12 5.9	7 5.5	7 5.0	4 11.8	9 4.8	4 5.9	6 8.3	10 4.5	10 8.3	5 4.5	4 5.2	1 1.8
SPICY TASTE/FLAVOR	11 3.0	10 4.9	1 0.8	5 3.5	1 2.9	5 2.7	3 4.4	3 4.2	5 2.3	3 2.5	5 4.5	2 2.6	1 1.8
GOOD TOBACCO TASTE/ FLAVOR	3 0.8	2 1.0	1 0.8	2 1.4	1 2.9	- -	1 1.5	1 1.4	1 0.5	1 0.8	2 1.8	- -	- -
NUTTY COFFEE FLAVOR	8 2.2	4 2.0	4 3.1	3 2.1	1 2.9	4 2.2	3 4.4	1 1.4	4 1.8	3 2.5	2 1.8	3 3.9	- -

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
CREAMY TASTE	4 1.1	4 2.0	- -	3 2.1	- -	1 0.5	2 2.9	1 1.4	1 0.5	4 3.3	- -	- -	- -
NOT BITTER	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	1 1.5	- -	1 0.5	- -	1 0.9	1 1.3	- -
DRY TASTE	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	1 1.4	1 0.5	- -	1 0.9	- -	1 1.8
OTHER TASTE/FLAVOR COMMENTS	13 3.6	5 2.5	7 5.5	7 5.0	1 2.9	5 2.7	2 2.9	2 2.8	9 4.1	4 3.3	4 3.6	2 2.6	3 5.4
VARIETY (NET)	19 5.2	14 6.9	5 3.9	9 6.4	1 2.9	9 4.8	2 2.9	4 5.6	13 5.9	9 7.5	5 4.5	4 5.2	1 1.8
VARIETY OF FLAVORS	9 2.5	8 3.9	1 0.8	5 3.5	- -	4 2.2	2 2.9	2 2.8	5 2.3	6 5.0	2 1.8	1 1.3	- -
VARIETY OF SIZES	12 3.3	7 3.4	5 3.9	5 3.5	1 2.9	6 3.2	- -	3 4.2	9 4.1	5 4.2	3 2.7	3 3.9	1 1.8
OTHER VARIETY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVAILABILITY (NET)	22 6.1	16 7.8	5 3.9	11 7.8	1 2.9	10 5.4	1 1.5	5 6.9	16 7.2	9 7.5	4 3.6	6 7.8	3 5.4
AVAILABLE/EASY TO FIND	22 6.1	16 7.8	5 3.9	11 7.8	1 2.9	10 5.4	1 1.5	5 6.9	16 7.2	9 7.5	4 3.6	6 7.8	3 5.4
OTHER AVAILABILITY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	158 43.5	86 42.2	59 46.5	66 46.8	18 52.9	73 39.2	23 33.8	26 36.1	108 48.6	45 37.5	49 44.5	41 53.2	23 41.1
GOOD QUALITY (UNSPECIFIED)	13 3.6	7 3.4	4 3.1	7 5.0	1 2.9	5 2.7	2 2.9	2 2.8	9 4.1	3 2.5	7 6.4	2 2.6	1 1.8
WELL MADE/GOOD QUALITY/CONSTRUCTION	40 11.0	25 12.3	13 10.2	13 9.2	3 8.8	23 12.4	4 5.9	7 9.7	29 13.1	9 7.5	10 9.1	14 18.2	7 12.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
CONSISTENT QUALITY	36 9.9	19 9.3	16 12.6	18 12.8	3 8.8	15 8.1	5 7.4	7 9.7	24 10.8	11 9.2	10 9.1	12 15.6	3 5.4
HIGH GRADE TOBACCO/ BLEND OF TOBACCO	16 4.4	10 4.9	6 4.7	5 3.5	- -	11 5.9	3 4.4	1 1.4	12 5.4	4 3.3	6 5.5	3 3.9	3 5.4
WELL ROLLED/WRAPPED	15 4.1	6 2.9	8 6.3	6 4.3	1 2.9	8 4.3	- -	3 4.2	12 5.4	4 3.3	4 3.6	4 5.2	3 5.4
PACKED WELL/EVENLY	14 3.9	7 3.4	6 4.7	6 4.3	2 5.9	6 3.2	2 2.9	4 5.6	8 3.6	3 2.5	5 4.5	5 6.5	1 1.8
BURNS/SMOKES WELL/ EVENLY	55 15.2	31 15.2	19 15.0	18 12.8	4 11.8	33 17.7	6 8.8	12 16.7	36 16.2	17 14.2	14 12.7	14 18.2	10 17.9
EASY TO DRAW	35 9.6	21 10.3	11 8.7	9 6.4	6 17.6	20 10.8	3 4.4	8 11.1	24 10.8	13 10.8	5 4.5	10 13.0	7 12.5
SMOKE DOWN TO END	6 1.7	4 2.0	2 1.6	3 2.1	- -	3 1.6	- -	- -	6 2.7	1 0.8	4 3.6	1 1.3	- -
LASTS LONGER/BURNS A LONG TIME	7 1.9	5 2.5	1 0.8	5 3.5	1 2.9	1 0.5	3 4.4	1 1.4	3 1.4	3 2.5	3 2.7	1 1.3	- -
GOOD AMOUNT OF SMOKE	2 0.6	2 1.0	- -	- -	2 5.9	- -	1 1.5	- -	1 0.5	1 0.8	1 0.9	- -	- -
OTHER QUALITY COMMENTS	3 0.8	2 1.0	1 0.8	1 0.7	- -	2 1.1	- -	- -	3 1.4	- -	2 1.8	- -	1 1.8
STYLE/DESIGN (NET)	87	42	36	33	8	46	21	13	53	26	25	21	15
	24.0	20.6	28.3	23.4	23.5	24.7	30.9	18.1	23.9	21.7	22.7	27.3	26.8
LIKE THE WRAPPER (UNSPECIFIED)	7 1.9	3 1.5	3 2.4	4 2.8	- -	3 1.6	1 1.5	2 2.8	4 1.8	2 1.7	2 1.8	2 2.6	1 1.8
MADURO WRAPPER	5 1.4	2 1.0	2 1.6	2 1.4	- -	3 1.6	2 2.9	2 2.8	1 0.5	1 0.8	3 2.7	1 1.3	- -
CONNECTICUT WRAPPER	3 0.8	2 1.0	1 0.8	- -	- -	3 1.6	1 1.5	- -	2 0.9	- -	3 2.7	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
BROWN WRAPPER	3 0.8	2 1.0	1 0.8	- -	- -	3 1.6	- -	- -	3 1.4	1 0.8	2 1.8	- -	- -
LIKE THE SIZE	22 6.1	10 4.9	9 7.1	9 6.4	1 2.9	12 6.5	8 11.8	1 1.4	13 5.9	8 6.7	7 6.4	3 3.9	4 7.1
LIKE LARGER SIZE/ LARGER RING	13 3.6	6 2.9	6 4.7	4 2.8	2 5.9	7 3.8	3 4.4	- -	10 4.5	2 1.7	5 4.5	4 5.2	2 3.6
MORE TOBACCO/LESS PAPER IN CIGAR	3 0.8	1 0.5	2 1.6	2 1.4	1 2.9	- -	1 1.5	- -	2 0.9	1 0.8	- -	1 1.3	1 1.8
HAND MADE/ROLLED	13 3.6	8 3.9	4 3.1	4 2.8	1 2.9	8 4.3	1 1.5	2 2.8	10 4.5	5 4.2	1 0.9	3 3.9	4 7.1
FULL BODIED	10 2.8	5 2.5	5 3.9	4 2.8	2 5.9	4 2.2	3 4.4	3 4.2	4 1.8	4 3.3	3 2.7	3 3.9	- -
NATURAL WRAPPER	4 1.1	3 1.5	1 0.8	1 0.7	- -	3 1.6	- -	- -	4 1.8	- -	1 0.9	1 1.3	2 3.6
SMALLER SIZE/SMALLER RING SIZE	4 1.1	2 1.0	2 1.6	1 0.7	- -	3 1.6	- -	2 2.8	2 0.9	1 0.8	1 0.9	1 1.3	1 1.8
TOBACCO/FILLERS AGED	4 1.1	2 1.0	1 0.8	- -	- -	4 2.2	- -	- -	4 1.8	- -	1 0.9	2 2.6	1 1.8
QUICK SMOKE	2 0.6	1 0.5	- -	1 0.7	1 2.9	- -	1 1.5	1 1.4	- -	1 0.8	- -	- -	1 1.8
OTHER STYLE/DESIGN COMMENTS	13 3.6	7 3.4	4 3.1	7 5.0	- -	6 3.2	4 5.9	- -	9 4.1	1 0.8	4 3.6	5 6.5	3 5.4
PRICE/VALUE (NET)	92	56	29	34	7	50	14	24	53	31	29	22	10
	25.3	27.5	22.8	24.1	20.6	26.9	20.6	33.3	23.9	25.8	26.4	28.6	17.9
LESS EXPENSIVE/NOT EXPENSIVE	23 6.3	14 6.9	8 6.3	13 9.2	1 2.9	9 4.8	5 7.4	9 12.5	9 4.1	8 6.7	11 10.0	1 1.3	3 5.4
GOOD/REASONABLE PRICE	29 8.0	19 9.3	8 6.3	8 5.7	1 2.9	20 10.8	4 5.9	8 11.1	17 7.7	8 6.7	8 7.3	10 13.0	3 5.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
GOOD VALUE FOR THE MONEY	33 9.1	21 10.3	11 8.7	11 7.8	4 11.8	17 9.1	4 5.9	6 8.3	22 9.9	13 10.8	8 7.3	9 11.7	3 5.4
$1 TO $5 A PIECE	12 3.3	5 2.5	4 3.1	4 2.8	2 5.9	6 3.2	2 2.9	3 4.2	7 3.2	4 3.3	1 0.9	5 6.5	2 3.6
OTHER PRICE/VALUE COMMENTS	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
APPEARANCE (NET)	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
OTHER APPEARANCE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	102	55	34	30	14	58	16	19	67	28	30	26	18
	28.1	27.0	26.8	21.3	41.2	31.2	23.5	26.4	30.2	23.3	27.3	33.8	32.1
LIKE THE OILS	2 0.6	1 0.5	1 0.8	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	2 1.8	- -	- -
LIKE THE TEXTURE	6 1.7	4 2.0	1 0.8	1 0.7	1 2.9	4 2.2	1 1.5	2 2.8	3 1.4	- -	4 3.6	1 1.3	1 1.8
LIKE SMELL/AROMA	41 11.3	19 9.3	18 14.2	15 10.6	5 14.7	21 11.3	4 5.9	9 12.5	28 12.6	8 6.7	17 15.5	11 14.3	5 8.9
LIKE THE ASH	7 1.9	3 1.5	2 1.6	- -	1 2.9	6 3.2	- -	- -	7 3.2	1 0.8	1 0.9	1 1.3	4 7.1
RELAXING/PLEASURABLE	7 1.9	3 1.5	2 1.6	- -	1 2.9	6 3.2	1 1.5	1 1.4	5 2.3	1 0.8	- -	2 2.6	4 7.1
DOMINICAN MADE	4 1.1	2 1.0	1 0.8	1 0.7	1 2.9	2 1.1	- -	1 1.4	3 1.4	- -	- -	3 3.9	1 1.8
EVERYDAY CIGAR/CAN SMOKE EVERYDAY	2 0.6	- -	1 0.8	2 1.4	- -	- -	1 1.5	1 1.4	- -	2 1.7	- -	- -	- -
NO PROBLEMS/BAD EXPERIENCE	2 0.6	1 0.5	- -	1 0.7	1 2.9	- -	- -	1 1.4	1 0.5	1 0.8	- -	1 1.3	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
AROMA NOT OFFENSIVE TO OTHERS	7 1.9	5 2.5	2 1.6	3 2.1	1 2.9	3 1.6	2 2.9	1 1.4	4 1.8	2 1.7	2 1.8	2 2.6	1 1.8
NAME BRAND RECOGNITION	3 0.8	2 1.0	1 0.8	1 0.7	- -	2 1.1	- -	1 1.4	2 0.9	1 0.8	1 0.9	- -	1 1.8
GOES WELL WITH ALCOHOL	2 0.6	1 0.5	- -	1 0.7	1 2.9	- -	2 2.9	- -	- -	2 1.7	- -	- -	- -
WOOD/CEDER BOX	1 0.3	- -	1 0.8	- -	1 2.9	- -	- -	- -	1 0.5	- -	- -	1 1.3	- -
SMOKE AFTER A MEAL	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
CUBAN	5 1.4	3 1.5	2 1.6	2 1.4	- -	3 1.6	1 1.5	- -	4 1.8	3 2.5	1 0.9	1 1.3	- -
HIGH/UPPER CLASS	3 0.8	2 1.0	1 0.8	- -	1 2.9	2 1.1	- -	1 1.4	2 0.9	1 0.8	- -	1 1.3	1 1.8
SIMILAR TO CUBAN CIGAR	3 0.8	1 0.5	2 1.6	1 0.7	- -	2 1.1	- -	- -	3 1.4	2 1.7	- -	1 1.3	- -
HIGH RATING IN CIGAR AFICIONADO	2 0.6	1 0.5	- -	1 0.7	- -	1 0.5	1 1.5	1 1.4	- -	- -	- -	2 2.6	- -
OTHER MISCELLANEOUS COMMENTS	17 4.7	12 5.9	3 2.4	6 4.3	1 2.9	10 5.4	5 7.4	2 2.8	10 4.5	9 7.5	4 3.6	1 1.3	3 5.4
DON'T KNOW	2 0.6	1 0.5	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 3.6
NOTHING	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.8
TOTAL	937 258.1	539 264.2	316 248.8	354 251.1	88 258.8	492 264.5	152 223.5	186 258.3	595 268.0	286 238.3	284 258.2	227 294.8	140 250.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TASTE/FLAVOR (NET)	19	8	8	10	-	9	2	5	12	7	6	4	2
	5.2	3.9	6.3	7.1	-	4.8	2.9	6.9	5.4	5.8	5.5	5.2	3.6
FRESHER	7	4	3	4	-	3	1	2	4	3	3	1	-
	1.9	2.0	2.4	2.8	-	1.6	1.5	2.8	1.8	2.5	2.7	1.3	-
MILDER TASTE/FLAVOR/ NOT AS STRONG	6	2	2	4	-	2	-	2	4	2	2	1	1
	1.7	1.0	1.6	2.8	-	1.1	-	2.8	1.8	1.7	1.8	1.3	1.8
MAKE TASTE AS GOOD AS DAVIDOFF	2	1	1	-	-	2	-	1	1	1	1	-	-
	0.6	0.5	0.8	-	-	1.1	-	1.4	0.5	0.8	0.9	-	-
STAYS FRESH LONGER IN THE BOX	2	-	1	-	-	2	-	-	2	-	-	2	-
	0.6	-	0.8	-	-	1.1	-	-	0.9	-	-	2.6	-
OTHER TASTE/FLAVOR COMMENTS	2	1	1	2	-	-	1	-	1	1	-	-	1
	0.6	0.5	0.8	1.4	-	-	1.5	-	0.5	0.8	-	-	1.8
VARIETY (NET)	5	2	2	3	-	2	2	2	1	2	2	1	-
	1.4	1.0	1.6	2.1	-	1.1	2.9	2.8	0.5	1.7	1.8	1.3	-
DIFFERENT SIZE PACKAGES	5	2	2	3	-	2	2	2	1	2	2	1	-
	1.4	1.0	1.6	2.1	-	1.1	2.9	2.8	0.5	1.7	1.8	1.3	-
OTHER VARIETY COMMENTS	1	-	-	1	-	-	-	1	-	1	-	-	-
	0.3	-	-	0.7	-	-	-	1.4	-	0.8	-	-	-
AVAILABILITY (NET)	67	37	26	35	3	29	12	16	39	25	21	10	11
	18.5	18.1	20.5	24.8	8.8	15.6	17.6	22.2	17.6	20.8	19.1	13.0	19.6
MAKE MORE AVAILABLE	58	32	22	30	3	25	9	15	34	22	17	10	9
	16.0	15.7	17.3	21.3	8.8	13.4	13.2	20.8	15.3	18.3	15.5	13.0	16.1
MAKE AVAILABLE IN U.S./NOT ILLEGAL	9	5	4	5	-	4	3	1	5	3	4	-	2
	2.5	2.5	3.1	3.5	-	2.2	4.4	1.4	2.3	2.5	3.6	-	3.6
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
QUALITY (NET)	31	17	9	12	4	15	1	12	18	13	7	6	5
	8.5	8.3	7.1	8.5	11.8	8.1	1.5	16.7	8.1	10.8	6.4	7.8	8.9

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
IMPROVE QUALITY OF TOBACCO	4 1.1	4 2.0	- -	2 1.4	- -	2 1.1	- -	1 1.4	3 1.4	1 0.8	2 1.8	1 1.3	- -
IMPROVE WAY CIGAR BURNS/EVEN BURN	8 2.2	6 2.9	1 0.8	4 2.8	2 5.9	2 1.1	1 1.5	3 4.2	4 1.8	3 2.5	3 2.7	1 1.3	1 1.8
MORE CONSISTENT QUALITY	9 2.5	4 2.0	3 2.4	4 2.8	- -	5 2.7	- -	4 5.6	5 2.3	2 1.7	1 0.9	5 6.5	1 1.8
NO/LESS STEAMS	2 0.6	2 1.0	- -	- -	- -	2 1.1	- -	2 2.8	- -	1 0.8	- -	- -	1 1.8
ROLL TIGHT/TIGHTER	5 1.4	3 1.5	1 0.8	4 2.8	- -	1 0.5	- -	1 1.4	4 1.8	3 2.5	1 0.9	1 1.3	- -
MOIST/NOT DRY	2 0.6	- -	1 0.8	- -	1 2.9	1 0.5	- -	2 2.8	- -	2 1.7	- -	- -	- -
BETTER QUALITY CONSTRUCTION/NOT FALL APART	3 0.8	1 0.5	2 1.6	1 0.7	1 2.9	1 0.5	- -	1 1.4	2 0.9	1 0.8	1 0.9	- -	1 1.8
OTHER QUALITY COMMENTS	3 0.8	1 0.5	2 1.6	2 1.4	- -	1 0.5	- -	- -	3 1.4	1 0.8	1 0.9	- -	1 1.8
STYLE/DESIGN (NET)	23 6.3	15 7.4	5 3.9	11 7.8	2 5.9	10 5.4	3 4.4	7 9.7	13 5.9	9 7.5	6 5.5	5 6.5	3 5.4
LARGER/BIGGER SIZE	12 3.3	8 3.9	3 2.4	6 4.3	2 5.9	4 2.2	2 2.9	6 8.3	4 1.8	5 4.2	3 2.7	3 3.9	1 1.8
DIFFERENT TYPE WRAPPER	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
MUDURO WRAPPER/DARK MUDURO COLOUR	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8
OTHER STYLE/DESIGN COMMENTS	9 2.5	6 2.9	1 0.8	5 3.5	- -	4 2.2	1 1.5	1 1.4	7 3.2	4 3.3	2 1.8	2 2.6	1 1.8
PRICE/VALUE (NET)	82 22.6	41 20.1	32 25.2	33 23.4	9 26.5	40 21.5	10 14.7	19 26.4	53 23.9	26 21.7	24 21.8	21 27.3	11 19.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
LOWER/REDUCE PRICE	78 21.5	39 19.1	31 24.4	32 22.7	8 23.5	38 20.4	10 14.7	18 25.0	50 22.5	26 21.7	21 19.1	20 26.0	11 19.6
BETTER VALUE FOR THE MONEY	3 0.8	2 1.0	1 0.8	1 0.7	1 2.9	1 0.5	- -	1 1.4	2 0.9	- -	3 2.7	- -	- -
OTHER PRICE/VALUE COMMENTS	2 0.6	1 0.5	- -	- -	1 2.9	1 0.5	- -	1 1.4	1 0.5	- -	1 0.9	1 1.3	- -
MISCELLANEOUS (NET)	9 2.5	5 2.5	3 2.4	4 2.8	1 2.9	4 2.2	- -	2 2.8	7 3.2	3 2.5	3 2.7	2 2.6	1 1.8
LESS/FEWER IN A BOX	4 1.1	2 1.0	1 0.8	1 0.7	1 2.9	2 1.1	- -	2 2.8	2 0.9	3 2.5	1 0.9	- -	- -
MORE IN BOX/25 INSTEAD OF 10	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	- -	- -	2 0.9	- -	1 0.9	1 1.3	- -
OTHER MISCELLANEOUS COMMENTS	3 0.8	2 1.0	1 0.8	1 0.7	- -	2 1.1	- -	- -	3 1.4	- -	1 0.9	1 1.3	1 1.8
DON'T KNOW	10 2.8	7 3.4	3 2.4	- -	1 2.9	9 4.8	1 1.5	1 1.4	8 3.6	1 0.8	1 0.9	3 3.9	5 8.9
NOTHING	134 36.9	81 39.7	42 33.1	40 28.4	16 47.1	77 41.4	29 42.6	21 29.2	83 37.4	41 34.2	42 38.2	30 39.0	21 37.5
TOTAL	388 106.9	219 107.4	131 103.1	154 109.2	37 108.8	196 105.4	60 88.2	89 123.6	238 107.2	129 107.5	116 105.5	84 109.1	59 105.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 26
Q19 : WHAT SIZE CIGAR DO YOU SMOKE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
CHURCHILL	75 20.7	36 17.6	32 25.2	29 20.6	7 20.6	39 21.0	8 11.8	18 25.0	48 21.6	23 19.2	30 27.3	12 15.6	10 17.9
DOUBLE CORONA	41 11.3	25 12.3	13 10.2	22 15.6	3 8.8	16 8.6	11 16.2	7 9.7	23 10.4	18 15.0	9 8.2	11 14.3	3 5.4
CORONA	58 16.0	36 17.6	18 14.2	17 12.1	7 20.6	33 17.7	15 22.1	10 13.9	33 14.9	20 16.7	12 10.9	16 20.8	10 17.9
ROBUSTO	39 10.7	22 10.8	12 9.4	22 15.6	2 5.9	15 8.1	9 13.2	10 13.9	20 9.0	15 12.5	12 10.9	6 7.8	6 10.7
PETIT CORONA	20 5.5	15 7.4	4 3.1	5 3.5	4 11.8	10 5.4	2 2.9	3 4.2	15 6.8	5 4.2	5 4.5	5 6.5	5 8.9
LONSDALE#1	20 5.5	10 4.9	8 6.3	5 3.5	1 2.9	14 7.5	3 4.4	3 4.2	14 6.3	2 1.7	7 6.4	5 6.5	6 10.7
PANATELLA	12 3.3	7 3.4	2 1.6	3 2.1	1 2.9	8 4.3	- -	1 1.4	11 5.0	2 1.7	4 3.6	3 3.9	3 5.4
CIGARILLO	7 1.9	5 2.5	2 1.6	3 2.1	2 5.9	2 1.1	1 1.5	2 2.8	4 1.8	4 3.3	2 1.8	- -	1 1.8
DON'T KNOW	53 14.6	29 14.2	20 15.7	21 14.9	5 14.7	27 14.5	14 20.6	11 15.3	28 12.6	21 17.5	17 15.5	10 13.0	5 8.9
OTHER	38 10.5	19 9.3	16 12.6	14 9.9	2 5.9	22 11.8	5 7.4	7 9.7	26 11.7	10 8.3	12 10.9	9 11.7	7 12.5
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 27
Q20 : IS THE BRAND YOU SMOKE MOST OFTEN NOW, DIFFERENT THAN THE ONE YOU SMOKED MOST OFTEN TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents smoking more than two years	338	189	120	123	31	184	43	72	222	105	102	76	55
YES	144 42.6	71 37.6	57 47.5	80 65.0	13 41.9	51 27.7	24 55.8	42 58.3	77 34.7	57 54.3	45 44.1	31 40.8	11 20.0
NO	194 57.4	118 62.4	63 52.5	43 35.0	18 58.1	133 72.3	19 44.2	30 41.7	145 65.3	48 45.7	57 55.9	45 59.2	44 80.0
TOTAL	338 100.0	189 100.0	120 100.0	123 100.0	31 100.0	184 100.0	43 100.0	72 100.0	222 100.0	105 100.0	102 100.0	76 100.0	55 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	144	71	57	80	13	51	24	42	77	57	45	31	11
ARTURO FUENTE	9 6.3	7 9.9	2 3.5	4 5.0	1 7.7	4 7.8	1 4.2	3 7.1	5 6.5	4 7.0	4 8.9	- -	1 9.1
ASHTON	1 0.7	- -	- -	1 1.3	- -	- -	- -	1 2.4	- -	- -	1 2.2	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 0.7	- -	1 1.8	1 1.3	- -	- -	- -	- -	1 1.3	- -	- -	1 3.2	- -
BERING	1 0.7	- -	- -	1 1.3	- -	- -	- -	- -	1 1.3	1 1.8	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.7	1 1.4	- -	1 1.3	- -	- -	1 4.2	- -	- -	- -	- -	1 3.2	- -
DAVIDOFF	2 1.4	1 1.4	1 1.8	1 1.3	1 7.7	- -	1 4.2	1 2.4	- -	2 3.5	- -	- -	- -
DON DIEGO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUNHILL	2 1.4	1 1.4	- -	2 2.5	- -	- -	1 4.2	- -	1 1.3	1 1.8	1 2.2	- -	- -
EXCALIBAR	1 0.7	- -	1 1.8	- -	- -	1 2.0	- -	1 2.4	- -	- -	- -	1 3.2	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	9 6.3	5 7.0	4 7.0	3 3.8	2 15.4	4 7.8	1 4.2	1 2.4	7 9.1	4 7.0	2 4.4	3 9.7	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	144	71	57	80	13	51	24	42	77	57	45	31	11
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	6 4.2	4 5.6	2 3.5	3 3.8	- -	3 5.9	1 4.2	2 4.8	3 3.9	4 7.0	2 4.4	- -	- -
J.R.	1 0.7	- -	1 1.8	1 1.3	- -	- -	1 4.2	- -	- -	1 1.8	- -	- -	- -
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	2 1.4	- -	2 3.5	1 1.3	- -	1 2.0	- -	- -	2 2.6	- -	- -	2 6.5	- -
MACANUDO	30 20.8	15 21.1	13 22.8	23 28.8	- -	7 13.7	8 33.3	6 14.3	15 19.5	13 22.8	11 24.4	4 12.9	2 18.2
MONTE CRISTO	1 0.7	1 1.4	- -	1 1.3	- -	- -	- -	- -	1 1.3	- -	- -	1 3.2	- -
MONTECRUZ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	11 7.6	1 1.4	6 10.5	6 7.5	1 7.7	4 7.8	1 4.2	2 4.8	8 10.4	7 12.3	3 6.7	1 3.2	- -
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	144	71	57	80	13	51	24	42	77	57	45	31	11
PUNCH	5 3.5	3 4.2	1 1.8	1 1.3	1 7.7	3 5.9	1 4.2	1 2.4	3 3.9	1 1.8	2 4.4	- -	2 18.2
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROYAL JAMICA	2 1.4	- -	2 3.5	1 1.3	- -	1 2.0	- -	- -	2 2.6	1 1.8	- -	1 3.2	- -
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	5 3.5	2 2.8	2 3.5	3 3.8	- -	2 3.9	- -	1 2.4	4 5.2	1 1.8	1 2.2	2 6.5	1 9.1
TEMPLE HALL	1 0.7	1 1.4	- -	1 1.3	- -	- -	- -	- -	1 1.3	1 1.8	- -	- -	- -
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	3 2.1	3 4.2	- -	2 2.5	- -	1 2.0	- -	1 2.4	2 2.6	1 1.8	2 4.4	- -	- -
CASABLANCA	2 1.4	2 2.8	- -	1 1.3	1 7.7	- -	- -	- -	2 2.6	- -	1 2.2	1 3.2	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	144	71	57	80	13	51	24	42	77	57	45	31	11
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	1 0.7	1 1.4	- -	1 1.3	- -	- -	- -	1 2.4	- -	- -	1 2.2	- -	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	1 0.7	- -	1 1.8	- -	- -	1 2.0	- -	1 2.4	- -	- -	- -	- -	1 9.1
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	1 0.7	- -	1 1.8	1 1.3	- -	- -	- -	1 2.4	- -	- -	1 2.2	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 0.7	1 1.4	- -	- -	1 7.7	- -	- -	1 2.4	- -	1 1.8	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents different smoked most often brand from two years ago	144	71	57	80	13	51	24	42	77	57	45	31	11
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	2 1.4	2 2.8	- -	2 2.5	- -	- -	2 8.3	- -	- -	2 3.5	- -	- -	- -
TIPARILLO	1 0.7	1 1.4	- -	- -	- -	1 2.0	- -	1 2.4	- -	- -	1 2.2	- -	- -
TROYA	1 0.7	- -	1 1.8	- -	- -	1 2.0	1 4.2	- -	- -	- -	1 2.2	- -	- -
WHITE OWL	1 0.7	- -	1 1.8	1 1.3	- -	- -	- -	- -	1 1.3	- -	- -	1 3.2	- -
DON'T KNOW	9 6.3	3 4.2	5 8.8	4 5.0	2 15.4	3 5.9	- -	5 11.9	4 5.2	2 3.5	6 13.3	- -	1 9.1
NONE	8 5.6	4 5.6	3 5.3	6 7.5	- -	2 3.9	3 12.5	3 7.1	2 2.6	5 8.8	2 4.4	1 3.2	- -
OTHER	22 15.3	12 16.9	7 12.3	7 8.8	3 23.1	12 23.5	1 4.2	9 21.4	12 15.6	5 8.8	3 6.7	11 35.5	3 27.3
TOTAL	144 100.0	71 100.0	57 100.0	80 100.0	13 100.0	51 100.0	24 100.0	42 100.0	77 100.0	57 100.0	45 100.0	31 100.0	11 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 29
Q22 : IF THE BRAND AND SIZE YOU SMOKE MOST OFTEN WERE NOT AVAILABLE, WOULD YOU PURCHASE THE SAME BRAND IN A DIFFERENT SIZE OR A
DIFFERENT BRAND IN THE SAME SIZE?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
SAME BRAND/DIFFERENT SIZE	151 41.6	91 44.6	48 37.8	59 41.8	15 44.1	76 40.9	32 47.1	27 37.5	92 41.4	50 41.7	50 45.5	29 37.7	22 39.3
DIFFERENT BRAND/SAME SIZE	183 50.4	97 47.5	70 55.1	71 50.4	16 47.1	95 51.1	32 47.1	41 56.9	109 49.1	60 50.0	51 46.4	46 59.7	26 46.4
DON'T KNOW	29 8.0	16 7.8	9 7.1	11 7.8	3 8.8	15 8.1	4 5.9	4 5.6	21 9.5	10 8.3	9 8.2	2 2.6	8 14.3
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 30
Q23 : OF THE LAST TEN TIMES YOU'VE PURCHASED CIGARS, HOW MANY TIMES DID YOU PURCHASE YOUR USUAL BRAND?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ONE	8 2.2	4 2.0	3 2.4	4 2.8	- -	4 2.2	5 7.4	- -	3 1.4	5 4.2	2 1.8	- -	1 1.8
TWO	18 5.0	11 5.4	6 4.7	11 7.8	1 2.9	6 3.2	8 11.8	3 4.2	7 3.2	9 7.5	3 2.7	5 6.5	1 1.8
THREE	23 6.3	15 7.4	5 3.9	14 9.9	2 5.9	7 3.8	3 4.4	9 12.5	11 5.0	9 7.5	7 6.4	6 7.8	1 1.8
FOUR	24 6.6	15 7.4	5 3.9	12 8.5	1 2.9	11 5.9	7 10.3	2 2.8	15 6.8	9 7.5	7 6.4	6 7.8	2 3.6
FIVE	49 13.5	26 12.7	21 16.5	19 13.5	5 14.7	24 12.9	9 13.2	9 12.5	30 13.5	16 13.3	11 10.0	13 16.9	9 16.1
SIX	31 8.5	21 10.3	9 7.1	13 9.2	3 8.8	15 8.1	6 8.8	6 8.3	19 8.6	9 7.5	14 12.7	6 7.8	2 3.6
SEVEN	39 10.7	19 9.3	18 14.2	15 10.6	8 23.5	16 8.6	8 11.8	8 11.1	23 10.4	14 11.7	14 12.7	7 9.1	4 7.1
EIGHT	48 13.2	32 15.7	12 9.4	23 16.3	2 5.9	22 11.8	7 10.3	14 19.4	27 12.2	14 11.7	19 17.3	11 14.3	4 7.1
NINE	25 6.9	12 5.9	12 9.4	3 2.1	2 5.9	20 10.8	1 1.5	6 8.3	18 8.1	8 6.7	5 4.5	6 7.8	6 10.7
TEN	84 23.1	44 21.6	28 22.0	17 12.1	10 29.4	57 30.6	8 11.8	12 16.7	64 28.8	20 16.7	24 21.8	15 19.5	25 44.6
DON'T KNOW	14 3.9	5 2.5	8 6.3	10 7.1	- -	4 2.2	6 8.8	3 4.2	5 2.3	7 5.8	4 3.6	2 2.6	1 1.8
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
A GOOD VALUE	496 54.3	280 55.8	179 53.3	202 52.2	38 51.4	253 56.5	104 58.8	103 54.5	288 52.8	169 53.5	161 57.1	98 51.0	68 54.8
A MILD TASTE	574 62.8	319 63.5	210 62.5	233 60.2	45 60.8	292 65.2	108 61.0	129 68.3	337 61.8	209 66.1	173 61.3	114 59.4	78 62.9
A FULL-BODIED TASTE	610 66.7	341 67.9	217 64.6	253 65.4	55 74.3	299 66.7	118 66.7	119 63.0	371 68.1	211 66.8	190 67.4	126 65.6	83 66.9
CONSISTENCY OF CRAFTSMANSHIP	726 79.4	410 81.7	259 77.1	318 82.2	60 81.1	345 77.0	147 83.1	144 76.2	432 79.3	263 83.2	220 78.0	147 76.6	96 77.4
AVAILABILITY	486 53.2	265 52.8	183 54.5	193 49.9	39 52.7	251 56.0	102 57.6	93 49.2	289 53.0	163 51.6	164 58.2	98 51.0	61 49.2
FRESHNESS	718 78.6	405 80.7	258 76.8	299 77.3	60 81.1	355 79.2	142 80.2	154 81.5	419 76.9	247 78.2	225 79.8	153 79.7	93 75.0
EASY TO DRAW	749 81.9	426 84.9	264 78.6	321 82.9	56 75.7	368 82.1	147 83.1	153 81.0	447 82.0	260 82.3	228 80.9	159 82.8	102 82.3
AROMA	709 77.6	395 78.7	254 75.6	302 78.0	53 71.6	351 78.3	136 76.8	147 77.8	423 77.6	246 77.8	228 80.9	142 74.0	93 75.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
GOOD VALUE	3.6	3.7	3.5	3.5	3.4	3.7	3.7	3.6	3.6	3.6	3.7	3.5	3.7
MILD TASTE	3.8	3.8	3.8	3.7	3.9	3.8	3.8	3.9	3.8	3.8	3.8	3.7	3.9
FULL-BODIED TASTE	3.9	4.0	3.9	3.9	4.1	4.0	3.9	3.9	4.0	3.9	4.0	3.9	4.0
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.4	4.3	4.4	4.4	4.3	4.4	4.2	4.3	4.4	4.3	4.3	4.3
AVAILABILITY	3.5	3.4	3.5	3.4	3.6	3.5	3.5	3.3	3.5	3.4	3.5	3.5	3.5
FRESHNESS	4.3	4.4	4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.3	4.4	4.3
EASY TO DRAW	4.3	4.4	4.2	4.3	4.1	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.4
AROMA	4.2	4.3	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	496	280	179	202	38	253	104	103	288	169	161	98	68
	54.3	55.8	53.3	52.2	51.4	56.5	58.8	54.5	52.8	53.5	57.1	51.0	54.8
(5) EXCELLENT	245	146	84	101	12	130	51	46	147	79	77	51	38
	26.8	29.1	25.0	26.1	16.2	29.0	28.8	24.3	27.0	25.0	27.3	26.6	30.6
(4) VERY GOOD	251	134	95	101	26	123	53	57	141	90	84	47	30
	27.5	26.7	28.3	26.1	35.1	27.5	29.9	30.2	25.9	28.5	29.8	24.5	24.2
(3) GOOD	254	142	83	106	21	126	41	53	159	88	71	53	42
	27.8	28.3	24.7	27.4	28.4	28.1	23.2	28.0	29.2	27.8	25.2	27.6	33.9
(2) FAIR	105	52	47	49	8	47	24	21	60	40	30	24	11
	11.5	10.4	14.0	12.7	10.8	10.5	13.6	11.1	11.0	12.7	10.6	12.5	8.9
(1) POOR	44	21	19	23	5	16	4	9	30	14	14	14	2
	4.8	4.2	5.7	5.9	6.8	3.6	2.3	4.8	5.5	4.4	5.0	7.3	1.6
DON'T KNOW/REFUSED	15	7	8	7	2	6	4	3	8	5	6	3	1
	1.6	1.4	2.4	1.8	2.7	1.3	2.3	1.6	1.5	1.6	2.1	1.6	0.8
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.6	3.7	3.5	3.5	3.4	3.7	3.7	3.6	3.6	3.6	3.7	3.5	3.7
Std.Dev.	1.15	1.13	1.18	1.18	1.11	1.11	1.10	1.12	1.16	1.13	1.15	1.22	1.05
Std.Err.	0.04	0.05	0.07	0.06	0.13	0.05	0.08	0.08	0.05	0.06	0.07	0.09	0.09

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	574	319	210	233	45	292	108	129	337	209	173	114	78
	62.8	63.5	62.5	60.2	60.8	65.2	61.0	68.3	61.8	66.1	61.3	59.4	62.9
(5) EXCELLENT	303	177	104	122	25	154	54	61	188	96	99	63	45
	33.2	35.3	31.0	31.5	33.8	34.4	30.5	32.3	34.5	30.4	35.1	32.8	36.3
(4) VERY GOOD	271	142	106	111	20	138	54	68	149	113	74	51	33
	29.6	28.3	31.5	28.7	27.0	30.8	30.5	36.0	27.3	35.8	26.2	26.6	26.6
(3) GOOD	198	110	69	85	19	93	38	34	126	60	63	44	31
	21.7	21.9	20.5	22.0	25.7	20.8	21.5	18.0	23.1	19.0	22.3	22.9	25.0
(2) FAIR	80	39	32	45	3	32	19	17	43	27	21	23	9
	8.8	7.8	9.5	11.6	4.1	7.1	10.7	9.0	7.9	8.5	7.4	12.0	7.3
(1) POOR	39	21	16	14	3	22	6	6	25	14	13	9	3
	4.3	4.2	4.8	3.6	4.1	4.9	3.4	3.2	4.6	4.4	4.6	4.7	2.4
DON'T KNOW/REFUSED	23	13	9	10	4	9	6	3	14	6	12	2	3
	2.5	2.6	2.7	2.6	5.4	2.0	3.4	1.6	2.6	1.9	4.3	1.0	2.4
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.8	3.8	3.8	3.7	3.9	3.8	3.8	3.9	3.8	3.8	3.8	3.7	3.9
Std.Dev.	1.13	1.13	1.14	1.14	1.09	1.13	1.12	1.07	1.14	1.11	1.15	1.18	1.07
Std.Err.	0.04	0.05	0.06	0.06	0.13	0.05	0.09	0.08	0.05	0.06	0.07	0.09	0.10

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	610	341	217	253	55	299	118	119	371	211	190	126	83
	66.7	67.9	64.6	65.4	74.3	66.7	66.7	63.0	68.1	66.8	67.4	65.6	66.9
(5) EXCELLENT	341	200	119	143	32	164	63	67	210	116	110	62	53
	37.3	39.8	35.4	37.0	43.2	36.6	35.6	35.4	38.5	36.7	39.0	32.3	42.7
(4) VERY GOOD	269	141	98	110	23	135	55	52	161	95	80	64	30
	29.4	28.1	29.2	28.4	31.1	30.1	31.1	27.5	29.5	30.1	28.4	33.3	24.2
(3) GOOD	205	103	80	85	12	107	39	48	118	67	65	45	28
	22.4	20.5	23.8	22.0	16.2	23.9	22.0	25.4	21.7	21.2	23.0	23.4	22.6
(2) FAIR	68	42	26	35	6	26	9	18	40	24	21	13	10
	7.4	8.4	7.7	9.0	8.1	5.8	5.1	9.5	7.3	7.6	7.4	6.8	8.1
(1) POOR	16	8	6	8	-	8	5	3	8	9	1	5	1
	1.8	1.6	1.8	2.1	-	1.8	2.8	1.6	1.5	2.8	0.4	2.6	0.8
DON'T KNOW/REFUSED	15	8	7	6	1	8	6	1	8	5	5	3	2
	1.6	1.6	2.1	1.6	1.4	1.8	3.4	0.5	1.5	1.6	1.8	1.6	1.6
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.9	4.0	3.9	3.9	4.1	4.0	3.9	3.9	4.0	3.9	4.0	3.9	4.0
Std.Dev.	1.03	1.05	1.04	1.07	0.97	1.01	1.04	1.06	1.02	1.07	0.99	1.03	1.04
Std.Err.	0.03	0.05	0.06	0.05	0.11	0.05	0.08	0.08	0.04	0.06	0.06	0.08	0.09

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	726	410	259	318	60	345	147	144	432	263	220	147	96
	79.4	81.7	77.1	82.2	81.1	77.0	83.1	76.2	79.3	83.2	78.0	76.6	77.4
(5) EXCELLENT	502	287	176	212	45	243	93	96	312	174	145	112	71
	54.9	57.2	52.4	54.8	60.8	54.2	52.5	50.8	57.2	55.1	51.4	58.3	57.3
(4) VERY GOOD	224	123	83	106	15	102	54	48	120	89	75	35	25
	24.5	24.5	24.7	27.4	20.3	22.8	30.5	25.4	22.0	28.2	26.6	18.2	20.2
(3) GOOD	139	67	54	52	9	77	20	36	83	37	50	31	21
	15.2	13.3	16.1	13.4	12.2	17.2	11.3	19.0	15.2	11.7	17.7	16.1	16.9
(2) FAIR	20	10	9	9	3	8	3	5	12	8	4	7	1
	2.2	2.0	2.7	2.3	4.1	1.8	1.7	2.6	2.2	2.5	1.4	3.6	0.8
(1) POOR	12	6	6	1	-	10	2	2	8	1	4	4	3
	1.3	1.2	1.8	0.3	-	2.2	1.1	1.1	1.5	0.3	1.4	2.1	2.4
DON'T KNOW/REFUSED	17	9	8	7	2	8	5	2	10	7	4	3	3
	1.9	1.8	2.4	1.8	2.7	1.8	2.8	1.1	1.8	2.2	1.4	1.6	2.4
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.4	4.3	4.4	4.4	4.3	4.4	4.2	4.3	4.4	4.3	4.3	4.3
Std.Dev.	0.91	0.88	0.95	0.83	0.87	0.97	0.84	0.93	0.92	0.82	0.90	1.01	0.96
Std.Err.	0.03	0.04	0.05	0.04	0.10	0.05	0.06	0.07	0.04	0.05	0.05	0.07	0.09

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	486	265	183	193	39	251	102	93	289	163	164	98	61
	53.2	52.8	54.5	49.9	52.7	56.0	57.6	49.2	53.0	51.6	58.2	51.0	49.2
(5) EXCELLENT	283	152	104	103	24	153	58	46	179	82	97	61	43
	31.0	30.3	31.0	26.6	32.4	34.2	32.8	24.3	32.8	25.9	34.4	31.8	34.7
(4) VERY GOOD	203	113	79	90	15	98	44	47	110	81	67	37	18
	22.2	22.5	23.5	23.3	20.3	21.9	24.9	24.9	20.2	25.6	23.8	19.3	14.5
(3) GOOD	187	100	63	80	17	90	24	42	121	63	45	45	34
	20.5	19.9	18.8	20.7	23.0	20.1	13.6	22.2	22.2	19.9	16.0	23.4	27.4
(2) FAIR	101	67	26	54	8	39	21	25	55	38	29	22	12
	11.1	13.3	7.7	14.0	10.8	8.7	11.9	13.2	10.1	12.0	10.3	11.5	9.7
(1) POOR	125	65	54	54	7	62	26	28	70	48	41	23	13
	13.7	12.9	16.1	14.0	9.5	13.8	14.7	14.8	12.8	15.2	14.5	12.0	10.5
DON'T KNOW/REFUSED	15	5	10	6	3	6	4	1	10	4	3	4	4
	1.6	1.0	3.0	1.6	4.1	1.3	2.3	0.5	1.8	1.3	1.1	2.1	3.2
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.5	3.4	3.5	3.4	3.6	3.5	3.5	3.3	3.5	3.4	3.5	3.5	3.5
Std.Dev.	1.39	1.38	1.43	1.38	1.33	1.40	1.44	1.37	1.38	1.39	1.43	1.37	1.35
Std.Err.	0.05	0.06	0.08	0.07	0.16	0.07	0.11	0.10	0.06	0.08	0.09	0.10	0.12

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	718	405	258	299	60	355	142	154	419	247	225	153	93
	78.6	80.7	76.8	77.3	81.1	79.2	80.2	81.5	76.9	78.2	79.8	79.7	75.0
(5) EXCELLENT	487	276	180	198	43	242	87	94	304	157	147	115	68
	53.3	55.0	53.6	51.2	58.1	54.0	49.2	49.7	55.8	49.7	52.1	59.9	54.8
(4) VERY GOOD	231	129	78	101	17	113	55	60	115	90	78	38	25
	25.3	25.7	23.2	26.1	23.0	25.2	31.1	31.7	21.1	28.5	27.7	19.8	20.2
(3) GOOD	134	68	53	60	12	61	25	27	82	48	43	18	25
	14.7	13.5	15.8	15.5	16.2	13.6	14.1	14.3	15.0	15.2	15.2	9.4	20.2
(2) FAIR	31	15	10	14	-	17	5	5	21	11	7	10	3
	3.4	3.0	3.0	3.6	-	3.8	2.8	2.6	3.9	3.5	2.5	5.2	2.4
(1) POOR	5	2	3	-	1	4	-	2	3	1	2	1	1
	0.5	0.4	0.9	-	1.4	0.9	-	1.1	0.6	0.3	0.7	0.5	0.8
DON'T KNOW/REFUSED	26	12	12	14	1	11	5	1	20	9	5	10	2
	2.8	2.4	3.6	3.6	1.4	2.5	2.8	0.5	3.7	2.8	1.8	5.2	1.6
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.4	4.3	4.3	4.4	4.3	4.3	4.3	4.3	4.3	4.3	4.4	4.3
Std.Dev.	0.89	0.86	0.91	0.87	0.86	0.92	0.82	0.88	0.92	0.88	0.87	0.92	0.93
Std.Err.	0.03	0.04	0.05	0.05	0.10	0.04	0.06	0.06	0.04	0.05	0.05	0.07	0.08

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	749	426	264	321	56	368	147	153	447	260	228	159	102
	81.9	84.9	78.6	82.9	75.7	82.1	83.1	81.0	82.0	82.3	80.9	82.8	82.3
(5) EXCELLENT	482	273	172	204	30	244	94	89	298	161	141	106	74
	52.7	54.4	51.2	52.7	40.5	54.5	53.1	47.1	54.7	50.9	50.0	55.2	59.7
(4) VERY GOOD	267	153	92	117	26	124	53	64	149	99	87	53	28
	29.2	30.5	27.4	30.2	35.1	27.7	29.9	33.9	27.3	31.3	30.9	27.6	22.6
(3) GOOD	126	60	50	50	14	61	19	31	75	42	45	21	18
	13.8	12.0	14.9	12.9	18.9	13.6	10.7	16.4	13.8	13.3	16.0	10.9	14.5
(2) FAIR	23	8	14	10	1	12	4	3	16	8	6	7	2
	2.5	1.6	4.2	2.6	1.4	2.7	2.3	1.6	2.9	2.5	2.1	3.6	1.6
(1) POOR	8	4	4	2	2	4	3	1	4	2	1	4	1
	0.9	0.8	1.2	0.5	2.7	0.9	1.7	0.5	0.7	0.6	0.4	2.1	0.8
DON'T KNOW/REFUSED	8	4	4	4	1	3	4	1	3	4	2	1	1
	0.9	0.8	1.2	1.0	1.4	0.7	2.3	0.5	0.6	1.3	0.7	0.5	0.8
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.4	4.2	4.3	4.1	4.3	4.3	4.3	4.3	4.3	4.3	4.3	4.4
Std.Dev.	0.87	0.82	0.94	0.84	0.95	0.88	0.89	0.83	0.87	0.85	0.84	0.95	0.86
Std.Err.	0.03	0.04	0.05	0.04	0.11	0.04	0.07	0.06	0.04	0.05	0.05	0.07	0.08

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 31J
Q24A : ATTRIBUTE RATINGS - AROMA

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -total respondents	914	502	336	387	74	448	177	189	545	316	282	192	124
TOP TWO BOX	709	395	254	302	53	351	136	147	423	246	228	142	93
	77.6	78.7	75.6	78.0	71.6	78.3	76.8	77.8	77.6	77.8	80.9	74.0	75.0
(5) EXCELLENT	432	244	150	184	37	209	83	86	261	153	131	85	63
	47.3	48.6	44.6	47.5	50.0	46.7	46.9	45.5	47.9	48.4	46.5	44.3	50.8
(4) VERY GOOD	277	151	104	118	16	142	53	61	162	93	97	57	30
	30.3	30.1	31.0	30.5	21.6	31.7	29.9	32.3	29.7	29.4	34.4	29.7	24.2
(3) GOOD	153	86	52	64	17	71	27	30	96	56	41	29	27
	16.7	17.1	15.5	16.5	23.0	15.8	15.3	15.9	17.6	17.7	14.5	15.1	21.8
(2) FAIR	31	9	21	13	2	16	7	9	15	11	6	11	3
	3.4	1.8	6.3	3.4	2.7	3.6	4.0	4.8	2.8	3.5	2.1	5.7	2.4
(1) POOR	5	4	1	2	1	1	1	2	2	-	5	-	-
	0.5	0.8	0.3	0.5	1.4	0.2	0.6	1.1	0.4	-	1.8	-	-
DON'T KNOW/REFUSED	16	8	8	6	1	9	6	1	9	3	2	10	1
	1.8	1.6	2.4	1.6	1.4	2.0	3.4	0.5	1.7	0.9	0.7	5.2	0.8
TOTAL	914	502	336	387	74	448	177	189	545	316	282	192	124
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.2	4.3	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2	4.2
Std.Dev.	0.89	0.86	0.94	0.89	0.98	0.87	0.90	0.94	0.87	0.87	0.90	0.92	0.88
Std.Err.	0.03	0.04	0.05	0.05	0.11	0.04	0.07	0.07	0.04	0.05	0.05	0.07	0.08

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
A GOOD VALUE	496 54.3	90 67.2	5 71.4	27 39.1	1 50.0	- -	12 31.6	1 50.0	18 26.9	2 100.0	7 53.8	2 100.0	- -
A MILD TASTE	574 62.8	85 63.4	4 57.1	50 72.5	- -	1 100.0	22 57.9	2 100.0	46 68.7	2 100.0	11 84.6	1 50.0	1 100.0
A FULL-BODIED TASTE	610 66.7	94 70.1	5 71.4	40 58.0	- -	- -	35 92.1	1 50.0	49 73.1	2 100.0	8 61.5	1 50.0	1 100.0
CONSISTENCY OF CRAFTSMANSHIP	726 79.4	105 78.4	4 57.1	55 79.7	1 50.0	- -	34 89.5	1 50.0	62 92.5	1 50.0	12 92.3	2 100.0	1 100.0
AVAILABILITY	486 53.2	79 59.0	2 28.6	34 49.3	2 100.0	1 100.0	- -	1 50.0	33 49.3	1 50.0	6 46.2	1 50.0	- -
FRESHNESS	718 78.6	114 85.1	5 71.4	56 81.2	- -	- -	30 78.9	1 50.0	57 85.1	2 100.0	12 92.3	2 100.0	1 100.0
EASY TO DRAW	749 81.9	110 82.1	6 85.7	57 82.6	1 50.0	1 100.0	32 84.2	2 100.0	59 88.1	1 50.0	13 100.0	2 100.0	1 100.0
AROMA	709 77.6	102 76.1	7 100.0	47 68.1	1 50.0	- -	37 97.4	2 100.0	61 91.0	2 100.0	12 92.3	2 100.0	1 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
A GOOD VALUE	496	15	-	-	11	11	-	20	92	4	2	-	70	1
	54.3	71.4	-	-	78.6	91.7	-	76.9	49.7	22.2	40.0	-	52.6	33.3
A MILD TASTE	574	14	-	-	7	5	-	4	141	12	3	-	64	3
	62.8	66.7	-	-	50.0	41.7	-	15.4	76.2	66.7	60.0	-	48.1	100.0
A FULL-BODIED TASTE	610	16	-	-	11	10	-	20	96	17	3	-	99	3
	66.7	76.2	-	-	78.6	83.3	-	76.9	51.9	94.4	60.0	-	74.4	100.0
CONSISTENCY OF CRAFTSMANSHIP	726	19	-	-	8	7	-	20	150	15	3	-	111	2
	79.4	90.5	-	-	57.1	58.3	-	76.9	81.1	83.3	60.0	-	83.5	66.7
AVAILABILITY	486	10	-	-	8	9	-	1	133	1	3	-	89	1
	53.2	47.6	-	-	57.1	75.0	-	3.8	71.9	5.6	60.0	-	66.9	33.3
FRESHNESS	718	16	-	-	11	9	-	23	142	9	2	-	104	2
	78.6	76.2	-	-	78.6	75.0	-	88.5	76.8	50.0	40.0	-	78.2	66.7
EASY TO DRAW	749	17	-	-	11	8	-	22	145	15	3	-	109	2
	81.9	81.0	-	-	78.6	66.7	-	84.6	78.4	83.3	60.0	-	82.0	66.7
AROMA	709	18	-	-	10	9	-	21	133	15	3	-	106	2
	77.6	85.7	-	-	71.4	75.0	-	80.8	71.9	83.3	60.0	-	79.7	66.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - total respondents	914	1	10	2	17	6	-	3	4	1	3
A GOOD VALUE	496 54.3	1 100.0	7 70.0	1 50.0	11 64.7	1 16.7	- -	3 100.0	3 75.0	1 100.0	2 66.7
A MILD TASTE	574 62.8	1 100.0	8 80.0	- -	13 76.5	3 50.0	- -	3 100.0	3 75.0	1 100.0	3 100.0
A FULL-BODIED TASTE	610 66.7	1 100.0	8 80.0	2 100.0	13 76.5	5 83.3	- -	3 100.0	3 75.0	- -	2 66.7
CONSISTENCY OF CRAFTSMANSHIP	726 79.4	1 100.0	7 70.0	2 100.0	16 94.1	5 83.3	- -	3 100.0	4 100.0	- -	3 100.0
AVAILABILITY	486 53.2	- -	6 60.0	1 50.0	3 17.6	5 83.3	- -	3 100.0	1 25.0	- -	1 33.3
FRESHNESS	718 78.6	1 100.0	9 90.0	2 100.0	15 88.2	4 66.7	- -	3 100.0	4 100.0	1 100.0	3 100.0
EASY TO DRAW	749 81.9	1 100.0	7 70.0	2 100.0	15 88.2	4 66.7	- -	2 66.7	4 100.0	1 100.0	3 100.0
AROMA	709 77.6	1 100.0	7 70.0	2 100.0	16 94.1	5 83.3	- -	3 100.0	4 100.0	1 100.0	3 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
A GOOD VALUE	496 54.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
A MILD TASTE	574 62.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
A FULL-BODIED TASTE	610 66.7	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONSISTENCY OF CRAFTSMANSHIP	726 79.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVAILABILITY	486 53.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FRESHNESS	718 78.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EASY TO DRAW	749 81.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AROMA	709 77.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE - total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
A GOOD VALUE	496 54.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
A MILD TASTE	574 62.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
A FULL-BODIED TASTE	610 66.7	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONSISTENCY OF CRAFTSMANSHIP	726 79.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVAILABILITY	486 53.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FRESHNESS	718 78.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EASY TO DRAW	749 81.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AROMA	709 77.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
GOOD VALUE	3.6	4.0	3.9	3.0	3.5	3.0	2.9	5.0	2.8	4.0	3.7	4.0	2.0
MILD TASTE	3.8	3.8	4.0	4.0	2.5	5.0	3.5	4.5	3.9	4.5	4.6	4.0	5.0
FULL-BODIED TASTE	3.9	4.0	4.1	3.7	2.5	3.0	4.8	5.0	4.1	4.0	3.9	4.0	5.0
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.2	4.0	4.4	4.0	3.0	4.7	3.5	4.7	4.0	4.6	4.5	5.0
AVAILABILITY	3.5	3.7	2.7	3.5	5.0	5.0	1.1	2.5	3.4	3.0	3.6	3.5	1.0
FRESHNESS	4.3	4.5	4.3	4.2	3.0	2.0	4.3	4.0	4.5	4.0	4.5	4.5	5.0
EASY TO DRAW	4.3	4.2	4.6	4.4	4.0	5.0	4.5	4.5	4.5	4.0	4.7	5.0	5.0
AROMA	4.2	4.1	4.9	4.1	4.0	3.0	4.8	4.5	4.5	4.0	4.6	5.0	5.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
GOOD VALUE	3.6	4.2	-	-	4.2	4.7	-	4.3	3.5	2.5	3.6	-	3.6	3.7
MILD TASTE	3.8	4.2	-	-	3.7	2.8	-	2.5	4.1	3.9	3.6	-	3.5	4.7
FULL-BODIED TASTE	3.9	4.2	-	-	4.3	4.5	-	4.3	3.6	4.7	4.0	-	4.1	4.3
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.7	-	-	4.1	3.6	-	4.0	4.3	4.5	4.2	-	4.3	4.3
AVAILABILITY	3.5	3.5	-	-	3.7	4.2	-	1.8	4.1	1.6	3.6	-	3.9	3.0
FRESHNESS	4.3	4.4	-	-	4.4	4.3	-	4.4	4.3	3.8	3.8	-	4.2	4.0
EASY TO DRAW	4.3	4.5	-	-	4.3	3.8	-	4.5	4.2	4.5	4.2	-	4.2	4.0
AROMA	4.2	4.5	-	-	4.0	4.3	-	4.2	4.1	4.8	4.2	-	4.2	4.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - total respondents	914	1	10	2	17	6	-	3	4	1	3
GOOD VALUE	3.6	5.0	3.8	3.0	3.5	2.8	-	5.0	4.3	4.0	4.0
MILD TASTE	3.8	5.0	4.4	1.5	4.1	4.0	-	4.3	4.3	4.0	4.7
FULL-BODIED TASTE	3.9	5.0	4.5	5.0	4.2	4.3	-	4.0	4.3	3.0	3.7
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.0	4.3	5.0	4.6	4.3	-	4.0	5.0	3.0	5.0
AVAILABILITY	3.5	1.0	4.1	3.0	2.2	4.2	-	4.3	2.3	2.0	2.7
FRESHNESS	4.3	5.0	4.7	5.0	4.4	4.4	-	4.3	4.5	4.0	4.7
EASY TO DRAW	4.3	5.0	4.3	5.0	4.6	4.0	-	4.3	4.8	5.0	5.0
AROMA	4.2	5.0	4.2	5.0	4.5	4.3	-	4.0	4.5	4.0	5.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
GOOD VALUE	3.6	-	-	-	-	-	-	-	-	-	-	-	-
MILD TASTE	3.8	-	-	-	-	-	-	-	-	-	-	-	-
FULL-BODIED TASTE	3.9	-	-	-	-	-	-	-	-	-	-	-	-
CONSISTENCY OF CRAFTSMANSHIP	4.3	-	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY	3.5	-	-	-	-	-	-	-	-	-	-	-	-
FRESHNESS	4.3	-	-	-	-	-	-	-	-	-	-	-	-
EASY TO DRAW	4.3	-	-	-	-	-	-	-	-	-	-	-	-
AROMA	4.2	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE - total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
GOOD VALUE	3.6	-	-	-	-	-	-	-	-	-	-	-	-
MILD TASTE	3.8	-	-	-	-	-	-	-	-	-	-	-	-
FULL-BODIED TASTE	3.9	-	-	-	-	-	-	-	-	-	-	-	-
CONSISTENCY OF CRAFTSMANSHIP	4.3	-	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY	3.5	-	-	-	-	-	-	-	-	-	-	-	-
FRESHNESS	4.3	-	-	-	-	-	-	-	-	-	-	-	-
EASY TO DRAW	4.3	-	-	-	-	-	-	-	-	-	-	-	-
AROMA	4.2	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	496	90	5	27	1	-	12	1	18	2	7	2	-
	54.3	67.2	71.4	39.1	50.0	-	31.6	50.0	26.9	100.0	53.8	100.0	-
(5) EXCELLENT	245	55	1	6	1	-	8	1	4	-	3	-	-
	26.8	41.0	14.3	8.7	50.0	-	21.1	50.0	6.0	-	23.1	-	-
(4) VERY GOOD	251	35	4	21	-	-	4	-	14	2	4	2	-
	27.5	26.1	57.1	30.4	-	-	10.5	-	20.9	100.0	30.8	100.0	-
(3) GOOD	254	30	2	19	-	1	8	-	25	-	5	-	-
	27.8	22.4	28.6	27.5	-	100.0	21.1	-	37.3	-	38.5	-	-
(2) FAIR	105	9	-	15	1	-	11	-	12	-	1	-	1
	11.5	6.7	-	21.7	50.0	-	28.9	-	17.9	-	7.7	-	100.0
(1) POOR	44	1	-	8	-	-	6	-	11	-	-	-	-
	4.8	0.7	-	11.6	-	-	15.8	-	16.4	-	-	-	-
DON'T KNOW/REFUSED	15	4	-	-	-	-	1	1	1	-	-	-	-
	1.6	3.0	-	-	-	-	2.6	50.0	1.5	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.6	4.0	3.9	3.0	3.5	3.0	2.9	5.0	2.8	4.0	3.7	4.0	2.0
Std.Dev.	1.15	1.00	0.69	1.16	2.12	-	1.40	-	1.14	0.00	0.95	0.00	-
Std.Err.	0.04	0.09	0.26	0.14	1.50	-	0.23	-	0.14	0.00	0.26	0.00	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	496	15	-	-	11	11	-	20	92	4	2	-	70	1
	54.3	71.4	-	-	78.6	91.7	-	76.9	49.7	22.2	40.0	-	52.6	33.3
(5) EXCELLENT	245	12	-	-	6	9	-	13	37	2	1	-	29	1
	26.8	57.1	-	-	42.9	75.0	-	50.0	20.0	11.1	20.0	-	21.8	33.3
(4) VERY GOOD	251	3	-	-	5	2	-	7	55	2	1	-	41	-
	27.5	14.3	-	-	35.7	16.7	-	26.9	29.7	11.1	20.0	-	30.8	-
(3) GOOD	254	5	-	-	3	1	-	4	61	5	3	-	44	2
	27.8	23.8	-	-	21.4	8.3	-	15.4	33.0	27.8	60.0	-	33.1	66.7
(2) FAIR	105	1	-	-	-	-	-	1	27	-	-	-	16	-
	11.5	4.8	-	-	-	-	-	3.8	14.6	-	-	-	12.0	-
(1) POOR	44	-	-	-	-	-	-	-	4	7	-	-	3	-
	4.8	-	-	-	-	-	-	-	2.2	38.9	-	-	2.3	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	1	1	2	-	-	-	-
	1.6	-	-	-	-	-	-	3.8	0.5	11.1	-	-	-	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	3.6	4.2	-	-	4.2	4.7	-	4.3	3.5	2.5	3.6	-	3.6	3.7
Std.Dev.	1.15	1.00	-	-	0.80	0.65	-	0.89	1.04	1.51	0.89	-	1.03	1.15
Std.Err.	0.04	0.22	-	-	0.21	0.19	-	0.18	0.08	0.38	0.40	-	0.09	0.67

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	496	1	7	1	11	1	-	3	3	1	2
	54.3	100.0	70.0	50.0	64.7	16.7	-	100.0	75.0	100.0	66.7
(5) EXCELLENT	245	1	3	1	3	-	-	3	2	-	1
	26.8	100.0	30.0	50.0	17.6	-	-	100.0	50.0	-	33.3
(4) VERY GOOD	251	-	4	-	8	1	-	-	1	1	1
	27.5	-	40.0	-	47.1	16.7	-	-	25.0	100.0	33.3
(3) GOOD	254	-	2	-	3	3	-	-	1	-	1
	27.8	-	20.0	-	17.6	50.0	-	-	25.0	-	33.3
(2) FAIR	105	-	-	-	1	2	-	-	-	-	-
	11.5	-	-	-	5.9	33.3	-	-	-	-	-
(1) POOR	44	-	1	1	2	-	-	-	-	-	-
	4.8	-	10.0	50.0	11.8	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	3.6	5.0	3.8	3.0	3.5	2.8	-	5.0	4.3	4.0	4.0
Std.Dev.	1.15	-	1.23	2.83	1.23	0.75	-	0.00	0.96	-	1.00
Std.Err.	0.04	-	0.39	2.00	0.30	0.31	-	0.00	0.48	-	0.58

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UNDER PROTECTIVE ORDER
GC 014951

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	496	-	-	-	-	-	-	-	-	-	-	-	-
	54.3	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	245	-	-	-	-	-	-	-	-	-	-	-	-
	26.8	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	251	-	-	-	-	-	-	-	-	-	-	-	-
	27.5	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	254	-	-	-	-	-	-	-	-	-	-	-	-
	27.8	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	105	-	-	-	-	-	-	-	-	-	-	-	-
	11.5	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	44	-	-	-	-	-	-	-	-	-	-	-	-
	4.8	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.6	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.15	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.04	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	496	-	-	-	-	-	-	-	-	-	-	-	-
	54.3	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	245	-	-	-	-	-	-	-	-	-	-	-	-
	26.8	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	251	-	-	-	-	-	-	-	-	-	-	-	-
	27.5	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	254	-	-	-	-	-	-	-	-	-	-	-	-
	27.8	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	105	-	-	-	-	-	-	-	-	-	-	-	-
	11.5	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	44	-	-	-	-	-	-	-	-	-	-	-	-
	4.8	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.6	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.15	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.04	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014953

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	574	85	4	50	-	1	22	2	46	2	11	1	1
	62.8	63.4	57.1	72.5	-	100.0	57.9	100.0	68.7	100.0	84.6	50.0	100.0
(5) EXCELLENT	303	30	3	27	-	1	13	1	24	1	8	1	1
	33.2	22.4	42.9	39.1	-	100.0	34.2	50.0	35.8	50.0	61.5	50.0	100.0
(4) VERY GOOD	271	55	1	23	-	-	9	1	22	1	3	-	-
	29.6	41.0	14.3	33.3	-	-	23.7	50.0	32.8	50.0	23.1	-	-
(3) GOOD	198	33	3	8	1	-	2	-	10	-	1	1	-
	21.7	24.6	42.9	11.6	50.0	-	5.3	-	14.9	-	7.7	50.0	-
(2) FAIR	80	9	-	9	1	-	4	-	8	-	-	-	-
	8.8	6.7	-	13.0	50.0	-	10.5	-	11.9	-	-	-	-
(1) POOR	39	3	-	1	-	-	7	-	2	-	-	-	-
	4.3	2.2	-	1.4	-	-	18.4	-	3.0	-	-	-	-
DON'T KNOW/REFUSED	23	4	-	1	-	-	3	-	1	-	1	-	-
	2.5	3.0	-	1.4	-	-	7.9	-	1.5	-	7.7	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.8	3.8	4.0	4.0	2.5	5.0	3.5	4.5	3.9	4.5	4.6	4.0	5.0
Std.Dev.	1.13	0.96	1.00	1.09	0.71	-	1.58	0.71	1.13	0.71	0.67	1.41	-
Std.Err.	0.04	0.08	0.38	0.13	0.50	-	0.27	0.50	0.14	0.50	0.19	1.00	-

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	574	14	-	-	7	5	-	4	141	12	3	-	64	3
	62.8	66.7	-	-	50.0	41.7	-	15.4	76.2	66.7	60.0	-	48.1	100.0
(5) EXCELLENT	303	13	-	-	5	1	-	2	78	9	-	-	26	2
	33.2	61.9	-	-	35.7	8.3	-	7.7	42.2	50.0	-	-	19.5	66.7
(4) VERY GOOD	271	1	-	-	2	4	-	2	63	3	3	-	38	1
	29.6	4.8	-	-	14.3	33.3	-	7.7	34.1	16.7	60.0	-	28.6	33.3
(3) GOOD	198	5	-	-	4	2	-	8	30	2	2	-	44	-
	21.7	23.8	-	-	28.6	16.7	-	30.8	16.2	11.1	40.0	-	33.1	-
(2) FAIR	80	2	-	-	1	1	-	5	11	-	-	-	18	-
	8.8	9.5	-	-	7.1	8.3	-	19.2	5.9	-	-	-	13.5	-
(1) POOR	39	-	-	-	1	4	-	6	1	3	-	-	6	-
	4.3	-	-	-	7.1	33.3	-	23.1	0.5	16.7	-	-	4.5	-
DON'T KNOW/REFUSED	23	-	-	-	1	-	-	3	2	1	-	-	1	-
	2.5	-	-	-	7.1	-	-	11.5	1.1	5.6	-	-	0.8	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	3.8	4.2	-	-	3.7	2.8	-	2.5	4.1	3.9	3.6	-	3.5	4.7
Std.Dev.	1.13	1.12	-	-	1.32	1.48	-	1.24	0.93	1.54	0.55	-	1.09	0.58
Std.Err.	0.04	0.25	-	-	0.36	0.43	-	0.26	0.07	0.37	0.24	-	0.10	0.33

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UNDER PROTECTIVE ORDER
GC 014955

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	574	1	8	-	13	3	-	3	3	1	3
	62.8	100.0	80.0	-	76.5	50.0	-	100.0	75.0	100.0	100.0
(5) EXCELLENT	303	1	6	-	7	3	-	1	2	-	2
	33.2	100.0	60.0	-	41.2	50.0	-	33.3	50.0	-	66.7
(4) VERY GOOD	271	-	2	-	6	-	-	2	1	1	1
	29.6	-	20.0	-	35.3	-	-	66.7	25.0	100.0	33.3
(3) GOOD	198	-	2	-	3	3	-	-	1	-	-
	21.7	-	20.0	-	17.6	50.0	-	-	25.0	-	-
(2) FAIR	80	-	-	1	1	-	-	-	-	-	-
	8.8	-	-	50.0	5.9	-	-	-	-	-	-
(1) POOR	39	-	-	1	-	-	-	-	-	-	-
	4.3	-	-	50.0	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	23	-	-	-	-	-	-	-	-	-	-
	2.5	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	3.8	5.0	4.4	1.5	4.1	4.0	-	4.3	4.3	4.0	4.7
Std.Dev.	1.13	-	0.84	0.71	0.93	1.10	-	0.58	0.96	-	0.58
Std.Err.	0.04	-	0.27	0.50	0.22	0.45	-	0.33	0.48	-	0.33

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UNDER PROTECTIVE ORDER
GC 014956

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	574	-	-	-	-	-	-	-	-	-	-	-	-
	62.8	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	303	-	-	-	-	-	-	-	-	-	-	-	-
	33.2	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	271	-	-	-	-	-	-	-	-	-	-	-	-
	29.6	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	198	-	-	-	-	-	-	-	-	-	-	-	-
	21.7	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	80	-	-	-	-	-	-	-	-	-	-	-	-
	8.8	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	39	-	-	-	-	-	-	-	-	-	-	-	-
	4.3	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	23	-	-	-	-	-	-	-	-	-	-	-	-
	2.5	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.8	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.13	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.04	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014957

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	574	-	-	-	-	-	-	-	-	-	-	-	-
	62.8	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	303	-	-	-	-	-	-	-	-	-	-	-	-
	33.2	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	271	-	-	-	-	-	-	-	-	-	-	-	-
	29.6	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	198	-	-	-	-	-	-	-	-	-	-	-	-
	21.7	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	80	-	-	-	-	-	-	-	-	-	-	-	-
	8.8	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	39	-	-	-	-	-	-	-	-	-	-	-	-
	4.3	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	23	-	-	-	-	-	-	-	-	-	-	-	-
	2.5	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.8	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.13	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.04	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	610	94	5	40	-	-	35	1	49	2	8	1	1
	66.7	70.1	71.4	58.0	-	-	92.1	50.0	73.1	100.0	61.5	50.0	100.0
(5) EXCELLENT	341	49	3	13	-	-	32	1	30	-	4	1	1
	37.3	36.6	42.9	18.8	-	-	84.2	50.0	44.8	-	30.8	50.0	100.0
(4) VERY GOOD	269	45	2	27	-	-	3	-	19	2	4	-	-
	29.4	33.6	28.6	39.1	-	-	7.9	-	28.4	100.0	30.8	-	-
(3) GOOD	205	31	2	20	1	1	2	-	11	-	5	1	-
	22.4	23.1	28.6	29.0	50.0	100.0	5.3	-	16.4	-	38.5	50.0	-
(2) FAIR	68	9	-	5	1	-	-	-	4	-	-	-	-
	7.4	6.7	-	7.2	50.0	-	-	-	6.0	-	-	-	-
(1) POOR	16	-	-	2	-	-	-	-	2	-	-	-	-
	1.8	-	-	2.9	-	-	-	-	3.0	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	2	-	-	1	1	1	-	-	-	-
	1.6	-	-	2.9	-	-	2.6	50.0	1.5	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.9	4.0	4.1	3.7	2.5	3.0	4.8	5.0	4.1	4.0	3.9	4.0	5.0
Std.Dev.	1.03	0.93	0.90	0.98	0.71	-	0.52	-	1.07	0.00	0.86	1.41	-
Std.Err.	0.03	0.08	0.34	0.12	0.50	-	0.09	-	0.13	0.00	0.24	1.00	-

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	610	16	-	-	11	10	-	20	96	17	3	-	99	3
	66.7	76.2	-	-	78.6	83.3	-	76.9	51.9	94.4	60.0	-	74.4	100.0
(5) EXCELLENT	341	11	-	-	7	7	-	12	46	14	2	-	50	1
	37.3	52.4	-	-	50.0	58.3	-	46.2	24.9	77.8	40.0	-	37.6	33.3
(4) VERY GOOD	269	5	-	-	4	3	-	8	50	3	1	-	49	2
	29.4	23.8	-	-	28.6	25.0	-	30.8	27.0	16.7	20.0	-	36.8	66.7
(3) GOOD	205	4	-	-	3	1	-	3	55	1	2	-	26	-
	22.4	19.0	-	-	21.4	8.3	-	11.5	29.7	5.6	40.0	-	19.5	-
(2) FAIR	68	1	-	-	-	-	-	1	27	-	-	-	5	-
	7.4	4.8	-	-	-	-	-	3.8	14.6	-	-	-	3.8	-
(1) POOR	16	-	-	-	-	-	-	-	6	-	-	-	2	-
	1.8	-	-	-	-	-	-	-	3.2	-	-	-	1.5	-
DON'T KNOW/REFUSED	15	-	-	-	-	1	-	2	1	-	-	-	1	-
	1.6	-	-	-	-	8.3	-	7.7	0.5	-	-	-	0.8	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	3.9	4.2	-	-	4.3	4.5	-	4.3	3.6	4.7	4.0	-	4.1	4.3
Std.Dev.	1.03	0.94	-	-	0.83	0.69	-	0.86	1.11	0.57	1.00	-	0.93	0.58
Std.Err.	0.03	0.21	-	-	0.22	0.21	-	0.18	0.08	0.14	0.45	-	0.08	0.33

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

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BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	610	1	8	2	13	5	-	3	3	-	2
	66.7	100.0	80.0	100.0	76.5	83.3	-	100.0	75.0	-	66.7
(5) EXCELLENT	341	1	7	2	10	4	-	-	3	-	1
	37.3	100.0	70.0	100.0	58.8	66.7	-	-	75.0	-	33.3
(4) VERY GOOD	269	-	1	-	3	1	-	3	-	-	1
	29.4	-	10.0	-	17.6	16.7	-	100.0	-	-	33.3
(3) GOOD	205	-	2	-	3	-	-	-	-	1	-
	22.4	-	20.0	-	17.6	-	-	-	-	100.0	-
(2) FAIR	68	-	-	-	-	1	-	-	1	-	1
	7.4	-	-	-	-	16.7	-	-	25.0	-	33.3
(1) POOR	16	-	-	-	1	-	-	-	-	-	-
	1.8	-	-	-	5.9	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	3.9	5.0	4.5	5.0	4.2	4.3	-	4.0	4.3	3.0	3.7
Std.Dev.	1.03	-	0.85	0.00	1.15	1.21	-	0.00	1.50	-	1.53
Std.Err.	0.03	-	0.27	0.00	0.28	0.49	-	0.00	0.75	-	0.88

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CIGAR USAGE AND ATTITUDE
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10 May 95

BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	610	-	-	-	-	-	-	-	-	-	-	-	-
	66.7	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	341	-	-	-	-	-	-	-	-	-	-	-	-
	37.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	269	-	-	-	-	-	-	-	-	-	-	-	-
	29.4	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	205	-	-	-	-	-	-	-	-	-	-	-	-
	22.4	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	68	-	-	-	-	-	-	-	-	-	-	-	-
	7.4	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	16	-	-	-	-	-	-	-	-	-	-	-	-
	1.8	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.9	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.03	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

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BANNER 3
TABLE 32E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	610	-	-	-	-	-	-	-	-	-	-	-	-
	66.7	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	341	-	-	-	-	-	-	-	-	-	-	-	-
	37.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	269	-	-	-	-	-	-	-	-	-	-	-	-
	29.4	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	205	-	-	-	-	-	-	-	-	-	-	-	-
	22.4	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	68	-	-	-	-	-	-	-	-	-	-	-	-
	7.4	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	16	-	-	-	-	-	-	-	-	-	-	-	-
	1.8	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.9	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.03	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
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BANNER 3
TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	726	105	4	55	1	-	34	1	62	1	12	2	1
	79.4	78.4	57.1	79.7	50.0	-	89.5	50.0	92.5	50.0	92.3	100.0	100.0
(5) EXCELLENT	502	64	3	41	1	-	32	-	56	1	9	1	1
	54.9	47.8	42.9	59.4	50.0	-	84.2	-	83.6	50.0	69.2	50.0	100.0
(4) VERY GOOD	224	41	1	14	-	-	2	1	6	-	3	1	-
	24.5	30.6	14.3	20.3	-	-	5.3	50.0	9.0	-	23.1	50.0	-
(3) GOOD	139	25	3	7	1	1	3	1	4	1	1	-	-
	15.2	18.7	42.9	10.1	50.0	100.0	7.9	50.0	6.0	50.0	7.7	-	-
(2) FAIR	20	3	-	2	-	-	1	-	1	-	-	-	-
	2.2	2.2	-	2.9	-	-	2.6	-	1.5	-	-	-	-
(1) POOR	12	-	-	1	-	-	-	-	-	-	-	-	-
	1.3	-	-	1.4	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	17	1	-	4	-	-	-	-	-	-	-	-	-
	1.9	0.7	-	5.8	-	-	-	-	-	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.2	4.0	4.4	4.0	3.0	4.7	3.5	4.7	4.0	4.6	4.5	5.0
Std.Dev.	0.91	0.84	1.00	0.92	1.41	-	0.73	0.71	0.64	1.41	0.65	0.71	-
Std.Err.	0.03	0.07	0.38	0.11	1.00	-	0.12	0.50	0.08	1.00	0.18	0.50	-

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TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	726	19	-	-	8	7	-	20	150	15	3	-	111	2
	79.4	90.5	-	-	57.1	58.3	-	76.9	81.1	83.3	60.0	-	83.5	66.7
(5) EXCELLENT	502	17	-	-	6	3	-	13	97	12	3	-	67	2
	54.9	81.0	-	-	42.9	25.0	-	50.0	52.4	66.7	60.0	-	50.4	66.7
(4) VERY GOOD	224	2	-	-	2	4	-	7	53	3	-	-	44	-
	24.5	9.5	-	-	14.3	33.3	-	26.9	28.6	16.7	-	-	33.1	-
(3) GOOD	139	2	-	-	5	3	-	2	26	1	2	-	19	1
	15.2	9.5	-	-	35.7	25.0	-	7.7	14.1	5.6	40.0	-	14.3	33.3
(2) FAIR	20	-	-	-	-	1	-	1	4	-	-	-	1	-
	2.2	-	-	-	-	8.3	-	3.8	2.2	-	-	-	0.8	-
(1) POOR	12	-	-	-	-	1	-	3	2	1	-	-	1	-
	1.3	-	-	-	-	8.3	-	11.5	1.1	5.6	-	-	0.8	-
DON'T KNOW/REFUSED	17	-	-	-	1	-	-	-	3	1	-	-	1	-
	1.9	-	-	-	7.1	-	-	-	1.6	5.6	-	-	0.8	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	4.3	4.7	-	-	4.1	3.6	-	4.0	4.3	4.5	4.2	-	4.3	4.3
Std.Dev.	0.91	0.64	-	-	0.95	1.24	-	1.36	0.88	1.07	1.10	-	0.81	1.15
Std.Err.	0.03	0.14	-	-	0.26	0.36	-	0.27	0.06	0.26	0.49	-	0.07	0.67

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BANNER 3
TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	726	1	7	2	16	5	-	3	4	-	3
	79.4	100.0	70.0	100.0	94.1	83.3	-	100.0	100.0	-	100.0
(5) EXCELLENT	502	-	6	2	12	3	-	-	4	-	3
	54.9	-	60.0	100.0	70.6	50.0	-	-	100.0	-	100.0
(4) VERY GOOD	224	1	1	-	4	2	-	3	-	-	-
	24.5	100.0	10.0	-	23.5	33.3	-	100.0	-	-	-
(3) GOOD	139	-	3	-	1	1	-	-	-	1	-
	15.2	-	30.0	-	5.9	16.7	-	-	-	100.0	-
(2) FAIR	20	-	-	-	-	-	-	-	-	-	-
	2.2	-	-	-	-	-	-	-	-	-	-
(1) POOR	12	-	-	-	-	-	-	-	-	-	-
	1.3	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	17	-	-	-	-	-	-	-	-	-	-
	1.9	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	4.3	4.0	4.3	5.0	4.6	4.3	-	4.0	5.0	3.0	5.0
Std.Dev.	0.91	-	0.95	0.00	0.61	0.82	-	0.00	0.00	-	0.00
Std.Err.	0.03	-	0.30	0.00	0.15	0.33	-	0.00	0.00	-	0.00

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	726	-	-	-	-	-	-	-	-	-	-	-	-
————	79.4	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	502	-	-	-	-	-	-	-	-	-	-	-	-
	54.9	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	224	-	-	-	-	-	-	-	-	-	-	-	-
	24.5	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	139	-	-	-	-	-	-	-	-	-	-	-	-
	15.2	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	20	-	-	-	-	-	-	-	-	-	-	-	-
	2.2	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	12	-	-	-	-	-	-	-	-	-	-	-	-
	1.3	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	17	-	-	-	-	-	-	-	-	-	-	-	-
	1.9	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.91	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	726	-	-	-	-	-	-	-	-	-	-	-	-
	79.4	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	502	-	-	-	-	-	-	-	-	-	-	-	-
	54.9	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	224	-	-	-	-	-	-	-	-	-	-	-	-
	24.5	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	139	-	-	-	-	-	-	-	-	-	-	-	-
	15.2	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	20	-	-	-	-	-	-	-	-	-	-	-	-
	2.2	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	12	-	-	-	-	-	-	-	-	-	-	-	-
	1.3	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	17	-	-	-	-	-	-	-	-	-	-	-	-
	1.9	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.91	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
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BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	486	79	2	34	2	1	-	1	33	1	6	1	-
	53.2	59.0	28.6	49.3	100.0	100.0	-	50.0	49.3	50.0	46.2	50.0	-
(5) EXCELLENT	283	38	1	17	2	1	-	-	18	-	3	1	-
	31.0	28.4	14.3	24.6	100.0	100.0	-	-	26.9	-	23.1	50.0	-
(4) VERY GOOD	203	41	1	17	-	-	-	1	15	1	3	-	-
	22.2	30.6	14.3	24.6	-	-	-	50.0	22.4	50.0	23.1	-	-
(3) GOOD	187	30	1	17	-	-	2	-	15	-	6	-	-
	20.5	22.4	14.3	24.6	-	-	5.3	-	22.4	-	46.2	-	-
(2) FAIR	101	15	3	13	-	-	1	-	11	1	1	1	-
	11.1	11.2	42.9	18.8	-	-	2.6	-	16.4	50.0	7.7	50.0	-
(1) POOR	125	8	1	2	-	-	35	1	7	-	-	-	1
	13.7	6.0	14.3	2.9	-	-	92.1	50.0	10.4	-	-	-	100.0
DON'T KNOW/REFUSED	15	2	-	3	-	-	-	-	1	-	-	-	-
	1.6	1.5	-	4.3	-	-	-	-	1.5	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.5	3.7	2.7	3.5	5.0	5.0	1.1	2.5	3.4	3.0	3.6	3.5	1.0
Std.Dev.	1.39	1.19	1.38	1.17	0.00	-	0.47	2.12	1.33	1.41	0.96	2.12	-
Std.Err.	0.05	0.10	0.52	0.14	0.00	-	0.08	1.50	0.16	1.00	0.27	1.50	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

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BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	486	10	-	-	8	9	-	1	133	1	3	-	89	1
	53.2	47.6	-	-	57.1	75.0	-	3.8	71.9	5.6	60.0	-	66.9	33.3
(5) EXCELLENT	283	7	-	-	4	8	-	-	88	1	3	-	48	1
	31.0	33.3	-	-	28.6	66.7	-	-	47.6	5.6	60.0	-	36.1	33.3
(4) VERY GOOD	203	3	-	-	4	1	-	1	45	-	-	-	41	-
	22.2	14.3	-	-	28.6	8.3	-	3.8	24.3	-	-	-	30.8	-
(3) GOOD	187	5	-	-	5	1	-	5	35	2	-	-	30	1
	20.5	23.8	-	-	35.7	8.3	-	19.2	18.9	11.1	-	-	22.6	33.3
(2) FAIR	101	4	-	-	-	1	-	7	10	2	1	-	10	-
	11.1	19.0	-	-	-	8.3	-	26.9	5.4	11.1	20.0	-	7.5	-
(1) POOR	125	1	-	-	1	1	-	13	4	13	1	-	4	1
	13.7	4.8	-	-	7.1	8.3	-	50.0	2.2	72.2	20.0	-	3.0	33.3
DON'T KNOW/REFUSED	15	1	-	-	-	-	-	-	3	-	-	-	-	-
	1.6	4.8	-	-	-	-	-	-	1.6	-	-	-	-	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	3.5	3.5	-	-	3.7	4.2	-	1.8	4.1	1.6	3.6	-	3.9	3.0
Std.Dev.	1.39	1.32	-	-	1.14	1.40	-	0.91	1.04	1.10	1.95	-	1.07	2.00
Std.Err.	0.05	0.29	-	-	0.30	0.41	-	0.18	0.08	0.26	0.87	-	0.09	1.15

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BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	486	-	6	1	3	5	-	3	1	-	1
	53.2	-	60.0	50.0	17.6	83.3	-	100.0	25.0	-	33.3
(5) EXCELLENT	283	-	6	1	2	3	-	1	-	-	1
	31.0	-	60.0	50.0	11.8	50.0	-	33.3	-	-	33.3
(4) VERY GOOD	203	-	-	-	1	2	-	2	1	-	-
	22.2	-	-	-	5.9	33.3	-	66.7	25.0	-	-
(3) GOOD	187	-	3	-	4	-	-	-	1	-	-
	20.5	-	30.0	-	23.5	-	-	-	25.0	-	-
(2) FAIR	101	-	1	-	1	1	-	-	-	1	1
	11.1	-	10.0	-	5.9	16.7	-	-	-	100.0	33.3
(1) POOR	125	1	-	1	9	-	-	-	2	-	1
	13.7	100.0	-	50.0	52.9	-	-	-	50.0	-	33.3
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	3.5	1.0	4.1	3.0	2.2	4.2	-	4.3	2.3	2.0	2.7
Std.Dev.	1.39	-	1.20	2.83	1.47	1.17	-	0.58	1.50	-	2.08
Std.Err.	0.05	-	0.38	2.00	0.36	0.48	-	0.33	0.75	-	1.20

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	486	-	-	-	-	-	-	-	-	-	-	-	-
	53.2	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	283	-	-	-	-	-	-	-	-	-	-	-	-
	31.0	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	203	-	-	-	-	-	-	-	-	-	-	-	-
	22.2	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	187	-	-	-	-	-	-	-	-	-	-	-	-
	20.5	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	101	-	-	-	-	-	-	-	-	-	-	-	-
	11.1	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	125	-	-	-	-	-	-	-	-	-	-	-	-
	13.7	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.5	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.39	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.05	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	486	-	-	-	-	-	-	-	-	-	-	-	-
———	53.2	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	283	-	-	-	-	-	-	-	-	-	-	-	-
	31.0	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	203	-	-	-	-	-	-	-	-	-	-	-	-
	22.2	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	187	-	-	-	-	-	-	-	-	-	-	-	-
	20.5	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	101	-	-	-	-	-	-	-	-	-	-	-	-
	11.1	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	125	-	-	-	-	-	-	-	-	-	-	-	-
	13.7	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	15	-	-	-	-	-	-	-	-	-	-	-	-
	1.6	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	3.5	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	1.39	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.05	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	718	114	5	56	-	-	30	1	57	2	12	2	1
	78.6	85.1	71.4	81.2	-	-	78.9	50.0	85.1	100.0	92.3	100.0	100.0
(5) EXCELLENT	487	82	4	32	-	-	17	1	46	-	8	1	1
	53.3	61.2	57.1	46.4	-	-	44.7	50.0	68.7	-	61.5	50.0	100.0
(4) VERY GOOD	231	32	1	24	-	-	13	-	11	2	4	1	-
	25.3	23.9	14.3	34.8	-	-	34.2	-	16.4	100.0	30.8	50.0	-
(3) GOOD	134	14	2	7	2	-	4	1	7	-	1	-	-
	14.7	10.4	28.6	10.1	100.0	-	10.5	50.0	10.4	-	7.7	-	-
(2) FAIR	31	2	-	3	-	1	2	-	2	-	-	-	-
	3.4	1.5	-	4.3	-	100.0	5.3	-	3.0	-	-	-	-
(1) POOR	5	-	-	1	-	-	-	-	-	-	-	-	-
	0.5	-	-	1.4	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	26	4	-	2	-	-	2	-	1	-	-	-	-
	2.8	3.0	-	2.9	-	-	5.3	-	1.5	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.5	4.3	4.2	3.0	2.0	4.3	4.0	4.5	4.0	4.5	4.5	5.0
Std.Dev.	0.89	0.75	0.95	0.92	0.00	-	0.87	1.41	0.81	0.00	0.66	0.71	-
Std.Err.	0.03	0.07	0.36	0.11	0.00	-	0.15	1.00	0.10	0.00	0.18	0.50	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	718	16	-	-	11	9	-	23	142	9	2	-	104	2
	78.6	76.2	-	-	78.6	75.0	-	88.5	76.8	50.0	40.0	-	78.2	66.7
(5) EXCELLENT	487	13	-	-	9	7	-	17	102	7	2	-	63	1
	53.3	61.9	-	-	64.3	58.3	-	65.4	55.1	38.9	40.0	-	47.4	33.3
(4) VERY GOOD	231	3	-	-	2	2	-	6	40	2	-	-	41	1
	25.3	14.3	-	-	14.3	16.7	-	23.1	21.6	11.1	-	-	30.8	33.3
(3) GOOD	134	4	-	-	2	3	-	-	33	5	3	-	19	1
	14.7	19.0	-	-	14.3	25.0	-	-	17.8	27.8	60.0	-	14.3	33.3
(2) FAIR	31	-	-	-	1	-	-	-	5	1	-	-	7	-
	3.4	-	-	-	7.1	-	-	-	2.7	5.6	-	-	5.3	-
(1) POOR	5	-	-	-	-	-	-	2	1	1	-	-	-	-
	0.5	-	-	-	-	-	-	7.7	0.5	5.6	-	-	-	-
DON'T KNOW/REFUSED	26	1	-	-	-	-	-	1	4	2	-	-	3	-
	2.8	4.8	-	-	-	-	-	3.8	2.2	11.1	-	-	2.3	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	4.3	4.4	-	-	4.4	4.3	-	4.4	4.3	3.8	3.8	-	4.2	4.0
Std.Dev.	0.89	0.83	-	-	1.01	0.89	-	1.12	0.90	1.28	1.10	-	0.89	1.00
Std.Err.	0.03	0.18	-	-	0.27	0.26	-	0.22	0.07	0.32	0.49	-	0.08	0.58

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	718	1	9	2	15	4	-	3	4	1	3
	78.6	100.0	90.0	100.0	88.2	66.7	-	100.0	100.0	100.0	100.0
(5) EXCELLENT	487	1	8	2	9	3	-	1	2	-	2
	53.3	100.0	80.0	100.0	52.9	50.0	-	33.3	50.0	-	66.7
(4) VERY GOOD	231	-	1	-	6	1	-	2	2	1	1
	25.3	-	10.0	-	35.3	16.7	-	66.7	50.0	100.0	33.3
(3) GOOD	134	-	1	-	1	1	-	-	-	-	-
	14.7	-	10.0	-	5.9	16.7	-	-	-	-	-
(2) FAIR	31	-	-	-	1	-	-	-	-	-	-
	3.4	-	-	-	5.9	-	-	-	-	-	-
(1) POOR	5	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	26	-	-	-	-	1	-	-	-	-	-
	2.8	-	-	-	-	16.7	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	4.3	5.0	4.7	5.0	4.4	4.4	-	4.3	4.5	4.0	4.7
Std.Dev.	0.89	-	0.67	0.00	0.86	0.89	-	0.58	0.58	-	0.58
Std.Err.	0.03	-	0.21	0.00	0.21	0.40	-	0.33	0.29	-	0.33

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	718	-	-	-	-	-	-	-	-	-	-	-	-
	78.6	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	487	-	-	-	-	-	-	-	-	-	-	-	-
	53.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	231	-	-	-	-	-	-	-	-	-	-	-	-
	25.3	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	134	-	-	-	-	-	-	-	-	-	-	-	-
	14.7	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	31	-	-	-	-	-	-	-	-	-	-	-	-
	3.4	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	5	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	26	-	-	-	-	-	-	-	-	-	-	-	-
	2.8	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.89	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014977

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	718	-	-	-	-	-	-	-	-	-	-	-	-
	78.6	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	487	-	-	-	-	-	-	-	-	-	-	-	-
	53.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	231	-	-	-	-	-	-	-	-	-	-	-	-
	25.3	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	134	-	-	-	-	-	-	-	-	-	-	-	-
	14.7	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	31	-	-	-	-	-	-	-	-	-	-	-	-
	3.4	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	5	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	26	-	-	-	-	-	-	-	-	-	-	-	-
	2.8	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.89	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	749	110	6	57	1	1	32	2	59	1	13	2	1
	81.9	82.1	85.7	82.6	50.0	100.0	84.2	100.0	88.1	50.0	100.0	100.0	100.0
(5) EXCELLENT	482	60	5	39	1	1	26	1	45	1	9	2	1
	52.7	44.8	71.4	56.5	50.0	100.0	68.4	50.0	67.2	50.0	69.2	100.0	100.0
(4) VERY GOOD	267	50	1	18	-	-	6	1	14	-	4	-	-
	29.2	37.3	14.3	26.1	-	-	15.8	50.0	20.9	-	30.8	-	-
(3) GOOD	126	19	1	8	1	-	5	-	6	1	-	-	-
	13.8	14.2	14.3	11.6	50.0	-	13.2	-	9.0	50.0	-	-	-
(2) FAIR	23	4	-	2	-	-	-	-	1	-	-	-	-
	2.5	3.0	-	2.9	-	-	-	-	1.5	-	-	-	-
(1) POOR	8	1	-	1	-	-	1	-	1	-	-	-	-
	0.9	0.7	-	1.4	-	-	2.6	-	1.5	-	-	-	-
DON'T KNOW/REFUSED	8	-	-	1	-	-	-	-	-	-	-	-	-
	0.9	-	-	1.4	-	-	-	-	-	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.2	4.6	4.4	4.0	5.0	4.5	4.5	4.5	4.0	4.7	5.0	5.0
Std.Dev.	0.87	0.86	0.79	0.91	1.41	-	0.92	0.71	0.84	1.41	0.48	0.00	-
Std.Err.	0.03	0.07	0.30	0.11	1.00	-	0.15	0.50	0.10	1.00	0.13	0.00	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	749	17	-	-	11	8	-	22	145	15	3	-	109	2
	81.9	81.0	-	-	78.6	66.7	-	84.6	78.4	83.3	60.0	-	82.0	66.7
(5) EXCELLENT	482	14	-	-	7	3	-	16	90	11	3	-	58	1
	52.7	66.7	-	-	50.0	25.0	-	61.5	48.6	61.1	60.0	-	43.6	33.3
(4) VERY GOOD	267	3	-	-	4	5	-	6	55	4	-	-	51	1
	29.2	14.3	-	-	28.6	41.7	-	23.1	29.7	22.2	-	-	38.3	33.3
(3) GOOD	126	4	-	-	3	3	-	3	31	1	2	-	19	1
	13.8	19.0	-	-	21.4	25.0	-	11.5	16.8	5.6	40.0	-	14.3	33.3
(2) FAIR	23	-	-	-	-	1	-	-	5	1	-	-	5	-
	2.5	-	-	-	-	8.3	-	-	2.7	5.6	-	-	3.8	-
(1) POOR	8	-	-	-	-	-	-	-	3	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	1.6	-	-	-	-	-
DON'T KNOW/REFUSED	8	-	-	-	-	-	-	1	1	1	-	-	-	-
	0.9	-	-	-	-	-	-	3.8	0.5	5.6	-	-	-	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	4.3	4.5	-	-	4.3	3.8	-	4.5	4.2	4.5	4.2	-	4.2	4.0
Std.Dev.	0.87	0.81	-	-	0.83	0.94	-	0.71	0.93	0.87	1.10	-	0.83	1.00
Std.Err.	0.03	0.18	-	-	0.22	0.27	-	0.14	0.07	0.21	0.49	-	0.07	0.58

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	749	1	7	2	15	4	-	2	4	1	3
	81.9	100.0	70.0	100.0	88.2	66.7	-	66.7	100.0	100.0	100.0
(5) EXCELLENT	482	1	7	2	12	3	-	2	3	1	3
	52.7	100.0	70.0	100.0	70.6	50.0	-	66.7	75.0	100.0	100.0
(4) VERY GOOD	267	-	-	-	3	1	-	-	1	-	-
	29.2	-	-	-	17.6	16.7	-	-	25.0	-	-
(3) GOOD	126	-	2	-	2	1	-	1	-	-	-
	13.8	-	20.0	-	11.8	16.7	-	33.3	-	-	-
(2) FAIR	23	-	1	-	-	1	-	-	-	-	-
	2.5	-	10.0	-	-	16.7	-	-	-	-	-
(1) POOR	8	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	8	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	4.3	5.0	4.3	5.0	4.6	4.0	-	4.3	4.8	5.0	5.0
Std.Dev.	0.87	-	1.16	0.00	0.71	1.26	-	1.15	0.50	-	0.00
Std.Err.	0.03	-	0.37	0.00	0.17	0.52	-	0.67	0.25	-	0.00

CONFIDENTIAL
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	749	-	-	-	-	-	-	-	-	-	-	-	-
	81.9	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	482	-	-	-	-	-	-	-	-	-	-	-	-
	52.7	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	267	-	-	-	-	-	-	-	-	-	-	-	-
	29.2	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	126	-	-	-	-	-	-	-	-	-	-	-	-
	13.8	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	23	-	-	-	-	-	-	-	-	-	-	-	-
	2.5	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	8	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	8	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.87	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	749	-	-	-	-	-	-	-	-	-	-	-	-
	81.9	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	482	-	-	-	-	-	-	-	-	-	-	-	-
	52.7	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	267	-	-	-	-	-	-	-	-	-	-	-	-
	29.2	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	126	-	-	-	-	-	-	-	-	-	-	-	-
	13.8	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	23	-	-	-	-	-	-	-	-	-	-	-	-
	2.5	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	8	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	8	-	-	-	-	-	-	-	-	-	-	-	-
	0.9	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.3	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.87	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
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CIGAR USAGE AND ATTITUDE
S1RS #95-195

10 May 95

BANNER 3
TABLE 32J
Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE -total respondents	914	134	7	69	2	1	38	2	67	2	13	2	1
TOP TWO BOX	709	102	7	47	1	-	37	2	61	2	12	2	1
	77.6	76.1	100.0	68.1	50.0	-	97.4	100.0	91.0	100.0	92.3	100.0	100.0
(5) EXCELLENT	432	49	6	29	1	-	33	1	43	-	9	2	1
	47.3	36.6	85.7	42.0	50.0	-	86.8	50.0	64.2	-	69.2	100.0	100.0
(4) VERY GOOD	277	53	1	18	-	-	4	1	18	2	3	-	-
	30.3	39.6	14.3	26.1	-	-	10.5	50.0	26.9	100.0	23.1	-	-
(3) GOOD	153	23	-	18	1	1	1	-	3	-	1	-	-
	16.7	17.2	-	26.1	50.0	100.0	2.6	-	4.5	-	7.7	-	-
(2) FAIR	31	7	-	2	-	-	-	-	3	-	-	-	-
	3.4	5.2	-	2.9	-	-	-	-	4.5	-	-	-	-
(1) POOR	5	1	-	-	-	-	-	-	-	-	-	-	-
	0.5	0.7	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	16	1	-	2	-	-	-	-	-	-	-	-	-
	1.8	0.7	-	2.9	-	-	-	-	-	-	-	-	-
TOTAL	914	134	7	69	2	1	38	2	67	2	13	2	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.2	4.1	4.9	4.1	4.0	3.0	4.8	4.5	4.5	4.0	4.6	5.0	5.0
Std.Dev.	0.89	0.91	0.38	0.91	1.41	-	0.44	0.71	0.79	0.00	0.65	0.00	-
Std.Err.	0.03	0.08	0.14	0.11	1.00	-	0.07	0.50	0.10	0.00	0.18	0.00	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32J
Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE -total respondents	914	21	-	-	14	12	-	26	185	18	5	-	133	3
TOP TWO BOX	709	18	-	-	10	9	-	21	133	15	3	-	106	2
	77.6	85.7	-	-	71.4	75.0	-	80.8	71.9	83.3	60.0	-	79.7	66.7
(5) EXCELLENT	432	14	-	-	5	7	-	13	75	15	3	-	57	2
	47.3	66.7	-	-	35.7	58.3	-	50.0	40.5	83.3	60.0	-	42.9	66.7
(4) VERY GOOD	277	4	-	-	5	2	-	8	58	-	-	-	49	-
	30.3	19.0	-	-	35.7	16.7	-	30.8	31.4	-	-	-	36.8	-
(3) GOOD	153	3	-	-	3	3	-	2	43	2	2	-	18	1
	16.7	14.3	-	-	21.4	25.0	-	7.7	23.2	11.1	40.0	-	13.5	33.3
(2) FAIR	31	-	-	-	1	-	-	1	6	-	-	-	7	-
	3.4	-	-	-	7.1	-	-	3.8	3.2	-	-	-	5.3	-
(1) POOR	5	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	3.8	-	-	-	-	-	-
DON'T KNOW/REFUSED	16	-	-	-	-	-	-	1	3	1	-	-	2	-
	1.8	-	-	-	-	-	-	3.8	1.6	5.6	-	-	1.5	-
TOTAL	914	21	-	-	14	12	-	26	185	18	5	-	133	3
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	100.0	-	100.0	100.0
Means	4.2	4.5	-	-	4.0	4.3	-	4.2	4.1	4.8	4.2	-	4.2	4.3
Std.Dev.	0.89	0.75	-	-	0.96	0.89	-	1.05	0.88	0.66	1.10	-	0.87	1.15
Std.Err.	0.03	0.16	-	-	0.26	0.26	-	0.21	0.07	0.16	0.49	-	0.08	0.67

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32J
Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE -total respondents	914	1	10	2	17	6	-	3	4	1	3
TOP TWO BOX	709	1	7	2	16	5	-	3	4	1	3
	77.6	100.0	70.0	100.0	94.1	83.3	-	100.0	100.0	100.0	100.0
(5) EXCELLENT	432	1	6	2	10	3	-	-	2	-	3
	47.3	100.0	60.0	100.0	58.8	50.0	-	-	50.0	-	100.0
(4) VERY GOOD	277	-	1	-	6	2	-	3	2	1	-
	30.3	-	10.0	-	35.3	33.3	-	100.0	50.0	100.0	-
(3) GOOD	153	-	2	-	1	1	-	-	-	-	-
	16.7	-	20.0	-	5.9	16.7	-	-	-	-	-
(2) FAIR	31	-	1	-	-	-	-	-	-	-	-
	3.4	-	10.0	-	-	-	-	-	-	-	-
(1) POOR	5	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	16	-	-	-	-	-	-	-	-	-	-
	1.8	-	-	-	-	-	-	-	-	-	-
TOTAL	914	1	10	2	17	6	-	3	4	1	3
	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0
Means	4.2	5.0	4.2	5.0	4.5	4.3	-	4.0	4.5	4.0	5.0
Std.Dev.	0.89	-	1.14	0.00	0.62	0.82	-	0.00	0.58	-	0.00
Std.Err.	0.03	-	0.36	0.00	0.15	0.33	-	0.00	0.29	-	0.00

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32J
Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	709	-	-	-	-	-	-	-	-	-	-	-	-
	77.6	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	432	-	-	-	-	-	-	-	-	-	-	-	-
	47.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	277	-	-	-	-	-	-	-	-	-	-	-	-
	30.3	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	153	-	-	-	-	-	-	-	-	-	-	-	-
	16.7	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	31	-	-	-	-	-	-	-	-	-	-	-	-
	3.4	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	5	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	16	-	-	-	-	-	-	-	-	-	-	-	-
	1.8	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.2	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.89	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014987

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 3
TABLE 32J
Q24A : ATTRIBUTE RATINGS - AROMA

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIl-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL
BASE -total respondents	914	-	-	-	-	-	-	-	-	-	-	-	-
TOP TWO BOX	709	-	-	-	-	-	-	-	-	-	-	-	-
————————	77.6	-	-	-	-	-	-	-	-	-	-	-	-
(5) EXCELLENT	432	-	-	-	-	-	-	-	-	-	-	-	-
	47.3	-	-	-	-	-	-	-	-	-	-	-	-
(4) VERY GOOD	277	-	-	-	-	-	-	-	-	-	-	-	-
	30.3	-	-	-	-	-	-	-	-	-	-	-	-
(3) GOOD	153	-	-	-	-	-	-	-	-	-	-	-	-
	16.7	-	-	-	-	-	-	-	-	-	-	-	-
(2) FAIR	31	-	-	-	-	-	-	-	-	-	-	-	-
	3.4	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	5	-	-	-	-	-	-	-	-	-	-	-	-
	0.5	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/REFUSED	16	-	-	-	-	-	-	-	-	-	-	-	-
	1.8	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	914	-	-	-	-	-	-	-	-	-	-	-	-
	100.0	-	-	-	-	-	-	-	-	-	-	-	-
Means	4.2	-	-	-	-	-	-	-	-	-	-	-	-
Std.Dev.	0.89	-	-	-	-	-	-	-	-	-	-	-	-
Std.Err.	0.03	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
PRICE	162 44.6	99 48.5	47 37.0	66 46.8	17 50.0	78 41.9	34 50.0	26 36.1	102 45.9	49 40.8	48 43.6	38 49.4	27 48.2
BRAND IMAGE	53 14.6	32 15.7	15 11.8	18 12.8	7 20.6	28 15.1	13 19.1	9 12.5	31 14.0	18 15.0	12 10.9	9 11.7	14 25.0
TASTE	352 97.0	195 95.6	126 99.2	140 99.3	32 94.1	178 95.7	67 98.5	72 100.0	212 95.5	119 99.2	108 98.2	76 98.7	49 87.5
FULL-BODIED	268 73.8	147 72.1	96 75.6	103 73.0	23 67.6	142 76.3	46 67.6	52 72.2	169 76.1	83 69.2	85 77.3	54 70.1	46 82.1
MILDNESS	211 58.1	117 57.4	75 59.1	75 53.2	22 64.7	112 60.2	33 48.5	43 59.7	135 60.8	56 46.7	67 60.9	52 67.5	36 64.3
THE CIGAR LENGTH	183 50.4	103 50.5	63 49.6	78 55.3	18 52.9	87 46.8	22 32.4	41 56.9	120 54.1	60 50.0	51 46.4	37 48.1	35 62.5
THE CIGAR DIAMETER	236 65.0	126 61.8	86 67.7	100 70.9	18 52.9	117 62.9	39 57.4	50 69.4	146 65.8	72 60.0	69 62.7	56 72.7	39 69.6
AROMA	259 71.3	147 72.1	91 71.7	100 70.9	26 76.5	133 71.5	45 66.2	40 55.6	173 77.9	75 62.5	79 71.8	59 76.6	46 82.1
LIGHT BROWN COLOR OF CIGAR	113 31.1	62 30.4	37 29.1	35 24.8	10 29.4	67 36.0	11 16.2	24 33.3	78 35.1	31 25.8	34 30.9	23 29.9	25 44.6
DARK BROWN COLOR OF CIGAR	110 30.3	60 29.4	36 28.3	45 31.9	9 26.5	56 30.1	18 26.5	18 25.0	73 32.9	31 25.8	32 29.1	24 31.2	23 41.1
GREEN COLOR OF CIGAR	93 25.6	52 25.5	30 23.6	33 23.4	8 23.5	52 28.0	7 10.3	21 29.2	65 29.3	27 22.5	29 26.4	19 24.7	18 32.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
MADURA COLOR OF CIGAR	134 36.9	75 36.8	46 36.2	48 34.0	13 38.2	73 39.2	18 26.5	24 33.3	91 41.0	35 29.2	44 40.0	32 41.6	23 41.1
RECOMMENDATION BY FRIEND	127 35.0	75 36.8	44 34.6	65 46.1	11 32.4	51 27.4	28 41.2	31 43.1	68 30.6	47 39.2	46 41.8	18 23.4	16 28.6
RECOMMENDATION BY TOBACCONIST	118 32.5	74 36.3	36 28.3	44 31.2	17 50.0	57 30.6	22 32.4	28 38.9	68 30.6	35 29.2	44 40.0	21 27.3	18 32.1
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	192 52.9	108 52.9	67 52.8	72 51.1	17 50.0	101 54.3	36 52.9	35 48.6	121 54.5	63 52.5	54 49.1	42 54.5	33 58.9

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33B
Q25 : CHARACTERISTIC RATING - SUMMARY OF MEANS

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
PRICE	48.4	50.3	44.2	50.2	54.0	46.0	50.6	44.3	49.1	46.7	48.1	50.3	50.1
BRAND IMAGE	28.3	29.3	25.5	28.5	32.8	27.4	29.6	27.3	28.1	29.5	24.9	27.1	33.9
TASTE	85.4	84.1	87.0	88.8	86.7	82.9	87.4	86.0	84.8	87.2	87.1	85.1	78.9
FULL-BODIED	66.6	65.9	67.3	66.0	64.0	68.1	62.1	63.7	68.8	64.5	69.0	64.4	69.9
MILDNESS	55.9	54.0	58.6	52.7	60.2	57.2	50.5	54.8	58.1	51.2	54.9	61.5	59.9
THE CIGAR LENGTH	52.0	50.9	53.1	52.4	54.9	51.3	42.1	53.2	54.6	49.5	51.9	51.2	58.6
THE CIGAR DIAMETER	60.2	57.7	62.7	61.5	55.5	60.2	56.1	60.1	61.5	55.9	60.6	63.4	64.1
AROMA	62.5	61.9	63.8	61.4	66.9	63.0	59.4	55.4	65.7	56.8	62.9	65.0	70.6
LIGHT BROWN COLOR OF CIGAR	38.7	37.5	38.7	34.6	41.1	41.5	30.9	37.4	41.6	34.4	38.9	39.6	46.8
DARK BROWN COLOR OF CIGAR	38.7	38.4	37.1	38.4	35.0	39.6	35.8	31.8	41.7	35.5	37.3	40.4	46.5
GREEN COLOR OF CIGAR	31.0	30.5	31.2	29.1	32.0	32.6	20.1	31.0	34.5	27.1	33.3	29.8	37.0
MADURA COLOR OF CIGAR	43.8	43.9	41.6	42.1	45.6	44.9	38.6	40.1	46.6	37.5	44.1	49.3	50.1
RECOMMENDATION BY FRIEND	42.4	43.2	42.3	48.3	40.4	38.6	46.9	45.9	39.9	46.4	44.7	38.1	35.4
RECOMMENDATION BY TOBACCONIST	41.9	43.7	39.0	42.2	49.6	40.4	41.4	44.1	41.3	41.1	47.4	38.6	37.1
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	51.3	51.4	50.8	50.0	56.1	51.2	50.0	48.6	52.6	52.3	50.3	50.2	52.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33C
Q25 : HOW IMPORTANT IS PRICE TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	162	99	47	66	17	78	34	26	102	49	48	38	27
	44.6	48.5	37.0	46.8	50.0	41.9	50.0	36.1	45.9	40.8	43.6	49.4	48.2
(100) EXTREMELY IMPORTANT	37 10.2	22 10.8	10 7.9	15 10.6	6 17.6	16 8.6	8 11.8	2 2.8	27 12.2	9 7.5	12 10.9	8 10.4	8 14.3
(64) VERY IMPORTANT	125 34.4	77 37.7	37 29.1	51 36.2	11 32.4	62 33.3	26 38.2	24 33.3	75 33.8	40 33.3	36 32.7	30 39.0	19 33.9
(36) SOMEWHAT IMPORTANT	142 39.1	77 37.7	53 41.7	56 39.7	13 38.2	72 38.7	23 33.8	37 51.4	81 36.5	51 42.5	43 39.1	30 39.0	18 32.1
(16) NOT VERY IMPORTANT	40 11.0	21 10.3	16 12.6	15 10.6	4 11.8	21 11.3	9 13.2	7 9.7	24 10.8	19 15.8	10 9.1	3 3.9	8 14.3
(4) NOT AT ALL IMPORTANT	18 5.0	7 3.4	10 7.9	3 2.1	- -	15 8.1	2 2.9	2 2.8	14 6.3	1 0.8	8 7.3	6 7.8	3 5.4
DON'T KNOW/ REFUSED	1 0.3	- -	1 0.8	1 0.7	- -	- -	- -	- -	1 0.5	- -	1 0.9	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means Std.Dev. Std.Err.	48.4 25.14 1.32	50.3 24.74 1.73	44.2 24.99 2.23	50.2 24.31 2.05	54.0 26.85 4.60	46.0 25.39 1.86	50.6 25.69 3.12	44.3 19.47 2.29	49.1 26.57 1.79	46.7 23.03 2.10	48.1 26.10 2.50	50.3 25.11 2.86	50.1 27.91 3.73

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33D
Q25 : HOW IMPORTANT IS BRAND IMAGE TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	53	32	15	18	7	28	13	9	31	18	12	9	14
	14.6	15.7	11.8	12.8	20.6	15.1	19.1	12.5	14.0	15.0	10.9	11.7	25.0
(100) EXTREMELY IMPORTANT	10	6	2	4	3	3	2	2	6	5	1	1	3
	2.8	2.9	1.6	2.8	8.8	1.6	2.9	2.8	2.7	4.2	0.9	1.3	5.4
(64) VERY IMPORTANT	43	26	13	14	4	25	11	7	25	13	11	8	11
	11.8	12.7	10.2	9.9	11.8	13.4	16.2	9.7	11.3	10.8	10.0	10.4	19.6
(36) SOMEWHAT IMPORTANT	126	73	41	53	10	62	20	24	81	42	36	30	18
	34.7	35.8	32.3	37.6	29.4	33.3	29.4	33.3	36.5	35.0	32.7	39.0	32.1
(16) NOT VERY IMPORTANT	99	56	35	42	11	46	21	25	53	38	31	20	10
	27.3	27.5	27.6	29.8	32.4	24.7	30.9	34.7	23.9	31.7	28.2	26.0	17.9
(4) NOT AT ALL IMPORTANT	83	42	35	27	6	49	14	14	55	22	30	18	13
	22.9	20.6	27.6	19.1	17.6	26.3	20.6	19.4	24.8	18.3	27.3	23.4	23.2
DON'T KNOW/ REFUSED	2	1	1	1	-	1	-	-	2	-	1	-	1
	0.6	0.5	0.8	0.7	-	0.5	-	-	0.9	-	0.9	-	1.8
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	28.3	29.3	25.5	28.5	32.8	27.4	29.6	27.3	28.1	29.5	24.9	27.1	33.9
Std.Dev.	22.22	22.40	20.83	21.43	27.87	21.71	23.44	21.43	22.21	23.07	19.83	20.08	26.52
Std.Err.	1.17	1.57	1.86	1.81	4.78	1.60	2.84	2.53	1.50	2.11	1.90	2.29	3.58

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33E
Q25 : HOW IMPORTANT IS TASTE TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	352	195	126	140	32	178	67	72	212	119	108	76	49
	97.0	95.6	99.2	99.3	94.1	95.7	98.5	100.0	95.5	99.2	98.2	98.7	87.5
(100) EXTREMELY IMPORTANT	224	120	82	98	23	103	45	44	135	78	72	46	28
	61.7	58.8	64.6	69.5	67.6	55.4	66.2	61.1	60.8	65.0	65.5	59.7	50.0
(64) VERY IMPORTANT	128	75	44	42	9	75	22	28	77	41	36	30	21
	35.3	36.8	34.6	29.8	26.5	40.3	32.4	38.9	34.7	34.2	32.7	39.0	37.5
(36) SOMEWHAT IMPORTANT	9	7	1	1	2	6	1	-	8	1	2	1	5
	2.5	3.4	0.8	0.7	5.9	3.2	1.5	-	3.6	0.8	1.8	1.3	8.9
(16) NOT VERY IMPORTANT	1	1	-	-	-	1	-	-	1	-	-	-	1
	0.3	0.5	-	-	-	0.5	-	-	0.5	-	-	-	1.8
(4) NOT AT ALL IMPORTANT	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	1	1	-	-	-	1	-	-	1	-	-	-	1
	0.3	0.5	-	-	-	0.5	-	-	0.5	-	-	-	1.8
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	85.4	84.1	87.0	88.8	86.7	82.9	87.4	86.0	84.8	87.2	87.1	85.1	78.9
Std.Dev.	19.20	20.08	17.76	17.09	20.48	20.13	18.05	17.67	20.03	17.74	18.28	18.49	23.68
Std.Err.	1.01	1.41	1.58	1.44	3.51	1.48	2.19	2.08	1.35	1.62	1.74	2.11	3.19

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33F
Q25 : HOW IMPORTANT IS FULL-BODIED TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	268	147	96	103	23	142	46	52	169	83	85	54	46
	73.8	72.1	75.6	73.0	67.6	76.3	67.6	72.2	76.1	69.2	77.3	70.1	82.1
(100) EXTREMELY IMPORTANT	107 29.5	58 28.4	39 30.7	39 27.7	10 29.4	58 31.2	15 22.1	15 20.8	76 34.2	32 26.7	36 32.7	22 28.6	17 30.4
(64) VERY IMPORTANT	161 44.4	89 43.6	57 44.9	64 45.4	13 38.2	84 45.2	31 45.6	37 51.4	93 41.9	51 42.5	49 44.5	32 41.6	29 51.8
(36) SOMEWHAT IMPORTANT	78 21.5	48 23.5	24 18.9	33 23.4	9 26.5	35 18.8	20 29.4	20 27.8	38 17.1	35 29.2	21 19.1	17 22.1	5 8.9
(16) NOT VERY IMPORTANT	10 2.8	5 2.5	4 3.1	3 2.1	1 2.9	6 3.2	1 1.5	- -	9 4.1	1 0.8	1 0.9	6 7.8	2 3.6
(4) NOT AT ALL IMPORTANT	4 1.1	2 1.0	2 1.6	1 0.7	1 2.9	1 0.5	1 1.5	- -	3 1.4	1 0.8	2 1.8	- -	1 1.8
DON'T KNOW/ REFUSED	3 0.8	2 1.0	1 0.8	1 0.7	- -	2 1.1	- -	- -	3 1.4	- -	1 0.9	- -	2 3.6
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means Std.Dev. Std.Err.	66.6 25.57 1.35	65.9 25.51 1.79	67.3 25.98 2.31	66.0 24.93 2.11	64.0 28.03 4.81	68.1 25.27 1.86	62.1 24.67 2.99	63.7 22.24 2.62	68.8 26.64 1.80	64.5 25.07 2.29	69.0 25.45 2.44	64.4 27.06 3.08	69.9 24.69 3.36

68% < 2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33G
Q25 : HOW IMPORTANT IS MILDNESS TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	211	117	75	75	22	112	33	43	135	56	67	52	36
	58.1	57.4	59.1	53.2	64.7	60.2	48.5	59.7	60.8	46.7	60.9	67.5	64.3
(100) EXTREMELY IMPORTANT	68 18.7	30 14.7	31 24.4	19 13.5	13 38.2	35 18.8	8 11.8	9 12.5	51 23.0	18 15.0	16 14.5	21 27.3	13 23.2
(64) VERY IMPORTANT	143 39.4	87 42.6	44 34.6	56 39.7	9 26.5	77 41.4	25 36.8	34 47.2	84 37.8	38 31.7	51 46.4	31 40.3	23 41.1
(36) SOMEWHAT IMPORTANT	105 28.9	58 28.4	38 29.9	48 34.0	2 5.9	55 29.6	26 38.2	21 29.2	58 26.1	48 40.0	27 24.5	15 19.5	15 26.8
(16) NOT VERY IMPORTANT	30 8.3	20 9.8	8 6.3	12 8.5	5 14.7	13 7.0	5 7.4	7 9.7	18 8.1	10 8.3	12 10.9	6 7.8	2 3.6
(4) NOT AT ALL IMPORTANT	17 4.7	9 4.4	6 4.7	6 4.3	5 14.7	6 3.2	4 5.9	1 1.4	11 5.0	6 5.0	4 3.6	4 5.2	3 5.4
DON'T KNOW/ REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means Std.Dev. Std.Err.	55.9 27.65 1.45	54.0 26.48 1.85	58.6 29.04 2.58	52.7 25.83 2.18	60.2 37.92 6.50	57.2 26.66 1.95	50.5 25.69 3.12	54.8 24.27 2.86	58.1 28.92 1.94	51.2 26.87 2.45	54.9 26.22 2.50	61.5 29.63 3.38	59.9 27.99 3.74

48% <2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33H
Q25 : HOW IMPORTANT IS THE CIGAR LENGTH TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	183	103	63	78	18	87	22	41	120	60	51	37	35
	50.4	50.5	49.6	55.3	52.9	46.8	32.4	56.9	54.1	50.0	46.4	48.1	62.5
(100) EXTREMELY IMPORTANT	47	22	20	12	7	28	3	6	38	9	17	10	11
	12.9	10.8	15.7	8.5	20.6	15.1	4.4	8.3	17.1	7.5	15.5	13.0	19.6
(64) VERY IMPORTANT	136	81	43	66	11	59	19	35	82	51	34	27	24
	37.5	39.7	33.9	46.8	32.4	31.7	27.9	48.6	36.9	42.5	30.9	35.1	42.9
(36) SOMEWHAT IMPORTANT	134	73	49	47	11	74	30	26	77	41	46	31	16
	36.9	35.8	38.6	33.3	32.4	39.8	44.1	36.1	34.7	34.2	41.8	40.3	28.6
(16) NOT VERY IMPORTANT	34	22	10	13	4	17	14	3	17	15	10	5	4
	9.4	10.8	7.9	9.2	11.8	9.1	20.6	4.2	7.7	12.5	9.1	6.5	7.1
(4) NOT AT ALL IMPORTANT	11	6	4	2	1	8	1	2	8	3	3	4	1
	3.0	2.9	3.1	1.4	2.9	4.3	1.5	2.8	3.6	2.5	2.7	5.2	1.8
DON'T KNOW/ REFUSED	1	-	1	1	-	-	1	-	-	1	-	-	-
	0.3	-	0.8	0.7	-	-	1.5	-	-	0.8	-	-	-
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	52.0	50.9	53.1	52.4	54.9	51.3	42.1	53.2	54.6	49.5	51.9	51.2	58.6
Std.Dev.	25.33	24.63	26.36	22.54	28.98	26.74	21.77	21.85	26.74	23.32	26.35	25.78	26.27
Std.Err.	1.33	1.72	2.35	1.90	4.97	1.96	2.66	2.58	1.79	2.14	2.51	2.94	3.51

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014997

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33I
Q25 : HOW IMPORTANT IS THE CIGAR DIAMETER TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	236	126	86	100	18	117	39	50	146	72	69	56	39
	65.0	61.8	67.7	70.9	52.9	62.9	57.4	69.4	65.8	60.0	62.7	72.7	69.6
(100) EXTREMELY IMPORTANT	77	36	31	25	7	45	11	13	53	17	26	18	16
	21.2	17.6	24.4	17.7	20.6	24.2	16.2	18.1	23.9	14.2	23.6	23.4	28.6
(64) VERY IMPORTANT	159	90	55	75	11	72	28	37	93	55	43	38	23
	43.8	44.1	43.3	53.2	32.4	38.7	41.2	51.4	41.9	45.8	39.1	49.4	41.1
(36) SOMEWHAT IMPORTANT	100	61	33	34	12	53	21	17	62	36	34	17	13
	27.5	29.9	26.0	24.1	35.3	28.5	30.9	23.6	27.9	30.0	30.9	22.1	23.2
(16) NOT VERY IMPORTANT	18	12	5	5	3	10	7	2	9	8	5	2	3
	5.0	5.9	3.9	3.5	8.8	5.4	10.3	2.8	4.1	6.7	4.5	2.6	5.4
(4) NOT AT ALL IMPORTANT	8	5	2	1	1	6	-	3	5	3	2	2	1
	2.2	2.5	1.6	0.7	2.9	3.2	-	4.2	2.3	2.5	1.8	2.6	1.8
DON'T KNOW/ REFUSED	1	-	1	1	-	-	1	-	-	1	-	-	-
	0.3	-	0.8	0.7	-	-	1.5	-	-	0.8	-	-	-
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	60.2	57.7	62.7	61.5	55.5	60.2	56.1	60.1	61.5	55.9	60.6	63.4	64.1
Std.Dev.	25.96	25.50	26.01	22.96	28.37	27.69	25.43	25.02	26.45	24.66	26.71	25.25	27.45
Std.Err.	1.36	1.79	2.32	1.94	4.86	2.03	3.11	2.95	1.78	2.26	2.55	2.88	3.67

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014998

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33J
Q25 : HOW IMPORTANT IS AROMA TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	259	147	91	100	26	133	45	40	173	75	79	59	46
	71.3	72.1	71.7	70.9	76.5	71.5	66.2	55.6	77.9	62.5	71.8	76.6	82.1
(100) EXTREMELY IMPORTANT	74 20.4	39 19.1	28 22.0	26 18.4	9 26.5	39 21.0	12 17.6	10 13.9	52 23.4	16 13.3	25 22.7	15 19.5	18 32.1
(64) VERY IMPORTANT	185 51.0	108 52.9	63 49.6	74 52.5	17 50.0	94 50.5	33 48.5	30 41.7	121 54.5	59 49.2	54 49.1	44 57.1	28 50.0
(36) SOMEWHAT IMPORTANT	84 23.1	46 22.5	28 22.0	33 23.4	8 23.5	42 22.6	18 26.5	27 37.5	39 17.6	35 29.2	24 21.8	15 19.5	10 17.9
(16) NOT VERY IMPORTANT	14 3.9	9 4.4	4 3.1	8 5.7	- -	5 2.7	5 7.4	2 2.8	7 3.2	7 5.8	6 5.5	1 1.3	- -
(4) NOT AT ALL IMPORTANT	3 0.8	2 1.0	1 0.8	- -	- -	3 1.6	- -	2 2.8	1 0.5	2 1.7	1 0.9	- -	- -
DON'T KNOW/ REFUSED	3 0.8	- -	3 2.4	- -	- -	3 1.6	- -	1 1.4	2 0.9	1 0.8	- -	2 2.6	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means Std.Dev. Std.Err.	62.5 23.84 1.26	61.9 23.66 1.66	63.8 24.03 2.16	61.4 23.45 1.98	66.9 23.12 3.97	63.0 24.09 1.78	59.4 24.36 2.95	55.4 24.10 2.86	65.7 23.12 1.56	56.8 23.52 2.16	62.9 25.07 2.39	65.0 21.26 2.45	70.6 22.86 3.06

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 014999

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33K
Q25 : HOW IMPORTANT IS LIGHT BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	113	62	37	35	10	67	11	24	78	31	34	23	25
	31.1	30.4	29.1	24.8	29.4	36.0	16.2	33.3	35.1	25.8	30.9	29.9	44.6
(100) EXTREMELY IMPORTANT	23	12	6	5	4	14	3	2	18	4	8	5	6
	6.3	5.9	4.7	3.5	11.8	7.5	4.4	2.8	8.1	3.3	7.3	6.5	10.7
(64) VERY IMPORTANT	90	50	31	30	6	53	8	22	60	27	26	18	19
	24.8	24.5	24.4	21.3	17.6	28.5	11.8	30.6	27.0	22.5	23.6	23.4	33.9
(36) SOMEWHAT IMPORTANT	119	62	48	48	12	59	25	20	73	39	36	28	16
	32.8	30.4	37.8	34.0	35.3	31.7	36.8	27.8	32.9	32.5	32.7	36.4	28.6
(16) NOT VERY IMPORTANT	85	52	28	39	8	38	22	18	45	33	27	18	7
	23.4	25.5	22.0	27.7	23.5	20.4	32.4	25.0	20.3	27.5	24.5	23.4	12.5
(4) NOT AT ALL IMPORTANT	41	26	11	18	3	19	10	9	22	17	12	6	6
	11.3	12.7	8.7	12.8	8.8	10.2	14.7	12.5	9.9	14.2	10.9	7.8	10.7
DON'T KNOW/ REFUSED	5	2	3	1	1	3	-	1	4	-	1	2	2
	1.4	1.0	2.4	0.7	2.9	1.6	-	1.4	1.8	-	0.9	2.6	3.6
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	38.7	37.5	38.7	34.6	41.1	41.5	30.9	37.4	41.6	34.4	38.9	39.6	46.8
Std.Dev.	25.82	25.95	23.93	23.65	28.78	26.52	23.13	24.41	26.67	23.88	26.41	25.19	28.18
Std.Err.	1.36	1.83	2.15	2.00	5.01	1.96	2.81	2.90	1.81	2.18	2.53	2.91	3.84

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33L
Q25 : HOW IMPORTANT IS DARK BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	110	60	36	45	9	56	18	18	73	31	32	24	23
	30.3	29.4	28.3	31.9	26.5	30.1	26.5	25.0	32.9	25.8	29.1	31.2	41.1
(100) EXTREMELY IMPORTANT	28	17	8	10	1	17	5	1	22	6	9	6	7
	7.7	8.3	6.3	7.1	2.9	9.1	7.4	1.4	9.9	5.0	8.2	7.8	12.5
(64) VERY IMPORTANT	82	43	28	35	8	39	13	17	51	25	23	18	16
	22.6	21.1	22.0	24.8	23.5	21.0	19.1	23.6	23.0	20.8	20.9	23.4	28.6
(36) SOMEWHAT IMPORTANT	117	63	43	42	10	64	19	19	79	39	35	28	15
	32.2	30.9	33.9	29.8	29.4	34.4	27.9	26.4	35.6	32.5	31.8	36.4	26.8
(16) NOT VERY IMPORTANT	80	52	26	32	8	39	22	21	37	35	22	15	8
	22.0	25.5	20.5	22.7	23.5	21.0	32.4	29.2	16.7	29.2	20.0	19.5	14.3
(4) NOT AT ALL IMPORTANT	48	24	20	20	5	23	8	13	27	14	20	8	6
	13.2	11.8	15.7	14.2	14.7	12.4	11.8	18.1	12.2	11.7	18.2	10.4	10.7
DON'T KNOW/ REFUSED	8	5	2	2	2	4	1	1	6	1	1	2	4
	2.2	2.5	1.6	1.4	5.9	2.2	1.5	1.4	2.7	0.8	0.9	2.6	7.1
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	38.7	38.4	37.1	38.4	35.0	39.6	35.8	31.8	41.7	35.5	37.3	40.4	46.5
Std.Dev.	26.97	27.30	26.25	27.03	24.53	27.51	26.87	23.27	27.75	24.78	27.89	26.36	29.66
Std.Err.	1.43	1.94	2.35	2.29	4.34	2.04	3.28	2.76	1.89	2.27	2.67	3.04	4.11

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015001

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33M
Q25 : HOW IMPORTANT IS GREEN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	93	52	30	33	8	52	7	21	65	27	29	19	18
	25.6	25.5	23.6	23.4	23.5	28.0	10.3	29.2	29.3	22.5	26.4	24.7	32.1
(100) EXTREMELY IMPORTANT	41	23	15	14	3	24	4	6	31	10	15	8	8
	11.3	11.3	11.8	9.9	8.8	12.9	5.9	8.3	14.0	8.3	13.6	10.4	14.3
(64) VERY IMPORTANT	52	29	15	19	5	28	3	15	34	17	14	11	10
	14.3	14.2	11.8	13.5	14.7	15.1	4.4	20.8	15.3	14.2	12.7	14.3	17.9
(36) SOMEWHAT IMPORTANT	39	19	19	11	6	22	5	5	29	8	15	9	7
	10.7	9.3	15.0	7.8	17.6	11.8	7.4	6.9	13.1	6.7	13.6	11.7	12.5
(16) NOT VERY IMPORTANT	67	40	22	33	5	29	24	12	31	31	19	12	5
	18.5	19.6	17.3	23.4	14.7	15.6	35.3	16.7	14.0	25.8	17.3	15.6	8.9
(4) NOT AT ALL IMPORTANT	138	79	47	52	11	73	27	28	82	47	39	32	20
	38.0	38.7	37.0	36.9	32.4	39.2	39.7	38.9	36.9	39.2	35.5	41.6	35.7
DON'T KNOW/ REFUSED	26	14	9	12	4	10	5	6	15	7	8	5	6
	7.2	6.9	7.1	8.5	11.8	5.4	7.4	8.3	6.8	5.8	7.3	6.5	10.7
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	31.0	30.5	31.2	29.1	32.0	32.6	20.1	31.0	34.5	27.1	33.3	29.8	37.0
Std.Dev.	33.12	33.18	33.00	32.17	31.62	34.19	25.39	32.38	34.80	30.74	34.35	32.77	35.87
Std.Err.	1.80	2.41	3.04	2.83	5.77	2.58	3.20	3.99	2.42	2.89	3.40	3.86	5.07

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33N
Q25 : HOW IMPORTANT IS MADURO COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	134	75	46	48	13	73	18	24	91	35	44	32	23
	36.9	36.8	36.2	34.0	38.2	39.2	26.5	33.3	41.0	29.2	40.0	41.6	41.1
(100) EXTREMELY IMPORTANT	56 15.4	31 15.2	17 13.4	17 12.1	6 17.6	33 17.7	9 13.2	7 9.7	40 18.0	13 10.8	14 12.7	15 19.5	14 25.0
(64) VERY IMPORTANT	78 21.5	44 21.6	29 22.8	31 22.0	7 20.6	40 21.5	9 13.2	17 23.6	51 23.0	22 18.3	30 27.3	17 22.1	9 16.1
(36) SOMEWHAT IMPORTANT	96 26.4	52 25.5	34 26.8	39 27.7	9 26.5	46 24.7	20 29.4	20 27.8	56 25.2	32 26.7	29 26.4	23 29.9	12 21.4
(16) NOT VERY IMPORTANT	61 16.8	41 20.1	17 13.4	24 17.0	4 11.8	33 17.7	14 20.6	16 22.2	31 14.0	30 25.0	15 13.6	9 11.7	7 12.5
(4) NOT AT ALL IMPORTANT	57 15.7	27 13.2	27 21.3	21 14.9	6 17.6	30 16.1	12 17.6	10 13.9	35 15.8	21 17.5	18 16.4	9 11.7	9 16.1
DON'T KNOW/ REFUSED	15 4.1	9 4.4	3 2.4	9 6.4	2 5.9	4 2.2	4 5.9	2 2.8	9 4.1	2 1.7	4 3.6	4 5.2	5 8.9
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means	43.8	43.9	41.6	42.1	45.6	44.9	38.6	40.1	46.6	37.5	44.1	49.3	50.1
Std.Dev.	31.85	31.58	31.61	30.28	33.53	32.92	31.22	28.86	32.82	29.78	30.60	32.22	36.40
Std.Err.	1.71	2.26	2.84	2.64	5.93	2.44	3.90	3.45	2.25	2.74	2.97	3.77	5.10

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 330
Q25 : HOW IMPORTANT IS RECOMMENDATION BY A FRIEND TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	127	75	44	65	11	51	28	31	68	47	46	18	16
	35.0	36.8	34.6	46.1	32.4	27.4	41.2	43.1	30.6	39.2	41.8	23.4	28.6
(100) EXTREMELY IMPORTANT	38 10.5	23 11.3	12 9.4	16 11.3	2 5.9	20 10.8	6 8.8	6 8.3	26 11.7	14 11.7	10 9.1	8 10.4	6 10.7
(64) VERY IMPORTANT	89 24.5	52 25.5	32 25.2	49 34.8	9 26.5	31 16.7	22 32.4	25 34.7	42 18.9	33 27.5	36 32.7	10 13.0	10 17.9
(36) SOMEWHAT IMPORTANT	140 38.6	74 36.3	51 40.2	51 36.2	15 44.1	73 39.2	30 44.1	28 38.9	81 36.5	50 41.7	38 34.5	36 46.8	16 28.6
(16) NOT VERY IMPORTANT	37 10.2	22 10.8	13 10.2	8 5.7	2 5.9	26 14.0	5 7.4	4 5.6	28 12.6	10 8.3	12 10.9	9 11.7	6 10.7
(4) NOT AT ALL IMPORTANT	58 16.0	32 15.7	19 15.0	16 11.3	6 17.6	36 19.4	5 7.4	9 12.5	44 19.8	12 10.0	14 12.7	14 18.2	18 32.1
DON'T KNOW/ REFUSED	1 0.3	1 0.5	- -	1 0.7	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means Std.Dev. Std.Err.	42.4 28.08 1.48	43.2 28.67 2.01	42.3 27.30 2.42	48.3 27.13 2.29	40.4 25.55 4.38	38.6 28.69 2.10	46.9 24.70 3.00	45.9 25.97 3.06	39.9 29.56 1.99	46.4 27.10 2.48	44.7 27.08 2.58	38.1 27.67 3.15	35.4 31.11 4.16

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015004

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33P
Q25 : HOW IMPORTANT IS RECOMMENDATION BY THE TOBACCONIST TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	118	74	36	44	17	57	22	28	68	35	44	21	18
	32.5	36.3	28.3	31.2	50.0	30.6	32.4	38.9	30.6	29.2	40.0	27.3	32.1
(100) EXTREMELY IMPORTANT	23	13	7	4	4	15	3	3	17	5	10	6	2
	6.3	6.4	5.5	2.8	11.8	8.1	4.4	4.2	7.7	4.2	9.1	7.8	3.6
(64) VERY IMPORTANT	95	61	29	40	13	42	19	25	51	30	34	15	16
	26.2	29.9	22.8	28.4	38.2	22.6	27.9	34.7	23.0	25.0	30.9	19.5	28.6
(36) SOMEWHAT IMPORTANT	164	90	56	75	11	77	31	32	100	60	52	33	19
	45.2	44.1	44.1	53.2	32.4	41.4	45.6	44.4	45.0	50.0	47.3	42.9	33.9
(16) NOT VERY IMPORTANT	43	23	17	11	3	29	10	6	27	15	9	11	8
	11.8	11.3	13.4	7.8	8.8	15.6	14.7	8.3	12.2	12.5	8.2	14.3	14.3
(4) NOT AT ALL IMPORTANT	36	16	17	9	3	23	5	6	25	8	5	12	11
	9.9	7.8	13.4	6.4	8.8	12.4	7.4	8.3	11.3	6.7	4.5	15.6	19.6
DON'T KNOW/ REFUSED	2	1	1	2	-	-	-	-	2	2	-	-	-
	0.6	0.5	0.8	1.4	-	-	-	-	0.9	1.7	-	-	-
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	41.9	43.7	39.0	42.2	49.6	40.4	41.4	44.1	41.3	41.1	47.4	38.6	37.1
Std.Dev.	24.17	23.81	24.41	20.13	27.26	26.09	22.64	22.44	25.26	21.70	23.87	26.28	25.27
Std.Err.	1.27	1.67	2.17	1.71	4.67	1.91	2.75	2.64	1.70	2.00	2.28	3.00	3.38

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 33Q
Q25 : HOW IMPORTANT IS THE COUNTRY OF ORIGIN, EXCLUDING CUBA TO YOU WHEN SELECTING A CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	192	108	67	72	17	101	36	35	121	63	54	42	33
	52.9	52.9	52.8	51.1	50.0	54.3	52.9	48.6	54.5	52.5	49.1	54.5	58.9
(100) EXTREMELY IMPORTANT	52	28	18	15	8	29	5	8	39	18	17	9	8
	14.3	13.7	14.2	10.6	23.5	15.6	7.4	11.1	17.6	15.0	15.5	11.7	14.3
(64) VERY IMPORTANT	140	80	49	57	9	72	31	27	82	45	37	33	25
	38.6	39.2	38.6	40.4	26.5	38.7	45.6	37.5	36.9	37.5	33.6	42.9	44.6
(36) SOMEWHAT IMPORTANT	102	59	35	45	11	46	22	23	56	38	35	19	10
	28.1	28.9	27.6	31.9	32.4	24.7	32.4	31.9	25.2	31.7	31.8	24.7	17.9
(16) NOT VERY IMPORTANT	38	21	13	16	5	17	7	7	24	13	10	9	6
	10.5	10.3	10.2	11.3	14.7	9.1	10.3	9.7	10.8	10.8	9.1	11.7	10.7
(4) NOT AT ALL IMPORTANT	30	15	12	8	-	22	3	7	20	6	11	7	6
	8.3	7.4	9.4	5.7	-	11.8	4.4	9.7	9.0	5.0	10.0	9.1	10.7
DON'T KNOW/ REFUSED	1	1	-	-	1	-	-	-	1	-	-	-	1
	0.3	0.5	-	-	2.9	-	-	-	0.5	-	-	-	1.8
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	51.3	51.4	50.8	50.0	56.1	51.2	50.0	48.6	52.6	52.3	50.3	50.2	52.4
Std.Dev.	28.06	27.51	28.42	25.76	29.82	29.55	23.60	27.21	29.63	27.25	28.96	27.60	29.25
Std.Err.	1.47	1.93	2.52	2.17	5.19	2.17	2.86	3.21	1.99	2.49	2.76	3.15	3.94

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 34
Q25A : ANY OTHER CHARACTERISTICS BY WHICH YOU EVALUATE A CIGAR OTHER THAN THE ONES ALREADY MENTIONED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
MENTIONED OTHER	90	47	36	39	6	45	13	22	54	31	28	19	12
~~CHARACTERISTIC~~	24.8	23.0	28.3	27.7	17.6	24.2	19.1	30.6	24.3	25.8	25.5	24.7	21.4
AVAILABILITY	4 1.1	1 0.5	3 2.4	3 2.1	1 2.9	- -	- -	1 1.4	3 1.4	1 0.8	1 0.9	2 2.6	- -
QUALITY OF BURNING/ EVEN BURN	21 5.8	10 4.9	9 7.1	13 9.2	- -	8 4.3	6 8.8	5 6.9	10 4.5	9 7.5	6 5.5	5 6.5	1 1.8
QUALITY OF CONSTRUCTION	11 3.0	4 2.0	7 5.5	5 3.5	- -	6 3.2	1 1.5	2 2.8	8 3.6	2 1.7	4 3.6	4 5.2	1 1.8
FEELS SMOOTH/FIRM/ PACKED TIGHT	21 5.8	10 4.9	9 7.1	13 9.2	2 5.9	6 3.2	3 4.4	4 5.6	13 5.9	7 5.8	7 6.4	4 5.2	3 5.4
DRAW/EVEN DRAW	9 2.5	5 2.5	3 2.4	5 3.5	- -	4 2.2	4 5.9	2 2.8	3 1.4	7 5.8	1 0.9	- -	1 1.8
FRESHNESS	9 2.5	2 1.0	6 4.7	2 1.4	1 2.9	6 3.2	1 1.5	2 2.8	6 2.7	2 1.7	3 2.7	3 3.9	1 1.8
SMELL OF CIGAR UNLIT	6 1.7	2 1.0	4 3.1	3 2.1	- -	3 1.6	3 4.4	- -	3 1.4	4 3.3	1 0.9	1 1.3	- -
PACKAGING/WRAPPER CONDITION/DURABILITY	13 3.6	8 3.9	5 3.9	4 2.8	2 5.9	7 3.8	2 2.9	3 4.2	8 3.6	3 2.5	4 3.6	4 5.2	2 3.6
OTHER	22 6.1	13 6.4	7 5.5	8 5.7	- -	14 7.5	3 4.4	7 9.7	12 5.4	7 5.8	8 7.3	1 1.3	6 10.7
NO OTHER CHARACTERISTICS	273 75.2	157 77.0	91 71.7	102 72.3	28 82.4	141 75.8	55 80.9	50 69.4	168 75.7	89 74.2	82 74.5	58 75.3	44 78.6
TOTAL	389 107.2	212 103.9	144 113.4	158 112.1	34 100.0	195 104.8	78 114.7	76 105.6	234 105.4	131 109.2	117 106.4	82 106.5	59 105.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 35
Q26 : DO YOU PREFER A ROUND HEADED OR A FLAT HEADED CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ROUND HEADED	235 64.7	132 64.7	85 66.9	89 63.1	25 73.5	120 64.5	38 55.9	50 69.4	147 66.2	78 65.0	76 69.1	47 61.0	34 60.7
FLAT HEADED	57 15.7	29 14.2	20 15.7	19 13.5	4 11.8	33 17.7	14 20.6	7 9.7	36 16.2	21 17.5	8 7.3	13 16.9	15 26.8
NO PREFERENCE	71 19.6	43 21.1	22 17.3	33 23.4	5 14.7	33 17.7	16 23.5	15 20.8	39 17.6	21 17.5	26 23.6	17 22.1	7 12.5
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ARTURO FUENTE (5) BEST	63 17.4	34 16.7	23 18.1	22 15.6	5 14.7	36 19.4	14 20.6	8 11.1	41 18.5	15 12.5	27 24.5	15 19.5	6 10.7
(4)	75 20.7	47 23.0	19 15.0	28 19.9	5 14.7	42 22.6	12 17.6	17 23.6	45 20.3	28 23.3	23 20.9	13 16.9	11 19.6
(3)	81 22.3	45 22.1	27 21.3	33 23.4	8 23.5	40 21.5	13 19.1	22 30.6	46 20.7	30 25.0	21 19.1	15 19.5	15 26.8
(2)	65 17.9	31 15.2	28 22.0	29 20.6	7 20.6	28 15.1	14 20.6	12 16.7	39 17.6	23 19.2	21 19.1	10 13.0	11 19.6
(1) WORST	39 10.7	18 8.8	21 16.5	19 13.5	4 11.8	15 8.1	9 13.2	10 13.9	20 9.0	16 13.3	8 7.3	14 18.2	1 1.8
MEAN	3.18	3.27	2.96	3.04	3.00	3.35	3.13	3.01	3.25	3.03	3.40	3.07	3.23
AVO (5) BEST	42 11.6	25 12.3	14 11.0	24 17.0	2 5.9	16 8.6	11 16.2	10 13.9	20 9.0	24 20.0	12 10.9	4 5.2	2 3.6
(4)	41 11.3	23 11.3	15 11.8	20 14.2	4 11.8	17 9.1	10 14.7	9 12.5	22 9.9	14 11.7	16 14.5	6 7.8	5 8.9
(3)	52 14.3	25 12.3	21 16.5	22 15.6	6 17.6	23 12.4	13 19.1	12 16.7	27 12.2	21 17.5	17 15.5	10 13.0	4 7.1
(2)	62 17.1	31 15.2	23 18.1	23 16.3	1 2.9	38 20.4	10 14.7	11 15.3	41 18.5	20 16.7	17 15.5	14 18.2	11 19.6
(1) WORST	110 30.3	63 30.9	40 31.5	41 29.1	14 41.2	54 29.0	17 25.0	25 34.7	68 30.6	31 25.8	32 29.1	29 37.7	18 32.1
MEAN	2.49	2.50	2.47	2.72	2.22	2.34	2.80	2.52	2.35	2.82	2.56	2.08	2.05

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
DAVIDOFF (5) BEST	75 20.7	40 19.6	31 24.4	30 21.3	7 20.6	37 19.9	11 16.2	23 31.9	41 18.5	29 24.2	24 21.8	15 19.5	7 12.5
(4)	58 16.0	30 14.7	24 18.9	27 19.1	6 17.6	24 12.9	12 17.6	11 15.3	35 15.8	20 16.7	20 18.2	12 15.6	6 10.7
(3)	54 14.9	33 16.2	18 14.2	22 15.6	4 11.8	28 15.1	12 17.6	9 12.5	33 14.9	18 15.0	14 12.7	13 16.9	9 16.1
(2)	68 18.7	35 17.2	24 18.9	29 20.6	8 23.5	31 16.7	9 13.2	20 27.8	39 17.6	24 20.0	22 20.0	15 19.5	7 12.5
(1) WORST	53 14.6	32 15.7	15 11.8	22 15.6	3 8.8	28 15.1	16 23.5	5 6.9	31 14.0	18 15.0	14 12.7	9 11.7	12 21.4
MEAN	3.11	3.06	3.29	3.11	3.21	3.07	2.88	3.40	3.09	3.17	3.19	3.14	2.73
MACANUDO (5) BEST	98 27.0	62 30.4	23 18.1	35 24.8	16 47.1	46 24.7	15 22.1	17 23.6	66 29.7	26 21.7	27 24.5	18 23.4	27 48.2
(4)	65 17.9	34 16.7	27 21.3	22 15.6	6 17.6	37 19.9	13 19.1	16 22.2	36 16.2	26 21.7	16 14.5	14 18.2	9 16.1
(3)	66 18.2	34 16.7	30 23.6	28 19.9	1 2.9	37 19.9	15 22.1	13 18.1	37 16.7	27 22.5	19 17.3	13 16.9	7 12.5
(2)	51 14.0	29 14.2	18 14.2	22 15.6	4 11.8	24 12.9	8 11.8	12 16.7	31 14.0	16 13.3	18 16.4	14 18.2	3 5.4
(1) WORST	54 14.9	31 15.2	18 14.2	25 17.7	4 11.8	25 13.4	11 16.2	11 15.3	32 14.4	21 17.5	22 20.0	7 9.1	4 7.1
MEAN	3.31	3.35	3.16	3.15	3.84	3.33	3.21	3.23	3.36	3.17	3.08	3.33	4.04

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
PARTAGAS (5) BEST	65 17.9	32 15.7	29 22.8	25 17.7	1 2.9	39 21.0	14 20.6	13 18.1	38 17.1	23 19.2	14 12.7	20 26.0	8 14.3
(4)	95 26.2	53 26.0	32 25.2	38 27.0	9 26.5	47 25.3	17 25.0	18 25.0	60 27.0	27 22.5	27 24.5	24 31.2	17 30.4
(3)	64 17.6	39 19.1	18 14.2	27 19.1	9 26.5	27 14.5	9 13.2	13 18.1	42 18.9	17 14.2	25 22.7	15 19.5	7 12.5
(2)	58 16.0	38 18.6	20 15.7	24 17.0	7 20.6	27 14.5	18 26.5	12 16.7	27 12.2	25 20.8	16 14.5	9 11.7	8 14.3
(1) WORST	43 11.8	19 9.3	16 12.6	18 12.8	2 5.9	23 12.4	5 7.4	14 19.4	24 10.8	20 16.7	16 14.5	2 2.6	5 8.9
MEAN	3.25	3.23	3.33	3.21	3.00	3.32	3.27	3.06	3.32	3.07	3.07	3.73	3.33

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 37
Q28 : ON WHICH OCCASION DO YOU SMOKE CIGARS MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
AFTER DINNER	108 29.8	65 31.9	34 26.8	40 28.4	10 29.4	58 31.2	23 33.8	16 22.2	68 30.6	29 24.2	28 25.5	27 35.1	24 42.9
AT A SPORTING EVENT	16 4.4	7 3.4	9 7.1	7 5.0	2 5.9	7 3.8	- -	9 12.5	7 3.2	4 3.3	6 5.5	4 5.2	2 3.6
WHILE PLAYING POKER/ CARDS	7 1.9	4 2.0	3 2.4	3 2.1	2 5.9	2 1.1	3 4.4	- -	4 1.8	4 3.3	- -	1 1.3	2 3.6
WHILE DOING PAPERWORK	12 3.3	5 2.5	3 2.4	6 4.3	1 2.9	5 2.7	1 1.5	2 2.8	9 4.1	3 2.5	5 4.5	1 1.3	3 5.4
WHILE READING	8 2.2	3 1.5	5 3.9	3 2.1	- -	4 2.2	2 2.9	3 4.2	3 1.4	5 4.2	2 1.8	1 1.3	- -
AT A SOCIAL GATHERING	27 7.4	19 9.3	8 6.3	10 7.1	1 2.9	15 8.1	5 7.4	7 9.7	15 6.8	14 11.7	10 9.1	2 2.6	1 1.8
WHILE RELAXING	158 43.5	87 42.6	54 42.5	65 46.1	13 38.2	80 43.0	29 42.6	33 45.8	96 43.2	54 45.0	55 50.0	34 44.2	15 26.8
WHILE PLAYING GOLF	3 0.8	1 0.5	2 1.6	2 1.4	1 2.9	- -	2 2.9	- -	1 0.5	2 1.7	- -	1 1.3	- -
OTHER	24 6.6	13 6.4	9 7.1	5 3.5	4 11.8	15 8.1	3 4.4	2 2.8	19 8.6	5 4.2	4 3.6	6 7.8	9 16.1
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 38
Q29 : HAVE YOUR CIGAR SMOKING PATTERNS CHANGED IN THE LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	143 39.4	76 37.3	54 42.5	92 65.2	16 47.1	34 18.3	33 48.5	30 41.7	79 35.6	63 52.5	44 40.0	22 28.6	14 25.0
NO	220 60.6	128 62.7	73 57.5	49 34.8	18 52.9	152 81.7	35 51.5	42 58.3	143 64.4	57 47.5	66 60.0	55 71.4	42 75.0
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	143	76	54	92	16	34	33	30	79	63	44	22	14
POSITIVE (NET)	111	59	43	88	-	23	30	26	54	55	38	15	3
	77.6	77.6	79.6	95.7	-	67.6	90.9	86.7	68.4	87.3	86.4	68.2	21.4
SMOKE HIGHER QUALITY CIGARS	18	10	6	15	-	3	5	5	8	9	7	2	-
	12.6	13.2	11.1	16.3	-	8.8	15.2	16.7	10.1	14.3	15.9	9.1	-
SMOKING MORE	75	41	28	61	-	14	20	15	39	33	29	10	3
	52.4	53.9	51.9	66.3	-	41.2	60.6	50.0	49.4	52.4	65.9	45.5	21.4
SMOKING TO RELAX	8	5	3	5	-	3	1	3	4	5	3	-	-
	5.6	6.6	5.6	5.4	-	8.8	3.0	10.0	5.1	7.9	6.8	-	-
ENJOY SMOKING CIGARS MORE	3	2	1	3	-	-	2	-	1	3	-	-	-
	2.1	2.6	1.9	3.3	-	-	6.1	-	1.3	4.8	-	-	-
BETTER EDUCATED/MORE INFORMED ABOUT CIGARS	9	3	6	8	-	1	2	2	5	4	2	3	-
	6.3	3.9	11.1	8.7	-	2.9	6.1	6.7	6.3	6.3	4.5	13.6	-
SMOKING WITH/AFTER A MEAL	3	1	2	3	-	-	2	-	1	3	-	-	-
	2.1	1.3	3.7	3.3	-	-	6.1	-	1.3	4.8	-	-	-
LIKE TO TRY DIFFERENT CIGARS/BRANDS	7	5	2	5	-	2	1	1	5	2	3	2	-
	4.9	6.6	3.7	5.4	-	5.9	3.0	3.3	6.3	3.2	6.8	9.1	-
SMOKING MORE EXPENSIVE CIGARS	7	2	5	5	-	2	-	2	5	1	2	4	-
	4.9	2.6	9.3	5.4	-	5.9	-	6.7	6.3	1.6	4.5	18.2	-
SMOKING LARGER/ HEAVIER BODIED CIGARS	3	1	1	2	-	1	-	1	2	2	-	1	-
	2.1	1.3	1.9	2.2	-	2.9	-	3.3	2.5	3.2	-	4.5	-
RECENTLY STARTED SMOKING	8	6	2	8	-	-	7	1	-	4	3	1	-
	5.6	7.9	3.7	8.7	-	-	21.2	3.3	-	6.3	6.8	4.5	-
SMOKE MORE PLACES/GO WHERE ACCEPTABLE	3	2	1	3	-	-	-	2	1	3	-	-	-
	2.1	2.6	1.9	3.3	-	-	-	6.7	1.3	4.8	-	-	-
HABIT	2	1	1	1	-	1	-	-	2	1	1	-	-
	1.4	1.3	1.9	1.1	-	2.9	-	-	2.5	1.6	2.3	-	-

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	143	76	54	92	16	34	33	30	79	63	44	22	14
OTHER POSITIVE COMMENTS	6 4.2	3 3.9	3 5.6	6 6.5	- -	- -	2 6.1	2 6.7	2 2.5	5 7.9	1 2.3	- -	- -
NEGATIVE (NET)	31 21.7	16 21.1	11 20.4	4 4.3	16 100.0	11 32.4	3 9.1	5 16.7	23 29.1	9 14.3	6 13.6	6 27.3	10 71.4
SMOKING LESS	15 10.5	8 10.5	5 9.3	1 1.1	9 56.3	5 14.7	2 6.1	3 10.0	10 12.7	6 9.5	4 9.1	- -	5 35.7
SMOKING LESS FOR HEALTH REASONS	4 2.8	1 1.3	2 3.7	- -	4 25.0	- -	- -	- -	4 5.1	- -	- -	1 4.5	3 21.4
SMOKING LESS IN PUBLIC/MORE BY MYSELF	10 7.0	7 9.2	2 3.7	2 2.2	4 25.0	4 11.8	- -	1 3.3	9 11.4	4 6.3	- -	5 22.7	1 7.1
LIMITATIONS/ REGULATIONS AGAINST SMOKING	5 3.5	3 3.9	2 3.7	2 2.2	- -	3 8.8	- -	1 3.3	4 5.1	1 1.6	1 2.3	2 9.1	1 7.1
CHANGED SMOKING LOCATION	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CAN'T AFFORD/SMOKE CHEAPER CIGARS	2 1.4	1 1.3	1 1.9	1 1.1	1 6.3	- -	1 3.0	- -	1 1.3	- -	2 4.5	- -	- -
OTHER NEGATIVE COMMENTS	1 0.7	- -	1 1.9	1 1.1	- -	- -	1 3.0	- -	- -	- -	1 2.3	- -	- -
NEUTRAL (NET)	1 0.7	- -	1 1.9	1 1.1	- -	- -	- -	- -	1 1.3	- -	- -	1 4.5	- -
OTHER NEUTRAL COMMENTS	1 0.7	- -	1 1.9	1 1.1	- -	- -	- -	- -	1 1.3	- -	- -	1 4.5	- -
DON'T KNOW	1 0.7	1 1.3	- -	1 1.1	- -	- -	- -	1 3.3	- -	- -	1 2.3	- -	- -
NO REASON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose cigar smoking patterns have changed in last two years	143	76	54	92	16	34	33	30	79	63	44	22	14
TOTAL	191 133.6	103 135.5	75 138.9	134 145.7	18 112.5	39 114.7	46 139.4	40 133.3	104 131.6	86 136.5	60 136.4	32 145.5	13 92.9

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 40
Q30 : DO YOU USUALLY PURCHASE A SINGLE CIGAR OR A BOX?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
SINGLE	116 32.0	64 31.4	43 33.9	61 43.3	10 29.4	45 24.2	28 41.2	28 38.9	60 27.0	58 48.3	33 30.0	17 22.1	8 14.3
BOX	247 68.0	140 68.6	84 66.1	80 56.7	24 70.6	141 75.8	40 58.8	44 61.1	162 73.0	62 51.7	77 70.0	60 77.9	48 85.7
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 41
Q31 : DO YOU PREFER TO PURCHASE CIGARS WHICH ARE NOT WRAPPED, CIGARS THAT ARE INDIVIDUALLY WRAPPED IN CELLOPHANE, OR CIGARS THAT
COME IN INDIVIDUAL CONTAINERS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
NOT WRAPPED	103 28.4	55 27.0	41 32.3	40 28.4	6 17.6	57 30.6	25 36.8	17 23.6	60 27.0	45 37.5	25 22.7	16 20.8	17 30.4
WRAPPED IN CELLOPHANE	169 46.6	99 48.5	53 41.7	64 45.4	16 47.1	88 47.3	26 38.2	36 50.0	107 48.2	48 40.0	55 50.0	40 51.9	26 46.4
INDIVIDUAL CONTAINERS	67 18.5	42 20.6	20 15.7	24 17.0	11 32.4	31 16.7	13 19.1	14 19.4	40 18.0	21 17.5	19 17.3	16 20.8	11 19.6
REFUSED	24 6.6	8 3.9	13 10.2	13 9.2	1 2.9	10 5.4	4 5.9	5 6.9	15 6.8	6 5.0	11 10.0	5 6.5	2 3.6
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 42
Q32 : DO YOU PURCHASE CIGARS FROM A HUMIDOR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	292 80.4	166 81.4	103 81.1	125 88.7	25 73.5	140 75.3	56 82.4	61 84.7	175 78.8	109 90.8	96 87.3	55 71.4	32 57.1
NO	71 19.6	38 18.6	24 18.9	16 11.3	9 26.5	46 24.7	12 17.6	11 15.3	47 21.2	11 9.2	14 12.7	22 28.6	24 42.9
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
DRUG STORE	8 2.2	6 2.9	1 0.8	- -	- -	8 4.3	- -	- -	8 3.6	1 0.8	1 0.9	3 3.9	3 5.4
MAIL ORDER	109 30.0	59 28.9	37 29.1	37 26.2	6 17.6	65 34.9	23 33.8	17 23.6	68 30.6	24 20.0	31 28.2	28 36.4	26 46.4
NEWS STAND	3 0.8	2 1.0	1 0.8	1 0.7	2 5.9	- -	1 1.5	- -	2 0.9	1 0.8	1 0.9	- -	1 1.8
RESTAURANT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	210 57.9	117 57.4	79 62.2	94 66.7	22 64.7	93 50.0	40 58.8	49 68.1	121 54.5	86 71.7	68 61.8	37 48.1	19 33.9
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CANDY STORE	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
CONVENIENCE STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GROCERY STORE/ SUPERMARKET	1 0.3	1 0.5	- -	- -	1 2.9	- -	- -	- -	1 0.5	- -	- -	- -	1 1.8
HOTEL	1 0.3	- -	1 0.8	1 0.7	- -	- -	1 1.5	- -	- -	- -	1 0.9	- -	- -
LIQUOR STORE	7 1.9	3 1.5	3 2.4	4 2.8	1 2.9	2 1.1	1 1.5	2 2.8	4 1.8	1 0.8	2 1.8	2 2.6	2 3.6
MALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
RETAIL SHOP/OUTLET	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	- -	- -	2 0.9	- -	2 1.8	- -	- -
VARIETY STORE	2 0.6	2 1.0	- -	- -	- -	2 1.1	1 1.5	- -	1 0.5	1 0.8	- -	- -	1 1.8
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 1.9	4 2.0	1 0.8	1 0.7	2 5.9	4 2.2	- -	1 1.4	6 2.7	2 1.7	1 0.9	3 3.9	1 1.8
GAS STATION	4 1.1	3 1.5	- -	- -	- -	4 2.2	1 1.5	- -	3 1.4	1 0.8	- -	2 2.6	1 1.8
OTHER	8 2.2	4 2.0	4 3.1	2 1.4	- -	6 3.2	- -	3 4.2	5 2.3	3 2.5	2 1.8	2 2.6	1 1.8
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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GC 015021

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TASTE/FLAVOR (NET)	72	34	33	24	9	39	11	14	47	16	23	20	13
	19.8	16.7	26.0	17.0	26.5	21.0	16.2	19.4	21.2	13.3	20.9	26.0	23.2
FRESHNESS/CIGARS ALWAYS FRESH	72	34	33	24	9	39	11	14	47	16	23	20	13
	19.8	16.7	26.0	17.0	26.5	21.0	16.2	19.4	21.2	13.3	20.9	26.0	23.2
OTHER TASTE/FLAVOR COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
VARIETY (NET)	97	53	35	40	3	54	16	24	57	39	27	20	11
	26.7	26.0	27.6	28.4	8.8	29.0	23.5	33.3	25.7	32.5	24.5	26.0	19.6
LIKE/GOOD VARIETY	56	28	23	23	1	32	8	14	34	20	17	11	8
	15.4	13.7	18.1	16.3	2.9	17.2	11.8	19.4	15.3	16.7	15.5	14.3	14.3
BETTER/LARGER VARIETY	42	26	12	18	2	22	8	11	23	20	10	9	3
	11.6	12.7	9.4	12.8	5.9	11.8	11.8	15.3	10.4	16.7	9.1	11.7	5.4
OTHER VARIETY COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY (NET)	76	40	29	25	8	43	17	11	48	20	22	18	16
	20.9	19.6	22.8	17.7	23.5	23.1	25.0	15.3	21.6	16.7	20.0	23.4	28.6
AVAILABILITY/ GUARANTEE AVAILABILITY	22	11	10	7	2	13	4	3	15	2	8	9	3
	6.1	5.4	7.9	5.0	5.9	7.0	5.9	4.2	6.8	1.7	7.3	11.7	5.4
USUAL BRAND IN STOCK	24	12	11	5	4	15	4	1	19	6	6	5	7
	6.6	5.9	8.7	3.5	11.8	8.1	5.9	1.4	8.6	5.0	5.5	6.5	12.5
ONLY PLACE WHERE BRAND IS AVAILABLE	27	16	7	12	1	14	8	7	12	12	8	3	4
	7.4	7.8	5.5	8.5	2.9	7.5	11.8	9.7	5.4	10.0	7.3	3.9	7.1
CARRIES CIGARS	4	1	2	1	1	2	1	-	3	-	-	2	2
	1.1	0.5	1.6	0.7	2.9	1.1	1.5	-	1.4	-	-	2.6	3.6
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
QUALITY (NET)	78	41	32	38	7	33	21	13	44	30	25	17	6
	21.5	20.1	25.2	27.0	20.6	17.7	30.9	18.1	19.8	25.0	22.7	22.1	10.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
HAVE BETTER/QUALITY BRANDS	23 6.3	11 5.4	10 7.9	10 7.1	1 2.9	12 6.5	6 8.8	3 4.2	14 6.3	5 4.2	10 9.1	7 9.1	1 1.8
KEEP CIGARS IN HUMIDOR	50 13.8	27 13.2	19 15.0	27 19.1	6 17.6	17 9.1	14 20.6	8 11.1	28 12.6	22 18.3	15 13.6	9 11.7	4 7.1
CIGARS PROPERLY CARED FOR/STORED WELL	14 3.9	6 2.9	8 6.3	5 3.5	- -	9 4.8	1 1.5	3 4.2	10 4.5	4 3.3	4 3.6	4 5.2	2 3.6
OTHER QUALITY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
STYLE/DESIGN (NET)	3 0.8	2 1.0	- -	3 2.1	- -	- -	2 2.9	- -	1 0.5	2 1.7	1 0.9	- -	- -
HAVE PREMIUM CIGARS	3 0.8	2 1.0	- -	3 2.1	- -	- -	2 2.9	- -	1 0.5	2 1.7	1 0.9	- -	- -
OTHER STYLE/DESIGN COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (NET)	120 33.1	74 36.3	34 26.8	45 31.9	11 32.4	63 33.9	22 32.4	19 26.4	78 35.1	33 27.5	38 34.5	30 39.0	19 33.9
GOOD/REASONABLE PRICE	35 9.6	23 11.3	11 8.7	12 8.5	3 8.8	20 10.8	7 10.3	2 2.8	26 11.7	11 9.2	10 9.1	7 9.1	7 12.5
LESS EXPENSIVE/LOWER PRICE	73 20.1	43 21.1	19 15.0	28 19.9	6 17.6	38 20.4	13 19.1	14 19.4	45 20.3	20 16.7	23 20.9	22 28.6	8 14.3
DISCOUNT	11 3.0	8 3.9	2 1.6	4 2.8	2 5.9	5 2.7	1 1.5	3 4.2	7 3.2	2 1.7	5 4.5	2 2.6	2 3.6
GOOD VALUE FOR THE MONEY	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.8
NOT PAY TAX/TOBACCO TAX	5 1.4	3 1.5	2 1.6	3 2.1	1 2.9	1 0.5	3 4.4	- -	2 0.9	2 1.7	2 1.8	- -	1 1.8
CHEAPER PRICE THROUGH CLUB	2 0.6	2 1.0	- -	2 1.4	- -	- -	- -	- -	2 0.9	- -	1 0.9	- -	1 1.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
OTHER PRICE/VALUE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE (NET)	114	67	35	41	8	65	18	22	73	41	34	23	16
	31.4	32.8	27.6	29.1	23.5	34.9	26.5	30.6	32.9	34.2	30.9	29.9	28.6
CONVENIENT LOCATION	24 6.6	17 8.3	6 4.7	8 5.7	1 2.9	15 8.1	4 5.9	5 6.9	15 6.8	9 7.5	7 6.4	7 9.1	1 1.8
CONVENIENT TO/CLOSE TO HOME	18 5.0	10 4.9	7 5.5	8 5.7	2 5.9	8 4.3	4 5.9	3 4.2	11 5.0	11 9.2	4 3.6	- -	3 5.4
CONVENIENT TO/CLOSE TO WORK	13 3.6	7 3.4	4 3.1	5 3.5	2 5.9	6 3.2	4 5.9	1 1.4	8 3.6	8 6.7	1 0.9	3 3.9	1 1.8
PHONE/MAIL ORDER MORE CONVENIENT	24 6.6	11 5.4	10 7.9	6 4.3	1 2.9	17 9.1	2 2.9	6 8.3	15 6.8	6 5.0	9 8.2	6 7.8	3 5.4
HAVE DELIVERY	14 3.9	7 3.4	5 3.9	8 5.7	2 5.9	4 2.2	2 2.9	3 4.2	9 4.1	5 4.2	5 4.5	3 3.9	1 1.8
FAST/QUICK DELIVERY	17 4.7	8 3.9	7 5.5	1 0.7	- -	16 8.6	2 2.9	2 2.8	13 5.9	1 0.8	5 4.5	5 6.5	6 10.7
STORE QUICKER THAN MAIL ORDER	6 1.7	6 2.9	- -	4 2.8	- -	2 1.1	1 1.5	2 2.8	3 1.4	4 3.3	2 1.8	- -	- -
CONVENIENT (NS)	7 1.9	4 2.0	1 0.8	3 2.1	- -	4 2.2	- -	2 2.8	5 2.3	- -	4 3.6	1 1.3	2 3.6
EASY	2 0.6	2 1.0	- -	1 0.7	- -	1 0.5	1 1.5	- -	1 0.5	- -	2 1.8	- -	- -
OTHER CONVENIENT COMMENTS	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
SERVICE (NET)	37	22	15	16	4	17	5	9	23	12	13	9	3
	10.2	10.8	11.8	11.3	11.8	9.1	7.4	12.5	10.4	10.0	11.8	11.7	5.4
KNOWLEDGEABLE STAFF	21 5.8	15 7.4	6 4.7	11 7.8	2 5.9	8 4.3	3 4.4	5 6.9	13 5.9	10 8.3	4 3.6	5 6.5	2 3.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
FRIENDLY/HELPFUL EMPLOYEES	16 4.4	10 4.9	6 4.7	8 5.7	3 8.8	5 2.7	3 4.4	5 6.9	8 3.6	4 3.3	6 5.5	6 7.8	- -
GOOD SERVICE	4 1.1	2 1.0	2 1.6	- -	- -	4 2.2	- -	- -	4 1.8	1 0.8	2 1.8	- -	1 1.8
MONEY BACK GUARANTEE	3 0.8	2 1.0	1 0.8	2 1.4	1 2.9	- -	- -	1 1.4	2 0.9	1 0.8	2 1.8	- -	- -
OTHER SERVICE COMMENTS	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 0.9	- -	- -
MISCELLANEOUS (NET)	35 9.6	20 9.8	14 11.0	18 12.8	6 17.6	11 5.9	5 7.4	10 13.9	20 9.0	19 15.8	4 3.6	10 13.0	2 3.6
HABIT	6 1.7	3 1.5	3 2.4	2 1.4	1 2.9	3 1.6	- -	- -	6 2.7	1 0.8	2 1.8	3 3.9	- -
CIGAR/TOBACCO SPECIALTY SHOP	11 3.0	6 2.9	4 3.1	7 5.0	1 2.9	3 1.6	4 5.9	1 1.4	6 2.7	6 5.0	1 0.9	3 3.9	1 1.8
CAN SAMPLE/TASTE CIGARS	5 1.4	4 2.0	1 0.8	4 2.8	1 2.9	- -	1 1.5	2 2.8	2 0.9	4 3.3	- -	1 1.3	- -
WINE CELLAR/LIQUOR STORE	2 0.6	2 1.0	- -	1 0.7	1 2.9	- -	- -	1 1.4	1 0.5	1 0.8	- -	- -	1 1.8
ENJOYABLE PLACE TO SHOP	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	1 1.5	1 1.4	- -	2 1.7	- -	- -	- -
KNOW/FRIENDS WITH OWNER	2 0.6	- -	2 1.6	1 0.7	- -	1 0.5	1 1.5	- -	1 0.5	2 1.7	- -	- -	- -
CAN BROWSE/CHECK CIGARS	2 0.6	1 0.5	1 0.8	- -	- -	2 1.1	- -	- -	2 0.9	1 0.8	- -	1 1.3	- -
OTHER MISCELLANEOUS COMMENTS	8 2.2	5 2.5	3 2.4	3 2.1	2 5.9	3 1.6	- -	5 6.9	3 1.4	5 4.2	1 0.9	2 2.6	- -
DON'T KNOW	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	1 1.4	- -	1 0.8	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
NOTHING	1 0.3	1 0.5	-	-	-	1 0.5	-	-	1 0.5	-	-	-	1 1.8
TOTAL	675 186.0	379 185.8	241 189.8	269 190.8	59 173.5	346 186.0	124 182.4	129 179.2	420 189.2	228 190.0	201 182.7	156 202.6	90 160.7

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
DRUG STORE	22 6.1	16 7.8	5 3.9	5 3.5	3 8.8	14 7.5	3 4.4	3 4.2	16 7.2	8 6.7	4 3.6	3 3.9	7 12.5
MAIL ORDER	48 13.2	27 13.2	20 15.7	22 15.6	6 17.6	19 10.2	12 17.6	12 16.7	24 10.8	17 14.2	18 16.4	7 9.1	6 10.7
NEWS STAND	4 1.1	3 1.5	1 0.8	4 2.8	- -	- -	3 4.4	- -	1 0.5	2 1.7	1 0.9	1 1.3	- -
RESTAURANT	12 3.3	6 2.9	5 3.9	7 5.0	1 2.9	4 2.2	3 4.4	1 1.4	8 3.6	2 1.7	5 4.5	3 3.9	2 3.6
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	122 33.6	68 33.3	40 31.5	46 32.6	9 26.5	66 35.5	20 29.4	25 34.7	76 34.2	38 31.7	39 35.5	29 37.7	16 28.6
AIRPORT/DUTY FREE SHOP	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	1 1.4	1 0.5	- -	- -	2 2.6	- -
BAR/CLUB	3 0.8	2 1.0	1 0.8	- -	1 2.9	2 1.1	- -	- -	3 1.4	- -	2 1.8	- -	1 1.8
CANDY STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE STORE	1 0.3	1 0.5	- -	1 0.7	- -	- -	- -	1 1.4	- -	- -	1 0.9	- -	- -
GROCERY STORE/ SUPERMARKET	6 1.7	5 2.5	1 0.8	- -	1 2.9	5 2.7	1 1.5	- -	5 2.3	1 0.8	3 2.7	2 2.6	- -
HOTEL	7 1.9	4 2.0	3 2.4	3 2.1	- -	4 2.2	1 1.5	1 1.4	5 2.3	2 1.7	1 0.9	2 2.6	2 3.6
LIQUOR STORE	7 1.9	4 2.0	3 2.4	5 3.5	- -	2 1.1	1 1.5	3 4.2	3 1.4	2 1.7	3 2.7	2 2.6	- -
MALL	3 0.8	2 1.0	1 0.8	1 0.7	1 2.9	1 0.5	1 1.5	- -	2 0.9	2 1.7	1 0.9	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
RETAIL SHOP/OUTLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
VARIETY STORE	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	3 0.8	1 0.5	2 1.6	3 2.1	- -	- -	- -	1 1.4	2 0.9	1 0.8	1 0.9	1 1.3	- -
GAS STATION	1 0.3	1 0.5	- -	- -	1 2.9	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
OTHER	6 1.7	3 1.5	3 2.4	1 0.7	1 2.9	4 2.2	- -	- -	6 2.7	1 0.8	1 0.9	2 2.6	2 3.6
NOWHERE ELSE	115 31.7	60 29.4	42 33.1	43 30.5	10 29.4	62 33.3	23 33.8	24 33.3	68 30.6	43 35.8	30 27.3	22 28.6	20 35.7
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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UNDER PROTECTIVE ORDER
GC 015028

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
DRUG STORE	84 23.1	49 24.0	28 22.0	36 25.5	9 26.5	39 21.0	11 16.2	16 22.2	57 25.7	21 17.5	22 20.0	24 31.2	17 30.4
MAIL ORDER	11 3.0	6 2.9	4 3.1	4 2.8	1 2.9	5 2.7	5 7.4	1 1.4	5 2.3	4 3.3	4 3.6	- -	3 5.4
NEWS STAND	7 1.9	2 1.0	5 3.9	2 1.4	- -	5 2.7	2 2.9	2 2.8	3 1.4	1 0.8	4 3.6	2 2.6	- -
RESTAURANT	5 1.4	4 2.0	- -	3 2.1	- -	2 1.1	2 2.9	1 1.4	2 0.9	1 0.8	2 1.8	2 2.6	- -
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	112 30.9	63 30.9	41 32.3	49 34.8	9 26.5	53 28.5	33 48.5	25 34.7	53 23.9	51 42.5	30 27.3	18 23.4	13 23.2
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
CANDY STORE	7 1.9	3 1.5	3 2.4	2 1.4	- -	5 2.7	- -	- -	7 3.2	1 0.8	3 2.7	3 3.9	- -
CONVENIENCE STORE	8 2.2	6 2.9	2 1.6	3 2.1	- -	5 2.7	2 2.9	3 4.2	3 1.4	6 5.0	2 1.8	- -	- -
GROCERY STORE/ SUPERMARKET	17 4.7	12 5.9	4 3.1	2 1.4	3 8.8	12 6.5	1 1.5	1 1.4	15 6.8	4 3.3	6 5.5	4 5.2	3 5.4
HOTEL	7 1.9	3 1.5	4 3.1	3 2.1	1 2.9	3 1.6	2 2.9	2 2.8	3 1.4	2 1.7	3 2.7	1 1.3	1 1.8
LIQUOR STORE	12 3.3	7 3.4	5 3.9	7 5.0	1 2.9	4 2.2	4 5.9	4 5.6	4 1.8	7 5.8	4 3.6	1 1.3	- -
MALL	2 0.6	1 0.5	1 0.8	1 0.7	- -	1 0.5	- -	- -	2 0.9	1 0.8	1 0.9	- -	- -

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UNDER PROTECTIVE ORDER
GC 015029

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
RETAIL SHOP/OUTLET	2 0.6	1 0.5	1 0.8	2 1.4	- -	- -	1 1.5	- -	1 0.5	2 1.7	- -	- -	- -
VARIETY STORE	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.6	2 1.0	- -	- -	2 5.9	- -	- -	1 1.4	1 0.5	- -	1 0.9	1 1.3	- -
GAS STATION	6 1.7	5 2.5	- -	3 2.1	2 5.9	1 0.5	1 1.5	2 2.8	3 1.4	4 3.3	2 1.8	- -	- -
WAS A GIFT	13 3.6	7 3.4	4 3.1	3 2.1	2 5.9	8 4.3	1 1.5	2 2.8	10 4.5	3 2.5	5 4.5	2 2.6	3 5.4
OTHER	16 4.4	8 3.9	8 6.3	5 3.5	1 2.9	10 5.4	- -	4 5.6	12 5.4	4 3.3	8 7.3	1 1.3	3 5.4
DON'T KNOW	50 13.8	25 12.3	16 12.6	16 11.3	3 8.8	31 16.7	3 4.4	8 11.1	39 17.6	8 6.7	13 11.8	16 20.8	13 23.2
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 47
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
DRUG STORE	39 10.7	24 11.8	11 8.7	14 9.9	4 11.8	20 10.8	7 10.3	7 9.7	25 11.3	13 10.8	8 7.3	6 7.8	12 21.4
MAIL ORDER	27 7.4	15 7.4	10 7.9	9 6.4	2 5.9	15 8.1	6 8.8	7 9.7	13 5.9	12 10.0	4 3.6	8 10.4	3 5.4
NEWS STAND	14 3.9	10 4.9	4 3.1	3 2.1	2 5.9	9 4.8	1 1.5	2 2.8	11 5.0	5 4.2	4 3.6	2 2.6	3 5.4
RESTAURANT	35 9.6	15 7.4	18 14.2	18 12.8	2 5.9	15 8.1	4 5.9	5 6.9	26 11.7	11 9.2	8 7.3	11 14.3	5 8.9
SPORTING EVENT	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
TOBACCO/SMOKE SHOP	74 20.4	44 21.6	27 21.3	28 19.9	5 14.7	41 22.0	13 19.1	14 19.4	46 20.7	21 17.5	24 21.8	17 22.1	12 21.4
AIRPORT/DUTY FREE SHOP	6 1.7	3 1.5	3 2.4	3 2.1	- -	3 1.6	- -	2 2.8	4 1.8	2 1.7	2 1.8	1 1.3	1 1.8
BAR/CLUB	5 1.4	3 1.5	2 1.6	3 2.1	- -	2 1.1	1 1.5	1 1.4	3 1.4	2 1.7	- -	2 2.6	1 1.8
CANDY STORE	1 0.3	1 0.5	- -	- -	1 2.9	- -	- -	- -	1 0.5	- -	1 0.9	- -	- -
CONVENIENCE STORE	4 1.1	3 1.5	1 0.8	2 1.4	- -	2 1.1	- -	1 1.4	3 1.4	2 1.7	- -	1 1.3	1 1.8
GROCERY STORE/ SUPERMARKET	9 2.5	7 3.4	2 1.6	4 2.8	2 5.9	3 1.6	2 2.9	1 1.4	6 2.7	6 5.0	1 0.9	1 1.3	1 1.8
HOTEL	11 3.0	8 3.9	3 2.4	6 4.3	2 5.9	3 1.6	- -	2 2.8	9 4.1	4 3.3	2 1.8	4 5.2	1 1.8
LIQUOR STORE	3 0.8	1 0.5	1 0.8	- -	- -	3 1.6	- -	1 1.4	2 0.9	1 0.8	1 0.9	1 1.3	- -
MALL	1 0.3	- -	1 0.8	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.3	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 47
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
RETAIL SHOP/OUTLET	5 1.4	2 1.0	2 1.6	- -	- -	5 2.7	- -	1 1.4	4 1.8	1 0.8	1 0.9	3 3.9	- -
VARIETY STORE	2 0.6	- -	2 1.6	- -	1 2.9	1 0.5	- -	- -	2 0.9	- -	- -	2 2.6	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	4 1.1	2 1.0	2 1.6	- -	- -	4 2.2	- -	2 2.8	2 0.9	- -	2 1.8	1 1.3	1 1.8
GAS STATION	3 0.8	2 1.0	1 0.8	1 0.7	1 2.9	1 0.5	- -	- -	3 1.4	1 0.8	- -	2 2.6	- -
OTHER	20 5.5	13 6.4	6 4.7	9 6.4	1 2.9	10 5.4	4 5.9	3 4.2	13 5.9	8 6.7	7 6.4	3 3.9	2 3.6
NOWHERE ELSE	155 42.7	82 40.2	53 41.7	60 42.6	17 50.0	78 41.9	34 50.0	35 48.6	86 38.7	55 45.8	51 46.4	28 36.4	21 37.5
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	419 115.4	236 115.7	149 117.3	160 113.5	40 117.6	217 116.7	72 105.9	84 116.7	261 117.6	145 120.8	116 105.5	94 122.1	64 114.3

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GC 015032

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 48
Q37 : DOES THE TYPE OF RETAIL OUTLET HAVE AN IMPACT ON YOUR PERCEPTION OF THE QUALITY OF THE CIGAR?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	206 56.7	112 54.9	71 55.9	93 66.0	17 50.0	95 51.1	40 58.8	42 58.3	123 55.4	62 51.7	72 65.5	44 57.1	28 50.0
NO	157 43.3	92 45.1	56 44.1	48 34.0	17 50.0	91 48.9	28 41.2	30 41.7	99 44.6	58 48.3	38 34.5	33 42.9	28 50.0
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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UNDER PROTECTIVE ORDER
GC 015033

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say type of outlet has impact	206	112	71	93	17	95	40	42	123	62	72	44	28
TASTE/FLAVOR (NET)	26	12	11	13	5	8	5	5	16	7	11	2	6
	12.6	10.7	15.5	14.0	29.4	8.4	12.5	11.9	13.0	11.3	15.3	4.5	21.4
FRESHNESS/CIGARS ALWAYS FRESH	26	12	11	13	5	8	5	5	16	7	11	2	6
	12.6	10.7	15.5	14.0	29.4	8.4	12.5	11.9	13.0	11.3	15.3	4.5	21.4
OTHER TASTE/FLAVOR COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
VARIETY (NET)	25	17	6	10	1	14	4	4	17	5	8	6	6
	12.1	15.2	8.5	10.8	5.9	14.7	10.0	9.5	13.8	8.1	11.1	13.6	21.4
GOOD/BETTER VARIETY	25	17	6	10	1	14	4	4	17	5	8	6	6
	12.1	15.2	8.5	10.8	5.9	14.7	10.0	9.5	13.8	8.1	11.1	13.6	21.4
OTHER VARIETY COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY (NET)	6	3	3	2	2	2	-	2	4	1	2	2	1
	2.9	2.7	4.2	2.2	11.8	2.1	-	4.8	3.3	1.6	2.8	4.5	3.6
USUAL BRAND IN STOCK	6	3	3	2	2	2	-	2	4	1	2	2	1
	2.9	2.7	4.2	2.2	11.8	2.1	-	4.8	3.3	1.6	2.8	4.5	3.6
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
QUALITY (NET)	121	67	41	58	6	57	26	24	70	42	38	28	13
	58.7	59.8	57.7	62.4	35.3	60.0	65.0	57.1	56.9	67.7	52.8	63.6	46.4
HAVE BETTER QUALITY	21	13	6	9	3	9	4	2	15	8	6	4	3
	10.2	11.6	8.5	9.7	17.6	9.5	10.0	4.8	12.2	12.9	8.3	9.1	10.7
PROPER HANDLING/ STORAGE	20	8	11	12	-	8	5	3	12	9	4	5	2
	9.7	7.1	15.5	12.9	-	8.4	12.5	7.1	9.8	14.5	5.6	11.4	7.1
KEEP CIGARS IN HUMIDORS/STORED PROPERLY IN HUMIDORS	30	22	5	14	2	14	8	5	16	13	7	5	5
	14.6	19.6	7.0	15.1	11.8	14.7	20.0	11.9	13.0	21.0	9.7	11.4	17.9

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UNDER PROTECTIVE ORDER
GC 015034

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say type of outlet has impact	206	112	71	93	17	95	40	42	123	62	72	44	28
FRESHER IF KEPT IN HUMIDOR	22 10.7	13 11.6	5 7.0	11 11.8	1 5.9	10 10.5	7 17.5	4 9.5	11 8.9	10 16.1	9 12.5	3 6.8	- -
BETTER QUALITY CIGARS IF KEPT IN HUMIDOR	12 5.8	4 3.6	7 9.9	7 7.5	- -	5 5.3	3 7.5	2 4.8	7 5.7	5 8.1	4 5.6	2 4.5	1 3.6
BETTER QUALITY STORE SELLS BETTER QUALITY CIGAR	22 10.7	12 10.7	8 11.3	10 10.8	1 5.9	11 11.6	5 12.5	5 11.9	12 9.8	10 16.1	3 4.2	7 15.9	2 7.1
STOCK GOES STALE/SITS ON SHELF TO LONG	9 4.4	3 2.7	5 7.0	3 3.2	- -	6 6.3	1 2.5	3 7.1	5 4.1	- -	6 8.3	2 4.5	1 3.6
NO HUMIDOR	7 3.4	4 3.6	1 1.4	3 3.2	- -	4 4.2	1 2.5	3 7.1	3 2.4	- -	5 6.9	2 4.5	- -
OTHER QUALITY COMMENTS	2 1.0	1 0.9	1 1.4	2 2.2	- -	- -	- -	1 2.4	1 0.8	1 1.6	- -	1 2.3	- -
STYLE/DESIGN (NET)	6 2.9	3 2.7	2 2.8	5 5.4	- -	1 1.1	1 2.5	1 2.4	4 3.3	1 1.6	2 2.8	2 4.5	1 3.6
HAVE PREMIUM BRANDS	6 2.9	3 2.7	2 2.8	5 5.4	- -	1 1.1	1 2.5	1 2.4	4 3.3	1 1.6	2 2.8	2 4.5	1 3.6
OTHER STYLE/DESIGN COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (NET)	4 1.9	3 2.7	1 1.4	2 2.2	1 5.9	1 1.1	1 2.5	- -	3 2.4	1 1.6	- -	2 4.5	1 3.6
GOOD VALUE FOR THE MONEY	1 0.5	1 0.9	- -	- -	1 5.9	- -	- -	- -	1 0.8	- -	- -	1 2.3	- -
EXPENSIVE/MORE EXPENSIVE	3 1.5	2 1.8	1 1.4	2 2.2	- -	1 1.1	1 2.5	- -	2 1.6	1 1.6	- -	1 2.3	1 3.6
OTHER PRICE/VALUE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015035

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say type of outlet has impact	206	112	71	93	17	95	40	42	123	62	72	44	28
SERVICE (NET)	30	19	10	13	3	14	5	4	21	7	13	5	5
	14.6	17.0	14.1	14.0	17.6	14.7	12.5	9.5	17.1	11.3	18.1	11.4	17.9
KNOWLEDGEABLE STAFF	23	13	9	11	3	9	5	2	16	6	8	5	4
	11.2	11.6	12.7	11.8	17.6	9.5	12.5	4.8	13.0	9.7	11.1	11.4	14.3
STAFF NOT KNOWLEDGEABLE	3	3	-	1	-	2	-	1	2	-	3	-	-
	1.5	2.7	-	1.1	-	2.1	-	2.4	1.6	-	4.2	-	-
OTHER SERVICE COMMENTS	4	3	1	1	-	3	-	1	3	1	2	-	1
	1.9	2.7	1.4	1.1	-	3.2	-	2.4	2.4	1.6	2.8	-	3.6
MISCELLANEOUS (NET)	81	45	32	40	8	33	18	18	45	29	30	15	7
	39.3	40.2	45.1	43.0	47.1	34.7	45.0	42.9	36.6	46.8	41.7	34.1	25.0
STORE SPECIALIZES IN CIGARS/TOBABCCO	42	24	17	21	3	18	12	6	24	13	18	7	4
	20.4	21.4	23.9	22.6	17.6	18.9	30.0	14.3	19.5	21.0	25.0	15.9	14.3
CLEAN STORE/NOT MESSY	4	3	1	1	2	1	1	2	1	2	2	-	-
	1.9	2.7	1.4	1.1	11.8	1.1	2.5	4.8	0.8	3.2	2.8	-	-
STORE WELL KNOWN/GOOD REPUTATION	3	3	-	2	-	1	1	1	1	2	1	-	-
	1.5	2.7	-	2.2	-	1.1	2.5	2.4	0.8	3.2	1.4	-	-
MARKETING/PROMOTION	2	-	1	1	-	1	-	1	1	1	-	-	1
	1.0	-	1.4	1.1	-	1.1	-	2.4	0.8	1.6	-	-	3.6
STORE NOT LOOK CHEAP	5	4	1	2	-	3	-	4	1	4	-	-	1
	2.4	3.6	1.4	2.2	-	3.2	-	9.5	0.8	6.5	-	-	3.6
OTHER MISCELLANEOUS COMMENTS	33	16	15	17	3	13	6	7	20	11	12	9	1
	16.0	14.3	21.1	18.3	17.6	13.7	15.0	16.7	16.3	17.7	16.7	20.5	3.6
DON'T KNOW	2	1	1	1	1	-	-	-	2	-	1	-	1
	1.0	0.9	1.4	1.1	5.9	-	-	-	1.6	-	1.4	-	3.6
NOTHING	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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UNDER PROTECTIVE ORDER
GC 015036

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say type of outlet has impact	206	112	71	93	17	95	40	42	123	62	72	44	28
TOTAL	333 161.7	188 167.9	118 166.2	161 173.1	28 164.7	144 151.6	70 175.0	65 154.8	197 160.2	111 179.0	114 158.3	66 150.0	42 150.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 50
Q38 : ARE YOU AWARE YOU CAN PURCHASE CIGARS THROUGH MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not mentioning mail order	195	112	67	82	22	91	34	41	120	72	60	40	23
YES	164 84.1	93 83.0	56 83.6	66 80.5	22 100.0	76 83.5	26 76.5	34 82.9	104 86.7	53 73.6	55 91.7	35 87.5	21 91.3
NO	31 15.9	19 17.0	11 16.4	16 19.5	- -	15 16.5	8 23.5	7 17.1	16 13.3	19 26.4	5 8.3	5 12.5	2 8.7
TOTAL	195 100.0	112 100.0	67 100.0	82 100.0	22 100.0	91 100.0	34 100.0	41 100.0	120 100.0	72 100.0	60 100.0	40 100.0	23 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 51
Q39 : HAVE YOU EVER PURCHASED CIGARS THROUGH MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents not mentioning mail order and aware you can purchase through mail	164	93	56	66	22	76	26	34	104	53	55	35	21
YES	79 48.2	41 44.1	28 50.0	34 51.5	10 45.5	35 46.1	11 42.3	10 29.4	58 55.8	21 39.6	25 45.5	20 57.1	13 61.9
NO	85 51.8	52 55.9	28 50.0	32 48.5	12 54.5	41 53.9	15 57.7	24 70.6	46 44.2	32 60.4	30 54.5	15 42.9	8 38.1
TOTAL	164 100.0	93 100.0	56 100.0	66 100.0	22 100.0	76 100.0	26 100.0	34 100.0	104 100.0	53 100.0	55 100.0	35 100.0	21 100.0

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UNDER PROTECTIVE ORDER
GC 015039

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
CONVENIENCE (NET)	138	73	49	48	12	77	23	25	89	38	43	32	25
	55.9	54.9	55.7	51.6	54.5	59.2	51.1	61.0	55.6	55.1	57.3	56.1	54.3
HOME DELIVERY	35	21	8	18	2	15	5	10	20	13	11	9	2
	14.2	15.8	9.1	19.4	9.1	11.5	11.1	24.4	12.5	18.8	14.7	15.8	4.3
FAST/PROMPT/ON TIME DELIVERY	39	19	17	8	4	27	5	4	30	5	14	11	9
	15.8	14.3	19.3	8.6	18.2	20.8	11.1	9.8	18.8	7.2	18.7	19.3	19.6
PAYMENT BY CREDIT CARD	8	3	3	1	1	6	1	-	7	-	4	2	2
	3.2	2.3	3.4	1.1	4.5	4.6	2.2	-	4.4	-	5.3	3.5	4.3
PAYMENT BY CHECK	6	3	2	2	-	4	-	2	4	2	1	2	1
	2.4	2.3	2.3	2.2	-	3.1	-	4.9	2.5	2.9	1.3	3.5	2.2
ORDER BY PHONE	79	43	30	31	4	43	15	14	49	25	28	12	14
	32.0	32.3	34.1	33.3	18.2	33.1	33.3	34.1	30.6	36.2	37.3	21.1	30.4
CONVENIENT (NS)	9	4	3	4	2	3	1	1	7	1	2	3	3
	3.6	3.0	3.4	4.3	9.1	2.3	2.2	2.4	4.4	1.4	2.7	5.3	6.5
EASY	9	4	4	6	-	3	4	2	3	4	1	3	1
	3.6	3.0	4.5	6.5	-	2.3	8.9	4.9	1.9	5.8	1.3	5.3	2.2
BILLED/BILLED TO ACCOUNT	2	1	1	-	-	2	1	-	1	-	1	1	-
	0.8	0.8	1.1	-	-	1.5	2.2	-	0.6	-	1.3	1.8	-
OTHER CONVENIENT COMMENTS	2	2	-	1	1	-	-	-	2	-	-	1	1
	0.8	1.5	-	1.1	4.5	-	-	-	1.3	-	-	1.8	2.2
TASTE/FLAVOR (NET)	12	8	3	3	1	8	3	1	8	1	2	6	3
	4.9	6.0	3.4	3.2	4.5	6.2	6.7	2.4	5.0	1.4	2.7	10.5	6.5
FRESH	12	8	3	3	1	8	3	1	8	1	2	6	3
	4.9	6.0	3.4	3.2	4.5	6.2	6.7	2.4	5.0	1.4	2.7	10.5	6.5
VARIETY (NET)	58	36	18	25	4	29	12	11	34	19	15	14	10
	23.5	27.1	20.5	26.9	18.2	22.3	26.7	26.8	21.3	27.5	20.0	24.6	21.7
LIKE/GOOD VARIETY	21	14	6	8	1	12	5	3	13	6	3	9	3
	8.5	10.5	6.8	8.6	4.5	9.2	11.1	7.3	8.1	8.7	4.0	15.8	6.5

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
BETTER/LARGER VARIETY	37 15.0	22 16.5	12 13.6	17 18.3	3 13.6	17 13.1	7 15.6	8 19.5	21 13.1	13 18.8	12 16.0	5 8.8	7 15.2
OTHER VARIETY COMMENTS	1 0.4	1 0.8	- -	- -	- -	1 0.8	- -	- -	1 0.6	1 1.4	- -	- -	- -
AVAILABILITY (NET)	32 13.0	22 16.5	6 6.8	14 15.1	1 4.5	17 13.1	5 11.1	4 9.8	23 14.4	9 13.0	10 13.3	5 8.8	8 17.4
AVAILABILITY/NOT AVAILABLE IN RETAIL STORES	23 9.3	15 11.3	5 5.7	10 10.8	1 4.5	12 9.2	3 6.7	2 4.9	18 11.3	7 10.1	7 9.3	3 5.3	6 13.0
USUAL BRAND IN STOCK	9 3.6	6 4.5	2 2.3	3 3.2	- -	6 4.6	1 2.2	2 4.9	6 3.8	3 4.3	3 4.0	2 3.5	1 2.2
ONLY PLACE WHERE BRAND IS AVAILABLE	3 1.2	2 1.5	- -	2 2.2	- -	1 0.8	1 2.2	1 2.4	1 0.6	1 1.4	1 1.3	- -	1 2.2
OTHER AVAILABILITY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	6 2.4	3 2.3	2 2.3	3 3.2	- -	3 2.3	2 4.4	- -	4 2.5	2 2.9	- -	3 5.3	1 2.2
GOOD QUALITY	2 0.8	1 0.8	1 1.1	2 2.2	- -	- -	2 4.4	- -	- -	1 1.4	- -	1 1.8	- -
GUARANTEE/QUALITY GUARANTEE	5 2.0	2 1.5	2 2.3	2 2.2	- -	3 2.3	1 2.2	- -	4 2.5	2 2.9	- -	2 3.5	1 2.2
OTHER QUALITY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (NET)	118 47.8	62 46.6	43 48.9	50 53.8	9 40.9	58 44.6	25 55.6	23 56.1	69 43.1	36 52.2	33 44.0	28 49.1	21 45.7
LESS EXPENSIVE/LOWER PRICE	72 29.1	37 27.8	28 31.8	31 33.3	5 22.7	35 26.9	15 33.3	14 34.1	42 26.3	26 37.7	21 28.0	14 24.6	11 23.9

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UNDER PROTECTIVE ORDER
GC 015041

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
GOOD/REASONABLE PRICE	17 6.9	10 7.5	7 8.0	7 7.5	2 9.1	8 6.2	4 8.9	3 7.3	10 6.3	6 8.7	4 5.3	3 5.3	4 8.7
DISCOUNT	7 2.8	3 2.3	2 2.3	3 3.2	- -	4 3.1	1 2.2	1 2.4	5 3.1	1 1.4	2 2.7	2 3.5	2 4.3
BULK DISCOUNT/CHEAPER BY THE BOX	10 4.0	6 4.5	2 2.3	4 4.3	1 4.5	5 3.8	2 4.4	1 2.4	7 4.4	2 2.9	2 2.7	4 7.0	2 4.3
PAY LESS TAXES/ TOBACCO TAXES	11 4.5	6 4.5	5 5.7	6 6.5	- -	5 3.8	2 4.4	2 4.9	7 4.4	2 2.9	4 5.3	4 7.0	1 2.2
GOOD VALUE FOR THE MONEY	6 2.4	3 2.3	2 2.3	- -	2 9.1	4 3.1	- -	2 4.9	4 2.5	1 1.4	1 1.3	3 5.3	1 2.2
PRICE (UNSPECIFIED)	3 1.2	1 0.8	1 1.1	2 2.2	- -	1 0.8	1 2.2	1 2.4	1 0.6	- -	1 1.3	1 1.8	1 2.2
OTHER PRICE/VALUE COMMENTS	4 1.6	2 1.5	1 1.1	1 1.1	1 4.5	2 1.5	- -	2 4.9	2 1.3	1 1.4	2 2.7	- -	1 2.2
SERVICE (NET)	10 4.0	7 5.3	2 2.3	5 5.4	- -	5 3.8	1 2.2	2 4.9	7 4.4	3 4.3	1 1.3	3 5.3	3 6.5
GIVE ADVICE/ RECOMMENDATIONS	2 0.8	1 0.8	1 1.1	1 1.1	- -	1 0.8	- -	1 2.4	1 0.6	1 1.4	- -	- -	1 2.2
OTHER SERVICE COMMENTS	8 3.2	6 4.5	1 1.1	4 4.3	- -	4 3.1	1 2.2	1 2.4	6 3.8	2 2.9	1 1.3	3 5.3	2 4.3
MISCELLANEOUS (NET)	9 3.6	4 3.0	5 5.7	6 6.5	- -	3 2.3	4 8.9	1 2.4	4 2.5	6 8.7	1 1.3	1 1.8	1 2.2
ENJOY CIGAR CATALOGS	5 2.0	3 2.3	2 2.3	3 3.2	- -	2 1.5	2 4.4	- -	3 1.9	3 4.3	1 1.3	1 1.8	- -
CAN BUY BY THE BOX/ BUNDLE	1 0.4	- -	1 1.1	1 1.1	- -	- -	1 2.2	- -	- -	1 1.4	- -	- -	- -
OTHER MISCELLANEOUS COMMENTS	3 1.2	1 0.8	2 2.3	2 2.2	- -	1 0.8	1 2.2	1 2.4	1 0.6	2 2.9	- -	- -	1 2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015042

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
DON'T KNOW	2 0.8	1 0.8	1 1.1	1 1.1	- -	1 0.8	- -	- -	2 1.3	- -	- -	2 3.5	- -
NOTHING	12 4.9	5 3.8	3 3.4	3 3.2	2 9.1	7 5.4	1 2.2	- -	11 6.9	2 2.9	4 5.3	1 1.8	5 10.9
TOTAL	465 188.3	256 192.5	158 179.5	187 201.1	33 150.0	243 186.9	86 191.1	79 192.7	297 185.6	135 195.7	133 177.3	110 193.0	87 189.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015043

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
CONVENIENCE (NET)	69	36	27	31	4	34	18	15	36	25	26	12	6
	27.9	27.1	30.7	33.3	18.2	26.2	40.0	36.6	22.5	36.2	34.7	21.1	13.0
NOT LIKE TO WAIT/ LENGTH OF TIME FOR DELIVERY	52	27	21	24	3	25	16	11	25	21	18	8	5
	21.1	20.3	23.9	25.8	13.6	19.2	35.6	26.8	15.6	30.4	24.0	14.0	10.9
HAVE TO BUY QUANTITY/ IN BULK/BY THE BOX	18	11	6	10	-	8	4	4	10	4	9	4	1
	7.3	8.3	6.8	10.8	-	6.2	8.9	9.8	6.3	5.8	12.0	7.0	2.2
OTHER CONVENIENCE COMMENTS	2	1	-	-	1	1	-	1	1	2	-	-	-
	0.8	0.8	-	-	4.5	0.8	-	2.4	0.6	2.9	-	-	-
TASTE/FLAVOR (NET)	12	7	3	6	-	6	1	5	6	6	4	1	1
	4.9	5.3	3.4	6.5	-	4.6	2.2	12.2	3.8	8.7	5.3	1.8	2.2
NOT FRESH	12	7	3	6	-	6	1	5	6	6	4	1	1
	4.9	5.3	3.4	6.5	-	4.6	2.2	12.2	3.8	8.7	5.3	1.8	2.2
OTHER TASTE/FLAVOR COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY (NET)	12	6	4	6	1	5	4	2	6	6	2	1	3
	4.9	4.5	4.5	6.5	4.5	3.8	8.9	4.9	3.8	8.7	2.7	1.8	6.5
LOW AVAILABILITY/OUT OF STOCK	11	6	4	6	1	4	4	2	5	6	2	1	2
	4.5	4.5	4.5	6.5	4.5	3.1	8.9	4.9	3.1	8.7	2.7	1.8	4.3
OTHER AVAILABILITY COMMENTS	1	-	-	-	-	1	-	-	1	-	-	-	1
	0.4	-	-	-	-	0.8	-	-	0.6	-	-	-	2.2
QUALITY (NET)	72	39	25	35	5	32	12	14	45	29	19	14	10
	29.1	29.3	28.4	37.6	22.7	24.6	26.7	34.1	28.1	42.0	25.3	24.6	21.7
CANNOT SEE/FEEL/SMELL CIGAR BEFORE PURCHASE	55	32	17	25	4	26	8	12	34	20	15	11	9
	22.3	24.1	19.3	26.9	18.2	20.0	17.8	29.3	21.3	29.0	20.0	19.3	19.6
CANNOT INSPECT FOR FRESHNESS BEFORE PURCHASE	10	6	4	7	1	2	2	-	8	5	2	2	1
	4.0	4.5	4.5	7.5	4.5	1.5	4.4	-	5.0	7.2	2.7	3.5	2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015044

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
POOR SHIPPING CONDITIONS/DAMAGED/ DRIED OUT IN SHIPPING	8 3.2	3 2.3	4 4.5	5 5.4	- -	3 2.3	3 6.7	1 2.4	4 2.5	6 8.7	1 1.3	1 1.8	- -
OTHER QUALITY COMMENTS	3 1.2	- -	2 2.3	2 2.2	- -	1 0.8	1 2.2	1 2.4	1 0.6	1 1.4	1 1.3	1 1.8	- -
PRICE/VALUE (NET)	15 6.1	10 7.5	2 2.3	5 5.4	2 9.1	8 6.2	1 2.2	5 12.2	9 5.6	4 5.8	4 5.3	3 5.3	4 8.7
MUST PAY POSTAGE AND HANDLING	11 4.5	7 5.3	2 2.3	5 5.4	1 4.5	5 3.8	1 2.2	4 9.8	6 3.8	3 4.3	2 2.7	3 5.3	3 6.5
OTHER PRICE/VALUE COMMENTS	4 1.6	3 2.3	- -	- -	1 4.5	3 2.3	- -	1 2.4	3 1.9	1 1.4	2 2.7	- -	1 2.2
SERVICE (NET)	10 4.0	6 4.5	3 3.4	4 4.3	1 4.5	5 3.8	1 2.2	1 2.4	8 5.0	4 5.8	1 1.3	2 3.5	3 6.5
DIFFICULT TO HANDLE PROBLEMS THROUGH MAIL ORDER	7 2.8	4 3.0	2 2.3	3 3.2	1 4.5	3 2.3	- -	1 2.4	6 3.8	2 2.9	1 1.3	2 3.5	2 4.3
OTHER SERVICE COMMENTS	3 1.2	2 1.5	1 1.1	1 1.1	- -	2 1.5	1 2.2	- -	2 1.3	2 2.9	- -	- -	1 2.2
MISCELLANEOUS (NET)	11 4.5	8 6.0	3 3.4	3 3.2	1 4.5	7 5.4	1 2.2	2 4.9	8 5.0	1 1.4	5 6.7	3 5.3	2 4.3
HAVE TO KNOW EXACTLY WHAT YOU WANT	3 1.2	1 0.8	2 2.3	1 1.1	- -	2 1.5	- -	1 2.4	2 1.3	- -	2 2.7	1 1.8	- -
NOT LIKE CATALOG	2 0.8	2 1.5	- -	- -	- -	2 1.5	- -	- -	2 1.3	- -	1 1.3	- -	1 2.2
OTHER MISCELLANEOUS COMMENTS	6 2.4	5 3.8	1 1.1	2 2.2	1 4.5	3 2.3	1 2.2	1 2.4	4 2.5	1 1.4	2 2.7	2 3.5	1 2.2
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015045

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who use mail order	247	133	88	93	22	130	45	41	160	69	75	57	46
NOTHING	75 30.4	40 30.1	26 29.5	18 19.4	8 36.4	48 36.9	13 28.9	6 14.6	56 35.0	5 7.2	22 29.3	25 43.9	23 50.0
TOTAL	283 114.6	157 118.0	95 108.0	115 123.7	22 100.0	145 111.5	55 122.2	51 124.4	176 110.0	85 123.2	84 112.0	62 108.8	52 113.0

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UNDER PROTECTIVE ORDER
GC 015046

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 54
Q41 : HAVE YOU EVER PURCHASED CIGARS BECAUSE OF A SPECIAL PROMOTION?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	190 52.3	105 51.5	69 54.3	75 53.2	18 52.9	95 51.1	28 41.2	42 58.3	119 53.6	49 40.8	69 62.7	42 54.5	30 53.6
NO	173 47.7	99 48.5	58 45.7	66 46.8	16 47.1	91 48.9	40 58.8	30 41.7	103 46.4	71 59.2	41 37.3	35 45.5	26 46.4
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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UNDER PROTECTIVE ORDER
GC 015047

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 55
Q42 : WHAT TYPE OF PROMOTION?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents have purchased because of promotion	190	105	69	75	18	95	28	42	119	49	69	42	30
BUY A CIGAR, GET A CUTTER	9 4.7	6 5.7	2 2.9	5 6.7	1 5.6	3 3.2	2 7.1	2 4.8	5 4.2	3 6.1	2 2.9	2 4.8	2 6.7
BUY EIGHT, GET TWO FREE	19 10.0	12 11.4	4 5.8	7 9.3	2 11.1	10 10.5	4 14.3	4 9.5	11 9.2	7 14.3	4 5.8	3 7.1	5 16.7
SPECIAL SAMPLER PACKETS	39 20.5	24 22.9	13 18.8	12 16.0	8 44.4	19 20.0	5 17.9	7 16.7	26 21.8	8 16.3	16 23.2	9 21.4	6 20.0
SALE/DISCOUNT ON CIGARS	35 18.4	20 19.0	12 17.4	15 20.0	1 5.6	17 17.9	8 28.6	5 11.9	22 18.5	12 24.5	14 20.3	7 16.7	2 6.7
SALE/DISCOUNT ON BOX/ PACKAGE	16 8.4	6 5.7	7 10.1	5 6.7	1 5.6	10 10.5	2 7.1	5 11.9	9 7.6	3 6.1	6 8.7	5 11.9	2 6.7
12 CIGARS FOR $10	9 4.7	3 2.9	5 7.2	4 5.3	1 5.6	4 4.2	- -	5 11.9	4 3.4	2 4.1	3 4.3	4 9.5	- -
BUY THROUGH ADVERTISEMENT	5 2.6	3 2.9	1 1.4	1 1.3	- -	4 4.2	- -	1 2.4	4 3.4	2 4.1	- -	- -	3 10.0
BUY BOXES,GET A BOX FREE	13 6.8	6 5.7	5 7.2	4 5.3	1 5.6	8 8.4	1 3.6	2 4.8	10 8.4	3 6.1	4 5.8	1 2.4	5 16.7
BUY CIGARS,GET CIGARS FREE	17 8.9	11 10.5	5 7.2	6 8.0	3 16.7	8 8.4	1 3.6	3 7.1	13 10.9	3 6.1	5 7.2	5 11.9	4 13.3
BUY CIGARS,GET A HUMIDOR FREE	2 1.1	1 1.0	1 1.4	1 1.3	1 5.6	- -	- -	- -	2 1.7	1 2.0	- -	- -	1 3.3
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	6 3.2	3 2.9	3 4.3	3 4.0	- -	3 3.2	1 3.6	4 9.5	1 0.8	1 2.0	4 5.8	- -	1 3.3
OTHER	28 14.7	15 14.3	13 18.8	14 18.7	2 11.1	12 12.6	4 14.3	6 14.3	18 15.1	7 14.3	12 17.4	7 16.7	2 6.7
TOTAL	198 104.2	110 104.8	71 102.9	77 102.7	21 116.7	98 103.2	28 100.0	44 104.8	125 105.0	52 106.1	70 101.4	43 102.4	33 110.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015048

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 56
Q43A : HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED IN THE PAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	116 32.0	62 30.4	49 38.6	72 51.1	8 23.5	36 19.4	41 60.3	27 37.5	47 21.2	50 41.7	44 40.0	18 23.4	4 7.1
NO	247 68.0	142 69.6	78 61.4	69 48.9	26 76.5	150 80.6	27 39.7	45 62.5	175 78.8	70 58.3	66 60.0	59 76.6	52 92.9
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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UNDER PROTECTIVE ORDER
GC 015049

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	116	62	49	72	8	36	41	27	47	50	44	18	4
POSITIVE (NET)	104	57	42	69	5	30	40	25	38	48	38	15	3
	89.7	91.9	85.7	95.8	62.5	83.3	97.6	92.6	80.9	96.0	86.4	83.3	75.0
TASTE/FLAVOR (SUB-	6	5	1	5	-	1	2	1	3	3	1	2	-
NET)	5.2	8.1	2.0	6.9	-	2.8	4.9	3.7	6.4	6.0	2.3	11.1	-
ACQUIRED TASTE/ MATURE TASTE	6 5.2	5 8.1	1 2.0	5 6.9	- -	1 2.8	2 4.9	1 3.7	3 6.4	3 6.0	1 2.3	2 11.1	- -
OTHER TASTE/FLAVOR COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (SUB-NET)	13	7	6	10	1	2	3	4	6	4	6	3	-
	11.2	11.3	12.2	13.9	12.5	5.6	7.3	14.8	12.8	8.0	13.6	16.7	-
BUYING BETTER QUALITY CIGARS	12 10.3	7 11.3	5 10.2	9 12.5	1 12.5	2 5.6	3 7.3	4 14.8	5 10.6	4 8.0	6 13.6	2 11.1	- -
OTHER QUALITY COMMENTS	1 0.9	- -	1 2.0	1 1.4	- -	- -	- -	- -	1 2.1	- -	- -	1 5.6	- -
VARIETY (SUB-NET)	1	1	-	-	-	1	-	-	1	-	1	-	-
	0.9	1.6	-	-	-	2.8	-	-	2.1	-	2.3	-	-
OTHER VARIETY COMMENTS	1 0.9	1 1.6	- -	- -	- -	1 2.8	- -	- -	1 2.1	- -	1 2.3	- -	- -
HEALTH (SUB-NET)	4	2	2	2	-	2	2	-	2	1	2	1	-
	3.4	3.2	4.1	2.8	-	5.6	4.9	-	4.3	2.0	4.5	5.6	-
OTHER HEALTH COMMENTS	4 3.4	2 3.2	2 4.1	2 2.8	- -	2 5.6	2 4.9	- -	2 4.3	1 2.0	2 4.5	1 5.6	- -
PRICE/VALUE (SUB-NET)	2	2	-	2	-	-	-	1	1	1	1	-	-
	1.7	3.2	-	2.8	-	-	-	3.7	2.1	2.0	2.3	-	-
SMOKING MORE EXPENSIVE CIGARS	2 1.7	2 3.2	- -	2 2.8	- -	- -	- -	1 3.7	1 2.1	1 2.0	1 2.3	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015050

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	116	62	49	72	8	36	41	27	47	50	44	18	4
MISCELLANEOUS (SUB-NET)	90 77.6	48 77.4	37 75.5	60 83.3	5 62.5	25 69.4	37 90.2	23 85.2	29 61.7	44 88.0	31 70.5	12 66.7	3 75.0
NEW SMOKER	10 8.6	5 8.1	3 6.1	5 6.9	1 12.5	4 11.1	8 19.5	2 7.4	- -	4 8.0	3 6.8	3 16.7	- -
SMOKING MORE	14 12.1	9 14.5	4 8.2	13 18.1	- -	1 2.8	3 7.3	4 14.8	6 12.8	9 18.0	5 11.4	- -	- -
MORE ENJOYABLE	22 19.0	11 17.7	10 20.4	14 19.4	- -	8 22.2	6 14.6	9 33.3	7 14.9	7 14.0	11 25.0	3 16.7	1 25.0
MORE PLEASUREABLE	3 2.6	2 3.2	1 2.0	2 2.8	1 12.5	- -	2 4.9	1 3.7	- -	3 6.0	- -	- -	- -
MORE ACCEPTABLE/ ACCEPTED IN PUBLIC	15 12.9	11 17.7	3 6.1	8 11.1	1 12.5	6 16.7	5 12.2	3 11.1	7 14.9	9 18.0	4 9.1	- -	2 50.0
NOT CARE WHAT PUBLIC THINKS	5 4.3	2 3.2	3 6.1	4 5.6	- -	1 2.8	1 2.4	1 3.7	3 6.4	2 4.0	3 6.8	- -	- -
MORE KNOWLEDGE/ EDUCATION ABOUT CIGARS	21 18.1	11 17.7	10 20.4	14 19.4	1 12.5	6 16.7	13 31.7	- -	8 17.0	10 20.0	6 13.6	5 27.8	- -
HOBBY	5 4.3	2 3.2	3 6.1	4 5.6	- -	1 2.8	1 2.4	1 3.7	3 6.4	2 4.0	3 6.8	- -	- -
CONVERSATION ITEM	2 1.7	- -	2 4.1	1 1.4	- -	1 2.8	- -	- -	2 4.3	- -	2 4.5	- -	- -
LIKE MORE (NS)	3 2.6	- -	3 6.1	- -	1 12.5	2 5.6	1 2.4	1 3.7	1 2.1	2 4.0	- -	1 5.6	- -
RESPECT SMOKERS MORE/MORE PRO SMOKING	4 3.4	2 3.2	2 4.1	4 5.6	- -	- -	2 4.9	2 7.4	- -	2 4.0	2 4.5	- -	- -
OTHER MISCELLANEOUS COMMENTS	1 0.9	1 1.6	- -	1 1.4	- -	- -	- -	1 3.7	- -	1 2.0	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015051

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	116	62	49	72	8	36	41	27	47	50	44	18	4
NEGATIVE (NET)	14	8	6	4	3	7	1	3	10	2	8	3	1
	12.1	12.9	12.2	5.6	37.5	19.4	2.4	11.1	21.3	4.0	18.2	16.7	25.0
HEALTH (SUB-NET)	4	3	1	1	1	2	-	1	3	-	3	-	1
	3.4	4.8	2.0	1.4	12.5	5.6	-	3.7	6.4	-	6.8	-	25.0
CONCERNED ABOUT HEALTH ISSUES	4	3	1	1	1	2	-	1	3	-	3	-	1
	3.4	4.8	2.0	1.4	12.5	5.6	-	3.7	6.4	-	6.8	-	25.0
OTHER HEALTH COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
PRICE/VALUE (SUB-NET)	1	-	1	1	-	-	-	-	1	-	1	-	-
	0.9	-	2.0	1.4	-	-	-	-	2.1	-	2.3	-	-
OTHER PRICE/VALUE COMMENTS	1	-	1	1	-	-	-	-	1	-	1	-	-
	0.9	-	2.0	1.4	-	-	-	-	2.1	-	2.3	-	-
MISCELLANEOUS (SUB-NET)	9	5	4	2	2	5	1	2	6	2	4	3	-
	7.8	8.1	8.2	2.8	25.0	13.9	2.4	7.4	12.8	4.0	9.1	16.7	-
UNFAIR RESTAURANT REGULATIONS/ LIMITATIONS	3	2	1	1	1	1	-	1	2	-	1	2	-
	2.6	3.2	2.0	1.4	12.5	2.8	-	3.7	4.3	-	2.3	11.1	-
NOT SMOKE AROUND NON-SMOKERS/SMOKE LESS AROUND NON-SMOKERS	3	2	1	-	-	3	-	1	2	-	2	1	-
	2.6	3.2	2.0	-	-	8.3	-	3.7	4.3	-	4.5	5.6	-
PUBLIC AGAINST SMOKING	2	1	1	-	-	2	-	-	2	1	1	-	-
	1.7	1.6	2.0	-	-	5.6	-	-	4.3	2.0	2.3	-	-
OTHER MISCELLANEOUS COMMENTS	2	1	1	1	1	-	1	-	1	1	1	-	-
	1.7	1.6	2.0	1.4	12.5	-	2.4	-	2.1	2.0	2.3	-	-
DON'T KNOW	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents whose attitude toward cigar smoking has changed	116	62	49	72	8	36	41	27	47	50	44	18	4
NOTHING	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	146	82	59	93	9	44	50	34	61	62	59	21	4
	125.9	132.3	120.4	129.2	112.5	122.2	122.0	125.9	129.8	124.0	134.1	116.7	100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 58
Q44A : DO YOU FEEL THE PUBLIC'S ATTITUDE HAS CHANGED TOWARD CIGAR SMOKING IN THE PAST TWO YEARS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total rspondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	260 71.6	146 71.6	89 70.1	99 70.2	21 61.8	138 74.2	49 72.1	44 61.1	167 75.2	84 70.0	78 70.9	54 70.1	44 78.6
NO	103 28.4	58 28.4	38 29.9	42 29.8	13 38.2	48 25.8	19 27.9	28 38.9	55 24.8	36 30.0	32 29.1	23 29.9	12 21.4
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say public's attitude has changed	260	146	89	99	21	138	49	44	167	84	78	54	44
POSITIVE (NET)	126	69	45	68	4	54	33	31	62	56	40	24	6
	48.5	47.3	50.6	68.7	19.0	39.1	67.3	70.5	37.1	66.7	51.3	44.4	13.6
HEALTH (SUB-NET)	1	1	-	-	-	1	1	-	-	1	-	-	-
	0.4	0.7	-	-	-	0.7	2.0	-	-	1.2	-	-	-
NOT A HEALTH RISK/ NOT UNHEALTHY	1	1	-	-	-	1	1	-	-	1	-	-	-
	0.4	0.7	-	-	-	0.7	2.0	-	-	1.2	-	-	-
OTHER HEALTH COMMENTS	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (SUB-NET)	126	69	45	68	4	54	33	31	62	56	40	24	6
	48.5	47.3	50.6	68.7	19.0	39.1	67.3	70.5	37.1	66.7	51.3	44.4	13.6
PUBLIC ACCEPTING/ POSITIVE VIEW OF CIGAR SMOKING	54	35	16	26	1	27	15	16	23	26	13	11	4
	20.8	24.0	18.0	26.3	4.8	19.6	30.6	36.4	13.8	31.0	16.7	20.4	9.1
MORE ACCEPTABLE THAN CIGARETTES	3	1	2	2	-	1	2	-	1	1	2	-	-
	1.2	0.7	2.2	2.0	-	0.7	4.1	-	0.6	1.2	2.6	-	-
ACCEPTABLE WITH FAMOUS PEOPLE SMOKING CIGARS	7	4	2	2	-	5	1	2	4	2	3	2	-
	2.7	2.7	2.2	2.0	-	3.6	2.0	4.5	2.4	2.4	3.8	3.7	-
CIGARS MORE POPULAR	48	24	17	34	3	11	16	10	22	27	18	3	-
	18.5	16.4	19.1	34.3	14.3	8.0	32.7	22.7	13.2	32.1	23.1	5.6	-
MORE POPULAR WITH WOMEN	5	3	1	1	1	3	-	1	4	2	1	1	1
	1.9	2.1	1.1	1.0	4.8	2.2	-	2.3	2.4	2.4	1.3	1.9	2.3
MORE POPULAR WITH YOUNG PEOPLE	8	5	2	3	-	5	1	3	4	4	-	3	1
	3.1	3.4	2.2	3.0	-	3.6	2.0	6.8	2.4	4.8	-	5.6	2.3
PUBLIC MORE AWARE OF CIGAR SMOKING	10	4	5	5	-	5	1	3	6	3	4	3	-
	3.8	2.7	5.6	5.1	-	3.6	2.0	6.8	3.6	3.6	5.1	5.6	-
STATUS/POWER/MONEY SYMBOL	9	3	5	4	1	4	4	1	4	2	3	3	1
	3.5	2.1	5.6	4.0	4.8	2.9	8.2	2.3	2.4	2.4	3.8	5.6	2.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say public's attitude has changed	260	146	89	99	21	138	49	44	167	84	78	54	44
MORE POPULAR WITH UPPER CLASS/YUPPIES	2 0.8	1 0.7	1 1.1	2 2.0	- -	- -	1 2.0	1 2.3	- -	2 2.4	- -	- -	- -
MORE ACCEPTABLE AT RESTAURANTS	5 1.9	4 2.7	1 1.1	3 3.0	- -	2 1.4	1 2.0	- -	4 2.4	1 1.2	1 1.3	3 5.6	- -
SMOKE BETTER QUALITY CIGARS	2 0.8	2 1.4	- -	2 2.0	- -	- -	1 2.0	1 2.3	- -	1 1.2	- -	1 1.9	- -
CIGARS MORE POPULAR SMOKERS	2 0.8	2 1.4	- -	1 1.0	- -	1 0.7	1 2.0	- -	1 0.6	- -	2 2.6	- -	- -
MORE PLACES ACCEPTING OF CIGAR SMOKING	5 1.9	1 0.7	3 3.4	2 2.0	- -	3 2.2	- -	2 4.5	3 1.8	2 2.4	3 3.8	- -	- -
OTHER MISCELLANEOUS COMMENTS	6 2.3	5 3.4	1 1.1	3 3.0	- -	3 2.2	1 2.0	1 2.3	4 2.4	4 4.8	1 1.3	1 1.9	- -
NEGATIVE (NET)	134 51.5	80 54.8	41 46.1	36 36.4	18 85.7	79 57.2	16 32.7	14 31.8	104 62.3	30 35.7	38 48.7	30 55.6	36 81.8
HEALTH (SUB-NET)	19 7.3	12 8.2	5 5.6	7 7.1	1 4.8	11 8.0	3 6.1	4 9.1	12 7.2	7 8.3	4 5.1	4 7.4	4 9.1
BAD FOR HEALTH	12 4.6	9 6.2	1 1.1	2 2.0	1 4.8	9 6.5	1 2.0	2 4.5	9 5.4	4 4.8	2 2.6	2 3.7	4 9.1
SECOND HAND SMOKE VIEWED AS HEALTH RISK	7 2.7	3 2.1	4 4.5	5 5.1	- -	2 1.4	2 4.1	2 4.5	3 1.8	3 3.6	2 2.6	2 3.7	- -
OTHER HEALTH COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (SUB-NET)	122 46.9	71 48.6	38 42.7	30 30.3	17 81.0	74 53.6	13 26.5	11 25.0	98 58.7	24 28.6	37 47.4	28 51.9	33 75.0
PUBLIC LESS TOLERANT OF SMOKING	51 19.6	31 21.2	17 19.1	12 12.1	9 42.9	29 21.0	7 14.3	4 9.1	40 24.0	8 9.5	21 26.9	11 20.4	11 25.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say public's attitude has changed	260	146	89	99	21	138	49	44	167	84	78	54	44
PUBLIC LESS TOLERANT OF CIGAR SMOKING	34 13.1	17 11.6	13 14.6	8 8.1	4 19.0	22 15.9	3 6.1	2 4.5	29 17.4	7 8.3	9 11.5	8 14.8	10 22.7
SMOKING RESTRICTED/ HAVE TO GO OUTSIDE	38 14.6	26 17.8	9 10.1	9 9.1	6 28.6	22 15.9	4 8.2	4 9.1	30 18.0	8 9.5	10 12.8	9 16.7	11 25.0
PLACES ALLOW CIGARETTES NOT CIGARS	4 1.5	- -	2 2.2	- -	- -	4 2.9	- -	- -	4 2.4	- -	1 1.3	2 3.7	1 2.3
PUBLIC NOT LIKE SMELL	12 4.6	6 4.1	3 3.4	2 2.0	- -	10 7.2	1 2.0	1 2.3	10 6.0	2 2.4	1 1.3	3 5.6	6 13.6
OUTCASTS/SECOND CLASS CITIZENS SMOKE CIGARS	3 1.2	2 1.4	1 1.1	1 1.0	- -	2 1.4	- -	- -	3 1.8	1 1.2	1 1.3	1 1.9	- -
SMOKE WHEN AND WHERE I WANT TO	3 1.2	1 0.7	- -	- -	- -	3 2.2	- -	- -	3 1.8	- -	- -	2 3.7	1 2.3
NEGATIVE ADVERTISING/MEDIA IMAGE	2 0.8	1 0.7	1 1.1	- -	1 4.8	1 0.7	- -	1 2.3	1 0.6	- -	1 1.3	- -	1 2.3
OTHER MISCELLANEOUS COMMENTS	2 0.8	1 0.7	1 1.1	- -	- -	2 1.4	- -	1 2.3	1 0.6	- -	2 2.6	- -	- -
NEUTRAL (NET)	5 1.9	3 2.1	2 2.2	2 2.0	- -	3 2.2	1 2.0	1 2.3	3 1.8	2 2.4	1 1.3	1 1.9	1 2.3
SOME ACCEPT/SOME DON'T	4 1.5	2 1.4	2 2.2	1 1.0	- -	3 2.2	1 2.0	- -	3 1.8	2 2.4	- -	1 1.9	1 2.3
OTHER NEUTRAL COMMENTS	1 0.4	1 0.7	- -	1 1.0	- -	- -	- -	1 2.3	- -	- -	1 1.3	- -	- -
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say public's attitude has changed	260	146	89	99	21	138	49	44	167	84	78	54	44
NOTHING	1 0.4	- -	1 1.1	- -	- -	1 0.7	- -	- -	1 0.6	- -	1 1.3	- -	- -
TOTAL	341 131.2	195 133.6	111 124.7	131 132.3	27 128.6	181 131.2	65 132.7	59 134.1	217 129.9	113 134.5	103 132.1	72 133.3	53 120.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 60
Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say public's attitude has changed	260	146	89	99	21	138	49	44	167	84	78	54	44
NO EFFECT	149 57.3	81 55.5	51 57.3	54 54.5	10 47.6	85 61.6	29 59.2	27 61.4	93 55.7	49 58.3	49 62.8	24 44.4	27 61.4
SMOKING MORE	12 4.6	7 4.8	4 4.5	10 10.1	- -	2 1.4	4 8.2	3 6.8	5 3.0	8 9.5	1 1.3	3 5.6	- -
STARTED SMOKING/ STARTED SMOKING AGAIN	2 0.8	2 1.4	- -	1 1.0	1 4.8	- -	2 4.1	- -	- -	1 1.2	- -	1 1.9	- -
SMOKING LESS	7 2.7	4 2.7	1 1.1	2 2.0	3 14.3	2 1.4	1 2.0	- -	6 3.6	2 2.4	2 2.6	1 1.9	2 4.5
NOT SMOKE IN PUBLIC/ SMOKE LESS IN PUBLIC	19 7.3	12 8.2	6 6.7	5 5.1	4 19.0	10 7.2	2 4.1	3 6.8	14 8.4	5 6.0	4 5.1	7 13.0	3 6.8
MORE APT TO SMOKE IN PUBLIC/LESS INHIBITED	12 4.6	7 4.8	5 5.6	8 8.1	- -	4 2.9	2 4.1	5 11.4	5 3.0	9 10.7	2 2.6	1 1.9	- -
LIMITS/RESTRICTS PLACES I CAN SMOKE	14 5.4	7 4.8	7 7.9	4 4.0	1 4.8	9 6.5	2 4.1	1 2.3	11 6.6	2 2.4	4 5.1	5 9.3	3 6.8
ONLY GO TO RESTAURANTS TAHT ALLOW CIGAR SMOKING	7 2.7	4 2.7	3 3.4	2 2.0	- -	5 3.6	1 2.0	1 2.3	5 3.0	1 1.2	2 2.6	2 3.7	2 4.5
CANNOT SMOKE AT WORK/ NO SMOKING RULE	3 1.2	1 0.7	2 2.2	1 1.0	- -	2 1.4	- -	- -	3 1.8	- -	- -	2 3.7	1 2.3
CONSIDERATE TOWARDS OTHERS/NON-SMOKERS	9 3.5	5 3.4	3 3.4	3 3.0	- -	6 4.3	2 4.1	- -	7 4.2	2 2.4	3 3.8	3 5.6	1 2.3
ONLY SMOKE OUTSIDE	11 4.2	6 4.1	4 4.5	1 1.0	1 4.8	9 6.5	- -	1 2.3	10 6.0	1 1.2	2 2.6	7 13.0	1 2.3
ONLY SMOKE AT HOME	10 3.8	6 4.1	3 3.4	3 3.0	1 4.8	6 4.3	1 2.0	2 4.5	7 4.2	3 3.6	1 1.3	3 5.6	3 6.8
ONLY SMOKE IN CAR	4 1.5	2 1.4	2 2.2	1 1.0	1 4.8	2 1.4	1 2.0	- -	3 1.8	1 1.2	- -	2 3.7	1 2.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 60
Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents who say public's attitude has changed	260	146	89	99	21	138	49	44	167	84	78	54	44
SMOKE MORE EXPENSIVE/ HIGHER QUALITY CIGARS	3 1.2	2 1.4	1 1.1	1 1.0	- -	2 1.4	- -	1 2.3	2 1.2	1 1.2	1 1.3	1 1.9	- -
GET TOGETHER WITH OTHER CIGAR SMOKERS	4 1.5	3 2.1	1 1.1	4 4.0	- -	- -	1 2.0	1 2.3	2 1.2	3 3.6	1 1.3	- -	- -
OTHER COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	2 0.8	- -	2 2.2	2 2.0	- -	- -	- -	1 2.3	1 0.6	- -	2 2.6	- -	- -
NOTHING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	268 103.1	149 102.1	95 106.7	102 103.0	22 104.8	144 104.3	48 98.0	46 104.5	174 104.2	88 104.8	74 94.9	62 114.8	44 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61A
Q46 : HEALTH RISK RATING - SUMMARY OF TOP 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ALCOHOL CONSUMPTION	40 11.0	21 10.3	15 11.8	11 7.8	7 20.6	22 11.8	6 8.8	6 8.3	28 12.6	8 6.7	15 13.6	11 14.3	6 10.7
CIGAR SMOKING	6 1.7	4 2.0	2 1.6	1 0.7	- -	5 2.7	1 1.5	2 2.8	3 1.4	2 1.7	2 1.8	1 1.3	1 1.8
CIGARETTE SMOKING	216 59.5	118 57.8	77 60.6	90 63.8	23 67.6	102 54.8	39 57.4	41 56.9	136 61.3	63 52.5	75 68.2	50 64.9	28 50.0
FAT IN DIET	82 22.6	42 20.6	35 27.6	31 22.0	12 35.3	39 21.0	9 13.2	9 12.5	63 28.4	18 15.0	23 20.9	26 33.8	15 26.8
SECOND HAND SMOKE	18 5.0	9 4.4	7 5.5	5 3.5	3 8.8	10 5.4	3 4.4	4 5.6	11 5.0	4 3.3	7 6.4	5 6.5	2 3.6
SUN EXPOSURE	36 9.9	18 8.8	13 10.2	8 5.7	6 17.6	22 11.8	3 4.4	5 6.9	28 12.6	5 4.2	11 10.0	12 15.6	8 14.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61B
Q46 : HEALTH RISK RATING - SUMMARY OF BOTTOM 2 BOX

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ALCOHOL CONSUMPTION	33 9.1	16 7.8	16 12.6	11 7.8	1 2.9	20 10.8	9 13.2	5 6.9	19 8.6	9 7.5	13 11.8	5 6.5	6 10.7
CIGAR SMOKING	131 36.1	69 33.8	51 40.2	51 36.2	12 35.3	66 35.5	27 39.7	26 36.1	77 34.7	38 31.7	37 33.6	33 42.9	23 41.1
CIGARETTE SMOKING	13 3.6	5 2.5	7 5.5	1 0.7	1 2.9	11 5.9	- -	1 1.4	12 5.4	1 0.8	2 1.8	3 3.9	7 12.5
FAT IN DIET	21 5.8	9 4.4	7 5.5	3 2.1	3 8.8	14 7.5	4 5.9	4 5.6	13 5.9	4 3.3	5 4.5	5 6.5	7 12.5
SECOND HAND SMOKE	148 40.8	83 40.7	54 42.5	53 37.6	13 38.2	80 43.0	27 39.7	25 34.7	96 43.2	48 40.0	40 36.4	29 37.7	31 55.4
SUN EXPOSURE	62 17.1	33 16.2	25 19.7	25 17.7	4 11.8	32 17.2	18 26.5	13 18.1	31 14.0	30 25.0	15 13.6	7 9.1	10 17.9

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61C
Q46 : HEALTH RISK RATING - SUMMARY OF MEANS

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
ALCOHOL CONSUMPTION	5.6	5.6	5.4	5.5	6.0	5.6	5.3	5.7	5.7	5.6	5.5	5.8	5.3
CIGAR SMOKING	3.6	3.7	3.4	3.5	3.7	3.6	3.2	3.7	3.7	3.7	3.5	3.4	3.6
CIGARETTE SMOKING	8.4	8.3	8.4	8.7	8.6	8.2	8.6	8.5	8.3	8.3	8.9	8.6	7.4
FAT IN DIET	6.8	6.8	7.0	7.1	7.4	6.6	6.5	6.8	6.9	6.7	6.9	7.3	6.5
SECOND HAND SMOKE	3.9	3.9	3.8	4.0	4.0	3.8	3.8	4.1	3.9	4.0	4.0	4.1	3.3
SUN EXPOSURE	5.2	5.1	5.2	5.0	5.7	5.2	4.4	4.8	5.6	4.4	5.4	5.8	5.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015063

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61D
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	40	21	15	11	7	22	6	6	28	8	15	11	6
	11.0	10.3	11.8	7.8	20.6	11.8	8.8	8.3	12.6	6.7	13.6	14.3	10.7
(10) TEN (EXTREME HEALTH RISK)	32	15	13	8	6	18	4	5	23	5	12	11	4
	8.8	7.4	10.2	5.7	17.6	9.7	5.9	6.9	10.4	4.2	10.9	14.3	7.1
(9) NINE	8	6	2	3	1	4	2	1	5	3	3	-	2
	2.2	2.9	1.6	2.1	2.9	2.2	2.9	1.4	2.3	2.5	2.7	-	3.6
(8) EIGHT	43	25	12	15	5	23	7	10	25	16	10	9	8
	11.8	12.3	9.4	10.6	14.7	12.4	10.3	13.9	11.3	13.3	9.1	11.7	14.3
(7) SEVEN	34	22	10	16	3	15	6	10	18	19	10	4	1
	9.4	10.8	7.9	11.3	8.8	8.1	8.8	13.9	8.1	15.8	9.1	5.2	1.8
(6) SIX	32	18	10	16	-	16	8	6	18	15	9	6	2
	8.8	8.8	7.9	11.3	-	8.6	11.8	8.3	8.1	12.5	8.2	7.8	3.6
(5) FIVE	112	58	43	45	9	57	19	22	71	30	32	29	21
	30.9	28.4	33.9	31.9	26.5	30.6	27.9	30.6	32.0	25.0	29.1	37.7	37.5
(4) FOUR	32	22	8	15	2	15	5	6	21	13	9	8	2
	8.8	10.8	6.3	10.6	5.9	8.1	7.4	8.3	9.5	10.8	8.2	10.4	3.6
(3) THREE	29	17	11	9	7	13	7	6	16	9	9	4	7
	8.0	8.3	8.7	6.4	20.6	7.0	10.3	8.3	7.2	7.5	8.2	5.2	12.5
BOTTOM TWO BOX	33	16	16	11	1	20	9	5	19	9	13	5	6
	9.1	7.8	12.6	7.8	2.9	10.8	13.2	6.9	8.6	7.5	11.8	6.5	10.7
(2) TWO	14	7	7	7	-	7	4	4	6	6	4	3	1
	3.9	3.4	5.5	5.0	-	3.8	5.9	5.6	2.7	5.0	3.6	3.9	1.8
(1) ONE (NO HEALTH RISK)	19	9	9	4	1	13	5	1	13	3	9	2	5
	5.2	4.4	7.1	2.8	2.9	7.0	7.4	1.4	5.9	2.5	8.2	2.6	8.9
DON'T KNOW	8	5	2	3	-	5	1	1	6	1	3	1	3
	2.2	2.5	1.6	2.1	-	2.7	1.5	1.4	2.7	0.8	2.7	1.3	5.4
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	5.6	5.6	5.4	5.5	6.0	5.6	5.3	5.7	5.7	5.6	5.5	5.8	5.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015064

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61D
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
Std.Dev	2.34	2.27	2.46	2.09	2.66	2.44	2.37	2.15	2.39	2.08	2.54	2.33	2.49
Std.Err	0.12	0.16	0.22	0.18	0.46	0.18	0.29	0.25	0.16	0.19	0.25	0.27	0.34

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UNDER PROTECTIVE ORDER
GC 015065

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61E
Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	6	4	2	1	-	5	1	2	3	2	2	1	1
	1.7	2.0	1.6	0.7	-	2.7	1.5	2.8	1.4	1.7	1.8	1.3	1.8
(10) TEN (EXTREME HEALTH RISK)	6	4	2	1	-	5	1	2	3	2	2	1	1
	1.7	2.0	1.6	0.7	-	2.7	1.5	2.8	1.4	1.7	1.8	1.3	1.8
(9) NINE	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-
(8) EIGHT	14	8	3	4	2	8	2	-	12	3	3	4	4
	3.9	3.9	2.4	2.8	5.9	4.3	2.9	-	5.4	2.5	2.7	5.2	7.1
(7) SEVEN	13	6	7	4	1	8	2	3	8	6	2	2	3
	3.6	2.9	5.5	2.8	2.9	4.3	2.9	4.2	3.6	5.0	1.8	2.6	5.4
(6) SIX	16	11	3	7	3	6	2	5	9	10	1	3	2
	4.4	5.4	2.4	5.0	8.8	3.2	2.9	6.9	4.1	8.3	0.9	3.9	3.6
(5) FIVE	76	43	22	33	7	36	9	18	49	20	30	16	10
	20.9	21.1	17.3	23.4	20.6	19.4	13.2	25.0	22.1	16.7	27.3	20.8	17.9
(4) FOUR	41	27	14	13	4	24	6	5	30	16	14	6	5
	11.3	13.2	11.0	9.2	11.8	12.9	8.8	6.9	13.5	13.3	12.7	7.8	8.9
(3) THREE	64	35	24	27	5	32	19	12	33	25	20	11	8
	17.6	17.2	18.9	19.1	14.7	17.2	27.9	16.7	14.9	20.8	18.2	14.3	14.3
BOTTOM TWO BOX	131	69	51	51	12	66	27	26	77	38	37	33	23
	36.1	33.8	40.2	36.2	35.3	35.5	39.7	36.1	34.7	31.7	33.6	42.9	41.1
(2) TWO	68	36	26	30	6	30	15	18	34	24	16	18	10
	18.7	17.6	20.5	21.3	17.6	16.1	22.1	25.0	15.3	20.0	14.5	23.4	17.9
(1) ONE (NO HEALTH RISK)	63	33	25	21	6	36	12	8	43	14	21	15	13
	17.4	16.2	19.7	14.9	17.6	19.4	17.6	11.1	19.4	11.7	19.1	19.5	23.2
DON'T KNOW	2	1	1	1	-	1	-	1	1	-	1	1	-
	0.6	0.5	0.8	0.7	-	0.5	-	1.4	0.5	-	0.9	1.3	-
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.6	3.7	3.4	3.5	3.7	3.6	3.2	3.7	3.7	3.7	3.5	3.4	3.6

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UNDER PROTECTIVE ORDER
GC 015066

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61E
Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
Std.Dev	2.07	2.07	2.04	1.89	2.06	2.20	1.93	2.02	2.12	1.99	1.97	2.13	2.34
Std.Err	0.11	0.15	0.18	0.16	0.35	0.16	0.23	0.24	0.14	0.18	0.19	0.24	0.31

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UNDER PROTECTIVE ORDER
GC 015067

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61F
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	216	118	77	90	23	102	39	41	136	63	75	50	28
	59.5	57.8	60.6	63.8	67.6	54.8	57.4	56.9	61.3	52.5	68.2	64.9	50.0
(10) TEN (EXTREME HEALTH RISK)	159	80	63	61	20	77	25	29	105	41	58	39	21
	43.8	39.2	49.6	43.3	58.8	41.4	36.8	40.3	47.3	34.2	52.7	50.6	37.5
(9) NINE	57	38	14	29	3	25	14	12	31	22	17	11	7
	15.7	18.6	11.0	20.6	8.8	13.4	20.6	16.7	14.0	18.3	15.5	14.3	12.5
(8) EIGHT	66	38	20	25	3	38	16	16	34	29	18	14	5
	18.2	18.6	15.7	17.7	8.8	20.4	23.5	22.2	15.3	24.2	16.4	18.2	8.9
(7) SEVEN	23	11	12	10	2	11	7	6	10	11	9	1	2
	6.3	5.4	9.4	7.1	5.9	5.9	10.3	8.3	4.5	9.2	8.2	1.3	3.6
(6) SIX	14	10	4	7	-	6	3	3	8	6	1	3	4
	3.9	4.9	3.1	5.0	-	3.2	4.4	4.2	3.6	5.0	0.9	3.9	7.1
(5) FIVE	17	13	2	3	5	9	-	1	15	4	3	5	5
	4.7	6.4	1.6	2.1	14.7	4.8	-	1.4	6.8	3.3	2.7	6.5	8.9
(4) FOUR	9	4	5	2	-	7	2	2	5	4	1	1	3
	2.5	2.0	3.9	1.4	-	3.8	2.9	2.8	2.3	3.3	0.9	1.3	5.4
(3) THREE	2	2	-	2	-	-	1	1	-	2	-	-	-
	0.6	1.0	-	1.4	-	-	1.5	1.4	-	1.7	-	-	-
BOTTOM TWO BOX	13	5	7	1	1	11	-	1	12	1	2	3	7
	3.6	2.5	5.5	0.7	2.9	5.9	-	1.4	5.4	0.8	1.8	3.9	12.5
(2) TWO	5	2	2	1	-	4	-	-	5	-	-	2	3
	1.4	1.0	1.6	0.7	-	2.2	-	-	2.3	-	-	2.6	5.4
(1) ONE (NO HEALTH RISK)	8	3	5	-	1	7	-	1	7	1	2	1	4
	2.2	1.5	3.9	-	2.9	3.8	-	1.4	3.2	0.8	1.8	1.3	7.1
DON'T KNOW	3	3	-	1	-	2	-	1	2	-	1	-	2
	0.8	1.5	-	0.7	-	1.1	-	1.4	0.9	-	0.9	-	3.6
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	8.4	8.3	8.4	8.7	8.6	8.2	8.6	8.5	8.3	8.3	8.9	8.6	7.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61F
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
Std.Dev	2.13	2.04	2.34	1.68	2.26	2.39	1.59	1.87	2.35	1.85	1.72	2.11	3.02
Std.Err	0.11	0.14	0.21	0.14	0.39	0.18	0.19	0.22	0.16	0.17	0.16	0.24	0.41

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61G
Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	82	42	35	31	12	39	9	9	63	18	23	26	15
	22.6	20.6	27.6	22.0	35.3	21.0	13.2	12.5	28.4	15.0	20.9	33.8	26.8
(10) TEN (EXTREME HEALTH RISK)	55 15.2	26 12.7	26 20.5	21 14.9	8 23.5	26 14.0	5 7.4	5 6.9	44 19.8	8 6.7	16 14.5	19 24.7	12 21.4
(9) NINE	27 7.4	16 7.8	9 7.1	10 7.1	4 11.8	13 7.0	4 5.9	4 5.6	19 8.6	10 8.3	7 6.4	7 9.1	3 5.4
(8) EIGHT	81 22.3	48 23.5	24 18.9	35 24.8	9 26.5	37 19.9	16 23.5	24 33.3	41 18.5	33 27.5	24 21.8	14 18.2	10 17.9
(7) SEVEN	55 15.2	30 14.7	18 14.2	26 18.4	4 11.8	25 13.4	11 16.2	13 18.1	31 14.0	16 13.3	22 20.0	12 15.6	5 8.9
(6) SIX	38 10.5	21 10.3	16 12.6	17 12.1	3 8.8	17 9.1	13 19.1	8 11.1	17 7.7	17 14.2	11 10.0	7 9.1	3 5.4
(5) FIVE	54 14.9	36 17.6	14 11.0	19 13.5	2 5.9	33 17.7	10 14.7	10 13.9	34 15.3	23 19.2	16 14.5	7 9.1	8 14.3
(4) FOUR	16 4.4	10 4.9	5 3.9	6 4.3	- -	10 5.4	2 2.9	3 4.2	11 5.0	6 5.0	3 2.7	4 5.2	3 5.4
(3) THREE	11 3.0	5 2.5	6 4.7	3 2.1	1 2.9	7 3.8	3 4.4	- -	8 3.6	3 2.5	4 3.6	1 1.3	3 5.4
BOTTOM TWO BOX	21	9	7	3	3	14	4	4	13	4	5	5	7
	5.8	4.4	5.5	2.1	8.8	7.5	5.9	5.6	5.9	3.3	4.5	6.5	12.5
(2) TWO	9 2.5	4 2.0	2 1.6	3 2.1	1 2.9	5 2.7	3 4.4	2 2.8	4 1.8	2 1.7	2 1.8	3 3.9	2 3.6
(1) ONE (NO HEALTH RISK)	12 3.3	5 2.5	5 3.9	- -	2 5.9	9 4.8	1 1.5	2 2.8	9 4.1	2 1.7	3 2.7	2 2.6	5 8.9
DON'T KNOW	5 1.4	3 1.5	2 1.6	1 0.7	- -	4 2.2	- -	1 1.4	4 1.8	- -	2 1.8	1 1.3	2 3.6
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0
Means	6.8	6.8	7.0	7.1	7.4	6.6	6.5	6.8	6.9	6.7	6.9	7.3	6.5

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61G
Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
Std.Dev	2.31	2.19	2.44	1.96	2.56	2.45	2.08	2.00	2.46	1.98	2.20	2.43	2.93
Std.Err	0.12	0.15	0.22	0.17	0.44	0.18	0.25	0.24	0.17	0.18	0.21	0.28	0.40

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61H
Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	18	9	7	5	3	10	3	4	11	4	7	5	2
	5.0	4.4	5.5	3.5	8.8	5.4	4.4	5.6	5.0	3.3	6.4	6.5	3.6
(10) TEN (EXTREME HEALTH RISK)	15	7	7	4	1	10	1	4	10	2	7	5	1
	4.1	3.4	5.5	2.8	2.9	5.4	1.5	5.6	4.5	1.7	6.4	6.5	1.8
(9) NINE	3	2	-	1	2	-	2	-	1	2	-	-	1
	0.8	1.0	-	0.7	5.9	-	2.9	-	0.5	1.7	-	-	1.8
(8) EIGHT	23	18	4	10	2	11	3	6	14	9	9	3	2
	6.3	8.8	3.1	7.1	5.9	5.9	4.4	8.3	6.3	7.5	8.2	3.9	3.6
(7) SEVEN	32	17	14	18	2	12	8	7	17	14	9	6	3
	8.8	8.3	11.0	12.8	5.9	6.5	11.8	9.7	7.7	11.7	8.2	7.8	5.4
(6) SIX	29	12	8	8	5	16	4	4	21	8	7	8	6
	8.0	5.9	6.3	5.7	14.7	8.6	5.9	5.6	9.5	6.7	6.4	10.4	10.7
(5) FIVE	51	30	18	21	1	29	8	10	33	18	11	16	6
	14.0	14.7	14.2	14.9	2.9	15.6	11.8	13.9	14.9	15.0	10.0	20.8	10.7
(4) FOUR	19	10	8	5	4	10	1	7	11	5	7	5	2
	5.2	4.9	6.3	3.5	11.8	5.4	1.5	9.7	5.0	4.2	6.4	6.5	3.6
(3) THREE	42	24	14	20	4	18	14	8	19	14	19	5	4
	11.6	11.8	11.0	14.2	11.8	9.7	20.6	11.1	8.6	11.7	17.3	6.5	7.1
BOTTOM TWO BOX	148	83	54	53	13	80	27	25	96	48	40	29	31
	40.8	40.7	42.5	37.6	38.2	43.0	39.7	34.7	43.2	40.0	36.4	37.7	55.4
(2) TWO	50	28	21	22	3	25	14	6	30	21	10	9	10
	13.8	13.7	16.5	15.6	8.8	13.4	20.6	8.3	13.5	17.5	9.1	11.7	17.9
(1) ONE (NO HEALTH RISK)	98	55	33	31	10	55	13	19	66	27	30	20	21
	27.0	27.0	26.0	22.0	29.4	29.6	19.1	26.4	29.7	22.5	27.3	26.0	37.5
DON'T KNOW	1	1	-	1	-	-	-	1	-	-	1	-	-
	0.3	0.5	-	0.7	-	-	-	1.4	-	-	0.9	-	-
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.9	3.9	3.8	4.0	4.0	3.8	3.8	4.1	3.9	4.0	4.0	4.1	3.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61H
Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
Std.Dev	2.66	2.68	2.65	2.59	2.82	2.70	2.49	2.75	2.70	2.56	2.80	2.69	2.53
Std.Err	0.14	0.19	0.23	0.22	0.48	0.20	0.30	0.33	0.18	0.23	0.27	0.31	0.34

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61I
Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
TOP TWO BOX	36	18	13	8	6	22	3	5	28	5	11	12	8
	9.9	8.8	10.2	5.7	17.6	11.8	4.4	6.9	12.6	4.2	10.0	15.6	14.3
(10) TEN (EXTREME HEALTH RISK)	24	12	9	4	4	16	1	4	19	1	8	10	5
	6.6	5.9	7.1	2.8	11.8	8.6	1.5	5.6	8.6	0.8	7.3	13.0	8.9
(9) NINE	12	6	4	4	2	6	2	1	9	4	3	2	3
	3.3	2.9	3.1	2.8	5.9	3.2	2.9	1.4	4.1	3.3	2.7	2.6	5.4
(8) EIGHT	34	16	16	15	4	14	5	3	26	6	10	10	8
	9.4	7.8	12.6	10.6	11.8	7.5	7.4	4.2	11.7	5.0	9.1	13.0	14.3
(7) SEVEN	46	24	15	20	3	23	7	9	30	12	14	11	9
	12.7	11.8	11.8	14.2	8.8	12.4	10.3	12.5	13.5	10.0	12.7	14.3	16.1
(6) SIX	30	17	9	13	4	13	7	6	17	13	9	6	2
	8.3	8.3	7.1	9.2	11.8	7.0	10.3	8.3	7.7	10.8	8.2	7.8	3.6
(5) FIVE	76	48	22	24	6	46	9	17	49	26	27	14	9
	20.9	23.5	17.3	17.0	17.6	24.7	13.2	23.6	22.1	21.7	24.5	18.2	16.1
(4) FOUR	39	23	13	19	2	18	9	10	20	13	15	6	5
	10.7	11.3	10.2	13.5	5.9	9.7	13.2	13.9	9.0	10.8	13.6	7.8	8.9
(3) THREE	37	23	13	16	5	16	10	8	19	15	7	11	4
	10.2	11.3	10.2	11.3	14.7	8.6	14.7	11.1	8.6	12.5	6.4	14.3	7.1
BOTTOM TWO BOX	62	33	25	25	4	32	18	13	31	30	15	7	10
	17.1	16.2	19.7	17.7	11.8	17.2	26.5	18.1	14.0	25.0	13.6	9.1	17.9
(2) TWO	35	22	12	16	2	16	13	5	17	19	9	3	4
	9.6	10.8	9.4	11.3	5.9	8.6	19.1	6.9	7.7	15.8	8.2	3.9	7.1
(1) ONE (NO HEALTH RISK)	27	11	13	9	2	16	5	8	14	11	6	4	6
	7.4	5.4	10.2	6.4	5.9	8.6	7.4	11.1	6.3	9.2	5.5	5.2	10.7
DON'T KNOW	3	2	1	1	-	2	-	1	2	-	2	-	1
	0.8	1.0	0.8	0.7	-	1.1	-	1.4	0.9	-	1.8	-	1.8
TOTAL	363	204	127	141	34	186	68	72	222	120	110	77	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	5.2	5.1	5.2	5.0	5.7	5.2	4.4	4.8	5.6	4.4	5.4	5.8	5.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 61I
Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
Std.Dev	2.49	2.38	2.65	2.34	2.69	2.56	2.32	2.38	2.53	2.22	2.39	2.59	2.78
Std.Err	0.13	0.17	0.24	0.20	0.46	0.19	0.28	0.28	0.17	0.20	0.23	0.30	0.37

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 62
Q47 : DO YOU OWN A HUMIDOR IN YOUR HOME?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
YES	224 61.7	116 56.9	88 69.3	87 61.7	14 41.2	122 65.6	37 54.4	40 55.6	146 65.8	67 55.8	71 64.5	46 59.7	40 71.4
NO	139 38.3	88 43.1	39 30.7	54 38.3	20 58.8	64 34.4	31 45.6	32 44.4	76 34.2	53 44.2	39 35.5	31 40.3	16 28.6
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 63
Q48 : AGE

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
18 - 24	13 3.6	9 4.4	4 3.1	9 6.4	2 5.9	2 1.1	6 8.8	4 5.6	3 1.4	13 10.8	- -	- -	- -
25 - 34	107 29.5	71 34.8	29 22.8	61 43.3	10 29.4	35 18.8	36 52.9	31 43.1	39 17.6	107 89.2	- -	- -	- -
35 - 44	110 30.3	63 30.9	40 31.5	46 32.6	8 23.5	55 29.6	20 29.4	26 36.1	64 28.8	- -	110 100.0	- -	- -
45 - 54	77 21.2	29 14.2	40 31.5	19 13.5	6 17.6	52 28.0	5 7.4	9 12.5	63 28.4	- -	- -	77 100.0	- -
55 - 64	28 7.7	14 6.9	9 7.1	4 2.8	4 11.8	20 10.8	1 1.5	1 1.4	26 11.7	- -	- -	- -	28 50.0
65 - over	28 7.7	18 8.8	5 3.9	2 1.4	4 11.8	22 11.8	- -	1 1.4	27 12.2	- -	- -	- -	28 50.0
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 64
Q49 : MARITAL STATUS

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
SINGLE	82 22.6	58 28.4	21 16.5	49 34.8	5 14.7	28 15.1	24 35.3	21 29.2	36 16.2	55 45.8	16 14.5	8 10.4	3 5.4
MARRIED	260 71.6	134 65.7	100 78.7	89 63.1	25 73.5	144 77.4	43 63.2	45 62.5	172 77.5	60 50.0	88 80.0	65 84.4	47 83.9
DIVORCED	14 3.9	9 4.4	4 3.1	2 1.4	3 8.8	9 4.8	1 1.5	5 6.9	8 3.6	2 1.7	6 5.5	3 3.9	3 5.4
SEPARATED	1 0.3	1 0.5	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
WIDOWED	3 0.8	1 0.5	2 1.6	- -	- -	3 1.6	- -	- -	3 1.4	- -	- -	- -	3 5.4
REFUSED	3 0.8	1 0.5	- -	1 0.7	1 2.9	1 0.5	- -	1 1.4	2 0.9	2 1.7	- -	1 1.3	- -
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 65
Q50 : OCCUPATION

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
WHITE COLLAR (NET)	225	113	93	96	18	110	42	49	133	78	76	49	22
	62.0	55.4	73.2	68.1	52.9	59.1	61.8	68.1	59.9	65.0	69.1	63.6	39.3
PROFESSIONAL/TECHNICAL	87	39	40	34	8	44	17	12	58	27	28	19	13
	24.0	19.1	31.5	24.1	23.5	23.7	25.0	16.7	26.1	22.5	25.5	24.7	23.2
MANAGERS/ ADMINISTRATORS	48	25	21	20	1	27	10	9	29	17	15	14	2
	13.2	12.3	16.5	14.2	2.9	14.5	14.7	12.5	13.1	14.2	13.6	18.2	3.6
CLERICAL	3	3	-	1	-	2	1	1	1	1	1	1	-
	0.8	1.5	-	0.7	-	1.1	1.5	1.4	0.5	0.8	0.9	1.3	-
SALES WORKERS	87	46	32	41	9	37	14	27	45	33	32	15	7
	24.0	22.5	25.2	29.1	26.5	19.9	20.6	37.5	20.3	27.5	29.1	19.5	12.5
BLUE COLLAR (NET)	59	41	16	20	8	30	17	13	29	18	23	14	4
	16.3	20.1	12.6	14.2	23.5	16.1	25.0	18.1	13.1	15.0	20.9	18.2	7.1
CRAFTSMEN	16	9	6	4	3	9	3	3	10	4	6	6	-
	4.4	4.4	4.7	2.8	8.8	4.8	4.4	4.2	4.5	3.3	5.5	7.8	-
OPERATIVES	3	3	-	1	1	1	-	-	3	-	1	-	2
	0.8	1.5	-	0.7	2.9	0.5	-	-	1.4	-	0.9	-	3.6
TRANSPORT EQUIPMENT OPERATIVES	3	3	-	-	2	1	1	-	2	2	-	1	-
	0.8	1.5	-	-	5.9	0.5	1.5	-	0.9	1.7	-	1.3	-
LABORERS	6	5	1	2	-	4	2	1	3	3	2	1	-
	1.7	2.5	0.8	1.4	-	2.2	2.9	1.4	1.4	2.5	1.8	1.3	-
FARMERS/FARM LABORERS	3	3	-	1	-	1	2	1	-	1	2	-	-
	0.8	1.5	-	0.7	-	0.5	2.9	1.4	-	0.8	1.8	-	-
SERVICE WORKERS	28	18	9	12	2	14	9	8	11	8	12	6	2
	7.7	8.8	7.1	8.5	5.9	7.5	13.2	11.1	5.0	6.7	10.9	7.8	3.6
OTHER (NET)	79	50	18	25	8	46	9	10	60	24	11	14	30
	21.8	24.5	14.2	17.7	23.5	24.7	13.2	13.9	27.0	20.0	10.0	18.2	53.6
OTHER	5	5	-	-	2	3	1	-	4	2	1	2	-
	1.4	2.5	-	-	5.9	1.6	1.5	-	1.8	1.7	0.9	2.6	-

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 65
Q50 : OCCUPATION

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
STUDENT	8 2.2	7 3.4	1 0.8	6 4.3	1 2.9	1 0.5	2 2.9	3 4.2	3 1.4	8 6.7	- -	- -	- -
HOUSEWIFE	1 0.3	- -	- -	- -	1 2.9	- -	1 1.5	- -	- -	1 0.8	- -	- -	- -
RETIRED	34 9.4	23 11.3	5 3.9	4 2.8	3 8.8	27 14.5	1 1.5	1 1.4	32 14.4	- -	3 2.7	2 2.6	29 51.8
REFUSED	6 1.7	2 1.0	2 1.6	2 1.4	- -	4 2.2	1 1.5	- -	5 2.3	4 3.3	- -	2 2.6	- -
SELF-EMPLOYED	25 6.9	13 6.4	10 7.9	13 9.2	1 2.9	11 5.9	3 4.4	6 8.3	16 7.2	9 7.5	7 6.4	8 10.4	1 1.8
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 66
Q51 : INCOME

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
UNDER $65,000	115 31.7	115 56.4	- -	47 33.3	14 41.2	53 28.5	24 35.3	28 38.9	62 27.9	45 37.5	38 34.5	12 15.6	20 35.7
$65,000 -$99,999	89 24.5	89 43.6	- -	33 23.4	11 32.4	44 23.7	19 27.9	13 18.1	57 25.7	35 29.2	25 22.7	17 22.1	12 21.4
$100,000 - $199,999	99 27.3	- -	99 78.0	41 29.1	3 8.8	55 29.6	20 29.4	17 23.6	62 27.9	28 23.3	29 26.4	32 41.6	10 17.9
$200,000 - OVER	28 7.7	- -	28 22.0	9 6.4	3 8.8	16 8.6	2 2.9	5 6.9	21 9.5	5 4.2	11 10.0	8 10.4	4 7.1
DON'T KNOW/REFUSED	32 8.8	- -	- -	11 7.8	3 8.8	18 9.7	3 4.4	9 12.5	20 9.0	7 5.8	7 6.4	8 10.4	10 17.9
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 1
TABLE 67
Q52 : RACE

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - total respondents	363	204	127	141	34	186	68	72	222	120	110	77	56
AFRO-AMERICAN	4 1.1	4 2.0	- -	1 0.7	- -	3 1.6	- -	- -	4 1.8	1 0.8	1 0.9	1 1.3	1 1.8
WHITE	321 88.4	184 90.2	113 89.0	127 90.1	32 94.1	161 86.6	59 86.8	67 93.1	194 87.4	110 91.7	95 86.4	68 88.3	48 85.7
HISPANIC	12 3.3	8 3.9	4 3.1	3 2.1	- -	9 4.8	2 2.9	3 4.2	7 3.2	2 1.7	8 7.3	2 2.6	- -
ORIENTAL	2 0.6	- -	2 1.6	2 1.4	- -	- -	2 2.9	- -	- -	2 1.7	- -	- -	- -
AMERICAN INDIAN	2 0.6	1 0.5	- -	- -	- -	2 1.1	- -	- -	2 0.9	- -	- -	1 1.3	1 1.8
ANOTHER RACE	12 3.3	5 2.5	5 3.9	3 2.1	1 2.9	7 3.8	1 1.5	2 2.8	9 4.1	3 2.5	4 3.6	2 2.6	3 5.4
REFUSED	10 2.8	2 1.0	3 2.4	5 3.5	1 2.9	4 2.2	4 5.9	- -	6 2.7	2 1.7	2 1.8	3 3.9	3 5.4
TOTAL	363 100.0	204 100.0	127 100.0	141 100.0	34 100.0	186 100.0	68 100.0	72 100.0	222 100.0	120 100.0	110 100.0	77 100.0	56 100.0

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1995 PREMIUM CIGAR TABLES
BANNER 2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 1
Q1 : DO YOU SMOKE CIGARS ONLY OR DO YOU ALSO USE OTHER TOBACCO PRODUCTS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CIGARS ONLY	274 75.5	41 85.4	6 85.7	8 80.0	46 70.8	17 65.4	163 78.7	96 75.6	98 76.6	222 77.4	189 77.5
OTHER PRODUCTS	89 24.5	7 14.6	1 14.3	2 20.0	19 29.2	9 34.6	44 21.3	31 24.4	30 23.4	65 22.6	55 22.5
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 2
Q2 : WHAT OTHER PRODUCTS DO YOU USE?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use other products	89	7	1	2	19	9	44	31	30	65	55
CHEWING TOBACCO	9 10.1	- -	- -	- -	4 21.1	1 11.1	3 6.8	1 3.2	2 6.7	7 10.8	3 5.5
CIGARETTES	34 38.2	3 42.9	- -	2 100.0	8 42.1	5 55.6	15 34.1	14 45.2	10 33.3	26 40.0	20 36.4
DIP/SNUFF	4 4.5	- -	- -	- -	3 15.8	- -	- -	1 3.2	1 3.3	3 4.6	3 5.5
PIPE	52 58.4	4 57.1	1 100.0	1 50.0	9 47.4	4 44.4	29 65.9	18 58.1	20 66.7	37 56.9	34 61.8
OTHER	3 3.4	- -	- -	- -	1 5.3	- -	1 2.3	- -	- -	2 3.1	2 3.6
TOTAL	102 114.6	7 100.0	1 100.0	3 150.0	25 131.6	10 111.1	48 109.1	34 109.7	33 110.0	75 115.4	62 112.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	363	48	7	10	65	26	207	127	128	287	244
TASTE/FLAVOR (NET)	177	19	2	6	35	14	111	69	67	152	126
	48.8	39.6	28.6	60.0	53.8	53.8	53.6	54.3	52.3	53.0	51.6
LIKE/GOOD TASTE/ FLAVOR	111 30.6	13 27.1	- -	3 30.0	21 32.3	7 26.9	71 34.3	41 32.3	43 33.6	96 33.4	81 33.2
SMOOTH TASTE/FLAVOR	12 3.3	1 2.1	1 14.3	1 10.0	2 3.1	1 3.8	8 3.9	3 2.4	5 3.9	9 3.1	8 3.3
MILD TASTE/FLAVOR	13 3.6	1 2.1	1 14.3	1 10.0	3 4.6	- -	6 2.9	5 3.9	4 3.1	11 3.8	7 2.9
RICH TASTE/FLAVOR	7 1.9	- -	- -	- -	1 1.5	3 11.5	6 2.9	5 3.9	3 2.3	5 1.7	6 2.5
GOOD/REAL TOBACCO TASTE	13 3.6	- -	- -	2 20.0	2 3.1	2 7.7	9 4.3	7 5.5	6 4.7	12 4.2	11 4.5
SWEET TASTE/FLAVOR	5 1.4	- -	- -	- -	3 4.6	- -	- -	1 0.8	1 0.8	3 1.0	2 0.8
SPICY TASTE/FLAVOR	7 1.9	- -	- -	- -	1 1.5	- -	6 2.9	4 3.1	2 1.6	6 2.1	5 2.0
TASTE BETTER THAN/ PREFER TO CIGARETTES	7 1.9	- -	- -	- -	4 6.2	- -	2 1.0	1 0.8	- -	6 2.1	4 1.6
UNIQUE TASTE	7 1.9	- -	- -	- -	2 3.1	1 3.8	6 2.9	4 3.1	3 2.3	6 2.1	6 2.5
FLAVORFUL/MORE FLAVORFUL	4 1.1	2 4.2	- -	- -	- -	- -	4 1.9	1 0.8	3 2.3	4 1.4	2 0.8
NUTTY FLAVOR	5 1.4	1 2.1	- -	- -	1 1.5	- -	5 2.4	5 3.9	2 1.6	3 1.0	5 2.0
CINNAMON FLAVOR	3 0.8	1 2.1	- -	- -	- -	- -	3 1.4	2 1.6	1 0.8	2 0.7	3 1.2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	363	48	7	10	65	26	207	127	128	287	244
COFFEE TATSE	2	-	-	-	-	1	2	2	1	1	2
	0.6	-	-	-	-	3.8	1.0	1.6	0.8	0.3	0.8
OTHER TASTE/FLAVOR COMMENTS	6	1	-	-	-	1	4	1	1	6	2
	1.7	2.1	-	-	-	3.8	1.9	0.8	0.8	2.1	0.8
VARIETY (NET)	17	3	1	-	5	2	9	7	7	15	14
	4.7	6.3	14.3	-	7.7	7.7	4.3	5.5	5.5	5.2	5.7
LIKE/GOOD VARIETY OF FLAVORS	15	2	1	-	4	2	8	6	7	14	13
	4.1	4.2	14.3	-	6.2	7.7	3.9	4.7	5.5	4.9	5.3
OTHER VARIETY COMMENTS	2	1	-	-	1	-	1	1	-	1	1
	0.6	2.1	-	-	1.5	-	0.5	0.8	-	0.3	0.4
STYLE/DESIGN (NET)	11	1	-	1	1	2	9	8	3	9	9
	3.0	2.1	-	10.0	1.5	7.7	4.3	6.3	2.3	3.1	3.7
LIKE WRAPPER	8	1	-	1	-	2	7	7	3	6	6
	2.2	2.1	-	10.0	-	7.7	3.4	5.5	2.3	2.1	2.5
OTHER STYLE/DESIGN COMMENTS	3	-	-	-	1	-	2	1	-	3	3
	0.8	-	-	-	1.5	-	1.0	0.8	-	1.0	1.2
HEALTH (NET)	22	5	-	1	-	-	14	7	12	18	16
	6.1	10.4	-	10.0	-	-	6.8	5.5	9.4	6.3	6.6
HEALTHIER THAN CIGARETTES/NOT INHALE	19	4	-	1	-	-	13	6	11	16	14
	5.2	8.3	-	10.0	-	-	6.3	4.7	8.6	5.6	5.7
CIGARS NOT UNHEALTHY/ LEAST HARMFUL TOBACCO	3	2	-	-	-	-	2	1	2	2	3
	0.8	4.2	-	-	-	-	1.0	0.8	1.6	0.7	1.2
OTHER HEALTH COMMENTS	2	-	-	-	-	-	1	-	-	2	1
	0.6	-	-	-	-	-	0.5	-	-	0.7	0.4
QUALITY (NET)	5	-	-	-	-	2	5	5	2	4	4
	1.4	-	-	-	-	7.7	2.4	3.9	1.6	1.4	1.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	363	48	7	10	65	26	207	127	128	287	244
LIKE CRAFTSMANSHIP/ HOW MADE	5 1.4	- -	- -	- -	- -	2 7.7	5 2.4	5 3.9	2 1.6	4 1.4	4 1.6
LIKE INGREDIENTS/ QUALITY INGREDIENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER QUALITY COMMENTS	1 0.3	- -	- -	- -	- -	1 3.8	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
PRICE/VALUE (NET)	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	2 0.8
OTHER PRICE/VALUE COMMENTS	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	2 0.8
CONVENIENCE (NET)	2 0.6	- -	- -	- -	1 1.5	- -	1 0.5	- -	1 0.8	2 0.7	2 0.8
OTHER CONVENIENCE COMMENTS	2 0.6	- -	- -	- -	1 1.5	- -	1 0.5	- -	1 0.8	2 0.7	2 0.8
PRICE/VALUE (NET)	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	2 0.8
OTHER PRICE/VALUE COMMENTS	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	2 0.8
MISCELLANEOUS (NET)	292 80.4	42 87.5	6 85.7	8 80.0	53 81.5	20 76.9	170 82.1	97 76.4	104 81.3	228 79.4	195 79.9
SOOTHING/RELAXING/ STRESS RELIEVING	156 43.0	24 50.0	6 85.7	5 50.0	28 43.1	13 50.0	97 46.9	59 46.5	61 47.7	121 42.2	107 43.9
ENJOYABLE TO SMOKE	53 14.6	10 20.8	2 28.6	1 10.0	8 12.3	2 7.7	34 16.4	19 15.0	22 17.2	38 13.2	37 15.2
PLEASURE TO SMOKE	19 5.2	2 4.2	1 14.3	- -	3 4.6	2 7.7	7 3.4	7 5.5	6 4.7	15 5.2	15 6.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	363	48	7	10	65	26	207	127	128	287	244
SMOKE AFTER MEAL	25 6.9	1 2.1	1 14.3	1 10.0	7 10.8	- -	14 6.8	6 4.7	4 3.1	20 7.0	14 5.7
ALL MENTIONS OF AROMA	68 18.7	10 20.8	- -	3 30.0	11 16.9	7 26.9	44 21.3	24 18.9	22 17.2	53 18.5	46 18.9
SOCIALIZATION/SMOKE WITH FRIENDS	21 5.8	2 4.2	1 14.3	1 10.0	5 7.7	2 7.7	16 7.7	12 9.4	7 5.5	17 5.9	14 5.7
LONG LASTING/LAST LONGER THAN CIGARETTES	10 2.8	1 2.1	- -	- -	2 3.1	- -	7 3.4	2 1.6	2 1.6	5 1.7	5 2.0
ENJOY NICOTINE/ TOBACCO HIGH	11 3.0	1 2.1	- -	1 10.0	3 4.6	2 7.7	5 2.4	2 1.6	2 1.6	9 3.1	8 3.3
LIKE FEELING OF CIGAR IN HAND	14 3.9	- -	- -	- -	5 7.7	3 11.5	4 1.9	2 1.6	3 2.3	13 4.5	11 4.5
LIKE TO CHEW ON CIGAR	6 1.7	- -	- -	- -	2 3.1	- -	1 0.5	- -	1 0.8	4 1.4	3 1.2
FUN	4 1.1	- -	- -	- -	- -	- -	1 0.5	- -	2 1.6	2 0.7	1 0.4
LIKE HOW I LIKE/LOOK HANDSOME	2 0.6	- -	- -	- -	- -	1 3.8	- -	- -	1 0.8	2 0.7	2 0.8
LIKE WATCHING THE SMOKE	6 1.7	1 2.1	- -	- -	3 4.6	- -	2 1.0	- -	2 1.6	4 1.4	5 2.0
LIKE (UNSPECIFIED)	8 2.2	2 4.2	- -	- -	- -	- -	4 1.9	2 1.6	2 1.6	5 1.7	4 1.6
HABIT	17 4.7	1 2.1	- -	- -	3 4.6	1 3.8	5 2.4	1 0.8	4 3.1	11 3.8	8 3.3
RELATIVE SMOKED	11 3.0	1 2.1	- -	- -	4 6.2	- -	7 3.4	3 2.4	5 3.9	9 3.1	7 2.9

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 3
Q3 : WHY DO YOU SMOKE CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	363	48	7	10	65	26	207	127	128	287	244
KEEPS BUGS AWAY	2 0.6	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	1 0.3	1 0.4
SMOKE ON SPECIAL OCCASION/CELEBRATION	3 0.8	- -	- -	1 10.0	1 1.5	- -	1 0.5	1 0.8	2 1.6	2 0.7	2 0.8
SMOKE WITH A DRINK/ ALCOHOL	7 1.9	2 4.2	- -	- -	- -	- -	4 1.9	3 2.4	2 1.6	2 0.7	4 1.6
SIMILAR TO DRINKING A FINE WINE	5 1.4	- -	- -	- -	- -	- -	4 1.9	- -	2 1.6	5 1.7	3 1.2
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR/WOMEN LIKE	8 2.2	2 4.2	- -	- -	2 3.1	- -	5 2.4	2 1.6	4 3.1	7 2.4	6 2.5
HOBBY	4 1.1	1 2.1	- -	- -	- -	- -	1 0.5	- -	1 0.8	3 1.0	2 0.8
STARTED WITH FRIENDS/ CO-WORKERS	3 0.8	1 2.1	- -	- -	- -	- -	2 1.0	1 0.8	1 0.8	3 1.0	1 0.4
ANNOYS PEOPLE/WOMEN	2 0.6	2 4.2	- -	- -	- -	- -	2 1.0	- -	1 0.8	1 0.3	- -
OTHER MISCELLANEOUS COMMENTS	13 3.6	3 6.3	1 14.3	- -	1 1.5	1 3.8	9 4.3	5 3.9	3 2.3	10 3.5	9 3.7
DON'T KNOW	2 0.6	- -	- -	1 10.0	- -	- -	1 0.5	2 1.6	2 1.6	1 0.3	1 0.4
NO REASON	1 0.3	1 2.1	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	- -
TOTAL	747 205.8	98 204.2	15 214.3	23 230.0	137 210.8	57 219.2	452 218.4	263 207.1	267 208.6	589 205.2	512 209.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 4
Q4 : HOW MANY YEARS HAVE YOU BEEN SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
LESS THAN ONE YEAR	4 1.1	1 2.1	- -	- -	2 3.1	- -	2 1.0	3 2.4	2 1.6	4 1.4	4 1.6
ONE - TWO YEARS	21 5.8	1 2.1	- -	- -	2 3.1	2 7.7	9 4.3	7 5.5	5 3.9	14 4.9	10 4.1
TWO - THREE YEARS	44 12.1	7 14.6	2 28.6	2 20.0	7 10.8	6 23.1	30 14.5	31 24.4	23 18.0	36 12.5	38 15.6
THREE - FOUR YEARS	26 7.2	1 2.1	- -	- -	5 7.7	2 7.7	13 6.3	9 7.1	9 7.0	21 7.3	17 7.0
FOUR - FIVE YEARS	18 5.0	4 8.3	1 14.3	2 20.0	3 4.6	1 3.8	11 5.3	8 6.3	9 7.0	15 5.2	12 4.9
FIVE - SIX YEARS	28 7.7	3 6.3	1 14.3	- -	6 9.2	- -	21 10.1	6 4.7	9 7.0	26 9.1	17 7.0
SIX - SEVEN YEARS	8 2.2	3 6.3	- -	- -	- -	- -	7 3.4	6 4.7	2 1.6	6 2.1	5 2.0
SEVEN - EIGHT YEARS	8 2.2	2 4.2	- -	- -	1 1.5	- -	5 2.4	3 2.4	4 3.1	6 2.1	4 1.6
EIGHT - NINE YEARS	11 3.0	1 2.1	2 28.6	- -	5 7.7	- -	4 1.9	4 3.1	2 1.6	9 3.1	8 3.3
NINE - TEN YEARS	1 0.3	- -	- -	- -	1 1.5	- -	1 0.5	1 0.8	- -	1 0.3	1 0.4
TEN - FIFTEEN YEARS	52 14.3	8 16.7	- -	3 30.0	6 9.2	4 15.4	40 19.3	20 15.7	22 17.2	43 15.0	38 15.6
FIFTEEN - TWENTY YEARS	26 7.2	4 8.3	- -	2 20.0	6 9.2	4 15.4	17 8.2	8 6.3	12 9.4	24 8.4	20 8.2
TWENTY - TWENTY-FIVE YEARS	37 10.2	5 10.4	1 14.3	1 10.0	4 6.2	2 7.7	20 9.7	10 7.9	14 10.9	29 10.1	23 9.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 4
Q4 : HOW MANY YEARS HAVE YOU BEEN SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TWENTY-FIVE - THIRTY YEARS	16 4.4	- -	- -	- -	4 6.2	3 11.5	5 2.4	4 3.1	2 1.6	14 4.9	12 4.9
THIRTY - THIRTY-FIVE YEARS	28 7.7	6 12.5	- -	- -	4 6.2	1 3.8	13 6.3	6 4.7	9 7.0	16 5.6	16 6.6
THIRTY-FIVE - FOURTY YEARS	10 2.8	1 2.1	- -	- -	2 3.1	- -	4 1.9	- -	1 0.8	8 2.8	7 2.9
FOURTY - FOURTY-FIVE YEARS	5 1.4	- -	- -	- -	1 1.5	- -	1 0.5	1 0.8	1 0.8	3 1.0	4 1.6
FOURTY-FIVE - FIFTY YEARS	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	1 0.4
MORE THAN FIFTY YEARS	18 5.0	1 2.1	- -	- -	5 7.7	1 3.8	4 1.9	- -	2 1.6	11 3.8	7 2.9
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 5
Q5 : HOW OFTEN DO YOU CURRENTLY SMOKE A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
THREE OR MORE TIMES A DAY	46 12.7	6 12.5	- -	- -	5 7.7	2 7.7	22 10.6	11 8.7	13 10.2	32 11.1	26 10.7
ONE TO TWO TIMES A DAY	119 32.8	17 35.4	2 28.6	1 10.0	19 29.2	8 30.8	78 37.7	42 33.1	46 35.9	102 35.5	89 36.5
FOUR TO SIX TIMES A WEEK	46 12.7	9 18.8	1 14.3	1 10.0	4 6.2	2 7.7	31 15.0	17 13.4	16 12.5	35 12.2	35 14.3
TWO TO THREE TIMES A WEEK	85 23.4	9 18.8	4 57.1	5 50.0	19 29.2	9 34.6	48 23.2	42 33.1	36 28.1	70 24.4	63 25.8
ONCE A WEEK	31 8.5	4 8.3	- -	1 10.0	5 7.7	3 11.5	19 9.2	5 3.9	10 7.8	24 8.4	14 5.7
ONE TO THREE TIMES A MONTH	30 8.3	2 4.2	- -	2 20.0	11 16.9	2 7.7	8 3.9	9 7.1	6 4.7	21 7.3	14 5.7
ONE TO TWO TIMES A QUARTER	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	1 0.4
ONE TO THREE TIMES A YEAR	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
LESS THAN ONE TIME A YEAR	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 0.8	1 0.3	1 0.4
OTHER	2 0.6	1 2.1	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	1 0.4
DK/REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 6
Q6 : ARE YOU CURRENTLY SMOKING MORE, LESS OR ABOUT THE SAME AMOUNT OF CIGARS AS YOU WERE TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MORE	141 38.8	25 52.1	6 85.7	6 60.0	23 35.4	13 50.0	96 46.4	73 57.5	62 48.4	120 41.8	106 43.4
LESS	34 9.4	2 4.2	- -	- -	10 15.4	1 3.8	15 7.2	8 6.3	6 4.7	27 9.4	18 7.4
ABOUT THE SAME	186 51.2	21 43.8	1 14.3	4 40.0	32 49.2	11 42.3	95 45.9	45 35.4	59 46.1	138 48.1	119 48.8
DON'T KNOW/REFUSED	2 0.6	- -	- -	- -	- -	1 3.8	1 0.5	1 0.8	1 0.8	2 0.7	1 0.4
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 7
Q7 : HOW OFTEN WERE YOU SMOKING A CIGAR TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents smoking more or less than two years ago	175	27	6	6	33	14	111	81	68	147	124
THREE OR MORE TIMES A DAY	14 8.0	2 7.4	- -	- -	3 9.1	- -	5 4.5	5 6.2	3 4.4	9 6.1	7 5.6
ONE TO TWO TIMES A DAY	17 9.7	5 18.5	- -	- -	3 9.1	1 7.1	14 12.6	7 8.6	6 8.8	16 10.9	11 8.9
FOUR TO SIX TIMES A WEEK	10 5.7	- -	- -	- -	3 9.1	- -	6 5.4	2 2.5	1 1.5	9 6.1	8 6.5
TWO TO THREE TIMES A WEEK	28 16.0	3 11.1	1 16.7	2 33.3	4 12.1	3 21.4	20 18.0	13 16.0	15 22.1	23 15.6	21 16.9
ONCE A WEEK	31 17.7	5 18.5	4 66.7	1 16.7	2 6.1	4 28.6	20 18.0	18 22.2	15 22.1	26 17.7	23 18.5
ONE TO THREE TIMES A MONTH	35 20.0	9 33.3	1 16.7	2 33.3	11 33.3	2 14.3	22 19.8	16 19.8	15 22.1	31 21.1	23 18.5
ONE TO TWO TIMES A QUARTER	6 3.4	- -	- -	1 16.7	2 6.1	1 7.1	6 5.4	2 2.5	3 4.4	6 4.1	5 4.0
ONE TO THREE TIMES A YEAR	4 2.3	- -	- -	- -	1 3.0	2 14.3	3 2.7	3 3.7	1 1.5	3 2.0	3 2.4
LESS THAN ONE TIME A YEAR	11 6.3	1 3.7	- -	- -	3 9.1	- -	6 5.4	5 6.2	3 4.4	7 4.8	9 7.3
OTHER	15 8.6	1 3.7	- -	- -	1 3.0	1 7.1	7 6.3	8 9.9	5 7.4	13 8.8	11 8.9
DK/REFUSED	4 2.3	1 3.7	- -	- -	- -	- -	2 1.8	2 2.5	1 1.5	4 2.7	3 2.4
TOTAL	175 100.0	27 100.0	6 100.0	6 100.0	33 100.0	14 100.0	111 100.0	81 100.0	68 100.0	147 100.0	124 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE	40 11.0	30 62.5	- -	- -	2 3.1	- -	40 19.3	11 8.7	20 15.6	29 10.1	33 13.5
ASHTON	4 1.1	- -	- -	- -	- -	1 3.8	3 1.4	3 2.4	2 1.6	4 1.4	3 1.2
AVO	14 3.9	- -	5 71.4	1 10.0	- -	1 3.8	9 4.3	14 11.0	9 7.0	11 3.8	12 4.9
BACCARAT	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	1 0.3	- -
BERING	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
COHIBA	10 2.8	1 2.1	- -	- -	1 1.5	1 3.8	8 3.9	5 3.9	5 3.9	5 1.7	6 2.5
CUESTA REY	4 1.1	- -	- -	- -	- -	- -	3 1.4	1 0.8	3 2.3	3 1.0	2 0.8
DAVIDOFF	11 3.0	1 2.1	1 14.3	6 60.0	1 1.5	- -	7 3.4	8 6.3	11 8.6	10 3.5	6 2.5
DON DIEGO	2 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
DUNHILL	10 2.8	1 2.1	- -	- -	1 1.5	- -	6 2.9	1 0.8	1 0.8	9 3.1	8 3.3
EXCALIBAR	2 0.6	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	2 0.7	2 0.8
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	19 5.2	- -	- -	- -	1 1.5	1 3.8	10 4.8	4 3.1	6 4.7	13 4.5	10 4.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	8	1	-	1	-	1	5	4	4	5	8
	2.2	2.1	-	10.0	-	3.8	2.4	3.1	3.1	1.7	3.3
J.R.	2	-	-	-	-	-	1	-	-	2	2
	0.6	-	-	-	-	-	0.5	-	-	0.7	0.8
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	10	1	-	-	1	-	9	6	4	7	9
	2.8	2.1	-	-	1.5	-	4.3	4.7	3.1	2.4	3.7
MACANUDO	96	5	-	-	45	8	43	28	23	96	69
	26.4	10.4	-	-	69.2	30.8	20.8	22.0	18.0	33.4	28.3
MONTE CRISTO	5	-	-	-	-	-	1	2	3	5	4
	1.4	-	-	-	-	-	0.5	1.6	2.3	1.7	1.6
MONTECRUZ	2	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	-	-	-	-	-	-	-
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	26	4	1	-	2	11	20	14	12	22	26
	7.2	8.3	14.3	-	3.1	42.3	9.7	11.0	9.4	7.7	10.7
PLEIADES	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PRIMO DEL REY	1	-	-	-	-	-	1	1	-	1	1
	0.3	-	-	-	-	-	0.5	0.8	-	0.3	0.4

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PUNCH	8 2.2	- -	- -	- -	- -	- -	4 1.9	2 1.6	2 1.6	6 2.1	4 1.6
RAMON ALLONES	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	1 0.3	1 0.4
ROMEO Y JULIETA	4 1.1	- -	- -	- -	1 1.5	- -	3 1.4	3 2.4	- -	4 1.4	3 1.2
ROYAL JAMICA	7 1.9	1 2.1	- -	- -	- -	- -	1 0.5	- -	- -	5 1.7	4 1.6
SIMON BOLIVAR	1 0.3	- -	- -	- -	- -	- -	1 0.5	1 0.8	- -	1 0.3	1 0.4
TE-AMO	2 0.6	1 2.1	- -	- -	- -	- -	2 1.0	2 1.6	1 0.8	1 0.3	- -
TEMPLE HALL	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	1 0.4
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
ANTONIO & CLEOPATRA	5 1.4	- -	- -	- -	- -	- -	2 1.0	1 0.8	3 2.3	2 0.7	2 0.8
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CUBAN (NS)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
DON THOMAS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
DUTCH MASTERS	2	-	-	-	-	-	1	-	-	-	-
	0.6	-	-	-	-	-	0.5	-	-	-	-
EL PRODUCTO	2	-	-	-	2	-	-	-	-	2	1
	0.6	-	-	-	3.1	-	-	-	-	0.7	0.4
GARCIA VEGA	2	-	-	-	1	-	-	-	-	2	-
	0.6	-	-	-	1.5	-	-	-	-	0.7	-
HAVA TAMPA	2	-	-	-	1	-	-	-	-	2	-
	0.6	-	-	-	1.5	-	-	-	-	0.7	-
LA UNICA	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LICINCIADOS	6	-	-	1	-	1	3	2	3	5	1
	1.7	-	-	10.0	-	3.8	1.4	1.6	2.3	1.7	0.4
MONTE CARLO	1	1	-	-	-	-	1	1	-	-	1
	0.3	2.1	-	-	-	-	0.5	0.8	-	-	0.4
MUNI MAKERS	2	1	-	-	-	-	1	-	1	1	1
	0.6	2.1	-	-	-	-	0.5	-	0.8	0.3	0.4
NAT SHERMAN	1	-	-	-	-	-	-	-	-	-	-
	0.3	-	-	-	-	-	-	-	-	-	-
ONYX	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PHILLIES	2	-	-	-	-	-	1	1	1	2	2
	0.6	-	-	-	-	-	0.5	0.8	0.8	0.7	0.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 8
Q8A : WHAT IS THE FIRST BRAND OF CIGAR YOU CAN THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PAUL GAMARIAN	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PORLARRANGA	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
ROBERT BURNS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
SWISHER SWEETS	6	-	-	1	1	-	1	1	1	1	2
	1.7	-	-	10.0	1.5	-	0.5	0.8	0.8	0.3	0.8
TIPARILLO	2	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	-	-	-	-	-	-	-
TROYA	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
WHITE OWL	2	-	-	-	-	-	-	-	-	1	-
	0.6	-	-	-	-	-	-	-	-	0.3	-
DON'T KNOW	2	-	-	-	-	-	1	-	-	1	-
	0.6	-	-	-	-	-	0.5	-	-	0.3	-
NONE	3	-	-	-	-	-	-	-	-	-	-
	0.8	-	-	-	-	-	-	-	-	-	-
OTHER	29	-	-	-	3	1	16	11	10	21	19
	8.0	-	-	-	4.6	3.8	7.7	8.7	7.8	7.3	7.8
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE	85 23.4	13 27.1	4 57.1	3 30.0	9 13.8	8 30.8	85 41.1	46 36.2	39 30.5	72 25.1	67 27.5
ASHTON	24 6.6	5 10.4	- -	- -	3 4.6	5 19.2	19 9.2	12 9.4	10 7.8	21 7.3	19 7.8
AVO	39 10.7	6 12.5	1 14.3	3 30.0	4 6.2	6 23.1	29 14.0	39 30.7	23 18.0	33 11.5	34 13.9
BACCARAT	4 1.1	- -	- -	- -	3 4.6	- -	- -	1 0.8	- -	4 1.4	1 0.4
BERING	11 3.0	1 2.1	- -	- -	4 6.2	- -	4 1.9	2 1.6	2 1.6	10 3.5	7 2.9
COHIBA	52 14.3	8 16.7	1 14.3	2 20.0	8 12.3	4 15.4	38 18.4	27 21.3	25 19.5	37 12.9	46 18.9
CUESTA REY	19 5.2	4 8.3	- -	1 10.0	5 7.7	1 3.8	11 5.3	10 7.9	7 5.5	18 6.3	16 6.6
DAVIDOFF	56 15.4	11 22.9	3 42.9	3 30.0	8 12.3	4 15.4	45 21.7	35 27.6	56 43.8	45 15.7	43 17.6
DON DIEGO	20 5.5	2 4.2	- -	- -	4 6.2	2 7.7	12 5.8	7 5.5	6 4.7	20 7.0	18 7.4
DUNHILL	63 17.4	11 22.9	2 28.6	3 30.0	12 18.5	10 38.5	43 20.8	33 26.0	35 27.3	52 18.1	50 20.5
EXCALIBAR	3 0.8	- -	- -	- -	- -	2 7.7	3 1.4	2 1.6	2 1.6	3 1.0	2 0.8
GRIFFINS	7 1.9	- -	- -	1 10.0	1 1.5	2 7.7	5 2.4	5 3.9	7 5.5	7 2.4	6 2.5
H. UPMANN	83 22.9	12 25.0	2 28.6	6 60.0	15 23.1	11 42.3	59 28.5	38 29.9	42 32.8	65 22.6	69 28.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	54 14.9	12 25.0	1 14.3	- -	2 3.1	6 23.1	43 20.8	31 24.4	27 21.1	45 15.7	42 17.2
J.R.	15 4.1	3 6.3	- -	1 10.0	4 6.2	- -	10 4.8	8 6.3	8 6.3	14 4.9	11 4.5
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	28 7.7	7 14.6	- -	- -	- -	3 11.5	25 12.1	18 14.2	11 8.6	23 8.0	26 10.7
MACANUDO	120 33.1	18 37.5	5 71.4	5 50.0	13 20.0	12 46.2	83 40.1	56 44.1	57 44.5	120 41.8	95 38.9
MONTE CRISTO	38 10.5	6 12.5	2 28.6	2 20.0	3 4.6	5 19.2	25 12.1	19 15.0	17 13.3	31 10.8	30 12.3
MONTECRUZ	15 4.1	1 2.1	- -	- -	4 6.2	3 11.5	8 3.9	6 4.7	9 7.0	14 4.9	13 5.3
OSCAR	2 0.6	- -	1 14.3	- -	1 1.5	- -	2 1.0	2 1.6	2 1.6	1 0.3	2 0.8
PARTAGAS	129 35.5	14 29.2	4 57.1	3 30.0	21 32.3	12 46.2	83 40.1	58 45.7	58 45.3	114 39.7	129 52.9
PLEIADES	11 3.0	2 4.2	- -	- -	3 4.6	1 3.8	6 2.9	5 3.9	6 4.7	9 3.1	10 4.1
PRIMO DEL REY	3 0.8	1 2.1	- -	- -	1 1.5	- -	2 1.0	2 1.6	2 1.6	2 0.7	3 1.2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PUNCH	65 17.9	10 20.8	1 14.3	2 20.0	9 13.8	10 38.5	44 21.3	28 22.0	32 25.0	55 19.2	53 21.7
RAMON ALLONES	5 1.4	1 2.1	- -	- -	1 1.5	1 3.8	2 1.0	1 0.8	1 0.8	4 1.4	5 2.0
ROMEO Y JULIETA	39 10.7	8 16.7	2 28.6	2 20.0	4 6.2	7 26.9	27 13.0	26 20.5	22 17.2	30 10.5	33 13.5
ROYAL JAMICA	33 9.1	8 16.7	1 14.3	1 10.0	6 9.2	2 7.7	21 10.1	11 8.7	12 9.4	27 9.4	26 10.7
SIMON BOLIVAR	2 0.6	- -	- -	- -	- -	1 3.8	2 1.0	1 0.8	1 0.8	2 0.7	2 0.8
TE-AMO	33 9.1	7 14.6	- -	- -	3 4.6	2 7.7	20 9.7	6 4.7	12 9.4	28 9.8	27 11.1
TEMPLE HALL	9 2.5	- -	- -	- -	- -	2 7.7	4 1.9	5 3.9	5 3.9	9 3.1	8 3.3
THOMPSON	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
ZINO	14 3.9	1 2.1	- -	2 20.0	5 7.7	3 11.5	9 4.3	11 8.7	10 7.8	12 4.2	11 4.5
ALIADOS	5 1.4	1 2.1	- -	- -	- -	1 3.8	4 1.9	4 3.1	3 2.3	5 1.7	5 2.0
ANTONIO & CLEOPATRA	8 2.2	- -	- -	- -	2 3.1	- -	3 1.4	1 0.8	- -	6 2.1	4 1.6
CASABLANCA	4 1.1	1 2.1	- -	- -	- -	- -	4 1.9	2 1.6	1 0.8	4 1.4	4 1.6
CROOKS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	3 0.8	2 4.2	- -	- -	- -	- -	3 1.4	- -	1 0.8	1 0.3	2 0.8
DUTCH MASTERS	7 1.9	- -	- -	- -	2 3.1	- -	2 1.0	- -	1 0.8	5 1.7	2 0.8
EL PRODUCTO	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	1 0.4
GARCIA VEGA	16 4.4	1 2.1	- -	- -	10 15.4	- -	3 1.4	1 0.8	2 1.6	13 4.5	5 2.0
HAVA TAMPA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
LA UNICA	2 0.6	- -	- -	- -	- -	- -	2 1.0	- -	- -	2 0.7	1 0.4
LICINCIADOS	15 4.1	3 6.3	- -	- -	1 1.5	1 3.8	14 6.8	5 3.9	7 5.5	11 3.8	12 4.9
MONTE CARLO	2 0.6	- -	- -	- -	- -	- -	1 0.5	1 0.8	- -	2 0.7	1 0.4
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	8 2.2	1 2.1	1 14.3	- -	1 1.5	1 3.8	5 2.4	4 3.1	2 1.6	7 2.4	7 2.9
ONYX	9 2.5	1 2.1	- -	- -	2 3.1	1 3.8	5 2.4	- -	5 3.9	7 2.4	7 2.9
PHILLIES	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 9
Q8B : WHAT OTHER BRANDS OF CIGARS CAN YOU THINK OF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PAUL GAMARIAN	3 0.8	1 2.1	- -	- -	1 1.5	- -	2 1.0	3 2.4	1 0.8	3 1.0	2 0.8
PORLARRANGA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	5 1.4	- -	- -	- -	2 3.1	- -	1 0.5	- -	- -	3 1.0	1 0.4
TIPARILLO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	4 1.1	1 2.1	- -	1 10.0	- -	- -	3 1.4	3 2.4	4 3.1	4 1.4	1 0.4
WHITE OWL	9 2.5	- -	- -	- -	4 6.2	- -	2 1.0	- -	- -	5 1.7	4 1.6
DON'T KNOW	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	1 0.4
NONE	10 2.8	- -	- -	- -	5 7.7	- -	- -	- -	- -	7 2.4	1 0.4
OTHER	69 19.0	15 31.3	- -	3 30.0	8 12.3	4 15.4	47 22.7	31 24.4	26 20.3	47 16.4	47 19.3
TOTAL	1269 349.6	199 414.6	31 442.9	44 440.0	197 303.1	133 511.5	871 420.8	606 477.2	599 468.0	1064 370.7	1012 414.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10A
Q9 : HAVE YOU HEARD OF ASHTON?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	335	43	7	10	62	20	185	112	116	262	222
YES	179 53.4	5 11.6	3 42.9	7 70.0	36 58.1	14 70.0	74 40.0	62 55.4	60 51.7	145 55.3	124 55.9
NO	46 13.7	- -	- -	- -	15 24.2	1 5.0	1 0.5	- -	2 1.7	29 11.1	9 4.1
DON'T KNOW	110 32.8	38 88.4	4 57.1	3 30.0	11 17.7	5 25.0	110 59.5	50 44.6	54 46.6	88 33.6	89 40.1
TOTAL	335 100.0	43 100.0	7 100.0	10 100.0	62 100.0	20 100.0	185 100.0	112 100.0	116 100.0	262 100.0	222 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10B
Q9 : HAVE YOU HEARD OF ARTURO FUENTE?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	238	5	3	7	54	18	82	70	69	186	144
YES	140 58.8	5 100.0	3 100.0	6 85.7	20 37.0	14 77.8	61 74.4	57 81.4	52 75.4	114 61.3	108 75.0
NO	84 35.3	- -	- -	1 14.3	31 57.4	1 5.6	13 15.9	5 7.1	10 14.5	59 31.7	25 17.4
DON'T KNOW	14 5.9	- -	- -	- -	3 5.6	3 16.7	8 9.8	8 11.4	7 10.1	13 7.0	11 7.6
TOTAL	238 100.0	5 100.0	3 100.0	7 100.0	54 100.0	18 100.0	82 100.0	70 100.0	69 100.0	186 100.0	144 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10C
Q9 : HAVE YOU HEARD OF AVO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	310	42	1	6	61	19	169	74	96	243	198
YES	170 54.8	29 69.0	1 100.0	5 83.3	20 32.8	14 73.7	120 71.0	71 95.9	77 80.2	139 57.2	133 67.2
NO	140 45.2	13 31.0	- -	1 16.7	41 67.2	5 26.3	49 29.0	3 4.1	19 19.8	104 42.8	65 32.8
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	310 100.0	42 100.0	1 100.0	6 100.0	61 100.0	19 100.0	169 100.0	74 100.0	96 100.0	243 100.0	198 100.0

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UNDER PROTECTIVE ORDER
GC 015108

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10D
Q9 : HAVE YOU HEARD OF DAVIDOFF?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	296	36	3	1	56	22	155	84	61	232	195
YES	225 76.0	32 88.9	3 100.0	1 100.0	32 57.1	19 86.4	137 88.4	80 95.2	61 100.0	185 79.7	171 87.7
NO	71 24.0	4 11.1	- -	- -	24 42.9	3 13.6	18 11.6	4 4.8	- -	47 20.3	24 12.3
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	296 100.0	36 100.0	3 100.0	1 100.0	56 100.0	22 100.0	155 100.0	84 100.0	61 100.0	232 100.0	195 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10E
Q9 : HAVE YOU HEARD OF DUNHILL?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	290	36	5	7	52	16	158	93	92	226	186
YES	269 92.8	35 97.2	4 80.0	7 100.0	50 96.2	15 93.8	156 98.7	92 98.9	91 98.9	218 96.5	183 98.4
NO	21 7.2	1 2.8	1 20.0	- -	2 3.8	1 6.3	2 1.3	1 1.1	1 1.1	8 3.5	3 1.6
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	290 100.0	36 100.0	5 100.0	7 100.0	52 100.0	16 100.0	158 100.0	93 100.0	92 100.0	226 100.0	186 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10F
Q9 : HAVE YOU HEARD OF H. UPMANN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	261	36	5	4	49	14	138	85	80	209	165
YES	207 79.3	35 97.2	5 100.0	4 100.0	32 65.3	13 92.9	129 93.5	83 97.6	75 93.8	175 83.7	152 92.1
NO	54 20.7	1 2.8	- -	- -	17 34.7	1 7.1	9 6.5	2 2.4	5 6.3	34 16.3	13 7.9
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	261 100.0	36 100.0	5 100.0	4 100.0	49 100.0	14 100.0	138 100.0	85 100.0	80 100.0	209 100.0	165 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10G
Q9 : HAVE YOU HEARD OF HOYO DE MONTEREY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	301	35	6	9	63	19	159	92	97	237	194
YES	235 78.1	31 88.6	6 100.0	8 88.9	40 63.5	15 78.9	144 90.6	82 89.1	87 89.7	190 80.2	169 87.1
NO	66 21.9	4 11.4	- -	1 11.1	23 36.5	4 21.1	15 9.4	10 10.9	10 10.3	47 19.8	25 12.9
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	301 100.0	35 100.0	6 100.0	9 100.0	63 100.0	19 100.0	159 100.0	92 100.0	97 100.0	237 100.0	194 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10H
Q9 : HAVE YOU HEARD OF MACANUDO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	147	25	2	5	7	6	81	43	48	71	80
YES	83 56.5	13 52.0	2 100.0	4 80.0	1 14.3	3 50.0	51 63.0	32 74.4	29 60.4	40 56.3	50 62.5
NO	48 32.7	5 20.0	- -	1 20.0	6 85.7	2 33.3	16 19.8	4 9.3	12 25.0	23 32.4	17 21.3
DON'T KNOW	16 10.9	7 28.0	- -	- -	- -	1 16.7	14 17.3	7 16.3	7 14.6	8 11.3	13 16.3
TOTAL	147 100.0	25 100.0	2 100.0	5 100.0	7 100.0	6 100.0	81 100.0	43 100.0	48 100.0	71 100.0	80 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 10I
Q9 : HAVE YOU HEARD OF PARTAGAS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not aware of brands	208	30	2	7	42	3	104	55	58	151	89
YES	89 42.8	17 56.7	1 50.0	4 57.1	7 16.7	1 33.3	49 47.1	29 52.7	31 53.4	48 31.8	39 43.8
NO	16 7.7	- -	- -	- -	- -	- -	2 1.9	- -	- -	- -	- -
DON'T KNOW	103 49.5	13 43.3	1 50.0	3 42.9	35 83.3	2 66.7	53 51.0	26 47.3	27 46.6	103 68.2	50 56.2
TOTAL	208 100.0	30 100.0	2 100.0	7 100.0	42 100.0	3 100.0	104 100.0	55 100.0	58 100.0	151 100.0	89 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TASTE/FLAVOR (NET)	43	5	-	1	9	5	23	17	18	39	34
	11.8	10.4	-	10.0	13.8	19.2	11.1	13.4	14.1	13.6	13.9
LIKE/GOOD TASTE/ FLAVOR	36	5	-	1	7	5	20	14	14	33	28
	9.9	10.4	-	10.0	10.8	19.2	9.7	11.0	10.9	11.5	11.5
SMOOTH TASTE/FLAVOR	4	-	-	-	2	-	1	3	3	3	3
	1.1	-	-	-	3.1	-	0.5	2.4	2.3	1.0	1.2
OTHER TASTE/FLAVOR COMMENTS	4	-	-	-	-	-	3	1	2	3	4
	1.1	-	-	-	-	-	1.4	0.8	1.6	1.0	1.6
VARIETY (NET)	1	-	-	-	-	-	1	1	-	1	1
	0.3	-	-	-	-	-	0.5	0.8	-	0.3	0.4
OTHER VARIETY COMMENTS	1	-	-	-	-	-	1	1	-	1	1
	0.3	-	-	-	-	-	0.5	0.8	-	0.3	0.4
HEALTH (NET)	30	6	-	1	6	1	19	10	9	27	19
	8.3	12.5	-	10.0	9.2	3.8	9.2	7.9	7.0	9.4	7.8
HEALTHIER THAN CIGARETTES/NOT INHALE	26	5	-	1	6	1	15	7	8	23	16
	7.2	10.4	-	10.0	9.2	3.8	7.2	5.5	6.3	8.0	6.6
CIGARS NOT ADDICTIVE/ NOT AS ADDICTIVE AS CIGARETTES	2	-	-	-	-	-	2	1	-	2	2
	0.6	-	-	-	-	-	1.0	0.8	-	0.7	0.8
OTHER HEALTH COMMENTS	2	1	-	-	-	-	2	2	1	2	1
	0.6	2.1	-	-	-	-	1.0	1.6	0.8	0.7	0.4
QUALITY (NET)	2	-	-	-	1	-	1	-	1	2	1
	0.6	-	-	-	1.5	-	0.5	-	0.8	0.7	0.4
OTHER QUALITY COMMENTS	2	-	-	-	1	-	1	-	1	2	1
	0.6	-	-	-	1.5	-	0.5	-	0.8	0.7	0.4
CONVENIENCE (NET)	8	1	-	-	2	-	6	3	2	6	6
	2.2	2.1	-	-	3.1	-	2.9	2.4	1.6	2.1	2.5

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UNDER PROTECTIVE ORDER
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10 May 95

BANNER 2
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
EASIER/MORE CONVENIENT THAN PIPE	8 2.2	1 2.1	- -	- -	2 3.1	- -	6 2.9	3 2.4	2 1.6	6 2.1	6 2.5
OTHER CONVENIENCE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	312 86.0	41 85.4	7 100.0	9 90.0	53 81.5	22 84.6	177 85.5	112 88.2	113 88.3	243 84.7	208 85.2
SOOTHING/RELAXING/ STRESS RELIEVING	51 14.0	3 6.3	2 28.6	3 30.0	9 13.8	2 7.7	33 15.9	21 16.5	22 17.2	42 14.6	32 13.1
PEER PRESSURE/FRIEND/ ACQUAINTANCE INFLUENCE	71 19.6	10 20.8	2 28.6	1 10.0	13 20.0	5 19.2	46 22.2	26 20.5	21 16.4	57 19.9	48 19.7
FATHER/RELATIVE INFLUENCE	65 17.9	9 18.8	2 28.6	2 20.0	9 13.8	5 19.2	35 16.9	20 15.7	26 20.3	47 16.4	40 16.4
ALL MENTIONS OF AROMA	31 8.5	3 6.3	1 14.3	- -	5 7.7	4 15.4	16 7.7	12 9.4	11 8.6	27 9.4	22 9.0
KEEPS OTHER PEOPLE AWAY	5 1.4	2 4.2	- -	- -	- -	1 3.8	3 1.4	1 0.8	1 0.8	3 1.0	3 1.2
KEEPS BUGS AWAY	3 0.8	1 2.1	- -	- -	1 1.5	- -	2 1.0	2 1.6	2 1.6	2 0.7	2 0.8
ENJOY FEEL OF CIGAR IN HAND	5 1.4	- -	- -	1 10.0	1 1.5	- -	2 1.0	2 1.6	2 1.6	4 1.4	3 1.2
ENJOY SMOKING CIGARS (UNSPECIFIED)	18 5.0	3 6.3	- -	1 10.0	2 3.1	3 11.5	7 3.4	7 5.5	9 7.0	15 5.2	16 6.6
PLEASURABLE TO SMOKE	9 2.5	2 4.2	1 14.3	1 10.0	- -	- -	6 2.9	4 3.1	5 3.9	9 3.1	7 2.9
CURIOSITY	21 5.8	2 4.2	- -	- -	6 9.2	1 3.8	14 6.8	10 7.9	8 6.3	19 6.6	14 5.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ALTERNATIVE TO CIGARETTES	45 12.4	5 10.4	1 14.3	3 30.0	9 13.8	4 15.4	24 11.6	14 11.0	17 13.3	35 12.2	34 13.9
ALTERNATIVE TO PIPE	13 3.6	1 2.1	- -	- -	3 4.6	2 7.7	10 4.8	4 3.1	4 3.1	8 2.8	8 3.3
ALTERNATIVE TO CHEWING TOBACCO	6 1.7	- -	1 14.3	1 10.0	- -	- -	3 1.4	3 2.4	2 1.6	4 1.4	3 1.2
PLAYING CARDS/ DRINKING	13 3.6	1 2.1	- -	1 10.0	4 6.2	1 3.8	10 4.8	4 3.1	5 3.9	10 3.5	11 4.5
IMPORTANT/SUPERIOR/ SOPHISTICATED/COOL/ MACHO IMAGE/WOMEN LIKE	27 7.4	6 12.5	- -	1 10.0	4 6.2	1 3.8	16 7.7	7 5.5	13 10.2	20 7.0	19 7.8
STARTED IN SCHOOL/ ARMY	22 6.1	4 8.3	- -	1 10.0	2 3.1	1 3.8	14 6.8	6 4.7	7 5.5	16 5.6	12 4.9
SMOKE WHEN FISHING	3 0.8	1 2.1	- -	- -	1 1.5	- -	1 0.5	- -	1 0.8	2 0.7	2 0.8
ACTORS SMOKE IN MOVIES/SEE IN MEDIA	5 1.4	1 2.1	- -	- -	- -	- -	3 1.4	1 0.8	3 2.3	3 1.0	2 0.8
SMOKE AFTER MEAL	8 2.2	1 2.1	- -	- -	4 6.2	- -	6 2.9	2 1.6	1 0.8	7 2.4	6 2.5
CIGAR GIVEN TO ME	12 3.3	2 4.2	1 14.3	2 20.0	- -	2 7.7	9 4.3	9 7.1	4 3.1	8 2.8	11 4.5
LASTS LONG/LONGER THAN CIGARETTES	4 1.1	- -	- -	- -	1 1.5	- -	1 0.5	1 0.8	1 0.8	2 0.7	2 0.8
POPULAR/SOCIABLE	8 2.2	1 2.1	- -	- -	1 1.5	1 3.8	7 3.4	2 1.6	4 3.1	8 2.8	6 2.5
SMOKED/STARTED SMOKING CIGARETTES	8 2.2	1 2.1	- -	- -	3 4.6	1 3.8	2 1.0	2 1.6	1 0.8	6 2.1	6 2.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 16
Q11 : WHY DID YOU START SMOKING CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HOBBY/COLLECTORS HOBBY	4 1.1	- -	- -	- -	- -	1 3.8	4 1.9	2 1.6	2 1.6	4 1.4	3 1.2
WAS SELLING CIGARS	2 0.6	- -	- -	- -	- -	- -	- -	1 0.8	- -	2 0.7	2 0.8
LIKE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	6 1.7	- -	- -	1 10.0	1 1.5	1 3.8	3 1.4	4 3.1	2 1.6	6 2.1	4 1.6
SMOKE AT CELEBRATION/ SPECIAL OCCASIONS	5 1.4	1 2.1	- -	- -	- -	- -	4 1.9	2 1.6	4 3.1	3 1.0	5 2.0
SMOKE WHILE PLAYING GOLF	3 0.8	- -	- -	- -	- -	- -	3 1.4	- -	1 0.8	3 1.0	1 0.4
OTHER MISCELLANEOUS COMMENTS	22 6.1	3 6.3	- -	- -	1 1.5	2 7.7	13 6.3	10 7.9	7 5.5	16 5.6	14 5.7
DON'T KNOW	18 5.0	3 6.3	- -	1 10.0	7 10.8	3 11.5	9 4.3	7 5.5	5 3.9	15 5.2	12 4.9
NO REASON	4 1.1	1 2.1	- -	- -	1 1.5	- -	2 1.0	- -	- -	3 1.0	2 0.8
TOTAL	602 165.8	79 164.6	11 157.1	22 220.0	106 163.1	47 180.8	359 173.4	218 171.7	222 173.4	481 167.6	414 169.7

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GC 015118

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE	11 3.0	3 6.3	- -	- -	- -	- -	11 5.3	4 3.1	3 2.3	7 2.4	8 3.3
ASHTON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	1 0.4
BERING	5 1.4	1 2.1	- -	- -	- -	1 3.8	4 1.9	3 2.4	3 2.3	3 1.0	5 2.0
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	3 0.8	- -	- -	- -	- -	- -	2 1.0	1 0.8	1 0.8	3 1.0	2 0.8
DAVIDOFF	3 0.8	2 4.2	- -	- -	1 1.5	- -	3 1.4	3 2.4	3 2.3	2 0.7	3 1.2
DON DIEGO	1 0.3	- -	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
DUNHILL	3 0.8	1 2.1	- -	- -	1 1.5	- -	2 1.0	1 0.8	2 1.6	2 0.7	1 0.4
EXCALIBAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	9 2.5	- -	- -	1 10.0	- -	2 7.7	4 1.9	5 3.9	2 1.6	7 2.4	7 2.9

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UNDER PROTECTIVE ORDER
GC 015119

10 May 95

BANNER 2
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	9	2	2	-	1	2	6	3	4	7	8
	2.5	4.2	28.6	-	1.5	7.7	2.9	2.4	3.1	2.4	3.3
J.R.	1	-	-	-	-	-	-	-	-	1	-
	0.3	-	-	-	-	-	-	-	-	0.3	-
JUEN CLEMENTE	1	-	-	-	-	-	1	-	-	-	1
	0.3	-	-	-	-	-	0.5	-	-	-	0.4
LA GLORIA CUBANA	1	-	-	-	-	-	1	1	-	-	1
	0.3	-	-	-	-	-	0.5	0.8	-	-	0.4
MACANUDO	43	5	2	3	14	4	27	27	17	43	32
	11.8	10.4	28.6	30.0	21.5	15.4	13.0	21.3	13.3	15.0	13.1
MONTE CRISTO	4	-	-	-	-	1	1	2	2	4	4
	1.1	-	-	-	-	3.8	0.5	1.6	1.6	1.4	1.6
MONTECRUZ	2	-	-	-	-	-	1	-	1	1	1
	0.6	-	-	-	-	-	0.5	-	0.8	0.3	0.4
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	9	2	-	-	-	1	6	3	5	9	9
	2.5	4.2	-	-	-	3.8	2.9	2.4	3.9	3.1	3.7
PLEIADES	1	-	-	-	-	-	1	1	-	1	-
	0.3	-	-	-	-	-	0.5	0.8	-	0.3	-
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015120

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PUNCH	4 1.1	1 2.1	1 14.3	- -	- -	1 3.8	3 1.4	1 0.8	2 1.6	3 1.0	2 0.8
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	3 0.8	- -	- -	- -	- -	- -	1 0.5	1 0.8	2 1.6	1 0.3	2 0.8
ROYAL JAMICA	2 0.6	1 2.1	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	1 0.4
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	7 1.9	3 6.3	- -	- -	- -	- -	5 2.4	1 0.8	2 1.6	5 1.7	4 1.6
TEMPLE HALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
THOMPSON	3 0.8	- -	- -	- -	- -	- -	2 1.0	1 0.8	- -	1 0.3	2 0.8
ZINO	2 0.6	- -	- -	- -	- -	1 3.8	1 0.5	2 1.6	1 0.8	1 0.3	2 0.8
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	8 2.2	1 2.1	- -	- -	- -	1 3.8	5 2.4	2 1.6	4 3.1	7 2.4	5 2.0
CASABLANCA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CROOKS	4 1.1	1 2.1	- -	- -	1 1.5	- -	3 1.4	- -	2 1.6	3 1.0	3 1.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CUBAN (NS)	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
DON THOMAS	2	-	-	-	-	-	2	-	2	2	1
	0.6	-	-	-	-	-	1.0	-	1.6	0.7	0.4
DUTCH MASTERS	12	1	-	-	5	-	5	2	4	9	9
	3.3	2.1	-	-	7.7	-	2.4	1.6	3.1	3.1	3.7
EL PRODUCTO	5	-	-	-	3	1	2	2	2	5	3
	1.4	-	-	-	4.6	3.8	1.0	1.6	1.6	1.7	1.2
GARCIA VEGA	7	-	-	-	4	-	3	1	2	7	3
	1.9	-	-	-	6.2	-	1.4	0.8	1.6	2.4	1.2
HAVA TAMPA	16	1	1	1	4	1	9	4	5	13	9
	4.4	2.1	14.3	10.0	6.2	3.8	4.3	3.1	3.9	4.5	3.7
LA UNICA	1	-	-	-	-	-	-	-	1	1	1
	0.3	-	-	-	-	-	-	-	0.8	0.3	0.4
LICINCIADOS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MONTE CARLO	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MUNI MAKERS	2	1	-	-	-	-	2	1	1	2	2
	0.6	2.1	-	-	-	-	1.0	0.8	0.8	0.7	0.8
NAT SHERMAN	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
ONYX	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PHILLIES	10	2	-	-	-	1	4	2	3	8	8
	2.8	4.2	-	-	-	3.8	1.9	1.6	2.3	2.8	3.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015122

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 17
Q12 : WHAT WAS THE FIRST BRAND OF CIGAR YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	2 0.6	- -	- -	- -	- -	1 3.8	1 0.5	2 1.6	2 1.6	2 0.7	2 0.8
ROBERT BURNS	4 1.1	1 2.1	- -	- -	1 1.5	- -	1 0.5	- -	- -	2 0.7	2 0.8
SWISHER SWEETS	35 9.6	7 14.6	- -	2 20.0	8 12.3	1 3.8	24 11.6	15 11.8	13 10.2	30 10.5	22 9.0
TIPARILLO	5 1.4	1 2.1	- -	- -	- -	- -	2 1.0	- -	1 0.8	2 0.7	1 0.4
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	16 4.4	1 2.1	- -	- -	5 7.7	2 7.7	7 3.4	4 3.1	3 2.3	13 4.5	10 4.1
DON'T KNOW	55 15.2	7 14.6	1 14.3	3 30.0	9 13.8	2 7.7	27 13.0	19 15.0	18 14.1	40 13.9	32 13.1
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	51 14.0	3 6.3	- -	- -	8 12.3	3 11.5	25 12.1	12 9.4	14 10.9	37 12.9	34 13.9
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015123

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE	173 47.7	43 89.6	2 28.6	5 50.0	15 23.1	16 61.5	173 83.6	78 61.4	82 64.1	140 48.8	138 56.6
ASHTON	65 17.9	11 22.9	3 42.9	1 10.0	8 12.3	6 23.1	52 25.1	39 30.7	30 23.4	59 20.6	59 24.2
AVO	103 28.4	16 33.3	6 85.7	9 90.0	10 15.4	11 42.3	79 38.2	103 81.1	62 48.4	87 30.3	86 35.2
BACCARAT	12 3.3	3 6.3	- -	- -	1 1.5	- -	10 4.8	5 3.9	4 3.1	10 3.5	7 2.9
BERING	10 2.8	2 4.2	- -	1 10.0	3 4.6	- -	5 2.4	4 3.1	4 3.1	7 2.4	7 2.9
COHIBA	59 16.3	11 22.9	1 14.3	- -	7 10.8	5 19.2	41 19.8	34 26.8	30 23.4	48 16.7	49 20.1
CUESTA REY	22 6.1	3 6.3	- -	- -	2 3.1	1 3.8	17 8.2	14 11.0	8 6.3	21 7.3	19 7.8
DAVIDOFF	90 24.8	21 43.8	4 57.1	9 90.0	7 10.8	8 30.8	71 34.3	56 44.1	90 70.3	75 26.1	76 31.1
DON DIEGO	19 5.2	5 10.4	- -	- -	2 3.1	2 7.7	14 6.8	5 3.9	8 6.3	17 5.9	16 6.6
DUNHILL	85 23.4	16 33.3	- -	3 30.0	15 23.1	8 30.8	64 30.9	39 30.7	41 32.0	74 25.8	73 29.9
EXCALIBAR	13 3.6	3 6.3	- -	1 10.0	- -	1 3.8	11 5.3	7 5.5	9 7.0	11 3.8	13 5.3
GRIFFINS	21 5.8	4 8.3	3 42.9	1 10.0	1 1.5	3 11.5	18 8.7	17 13.4	16 12.5	19 6.6	18 7.4
H. UPMANN	136 37.5	23 47.9	4 57.1	4 40.0	17 26.2	11 42.3	92 44.4	58 45.7	56 43.8	111 38.7	103 42.2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	2	1	-	-	-	-	1	1	-	2	1
	0.6	2.1	-	-	-	-	0.5	0.8	-	0.7	0.4
HOYO DE MONTEREY	91	16	1	2	6	8	66	44	46	75	73
	25.1	33.3	14.3	20.0	9.2	30.8	31.9	34.6	35.9	26.1	29.9
J.R.	29	6	-	1	4	-	20	11	13	27	22
	8.0	12.5	-	10.0	6.2	-	9.7	8.7	10.2	9.4	9.0
JUEN CLEMENTE	2	-	-	-	-	1	2	2	2	2	2
	0.6	-	-	-	-	3.8	1.0	1.6	1.6	0.7	0.8
LA GLORIA CUBANA	70	11	2	2	3	8	53	42	34	54	58
	19.3	22.9	28.6	20.0	4.6	30.8	25.6	33.1	26.6	18.8	23.8
MACANUDO	206	22	5	3	54	15	124	78	79	206	159
	56.7	45.8	71.4	30.0	83.1	57.7	59.9	61.4	61.7	71.8	65.2
MONTE CRISTO	50	7	1	1	5	7	31	28	25	44	43
	13.8	14.6	14.3	10.0	7.7	26.9	15.0	22.0	19.5	15.3	17.6
MONTECRUZ	22	6	-	-	2	1	18	9	13	17	17
	6.1	12.5	-	-	3.1	3.8	8.7	7.1	10.2	5.9	7.0
OSCAR	5	1	-	-	-	1	5	3	4	5	4
	1.4	2.1	-	-	-	3.8	2.4	2.4	3.1	1.7	1.6
PARTAGAS	176	27	5	3	30	22	118	81	74	152	176
	48.5	56.3	71.4	30.0	46.2	84.6	57.0	63.8	57.8	53.0	72.1
PLEIADES	16	2	-	1	5	3	11	10	11	16	14
	4.4	4.2	-	10.0	7.7	11.5	5.3	7.9	8.6	5.6	5.7
PRIMO DEL REY	8	2	-	-	-	-	8	5	2	7	8
	2.2	4.2	-	-	-	-	3.9	3.9	1.6	2.4	3.3

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PUNCH	82 22.6	13 27.1	1 14.3	- -	11 16.9	9 34.6	59 28.5	37 29.1	37 28.9	69 24.0	59 24.2
RAMON ALLONES	7 1.9	- -	- -	- -	2 3.1	1 3.8	4 1.9	1 0.8	3 2.3	6 2.1	7 2.9
ROMEO Y JULIETA	50 13.8	7 14.6	1 14.3	2 20.0	5 7.7	9 34.6	38 18.4	33 26.0	26 20.3	39 13.6	41 16.8
ROYAL JAMICA	34 9.4	7 14.6	1 14.3	- -	4 6.2	2 7.7	23 11.1	13 10.2	15 11.7	30 10.5	26 10.7
SIMON BOLIVAR	2 0.6	- -	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	2 0.7	1 0.4
TE-AMO	36 9.9	9 18.8	- -	- -	2 3.1	2 7.7	29 14.0	14 11.0	15 11.7	30 10.5	32 13.1
TEMPLE HALL	15 4.1	1 2.1	- -	1 10.0	- -	2 7.7	9 4.3	9 7.1	10 7.8	13 4.5	13 5.3
THOMPSON	11 3.0	2 4.2	- -	1 10.0	3 4.6	- -	4 1.9	2 1.6	1 0.8	8 2.8	7 2.9
ZINO	26 7.2	7 14.6	2 28.6	2 20.0	4 6.2	1 3.8	21 10.1	18 14.2	20 15.6	23 8.0	24 9.8
ALIADOS	9 2.5	1 2.1	- -	- -	2 3.1	2 7.7	6 2.9	3 2.4	3 2.3	9 3.1	8 3.3
ANTONIO & CLEOPATRA	6 1.7	- -	- -	- -	- -	- -	3 1.4	- -	- -	4 1.4	2 0.8
CASABLANCA	5 1.4	2 4.2	- -	- -	- -	- -	4 1.9	1 0.8	2 1.6	5 1.7	4 1.6
CROOKS	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	1 0.3	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CUBAN (NS)	3 0.8	- -	- -	- -	1 1.5	- -	2 1.0	- -	- -	1 0.3	1 0.4
DON THOMAS	4 1.1	2 4.2	- -	- -	- -	- -	3 1.4	2 1.6	1 0.8	4 1.4	3 1.2
DUTCH MASTERS	5 1.4	- -	- -	- -	2 3.1	- -	- -	- -	- -	3 1.0	2 0.8
EL PRODUCTO	3 0.8	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	1 0.4
GARCIA VEGA	12 3.3	- -	- -	- -	3 4.6	- -	3 1.4	1 0.8	1 0.8	8 2.8	3 1.2
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	5 1.4	2 4.2	- -	- -	- -	- -	5 2.4	- -	1 0.8	5 1.7	4 1.6
LICINCIADOS	24 6.6	4 8.3	- -	1 10.0	1 1.5	2 7.7	17 8.2	9 7.1	8 6.3	18 6.3	14 5.7
MONTE CARLO	6 1.7	- -	- -	- -	3 4.6	- -	3 1.4	1 0.8	- -	6 2.1	4 1.6
MUNI MAKERS	4 1.1	1 2.1	- -	- -	1 1.5	- -	3 1.4	2 1.6	2 1.6	3 1.0	2 0.8
NAT SHERMAN	9 2.5	1 2.1	1 14.3	- -	3 4.6	- -	5 2.4	2 1.6	3 2.3	7 2.4	8 3.3
ONYX	11 3.0	3 6.3	- -	- -	1 1.5	- -	8 3.9	1 0.8	6 4.7	10 3.5	5 2.0
PHILLIES	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 18
Q13 : IN JUST THE PAST YEAR, WHAT BRANDS OF CIGARS HAVE YOU SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PAUL GAMARIAN	4 1.1	1 2.1	- -	- -	1 1.5	- -	1 0.5	2 1.6	2 1.6	3 1.0	2 0.8
PORLARRANGA	1 0.3	1 2.1	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	9 2.5	- -	- -	- -	3 4.6	- -	1 0.5	- -	1 0.8	6 2.1	2 0.8
TIPARILLO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	5 1.4	1 2.1	- -	1 10.0	- -	- -	4 1.9	4 3.1	5 3.9	5 1.7	3 1.2
WHITE OWL	3 0.8	1 2.1	- -	- -	1 1.5	- -	1 0.5	1 0.8	1 0.8	3 1.0	2 0.8
DON'T KNOW	6 1.7	1 2.1	- -	- -	2 3.1	1 3.8	3 1.4	1 0.8	3 2.3	4 1.4	2 0.8
NONE	3 0.8	- -	- -	- -	1 1.5	- -	1 0.5	- -	- -	2 0.7	- -
OTHER	73 20.1	6 12.5	1 14.3	2 20.0	9 13.8	7 26.9	41 19.8	30 23.6	28 21.9	56 19.5	54 22.1
TOTAL	1961 540.2	335 697.9	44 628.6	57 570.0	263 404.6	176 676.9	1408 680.2	962 757.5	940 734.4	1671 582.2	1577 646.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE	16 4.4	2 4.2	1 14.3	1 10.0	1 1.5	1 3.8	16 7.7	8 6.3	8 6.3	15 5.2	12 4.9
ASHTON	17 4.7	1 2.1	- -	1 10.0	2 3.1	3 11.5	14 6.8	11 8.7	11 8.6	16 5.6	15 6.1
AVO	14 3.9	- -	- -	- -	3 4.6	4 15.4	9 4.3	14 11.0	7 5.5	13 4.5	13 5.3
BACCARAT	4 1.1	- -	1 14.3	- -	1 1.5	- -	3 1.4	4 3.1	3 2.3	3 1.0	3 1.2
BERING	8 2.2	- -	- -	- -	2 3.1	- -	6 2.9	1 0.8	3 2.3	8 2.8	8 3.3
COHIBA	26 7.2	3 6.3	2 28.6	1 10.0	2 3.1	5 19.2	20 9.7	18 14.2	12 9.4	20 7.0	22 9.0
CUESTA REY	10 2.8	2 4.2	1 14.3	1 10.0	2 3.1	- -	8 3.9	6 4.7	7 5.5	9 3.1	10 4.1
DAVIDOFF	22 6.1	3 6.3	- -	- -	4 6.2	3 11.5	15 7.2	10 7.9	22 17.2	20 7.0	18 7.4
DON DIEGO	7 1.9	1 2.1	- -	- -	- -	2 7.7	3 1.4	3 2.4	2 1.6	6 2.1	6 2.5
DUNHILL	35 9.6	5 10.4	1 14.3	1 10.0	4 6.2	3 11.5	21 10.1	15 11.8	16 12.5	28 9.8	25 10.2
EXCALIBAR	4 1.1	1 2.1	- -	- -	- -	1 3.8	3 1.4	2 1.6	3 2.3	4 1.4	4 1.6
GRIFFINS	9 2.5	1 2.1	- -	- -	- -	1 3.8	8 3.9	7 5.5	5 3.9	7 2.4	8 3.3
H. UPMANN	35 9.6	4 8.3	1 14.3	2 20.0	8 12.3	4 15.4	21 10.1	12 9.4	15 11.7	29 10.1	28 11.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	25	2	-	1	3	3	18	10	15	22	23
	6.9	4.2	-	10.0	4.6	11.5	8.7	7.9	11.7	7.7	9.4
J.R.	8	-	-	-	2	1	6	2	4	6	6
	2.2	-	-	-	3.1	3.8	2.9	1.6	3.1	2.1	2.5
JUEN CLEMENTE	4	-	-	-	-	-	4	4	3	4	4
	1.1	-	-	-	-	-	1.9	3.1	2.3	1.4	1.6
LA GLORIA CUBANA	12	1	-	-	1	2	10	9	7	11	11
	3.3	2.1	-	-	1.5	7.7	4.8	7.1	5.5	3.8	4.5
MACANUDO	29	5	1	1	2	1	21	10	9	29	21
	8.0	10.4	14.3	10.0	3.1	3.8	10.1	7.9	7.0	10.1	8.6
MONTE CRISTO	17	2	1	1	3	-	10	8	8	14	13
	4.7	4.2	14.3	10.0	4.6	-	4.8	6.3	6.3	4.9	5.3
MONTECRUZ	11	-	-	-	2	2	7	7	6	10	10
	3.0	-	-	-	3.1	7.7	3.4	5.5	4.7	3.5	4.1
OSCAR	6	-	1	-	-	-	6	5	4	3	5
	1.7	-	14.3	-	-	-	2.9	3.9	3.1	1.0	2.0
PARTAGAS	34	3	1	2	7	1	26	14	14	29	34
	9.4	6.3	14.3	20.0	10.8	3.8	12.6	11.0	10.9	10.1	13.9
PLEIADES	3	1	-	-	-	-	2	2	2	2	2
	0.8	2.1	-	-	-	-	1.0	1.6	1.6	0.7	0.8
PRIMO DEL REY	6	4	-	-	1	-	5	2	4	6	5
	1.7	8.3	-	-	1.5	-	2.4	1.6	3.1	2.1	2.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PUNCH	22 6.1	2 4.2	- -	1 10.0	2 3.1	1 3.8	14 6.8	13 10.2	11 8.6	19 6.6	17 7.0
RAMON ALLONES	4 1.1	1 2.1	- -	- -	- -	1 3.8	2 1.0	3 2.4	3 2.3	4 1.4	4 1.6
ROMEO Y JULIETA	20 5.5	5 10.4	- -	- -	2 3.1	1 3.8	16 7.7	13 10.2	11 8.6	20 7.0	17 7.0
ROYAL JAMICA	26 7.2	4 8.3	- -	2 20.0	5 7.7	2 7.7	20 9.7	11 8.7	13 10.2	23 8.0	22 9.0
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	18 5.0	3 6.3	1 14.3	- -	1 1.5	1 3.8	13 6.3	11 8.7	10 7.8	17 5.9	14 5.7
TEMPLE HALL	7 1.9	- -	- -	- -	- -	2 7.7	4 1.9	4 3.1	4 3.1	7 2.4	7 2.9
THOMPSON	2 0.6	- -	- -	- -	- -	- -	2 1.0	1 0.8	2 1.6	1 0.3	1 0.4
ZINO	8 2.2	1 2.1	1 14.3	- -	1 1.5	1 3.8	6 2.9	5 3.9	5 3.9	5 1.7	5 2.0
ALIADOS	2 0.6	- -	- -	- -	1 1.5	- -	1 0.5	- -	1 0.8	2 0.7	2 0.8
ANTONIO & CLEOPATRA	8 2.2	1 2.1	- -	- -	3 4.6	- -	3 1.4	1 0.8	- -	5 1.7	5 2.0
CASABLANCA	2 0.6	1 2.1	- -	1 10.0	- -	- -	2 1.0	2 1.6	2 1.6	1 0.3	1 0.4
CROOKS	1 0.3	- -	- -	- -	1 1.5	- -	1 0.5	1 0.8	- -	1 0.3	1 0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CUBAN (NS)	4 1.1	1 2.1	- -	- -	1 1.5	- -	2 1.0	1 0.8	2 1.6	4 1.4	- -
DON THOMAS	3 0.8	1 2.1	- -	- -	- -	- -	2 1.0	2 1.6	1 0.8	2 0.7	2 0.8
DUTCH MASTERS	15 4.1	2 4.2	- -	- -	5 7.7	- -	6 2.9	2 1.6	3 2.3	10 3.5	7 2.9
EL PRODUCTO	8 2.2	- -	- -	- -	1 1.5	- -	2 1.0	- -	1 0.8	5 1.7	4 1.6
GARCIA VEGA	13 3.6	2 4.2	1 14.3	- -	5 7.7	- -	8 3.9	4 3.1	7 5.5	13 4.5	8 3.3
HAVA TAMPA	6 1.7	- -	1 14.3	- -	1 1.5	- -	3 1.4	2 1.6	2 1.6	4 1.4	3 1.2
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	6 1.7	1 2.1	- -	- -	1 1.5	3 11.5	5 2.4	3 2.4	4 3.1	4 1.4	5 2.0
MONTE CARLO	3 0.8	1 2.1	- -	- -	- -	1 3.8	3 1.4	2 1.6	2 1.6	2 0.7	2 0.8
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.3	- -	- -	- -	- -	- -	- -	1 0.8	1 0.8	1 0.3	1 0.4
ONYX	2 0.6	- -	- -	- -	- -	1 3.8	1 0.5	2 1.6	2 1.6	2 0.7	2 0.8
PHILLIES	3 0.8	- -	- -	- -	2 3.1	- -	- -	- -	1 0.8	3 1.0	1 0.4

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 19
Q14 : WHAT OTHER BRANDS OF CIGARS HAVE YOU EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PAUL GAMARIAN	2 0.6	- -	- -	1 10.0	- -	- -	2 1.0	2 1.6	2 1.6	2 0.7	1 0.4
PORLARRANGA	3 0.8	- -	- -	- -	- -	1 3.8	3 1.4	1 0.8	2 1.6	3 1.0	3 1.2
ROBERT BURNS	1 0.3	1 2.1	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
SWISHER SWEETS	13 3.6	2 4.2	- -	- -	1 1.5	1 3.8	6 2.9	3 2.4	4 3.1	9 3.1	7 2.9
TIPARILLO	2 0.6	1 2.1	- -	1 10.0	- -	- -	1 0.5	2 1.6	1 0.8	- -	1 0.4
TROYA	2 0.6	2 4.2	- -	- -	- -	- -	2 1.0	1 0.8	1 0.8	1 0.3	1 0.4
WHITE OWL	13 3.6	- -	- -	- -	3 4.6	1 3.8	4 1.9	3 2.4	5 3.9	11 3.8	10 4.1
DON'T KNOW	32 8.8	3 6.3	- -	- -	8 12.3	3 11.5	14 6.8	6 4.7	9 7.0	24 8.4	21 8.6
NONE	79 21.8	11 22.9	1 14.3	1 10.0	13 20.0	6 23.1	40 19.3	26 20.5	21 16.4	61 21.3	51 20.9
OTHER	50 13.8	6 12.5	- -	2 20.0	6 9.2	2 7.7	31 15.0	19 15.0	19 14.8	34 11.8	33 13.5
TOTAL	743 204.7	93 193.8	16 228.6	21 210.0	113 173.8	65 250.0	482 232.9	332 261.4	343 268.0	615 214.3	566 232.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE	20 5.5	16 33.3	- -	- -	- -	- -	20 9.7	6 4.7	8 6.3	12 4.2	13 5.3
ASHTON	6 1.7	1 2.1	- -	- -	1 1.5	1 3.8	5 2.4	1 0.8	3 2.3	6 2.1	3 1.2
AVO	9 2.5	- -	4 57.1	- -	1 1.5	- -	6 2.9	9 7.1	4 3.1	9 3.1	8 3.3
BACCARAT	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
BERING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	41 11.3	9 18.8	1 14.3	- -	3 4.6	4 15.4	31 15.0	22 17.3	20 15.6	32 11.1	38 15.6
CUESTA REY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DAVIDOFF	27 7.4	3 6.3	1 14.3	8 80.0	2 3.1	3 11.5	19 9.2	17 13.4	27 21.1	22 7.7	18 7.4
DON DIEGO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
DUNHILL	11 3.0	1 2.1	- -	- -	1 1.5	- -	7 3.4	5 3.9	5 3.9	9 3.1	8 3.3
EXCALIBAR	2 0.6	1 2.1	- -	- -	- -	- -	2 1.0	1 0.8	2 1.6	2 0.7	2 0.8
GRIFFINS	1 0.3	- -	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
H. UPMANN	19 5.2	- -	- -	- -	1 1.5	1 3.8	9 4.3	3 2.4	3 2.3	14 4.9	10 4.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	10	-	1	-	-	-	6	6	6	7	9
	2.8	-	14.3	-	-	-	2.9	4.7	4.7	2.4	3.7
J.R.	4	-	-	-	-	-	2	-	1	3	2
	1.1	-	-	-	-	-	1.0	-	0.8	1.0	0.8
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	10	-	-	-	1	-	7	7	5	8	8
	2.8	-	-	-	1.5	-	3.4	5.5	3.9	2.8	3.3
MACANUDO	53	2	-	-	38	1	15	6	6	53	32
	14.6	4.2	-	-	58.5	3.8	7.2	4.7	4.7	18.5	13.1
MONTE CRISTO	17	1	-	-	4	2	7	9	5	15	9
	4.7	2.1	-	-	6.2	7.7	3.4	7.1	3.9	5.2	3.7
MONTECRUZ	1	-	-	-	-	1	1	1	-	1	1
	0.3	-	-	-	-	3.8	0.5	0.8	-	0.3	0.4
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	24	3	-	1	4	9	15	7	6	18	24
	6.6	6.3	-	10.0	6.2	34.6	7.2	5.5	4.7	6.3	9.8
PLEIADES	2	-	-	-	-	-	1	1	1	2	2
	0.6	-	-	-	-	-	0.5	0.8	0.8	0.7	0.8
PRIMO DEL REY	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015135

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PUNCH	7 1.9	- -	- -	- -	- -	- -	4 1.9	1 0.8	2 1.6	4 1.4	4 1.6
RAMON ALLONES	2 0.6	1 2.1	- -	- -	- -	- -	2 1.0	1 0.8	2 1.6	2 0.7	2 0.8
ROMEO Y JULIETA	14 3.9	1 2.1	- -	1 10.0	4 6.2	1 3.8	10 4.8	7 5.5	3 2.3	12 4.2	11 4.5
ROYAL JAMICA	5 1.4	2 4.2	- -	- -	- -	- -	2 1.0	- -	- -	4 1.4	3 1.2
SIMON BOLIVAR	2 0.6	- -	- -	- -	- -	- -	2 1.0	1 0.8	2 1.6	2 0.7	2 0.8
TE-AMO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TEMPLE HALL	3 0.8	- -	- -	- -	- -	- -	2 1.0	1 0.8	- -	3 1.0	3 1.2
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	3 0.8	- -	- -	- -	- -	- -	2 1.0	2 1.6	1 0.8	3 1.0	3 1.2
ANTONIO & CLEOPATRA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CASABLANCA	2 0.6	- -	- -	- -	- -	- -	- -	- -	1 0.8	2 0.7	2 0.8
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015136

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CUBAN (NS)	7 1.9	1 2.1	- -	- -	- -	- -	2 1.0	1 0.8	1 0.8	4 1.4	1 0.4
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	2 0.6	- -	- -	- -	- -	- -	1 0.5	- -	- -	- -	- -
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HAVA TAMPA	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
LA UNICA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINCIADOS	5 1.4	1 2.1	- -	- -	- -	- -	5 2.4	1 0.8	2 1.6	4 1.4	3 1.2
MONTE CARLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015137

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 20
Q15 : WHAT'S THE BEST BRAND OF CIGAR YOU HAVE EVER SMOKED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PAUL GAMARIAN	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	1 0.4
PORLARRANGA	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	10 2.8	1 2.1	- -	- -	- -	2 7.7	5 2.4	4 3.1	3 2.3	6 2.1	4 1.6
NONE	7 1.9	- -	- -	- -	1 1.5	- -	2 1.0	1 0.8	- -	4 1.4	1 0.4
OTHER	27 7.4	4 8.3	- -	- -	3 4.6	1 3.8	13 6.3	5 3.9	8 6.3	18 6.3	16 6.6
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 21
Q16 : IS THAT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents minus none/dk	346	47	7	10	64	24	200	122	125	277	239
YES	144 41.6	16 34.0	4 57.1	8 80.0	35 54.7	7 29.2	72 36.0	40 32.8	47 37.6	108 39.0	86 36.0
NO	202 58.4	31 66.0	3 42.9	2 20.0	29 45.3	17 70.8	128 64.0	82 67.2	78 62.4	169 61.0	153 64.0
TOTAL	346 100.0	47 100.0	7 100.0	10 100.0	64 100.0	24 100.0	200 100.0	122 100.0	125 100.0	277 100.0	239 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 22
Q16A : WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
PRICE/VALUE (NET)	102	17	2	1	16	6	62	34	44	85	73
	50.5	54.8	66.7	50.0	55.2	35.3	48.4	41.5	56.4	50.3	47.7
TOO EXPENSIVE/CAN'T AFFORD	71	10	1	-	11	4	44	23	36	59	48
	35.1	32.3	33.3	-	37.9	23.5	34.4	28.0	46.2	34.9	31.4
PRICE	3	2	-	-	-	-	2	-	1	3	3
	1.5	6.5	-	-	-	-	1.6	-	1.3	1.8	2.0
$1 TO $5 A PIECE	8	2	-	-	-	-	4	-	-	7	5
	4.0	6.5	-	-	-	-	3.1	-	-	4.1	3.3
$6 TO $10 PIECE	14	4	-	-	3	2	9	6	6	12	11
	6.9	12.9	-	-	10.3	11.8	7.0	7.3	7.7	7.1	7.2
$11 TO $15 A PIECE	5	-	-	1	2	-	3	4	1	4	4
	2.5	-	-	50.0	6.9	-	2.3	4.9	1.3	2.4	2.6
$16 TO $20 A PIECE	3	1	-	-	-	-	2	1	1	2	3
	1.5	3.2	-	-	-	-	1.6	1.2	1.3	1.2	2.0
$30 A PIECE	1	-	-	-	-	-	1	-	1	1	1
	0.5	-	-	-	-	-	0.8	-	1.3	0.6	0.7
$40 A PIECE	2	-	1	-	-	-	1	1	1	1	1
	1.0	-	33.3	-	-	-	0.8	1.2	1.3	0.6	0.7
OTHER PRICE/VALUE COMMENTS	2	1	-	-	-	-	2	1	1	2	2
	1.0	3.2	-	-	-	-	1.6	1.2	1.3	1.2	1.3
AVAILABILITY (NET)	113	20	2	1	18	9	73	49	45	93	84
	55.9	64.5	66.7	50.0	62.1	52.9	57.0	59.8	57.7	55.0	54.9
ILLEGAL IN U.S./CUBAN CIGARS ILLEGAL TO IMPORT	75	13	2	1	12	6	49	37	33	63	60
	37.1	41.9	66.7	50.0	41.4	35.3	38.3	45.1	42.3	37.3	39.2
LIMITED AVAILABILITY/ HARD TO FIND	26	4	-	-	4	2	16	8	10	21	17
	12.9	12.9	-	-	13.8	11.8	12.5	9.8	12.8	12.4	11.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 22
Q16A : WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
NOT AVAILABLE AT LOCAL STORES	10 5.0	4 12.9	- -	- -	1 3.4	- -	7 5.5	3 3.7	2 2.6	7 4.1	6 3.9
TOBACCO/CIGAR STORES RARE/SPARSE	2 1.0	- -	- -	- -	1 3.4	1 5.9	2 1.6	1 1.2	1 1.3	2 1.2	2 1.3
SELLS OUT FAST	1 0.5	- -	- -	- -	- -	1 5.9	1 0.8	1 1.2	1 1.3	1 0.6	1 0.7
HAVE TO ORDER BY MAIL	3 1.5	1 3.2	- -	- -	1 3.4	- -	2 1.6	1 1.2	1 1.3	2 1.2	3 2.0
OTHER AVAILABILITY COMMENTS	3 1.5	- -	- -	- -	- -	- -	- -	1 1.2	- -	2 1.2	1 0.7
MISCELLANEOUS (NET)	29 14.4	5 16.1	- -	- -	3 10.3	2 11.8	17 13.3	11 13.4	7 9.0	22 13.0	23 15.0
NO USUAL BRAND	15 7.4	2 6.5	- -	- -	- -	2 11.8	9 7.0	7 8.5	2 2.6	11 6.5	12 7.8
SAVE FOR SPECIAL OCCASSIONS	3 1.5	1 3.2	- -	- -	1 3.4	- -	3 2.3	1 1.2	1 1.3	3 1.8	3 2.0
PREFER MACANUDA	3 1.5	- -	- -	- -	2 6.9	- -	1 0.8	- -	- -	2 1.2	3 2.0
PREFER TASTE OF OTHER BRAND	2 1.0	- -	- -	- -	- -	- -	1 0.8	1 1.2	1 1.3	2 1.2	2 1.3
OTHER MISCELLANEOUS COMMENTS	10 5.0	2 6.5	- -	- -	1 3.4	- -	6 4.7	4 4.9	4 5.1	7 4.1	6 3.9
DON'T KNOW	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.7
NOTHING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015141

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 22
Q16A : WHY IS THE BEST BRAND YOU EVER SMOKED NOT THE BRAND YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
TOTAL	263 130.2	47 151.6	4 133.3	2 100.0	39 134.5	18 105.9	165 128.9	101 123.2	104 133.3	215 127.2	195 127.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
ARTURO FUENTE	31 15.3	31 100.0	- -	- -	- -	- -	31 24.2	12 14.6	19 24.4	26 15.4	23 15.0
ASHTON	1 0.5	- -	- -	- -	- -	- -	- -	1 1.2	1 1.3	1 0.6	1 0.7
AVO	3 1.5	- -	3 100.0	- -	- -	- -	2 1.6	3 3.7	2 2.6	2 1.2	3 2.0
BACCARAT	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.7
BERING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.5	- -	- -	- -	- -	- -	1 0.8	1 1.2	1 1.3	1 0.6	1 0.7
DAVIDOFF	2 1.0	- -	- -	2 100.0	- -	- -	1 0.8	2 2.4	2 2.6	1 0.6	2 1.3
DON DIEGO	1 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.3	1 0.6	1 0.7
DUNHILL	4 2.0	- -	- -	- -	- -	- -	2 1.6	1 1.2	1 1.3	4 2.4	3 2.0
EXCALIBAR	1 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.6	1 0.7
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
H. UPMANN	3 1.5	- -	- -	- -	- -	- -	1 0.8	- -	2 2.6	- -	1 0.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
HAMLET	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HENRI WINTERMANS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
HOYO DE MONTEREY	4	-	-	-	-	-	2	1	-	4	1
	2.0	-	-	-	-	-	1.6	1.2	-	2.4	0.7
J.R.	7	-	-	-	-	-	4	3	4	7	6
	3.5	-	-	-	-	-	3.1	3.7	5.1	4.1	3.9
JUEN CLEMENTE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
LA GLORIA CUBANA	15	-	-	-	-	-	13	7	4	11	14
	7.4	-	-	-	-	-	10.2	8.5	5.1	6.5	9.2
MACANUDO	29	-	-	-	29	-	12	9	10	29	22
	14.4	-	-	-	100.0	-	9.4	11.0	12.8	17.2	14.4
MONTE CRISTO	1	-	-	-	-	-	1	-	-	1	1
	0.5	-	-	-	-	-	0.8	-	-	0.6	0.7
MONTECRUZ	3	-	-	-	-	-	-	1	-	1	1
	1.5	-	-	-	-	-	-	1.2	-	0.6	0.7
OSCAR	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PARTAGAS	17	-	-	-	-	17	11	12	7	15	17
	8.4	-	-	-	-	100.0	8.6	14.6	9.0	8.9	11.1
PLEIADES	1	-	-	-	-	-	-	1	1	1	1
	0.5	-	-	-	-	-	-	1.2	1.3	0.6	0.7
PRIMO DEL REY	1	-	-	-	-	-	1	1	-	1	1
	0.5	-	-	-	-	-	0.8	1.2	-	0.6	0.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
PUNCH	2 1.0	- -	- -	- -	- -	- -	2 1.6	1 1.2	- -	2 1.2	1 0.7
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	3 1.5	- -	- -	- -	- -	- -	1 0.8	2 2.4	1 1.3	1 0.6	3 2.0
ROYAL JAMICA	1 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.6	1 0.7
SIMON BOLIVAR	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.7
TE-AMO	3 1.5	- -	- -	- -	- -	- -	2 1.6	- -	2 2.6	3 1.8	3 2.0
TEMPLE HALL	1 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.3	1 0.6	1 0.7
THOMPSON	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	1 0.7
ZINO	2 1.0	- -	- -	- -	- -	- -	1 0.8	2 2.4	1 1.3	2 1.2	2 1.3
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ANTONIO & CLEOPATRA	2 1.0	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.6	- -
CASABLANCA	2 1.0	- -	- -	- -	- -	- -	- -	1 1.2	- -	2 1.2	2 1.3
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	2 1.0	- -	- -	- -	- -	- -	- -	- -	- -	2 1.2	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	3 1.5	- -	- -	- -	- -	- -	2 1.6	- -	1 1.3	3 1.8	2 1.3
LICINCIADOS	3 1.5	- -	- -	- -	- -	- -	2 1.6	1 1.2	1 1.3	3 1.8	1 0.7
MONTE CARLO	3 1.5	- -	- -	- -	- -	- -	2 1.6	- -	- -	3 1.8	2 1.3
MUNI MAKERS	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.6	1 0.7
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 0.5	- -	- -	- -	- -	- -	1 0.8	1 1.2	- -	1 0.6	1 0.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 23
Q17 : WHAT BRAND DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not smoke best brand most often	202	31	3	2	29	17	128	82	78	169	153
PAUL GAMARIAN	1 0.5	- -	- -	- -	- -	- -	1 0.8	1 1.2	1 1.3	1 0.6	1 0.7
PORLARRANGA	1 0.5	- -	- -	- -	- -	- -	1 0.8	1 1.2	- -	1 0.6	1 0.7
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	1 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.7
TIPARILLO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE OWL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	8 4.0	- -	- -	- -	- -	- -	3 2.3	- -	2 2.6	5 3.0	3 2.0
NONE	10 5.0	- -	- -	- -	- -	- -	7 5.5	6 7.3	3 3.8	8 4.7	9 5.9
OTHER	23 11.4	- -	- -	- -	- -	- -	16 12.5	11 13.4	10 12.8	18 10.7	15 9.8
TOTAL	202 100.0	31 100.0	3 100.0	2 100.0	29 100.0	17 100.0	128 100.0	82 100.0	78 100.0	169 100.0	153 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TASTE/FLAVOR (NET)	236	26	6	5	46	13	128	87	83	193	161
	65.0	54.2	85.7	50.0	70.8	50.0	61.8	68.5	64.8	67.2	66.0
MILD TASTE/FLAVOR/NOT TOO STRONG	63 17.4	8 16.7	2 28.6	1 10.0	17 26.2	2 7.7	28 13.5	18 14.2	20 15.6	52 18.1	43 17.6
SMOOTH TASTE/FLAVOR/ NOT HARSH	65 17.9	7 14.6	3 42.9	3 30.0	15 23.1	3 11.5	29 14.0	26 20.5	17 13.3	50 17.4	34 13.9
RICH TASTE/FLAVOR	16 4.4	3 6.3	- -	- -	2 3.1	2 7.7	10 4.8	6 4.7	8 6.3	14 4.9	11 4.5
ROBUST/FULL-FLAVORED	32 8.8	4 8.3	1 14.3	- -	1 1.5	3 11.5	27 13.0	14 11.0	15 11.7	27 9.4	26 10.7
CONSISTENT TASTE/ FLAVOR	10 2.8	2 4.2	1 14.3	- -	3 4.6	- -	8 3.9	4 3.1	3 2.3	9 3.1	9 3.7
LIKE FRESHNESS	11 3.0	1 2.1	- -	- -	3 4.6	- -	3 1.4	2 1.6	- -	10 3.5	3 1.2
LIKE TASTE/FLAVOR (UNSPECIFIED)	33 9.1	2 4.2	1 14.3	1 10.0	9 13.8	2 7.7	15 7.2	16 12.6	11 8.6	29 10.1	26 10.7
STRONG TASTE/FLAVOR	22 6.1	5 10.4	- -	- -	1 1.5	2 7.7	15 7.2	8 6.3	11 8.6	16 5.6	15 6.1
NOT BURN MOUTH	14 3.9	- -	1 14.3	- -	4 6.2	2 7.7	6 2.9	2 1.6	6 4.7	10 3.5	10 4.1
SWEET TASTE/FLAVOR	20 5.5	2 4.2	- -	- -	5 7.7	1 3.8	6 2.9	8 6.3	8 6.3	14 4.9	12 4.9
SPICY TASTE/FLAVOR	11 3.0	2 4.2	- -	- -	- -	1 3.8	11 5.3	8 6.3	3 2.3	10 3.5	11 4.5
GOOD TOBACCO TASTE/ FLAVOR	3 0.8	- -	- -	- -	2 3.1	- -	1 0.5	- -	2 1.6	3 1.0	2 0.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
NUTTY COFFEE FLAVOR	8	-	-	-	1	1	7	4	5	8	6
	2.2	-	-	-	1.5	3.8	3.4	3.1	3.9	2.8	2.5
CREAMY TASTE	4	-	-	-	-	1	4	4	-	4	4
	1.1	-	-	-	-	3.8	1.9	3.1	-	1.4	1.6
NOT BITTER	2	-	-	-	-	-	1	-	1	2	1
	0.6	-	-	-	-	-	0.5	-	0.8	0.7	0.4
DRY TASTE	2	-	-	-	-	-	1	-	-	-	2
	0.6	-	-	-	-	-	0.5	-	-	-	0.8
OTHER TASTE/FLAVOR COMMENTS	13	2	-	1	3	-	11	7	5	10	8
	3.6	4.2	-	10.0	4.6	-	5.3	5.5	3.9	3.5	3.3
VARIETY (NET)	19	3	-	-	5	4	13	8	7	17	17
	5.2	6.3	-	-	7.7	15.4	6.3	6.3	5.5	5.9	7.0
VARIETY OF FLAVORS	9	1	-	-	2	2	6	5	4	8	8
	2.5	2.1	-	-	3.1	7.7	2.9	3.9	3.1	2.8	3.3
VARIETY OF SIZES	12	3	-	-	4	2	8	4	4	11	10
	3.3	6.3	-	-	6.2	7.7	3.9	3.1	3.1	3.8	4.1
OTHER VARIETY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY (NET)	22	3	-	1	6	3	11	8	10	17	16
	6.1	6.3	-	10.0	9.2	11.5	5.3	6.3	7.8	5.9	6.6
AVAILABLE/EASY TO FIND	22	3	-	1	6	3	11	8	10	17	16
	6.1	6.3	-	10.0	9.2	11.5	5.3	6.3	7.8	5.9	6.6
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
QUALITY (NET)	158	24	3	8	31	10	98	54	69	127	115
	43.5	50.0	42.9	80.0	47.7	38.5	47.3	42.5	53.9	44.3	47.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
GOOD QUALITY (UNSPECIFIED)	13 3.6	2 4.2	- -	1 10.0	3 4.6	- -	7 3.4	6 4.7	6 4.7	12 4.2	11 4.5
WELL MADE/GOOD QUALITY/CONSTRUCTION	40 11.0	10 20.8	- -	2 20.0	4 6.2	2 7.7	28 13.5	17 13.4	17 13.3	34 11.8	31 12.7
CONSISTENT QUALITY	36 9.9	9 18.8	- -	3 30.0	9 13.8	1 3.8	27 13.0	10 7.9	16 12.5	30 10.5	29 11.9
HIGH GRADE TOBACCO/ BLEND OF TOBACCO	16 4.4	3 6.3	1 14.3	1 10.0	5 7.7	2 7.7	10 4.8	6 4.7	8 6.3	12 4.2	15 6.1
WELL ROLLED/WRAPPED	15 4.1	2 4.2	- -	1 10.0	3 4.6	1 3.8	9 4.3	1 0.8	5 3.9	13 4.5	13 5.3
PACKED WELL/EVENLY	14 3.9	- -	- -	- -	3 4.6	1 3.8	11 5.3	5 3.9	4 3.1	9 3.1	8 3.3
BURNS/SMOKES WELL/ EVENLY	55 15.2	5 10.4	1 14.3	3 30.0	13 20.0	4 15.4	30 14.5	20 15.7	23 18.0	48 16.7	37 15.2
EASY TO DRAW	35 9.6	2 4.2	2 28.6	1 10.0	6 9.2	2 7.7	17 8.2	6 4.7	16 12.5	26 9.1	27 11.1
SMOKE DOWN TO END	6 1.7	- -	- -	1 10.0	2 3.1	- -	3 1.4	2 1.6	3 2.3	6 2.1	4 1.6
LASTS LONGER/BURNS A LONG TIME	7 1.9	1 2.1	- -	- -	1 1.5	- -	4 1.9	1 0.8	2 1.6	4 1.4	3 1.2
GOOD AMOUNT OF SMOKE	2 0.6	- -	- -	- -	- -	- -	2 1.0	1 0.8	1 0.8	2 0.7	1 0.4
OTHER QUALITY COMMENTS	3 0.8	- -	- -	- -	- -	1 3.8	- -	- -	- -	2 0.7	2 0.8
STYLE/DESIGN (NET)	87 24.0	15 31.3	2 28.6	3 30.0	15 23.1	9 34.6	53 25.6	36 28.3	37 28.9	68 23.7	60 24.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
LIKE THE WRAPPER (UNSPECIFIED)	7 1.9	1 2.1	- -	- -	2 3.1	- -	4 1.9	2 1.6	3 2.3	4 1.4	5 2.0
MADURO WRAPPER	5 1.4	3 6.3	- -	- -	- -	- -	5 2.4	2 1.6	3 2.3	4 1.4	5 2.0
CONNECTICUT WRAPPER	3 0.8	- -	1 14.3	- -	1 1.5	- -	2 1.0	3 2.4	1 0.8	2 0.7	3 1.2
BROWN WRAPPER	3 0.8	- -	- -	- -	- -	1 3.8	2 1.0	1 0.8	1 0.8	3 1.0	3 1.2
LIKE THE SIZE	22 6.1	5 10.4	- -	2 20.0	1 1.5	5 19.2	14 6.8	12 9.4	11 8.6	15 5.2	15 6.1
LIKE LARGER SIZE/ LARGER RING	13 3.6	1 2.1	- -	- -	3 4.6	2 7.7	5 2.4	5 3.9	4 3.1	10 3.5	10 4.1
MORE TOBACCO/LESS PAPER IN CIGAR	3 0.8	- -	- -	- -	1 1.5	1 3.8	3 1.4	1 0.8	1 0.8	3 1.0	3 1.2
HAND MADE/ROLLED	13 3.6	2 4.2	- -	- -	2 3.1	1 3.8	10 4.8	3 2.4	5 3.9	10 3.5	8 3.3
FULL BODIED	10 2.8	- -	1 14.3	- -	4 6.2	1 3.8	4 1.9	6 4.7	4 3.1	10 3.5	8 3.3
NATURAL WRAPPER	4 1.1	- -	- -	1 10.0	- -	- -	- -	1 0.8	1 0.8	2 0.7	- -
SMALLER SIZE/SMALLER RING SIZE	4 1.1	- -	- -	- -	1 1.5	- -	3 1.4	- -	1 0.8	4 1.4	2 0.8
TOBACCO/FILLERS AGED	4 1.1	1 2.1	1 14.3	- -	- -	- -	3 1.4	1 0.8	2 1.6	2 0.7	1 0.4
QUICK SMOKE	2 0.6	- -	- -	- -	- -	- -	- -	1 0.8	1 0.8	2 0.7	1 0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
OTHER STYLE/DESIGN COMMENTS	13 3.6	5 10.4	- -	- -	1 1.5	1 3.8	12 5.8	7 5.5	8 6.3	12 4.2	9 3.7
PRICE/VALUE (NET)	92 25.3	16 33.3	- -	3 30.0	8 12.3	5 19.2	62 30.0	29 22.8	37 28.9	78 27.2	70 28.7
LESS EXPENSIVE/NOT EXPENSIVE	23 6.3	2 4.2	- -	- -	3 4.6	3 11.5	16 7.7	7 5.5	8 6.3	19 6.6	15 6.1
GOOD/REASONABLE PRICE	29 8.0	5 10.4	- -	- -	4 6.2	- -	20 9.7	9 7.1	11 8.6	25 8.7	25 10.2
GOOD VALUE FOR THE MONEY	33 9.1	7 14.6	- -	2 20.0	2 3.1	3 11.5	20 9.7	10 7.9	14 10.9	28 9.8	25 10.2
$1 TO $5 A PIECE	12 3.3	2 4.2	- -	- -	- -	- -	10 4.8	4 3.1	5 3.9	9 3.1	10 4.1
OTHER PRICE/VALUE COMMENTS	1 0.3	- -	- -	1 10.0	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
APPEARANCE (NET)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER APPEARANCE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	102 28.1	12 25.0	3 42.9	6 60.0	22 33.8	6 23.1	53 25.6	33 26.0	31 24.2	77 26.8	66 27.0
LIKE THE OILS	2 0.6	- -	1 14.3	- -	- -	1 3.8	1 0.5	2 1.6	2 1.6	2 0.7	2 0.8
LIKE THE TEXTURE	6 1.7	- -	- -	- -	2 3.1	1 3.8	4 1.9	4 3.1	2 1.6	4 1.4	5 2.0
LIKE SMELL/AROMA	41 11.3	6 12.5	2 28.6	3 30.0	10 15.4	2 7.7	23 11.1	15 11.8	9 7.0	31 10.8	26 10.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
LIKE THE ASH	7 1.9	- -	- -	- -	1 1.5	1 3.8	3 1.4	1 0.8	2 1.6	5 1.7	3 1.2
RELAXING/PLEASURABLE	7 1.9	1 2.1	- -	- -	1 1.5	- -	2 1.0	1 0.8	1 0.8	4 1.4	4 1.6
DOMINICAN MADE	4 1.1	1 2.1	- -	- -	- -	- -	3 1.4	1 0.8	2 1.6	3 1.0	3 1.2
EVERYDAY CIGAR/CAN SMOKE EVERYDAY	2 0.6	1 2.1	- -	1 10.0	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	2 0.8
NO PROBLEMS/BAD EXPERIENCE	2 0.6	- -	1 14.3	- -	- -	1 3.8	2 1.0	1 0.8	1 0.8	1 0.3	2 0.8
AROMA NOT OFFENSIVE TO OTHERS	7 1.9	2 4.2	- -	- -	1 1.5	- -	3 1.4	2 1.6	1 0.8	5 1.7	2 0.8
NAME BRAND RECOGNITION	3 0.8	- -	- -	1 10.0	1 1.5	- -	1 0.5	2 1.6	2 1.6	3 1.0	2 0.8
GOES WELL WITH ALCOHOL	2 0.6	- -	- -	- -	- -	- -	- -	1 0.8	1 0.8	1 0.3	1 0.4
WOOD/CEDER BOX	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	1 0.4
SMOKE AFTER A MEAL	2 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	1 0.4
CUBAN	5 1.4	- -	- -	- -	- -	- -	4 1.9	3 2.4	5 3.9	4 1.4	5 2.0
HIGH/UPPER CLASS	3 0.8	- -	- -	1 10.0	2 3.1	- -	1 0.5	1 0.8	1 0.8	3 1.0	3 1.2
SIMILAR TO CUBAN CIGAR	3 0.8	- -	1 14.3	- -	- -	- -	2 1.0	1 0.8	1 0.8	3 1.0	2 0.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 24
Q18A : WHAT DO YOU LIKE ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
HIGH RATING IN CIGAR AFICIONADO	2 0.6	- -	- -	- -	- -	- -	2 1.0	- -	1 0.8	2 0.7	1 0.4
OTHER MISCELLANEOUS COMMENTS	17 4.7	2 4.2	- -	- -	6 9.2	1 3.8	6 2.9	5 3.9	6 4.7	14 4.9	11 4.5
DON'T KNOW	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	- -
NOTHING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
TOTAL	937 258.1	126 262.5	21 300.0	32 320.0	178 273.8	66 253.8	548 264.7	336 264.6	357 278.9	758 264.1	663 271.7

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TASTE/FLAVOR (NET)	19	2	-	1	6	1	7	4	4	16	8
	5.2	4.2	-	10.0	9.2	3.8	3.4	3.1	3.1	5.6	3.3
FRESHER	7	-	-	1	2	1	2	2	1	6	4
	1.9	-	-	10.0	3.1	3.8	1.0	1.6	0.8	2.1	1.6
MILDER TASTE/FLAVOR/ NOT AS STRONG	6	1	-	-	3	-	1	-	-	5	1
	1.7	2.1	-	-	4.6	-	0.5	-	-	1.7	0.4
MAKE TASTE AS GOOD AS DAVIDOFF	2	-	-	-	-	-	2	-	2	2	1
	0.6	-	-	-	-	-	1.0	-	1.6	0.7	0.4
STAYS FRESH LONGER IN THE BOX	2	-	-	-	-	-	-	-	-	1	-
	0.6	-	-	-	-	-	-	-	-	0.3	-
OTHER TASTE/FLAVOR COMMENTS	2	1	-	-	1	-	2	2	1	2	2
	0.6	2.1	-	-	1.5	-	1.0	1.6	0.8	0.7	0.8
VARIETY (NET)	5	2	-	-	1	1	4	2	2	4	2
	1.4	4.2	-	-	1.5	3.8	1.9	1.6	1.6	1.4	0.8
DIFFERENT SIZE PACKAGES	5	2	-	-	1	1	4	2	2	4	2
	1.4	4.2	-	-	1.5	3.8	1.9	1.6	1.6	1.4	0.8
OTHER VARIETY COMMENTS	1	1	-	-	-	-	1	-	-	1	1
	0.3	2.1	-	-	-	-	0.5	-	-	0.3	0.4
AVAILABILITY (NET)	67	19	-	-	8	5	53	27	29	53	54
	18.5	39.6	-	-	12.3	19.2	25.6	21.3	22.7	18.5	22.1
MAKE MORE AVAILABLE	58	19	-	-	8	3	47	22	23	48	47
	16.0	39.6	-	-	12.3	11.5	22.7	17.3	18.0	16.7	19.3
MAKE AVAILABLE IN U.S./NOT ILLEGAL	9	-	-	-	-	2	6	5	6	5	7
	2.5	-	-	-	-	7.7	2.9	3.9	4.7	1.7	2.9
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
QUALITY (NET)	31	5	1	-	4	1	18	8	12	26	23
	8.5	10.4	14.3	-	6.2	3.8	8.7	6.3	9.4	9.1	9.4
IMPROVE QUALITY OF TOBACCO	4	1	-	-	-	-	2	2	2	3	3
	1.1	2.1	-	-	-	-	1.0	1.6	1.6	1.0	1.2
IMPROVE WAY CIGAR BURNS/EVEN BURN	8	2	-	-	1	-	6	3	4	7	6
	2.2	4.2	-	-	1.5	-	2.9	2.4	3.1	2.4	2.5
MORE CONSISTENT QUALITY	9	1	1	-	2	-	6	4	6	8	9
	2.5	2.1	14.3	-	3.1	-	2.9	3.1	4.7	2.8	3.7
NO/LESS STEAMS	2	-	-	-	-	-	-	-	-	1	1
	0.6	-	-	-	-	-	-	-	-	0.3	0.4
ROLL TIGHT/TIGHTER	5	1	-	-	-	1	3	1	2	5	3
	1.4	2.1	-	-	-	3.8	1.4	0.8	1.6	1.7	1.2
MOIST/NOT DRY	2	-	-	-	1	-	2	-	-	2	2
	0.6	-	-	-	1.5	-	1.0	-	-	0.7	0.8
BETTER QUALITY CONSTRUCTION/NOT FALL APART	3	-	-	-	-	-	1	-	-	1	-
	0.8	-	-	-	-	-	0.5	-	-	0.3	-
OTHER QUALITY COMMENTS	3	1	-	-	-	-	1	-	1	3	3
	0.8	2.1	-	-	-	-	0.5	-	0.8	1.0	1.2
STYLE/DESIGN (NET)	23	2	1	-	8	1	10	6	5	18	13
	6.3	4.2	14.3	-	12.3	3.8	4.8	4.7	3.9	6.3	5.3
LARGER/BIGGER SIZE	12	-	-	-	5	-	4	2	1	9	5
	3.3	-	-	-	7.7	-	1.9	1.6	0.8	3.1	2.0
DIFFERENT TYPE WRAPPER	1	1	-	-	-	-	1	1	1	1	1
	0.3	2.1	-	-	-	-	0.5	0.8	0.8	0.3	0.4
MUDURO WRAPPER/DARK MUDURO COLOUR	2	-	-	-	1	-	-	-	-	2	2
	0.6	-	-	-	1.5	-	-	-	-	0.7	0.8

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 25
Q18B : WHAT WOULD YOU LIKE TO SEE IMPROVED ABOUT THE CIGAR YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
OTHER STYLE/DESIGN COMMENTS	9	2	1	-	2	1	6	4	4	7	6
	2.5	4.2	14.3	-	3.1	3.8	2.9	3.1	3.1	2.4	2.5
PRICE/VALUE (NET)	82	10	4	5	22	4	41	27	27	67	56
	22.6	20.8	57.1	50.0	33.8	15.4	19.8	21.3	21.1	23.3	23.0
LOWER/REDUCE PRICE	78	10	4	5	21	4	40	26	27	64	54
	21.5	20.8	57.1	50.0	32.3	15.4	19.3	20.5	21.1	22.3	22.1
BETTER VALUE FOR THE MONEY	3	-	-	-	1	-	1	1	-	3	2
	0.8	-	-	-	1.5	-	0.5	0.8	-	1.0	0.8
OTHER PRICE/VALUE COMMENTS	2	-	-	-	-	-	1	-	-	1	-
	0.6	-	-	-	-	-	0.5	-	-	0.3	-
MISCELLANEOUS (NET)	9	1	-	-	1	1	6	2	3	8	7
	2.5	2.1	-	-	1.5	3.8	2.9	1.6	2.3	2.8	2.9
LESS/FEWER IN A BOX	4	-	-	-	1	-	4	-	1	4	3
	1.1	-	-	-	1.5	-	1.9	-	0.8	1.4	1.2
MORE IN BOX/25 INSTEAD OF 10	2	1	-	-	-	1	1	1	1	2	2
	0.6	2.1	-	-	-	3.8	0.5	0.8	0.8	0.7	0.8
OTHER MISCELLANEOUS COMMENTS	3	-	-	-	-	-	1	1	1	2	2
	0.8	-	-	-	-	-	0.5	0.8	0.8	0.7	0.8
DON'T KNOW	10	-	-	1	-	-	3	4	4	5	5
	2.8	-	-	10.0	-	-	1.4	3.1	3.1	1.7	2.0
NOTHING	134	14	2	4	25	12	72	46	49	106	87
	36.9	29.2	28.6	40.0	38.5	46.2	34.8	36.2	38.3	36.9	35.7
TOTAL	388	58	8	11	75	26	220	129	139	310	261
	106.9	120.8	114.3	110.0	115.4	100.0	106.3	101.6	108.6	108.0	107.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 26
Q19 : WHAT SIZE CIGAR DO YOU SMOKE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
CHURCHILL	75 20.7	9 18.8	3 42.9	2 20.0	12 18.5	6 23.1	44 21.3	28 22.0	27 21.1	67 23.3	50 20.5
DOUBLE CORONA	41 11.3	10 20.8	1 14.3	2 20.0	3 4.6	2 7.7	25 12.1	23 18.1	18 14.1	33 11.5	31 12.7
CORONA	58 16.0	3 6.3	- -	1 10.0	13 20.0	7 26.9	29 14.0	17 13.4	16 12.5	42 14.6	36 14.8
ROBUSTO	39 10.7	7 14.6	- -	2 20.0	3 4.6	4 15.4	32 15.5	18 14.2	23 18.0	35 12.2	32 13.1
PETIT CORONA	20 5.5	3 6.3	1 14.3	- -	8 12.3	- -	10 4.8	2 1.6	5 3.9	14 4.9	14 5.7
LONSDALE#1	20 5.5	2 4.2	- -	1 10.0	1 1.5	2 7.7	10 4.8	6 4.7	10 7.8	14 4.9	14 5.7
PANATELLA	12 3.3	- -	- -	- -	3 4.6	- -	2 1.0	2 1.6	- -	7 2.4	5 2.0
CIGARILLO	7 1.9	- -	- -	- -	4 6.2	- -	2 1.0	1 0.8	1 0.8	5 1.7	3 1.2
DON'T KNOW	53 14.6	4 8.3	2 28.6	1 10.0	6 9.2	1 3.8	28 13.5	19 15.0	12 9.4	41 14.3	34 13.9
OTHER	38 10.5	10 20.8	- -	1 10.0	12 18.5	4 15.4	25 12.1	11 8.7	16 12.5	29 10.1	25 10.2
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 27
Q20 : IS THE BRAND YOU SMOKE MOST OFTEN NOW, DIFFERENT THAN THE ONE YOU SMOKED MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents smoking more than two years	338	46	7	10	61	24	196	117	121	269	230
YES	144 42.6	22 47.8	4 57.1	7 70.0	14 23.0	8 33.3	99 50.5	65 55.6	62 51.2	124 46.1	108 47.0
NO	194 57.4	24 52.2	3 42.9	3 30.0	47 77.0	16 66.7	97 49.5	52 44.4	59 48.8	145 53.9	122 53.0
TOTAL	338 100.0	46 100.0	7 100.0	10 100.0	61 100.0	24 100.0	196 100.0	117 100.0	121 100.0	269 100.0	230 100.0

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10 May 95

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	144	22	4	7	14	8	99	65	62	124	108
ARTURO FUENTE	9 6.3	- -	- -	- -	1 7.1	1 12.5	9 9.1	2 3.1	4 6.5	7 5.6	6 5.6
ASHTON	1 0.7	- -	- -	- -	- -	- -	1 1.0	1 1.5	- -	- -	1 0.9
AVO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BACCARAT	1 0.7	- -	- -	- -	- -	- -	1 1.0	- -	- -	1 0.8	1 0.9
BERING	1 0.7	- -	- -	- -	- -	- -	1 1.0	1 1.5	- -	1 0.8	- -
COHIBA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.7	- -	- -	- -	- -	- -	1 1.0	1 1.5	- -	1 0.8	1 0.9
DAVIDOFF	2 1.4	- -	- -	- -	1 7.1	- -	1 1.0	2 3.1	2 3.2	2 1.6	2 1.9
DON DIEGO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUNHILL	2 1.4	- -	- -	1 14.3	- -	- -	1 1.0	2 3.1	2 3.2	1 0.8	1 0.9
EXCALIBAR	1 0.7	- -	- -	- -	- -	- -	1 1.0	- -	- -	1 0.8	1 0.9
GRIFFINS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	144	22	4	7	14	8	99	65	62	124	108
H. UPMANN	9 6.3	3 13.6	- -	1 14.3	- -	- -	6 6.1	5 7.7	5 8.1	9 7.3	8 7.4
HAMLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HENRI WINTERMANS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOYO DE MONTEREY	6 4.2	2 9.1	- -	1 14.3	- -	1 12.5	5 5.1	3 4.6	4 6.5	4 3.2	6 5.6
J.R.	1 0.7	- -	- -	- -	- -	- -	1 1.0	1 1.5	1 1.6	1 0.8	1 0.9
JUEN CLEMENTE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	2 1.4	- -	- -	- -	- -	1 12.5	- -	1 1.5	1 1.6	2 1.6	2 1.9
MACANUDO	30 20.8	1 4.5	1 25.0	3 42.9	- -	3 37.5	21 21.2	23 35.4	15 24.2	30 24.2	24 22.2
MONTE CRISTO	1 0.7	- -	- -	- -	- -	- -	- -	1 1.5	1 1.6	1 0.8	1 0.9
MONTECRUZ	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OSCAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PARTAGAS	11 7.6	2 9.1	3 75.0	- -	- -	- -	8 8.1	5 7.7	7 11.3	10 8.1	11 10.2

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	144	22	4	7	14	8	99	65	62	124	108
PLEIADES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUNCH	5 3.5	- -	- -	- -	1 7.1	- -	3 3.0	3 4.6	2 3.2	4 3.2	5 4.6
RAMON ALLONES	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROMEO Y JULIETA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROYAL JAMICA	2 1.4	1 4.5	- -	- -	- -	1 12.5	1 1.0	1 1.5	1 1.6	2 1.6	1 0.9
SIMON BOLIVAR	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TE-AMO	5 3.5	1 4.5	- -	- -	1 7.1	- -	2 2.0	1 1.5	- -	3 2.4	3 2.8
TEMPLE HALL	1 0.7	- -	- -	- -	- -	1 12.5	1 1.0	1 1.5	1 1.6	1 0.8	1 0.9
THOMPSON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ZINO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015162

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	144	22	4	7	14	8	99	65	62	124	108
ANTONIO & CLEOPATRA	3 2.1	1 4.5	- -	- -	- -	- -	2 2.0	- -	- -	3 2.4	2 1.9
CASABLANCA	2 1.4	2 9.1	- -	- -	- -	- -	2 2.0	- -	2 3.2	2 1.6	2 1.9
CROOKS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (NS)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON THOMAS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EL PRODUCTO	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GARCIA VEGA	1 0.7	1 4.5	- -	- -	- -	- -	1 1.0	- -	- -	1 0.8	- -
HAVA TAMPA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	1 0.7	- -	- -	- -	- -	- -	1 1.0	- -	- -	- -	1 0.9
LICINCIADOS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MONTE CARLO	1 0.7	- -	- -	- -	- -	- -	1 1.0	- -	- -	1 0.8	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	144	22	4	7	14	8	99	65	62	124	108
MUNI MAKERS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONYX	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PHILLIES	1 0.7	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.8	- -
PAUL GAMARIAN	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PORLARRANGA	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWISHER SWEETS	2 1.4	1 4.5	- -	- -	1 7.1	- -	2 2.0	- -	- -	1 0.8	2 1.9
TIPARILLO	1 0.7	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	1 0.7	- -	- -	- -	- -	- -	1 1.0	1 1.5	1 1.6	1 0.8	1 0.9
WHITE OWL	1 0.7	- -	- -	- -	- -	- -	1 1.0	- -	- -	1 0.8	1 0.9
DON'T KNOW	9 6.3	3 13.6	- -	- -	3 21.4	- -	6 6.1	1 1.5	1 1.6	8 6.5	6 5.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 28
Q21 : WHAT BRAND DID YOU SMOKE MOST OFTEN TWO YEARS AGO?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents different smoked most often brand from two years ago	144	22	4	7	14	8	99	65	62	124	108
NONE	8 5.6	3 13.6	- -	- -	2 14.3	- -	4 4.0	4 6.2	3 4.8	7 5.6	6 5.6
OTHER	22 15.3	1 4.5	- -	1 14.3	3 21.4	- -	14 14.1	5 7.7	9 14.5	17 13.7	11 10.2
TOTAL	144 100.0	22 100.0	4 100.0	7 100.0	14 100.0	8 100.0	99 100.0	65 100.0	62 100.0	124 100.0	108 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 29
Q22 : IF THE BRAND AND SIZE YOU SMOKE MOST OFTEN WERE NOT AVAILABLE, WOULD YOU PURCHASE THE SAME BRAND IN A DIFFERENT SIZE OR A
DIFFERENT BRAND IN THE SAME SIZE?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
SAME BRAND/DIFFERENT SIZE	151 41.6	18 37.5	5 71.4	6 60.0	31 47.7	7 26.9	81 39.1	54 42.5	49 38.3	118 41.1	102 41.8
DIFFERENT BRAND/SAME SIZE	183 50.4	25 52.1	2 28.6	2 20.0	30 46.2	17 65.4	108 52.2	64 50.4	69 53.9	152 53.0	124 50.8
DON'T KNOW	29 8.0	5 10.4	- -	2 20.0	4 6.2	2 7.7	18 8.7	9 7.1	10 7.8	17 5.9	18 7.4
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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SIRS #95-195

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BANNER 2
TABLE 30
Q23 : OF THE LAST TEN TIMES YOU'VE PURCHASED CIGARS, HOW MANY TIMES DID YOU PURCHASE YOUR USUAL BRAND?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ONE	8 2.2	- -	- -	- -	2 3.1	- -	4 1.9	6 4.7	2 1.6	7 2.4	7 2.9
TWO	18 5.0	1 2.1	- -	1 10.0	6 9.2	2 7.7	9 4.3	5 3.9	8 6.3	15 5.2	12 4.9
THREE	23 6.3	3 6.3	- -	- -	1 1.5	2 7.7	18 8.7	9 7.1	10 7.8	18 6.3	16 6.6
FOUR	24 6.6	3 6.3	2 28.6	1 10.0	4 6.2	1 3.8	17 8.2	13 10.2	7 5.5	19 6.6	16 6.6
FIVE	49 13.5	9 18.8	- -	2 20.0	5 7.7	5 19.2	28 13.5	19 15.0	20 15.6	38 13.2	36 14.8
SIX	31 8.5	7 14.6	- -	2 20.0	4 6.2	1 3.8	22 10.6	19 15.0	15 11.7	26 9.1	24 9.8
SEVEN	39 10.7	9 18.8	- -	1 10.0	9 13.8	3 11.5	29 14.0	11 8.7	14 10.9	34 11.8	33 13.5
EIGHT	48 13.2	7 14.6	2 28.6	- -	7 10.8	4 15.4	24 11.6	15 11.8	12 9.4	33 11.5	30 12.3
NINE	25 6.9	3 6.3	- -	- -	7 10.8	3 11.5	14 6.8	5 3.9	7 5.5	20 7.0	14 5.7
TEN	84 23.1	6 12.5	3 42.9	3 30.0	18 27.7	3 11.5	34 16.4	18 14.2	27 21.1	64 22.3	44 18.0
DON'T KNOW	14 3.9	- -	- -	- -	2 3.1	2 7.7	8 3.9	7 5.5	6 4.7	13 4.5	12 4.9
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
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BANNER 2
TABLE 31A
Q24A : ATTRIBUTE RATINGS - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	914	131	20	27	143	72	597	374	373	760	686
A GOOD VALUE	496 54.3	66 50.4	9 45.0	11 40.7	79 55.2	49 68.1	326 54.6	212 56.7	197 52.8	425 55.9	388 56.6
A MILD TASTE	574 62.8	81 61.8	12 60.0	17 63.0	106 74.1	56 77.8	370 62.0	227 60.7	229 61.4	489 64.3	428 62.4
A FULL-BODIED TASTE	610 66.7	92 70.2	12 60.0	15 55.6	105 73.4	56 77.8	397 66.5	244 65.2	254 68.1	512 67.4	456 66.5
CONSISTENCY OF CRAFTSMANSHIP	726 79.4	106 80.9	13 65.0	20 74.1	121 84.6	64 88.9	481 80.6	302 80.7	303 81.2	611 80.4	558 81.3
AVAILABILITY	486 53.2	61 46.6	8 40.0	18 66.7	81 56.6	47 65.3	309 51.8	198 52.9	213 57.1	411 54.1	376 54.8
FRESHNESS	718 78.6	98 74.8	16 80.0	20 74.1	113 79.0	63 87.5	485 81.2	305 81.6	309 82.8	612 80.5	555 80.9
EASY TO DRAW	749 81.9	109 83.2	17 85.0	18 66.7	123 86.0	69 95.8	485 81.2	311 83.2	314 84.2	630 82.9	572 83.4
AROMA	709 77.6	101 77.1	15 75.0	20 74.1	117 81.8	65 90.3	455 76.2	293 78.3	302 81.0	599 78.8	544 79.3

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BANNER 2
TABLE 31B
Q24A : ATTRIBUTE RATINGS - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	914	131	20	27	143	72	597	374	373	760	686
GOOD VALUE	3.6	3.5	3.5	3.2	3.6	3.9	3.6	3.6	3.5	3.7	3.6
MILD TASTE	3.8	3.8	3.9	3.9	4.1	4.1	3.8	3.7	3.7	3.8	3.8
FULL-BODIED TASTE	3.9	4.0	4.1	3.9	4.1	4.2	3.9	3.9	4.0	4.0	4.0
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.4	4.0	4.2	4.4	4.5	4.3	4.4	4.4	4.3	4.4
AVAILABILITY	3.5	3.2	3.3	3.9	3.6	3.7	3.4	3.4	3.5	3.5	3.5
FRESHNESS	4.3	4.4	4.2	4.2	4.4	4.5	4.4	4.4	4.5	4.4	4.3
EASY TO DRAW	4.3	4.4	4.3	4.1	4.3	4.5	4.3	4.4	4.4	4.3	4.3
AROMA	4.2	4.3	4.3	4.1	4.3	4.4	4.2	4.3	4.3	4.2	4.3

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BANNER 2
TABLE 31C
Q24A : ATTRIBUTE RATINGS - GOOD VALUE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	496	66	9	11	79	49	326	212	197	425	388
	54.3	50.4	45.0	40.7	55.2	68.1	54.6	56.7	52.8	55.9	56.6
(5) EXCELLENT	245	39	3	4	34	21	168	102	96	211	189
	26.8	29.8	15.0	14.8	23.8	29.2	28.1	27.3	25.7	27.8	27.6
(4) VERY GOOD	251	27	6	7	45	28	158	110	101	214	199
	27.5	20.6	30.0	25.9	31.5	38.9	26.5	29.4	27.1	28.2	29.0
(3) GOOD	254	33	10	8	43	17	163	87	98	205	175
	27.8	25.2	50.0	29.6	30.1	23.6	27.3	23.3	26.3	27.0	25.5
(2) FAIR	105	15	1	6	18	6	65	48	44	88	83
	11.5	11.5	5.0	22.2	12.6	8.3	10.9	12.8	11.8	11.6	12.1
(1) POOR	44	11	-	2	2	-	33	21	26	29	31
	4.8	8.4	-	7.4	1.4	-	5.5	5.6	7.0	3.8	4.5
DON'T KNOW/REFUSED	15	6	-	-	1	-	10	6	8	13	9
	1.6	4.6	-	-	0.7	-	1.7	1.6	2.1	1.7	1.3
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.6	3.5	3.5	3.2	3.6	3.9	3.6	3.6	3.5	3.7	3.6
Std.Dev.	1.15	1.29	0.83	1.18	1.03	0.93	1.17	1.18	1.20	1.12	1.15
Std.Err.	0.04	0.12	0.18	0.23	0.09	0.11	0.05	0.06	0.06	0.04	0.04

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BANNER 2
TABLE 31D
Q24A : ATTRIBUTE RATINGS - MILD TASTE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	574	81	12	17	106	56	370	227	229	489	428
	62.8	61.8	60.0	63.0	74.1	77.8	62.0	60.7	61.4	64.3	62.4
(5) EXCELLENT	303	50	5	10	53	27	186	118	117	255	220
	33.2	38.2	25.0	37.0	37.1	37.5	31.2	31.6	31.4	33.6	32.1
(4) VERY GOOD	271	31	7	7	53	29	184	109	112	234	208
	29.6	23.7	35.0	25.9	37.1	40.3	30.8	29.1	30.0	30.8	30.3
(3) GOOD	198	25	5	6	28	13	128	70	71	155	145
	21.7	19.1	25.0	22.2	19.6	18.1	21.4	18.7	19.0	20.4	21.1
(2) FAIR	80	16	1	4	5	2	51	40	36	65	63
	8.8	12.2	5.0	14.8	3.5	2.8	8.5	10.7	9.7	8.6	9.2
(1) POOR	39	4	-	-	1	1	33	25	22	30	32
	4.3	3.1	-	-	0.7	1.4	5.5	6.7	5.9	3.9	4.7
DON'T KNOW/REFUSED	23	5	2	-	3	-	15	12	15	21	18
	2.5	3.8	10.0	-	2.1	-	2.5	3.2	4.0	2.8	2.6
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.8	3.8	3.9	3.9	4.1	4.1	3.8	3.7	3.7	3.8	3.8
Std.Dev.	1.13	1.17	0.90	1.10	0.89	0.89	1.16	1.22	1.19	1.12	1.14
Std.Err.	0.04	0.10	0.21	0.21	0.07	0.10	0.05	0.06	0.06	0.04	0.04

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BANNER 2
TABLE 31E
Q24A : ATTRIBUTE RATINGS - FULL-BODIED TASTE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	610	92	12	15	105	56	397	244	254	512	456
	66.7	70.2	60.0	55.6	73.4	77.8	66.5	65.2	68.1	67.4	66.5
(5) EXCELLENT	341	60	9	10	59	32	223	139	145	287	258
	37.3	45.8	45.0	37.0	41.3	44.4	37.4	37.2	38.9	37.8	37.6
(4) VERY GOOD	269	32	3	5	46	24	174	105	109	225	198
	29.4	24.4	15.0	18.5	32.2	33.3	29.1	28.1	29.2	29.6	28.9
(3) GOOD	205	18	6	8	30	13	134	86	77	172	160
	22.4	13.7	30.0	29.6	21.0	18.1	22.4	23.0	20.6	22.6	23.3
(2) FAIR	68	14	1	2	5	2	46	27	25	55	49
	7.4	10.7	5.0	7.4	3.5	2.8	7.7	7.2	6.7	7.2	7.1
(1) POOR	16	4	-	-	2	1	14	10	9	13	11
	1.8	3.1	-	-	1.4	1.4	2.3	2.7	2.4	1.7	1.6
DON'T KNOW/REFUSED	15	3	1	2	1	-	6	7	8	8	10
	1.6	2.3	5.0	7.4	0.7	-	1.0	1.9	2.1	1.1	1.5
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.9	4.0	4.1	3.9	4.1	4.2	3.9	3.9	4.0	4.0	4.0
Std.Dev.	1.03	1.16	1.03	1.04	0.94	0.92	1.06	1.07	1.05	1.03	1.03
Std.Err.	0.03	0.10	0.24	0.21	0.08	0.11	0.04	0.06	0.06	0.04	0.04

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TABLE 31F
Q24A : ATTRIBUTE RATINGS - CONSISTENCY OF CRAFTSMANSHIP

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	726	106	13	20	121	64	481	302	303	611	558
	79.4	80.9	65.0	74.1	84.6	88.9	80.6	80.7	81.2	80.4	81.3
(5) EXCELLENT	502	82	7	14	82	44	321	210	233	415	382
	54.9	62.6	35.0	51.9	57.3	61.1	53.8	56.1	62.5	54.6	55.7
(4) VERY GOOD	224	24	6	6	39	20	160	92	70	196	176
	24.5	18.3	30.0	22.2	27.3	27.8	26.8	24.6	18.8	25.8	25.7
(3) GOOD	139	16	5	6	17	7	87	54	51	112	101
	15.2	12.2	25.0	22.2	11.9	9.7	14.6	14.4	13.7	14.7	14.7
(2) FAIR	20	2	1	1	1	1	11	7	8	14	9
	2.2	1.5	5.0	3.7	0.7	1.4	1.8	1.9	2.1	1.8	1.3
(1) POOR	12	2	-	-	3	-	7	3	5	8	8
	1.3	1.5	-	-	2.1	-	1.2	0.8	1.3	1.1	1.2
DON'T KNOW/REFUSED	17	5	1	-	1	-	11	8	6	15	10
	1.9	3.8	5.0	-	0.7	-	1.8	2.1	1.6	2.0	1.5
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.4	4.0	4.2	4.4	4.5	4.3	4.4	4.4	4.3	4.4
Std.Dev.	0.91	0.89	0.94	0.93	0.88	0.73	0.88	0.86	0.90	0.88	0.87
Std.Err.	0.03	0.08	0.22	0.18	0.07	0.09	0.04	0.05	0.05	0.03	0.03

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BANNER 2
TABLE 31G
Q24A : ATTRIBUTE RATINGS - AVAILABILITY

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	486	61	8	18	81	47	309	198	213	411	376
	53.2	46.6	40.0	66.7	56.6	65.3	51.8	52.9	57.1	54.1	54.8
(5) EXCELLENT	283	32	6	14	50	25	175	110	120	242	220
	31.0	24.4	30.0	51.9	35.0	34.7	29.3	29.4	32.2	31.8	32.1
(4) VERY GOOD	203	29	2	4	31	22	134	88	93	169	156
	22.2	22.1	10.0	14.8	21.7	30.6	22.4	23.5	24.9	22.2	22.7
(3) GOOD	187	23	8	3	31	10	125	71	64	154	129
	20.5	17.6	40.0	11.1	21.7	13.9	20.9	19.0	17.2	20.3	18.8
(2) FAIR	101	21	1	5	14	6	70	42	34	85	71
	11.1	16.0	5.0	18.5	9.8	8.3	11.7	11.2	9.1	11.2	10.3
(1) POOR	125	21	3	1	14	9	81	57	58	97	101
	13.7	16.0	15.0	3.7	9.8	12.5	13.6	15.2	15.5	12.8	14.7
DON'T KNOW/REFUSED	15	5	-	-	3	-	12	6	4	13	9
	1.6	3.8	-	-	2.1	-	2.0	1.6	1.1	1.7	1.3
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.5	3.2	3.3	3.9	3.6	3.7	3.4	3.4	3.5	3.5	3.5
Std.Dev.	1.39	1.43	1.39	1.33	1.33	1.36	1.38	1.42	1.43	1.38	1.42
Std.Err.	0.05	0.13	0.31	0.26	0.11	0.16	0.06	0.07	0.07	0.05	0.05

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BANNER 2
TABLE 31H
Q24A : ATTRIBUTE RATINGS - FRESHNESS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	718	98	16	20	113	63	485	305	309	612	555
	78.6	74.8	80.0	74.1	79.0	87.5	81.2	81.6	82.8	80.5	80.9
(5) EXCELLENT	487	80	8	13	85	40	337	205	227	416	365
	53.3	61.1	40.0	48.1	59.4	55.6	56.4	54.8	60.9	54.7	53.2
(4) VERY GOOD	231	18	8	7	28	23	148	100	82	196	190
	25.3	13.7	40.0	25.9	19.6	31.9	24.8	26.7	22.0	25.8	27.7
(3) GOOD	134	17	3	7	25	5	73	49	43	106	82
	14.7	13.0	15.0	25.9	17.5	6.9	12.2	13.1	11.5	13.9	12.0
(2) FAIR	31	7	1	-	1	-	18	9	8	18	21
	3.4	5.3	5.0	-	0.7	-	3.0	2.4	2.1	2.4	3.1
(1) POOR	5	1	-	-	1	-	3	2	1	3	5
	0.5	0.8	-	-	0.7	-	0.5	0.5	0.3	0.4	0.7
DON'T KNOW/REFUSED	26	8	-	-	3	4	18	9	12	21	23
	2.8	6.1	-	-	2.1	5.6	3.0	2.4	3.2	2.8	3.4
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.4	4.2	4.2	4.4	4.5	4.4	4.4	4.5	4.4	4.3
Std.Dev.	0.89	0.98	0.88	0.85	0.85	0.63	0.86	0.85	0.81	0.84	0.87
Std.Err.	0.03	0.09	0.20	0.16	0.07	0.08	0.04	0.04	0.04	0.03	0.03

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BANNER 2
TABLE 31I
Q24A : ATTRIBUTE RATINGS - EASY TO DRAW

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	749	109	17	18	123	69	485	311	314	630	572
	81.9	83.2	85.0	66.7	86.0	95.8	81.2	83.2	84.2	82.9	83.4
(5) EXCELLENT	482	75	10	14	69	39	325	210	209	399	367
	52.7	57.3	50.0	51.9	48.3	54.2	54.4	56.1	56.0	52.5	53.5
(4) VERY GOOD	267	34	7	4	54	30	160	101	105	231	205
	29.2	26.0	35.0	14.8	37.8	41.7	26.8	27.0	28.2	30.4	29.9
(3) GOOD	126	16	3	6	18	3	85	45	42	101	88
	13.8	12.2	15.0	22.2	12.6	4.2	14.2	12.0	11.3	13.3	12.8
(2) FAIR	23	2	-	3	-	-	15	12	10	15	16
	2.5	1.5	-	11.1	-	-	2.5	3.2	2.7	2.0	2.3
(1) POOR	8	1	-	-	1	-	7	2	4	6	5
	0.9	0.8	-	-	0.7	-	1.2	0.5	1.1	0.8	0.7
DON'T KNOW/REFUSED	8	3	-	-	1	-	5	4	3	8	5
	0.9	2.3	-	-	0.7	-	0.8	1.1	0.8	1.1	0.7
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.3	4.4	4.3	4.1	4.3	4.5	4.3	4.4	4.4	4.3	4.3
Std.Dev.	0.87	0.83	0.75	1.11	0.75	0.58	0.89	0.86	0.87	0.84	0.84
Std.Err.	0.03	0.07	0.17	0.21	0.06	0.07	0.04	0.04	0.05	0.03	0.03

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CIGAR USAGE AND ATTITUDE
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BANNER 2
TABLE 31J
Q24A : ATTRIBUTE RATINGS - AROMA

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -total respondents	914	131	20	27	143	72	597	374	373	760	686
TOP TWO BOX	709	101	15	20	117	65	455	293	302	599	544
	77.6	77.1	75.0	74.1	81.8	90.3	76.2	78.3	81.0	78.8	79.3
(5) EXCELLENT	432	65	11	11	78	36	274	180	190	363	328
	47.3	49.6	55.0	40.7	54.5	50.0	45.9	48.1	50.9	47.8	47.8
(4) VERY GOOD	277	36	4	9	39	29	181	113	112	236	216
	30.3	27.5	20.0	33.3	27.3	40.3	30.3	30.2	30.0	31.1	31.5
(3) GOOD	153	23	4	6	21	6	107	60	52	122	111
	16.7	17.6	20.0	22.2	14.7	8.3	17.9	16.0	13.9	16.1	16.2
(2) FAIR	31	3	1	1	3	1	23	14	15	22	18
	3.4	2.3	5.0	3.7	2.1	1.4	3.9	3.7	4.0	2.9	2.6
(1) POOR	5	1	-	-	1	-	1	-	1	4	2
	0.5	0.8	-	-	0.7	-	0.2	-	0.3	0.5	0.3
DON'T KNOW/REFUSED	16	3	-	-	1	-	11	7	3	13	11
	1.8	2.3	-	-	0.7	-	1.8	1.9	0.8	1.7	1.6
TOTAL	914	131	20	27	143	72	597	374	373	760	686
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	4.2	4.3	4.3	4.1	4.3	4.4	4.2	4.3	4.3	4.2	4.3
Std.Dev.	0.89	0.89	0.97	0.89	0.86	0.70	0.89	0.86	0.87	0.87	0.85
Std.Err.	0.03	0.08	0.22	0.17	0.07	0.08	0.04	0.05	0.05	0.03	0.03

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BANNER 2
TABLE 33A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PRICE	162 44.6	15 31.3	2 28.6	1 10.0	29 44.6	11 42.3	90 43.5	51 40.2	52 40.6	126 43.9	113 46.3
BRAND IMAGE	53 14.6	3 6.3	3 42.9	1 10.0	12 18.5	5 19.2	26 12.6	15 11.8	11 8.6	41 14.3	30 12.3
TASTE	352 97.0	48 100.0	7 100.0	10 100.0	63 96.9	25 96.2	206 99.5	126 99.2	128 100.0	280 97.6	242 99.2
FULL-BODIED	268 73.8	30 62.5	5 71.4	6 60.0	48 73.8	21 80.8	150 72.5	92 72.4	88 68.8	213 74.2	180 73.8
MILDNESS	211 58.1	27 56.3	5 71.4	5 50.0	46 70.8	12 46.2	108 52.2	61 48.0	64 50.0	163 56.8	130 53.3
THE CIGAR LENGTH	183 50.4	25 52.1	3 42.9	3 30.0	35 53.8	14 53.8	115 55.6	61 48.0	66 51.6	145 50.5	121 49.6
THE CIGAR DIAMETER	236 65.0	35 72.9	4 57.1	5 50.0	35 53.8	17 65.4	150 72.5	89 70.1	91 71.1	188 65.5	168 68.9
AROMA	259 71.3	33 68.8	5 71.4	8 80.0	50 76.9	17 65.4	141 68.1	92 72.4	89 69.5	204 71.1	173 70.9
LIGHT BROWN COLOR OF CIGAR	113 31.1	12 25.0	4 57.1	4 40.0	23 35.4	6 23.1	65 31.4	37 29.1	40 31.3	91 31.7	76 31.1
DARK BROWN COLOR OF CIGAR	110 30.3	18 37.5	2 28.6	4 40.0	15 23.1	10 38.5	66 31.9	39 30.7	40 31.3	85 29.6	83 34.0
GREEN COLOR OF CIGAR	93 25.6	9 18.8	3 42.9	2 20.0	23 35.4	6 23.1	48 23.2	28 22.0	26 20.3	75 26.1	64 26.2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

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BANNER 2
TABLE 33A
Q25 : CHARACTERISTIC RATING - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MADURA COLOR OF CIGAR	134 36.9	18 37.5	3 42.9	4 40.0	21 32.3	9 34.6	78 37.7	42 33.1	51 39.8	106 36.9	96 39.3
RECOMMENDATION BY FRIEND	127 35.0	14 29.2	4 57.1	6 60.0	26 40.0	8 30.8	67 32.4	43 33.9	46 35.9	99 34.5	80 32.8
RECOMMENDATION BY TOBACCONIST	118 32.5	9 18.8	2 28.6	5 50.0	30 46.2	8 30.8	59 28.5	38 29.9	38 29.7	90 31.4	70 28.7
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	192 52.9	26 54.2	5 71.4	6 60.0	32 49.2	14 53.8	117 56.5	68 53.5	68 53.1	158 55.1	135 55.3

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BANNER 2
TABLE 33B
Q25 : CHARACTERISTIC RATING - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
PRICE	48.4	41.9	33.7	34.0	46.0	46.7	47.9	46.7	46.2	48.0	49.4
BRAND IMAGE	28.3	24.4	42.9	17.6	33.7	27.0	27.5	26.6	25.2	28.9	27.2
TASTE	85.4	86.5	94.9	89.2	84.7	85.7	88.7	89.0	89.9	85.7	87.9
FULL-BODIED	66.6	63.3	58.3	60.8	67.6	65.5	65.5	66.1	66.3	66.9	67.5
MILDNESS	55.9	59.2	61.1	55.2	63.0	47.4	51.5	49.7	51.1	55.1	52.6
THE CIGAR LENGTH	52.0	49.4	42.3	44.0	54.6	50.7	53.8	50.9	53.0	53.1	52.2
THE CIGAR DIAMETER	60.2	62.4	54.3	57.2	54.9	62.9	63.6	62.5	63.7	61.3	62.8
AROMA	62.5	60.1	73.7	67.2	65.3	58.5	59.8	61.9	61.3	62.0	62.1
LIGHT BROWN COLOR OF CIGAR	38.7	34.0	49.1	48.8	37.6	36.2	38.1	38.7	40.1	37.9	38.4
DARK BROWN COLOR OF CIGAR	38.7	44.9	36.6	45.6	36.1	43.8	39.4	38.4	39.6	38.7	40.3
GREEN COLOR OF CIGAR	31.0	24.2	46.9	27.6	39.1	35.5	28.2	28.2	27.2	31.6	30.8
MADURA COLOR OF CIGAR	43.8	46.0	39.4	34.8	41.9	47.7	44.6	40.2	44.5	43.0	45.6
RECOMMENDATION BY FRIEND	42.4	42.8	44.6	58.0	46.7	39.4	42.0	42.9	44.3	42.8	42.0
RECOMMENDATION BY TOBACCONIST	41.9	35.1	44.0	54.8	47.4	41.7	40.0	42.8	41.8	41.1	40.8
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	51.3	53.5	53.7	54.8	52.9	52.5	52.5	53.3	52.8	52.9	53.5

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BANNER 2
TABLE 33C
Q25 : HOW IMPORTANT IS PRICE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	162	15	2	1	29	11	90	51	52	126	113
	44.6	31.3	28.6	10.0	44.6	42.3	43.5	40.2	40.6	43.9	46.3
(100) EXTREMELY IMPORTANT	37	3	-	1	4	-	20	11	11	27	28
	10.2	6.3	-	10.0	6.2	-	9.7	8.7	8.6	9.4	11.5
(64) VERY IMPORTANT	125	12	2	-	25	11	70	40	41	99	85
	34.4	25.0	28.6	-	38.5	42.3	33.8	31.5	32.0	34.5	34.8
(36) SOMEWHAT IMPORTANT	142	22	2	6	22	12	82	54	53	114	92
	39.1	45.8	28.6	60.0	33.8	46.2	39.6	42.5	41.4	39.7	37.7
(16) NOT VERY IMPORTANT	40	9	2	1	12	2	25	16	16	34	26
	11.0	18.8	28.6	10.0	18.5	7.7	12.1	12.6	12.5	11.8	10.7
(4) NOT AT ALL IMPORTANT	18	2	1	2	2	-	9	5	7	12	12
	5.0	4.2	14.3	20.0	3.1	-	4.3	3.9	5.5	4.2	4.9
DON'T KNOW/ REFUSED	1	-	-	-	-	1	1	1	-	1	1
	0.3	-	-	-	-	3.8	0.5	0.8	-	0.3	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	48.4	41.9	33.7	34.0	46.0	46.7	47.9	46.7	46.2	48.0	49.4
Std.Dev.	25.14	23.37	23.65	26.88	23.81	16.52	24.87	24.27	24.69	24.62	25.72
Std.Err.	1.32	3.37	8.94	8.50	2.95	3.30	1.73	2.16	2.18	1.46	1.65

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BANNER 2
TABLE 33D
Q25 : HOW IMPORTANT IS BRAND IMAGE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	53	3	3	1	12	5	26	15	11	41	30
	14.6	6.3	42.9	10.0	18.5	19.2	12.6	11.8	8.6	14.3	12.3
(100) EXTREMELY IMPORTANT	10	1	1	-	5	-	5	2	1	9	7
	2.8	2.1	14.3	-	7.7	-	2.4	1.6	0.8	3.1	2.9
(64) VERY IMPORTANT	43	2	2	1	7	5	21	13	10	32	23
	11.8	4.2	28.6	10.0	10.8	19.2	10.1	10.2	7.8	11.1	9.4
(36) SOMEWHAT IMPORTANT	126	19	1	2	25	6	77	46	50	106	87
	34.7	39.6	14.3	20.0	38.5	23.1	37.2	36.2	39.1	36.9	35.7
(16) NOT VERY IMPORTANT	99	13	2	1	19	7	53	34	35	78	66
	27.3	27.1	28.6	10.0	29.2	26.9	25.6	26.8	27.3	27.2	27.0
(4) NOT AT ALL IMPORTANT	83	13	1	6	9	7	50	31	32	61	60
	22.9	27.1	14.3	60.0	13.8	26.9	24.2	24.4	25.0	21.3	24.6
DON'T KNOW/ REFUSED	2	-	-	-	-	1	1	1	-	1	1
	0.6	-	-	-	-	3.8	0.5	0.8	-	0.3	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	28.3	24.4	42.9	17.6	33.7	27.0	27.5	26.6	25.2	28.9	27.2
Std.Dev.	22.22	19.43	34.54	20.93	25.75	22.25	21.46	20.53	18.58	22.25	21.85
Std.Err.	1.17	2.80	13.06	6.62	3.19	4.45	1.50	1.83	1.64	1.32	1.40

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BANNER 2
TABLE 33E
Q25 : HOW IMPORTANT IS TASTE TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	352	48	7	10	63	25	206	126	128	280	242
	97.0	100.0	100.0	100.0	96.9	96.2	99.5	99.2	100.0	97.6	99.2
(100) EXTREMELY IMPORTANT	224	30	6	7	39	17	143	89	92	179	164
	61.7	62.5	85.7	70.0	60.0	65.4	69.1	70.1	71.9	62.4	67.2
(64) VERY IMPORTANT	128	18	1	3	24	8	63	37	36	101	78
	35.3	37.5	14.3	30.0	36.9	30.8	30.4	29.1	28.1	35.2	32.0
(36) SOMEWHAT IMPORTANT	9	-	-	-	2	-	1	1	-	6	1
	2.5	-	-	-	3.1	-	0.5	0.8	-	2.1	0.4
(16) NOT VERY IMPORTANT	1	-	-	-	-	1	-	-	-	1	1
	0.3	-	-	-	-	3.8	-	-	-	0.3	0.4
(4) NOT AT ALL IMPORTANT	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	1	-	-	-	-	-	-	-	-	-	-
	0.3	-	-	-	-	-	-	-	-	-	-
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	85.4	86.5	94.9	89.2	84.7	85.7	88.7	89.0	89.9	85.7	87.9
Std.Dev.	19.20	17.61	13.61	17.39	19.43	22.00	16.99	17.07	16.25	19.05	17.73
Std.Err.	1.01	2.54	5.14	5.50	2.41	4.31	1.18	1.51	1.44	1.12	1.14

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BANNER 2
TABLE 33F
Q25 : HOW IMPORTANT IS FULL-BODIED TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	268	30	5	6	48	21	150	92	88	213	180
	73.8	62.5	71.4	60.0	73.8	80.8	72.5	72.4	68.8	74.2	73.8
(100) EXTREMELY IMPORTANT	107	15	1	4	20	5	59	37	42	86	79
	29.5	31.3	14.3	40.0	30.8	19.2	28.5	29.1	32.8	30.0	32.4
(64) VERY IMPORTANT	161	15	4	2	28	16	91	55	46	127	101
	44.4	31.3	57.1	20.0	43.1	61.5	44.0	43.3	35.9	44.3	41.4
(36) SOMEWHAT IMPORTANT	78	15	1	2	14	5	48	32	34	62	53
	21.5	31.3	14.3	20.0	21.5	19.2	23.2	25.2	26.6	21.6	21.7
(16) NOT VERY IMPORTANT	10	2	1	-	2	-	6	1	3	6	7
	2.8	4.2	14.3	-	3.1	-	2.9	0.8	2.3	2.1	2.9
(4) NOT AT ALL IMPORTANT	4	1	-	2	-	-	3	2	2	4	3
	1.1	2.1	-	20.0	-	-	1.4	1.6	1.6	1.4	1.2
DON'T KNOW/ REFUSED	3	-	-	-	1	-	-	-	1	2	1
	0.8	-	-	-	1.5	-	-	-	0.8	0.7	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	66.6	63.3	58.3	60.8	67.6	65.5	65.5	66.1	66.3	66.9	67.5
Std.Dev.	25.57	28.95	26.32	39.23	25.41	20.34	25.91	25.51	27.39	25.58	26.34
Std.Err.	1.35	4.18	9.95	12.41	3.18	3.99	1.80	2.26	2.43	1.52	1.69

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BANNER 2
TABLE 33G
Q25 : HOW IMPORTANT IS MILDNESS TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	211	27	5	5	46	12	108	61	64	163	130
	58.1	56.3	71.4	50.0	70.8	46.2	52.2	48.0	50.0	56.8	53.3
(100) EXTREMELY IMPORTANT	68	13	1	2	14	-	30	17	17	50	35
	18.7	27.1	14.3	20.0	21.5	-	14.5	13.4	13.3	17.4	14.3
(64) VERY IMPORTANT	143	14	4	3	32	12	78	44	47	113	95
	39.4	29.2	57.1	30.0	49.2	46.2	37.7	34.6	36.7	39.4	38.9
(36) SOMEWHAT IMPORTANT	105	16	2	4	17	12	62	42	45	89	79
	28.9	33.3	28.6	40.0	26.2	46.2	30.0	33.1	35.2	31.0	32.4
(16) NOT VERY IMPORTANT	30	4	-	1	2	2	24	16	11	20	22
	8.3	8.3	-	10.0	3.1	7.7	11.6	12.6	8.6	7.0	9.0
(4) NOT AT ALL IMPORTANT	17	1	-	-	-	-	13	8	8	15	13
	4.7	2.1	-	-	-	-	6.3	6.3	6.3	5.2	5.3
DON'T KNOW/ REFUSED	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	55.9	59.2	61.1	55.2	63.0	47.4	51.5	49.7	51.1	55.1	52.6
Std.Dev.	27.65	29.57	21.63	28.40	23.72	16.54	27.63	27.43	26.63	27.22	26.68
Std.Err.	1.45	4.27	8.17	8.98	2.94	3.24	1.92	2.43	2.35	1.61	1.71

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33H
Q25 : HOW IMPORTANT IS THE CIGAR LENGTH TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	183	25	3	3	35	14	115	61	66	145	121
	50.4	52.1	42.9	30.0	53.8	53.8	55.6	48.0	51.6	50.5	49.6
(100) EXTREMELY IMPORTANT	47	3	-	1	12	1	29	14	16	42	33
	12.9	6.3	-	10.0	18.5	3.8	14.0	11.0	12.5	14.6	13.5
(64) VERY IMPORTANT	136	22	3	2	23	13	86	47	50	103	88
	37.5	45.8	42.9	20.0	35.4	50.0	41.5	37.0	39.1	35.9	36.1
(36) SOMEWHAT IMPORTANT	134	16	2	5	21	8	67	50	50	111	94
	36.9	33.3	28.6	50.0	32.3	30.8	32.4	39.4	39.1	38.7	38.5
(16) NOT VERY IMPORTANT	34	5	2	2	7	3	19	12	11	23	22
	9.4	10.4	28.6	20.0	10.8	11.5	9.2	9.4	8.6	8.0	9.0
(4) NOT AT ALL IMPORTANT	11	2	-	-	2	-	6	3	1	7	6
	3.0	4.2	-	-	3.1	-	2.9	2.4	0.8	2.4	2.5
DON'T KNOW/ REFUSED	1	-	-	-	-	1	-	1	-	1	1
	0.3	-	-	-	-	3.8	-	0.8	-	0.3	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	52.0	49.4	42.3	44.0	54.6	50.7	53.8	50.9	53.0	53.1	52.2
Std.Dev.	25.33	23.04	21.89	25.44	27.83	20.48	25.51	24.35	24.02	25.52	25.32
Std.Err.	1.33	3.33	8.27	8.04	3.45	4.10	1.77	2.17	2.12	1.51	1.62

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33I
Q25 : HOW IMPORTANT IS THE CIGAR DIAMETER TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	236	35	4	5	35	17	150	89	91	188	168
	65.0	72.9	57.1	50.0	53.8	65.4	72.5	70.1	71.1	65.5	68.9
(100) EXTREMELY IMPORTANT	77	10	1	2	12	6	48	26	30	65	58
	21.2	20.8	14.3	20.0	18.5	23.1	23.2	20.5	23.4	22.6	23.8
(64) VERY IMPORTANT	159	25	3	3	23	11	102	63	61	123	110
	43.8	52.1	42.9	30.0	35.4	42.3	49.3	49.6	47.7	42.9	45.1
(36) SOMEWHAT IMPORTANT	100	10	2	5	22	7	47	33	33	82	62
	27.5	20.8	28.6	50.0	33.8	26.9	22.7	26.0	25.8	28.6	25.4
(16) NOT VERY IMPORTANT	18	2	1	-	6	1	8	3	4	12	11
	5.0	4.2	14.3	-	9.2	3.8	3.9	2.4	3.1	4.2	4.5
(4) NOT AT ALL IMPORTANT	8	1	-	-	2	-	2	1	-	4	2
	2.2	2.1	-	-	3.1	-	1.0	0.8	-	1.4	0.8
DON'T KNOW/ REFUSED	1	-	-	-	-	1	-	1	-	1	1
	0.3	-	-	-	-	3.8	-	0.8	-	0.3	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	60.2	62.4	54.3	57.2	54.9	62.9	63.6	62.5	63.7	61.3	62.8
Std.Dev.	25.96	24.79	27.41	25.93	27.51	25.44	24.60	23.63	24.13	25.72	25.39
Std.Err.	1.36	3.58	10.36	8.20	3.41	5.09	1.71	2.10	2.13	1.52	1.63

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33J
Q25 : HOW IMPORTANT IS AROMA TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	259	33	5	8	50	17	141	92	89	204	173
	71.3	68.8	71.4	80.0	76.9	65.4	68.1	72.4	69.5	71.1	70.9
(100) EXTREMELY IMPORTANT	74	7	4	3	16	3	33	24	26	55	48
	20.4	14.6	57.1	30.0	24.6	11.5	15.9	18.9	20.3	19.2	19.7
(64) VERY IMPORTANT	185	26	1	5	34	14	108	68	63	149	125
	51.0	54.2	14.3	50.0	52.3	53.8	52.2	53.5	49.2	51.9	51.2
(36) SOMEWHAT IMPORTANT	84	14	1	1	12	9	54	28	31	68	57
	23.1	29.2	14.3	10.0	18.5	34.6	26.1	22.0	24.2	23.7	23.4
(16) NOT VERY IMPORTANT	14	1	1	1	2	-	10	6	6	11	10
	3.9	2.1	14.3	10.0	3.1	-	4.8	4.7	4.7	3.8	4.1
(4) NOT AT ALL IMPORTANT	3	-	-	-	1	-	1	1	2	2	2
	0.8	-	-	-	1.5	-	0.5	0.8	1.6	0.7	0.8
DON'T KNOW/ REFUSED	3	-	-	-	-	-	1	-	-	2	2
	0.8	-	-	-	-	-	0.5	-	-	0.7	0.8
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	62.5	60.1	73.7	67.2	65.3	58.5	59.8	61.9	61.3	62.0	62.1
Std.Dev.	23.84	21.45	35.62	27.64	24.44	20.15	22.97	23.56	24.80	23.44	23.78
Std.Err.	1.26	3.10	13.46	8.74	3.03	3.95	1.60	2.09	2.19	1.39	1.53

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33K
Q25 : HOW IMPORTANT IS LIGHT BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	113	12	4	4	23	6	65	37	40	91	76
	31.1	25.0	57.1	40.0	35.4	23.1	31.4	29.1	31.3	31.7	31.1
(100) EXTREMELY IMPORTANT	23	1	-	1	6	-	10	8	8	16	11
	6.3	2.1	-	10.0	9.2	-	4.8	6.3	6.3	5.6	4.5
(64) VERY IMPORTANT	90	11	4	3	17	6	55	29	32	75	65
	24.8	22.9	57.1	30.0	26.2	23.1	26.6	22.8	25.0	26.1	26.6
(36) SOMEWHAT IMPORTANT	119	15	2	5	11	13	69	48	50	84	84
	32.8	31.3	28.6	50.0	16.9	50.0	33.3	37.8	39.1	29.3	34.4
(16) NOT VERY IMPORTANT	85	17	1	1	17	5	43	30	25	72	53
	23.4	35.4	14.3	10.0	26.2	19.2	20.8	23.6	19.5	25.1	21.7
(4) NOT AT ALL IMPORTANT	41	4	-	-	13	2	28	12	12	36	28
	11.3	8.3	-	-	20.0	7.7	13.5	9.4	9.4	12.5	11.5
DON'T KNOW/ REFUSED	5	-	-	-	1	-	2	-	1	4	3
	1.4	-	-	-	1.5	-	1.0	-	0.8	1.4	1.2
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	38.7	34.0	49.1	48.8	37.6	36.2	38.1	38.7	40.1	37.9	38.4
Std.Dev.	25.82	22.32	19.69	24.06	30.30	18.71	25.15	25.02	24.88	25.89	24.54
Std.Err.	1.36	3.22	7.44	7.61	3.79	3.67	1.76	2.22	2.21	1.54	1.58

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33L
Q25 : HOW IMPORTANT IS DARK BROWN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	110	18	2	4	15	10	66	39	40	85	83
	30.3	37.5	28.6	40.0	23.1	38.5	31.9	30.7	31.3	29.6	34.0
(100) EXTREMELY IMPORTANT	28	6	-	1	7	1	16	6	10	25	18
	7.7	12.5	-	10.0	10.8	3.8	7.7	4.7	7.8	8.7	7.4
(64) VERY IMPORTANT	82	12	2	3	8	9	50	33	30	60	65
	22.6	25.0	28.6	30.0	12.3	34.6	24.2	26.0	23.4	20.9	26.6
(36) SOMEWHAT IMPORTANT	117	17	3	4	23	9	68	47	44	93	78
	32.2	35.4	42.9	40.0	35.4	34.6	32.9	37.0	34.4	32.4	32.0
(16) NOT VERY IMPORTANT	80	7	1	1	14	6	39	23	24	61	45
	22.0	14.6	14.3	10.0	21.5	23.1	18.8	18.1	18.8	21.3	18.4
(4) NOT AT ALL IMPORTANT	48	5	1	1	12	-	30	17	17	41	33
	13.2	10.4	14.3	10.0	18.5	-	14.5	13.4	13.3	14.3	13.5
DON'T KNOW/ REFUSED	8	1	-	-	1	1	4	1	3	7	5
	2.2	2.1	-	-	1.5	3.8	1.9	0.8	2.3	2.4	2.0
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	38.7	44.9	36.6	45.6	36.1	43.8	39.4	38.4	39.6	38.7	40.3
Std.Dev.	26.97	28.80	22.32	27.79	28.96	22.37	27.14	24.71	26.91	27.68	26.90
Std.Err.	1.43	4.20	8.44	8.79	3.62	4.47	1.90	2.20	2.41	1.65	1.74

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33M
Q25 : HOW IMPORTANT IS GREEN COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	93	9	3	2	23	6	48	28	26	75	64
	25.6	18.8	42.9	20.0	35.4	23.1	23.2	22.0	20.3	26.1	26.2
(100) EXTREMELY IMPORTANT	41	5	3	2	11	4	23	14	17	37	29
	11.3	10.4	42.9	20.0	16.9	15.4	11.1	11.0	13.3	12.9	11.9
(64) VERY IMPORTANT	52	4	-	-	12	2	25	14	9	38	35
	14.3	8.3	-	-	18.5	7.7	12.1	11.0	7.0	13.2	14.3
(36) SOMEWHAT IMPORTANT	39	3	-	1	8	5	18	11	12	29	23
	10.7	6.3	-	10.0	12.3	19.2	8.7	8.7	9.4	10.1	9.4
(16) NOT VERY IMPORTANT	67	6	1	1	12	5	30	25	17	51	38
	18.5	12.5	14.3	10.0	18.5	19.2	14.5	19.7	13.3	17.8	15.6
(4) NOT AT ALL IMPORTANT	138	26	3	6	19	7	96	53	64	112	102
	38.0	54.2	42.9	60.0	29.2	26.9	46.4	41.7	50.0	39.0	41.8
DON'T KNOW/ REFUSED	26	4	-	-	3	3	15	10	9	20	17
	7.2	8.3	-	-	4.6	11.5	7.2	7.9	7.0	7.0	7.0
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	31.0	24.2	46.9	27.6	39.1	35.5	28.2	28.2	27.2	31.6	30.8
Std.Dev.	33.12	32.88	49.89	39.48	35.79	35.11	33.35	32.90	34.42	34.21	33.90
Std.Err.	1.80	4.96	18.86	12.49	4.55	7.32	2.41	3.04	3.16	2.09	2.25

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33N
Q25 : HOW IMPORTANT IS MADURO COLOR OF CIGAR TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	134	18	3	4	21	9	78	42	51	106	96
	36.9	37.5	42.9	40.0	32.3	34.6	37.7	33.1	39.8	36.9	39.3
(100) EXTREMELY IMPORTANT	56	9	1	1	11	3	34	16	20	40	43
	15.4	18.8	14.3	10.0	16.9	11.5	16.4	12.6	15.6	13.9	17.6
(64) VERY IMPORTANT	78	9	2	3	10	6	44	26	31	66	53
	21.5	18.8	28.6	30.0	15.4	23.1	21.3	20.5	24.2	23.0	21.7
(36) SOMEWHAT IMPORTANT	96	12	1	1	16	11	57	35	33	75	66
	26.4	25.0	14.3	10.0	24.6	42.3	27.5	27.6	25.8	26.1	27.0
(16) NOT VERY IMPORTANT	61	5	-	-	12	4	29	20	19	47	36
	16.8	10.4	-	-	18.5	15.4	14.0	15.7	14.8	16.4	14.8
(4) NOT AT ALL IMPORTANT	57	9	3	5	12	-	35	26	22	48	39
	15.7	18.8	42.9	50.0	18.5	-	16.9	20.5	17.2	16.7	16.0
DON'T KNOW/ REFUSED	15	4	-	-	4	2	8	4	3	11	7
	4.1	8.3	-	-	6.2	7.7	3.9	3.1	2.3	3.8	2.9
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	43.8	46.0	39.4	34.8	41.9	47.7	44.6	40.2	44.5	43.0	45.6
Std.Dev.	31.85	34.35	37.98	35.83	33.63	25.81	32.30	31.15	32.04	31.33	32.57
Std.Err.	1.71	5.18	14.35	11.33	4.31	5.27	2.29	2.81	2.87	1.89	2.12

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33O
Q25 : HOW IMPORTANT IS RECOMMENDATION BY A FRIEND TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	127	14	4	6	26	8	67	43	46	99	80
	35.0	29.2	57.1	60.0	40.0	30.8	32.4	33.9	35.9	34.5	32.8
(100) EXTREMELY IMPORTANT	38	8	-	2	9	2	20	11	16	30	26
	10.5	16.7	-	20.0	13.8	7.7	9.7	8.7	12.5	10.5	10.7
(64) VERY IMPORTANT	89	6	4	4	17	6	47	32	30	69	54
	24.5	12.5	57.1	40.0	26.2	23.1	22.7	25.2	23.4	24.0	22.1
(36) SOMEWHAT IMPORTANT	140	21	1	3	26	10	88	58	50	117	99
	38.6	43.8	14.3	30.0	40.0	38.5	42.5	45.7	39.1	40.8	40.6
(16) NOT VERY IMPORTANT	37	2	1	1	5	4	22	9	15	28	27
	10.2	4.2	14.3	10.0	7.7	15.4	10.6	7.1	11.7	9.8	11.1
(4) NOT AT ALL IMPORTANT	58	10	1	-	8	4	29	17	16	42	37
	16.0	20.8	14.3	-	12.3	15.4	14.0	13.4	12.5	14.6	15.2
DON'T KNOW/ REFUSED	1	1	-	-	-	-	1	-	1	1	1
	0.3	2.1	-	-	-	-	0.5	-	0.8	0.3	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	42.4	42.8	44.6	58.0	46.7	39.4	42.0	42.9	44.3	42.8	42.0
Std.Dev.	28.08	31.74	25.97	27.66	28.76	27.05	27.05	25.99	28.55	27.65	27.93
Std.Err.	1.48	4.63	9.81	8.75	3.57	5.31	1.88	2.31	2.53	1.64	1.79

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33P
Q25 : HOW IMPORTANT IS RECOMMENDATION BY THE TOBACCONIST TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	118	9	2	5	30	8	59	38	38	90	70
	32.5	18.8	28.6	50.0	46.2	30.8	28.5	29.9	29.7	31.4	28.7
(100) EXTREMELY IMPORTANT	23	2	-	3	8	1	9	9	8	15	14
	6.3	4.2	-	30.0	12.3	3.8	4.3	7.1	6.3	5.2	5.7
(64) VERY IMPORTANT	95	7	2	2	22	7	50	29	30	75	56
	26.2	14.6	28.6	20.0	33.8	26.9	24.2	22.8	23.4	26.1	23.0
(36) SOMEWHAT IMPORTANT	164	24	5	2	20	13	101	65	62	133	121
	45.2	50.0	71.4	20.0	30.8	50.0	48.8	51.2	48.4	46.3	49.6
(16) NOT VERY IMPORTANT	43	7	-	3	8	4	24	17	18	32	28
	11.8	14.6	-	30.0	12.3	15.4	11.6	13.4	14.1	11.1	11.5
(4) NOT AT ALL IMPORTANT	36	7	-	-	7	1	21	6	8	30	23
	9.9	14.6	-	-	10.8	3.8	10.1	4.7	6.3	10.5	9.4
DON'T KNOW/ REFUSED	2	1	-	-	-	-	2	1	2	2	2
	0.6	2.1	-	-	-	-	1.0	0.8	1.6	0.7	0.8
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	41.9	35.1	44.0	54.8	47.4	41.7	40.0	42.8	41.8	41.1	40.8
Std.Dev.	24.17	22.66	13.66	35.78	28.47	21.32	22.56	23.10	23.22	23.46	23.26
Std.Err.	1.27	3.30	5.16	11.31	3.53	4.18	1.58	2.06	2.07	1.39	1.50

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 33Q
Q25 : HOW IMPORTANT IS THE COUNTRY OF ORIGIN, EXCLUDING CUBA TO YOU WHEN SELECTING A CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	192	26	5	6	32	14	117	68	68	158	135
	52.9	54.2	71.4	60.0	49.2	53.8	56.5	53.5	53.1	55.1	55.3
(100) EXTREMELY IMPORTANT	52	10	1	2	12	3	30	19	21	44	39
	14.3	20.8	14.3	20.0	18.5	11.5	14.5	15.0	16.4	15.3	16.0
(64) VERY IMPORTANT	140	16	4	4	20	11	87	49	47	114	96
	38.6	33.3	57.1	40.0	30.8	42.3	42.0	38.6	36.7	39.7	39.3
(36) SOMEWHAT IMPORTANT	102	12	-	2	24	9	53	41	40	80	71
	28.1	25.0	-	20.0	36.9	34.6	25.6	32.3	31.3	27.9	29.1
(16) NOT VERY IMPORTANT	38	6	1	1	5	2	20	11	11	29	22
	10.5	12.5	14.3	10.0	7.7	7.7	9.7	8.7	8.6	10.1	9.0
(4) NOT AT ALL IMPORTANT	30	4	1	1	4	1	17	6	9	19	15
	8.3	8.3	14.3	10.0	6.2	3.8	8.2	4.7	7.0	6.6	6.1
DON'T KNOW/ REFUSED	1	-	-	-	-	-	-	1	-	1	1
	0.3	-	-	-	-	-	-	0.8	-	0.3	0.4
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	51.3	53.5	53.7	54.8	52.9	52.5	52.5	53.3	52.8	52.9	53.5
Std.Dev.	28.06	31.05	32.81	32.00	28.59	25.05	27.89	26.71	28.10	27.75	27.60
Std.Err.	1.47	4.48	12.40	10.12	3.55	4.91	1.94	2.38	2.48	1.64	1.77

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 34
Q25A : ANY OTHER CHARACTERISTICS BY WHICH YOU EVALUATE A CIGAR OTHER THAN THE ONES ALREADY MENTIONED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MENTIONED OTHER	90	11	1	3	11	9	64	38	38	78	63
CHARACTERISTIC	24.8	22.9	14.3	30.0	16.9	34.6	30.9	29.9	29.7	27.2	25.8
AVAILABILITY	4 1.1	- -	1 14.3	- -	- -	1 3.8	3 1.4	2 1.6	1 0.8	4 1.4	3 1.2
QUALITY OF BURNING/ EVEN BURN	21 5.8	1 2.1	1 14.3	1 10.0	1 1.5	1 3.8	16 7.7	10 7.9	10 7.8	21 7.3	16 6.6
QUALITY OF CONSTRUCTION	11 3.0	2 4.2	- -	- -	- -	2 7.7	9 4.3	6 4.7	5 3.9	10 3.5	9 3.7
FEELS SMOOTH/FIRM/ PACKED TIGHT	21 5.8	5 10.4	1 14.3	- -	4 6.2	1 3.8	17 8.2	11 8.7	6 4.7	18 6.3	16 6.6
DRAW/EVEN DRAW	9 2.5	1 2.1	- -	1 10.0	3 4.6	2 7.7	6 2.9	5 3.9	5 3.9	9 3.1	8 3.3
FRESHNESS	9 2.5	1 2.1	- -	1 10.0	- -	2 7.7	5 2.4	5 3.9	3 2.3	5 1.7	6 2.5
SMELL OF CIGAR UNLIT	6 1.7	1 2.1	- -	- -	1 1.5	1 3.8	5 2.4	4 3.1	4 3.1	6 2.1	3 1.2
PACKAGING/WRAPPER CONDITION/DURABILITY	13 3.6	3 6.3	- -	- -	1 1.5	1 3.8	10 4.8	3 2.4	4 3.1	11 3.8	10 4.1
OTHER	22 6.1	- -	- -	1 10.0	4 6.2	2 7.7	12 5.8	8 6.3	10 7.8	18 6.3	14 5.7
NO OTHER CHARACTERISTICS	273 75.2	37 77.1	6 85.7	7 70.0	54 83.1	17 65.4	143 69.1	89 70.1	90 70.3	209 72.8	181 74.2
TOTAL	389 107.2	51 106.3	9 128.6	11 110.0	68 104.6	30 115.4	226 109.2	143 112.6	138 107.8	311 108.4	266 109.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 35
Q26 : DO YOU PREFER A ROUND HEADED OR A FLAT HEADED CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ROUND HEADED	235 64.7	31 64.6	4 57.1	5 50.0	45 69.2	15 57.7	133 64.3	86 67.7	89 69.5	185 64.5	158 64.8
FLAT HEADED	57 15.7	3 6.3	2 28.6	2 20.0	14 21.5	5 19.2	28 13.5	17 13.4	12 9.4	45 15.7	38 15.6
NO PREFERENCE	71 19.6	14 29.2	1 14.3	3 30.0	6 9.2	6 23.1	46 22.2	24 18.9	27 21.1	57 19.9	48 19.7
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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BANNER 2
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ARTURO FUENTE (5) BEST	63	26	-	1	1	1	50	22	27	42	40
	17.4	54.2	-	10.0	1.5	3.8	24.2	17.3	21.1	14.6	16.4
(4)	75	8	1	2	14	5	51	26	26	66	51
	20.7	16.7	14.3	20.0	21.5	19.2	24.6	20.5	20.3	23.0	20.9
(3)	81	7	1	3	16	6	53	26	29	68	60
	22.3	14.6	14.3	30.0	24.6	23.1	25.6	20.5	22.7	23.7	24.6
(2)	65	3	3	3	12	8	31	28	26	52	51
	17.9	6.3	42.9	30.0	18.5	30.8	15.0	22.0	20.3	18.1	20.9
(1) WORST	39	2	2	1	8	4	17	21	19	34	30
	10.7	4.2	28.6	10.0	12.3	15.4	8.2	16.5	14.8	11.8	12.3
MEAN	3.18	4.15	2.14	2.90	2.76	2.63	3.43	3.00	3.13	3.11	3.09
AVO (5) BEST	42	7	6	1	5	-	29	37	22	36	31
	11.6	14.6	85.7	10.0	7.7	-	14.0	29.1	17.2	12.5	12.7
(4)	41	6	1	4	1	6	31	31	20	34	34
	11.3	12.5	14.3	40.0	1.5	23.1	15.0	24.4	15.6	11.8	13.9
(3)	52	4	-	3	8	6	28	23	22	40	33
	14.3	8.3	-	30.0	12.3	23.1	13.5	18.1	17.2	13.9	13.5
(2)	62	7	-	-	15	5	37	15	18	49	44
	17.1	14.6	-	-	23.1	19.2	17.9	11.8	14.1	17.1	18.0
(1) WORST	110	18	-	2	21	8	65	19	43	93	81
	30.3	37.5	-	20.0	32.3	30.8	31.4	15.0	33.6	32.4	33.2
MEAN	2.49	2.45	4.86	3.20	2.08	2.40	2.59	3.42	2.68	2.49	2.51

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
DAVIDOFF											
(5) BEST	75	6	1	8	5	5	53	29	50	59	53
	20.7	12.5	14.3	80.0	7.7	19.2	25.6	22.8	39.1	20.6	21.7
(4)	58	12	4	2	9	3	36	27	28	42	36
	16.0	25.0	57.1	20.0	13.8	11.5	17.4	21.3	21.9	14.6	14.8
(3)	54	9	2	-	10	7	25	22	16	45	41
	14.9	18.8	28.6	-	15.4	26.9	12.1	17.3	12.5	15.7	16.8
(2)	68	11	-	-	15	3	43	23	19	60	50
	18.7	22.9	-	-	23.1	11.5	20.8	18.1	14.8	20.9	20.5
(1) WORST	53	5	-	-	13	6	32	23	10	47	42
	14.6	10.4	-	-	20.0	23.1	15.5	18.1	7.8	16.4	17.2
MEAN	3.11	3.07	3.86	4.80	2.58	2.92	3.19	3.13	3.72	3.02	3.04
MACANUDO											
(5) BEST	98	3	-	-	48	1	36	13	15	92	59
	27.0	6.3	-	-	73.8	3.8	17.4	10.2	11.7	32.1	24.2
(4)	65	7	1	1	8	7	38	21	24	54	46
	17.9	14.6	14.3	10.0	12.3	26.9	18.4	16.5	18.8	18.8	18.9
(3)	66	12	1	3	5	4	48	24	29	52	52
	18.2	25.0	14.3	30.0	7.7	15.4	23.2	18.9	22.7	18.1	21.3
(2)	51	10	2	5	2	7	37	29	32	40	36
	14.0	20.8	28.6	50.0	3.1	26.9	17.9	22.8	25.0	13.9	14.8
(1) WORST	54	13	3	1	1	6	41	35	25	38	43
	14.9	27.1	42.9	10.0	1.5	23.1	19.8	27.6	19.5	13.2	17.6
MEAN	3.31	2.49	2.00	2.40	4.56	2.60	2.95	2.57	2.78	3.44	3.18

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 36
Q27 : RANK FIVE BRANDS OF CIGARS FROM BEST(1) TO WORST(5)?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
PARTAGAS (5) BEST	65	4	-	-	5	19	36	24	13	53	57
	17.9	8.3	-	-	7.7	73.1	17.4	18.9	10.2	18.5	23.4
(4)	95	13	-	1	26	5	47	20	29	77	72
	26.2	27.1	-	10.0	40.0	19.2	22.7	15.7	22.7	26.8	29.5
(3)	64	12	3	1	13	1	43	29	29	56	45
	17.6	25.0	42.9	10.0	20.0	3.8	20.8	22.8	22.7	19.5	18.4
(2)	58	11	2	2	5	1	41	28	29	48	41
	16.0	22.9	28.6	20.0	7.7	3.8	19.8	22.0	22.7	16.7	16.8
(1) WORST	43	4	2	6	5	-	32	24	23	32	22
	11.8	8.3	28.6	60.0	7.7	-	15.5	18.9	18.0	11.1	9.0
MEAN	3.25	3.05	2.14	1.70	3.39	4.62	3.07	2.94	2.84	3.27	3.43

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 37
Q28 : ON WHICH OCCASION DO YOU SMOKE CIGARS MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
AFTER DINNER	108 29.8	10 20.8	1 14.3	1 10.0	25 38.5	11 42.3	54 26.1	38 29.9	33 25.8	87 30.3	78 32.0
AT A SPORTING EVENT	16 4.4	1 2.1	- -	- -	5 7.7	- -	6 2.9	2 1.6	3 2.3	14 4.9	8 3.3
WHILE PLAYING POKER/ CARDS	7 1.9	- -	1 14.3	- -	3 4.6	- -	1 0.5	4 3.1	1 0.8	6 2.1	2 0.8
WHILE DOING PAPERWORK	12 3.3	1 2.1	- -	1 10.0	1 1.5	- -	7 3.4	5 3.9	4 3.1	10 3.5	9 3.7
WHILE READING	8 2.2	2 4.2	- -	- -	1 1.5	1 3.8	4 1.9	4 3.1	4 3.1	5 1.7	5 2.0
AT A SOCIAL GATHERING	27 7.4	4 8.3	- -	- -	4 6.2	5 19.2	15 7.2	5 3.9	10 7.8	18 6.3	18 7.4
WHILE RELAXING	158 43.5	28 58.3	4 57.1	8 80.0	22 33.8	9 34.6	106 51.2	65 51.2	67 52.3	128 44.6	112 45.9
WHILE PLAYING GOLF	3 0.8	1 2.1	1 14.3	- -	1 1.5	- -	1 0.5	1 0.8	1 0.8	2 0.7	2 0.8
OTHER	24 6.6	1 2.1	- -	- -	3 4.6	- -	13 6.3	3 2.4	5 3.9	17 5.9	10 4.1
NONE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 38
Q29 : HAVE YOUR CIGAR SMOKING PATTERNS CHANGED IN THE LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
YES	143 39.4	22 45.8	5 71.4	3 30.0	25 38.5	10 38.5	97 46.9	57 44.9	53 41.4	118 41.1	102 41.8
NO	220 60.6	26 54.2	2 28.6	7 70.0	40 61.5	16 61.5	110 53.1	70 55.1	75 58.6	169 58.9	142 58.2
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose cigar smoking patterns have changed in last two years	143	22	5	3	25	10	97	57	53	118	102
POSITIVE (NET)	111	21	5	3	19	7	80	51	47	95	84
	77.6	95.5	100.0	100.0	76.0	70.0	82.5	89.5	88.7	80.5	82.4
SMOKE HIGHER QUALITY CIGARS	18	4	-	1	2	-	14	9	10	13	13
	12.6	18.2	-	33.3	8.0	-	14.4	15.8	18.9	11.0	12.7
SMOKING MORE	75	17	3	-	14	7	56	31	33	67	59
	52.4	77.3	60.0	-	56.0	70.0	57.7	54.4	62.3	56.8	57.8
SMOKING TO RELAX	8	1	1	2	2	-	6	5	3	6	5
	5.6	4.5	20.0	66.7	8.0	-	6.2	8.8	5.7	5.1	4.9
ENJOY SMOKING CIGARS MORE	3	-	-	1	-	-	2	2	2	2	3
	2.1	-	-	33.3	-	-	2.1	3.5	3.8	1.7	2.9
BETTER EDUCATED/MORE INFORMED ABOUT CIGARS	9	2	-	-	-	2	9	5	6	9	6
	6.3	9.1	-	-	-	20.0	9.3	8.8	11.3	7.6	5.9
SMOKING WITH/AFTER A MEAL	3	-	2	-	1	-	2	2	-	3	3
	2.1	-	40.0	-	4.0	-	2.1	3.5	-	2.5	2.9
LIKE TO TRY DIFFERENT CIGARS/BRANDS	7	4	-	-	-	-	5	5	4	5	4
	4.9	18.2	-	-	-	-	5.2	8.8	7.5	4.2	3.9
SMOKING MORE EXPENSIVE CIGARS	7	2	-	-	-	-	6	3	3	6	3
	4.9	9.1	-	-	-	-	6.2	5.3	5.7	5.1	2.9
SMOKING LARGER/ HEAVIER BODIED CIGARS	3	1	-	-	-	-	3	2	1	2	3
	2.1	4.5	-	-	-	-	3.1	3.5	1.9	1.7	2.9
RECENTLY STARTED SMOKING	8	1	-	-	1	-	4	3	1	7	7
	5.6	4.5	-	-	4.0	-	4.1	5.3	1.9	5.9	6.9
SMOKE MORE PLACES/GO WHERE ACCEPTABLE	3	-	-	-	2	-	2	1	-	3	2
	2.1	-	-	-	8.0	-	2.1	1.8	-	2.5	2.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents whose cigar smoking patterns have changed in last two years	143	22	5	3	25	10	97	57	53	118	102
HABIT	2 1.4	- -	1 20.0	- -	- -	- -	2 2.1	1 1.8	- -	1 0.8	1 1.0
OTHER POSITIVE COMMENTS	6 4.2	1 4.5	1 20.0	- -	3 12.0	- -	4 4.1	2 3.5	2 3.8	6 5.1	6 5.9
NEGATIVE (NET)	31 21.7	2 9.1	- -	- -	7 28.0	1 10.0	16 16.5	6 10.5	6 11.3	21 17.8	17 16.7
SMOKING LESS	15 10.5	- -	- -	- -	2 8.0	- -	7 7.2	2 3.5	3 5.7	9 7.6	8 7.8
SMOKING LESS FOR HEALTH REASONS	4 2.8	- -	- -	- -	3 12.0	- -	2 2.1	- -	- -	3 2.5	3 2.9
SMOKING LESS IN PUBLIC/MORE BY MYSELF	10 7.0	1 4.5	- -	- -	2 8.0	1 10.0	5 5.2	2 3.5	2 3.8	7 5.9	3 2.9
LIMITATIONS/ REGULATIONS AGAINST SMOKING	5 3.5	1 4.5	- -	- -	- -	1 10.0	4 4.1	3 5.3	1 1.9	5 4.2	4 3.9
CHANGED SMOKING LOCATION	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CAN'T AFFORD/SMOKE CHEAPER CIGARS	2 1.4	1 4.5	- -	- -	- -	- -	2 2.1	1 1.8	1 1.9	1 0.8	2 2.0
OTHER NEGATIVE COMMENTS	1 0.7	1 4.5	- -	- -	- -	- -	1 1.0	1 1.8	1 1.9	1 0.8	1 1.0
NEUTRAL (NET)	1 0.7	- -	- -	- -	- -	1 10.0	1 1.0	1 1.8	1 1.9	1 0.8	1 1.0
OTHER NEUTRAL COMMENTS	1 0.7	- -	- -	- -	- -	1 10.0	1 1.0	1 1.8	1 1.9	1 0.8	1 1.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 39
Q29A : HOW HAVE CIGAR SMOKING PATTERNS CHANGED IN LAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose cigar smoking patterns have changed in last two years	143	22	5	3	25	10	97	57	53	118	102
DON'T KNOW	1 0.7	- -	- -	- -	1 4.0	- -	- -	- -	- -	1 0.8	1 1.0
NO REASON	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	191 133.6	37 168.2	8 160.0	4 133.3	33 132.0	12 120.0	137 141.2	81 142.1	74 139.6	158 133.9	138 135.3

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 40
Q30 : DO YOU USUALLY PURCHASE A SINGLE CIGAR OR A BOX?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
SINGLE	116 32.0	12 25.0	2 28.6	7 70.0	32 49.2	10 38.5	67 32.4	50 39.4	41 32.0	92 32.1	80 32.8
BOX	247 68.0	36 75.0	5 71.4	3 30.0	33 50.8	16 61.5	140 67.6	77 60.6	87 68.0	195 67.9	164 67.2
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 41
Q31 : DO YOU PREFER TO PURCHASE CIGARS WHICH ARE NOT WRAPPED, CIGARS THAT ARE INDIVIDUALLY WRAPPED IN CELLOPHANE, OR CIGARS THAT
COME IN INDIVIDUAL CONTAINERS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
NOT WRAPPED	103 28.4	13 27.1	5 71.4	5 50.0	13 20.0	9 34.6	68 32.9	60 47.2	54 42.2	84 29.3	86 35.2
WRAPPED IN CELLOPHANE	169 46.6	27 56.3	- -	2 20.0	25 38.5	9 34.6	104 50.2	41 32.3	53 41.4	130 45.3	110 45.1
INDIVIDUAL CONTAINERS	67 18.5	4 8.3	1 14.3	1 10.0	26 40.0	4 15.4	19 9.2	13 10.2	12 9.4	55 19.2	30 12.3
REFUSED	24 6.6	4 8.3	1 14.3	2 20.0	1 1.5	4 15.4	16 7.7	13 10.2	9 7.0	18 6.3	18 7.4
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 42
Q32 : DO YOU PURCHASE CIGARS FROM A HUMIDOR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
YES	292	40	7	10	54	24	175	120	108	237	209
	80.4	83.3	100.0	100.0	83.1	92.3	84.5	94.5	84.4	82.6	85.7
NO	71	8	-	-	11	2	32	7	20	50	35
	19.6	16.7	-	-	16.9	7.7	15.5	5.5	15.6	17.4	14.3
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
DRUG STORE	8 2.2	1 2.1	- -	- -	- -	- -	1 0.5	- -	1 0.8	4 1.4	1 0.4
MAIL ORDER	109 30.0	16 33.3	1 14.3	1 10.0	11 16.9	4 15.4	68 32.9	36 28.3	37 28.9	89 31.0	78 32.0
NEWS STAND	3 0.8	1 2.1	- -	- -	1 1.5	- -	1 0.5	1 0.8	- -	1 0.3	1 0.4
RESTAURANT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	210 57.9	27 56.3	6 85.7	8 80.0	48 73.8	22 84.6	125 60.4	87 68.5	84 65.6	174 60.6	145 59.4
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CANDY STORE	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
CONVENIENCE STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GROCERY STORE/ SUPERMARKET	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HOTEL	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.4
LIQUOR STORE	7 1.9	- -	- -	1 10.0	1 1.5	- -	1 0.5	1 0.8	1 0.8	4 1.4	5 2.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 43
Q33 : FROM WHERE DO YOU PURCHASE CIGARS MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MALL	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
RETAIL SHOP/OUTLET	2 0.6	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	2 0.7	1 0.4
VARIETY STORE	2 0.6	- -	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 1.9	1 2.1	- -	- -	3 4.6	- -	4 1.9	1 0.8	1 0.8	6 2.1	6 2.5
GAS STATION	4 1.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	8 2.2	2 4.2	- -	- -	- -	- -	5 2.4	- -	2 1.6	5 1.7	5 2.0
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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UNDER PROTECTIVE ORDER
GC 015210

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TASTE/FLAVOR (NET)	72	8	3	1	16	9	41	24	27	57	48
	19.8	16.7	42.9	10.0	24.6	34.6	19.8	18.9	21.1	19.9	19.7
FRESHNESS/CIGARS ALWAYS FRESH	72 19.8	8 16.7	3 42.9	1 10.0	16 24.6	9 34.6	41 19.8	24 18.9	27 21.1	57 19.9	48 19.7
OTHER TASTE/FLAVOR COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
VARIETY (NET)	97	15	3	3	13	12	69	44	37	81	74
	26.7	31.3	42.9	30.0	20.0	46.2	33.3	34.6	28.9	28.2	30.3
LIKE/GOOD VARIETY	56 15.4	11 22.9	2 28.6	2 20.0	8 12.3	8 30.8	42 20.3	26 20.5	23 18.0	46 16.0	45 18.4
BETTER/LARGER VARIETY	42 11.6	4 8.3	2 28.6	1 10.0	5 7.7	4 15.4	28 13.5	19 15.0	15 11.7	36 12.5	30 12.3
OTHER VARIETY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVAILABILITY (NET)	76	10	2	-	16	5	38	20	17	59	51
	20.9	20.8	28.6	-	24.6	19.2	18.4	15.7	13.3	20.6	20.9
AVAILABILITY/ GUARANTEE AVAILABILITY	22 6.1	4 8.3	- -	- -	2 3.1	1 3.8	11 5.3	5 3.9	4 3.1	17 5.9	16 6.6
USUAL BRAND IN STOCK	24 6.6	3 6.3	1 14.3	- -	5 7.7	2 7.7	15 7.2	8 6.3	6 4.7	18 6.3	15 6.1
ONLY PLACE WHERE BRAND IS AVAILABLE	27 7.4	3 6.3	1 14.3	- -	6 9.2	2 7.7	10 4.8	7 5.5	7 5.5	21 7.3	17 7.0
CARRIES CIGARS	4 1.1	- -	- -	- -	3 4.6	- -	2 1.0	- -	1 0.8	4 1.4	4 1.6
OTHER AVAILABILITY COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
QUALITY (NET)	78	4	3	5	18	7	49	37	35	66	55
	21.5	8.3	42.9	50.0	27.7	26.9	23.7	29.1	27.3	23.0	22.5
HAVE BETTER/QUALITY BRANDS	23	1	3	1	5	3	14	9	8	19	15
	6.3	2.1	42.9	10.0	7.7	11.5	6.8	7.1	6.3	6.6	6.1
KEEP CIGARS IN HUMIDOR	50	2	-	4	11	4	33	24	22	41	35
	13.8	4.2	-	40.0	16.9	15.4	15.9	18.9	17.2	14.3	14.3
CIGARS PROPERLY CARED FOR/STORED WELL	14	3	-	1	2	1	10	7	10	13	11
	3.9	6.3	-	10.0	3.1	3.8	4.8	5.5	7.8	4.5	4.5
OTHER QUALITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
STYLE/DESIGN (NET)	3	1	-	-	1	1	2	3	2	3	3
	0.8	2.1	-	-	1.5	3.8	1.0	2.4	1.6	1.0	1.2
HAVE PREMIUM CIGARS	3	1	-	-	1	1	2	3	2	3	3
	0.8	2.1	-	-	1.5	3.8	1.0	2.4	1.6	1.0	1.2
OTHER STYLE/DESIGN COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PRICE/VALUE (NET)	120	21	1	2	10	8	77	45	50	101	90
	33.1	43.8	14.3	20.0	15.4	30.8	37.2	35.4	39.1	35.2	36.9
GOOD/REASONABLE PRICE	35	7	-	-	3	4	24	12	13	30	25
	9.6	14.6	-	-	4.6	15.4	11.6	9.4	10.2	10.5	10.2
LESS EXPENSIVE/LOWER PRICE	73	13	1	1	7	2	46	28	31	61	56
	20.1	27.1	14.3	10.0	10.8	7.7	22.2	22.0	24.2	21.3	23.0
DISCOUNT	11	-	-	-	-	3	8	5	6	8	10
	3.0	-	-	-	-	11.5	3.9	3.9	4.7	2.8	4.1
GOOD VALUE FOR THE MONEY	1	-	-	-	1	-	-	-	-	1	1
	0.3	-	-	-	1.5	-	-	-	-	0.3	0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
NOT PAY TAX/TOBACCO TAX	5 1.4	1 2.1	1 14.3	- -	- -	- -	2 1.0	4 3.1	4 3.1	5 1.7	4 1.6
CHEAPER PRICE THROUGH CLUB	2 0.6	- -	- -	1 10.0	- -	- -	- -	1 0.8	1 0.8	2 0.7	1 0.4
OTHER PRICE/VALUE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE (NET)	114 31.4	16 33.3	2 28.6	3 30.0	20 30.8	7 26.9	66 31.9	36 28.3	43 33.6	84 29.3	74 30.3
CONVENIENT LOCATION	24 6.6	5 10.4	1 14.3	- -	6 9.2	1 3.8	13 6.3	8 6.3	10 7.8	15 5.2	13 5.3
CONVENIENT TO/CLOSE TO HOME	18 5.0	1 2.1	- -	2 20.0	7 10.8	2 7.7	9 4.3	6 4.7	9 7.0	12 4.2	12 4.9
CONVENIENT TO/CLOSE TO WORK	13 3.6	2 4.2	- -	- -	1 1.5	- -	8 3.9	5 3.9	4 3.1	8 2.8	8 3.3
PHONE/MAIL ORDER MORE CONVENIENT	24 6.6	3 6.3	- -	- -	3 4.6	- -	12 5.8	5 3.9	7 5.5	21 7.3	17 7.0
HAVE DELIVERY	14 3.9	2 4.2	1 14.3	1 10.0	1 1.5	2 7.7	9 4.3	4 3.1	8 6.3	14 4.9	12 4.9
FAST/QUICK DELIVERY	17 4.7	1 2.1	- -	- -	- -	1 3.8	11 5.3	5 3.9	5 3.9	11 3.8	12 4.9
STORE QUICKER THAN MAIL ORDER	6 1.7	3 6.3	- -	- -	- -	1 3.8	5 2.4	2 1.6	2 1.6	5 1.7	3 1.2
CONVENIENT (NS)	7 1.9	1 2.1	- -	- -	3 4.6	- -	3 1.4	2 1.6	2 1.6	5 1.7	5 2.0
EASY	2 0.6	- -	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
OTHER CONVENIENT COMMENTS	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	- -
SERVICE (NET)	37	8	2	1	9	-	24	16	15	30	28
	10.2	16.7	28.6	10.0	13.8	-	11.6	12.6	11.7	10.5	11.5
KNOWLEDGEABLE STAFF	21 5.8	3 6.3	1 14.3	- -	7 10.8	- -	14 6.8	8 6.3	7 5.5	20 7.0	15 6.1
FRIENDLY/HELPFUL EMPLOYEES	16 4.4	5 10.4	1 14.3	- -	3 4.6	- -	10 4.8	8 6.3	8 6.3	12 4.2	15 6.1
GOOD SERVICE	4 1.1	1 2.1	- -	1 10.0	1 1.5	- -	3 1.4	2 1.6	2 1.6	3 1.0	3 1.2
MONEY BACK GUARANTEE	3 0.8	2 4.2	- -	- -	1 1.5	- -	2 1.0	1 0.8	2 1.6	2 0.7	1 0.4
OTHER SERVICE COMMENTS	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	1 0.4
MISCELLANEOUS (NET)	35	4	2	1	8	2	22	11	14	30	26
	9.6	8.3	28.6	10.0	12.3	7.7	10.6	8.7	10.9	10.5	10.7
HABIT	6 1.7	- -	1 14.3	- -	1 1.5	- -	4 1.9	1 0.8	3 2.3	4 1.4	4 1.6
CIGAR/TOBACCO SPECIALTY SHOP	11 3.0	- -	1 14.3	1 10.0	1 1.5	1 3.8	7 3.4	6 4.7	4 3.1	10 3.5	8 3.3
CAN SAMPLE/TASTE CIGARS	5 1.4	1 2.1	- -	- -	3 4.6	- -	4 1.9	1 0.8	1 0.8	4 1.4	4 1.6
WINE CELLAR/LIQUOR STORE	2 0.6	- -	- -	- -	1 1.5	- -	1 0.5	- -	- -	2 0.7	2 0.8
ENJOYABLE PLACE TO SHOP	2 0.6	- -	- -	- -	2 3.1	- -	1 0.5	- -	- -	2 0.7	1 0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 44
Q33A : WHY PURCHASE MOST OFTEN?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
KNOW/FRIENDS WITH OWNER	2 0.6	1 2.1	- -	- -	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
CAN BROWSE/CHECK CIGARS	2 0.6	1 2.1	- -	- -	- -	1 3.8	2 1.0	2 1.6	1 0.8	2 0.7	2 0.8
OTHER MISCELLANEOUS COMMENTS	8 2.2	1 2.1	- -	- -	2 3.1	1 3.8	5 2.4	1 0.8	4 3.1	8 2.8	7 2.9
DON'T KNOW	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	1 0.8	1 0.3	- -
NOTHING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	675 186.0	94 195.8	20 285.7	17 170.0	119 183.1	54 207.7	415 200.5	250 196.9	261 203.9	546 190.2	483 198.0

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
DRUG STORE	22 6.1	1 2.1	- -	2 20.0	9 13.8	1 3.8	6 2.9	3 2.4	3 2.3	16 5.6	10 4.1
MAIL ORDER	48 13.2	9 18.8	1 14.3	- -	6 9.2	3 11.5	36 17.4	23 18.1	21 16.4	35 12.2	36 14.8
NEWS STAND	4 1.1	1 2.1	- -	- -	- -	- -	4 1.9	- -	2 1.6	4 1.4	4 1.6
RESTAURANT	12 3.3	2 4.2	- -	- -	4 6.2	1 3.8	4 1.9	4 3.1	4 3.1	9 3.1	9 3.7
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	122 33.6	20 41.7	1 14.3	2 20.0	15 23.1	7 26.9	86 41.5	48 37.8	51 39.8	102 35.5	90 36.9
AIRPORT/DUTY FREE SHOP	2 0.6	1 2.1	- -	- -	- -	- -	1 0.5	- -	1 0.8	1 0.3	1 0.4
BAR/CLUB	3 0.8	- -	- -	1 10.0	- -	- -	1 0.5	1 0.8	1 0.8	1 0.3	1 0.4
CANDY STORE	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE STORE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.4
GROCERY STORE/ SUPERMARKET	6 1.7	- -	- -	- -	2 3.1	- -	2 1.0	1 0.8	- -	3 1.0	2 0.8
HOTEL	7 1.9	- -	- -	1 10.0	1 1.5	- -	2 1.0	2 1.6	2 1.6	7 2.4	4 1.6
LIQUOR STORE	7 1.9	1 2.1	- -	- -	2 3.1	- -	4 1.9	3 2.4	3 2.3	6 2.1	6 2.5

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 45
Q34 : FROM WHERE DO YOU PURCHASE CIGARS SECOND MOST FREQUENTLY?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MALL	3 0.8	- -	- -	- -	- -	- -	- -	- -	1 0.8	3 1.0	2 0.8
RETAIL SHOP/OUTLET	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
VARIETY STORE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	3 0.8	- -	- -	- -	1 1.5	1 3.8	1 0.5	2 1.6	1 0.8	3 1.0	2 0.8
GAS STATION	1 0.3	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	- -
OTHER	6 1.7	- -	- -	- -	1 1.5	1 3.8	1 0.5	1 0.8	1 0.8	4 1.4	3 1.2
NOWHERE ELSE	115 31.7	13 27.1	5 71.4	4 40.0	23 35.4	12 46.2	59 28.5	39 30.7	37 28.9	92 32.1	73 29.9
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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UNDER PROTECTIVE ORDER
GC 015217

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
DRUG STORE	84 23.1	9 18.8	1 14.3	4 40.0	16 24.6	4 15.4	50 24.2	23 18.1	26 20.3	72 25.1	47 19.3
MAIL ORDER	11 3.0	1 2.1	- -	- -	- -	1 3.8	7 3.4	4 3.1	2 1.6	8 2.8	7 2.9
NEWS STAND	7 1.9	2 4.2	- -	- -	1 1.5	- -	6 2.9	3 2.4	3 2.3	6 2.1	7 2.9
RESTAURANT	5 1.4	1 2.1	- -	- -	- -	- -	4 1.9	1 0.8	4 3.1	4 1.4	3 1.2
SPORTING EVENT	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOBACCO/SMOKE SHOP	112 30.9	19 39.6	3 42.9	2 20.0	15 23.1	14 53.8	76 36.7	61 48.0	56 43.8	88 30.7	88 36.1
AIRPORT/DUTY FREE SHOP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BAR/CLUB	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
CANDY STORE	7 1.9	- -	1 14.3	- -	- -	- -	2 1.0	1 0.8	2 1.6	4 1.4	6 2.5
CONVENIENCE STORE	8 2.2	1 2.1	- -	- -	4 6.2	- -	4 1.9	- -	2 1.6	8 2.8	5 2.0
GROCERY STORE/ SUPERMARKET	17 4.7	2 4.2	- -	1 10.0	5 7.7	1 3.8	7 3.4	5 3.9	5 3.9	11 3.8	12 4.9
HOTEL	7 1.9	- -	- -	- -	2 3.1	1 3.8	2 1.0	4 3.1	2 1.6	6 2.1	6 2.5
LIQUOR STORE	12 3.3	- -	1 14.3	1 10.0	5 7.7	- -	6 2.9	5 3.9	3 2.3	10 3.5	10 4.1

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 46
Q35 : FROM WHERE DID YOU PURCHASE YOUR VERY FIRST CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MALL	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	1 0.8	2 0.7	1 0.4
RETAIL SHOP/OUTLET	2 0.6	2 4.2	- -	- -	- -	- -	2 1.0	1 0.8	1 0.8	2 0.7	- -
VARIETY STORE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.6	- -	- -	- -	1 1.5	1 3.8	1 0.5	- -	- -	1 0.3	2 0.8
GAS STATION	6 1.7	1 2.1	- -	- -	1 1.5	- -	4 1.9	- -	- -	5 1.7	3 1.2
WAS A GIFT	13 3.6	2 4.2	- -	- -	1 1.5	2 7.7	6 2.9	2 1.6	3 2.3	9 3.1	7 2.9
OTHER	16 4.4	2 4.2	- -	- -	2 3.1	- -	6 2.9	6 4.7	2 1.6	11 3.8	9 3.7
DON'T KNOW	50 13.8	6 12.5	1 14.3	2 20.0	11 16.9	2 7.7	24 11.6	11 8.7	16 12.5	39 13.6	31 12.7
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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UNDER PROTECTIVE ORDER
GC 015219

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 47
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
DRUG STORE	39 10.7	5 10.4	1 14.3	2 20.0	5 7.7	2 7.7	19 9.2	14 11.0	15 11.7	29 10.1	21 8.6
MAIL ORDER	27 7.4	4 8.3	- -	- -	1 1.5	3 11.5	22 10.6	15 11.8	12 9.4	20 7.0	20 8.2
NEWS STAND	14 3.9	5 10.4	- -	- -	4 6.2	2 7.7	10 4.8	3 2.4	4 3.1	11 3.8	8 3.3
RESTAURANT	35 9.6	7 14.6	1 14.3	2 20.0	10 15.4	2 7.7	21 10.1	12 9.4	14 10.9	30 10.5	28 11.5
SPORTING EVENT	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	1 0.3	- -
TOBACCO/SMOKE SHOP	74 20.4	11 22.9	- -	1 10.0	12 18.5	2 7.7	41 19.8	22 17.3	21 16.4	57 19.9	52 21.3
AIRPORT/DUTY FREE SHOP	6 1.7	1 2.1	- -	1 10.0	- -	1 3.8	3 1.4	3 2.4	3 2.3	4 1.4	4 1.6
BAR/CLUB	5 1.4	1 2.1	1 14.3	- -	2 3.1	- -	2 1.0	2 1.6	- -	5 1.7	4 1.6
CANDY STORE	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 0.4
CONVENIENCE STORE	4 1.1	- -	- -	- -	1 1.5	- -	1 0.5	- -	1 0.8	4 1.4	2 0.8
GROCERY STORE/ SUPERMARKET	9 2.5	- -	- -	1 10.0	2 3.1	1 3.8	5 2.4	2 1.6	4 3.1	6 2.1	6 2.5
HOTEL	11 3.0	2 4.2	1 14.3	1 10.0	3 4.6	1 3.8	5 2.4	2 1.6	3 2.3	10 3.5	9 3.7
LIQUOR STORE	3 0.8	- -	- -	- -	- -	- -	- -	1 0.8	1 0.8	2 0.7	1 0.4

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UNDER PROTECTIVE ORDER
GC 015220

10 May 95

BANNER 2
TABLE 47
Q36 : WHERE ELSE HAVE YOU PURCHASED CIGARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
MALL	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.3	- -
RETAIL SHOP/OUTLET	5 1.4	1 2.1	- -	- -	2 3.1	- -	2 1.0	1 0.8	2 1.6	4 1.4	3 1.2
VARIETY STORE	2 0.6	- -	- -	- -	1 1.5	- -	- -	- -	- -	1 0.3	1 0.4
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	4 1.1	- -	- -	- -	1 1.5	- -	1 0.5	1 0.8	1 0.8	3 1.0	3 1.2
GAS STATION	3 0.8	- -	- -	- -	- -	- -	2 1.0	- -	1 0.8	2 0.7	2 0.8
OTHER	20 5.5	2 4.2	- -	1 10.0	3 4.6	- -	12 5.8	6 4.7	10 7.8	15 5.2	14 5.7
NOWHERE ELSE	155 42.7	20 41.7	4 57.1	3 30.0	29 44.6	13 50.0	94 45.4	62 48.8	57 44.5	124 43.2	103 42.2
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	419 115.4	59 122.9	8 114.3	12 120.0	76 116.9	27 103.8	242 116.9	146 115.0	149 116.4	329 114.6	282 115.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015221

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 48
Q37 : DOES THE TYPE OF RETAIL OUTLET HAVE AN IMPACT ON YOUR PERCEPTION OF THE QUALITY OF THE CIGAR?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
YES	206 56.7	27 56.3	4 57.1	8 80.0	44 67.7	16 61.5	124 59.9	72 56.7	83 64.8	162 56.4	138 56.6
NO	157 43.3	21 43.8	3 42.9	2 20.0	21 32.3	10 38.5	83 40.1	55 43.3	45 35.2	125 43.6	106 43.4
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015222

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say type of outlet has impact	206	27	4	8	44	16	124	72	83	162	138
TASTE/FLAVOR (NET)	26	1	-	-	6	3	13	9	6	22	17
	12.6	3.7	-	-	13.6	18.8	10.5	12.5	7.2	13.6	12.3
FRESHNESS/CIGARS ALWAYS FRESH	26	1	-	-	6	3	13	9	6	22	17
	12.6	3.7	-	-	13.6	18.8	10.5	12.5	7.2	13.6	12.3
OTHER TASTE/FLAVOR COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
VARIETY (NET)	25	3	1	1	3	-	14	6	9	20	12
	12.1	11.1	25.0	12.5	6.8	-	11.3	8.3	10.8	12.3	8.7
GOOD/BETTER VARIETY	25	3	1	1	3	-	14	6	9	20	12
	12.1	11.1	25.0	12.5	6.8	-	11.3	8.3	10.8	12.3	8.7
OTHER VARIETY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY (NET)	6	-	-	1	3	1	2	2	1	6	3
	2.9	-	-	12.5	6.8	6.3	1.6	2.8	1.2	3.7	2.2
USUAL BRAND IN STOCK	6	-	-	1	3	1	2	2	1	6	3
	2.9	-	-	12.5	6.8	6.3	1.6	2.8	1.2	3.7	2.2
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
QUALITY (NET)	121	14	3	6	29	10	75	49	53	98	90
	58.7	51.9	75.0	75.0	65.9	62.5	60.5	68.1	63.9	60.5	65.2
HAVE BETTER QUALITY	21	3	-	-	6	2	11	9	7	19	11
	10.2	11.1	-	-	13.6	12.5	8.9	12.5	8.4	11.7	8.0
PROPER HANDLING/ STORAGE	20	2	2	3	2	2	15	11	13	15	15
	9.7	7.4	50.0	37.5	4.5	12.5	12.1	15.3	15.7	9.3	10.9

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UNDER PROTECTIVE ORDER
GC 015223

10 May 95

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say type of outlet has impact	206	27	4	8	44	16	124	72	83	162	138
KEEP CIGARS IN HUMIDORS/STORED PROPERLY IN HUMIDORS	30 14.6	5 18.5	1 25.0	1 12.5	5 11.4	3 18.8	20 16.1	14 19.4	16 19.3	27 16.7	26 18.8
FRESHER IF KEPT IN HUMIDOR	22 10.7	2 7.4	- -	- -	7 15.9	2 12.5	14 11.3	10 13.9	7 8.4	16 9.9	16 11.6
BETTER QUALITY CIGARS IF KEPT IN HUMIDOR	12 5.8	1 3.7	1 25.0	2 25.0	1 2.3	2 12.5	8 6.5	7 9.7	7 8.4	6 3.7	10 7.2
BETTER QUALITY STORE SELLS BETTER QUALITY CIGAR	22 10.7	- -	1 25.0	2 25.0	9 20.5	1 6.3	11 8.9	7 9.7	9 10.8	17 10.5	17 12.3
STOCK GOES STALE/SITS ON SHELF TO LONG	9 4.4	2 7.4	- -	1 12.5	3 6.8	- -	5 4.0	2 2.8	4 4.8	7 4.3	7 5.1
NO HUMIDOR	7 3.4	3 11.1	- -	- -	1 2.3	- -	5 4.0	1 1.4	5 6.0	7 4.3	6 4.3
OTHER QUALITY COMMENTS	2 1.0	- -	- -	- -	1 2.3	1 6.3	1 0.8	2 2.8	2 2.4	2 1.2	2 1.4
STYLE/DESIGN (NET)	6 2.9	- -	1 25.0	- -	- -	1 6.3	6 4.8	3 4.2	2 2.4	6 3.7	5 3.6
HAVE PREMIUM BRANDS	6 2.9	- -	1 25.0	- -	- -	1 6.3	6 4.8	3 4.2	2 2.4	6 3.7	5 3.6
OTHER STYLE/DESIGN COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (NET)	4 1.9	1 3.7	- -	- -	1 2.3	- -	3 2.4	2 2.8	3 3.6	4 2.5	4 2.9
GOOD VALUE FOR THE MONEY	1 0.5	1 3.7	- -	- -	- -	- -	1 0.8	- -	1 1.2	1 0.6	1 0.7

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say type of outlet has impact	206	27	4	8	44	16	124	72	83	162	138
EXPENSIVE/MORE EXPENSIVE	3 1.5	- -	- -	- -	1 2.3	- -	2 1.6	2 2.8	2 2.4	3 1.9	3 2.2
OTHER PRICE/VALUE COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SERVICE (NET)	30 14.6	7 25.9	1 25.0	1 12.5	5 11.4	1 6.3	25 20.2	7 9.7	12 14.5	25 15.4	22 15.9
KNOWLEDGEABLE STAFF	23 11.2	5 18.5	1 25.0	1 12.5	4 9.1	1 6.3	19 15.3	6 8.3	9 10.8	19 11.7	16 11.6
STAFF NOT KNOWLEDGEABLE	3 1.5	2 7.4	- -	- -	- -	- -	3 2.4	1 1.4	2 2.4	3 1.9	3 2.2
OTHER SERVICE COMMENTS	4 1.9	- -	- -	- -	1 2.3	- -	3 2.4	- -	1 1.2	3 1.9	3 2.2
MISCELLANEOUS (NET)	81 39.3	10 37.0	1 25.0	6 75.0	15 34.1	6 37.5	49 39.5	33 45.8	32 38.6	63 38.9	52 37.7
STORE SPECIALIZES IN CIGARS/TOBABCCO	42 20.4	3 11.1	- -	2 25.0	6 13.6	4 25.0	28 22.6	13 18.1	14 16.9	33 20.4	25 18.1
CLEAN STORE/NOT MESSY	4 1.9	- -	- -	1 12.5	2 4.5	- -	- -	3 4.2	3 3.6	4 2.5	2 1.4
STORE WELL KNOWN/GOOD REPUTATION	3 1.5	- -	- -	- -	1 2.3	1 6.3	3 2.4	2 2.8	1 1.2	2 1.2	3 2.2
MARKETING/PROMOTION	2 1.0	- -	- -	- -	2 4.5	- -	- -	- -	- -	2 1.2	1 0.7
STORE NOT LOOK CHEAP	5 2.4	1 3.7	- -	- -	1 2.3	- -	4 3.2	3 4.2	3 3.6	3 1.9	4 2.9
OTHER MISCELLANEOUS COMMENTS	33 16.0	6 22.2	1 25.0	3 37.5	4 9.1	1 6.3	17 13.7	14 19.4	13 15.7	24 14.8	20 14.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015225

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 49
Q37A : IN WHAT WAY DOES RETAIL OUTLET HAVE IMPACT?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say type of outlet has impact	206	27	4	8	44	16	124	72	83	162	138
DON'T KNOW	2 1.0	- -	- -	- -	1 2.3	- -	- -	- -	- -	2 1.2	1 0.7
NOTHING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	333 161.7	40 148.1	9 225.0	18 225.0	70 159.1	25 156.3	205 165.3	127 176.4	137 165.1	269 166.0	229 165.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 50
Q38 : ARE YOU AWARE YOU CAN PURCHASE CIGARS THROUGH MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not mentioning mail order	195	20	5	9	48	16	91	59	64	152	121
YES	164 84.1	18 90.0	4 80.0	8 88.9	39 81.3	13 81.3	79 86.8	49 83.1	56 87.5	130 85.5	104 86.0
NO	31 15.9	2 10.0	1 20.0	1 11.1	9 18.8	3 18.8	12 13.2	10 16.9	8 12.5	22 14.5	17 14.0
TOTAL	195 100.0	20 100.0	5 100.0	9 100.0	48 100.0	16 100.0	91 100.0	59 100.0	64 100.0	152 100.0	121 100.0

CONFIDENTIAL
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 51
Q39 : HAVE YOU EVER PURCHASED CIGARS THROUGH MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents not mentioning mail order and aware you can purchase through mail	164	18	4	8	39	13	79	49	56	130	104
YES	79 48.2	11 61.1	2 50.0	3 37.5	20 51.3	9 69.2	40 50.6	23 46.9	27 48.2	61 46.9	57 54.8
NO	85 51.8	7 38.9	2 50.0	5 62.5	19 48.7	4 30.8	39 49.4	26 53.1	29 51.8	69 53.1	47 45.2
TOTAL	164 100.0	18 100.0	4 100.0	8 100.0	39 100.0	13 100.0	79 100.0	49 100.0	56 100.0	130 100.0	104 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
CONVENIENCE (NET)	138	22	4	1	22	8	89	48	50	115	106
	55.9	56.4	100.0	25.0	59.5	42.1	57.1	52.7	54.9	58.7	58.9
HOME DELIVERY	35	11	2	1	2	2	25	13	16	27	28
	14.2	28.2	50.0	25.0	5.4	10.5	16.0	14.3	17.6	13.8	15.6
FAST/PROMPT/ON TIME DELIVERY	39	7	-	-	2	1	29	15	15	30	31
	15.8	17.9	-	-	5.4	5.3	18.6	16.5	16.5	15.3	17.2
PAYMENT BY CREDIT CARD	8	3	-	-	-	-	7	2	4	5	4
	3.2	7.7	-	-	-	-	4.5	2.2	4.4	2.6	2.2
PAYMENT BY CHECK	6	1	1	-	1	1	4	3	1	4	6
	2.4	2.6	25.0	-	2.7	5.3	2.6	3.3	1.1	2.0	3.3
ORDER BY PHONE	79	14	3	1	15	4	49	28	32	71	56
	32.0	35.9	75.0	25.0	40.5	21.1	31.4	30.8	35.2	36.2	31.1
CONVENIENT (NS)	9	1	-	-	3	1	4	2	3	8	8
	3.6	2.6	-	-	8.1	5.3	2.6	2.2	3.3	4.1	4.4
EASY	9	2	-	-	-	-	7	2	4	7	5
	3.6	5.1	-	-	-	-	4.5	2.2	4.4	3.6	2.8
BILLED/BILLED TO ACCOUNT	2	-	-	-	1	-	2	-	-	1	2
	0.8	-	-	-	2.7	-	1.3	-	-	0.5	1.1
OTHER CONVENIENT COMMENTS	2	-	-	-	-	1	1	-	-	1	2
	0.8	-	-	-	-	5.3	0.6	-	-	0.5	1.1
TASTE/FLAVOR (NET)	12	1	-	-	2	2	8	3	2	8	8
	4.9	2.6	-	-	5.4	10.5	5.1	3.3	2.2	4.1	4.4
FRESH	12	1	-	-	2	2	8	3	2	8	8
	4.9	2.6	-	-	5.4	10.5	5.1	3.3	2.2	4.1	4.4
VARIETY (NET)	58	10	-	2	7	5	44	23	24	44	48
	23.5	25.6	-	50.0	18.9	26.3	28.2	25.3	26.4	22.4	26.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015229

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
LIKE/GOOD VARIETY	21	3	-	-	2	3	15	9	9	15	19
	8.5	7.7	-	-	5.4	15.8	9.6	9.9	9.9	7.7	10.6
BETTER/LARGER VARIETY	37	7	-	2	5	2	29	14	15	29	29
	15.0	17.9	-	50.0	13.5	10.5	18.6	15.4	16.5	14.8	16.1
OTHER VARIETY COMMENTS	1	-	-	-	-	1	-	-	-	-	1
	0.4	-	-	-	-	5.3	-	-	-	-	0.6
AVAILABILITY (NET)	32	4	2	2	4	-	19	9	11	27	19
	13.0	10.3	50.0	50.0	10.8	-	12.2	9.9	12.1	13.8	10.6
AVAILABILITY/NOT AVAILABLE IN RETAIL STORES	23	4	2	1	4	-	15	7	8	19	16
	9.3	10.3	50.0	25.0	10.8	-	9.6	7.7	8.8	9.7	8.9
USUAL BRAND IN STOCK	9	-	1	2	-	-	5	5	5	8	6
	3.6	-	25.0	50.0	-	-	3.2	5.5	5.5	4.1	3.3
ONLY PLACE WHERE BRAND IS AVAILABLE	3	-	-	-	-	-	1	-	-	3	-
	1.2	-	-	-	-	-	0.6	-	-	1.5	-
OTHER AVAILABILITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
QUALITY (NET)	6	1	-	-	1	-	5	4	3	6	6
	2.4	2.6	-	-	2.7	-	3.2	4.4	3.3	3.1	3.3
GOOD QUALITY	2	-	-	-	-	-	2	2	1	2	2
	0.8	-	-	-	-	-	1.3	2.2	1.1	1.0	1.1
GUARANTEE/QUALITY GUARANTEE	5	1	-	-	1	-	4	3	3	5	5
	2.0	2.6	-	-	2.7	-	2.6	3.3	3.3	2.6	2.8
OTHER QUALITY COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
PRICE/VALUE (NET)	118	18	1	2	15	10	77	52	45	96	89
	47.8	46.2	25.0	50.0	40.5	52.6	49.4	57.1	49.5	49.0	49.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
LESS EXPENSIVE/LOWER PRICE	72 29.1	13 33.3	1 25.0	2 50.0	10 27.0	7 36.8	50 32.1	34 37.4	27 29.7	56 28.6	55 30.6
GOOD/REASONABLE PRICE	17 6.9	2 5.1	- -	- -	1 2.7	1 5.3	10 6.4	6 6.6	7 7.7	16 8.2	15 8.3
DISCOUNT	7 2.8	- -	- -	- -	- -	1 5.3	3 1.9	2 2.2	2 2.2	5 2.6	7 3.9
BULK DISCOUNT/CHEAPER BY THE BOX	10 4.0	1 2.6	- -	- -	2 5.4	1 5.3	4 2.6	4 4.4	3 3.3	6 3.1	5 2.8
PAY LESS TAXES/ TOBACCO TAXES	11 4.5	3 7.7	1 25.0	- -	1 2.7	- -	7 4.5	7 7.7	7 7.7	10 5.1	9 5.0
GOOD VALUE FOR THE MONEY	6 2.4	- -	- -	1 25.0	- -	- -	4 2.6	2 2.2	3 3.3	5 2.6	3 1.7
PRICE (UNSPECIFIED)	3 1.2	- -	- -	- -	- -	1 5.3	2 1.3	2 2.2	- -	2 1.0	3 1.7
OTHER PRICE/VALUE COMMENTS	4 1.6	- -	- -	- -	1 2.7	- -	3 1.9	2 2.2	1 1.1	3 1.5	3 1.7
SERVICE (NET)	10 4.0	1 2.6	- -	- -	2 5.4	- -	6 3.8	3 3.3	5 5.5	7 3.6	6 3.3
GIVE ADVICE/ RECOMMENDATIONS	2 0.8	- -	- -	- -	1 2.7	- -	1 0.6	1 1.1	2 2.2	1 0.5	2 1.1
OTHER SERVICE COMMENTS	8 3.2	1 2.6	- -	- -	1 2.7	- -	5 3.2	2 2.2	3 3.3	6 3.1	4 2.2
MISCELLANEOUS (NET)	9 3.6	1 2.6	- -	- -	3 8.1	2 10.5	5 3.2	4 4.4	6 6.6	8 4.1	9 5.0
ENJOY CIGAR CATALOGS	5 2.0	1 2.6	- -	- -	2 5.4	2 10.5	2 1.3	2 2.2	3 3.3	5 2.6	5 2.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015231

CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 52
Q40A : WHAT DO YOU LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
CAN BUY BY THE BOX/ BUNDLE	1 0.4	- -	- -	- -	- -	- -	1 0.6	- -	- -	1 0.5	1 0.6
OTHER MISCELLANEOUS COMMENTS	3 1.2	- -	- -	- -	1 2.7	- -	2 1.3	2 2.2	3 3.3	2 1.0	3 1.7
DON'T KNOW	2 0.8	- -	- -	- -	- -	1 5.3	1 0.6	2 2.2	- -	1 0.5	1 0.6
NOTHING	12 4.9	1 2.6	- -	1 25.0	3 8.1	1 5.3	2 1.3	1 1.1	4 4.4	6 3.1	7 3.9
TOTAL	465 188.3	77 197.4	11 275.0	11 275.0	61 164.9	33 173.7	304 194.9	177 194.5	183 201.1	368 187.8	351 195.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
CONVENIENCE (NET)	69	10	1	2	9	4	47	30	29	53	42
	27.9	25.6	25.0	50.0	24.3	21.1	30.1	33.0	31.9	27.0	23.3
NOT LIKE TO WAIT/ LENGTH OF TIME FOR DELIVERY	52	6	1	1	8	4	34	22	24	41	30
	21.1	15.4	25.0	25.0	21.6	21.1	21.8	24.2	26.4	20.9	16.7
HAVE TO BUY QUANTITY/ IN BULK/BY THE BOX	18	4	-	1	2	-	12	10	5	13	13
	7.3	10.3	-	25.0	5.4	-	7.7	11.0	5.5	6.6	7.2
OTHER CONVENIENCE COMMENTS	2	-	-	-	-	-	2	-	1	2	2
	0.8	-	-	-	-	-	1.3	-	1.1	1.0	1.1
TASTE/FLAVOR (NET)	12	3	1	1	1	1	10	9	7	11	10
	4.9	7.7	25.0	25.0	2.7	5.3	6.4	9.9	7.7	5.6	5.6
NOT FRESH	12	3	1	1	1	1	10	9	7	11	10
	4.9	7.7	25.0	25.0	2.7	5.3	6.4	9.9	7.7	5.6	5.6
OTHER TASTE/FLAVOR COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
AVAILABILITY (NET)	12	2	-	-	-	1	9	7	6	9	7
	4.9	5.1	-	-	-	5.3	5.8	7.7	6.6	4.6	3.9
LOW AVAILABILITY/OUT OF STOCK	11	2	-	-	-	1	8	7	6	9	7
	4.5	5.1	-	-	-	5.3	5.1	7.7	6.6	4.6	3.9
OTHER AVAILABILITY COMMENTS	1	-	-	-	-	-	1	-	-	-	-
	0.4	-	-	-	-	-	0.6	-	-	-	-
QUALITY (NET)	72	11	1	2	12	8	46	32	30	59	54
	29.1	28.2	25.0	50.0	32.4	42.1	29.5	35.2	33.0	30.1	30.0
CANNOT SEE/FEEL/SMELL CIGAR BEFORE PURCHASE	55	8	1	1	8	4	35	20	19	44	39
	22.3	20.5	25.0	25.0	21.6	21.1	22.4	22.0	20.9	22.4	21.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
CANNOT INSPECT FOR FRESHNESS BEFORE PURCHASE	10 4.0	2 5.1	1 25.0	1 25.0	2 5.4	3 15.8	6 3.8	8 8.8	6 6.6	10 5.1	8 4.4
POOR SHIPPING CONDITIONS/DAMAGED/ DRIED OUT IN SHIPPING	8 3.2	1 2.6	- -	- -	2 5.4	2 10.5	7 4.5	6 6.6	6 6.6	7 3.6	8 4.4
OTHER QUALITY COMMENTS	3 1.2	- -	- -	- -	1 2.7	- -	2 1.3	2 2.2	1 1.1	2 1.0	3 1.7
PRICE/VALUE (NET)	15 6.1	2 5.1	- -	- -	4 10.8	- -	9 5.8	2 2.2	3 3.3	12 6.1	7 3.9
MUST PAY POSTAGE AND HANDLING	11 4.5	1 2.6	- -	- -	3 8.1	- -	6 3.8	1 1.1	2 2.2	9 4.6	5 2.8
OTHER PRICE/VALUE COMMENTS	4 1.6	1 2.6	- -	- -	1 2.7	- -	3 1.9	1 1.1	1 1.1	3 1.5	2 1.1
SERVICE (NET)	10 4.0	3 7.7	- -	- -	1 2.7	1 5.3	7 4.5	4 4.4	5 5.5	9 4.6	9 5.0
DIFFICULT TO HANDLE PROBLEMS THROUGH MAIL ORDER	7 2.8	2 5.1	- -	- -	1 2.7	1 5.3	4 2.6	3 3.3	3 3.3	6 3.1	6 3.3
OTHER SERVICE COMMENTS	3 1.2	1 2.6	- -	- -	- -	- -	3 1.9	1 1.1	2 2.2	3 1.5	3 1.7
MISCELLANEOUS (NET)	11 4.5	3 7.7	- -	- -	1 2.7	1 5.3	8 5.1	2 2.2	4 4.4	8 4.1	8 4.4
HAVE TO KNOW EXACTLY WHAT YOU WANT	3 1.2	1 2.6	- -	- -	- -	1 5.3	3 1.9	1 1.1	1 1.1	2 1.0	2 1.1
NOT LIKE CATALOG	2 0.8	- -	- -	- -	1 2.7	- -	- -	- -	- -	1 0.5	2 1.1

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 53
Q40B : WHAT DO YOU NOT LIKE ABOUT USING MAIL ORDER?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who use mail order	247	39	4	4	37	19	156	91	91	196	180
OTHER MISCELLANEOUS COMMENTS	6 2.4	2 5.1	- -	- -	- -	- -	5 3.2	1 1.1	3 3.3	5 2.6	4 2.2
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NOTHING	75 30.4	13 33.3	1 25.0	- -	15 40.5	4 21.1	42 26.9	19 20.9	23 25.3	60 30.6	61 33.9
TOTAL	283 114.6	47 120.5	5 125.0	5 125.0	45 121.6	21 110.5	183 117.3	111 122.0	110 120.9	228 116.3	205 113.9

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UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 54
Q41 : HAVE YOU EVER PURCHASED CIGARS BECAUSE OF A SPECIAL PROMOTION?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
YES	190 52.3	23 47.9	3 42.9	4 40.0	32 49.2	14 53.8	117 56.5	66 52.0	73 57.0	160 55.7	141 57.8
NO	173 47.7	25 52.1	4 57.1	6 60.0	33 50.8	12 46.2	90 43.5	61 48.0	55 43.0	127 44.3	103 42.2
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 55
Q42 : WHAT TYPE OF PROMOTION?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents have purchased because of promotion	190	23	3	4	32	14	117	66	73	160	141
BUY A CIGAR, GET A CUTTER	9 4.7	2 8.7	- -	- -	2 6.3	- -	6 5.1	5 7.6	4 5.5	8 5.0	8 5.7
BUY EIGHT, GET TWO FREE	19 10.0	- -	- -	- -	7 21.9	- -	12 10.3	7 10.6	3 4.1	18 11.3	17 12.1
SPECIAL SAMPLER PACKETS	39 20.5	3 13.0	- -	2 50.0	6 18.8	3 21.4	22 18.8	11 16.7	15 20.5	32 20.0	28 19.9
SALE/DISCOUNT ON CIGARS	35 18.4	8 34.8	1 33.3	2 50.0	5 15.6	5 35.7	26 22.2	14 21.2	18 24.7	30 18.8	28 19.9
SALE/DISCOUNT ON BOX/ PACKAGE	16 8.4	2 8.7	- -	- -	1 3.1	1 7.1	12 10.3	8 12.1	9 12.3	12 7.5	12 8.5
12 CIGARS FOR $10	9 4.7	- -	2 66.7	- -	2 6.3	- -	5 4.3	4 6.1	5 6.8	9 5.6	6 4.3
BUY THROUGH ADVERTISEMENT	5 2.6	- -	- -	- -	1 3.1	1 7.1	4 3.4	1 1.5	2 2.7	4 2.5	3 2.1
BUY BOXES,GET A BOX FREE	13 6.8	2 8.7	- -	- -	1 3.1	2 14.3	5 4.3	3 4.5	3 4.1	9 5.6	8 5.7
BUY CIGARS,GET CIGARS FREE	17 8.9	- -	- -	- -	4 12.5	1 7.1	7 6.0	1 1.5	3 4.1	13 8.1	9 6.4
BUY CIGARS,GET A HUMIDOR FREE	2 1.1	- -	- -	- -	1 3.1	1 7.1	1 0.9	1 1.5	1 1.4	1 0.6	1 0.7
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	6 3.2	1 4.3	- -	- -	2 6.3	- -	3 2.6	2 3.0	2 2.7	6 3.8	4 2.8
OTHER	28 14.7	5 21.7	- -	- -	3 9.4	1 7.1	18 15.4	10 15.2	11 15.1	22 13.8	23 16.3
TOTAL	198 104.2	23 100.0	3 100.0	4 100.0	35 109.4	15 107.1	121 103.4	67 101.5	76 104.1	164 102.5	147 104.3

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CIGAR USAGE AND ATTITUDE
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BANNER 2
TABLE 56
Q43A : HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED IN THE PAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
YES	116 32.0	17 35.4	4 57.1	2 20.0	21 32.3	7 26.9	77 37.2	51 40.2	48 37.5	95 33.1	87 35.7
NO	247 68.0	31 64.6	3 42.9	8 80.0	44 67.7	19 73.1	130 62.8	76 59.8	80 62.5	192 66.9	157 64.3
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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BANNER 2
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose attitude toward cigar smoking has changed	116	17	4	2	21	7	77	51	48	95	87
POSITIVE (NET)	104	15	4	1	19	6	70	47	42	86	80
	89.7	88.2	100.0	50.0	90.5	85.7	90.9	92.2	87.5	90.5	92.0
TASTE/FLAVOR (SUB-NET)	6	2	-	-	1	-	5	4	4	5	3
	5.2	11.8	-	-	4.8	-	6.5	7.8	8.3	5.3	3.4
ACQUIRED TASTE/ MATURE TASTE	6	2	-	-	1	-	5	4	4	5	3
	5.2	11.8	-	-	4.8	-	6.5	7.8	8.3	5.3	3.4
OTHER TASTE/FLAVOR COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
QUALITY (SUB-NET)	13	1	1	-	3	-	8	4	4	11	6
	11.2	5.9	25.0	-	14.3	-	10.4	7.8	8.3	11.6	6.9
BUYING BETTER QUALITY CIGARS	12	1	1	-	2	-	7	4	4	10	5
	10.3	5.9	25.0	-	9.5	-	9.1	7.8	8.3	10.5	5.7
OTHER QUALITY COMMENTS	1	-	-	-	1	-	1	-	-	1	1
	0.9	-	-	-	4.8	-	1.3	-	-	1.1	1.1
VARIETY (SUB-NET)	1	-	-	-	-	-	-	-	-	1	1
	0.9	-	-	-	-	-	-	-	-	1.1	1.1
OTHER VARIETY COMMENTS	1	-	-	-	-	-	-	-	-	1	1
	0.9	-	-	-	-	-	-	-	-	1.1	1.1
HEALTH (SUB-NET)	4	1	-	-	2	-	1	1	1	2	2
	3.4	5.9	-	-	9.5	-	1.3	2.0	2.1	2.1	2.3
OTHER HEALTH COMMENTS	4	1	-	-	2	-	1	1	1	2	2
	3.4	5.9	-	-	9.5	-	1.3	2.0	2.1	2.1	2.3
PRICE/VALUE (SUB-NET)	2	-	-	-	-	-	1	1	1	1	1
	1.7	-	-	-	-	-	1.3	2.0	2.1	1.1	1.1
SMOKING MORE EXPENSIVE CIGARS	2	-	-	-	-	-	1	1	1	1	1
	1.7	-	-	-	-	-	1.3	2.0	2.1	1.1	1.1

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BANNER 2
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose attitude toward cigar smoking has changed	116	17	4	2	21	7	77	51	48	95	87
MISCELLANEOUS (SUB-NET)	90 77.6	12 70.6	3 75.0	1 50.0	14 66.7	6 85.7	64 83.1	42 82.4	38 79.2	76 80.0	72 82.8
NEW SMOKER	10 8.6	2 11.8	- -	- -	2 9.5	- -	7 9.1	6 11.8	5 10.4	10 10.5	9 10.3
SMOKING MORE	14 12.1	2 11.8	- -	- -	- -	1 14.3	11 14.3	5 9.8	4 8.3	11 11.6	12 13.8
MORE ENJOYABLE	22 19.0	4 23.5	1 25.0	- -	4 19.0	2 28.6	18 23.4	9 17.6	10 20.8	18 18.9	16 18.4
MORE PLEASUREABLE	3 2.6	- -	- -	- -	- -	- -	3 3.9	1 2.0	1 2.1	3 3.2	2 2.3
MORE ACCEPTABLE/ ACCEPTED IN PUBLIC	15 12.9	2 11.8	1 25.0	- -	2 9.5	2 28.6	10 13.0	7 13.7	7 14.6	14 14.7	14 16.1
NOT CARE WHAT PUBLIC THINKS	5 4.3	1 5.9	- -	- -	2 9.5	- -	4 5.2	2 3.9	1 2.1	4 4.2	3 3.4
MORE KNOWLEDGE/ EDUCATION ABOUT CIGARS	21 18.1	3 17.6	1 25.0	- -	2 9.5	3 42.9	14 18.2	11 21.6	8 16.7	18 18.9	17 19.5
HOBBY	5 4.3	1 5.9	1 25.0	- -	- -	- -	4 5.2	3 5.9	4 8.3	4 4.2	5 5.7
CONVERSATION ITEM	2 1.7	- -	1 25.0	- -	- -	- -	1 1.3	1 2.0	2 4.2	2 2.1	2 2.3
LIKE MORE (NS)	3 2.6	- -	- -	- -	2 9.5	- -	2 2.6	2 3.9	1 2.1	3 3.2	2 2.3
RESPECT SMOKERS MORE/MORE PRO SMOKING	4 3.4	- -	- -	1 50.0	1 4.8	1 14.3	1 1.3	3 5.9	3 6.3	3 3.2	4 4.6

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BANNER 2
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose attitude toward cigar smoking has changed	116	17	4	2	21	7	77	51	48	95	87
OTHER MISCELLANEOUS COMMENTS	1 0.9	- -	- -	- -	- -	- -	1 1.3	1 2.0	1 2.1	- -	1 1.1
NEGATIVE (NET)	14 12.1	2 11.8	1 25.0	1 50.0	4 19.0	1 14.3	6 7.8	4 7.8	5 10.4	11 11.6	8 9.2
HEALTH (SUB-NET)	4 3.4	- -	- -	1 50.0	1 4.8	- -	2 2.6	1 2.0	1 2.1	2 2.1	1 1.1
CONCERNED ABOUT HEALTH ISSUES	4 3.4	- -	- -	1 50.0	1 4.8	- -	2 2.6	1 2.0	1 2.1	2 2.1	1 1.1
OTHER HEALTH COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (SUB-NET)	1 0.9	- -	1 25.0	- -	- -	- -	- -	1 2.0	1 2.1	1 1.1	1 1.1
OTHER PRICE/VALUE COMMENTS	1 0.9	- -	1 25.0	- -	- -	- -	- -	1 2.0	1 2.1	1 1.1	1 1.1
MISCELLANEOUS (SUB-NET)	9 7.8	2 11.8	- -	- -	3 14.3	1 14.3	4 5.2	2 3.9	3 6.3	8 8.4	6 6.9
UNFAIR RESTAURANT REGULATIONS/ LIMITATIONS	3 2.6	1 5.9	- -	- -	1 4.8	- -	1 1.3	- -	1 2.1	2 2.1	2 2.3
NOT SMOKE AROUND NON-SMOKERS/SMOKE LESS AROUND NON-SMOKERS	3 2.6	- -	- -	- -	- -	1 14.3	1 1.3	1 2.0	1 2.1	3 3.2	2 2.3
PUBLIC AGAINST SMOKING	2 1.7	1 5.9	- -	- -	- -	1 14.3	2 2.6	2 3.9	2 4.2	2 2.1	2 2.3
OTHER MISCELLANEOUS COMMENTS	2 1.7	- -	- -	- -	2 9.5	- -	1 1.3	- -	- -	2 2.1	1 1.1

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BANNER 2
TABLE 57
Q43B : HOW HAS YOUR ATTITUDE TOWARD CIGAR SMOKING CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents whose attitude toward cigar smoking has changed	116	17	4	2	21	7	77	51	48	95	87
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NOTHING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	146 125.9	21 123.5	7 175.0	2 100.0	25 119.0	11 157.1	98 127.3	66 129.4	63 131.3	122 128.4	109 125.3

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BANNER 2
TABLE 58
Q44A : DO YOU FEEL THE PUBLIC'S ATTITUDE HAS CHANGED TOWARD CIGAR SMOKING IN THE PAST TWO YEARS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total rspondents	363	48	7	10	65	26	207	127	128	287	244
YES	260 71.6	34 70.8	3 42.9	5 50.0	50 76.9	23 88.5	143 69.1	87 68.5	91 71.1	209 72.8	175 71.7
NO	103 28.4	14 29.2	4 57.1	5 50.0	15 23.1	3 11.5	64 30.9	40 31.5	37 28.9	78 27.2	69 28.3
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
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BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say public's attitude has changed	260	34	3	5	50	23	143	87	91	209	175
POSITIVE (NET)	126	21	2	3	22	14	83	54	57	106	99
	48.5	61.8	66.7	60.0	44.0	60.9	58.0	62.1	62.6	50.7	56.6
HEALTH (SUB-NET)	1	-	-	-	1	-	-	-	-	1	-
	0.4	-	-	-	2.0	-	-	-	-	0.5	-
NOT A HEALTH RISK/ NOT UNHEALTHY	1	-	-	-	1	-	-	-	-	1	-
	0.4	-	-	-	2.0	-	-	-	-	0.5	-
OTHER HEALTH COMMENTS	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
MISCELLANEOUS (SUB-NET)	126	21	2	3	22	14	83	54	57	106	99
	48.5	61.8	66.7	60.0	44.0	60.9	58.0	62.1	62.6	50.7	56.6
PUBLIC ACCEPTING/ POSITIVE VIEW OF CIGAR SMOKING	54	10	-	3	7	6	35	22	25	48	43
	20.8	29.4	-	60.0	14.0	26.1	24.5	25.3	27.5	23.0	24.6
MORE ACCEPTABLE THAN CIGARETTES	3	1	-	-	-	1	3	2	3	2	3
	1.2	2.9	-	-	-	4.3	2.1	2.3	3.3	1.0	1.7
ACCEPTABLE WITH FAMOUS PEOPLE SMOKING CIGARS	7	2	-	1	2	1	5	2	3	5	5
	2.7	5.9	-	20.0	4.0	4.3	3.5	2.3	3.3	2.4	2.9
CIGARS MORE POPULAR	48	8	2	-	10	6	34	26	21	42	38
	18.5	23.5	66.7	-	20.0	26.1	23.8	29.9	23.1	20.1	21.7
MORE POPULAR WITH WOMEN	5	-	-	-	3	-	4	-	1	4	3
	1.9	-	-	-	6.0	-	2.8	-	1.1	1.9	1.7
MORE POPULAR WITH YOUNG PEOPLE	8	1	-	-	2	1	3	1	2	6	6
	3.1	2.9	-	-	4.0	4.3	2.1	1.1	2.2	2.9	3.4
PUBLIC MORE AWARE OF CIGAR SMOKING	10	2	-	-	-	-	8	5	6	8	7
	3.8	5.9	-	-	-	-	5.6	5.7	6.6	3.8	4.0

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BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say public's attitude has changed	260	34	3	5	50	23	143	87	91	209	175
STATUS/POWER/MONEY SYMBOL	9 3.5	- -	- -	- -	4 8.0	- -	7 4.9	3 3.4	6 6.6	9 4.3	9 5.1
MORE POPULAR WITH UPPER CLASS/YUPPIES	2 0.8	- -	- -	- -	- -	- -	2 1.4	1 1.1	1 1.1	1 0.5	2 1.1
MORE ACCEPTABLE AT RESTAURANTS	5 1.9	- -	- -	- -	- -	- -	4 2.8	3 3.4	3 3.3	5 2.4	5 2.9
SMOKE BETTER QUALITY CIGARS	2 0.8	- -	- -	- -	1 2.0	- -	1 0.7	1 1.1	2 2.2	2 1.0	2 1.1
CIGARS MORE POPULAR SMOKERS	2 0.8	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	2 1.1
MORE PLACES ACCEPTING OF CIGAR SMOKING	5 1.9	2 5.9	- -	- -	- -	- -	4 2.8	2 2.3	3 3.3	1 0.5	4 2.3
OTHER MISCELLANEOUS COMMENTS	6 2.3	- -	- -	1 20.0	2 4.0	1 4.3	5 3.5	3 3.4	3 3.3	6 2.9	6 3.4
NEGATIVE (NET)	134 51.5	15 44.1	1 33.3	3 60.0	30 60.0	8 34.8	59 41.3	31 35.6	33 36.3	101 48.3	74 42.3
HEALTH (SUB-NET)	19 7.3	5 14.7	- -	- -	3 6.0	2 8.7	13 9.1	3 3.4	10 11.0	15 7.2	12 6.9
BAD FOR HEALTH	12 4.6	3 8.8	- -	- -	3 6.0	1 4.3	6 4.2	1 1.1	5 5.5	10 4.8	6 3.4
SECOND HAND SMOKE VIEWED AS HEALTH RISK	7 2.7	2 5.9	- -	- -	- -	1 4.3	7 4.9	2 2.3	5 5.5	5 2.4	6 3.4
OTHER HEALTH COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say public's attitude has changed	260	34	3	5	50	23	143	87	91	209	175
MISCELLANEOUS (SUB-NET)	122	12	1	3	28	7	52	29	27	91	68
	46.9	35.3	33.3	60.0	56.0	30.4	36.4	33.3	29.7	43.5	38.9
PUBLIC LESS TOLERANT OF SMOKING	51	4	1	1	12	3	24	17	11	40	30
	19.6	11.8	33.3	20.0	24.0	13.0	16.8	19.5	12.1	19.1	17.1
PUBLIC LESS TOLERANT OF CIGAR SMOKING	34	3	-	1	10	3	12	8	9	25	20
	13.1	8.8	-	20.0	20.0	13.0	8.4	9.2	9.9	12.0	11.4
SMOKING RESTRICTED/ HAVE TO GO OUTSIDE	38	3	-	1	8	1	15	6	6	30	19
	14.6	8.8	-	20.0	16.0	4.3	10.5	6.9	6.6	14.4	10.9
PLACES ALLOW CIGARETTES NOT CIGARS	4	-	-	-	1	-	2	1	-	3	3
	1.5	-	-	-	2.0	-	1.4	1.1	-	1.4	1.7
PUBLIC NOT LIKE SMELL	12	4	-	-	4	1	5	1	4	9	7
	4.6	11.8	-	-	8.0	4.3	3.5	1.1	4.4	4.3	4.0
OUTCASTS/SECOND CLASS CITIZENS SMOKE CIGARS	3	-	-	-	-	-	3	-	2	3	2
	1.2	-	-	-	-	-	2.1	-	2.2	1.4	1.1
SMOKE WHEN AND WHERE I WANT TO	3	1	-	-	-	-	1	-	-	1	2
	1.2	2.9	-	-	-	-	0.7	-	-	0.5	1.1
NEGATIVE ADVERTISING/MEDIA IMAGE	2	-	-	-	-	1	1	-	-	2	1
	0.8	-	-	-	-	4.3	0.7	-	-	1.0	0.6
OTHER MISCELLANEOUS COMMENTS	2	-	-	-	-	-	1	1	-	1	1
	0.8	-	-	-	-	-	0.7	1.1	-	0.5	0.6
NEUTRAL (NET)	5	-	-	-	1	-	3	4	4	5	4
	1.9	-	-	-	2.0	-	2.1	4.6	4.4	2.4	2.3
SOME ACCEPT/SOME DON'T	4	-	-	-	1	-	2	3	3	4	3
	1.5	-	-	-	2.0	-	1.4	3.4	3.3	1.9	1.7

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SIRS #95-195

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BANNER 2
TABLE 59
Q44B : HOW HAS THE PUBLIC'S ATTITUDE CHANGED?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say public's attitude has changed	260	34	3	5	50	23	143	87	91	209	175
OTHER NEUTRAL COMMENTS	1 0.4	- -	- -	- -	- -	- -	1 0.7	1 1.1	1 1.1	1 0.5	1 0.6
DON'T KNOW	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NOTHING	1 0.4	- -	- -	- -	- -	- -	1 0.7	- -	- -	1 0.5	1 0.6
TOTAL	341 131.2	46 135.3	3 100.0	8 160.0	71 142.0	27 117.4	196 137.1	112 128.7	125 137.4	276 132.1	237 135.4

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BANNER 2
TABLE 60
Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say public's attitude has changed	260	34	3	5	50	23	143	87	91	209	175
NO EFFECT	149 57.3	19 55.9	3 100.0	2 40.0	31 62.0	14 60.9	81 56.6	53 60.9	56 61.5	122 58.4	103 58.9
SMOKING MORE	12 4.6	4 11.8	- -	- -	2 4.0	- -	9 6.3	4 4.6	4 4.4	10 4.8	10 5.7
STARTED SMOKING/ STARTED SMOKING AGAIN	2 0.8	- -	- -	- -	- -	- -	1 0.7	1 1.1	2 2.2	2 1.0	2 1.1
SMOKING LESS	7 2.7	1 2.9	- -	- -	2 4.0	- -	5 3.5	1 1.1	2 2.2	6 2.9	4 2.3
NOT SMOKE IN PUBLIC/ SMOKE LESS IN PUBLIC	19 7.3	1 2.9	- -	1 20.0	3 6.0	4 17.4	7 4.9	7 8.0	6 6.6	16 7.7	12 6.9
MORE APT TO SMOKE IN PUBLIC/LESS INHIBITED	12 4.6	2 5.9	- -	1 20.0	2 4.0	1 4.3	9 6.3	5 5.7	6 6.6	12 5.7	10 5.7
LIMITS/RESTRICTS PLACES I CAN SMOKE	14 5.4	2 5.9	- -	- -	3 6.0	- -	7 4.9	4 4.6	2 2.2	10 4.8	8 4.6
ONLY GO TO RESTAURANTS TAHT ALLOW CIGAR SMOKING	7 2.7	2 5.9	- -	- -	- -	- -	5 3.5	3 3.4	3 3.3	6 2.9	7 4.0
CANNOT SMOKE AT WORK/ NO SMOKING RULE	3 1.2	- -	- -	- -	- -	1 4.3	1 0.7	1 1.1	- -	2 1.0	2 1.1
CONSIDERATE TOWARDS OTHERS/NON-SMOKERS	9 3.5	1 2.9	- -	1 20.0	2 4.0	- -	3 2.1	2 2.3	3 3.3	6 2.9	4 2.3
ONLY SMOKE OUTSIDE	11 4.2	- -	- -	- -	4 8.0	1 4.3	3 2.1	2 2.3	1 1.1	8 3.8	5 2.9
ONLY SMOKE AT HOME	10 3.8	1 2.9	- -	1 20.0	1 2.0	1 4.3	5 3.5	3 3.4	4 4.4	6 2.9	5 2.9

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 60
Q45 : HOW HAS THIS AFFECTED YOUR SMOKING HABITS?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents who say public's attitude has changed	260	34	3	5	50	23	143	87	91	209	175
ONLY SMOKE IN CAR	4 1.5	- -	- -	- -	1 2.0	1 4.3	2 1.4	2 2.3	1 1.1	3 1.4	3 1.7
SMOKE MORE EXPENSIVE/ HIGHER QUALITY CIGARS	3 1.2	- -	- -	- -	- -	- -	2 1.4	1 1.1	2 2.2	2 1.0	2 1.1
GET TOGETHER WITH OTHER CIGAR SMOKERS	4 1.5	1 2.9	- -	- -	- -	1 4.3	4 2.8	4 4.6	3 3.3	2 1.0	3 1.7
OTHER COMMENTS	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	2 0.8	1 2.9	- -	- -	- -	- -	2 1.4	1 1.1	2 2.2	1 0.5	1 0.6
NOTHING	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	268 103.1	35 102.9	3 100.0	6 120.0	51 102.0	24 104.3	146 102.1	94 108.0	97 106.6	214 102.4	181 103.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61A
Q46 : HEALTH RISK RATING - SUMMARY OF TOP 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ALCOHOL CONSUMPTION	40 11.0	7 14.6	- -	1 10.0	8 12.3	2 7.7	19 9.2	14 11.0	13 10.2	30 10.5	28 11.5
CIGAR SMOKING	6 1.7	- -	- -	- -	1 1.5	- -	3 1.4	1 0.8	2 1.6	5 1.7	5 2.0
CIGARETTE SMOKING	216 59.5	28 58.3	5 71.4	7 70.0	42 64.6	12 46.2	127 61.4	84 66.1	80 62.5	174 60.6	154 63.1
FAT IN DIET	82 22.6	10 20.8	1 14.3	4 40.0	20 30.8	3 11.5	41 19.8	23 18.1	22 17.2	66 23.0	62 25.4
SECOND HAND SMOKE	18 5.0	3 6.3	- -	1 10.0	4 6.2	2 7.7	11 5.3	4 3.1	6 4.7	12 4.2	12 4.9
SUN EXPOSURE	36 9.9	3 6.3	1 14.3	- -	6 9.2	2 7.7	17 8.2	8 6.3	12 9.4	29 10.1	28 11.5

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

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BANNER 2
TABLE 61B
Q46 : HEALTH RISK RATING - SUMMARY OF BOTTOM 2 BOX

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ALCOHOL CONSUMPTION	33	2	2	-	10	-	15	10	13	28	23
	9.1	4.2	28.6	-	15.4	-	7.2	7.9	10.2	9.8	9.4
CIGAR SMOKING	131	19	4	3	18	7	82	50	57	108	94
	36.1	39.6	57.1	30.0	27.7	26.9	39.6	39.4	44.5	37.6	38.5
CIGARETTE SMOKING	13	-	-	-	4	2	2	2	1	11	7
	3.6	-	-	-	6.2	7.7	1.0	1.6	0.8	3.8	2.9
FAT IN DIET	21	1	-	-	6	1	6	-	2	16	9
	5.8	2.1	-	-	9.2	3.8	2.9	-	1.6	5.6	3.7
SECOND HAND SMOKE	148	21	4	3	18	10	92	51	54	122	100
	40.8	43.8	57.1	30.0	27.7	38.5	44.4	40.2	42.2	42.5	41.0
SUN EXPOSURE	62	10	2	1	17	5	35	24	23	53	41
	17.1	20.8	28.6	10.0	26.2	19.2	16.9	18.9	18.0	18.5	16.8

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BANNER 2
TABLE 61C
Q46 : HEALTH RISK RATING - SUMMARY OF MEANS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
ALCOHOL CONSUMPTION	5.6	5.9	4.1	6.4	5.4	5.8	5.6	5.8	5.5	5.6	5.6
CIGAR SMOKING	3.6	3.1	2.7	3.4	3.8	4.2	3.4	3.4	3.2	3.5	3.5
CIGARETTE SMOKING	8.4	8.7	8.9	8.9	8.4	7.9	8.6	8.7	8.6	8.5	8.6
FAT IN DIET	6.8	7.2	7.4	7.2	7.0	6.2	6.9	7.0	6.9	6.9	7.1
SECOND HAND SMOKE	3.9	3.9	2.9	4.3	4.6	4.1	3.8	3.9	3.9	3.8	3.9
SUN EXPOSURE	5.2	5.2	5.1	5.4	4.8	4.8	5.1	5.0	5.1	5.1	5.3

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CIGAR USAGE AND ATTITUDE
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BANNER 2
TABLE 61D
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	40	7	-	1	8	2	19	14	13	30	28
	11.0	14.6	-	10.0	12.3	7.7	9.2	11.0	10.2	10.5	11.5
(10) TEN (EXTREME HEALTH RISK)	32	7	-	-	5	1	15	11	10	23	23
	8.8	14.6	-	-	7.7	3.8	7.2	8.7	7.8	8.0	9.4
(9) NINE	8	-	-	1	3	1	4	3	3	7	5
	2.2	-	-	10.0	4.6	3.8	1.9	2.4	2.3	2.4	2.0
(8) EIGHT	43	6	-	3	8	3	22	19	18	35	32
	11.8	12.5	-	30.0	12.3	11.5	10.6	15.0	14.1	12.2	13.1
(7) SEVEN	34	1	1	1	8	2	21	11	8	28	23
	9.4	2.1	14.3	10.0	12.3	7.7	10.1	8.7	6.3	9.8	9.4
(6) SIX	32	8	-	1	3	4	20	13	13	26	18
	8.8	16.7	-	10.0	4.6	15.4	9.7	10.2	10.2	9.1	7.4
(5) FIVE	112	14	4	3	12	11	68	37	37	85	75
	30.9	29.2	57.1	30.0	18.5	42.3	32.9	29.1	28.9	29.6	30.7
(4) FOUR	32	5	-	-	7	1	23	16	11	29	21
	8.8	10.4	-	-	10.8	3.8	11.1	12.6	8.6	10.1	8.6
(3) THREE	29	4	-	1	8	2	14	6	13	21	20
	8.0	8.3	-	10.0	12.3	7.7	6.8	4.7	10.2	7.3	8.2
BOTTOM TWO BOX	33	2	2	-	10	-	15	10	13	28	23
	9.1	4.2	28.6	-	15.4	-	7.2	7.9	10.2	9.8	9.4
(2) TWO	14	1	-	-	6	-	7	7	8	12	10
	3.9	2.1	-	-	9.2	-	3.4	5.5	6.3	4.2	4.1
(1) ONE (NO HEALTH RISK)	19	1	2	-	4	-	8	3	5	16	13
	5.2	2.1	28.6	-	6.2	-	3.9	2.4	3.9	5.6	5.3
DON'T KNOW	8	1	-	-	1	1	5	1	2	5	4
	2.2	2.1	-	-	1.5	3.8	2.4	0.8	1.6	1.7	1.6

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

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BANNER 2
TABLE 61D
Q46 : HEALTH RISK RATING FOR ALCOHOL CONSUMPTION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0
Means	5.6	5.9	4.1	6.4	5.4	5.8	5.6	5.8	5.5	5.6	5.6
Std.Dev	2.34	2.32	2.27	1.90	2.61	1.72	2.17	2.24	2.35	2.33	2.38
Std.Err	0.12	0.34	0.86	0.60	0.33	0.34	0.15	0.20	0.21	0.14	0.15

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CIGAR USAGE AND ATTITUDE
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BANNER 2
TABLE 61E
Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	6	-	-	-	1	-	3	1	2	5	5
	1.7	-	-	-	1.5	-	1.4	0.8	1.6	1.7	2.0
(10) TEN (EXTREME HEALTH RISK)	6	-	-	-	1	-	3	1	2	5	5
	1.7	-	-	-	1.5	-	1.4	0.8	1.6	1.7	2.0
(9) NINE	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-
(8) EIGHT	14	-	-	1	4	4	3	6	4	9	10
	3.9	-	-	10.0	6.2	15.4	1.4	4.7	3.1	3.1	4.1
(7) SEVEN	13	-	-	-	2	2	6	4	3	8	6
	3.6	-	-	-	3.1	7.7	2.9	3.1	2.3	2.8	2.5
(6) SIX	16	2	-	-	2	1	8	5	4	13	11
	4.4	4.2	-	-	3.1	3.8	3.9	3.9	3.1	4.5	4.5
(5) FIVE	76	11	2	1	16	4	42	19	20	57	51
	20.9	22.9	28.6	10.0	24.6	15.4	20.3	15.0	15.6	19.9	20.9
(4) FOUR	41	8	-	2	8	3	26	13	16	33	22
	11.3	16.7	-	20.0	12.3	11.5	12.6	10.2	12.5	11.5	9.0
(3) THREE	64	7	1	3	14	5	36	29	22	53	44
	17.6	14.6	14.3	30.0	21.5	19.2	17.4	22.8	17.2	18.5	18.0
BOTTOM TWO BOX	131	19	4	3	18	7	82	50	57	108	94
	36.1	39.6	57.1	30.0	27.7	26.9	39.6	39.4	44.5	37.6	38.5
(2) TWO	68	9	2	1	10	3	44	26	25	57	48
	18.7	18.8	28.6	10.0	15.4	11.5	21.3	20.5	19.5	19.9	19.7
(1) ONE (NO HEALTH RISK)	63	10	2	2	8	4	38	24	32	51	46
	17.4	20.8	28.6	20.0	12.3	15.4	18.4	18.9	25.0	17.8	18.9
DON'T KNOW	2	1	-	-	-	-	1	-	-	1	1
	0.6	2.1	-	-	-	-	0.5	-	-	0.3	0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61E
Q46 : HEALTH RISK RATING FOR CIGAR SMOKING

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.6	3.1	2.7	3.4	3.8	4.2	3.4	3.4	3.2	3.5	3.5
Std.Dev	2.07	1.60	1.70	2.07	2.04	2.38	1.92	2.00	2.04	2.03	2.12
Std.Err	0.11	0.23	0.64	0.65	0.25	0.47	0.13	0.18	0.18	0.12	0.14

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61F
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	216	28	5	7	42	12	127	84	80	174	154
	59.5	58.3	71.4	70.0	64.6	46.2	61.4	66.1	62.5	60.6	63.1
(10) TEN (EXTREME HEALTH RISK)	159	22	3	6	33	8	90	58	54	130	113
	43.8	45.8	42.9	60.0	50.8	30.8	43.5	45.7	42.2	45.3	46.3
(9) NINE	57	6	2	1	9	4	37	26	26	44	41
	15.7	12.5	28.6	10.0	13.8	15.4	17.9	20.5	20.3	15.3	16.8
(8) EIGHT	66	10	-	2	10	6	39	21	25	52	44
	18.2	20.8	-	20.0	15.4	23.1	18.8	16.5	19.5	18.1	18.0
(7) SEVEN	23	3	2	-	1	4	15	8	8	20	16
	6.3	6.3	28.6	-	1.5	15.4	7.2	6.3	6.3	7.0	6.6
(6) SIX	14	3	-	-	1	1	10	5	6	11	7
	3.9	6.3	-	-	1.5	3.8	4.8	3.9	4.7	3.8	2.9
(5) FIVE	17	3	-	-	4	1	8	4	5	12	9
	4.7	6.3	-	-	6.2	3.8	3.9	3.1	3.9	4.2	3.7
(4) FOUR	9	-	-	1	2	-	3	2	3	4	4
	2.5	-	-	10.0	3.1	-	1.4	1.6	2.3	1.4	1.6
(3) THREE	2	-	-	-	-	-	2	1	-	1	2
	0.6	-	-	-	-	-	1.0	0.8	-	0.3	0.8
BOTTOM TWO BOX	13	-	-	-	4	2	2	2	1	11	7
	3.6	-	-	-	6.2	7.7	1.0	1.6	0.8	3.8	2.9
(2) TWO	5	-	-	-	2	1	1	2	1	3	3
	1.4	-	-	-	3.1	3.8	0.5	1.6	0.8	1.0	1.2
(1) ONE (NO HEALTH RISK)	8	-	-	-	2	1	1	-	-	8	4
	2.2	-	-	-	3.1	3.8	0.5	-	-	2.8	1.6
DON'T KNOW	3	1	-	-	1	-	1	-	-	2	1
	0.8	2.1	-	-	1.5	-	0.5	-	-	0.7	0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61F
Q46 : HEALTH RISK RATING FOR CIGARETTE SMOKING

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0
Means	8.4	8.7	8.9	8.9	8.4	7.9	8.6	8.7	8.6	8.5	8.6
Std.Dev	2.13	1.58	1.35	1.91	2.43	2.35	1.76	1.76	1.66	2.11	1.99
Std.Err	0.11	0.23	0.51	0.60	0.30	0.46	0.12	0.16	0.15	0.13	0.13

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61G
Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	82	10	1	4	20	3	41	23	22	66	62
	22.6	20.8	14.3	40.0	30.8	11.5	19.8	18.1	17.2	23.0	25.4
(10) TEN (EXTREME HEALTH RISK)	55	8	1	1	15	-	26	11	15	46	43
	15.2	16.7	14.3	10.0	23.1	-	12.6	8.7	11.7	16.0	17.6
(9) NINE	27	2	-	3	5	3	15	12	7	20	19
	7.4	4.2	-	30.0	7.7	11.5	7.2	9.4	5.5	7.0	7.8
(8) EIGHT	81	13	3	1	11	5	51	38	33	67	53
	22.3	27.1	42.9	10.0	16.9	19.2	24.6	29.9	25.8	23.3	21.7
(7) SEVEN	55	11	1	1	10	3	38	19	22	46	42
	15.2	22.9	14.3	10.0	15.4	11.5	18.4	15.0	17.2	16.0	17.2
(6) SIX	38	3	1	2	5	3	23	15	18	26	26
	10.5	6.3	14.3	20.0	7.7	11.5	11.1	11.8	14.1	9.1	10.7
(5) FIVE	54	7	1	1	9	8	29	19	19	41	32
	14.9	14.6	14.3	10.0	13.8	30.8	14.0	15.0	14.8	14.3	13.1
(4) FOUR	16	-	-	-	3	3	10	9	6	12	11
	4.4	-	-	-	4.6	11.5	4.8	7.1	4.7	4.2	4.5
(3) THREE	11	2	-	1	-	-	7	4	5	9	6
	3.0	4.2	-	10.0	-	-	3.4	3.1	3.9	3.1	2.5
BOTTOM TWO BOX	21	1	-	-	6	1	6	-	2	16	9
	5.8	2.1	-	-	9.2	3.8	2.9	-	1.6	5.6	3.7
(2) TWO	9	-	-	-	2	1	4	-	-	8	6
	2.5	-	-	-	3.1	3.8	1.9	-	-	2.8	2.5
(1) ONE (NO HEALTH RISK)	12	1	-	-	4	-	2	-	2	8	3
	3.3	2.1	-	-	6.2	-	1.0	-	1.6	2.8	1.2
DON'T KNOW	5	1	-	-	1	-	2	-	1	4	3
	1.4	2.1	-	-	1.5	-	1.0	-	0.8	1.4	1.2

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61G
Q46 : HEALTH RISK RATING FOR FAT IN THE DIET

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0
Means	6.8	7.2	7.4	7.2	7.0	6.2	6.9	7.0	6.9	6.9	7.1
Std.Dev	2.31	2.03	1.62	2.20	2.61	1.85	2.05	1.83	1.98	2.30	2.16
Std.Err	0.12	0.30	0.61	0.70	0.33	0.36	0.14	0.16	0.18	0.14	0.14

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61H
Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	18	3	-	1	4	2	11	4	6	12	12
	5.0	6.3	-	10.0	6.2	7.7	5.3	3.1	4.7	4.2	4.9
(10) TEN (EXTREME HEALTH RISK)	15	3	-	1	3	2	9	4	6	10	11
	4.1	6.3	-	10.0	4.6	7.7	4.3	3.1	4.7	3.5	4.5
(9) NINE	3	-	-	-	1	-	2	-	-	2	1
	0.8	-	-	-	1.5	-	1.0	-	-	0.7	0.4
(8) EIGHT	23	2	-	-	7	2	12	10	9	20	17
	6.3	4.2	-	-	10.8	7.7	5.8	7.9	7.0	7.0	7.0
(7) SEVEN	32	6	1	-	8	2	17	10	13	26	20
	8.8	12.5	14.3	-	12.3	7.7	8.2	7.9	10.2	9.1	8.2
(6) SIX	29	3	-	1	4	3	12	8	8	21	19
	8.0	6.3	-	10.0	6.2	11.5	5.8	6.3	6.3	7.3	7.8
(5) FIVE	51	6	1	2	10	2	32	20	19	38	32
	14.0	12.5	14.3	20.0	15.4	7.7	15.5	15.7	14.8	13.2	13.1
(4) FOUR	19	2	-	2	6	1	8	6	4	15	11
	5.2	4.2	-	20.0	9.2	3.8	3.9	4.7	3.1	5.2	4.5
(3) THREE	42	4	1	1	8	4	22	18	15	32	32
	11.6	8.3	14.3	10.0	12.3	15.4	10.6	14.2	11.7	11.1	13.1
BOTTOM TWO BOX	148	21	4	3	18	10	92	51	54	122	100
	40.8	43.8	57.1	30.0	27.7	38.5	44.4	40.2	42.2	42.5	41.0
(2) TWO	50	5	1	3	5	3	31	23	15	41	33
	13.8	10.4	14.3	30.0	7.7	11.5	15.0	18.1	11.7	14.3	13.5
(1) ONE (NO HEALTH RISK)	98	16	3	-	13	7	61	28	39	81	67
	27.0	33.3	42.9	-	20.0	26.9	29.5	22.0	30.5	28.2	27.5
DON'T KNOW	1	1	-	-	-	-	1	-	-	1	1
	0.3	2.1	-	-	-	-	0.5	-	-	0.3	0.4

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61H
Q46 : HEALTH RISK RATING FOR SECOND HAND SMOKE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOTAL	363	48	7	10	65	26	207	127	128	287	244
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Means	3.9	3.9	2.9	4.3	4.6	4.1	3.8	3.9	3.9	3.8	3.9
Std.Dev	2.66	2.87	2.34	2.45	2.70	2.93	2.69	2.53	2.74	2.65	2.68
Std.Err	0.14	0.42	0.88	0.78	0.34	0.57	0.19	0.22	0.24	0.16	0.17

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61I
Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOP TWO BOX	36	3	1	-	6	2	17	8	12	29	28
	9.9	6.3	14.3	-	9.2	7.7	8.2	6.3	9.4	10.1	11.5
(10) TEN (EXTREME HEALTH RISK)	24	3	-	-	3	-	11	5	8	19	19
	6.6	6.3	-	-	4.6	-	5.3	3.9	6.3	6.6	7.8
(9) NINE	12	-	1	-	3	2	6	3	4	10	9
	3.3	-	14.3	-	4.6	7.7	2.9	2.4	3.1	3.5	3.7
(8) EIGHT	34	4	-	1	4	4	19	8	9	26	25
	9.4	8.3	-	10.0	6.2	15.4	9.2	6.3	7.0	9.1	10.2
(7) SEVEN	46	12	3	1	6	2	28	19	16	35	29
	12.7	25.0	42.9	10.0	9.2	7.7	13.5	15.0	12.5	12.2	11.9
(6) SIX	30	2	-	3	7	1	16	14	11	26	20
	8.3	4.2	-	30.0	10.8	3.8	7.7	11.0	8.6	9.1	8.2
(5) FIVE	76	9	-	4	17	2	44	29	29	58	48
	20.9	18.8	-	40.0	26.2	7.7	21.3	22.8	22.7	20.2	19.7
(4) FOUR	39	4	-	-	5	7	26	13	16	32	31
	10.7	8.3	-	-	7.7	26.9	12.6	10.2	12.5	11.1	12.7
(3) THREE	37	3	1	-	3	3	21	12	11	26	20
	10.2	6.3	14.3	-	4.6	11.5	10.1	9.4	8.6	9.1	8.2
BOTTOM TWO BOX	62	10	2	1	17	5	35	24	23	53	41
	17.1	20.8	28.6	10.0	26.2	19.2	16.9	18.9	18.0	18.5	16.8
(2) TWO	35	6	1	-	9	3	22	18	16	29	24
	9.6	12.5	14.3	-	13.8	11.5	10.6	14.2	12.5	10.1	9.8
(1) ONE (NO HEALTH RISK)	27	4	1	1	8	2	13	6	7	24	17
	7.4	8.3	14.3	10.0	12.3	7.7	6.3	4.7	5.5	8.4	7.0
DON'T KNOW	3	1	-	-	-	-	1	-	1	2	2
	0.8	2.1	-	-	-	-	0.5	-	0.8	0.7	0.8

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 61I
Q46 : HEALTH RISK RATING FOR SUN EXPOSURE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0
Means	5.2	5.2	5.1	5.4	4.8	4.8	5.1	5.0	5.1	5.1	5.3
Std.Dev	2.49	2.52	3.08	1.84	2.54	2.48	2.40	2.28	2.42	2.52	2.54
Std.Err	0.13	0.37	1.16	0.58	0.32	0.49	0.17	0.20	0.21	0.15	0.16

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 62
Q47 : DO YOU OWN A HUMIDOR IN YOUR HOME?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
YES	224 61.7	33 68.8	6 85.7	5 50.0	26 40.0	18 69.2	141 68.1	95 74.8	99 77.3	183 63.8	174 71.3
NO	139 38.3	15 31.3	1 14.3	5 50.0	39 60.0	8 30.8	66 31.9	32 25.2	29 22.7	104 36.2	70 28.7
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 63
Q48 : AGE

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
18 - 24	13 3.6	1 2.1	- -	- -	3 4.6	3 11.5	6 2.9	5 3.9	6 4.7	11 3.8	7 2.9
25 - 34	107 29.5	15 31.3	5 71.4	5 50.0	22 33.8	9 34.6	71 34.3	55 43.3	48 37.5	93 32.4	75 30.7
35 - 44	110 30.3	18 37.5	2 28.6	5 50.0	16 24.6	6 23.1	70 33.8	43 33.9	42 32.8	84 29.3	79 32.4
45 - 54	77 21.2	11 22.9	- -	- -	11 16.9	4 15.4	40 19.3	19 15.0	27 21.1	60 20.9	50 20.5
55 - 64	28 7.7	2 4.2	- -	- -	7 10.8	2 7.7	15 7.2	5 3.9	3 2.3	20 7.0	21 8.6
65 - over	28 7.7	1 2.1	- -	- -	6 9.2	2 7.7	5 2.4	- -	2 1.6	19 6.6	12 4.9
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 64
Q49 : MARITAL STATUS

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
SINGLE	82 22.6	16 33.3	3 42.9	4 40.0	16 24.6	7 26.9	49 23.7	37 29.1	37 28.9	69 24.0	55 22.5
MARRIED	260 71.6	31 64.6	4 57.1	6 60.0	47 72.3	19 73.1	150 72.5	84 66.1	86 67.2	202 70.4	177 72.5
DIVORCED	14 3.9	1 2.1	- -	- -	1 1.5	- -	6 2.9	4 3.1	3 2.3	10 3.5	9 3.7
SEPARATED	1 0.3	- -	- -	- -	- -	- -	1 0.5	- -	1 0.8	1 0.3	1 0.4
WIDOWED	3 0.8	- -	- -	- -	1 1.5	- -	- -	- -	- -	2 0.7	- -
REFUSED	3 0.8	- -	- -	- -	- -	- -	1 0.5	2 1.6	1 0.8	3 1.0	2 0.8
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 65
Q50 : OCCUPATION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
WHITE COLLAR (NET)	225	27	6	9	40	19	135	89	89	183	163
	62.0	56.3	85.7	90.0	61.5	73.1	65.2	70.1	69.5	63.8	66.8
PROFESSIONAL/TECHNICAL	87	9	2	2	15	8	51	30	32	68	65
	24.0	18.8	28.6	20.0	23.1	30.8	24.6	23.6	25.0	23.7	26.6
MANAGERS/ ADMINISTRATORS	48	5	1	2	12	7	30	18	17	40	33
	13.2	10.4	14.3	20.0	18.5	26.9	14.5	14.2	13.3	13.9	13.5
CLERICAL	3	-	-	-	1	-	-	1	-	1	1
	0.8	-	-	-	1.5	-	-	0.8	-	0.3	0.4
SALES WORKERS	87	13	3	5	12	4	54	40	40	74	64
	24.0	27.1	42.9	50.0	18.5	15.4	26.1	31.5	31.3	25.8	26.2
BLUE COLLAR (NET)	59	7	-	1	10	3	35	20	17	42	32
	16.3	14.6	-	10.0	15.4	11.5	16.9	15.7	13.3	14.6	13.1
CRAFTSMEN	16	2	-	-	3	-	11	5	8	11	10
	4.4	4.2	-	-	4.6	-	5.3	3.9	6.3	3.8	4.1
OPERATIVES	3	-	-	-	1	-	-	-	-	1	1
	0.8	-	-	-	1.5	-	-	-	-	0.3	0.4
TRANSPORT EQUIPMENT OPERATIVES	3	-	-	-	1	-	1	1	-	2	1
	0.8	-	-	-	1.5	-	0.5	0.8	-	0.7	0.4
LABORERS	6	1	-	-	1	-	4	-	1	4	2
	1.7	2.1	-	-	1.5	-	1.9	-	0.8	1.4	0.8
FARMERS/FARM LABORERS	3	1	-	-	-	-	2	1	1	1	1
	0.8	2.1	-	-	-	-	1.0	0.8	0.8	0.3	0.4
SERVICE WORKERS	28	3	-	1	4	3	17	13	7	23	17
	7.7	6.3	-	10.0	6.2	11.5	8.2	10.2	5.5	8.0	7.0
OTHER (NET)	79	14	1	-	15	4	37	18	22	62	49
	21.8	29.2	14.3	-	23.1	15.4	17.9	14.2	17.2	21.6	20.1

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 65
Q50 : OCCUPATION

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
OTHER	5 1.4	2 4.2	- -	- -	- -	- -	4 1.9	2 1.6	2 1.6	4 1.4	3 1.2
STUDENT	8 2.2	1 2.1	- -	- -	3 4.6	1 3.8	4 1.9	3 2.4	5 3.9	8 2.8	5 2.0
HOUSEWIFE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
RETIRED	34 9.4	2 4.2	- -	- -	9 13.8	2 7.7	7 3.4	4 3.1	3 2.3	26 9.1	19 7.8
REFUSED	6 1.7	1 2.1	- -	- -	- -	1 3.8	4 1.9	4 3.1	1 0.8	4 1.4	4 1.6
SELF-EMPLOYED	25 6.9	8 16.7	1 14.3	- -	3 4.6	- -	18 8.7	5 3.9	11 8.6	20 7.0	18 7.4
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

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CIGAR USAGE AND ATTITUDE
SIRS #95-195

10 May 95

BANNER 2
TABLE 66
Q51 : INCOME

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - total respondents	363	48	7	10	65	26	207	127	128	287	244
UNDER $65,000	115 31.7	17 35.4	1 14.3	1 10.0	20 30.8	9 34.6	59 28.5	35 27.6	33 25.8	89 31.0	69 28.3
$65,000 -$99,999	89 24.5	13 27.1	1 14.3	3 30.0	20 30.8	6 23.1	56 27.1	36 28.3	38 29.7	73 25.4	64 26.2
$100,000 - $199,999	99 27.3	12 25.0	2 28.6	4 40.0	15 23.1	10 38.5	61 29.5	41 32.3	42 32.8	84 29.3	69 28.3
$200,000 - OVER	28 7.7	3 6.3	2 28.6	1 10.0	4 6.2	1 3.8	14 6.8	7 5.5	9 7.0	21 7.3	23 9.4
DON'T KNOW/REFUSED	32 8.8	3 6.3	1 14.3	1 10.0	6 9.2	- -	17 8.2	8 6.3	6 4.7	20 7.0	19 7.8
TOTAL	363 100.0	48 100.0	7 100.0	10 100.0	65 100.0	26 100.0	207 100.0	127 100.0	128 100.0	287 100.0	244 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015270

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 7

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 1
Q.1 : Do you smoke cigars only or do you also use other tobacco products?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CIGARS ONLY	224 61.5	167 59.9	29 72.5	58 58.6	36 64.3	129 62.3	40 67.8	60 71.4	124 56.1	78 63.9	57 62.6	33 58.9	53 58.2
OTHER PRODUCTS	140 38.5	112 40.1	11 27.5	41 41.4	20 35.7	78 37.7	19 32.2	24 28.6	97 43.9	44 36.1	34 37.4	23 41.1	38 41.8
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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UNDER PROTECTIVE ORDER
GC 015271

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D7

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 2
Q.2 : What other products do you use?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Who Use Other Products	140	112	11	41	20	78	19	24	97	44	34	23	38
CHEWING TOBACCO	12 8.6	11 9.8	- -	3 7.3	3 15.0	6 7.7	1 5.3	- -	11 11.3	3 6.8	4 11.8	- -	5 13.2
CIGARETTES	89 63.6	76 67.9	6 54.5	36 87.8	7 35.0	45 57.7	13 68.4	17 70.8	59 60.8	32 72.7	23 67.6	18 78.3	15 39.5
DIP/SNUFF	9 6.4	9 8.0	- -	3 7.3	1 5.0	5 6.4	1 5.3	3 12.5	5 5.2	6 13.6	1 2.9	1 4.3	1 2.6
PIPE	53 37.9	38 33.9	5 45.5	9 22.0	9 45.0	35 44.9	5 26.3	7 29.2	41 42.3	13 29.5	10 29.4	10 43.5	20 52.6
TOTAL	163 116.4	134 119.6	11 100.0	51 124.4	20 100.0	91 116.7	20 105.3	27 112.5	116 119.6	54 122.7	38 111.8	29 126.1	41 107.9

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UNDER PROTECTIVE ORDER
GC 015272

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TASTE/FLAVOR (NET)	196 53.8	148 53.0	22 55.0	62 62.6	27 48.2	107 51.7	30 50.8	46 54.8	120 54.3	71 58.2	47 51.6	31 55.4	45 49.5
LIKE/GOOD TASTE/ FLAVOR (NS)	124 34.1	91 32.6	15 37.5	38 38.4	17 30.4	69 33.3	23 39.0	29 34.5	72 32.6	47 38.5	30 33.0	21 37.5	25 27.5
TASTE/FLAVOR ATTRIBUTES (SUB-NET)	55 15.1	45 16.1	5 12.5	18 18.2	9 16.1	28 13.5	7 11.9	14 16.7	34 15.4	21 17.2	14 15.4	5 8.9	14 15.4
SMOOTH TASTE/ FLAVOR/NOT HARSH	15 4.1	13 4.7	1 2.5	6 6.1	- -	9 4.3	3 5.1	3 3.6	9 4.1	5 4.1	9 9.9	1 1.8	- -
MILD TASTE/ FLAVOR/NOT TOO STRONG	14 3.8	8 2.9	3 7.5	5 5.1	- -	9 4.3	2 3.4	1 1.2	11 5.0	2 1.6	4 4.4	1 1.8	7 7.7
SWEET TASTE/ FLAVOR	13 3.6	13 4.7	- -	5 5.1	3 5.4	5 2.4	2 3.4	5 6.0	6 2.7	7 5.7	1 1.1	3 5.4	1 1.1
RELAXING TASTE/ FLAVOR	8 2.2	7 2.5	- -	3 3.0	3 5.4	2 1.0	1 1.7	5 6.0	2 0.9	5 4.1	1 1.1	- -	2 2.2
STRONG TASTE/ FLAVOR	3 0.8	2 0.7	1 2.5	- -	- -	3 1.4	1 1.7	- -	2 0.9	1 0.8	- -	1 1.8	1 1.1
FLAVORFUL/MORE FLAVORFUL	3 0.8	3 1.1	- -	- -	2 3.6	1 0.5	- -	- -	3 1.4	- -	1 1.1	- -	2 2.2
RICH TASTE/FLAVOR	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
UNIQUE TASTE/ FLAVOR (NS)	2 0.5	2 0.7	- -	1 1.0	1 1.8	- -	- -	- -	2 0.9	1 0.8	1 1.1	- -	- -
ROBUST/FULL-FLAVORED	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	1 0.8	- -	- -	1 1.1
NOT BITTER	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015273

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
GOOD TOBACCO TASTE/ FLAVOR	17 4.7	12 4.3	3 7.5	7 7.1	3 5.4	7 3.4	2 3.4	4 4.8	11 5.0	4 3.3	1 1.1	5 8.9	7 7.7
TASTE BETTER THAN/ PREFER TO CIGARETTES	13 3.6	10 3.6	1 2.5	6 6.1	1 1.8	6 2.9	2 3.4	2 2.4	9 4.1	4 3.3	7 7.7	1 1.8	1 1.1
NON-TOBACCO TASTE/ FLAVOR (SUB-NET)	10 2.7	9 3.2	1 2.5	4 4.0	3 5.4	3 1.4	1 1.7	1 1.2	8 3.6	5 4.1	1 1.1	2 3.6	2 2.2
SPICY TASTE/ FLAVOR	4 1.1	4 1.4	- -	2 2.0	2 3.6	- -	1 1.7	- -	3 1.4	2 1.6	1 1.1	1 1.8	- -
NUTTY TASTE/ FLAVOR	2 0.5	2 0.7	- -	1 1.0	1 1.8	- -	- -	- -	2 0.9	2 1.6	- -	- -	- -
COFFEE TASTE/ FLAVOR	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	1 0.8	- -	- -	1 1.1
WALNUT TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
CHOCOLATE TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
OTHER NON-TOBACCO TASTE/FLAVOR COMMENTS	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	- -	1 1.2	1 0.5	2 1.6	- -	- -	- -
TASTE LONG LASTING/ LASTS FOR A WHILE	6 1.6	4 1.4	2 5.0	2 2.0	2 3.6	2 1.0	1 1.7	2 2.4	3 1.4	2 1.6	3 3.3	1 1.8	- -
NOT BURN MOUTH/ THROAT	5 1.4	5 1.8	- -	1 1.0	- -	4 1.9	- -	1 1.2	4 1.8	1 0.8	2 2.2	1 1.8	1 1.1
MILD/MELLOW AFTERTASTE	3 0.8	1 0.4	1 2.5	- -	1 1.8	2 1.0	- -	1 1.2	2 0.9	1 0.8	1 1.1	1 1.8	- -
NOT TASTE LIKE AN ASHTRY	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SJRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

	TOTAL	INCOME (100, 000	INCOME 100, 000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
NO AFTERTASTE	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	- -	1 1.1	- -	- -
MEDIUM TASTE/NOT HARD OR SOFT	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
MISCELLANEOUS (NET)	196 53.8	146 52.3	24 60.0	58 58.6	27 48.2	110 53.1	33 55.9	40 47.6	123 55.7	68 55.7	49 53.8	32 57.1	44 48.4
SOOTHING/RELAXING/ STRESS RELIEVING	88 24.2	68 24.4	10 25.0	29 29.3	12 21.4	47 22.7	22 37.3	17 20.2	49 22.2	35 28.7	26 28.6	10 17.9	16 17.6
ENJOYABLE TO SMOKE (NS)	82 22.5	61 21.9	15 37.5	25 25.3	12 21.4	45 21.7	13 22.0	14 16.7	55 24.9	24 19.7	25 27.5	15 26.8	18 19.8
HABIT	27 7.4	19 6.8	1 2.5	4 4.0	5 8.9	18 8.7	1 1.7	2 2.4	24 10.9	4 3.3	3 3.3	5 8.9	13 14.3
PLEASURE TO SMOKE (NS)	17 4.7	11 3.9	4 10.0	7 7.1	2 3.6	8 3.9	3 5.1	4 4.8	10 4.5	6 4.9	4 4.4	4 7.1	3 3.3
SMOKE WITH A DRINK/ ALCOHO	12 3.3	9 3.2	2 5.0	3 3.0	- -	9 4.3	3 5.1	5 6.0	4 1.8	7 5.7	2 2.2	1 1.8	2 2.2
ENJOY NICOTENE/ TOBACCO HIGH	10 2.7	8 2.9	- -	2 2.0	2 3.6	6 2.9	1 1.7	2 2.4	7 3.2	3 2.5	2 2.2	2 3.6	3 3.3
CHANGE OF PACE/DO SOMETHING DIFFERENT	7 1.9	7 2.5	- -	4 4.0	- -	3 1.4	- -	1 1.2	6 2.7	4 3.3	2 2.2	1 1.8	- -
LIKE (NS)	5 1.4	3 1.1	- -	1 1.0	1 1.8	2 1.0	2 3.4	- -	3 1.4	2 1.6	- -	1 1.8	2 2.2
SIMILAR TO DRINKING A FINE WINE	4 1.1	2 0.7	2 5.0	2 2.0	- -	2 1.0	1 1.7	2 2.4	1 0.5	3 2.5	1 1.1	- -	- -
KEEPS BUGS AWAY	3 0.8	2 0.7	- -	- -	- -	3 1.4	- -	- -	3 1.4	1 0.8	1 1.1	- -	1 1.1
HOBBY/COLLECTOR'S HOBBY	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
WAS SELLING CIGARS	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
AROMA (NET)	56 15.4	45 16.1	8 20.0	12 12.1	11 19.6	33 15.9	8 13.6	13 15.5	35 15.8	22 18.0	17 18.7	9 16.1	7 7.7
LIKE THE SMELL/ AROMA (NS)	51 14.0	41 14.7	8 20.0	11 11.1	9 16.1	31 15.0	7 11.9	11 13.1	33 14.9	20 16.4	15 16.5	8 14.3	7 7.7
SWEET SMELL/AROMA	3 0.8	2 0.7	- -	- -	1 1.8	2 1.0	1 1.7	1 1.2	1 0.5	1 0.8	1 1.1	1 1.8	- -
AROMA NOT OFFENSIVE TO OTHERS	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	2 2.2	- -	- -
AROMA LINGERS/LASTS FOR A LONG TIME	2 0.5	2 0.7	- -	1 1.0	1 1.8	- -	- -	1 1.2	1 0.5	1 0.8	1 1.1	- -	- -
ATTITUDE (NET)	46 12.6	28 10.0	11 27.5	20 20.2	6 10.7	20 9.7	5 8.5	15 17.9	26 11.8	18 14.8	14 15.4	5 8.9	9 9.9
SOCIAL (SUB-NET)	42 11.5	24 8.6	11 27.5	18 18.2	5 8.9	19 9.2	5 8.5	14 16.7	23 10.4	15 12.3	13 14.3	5 8.9	9 9.9
SOCIALIZATION/ SMOKE WITH FRIENDS	13 3.6	6 2.2	4 10.0	4 4.0	2 3.6	7 3.4	2 3.4	4 4.8	7 3.2	6 4.9	5 5.5	- -	2 2.2
SMOKE AFTER A MEAL	12 3.3	8 2.9	2 5.0	6 6.1	- -	6 2.9	- -	6 7.1	6 2.7	5 4.1	2 2.2	1 1.8	4 4.4
SMOKE WHILE PLAYING GOLF	7 1.9	3 1.1	2 5.0	3 3.0	1 1.8	3 1.4	1 1.7	1 1.2	5 2.3	2 1.6	3 3.3	- -	2 2.2
SMOKE ON SPECIAL OCCASIONS/ CELEBRATIONS	7 1.9	5 1.8	2 5.0	4 4.0	1 1.8	2 1.0	2 3.4	1 1.2	4 1.8	2 1.6	3 3.3	1 1.8	1 1.1
SMOKE WHILE PLAYING CARDS	4 1.1	3 1.1	1 2.5	1 1.0	1 1.8	2 1.0	- -	2 2.4	2 0.9	1 0.8	1 1.1	- -	2 2.2

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
RITUAL OF SMOKING A CIGAR	3 0.8	1 0.4	1 2.5	2 2.0	- -	1 0.5	1 1.7	1 1.2	1 0.5	1 0.8	- -	2 3.6	- -
FUN (NS)	3 0.8	1 0.4	2 5.0	- -	- -	3 1.4	- -	2 2.4	1 0.5	- -	3 3.3	- -	- -
LIKE THE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
SMOKE WHILE FISHING	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
POPULAR/SOCIABLE	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	- -	1 1.2	2 0.9	2 1.6	1 1.1	- -	- -
HIGH/UPPER CLASS	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	- -	1 1.2	1 0.5	2 1.6	- -	- -	- -
HEALTH (NET)	36 9.9	29 10.4	4 10.0	14 14.1	6 10.7	15 7.2	4 6.8	9 10.7	23 10.4	6 4.9	11 12.1	8 14.3	10 11.0
TO CUT BACK/QUIT SMOKING CIGARETTES	18 4.9	15 5.4	2 5.0	6 6.1	2 3.6	9 4.3	2 3.4	3 3.6	13 5.9	2 1.6	8 8.8	3 5.4	5 5.5
HEALTHIER THAN CIGARETTES/NOT INHALE	15 4.1	12 4.3	2 5.0	7 7.1	2 3.6	6 2.9	2 3.4	4 4.8	9 4.1	3 2.5	3 3.3	4 7.1	5 5.5
NOT CHOKE WHEN INHALE	4 1.1	3 1.1	- -	2 2.0	- -	2 1.0	1 1.7	1 1.2	2 0.9	- -	2 2.2	- -	1 1.1
CIGARS NOT UNHEALTHY/LEAST HARFUL TOBACCO	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CIGARS NOT ADDICITVE/NOT AS ADDICTIVE AS CIGARETTES	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
SMOKE TO KEEP FROM EATING	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
QUALITY (NET)	16 4.4	13 4.7	2 5.0	5 5.1	3 5.4	8 3.9	2 3.4	4 4.8	10 4.5	4 3.3	2 2.2	5 8.9	5 5.5
LASTS LONGER/BURNS A LONG TIME	9 2.5	8 2.9	1 2.5	3 3.0	- -	6 2.9	1 1.7	3 3.6	5 2.3	2 1.6	2 2.2	3 5.4	2 2.2
LIKE INGREDIENTS/ QUALITY INGREDIENTS	4 1.1	3 1.1	1 2.5	1 1.0	1 1.8	2 1.0	1 1.7	1 1.2	2 0.9	1 0.8	- -	3 5.4	- -
CONSTRUCTION (SUB-NET)	3 0.8	2 0.7	- -	- -	2 3.6	1 0.5	- -	- -	3 1.4	- -	- -	- -	3 3.3
PACKED WELL/ PACKED EVENLY	2 0.5	1 0.4	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 2.2
WELL MADE/GOOD QUALITY/ CONSTRUCTION (NS)	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
BURNS/SMOKES WELL/ EVENLY	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	- -	- -	1 1.8	- -
GOOD AMOUNT OF SMOKE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
EASY TO DRAW	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
SMOKE DOWN TO END	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
INFLUENCE (NET)	16 4.4	10 3.6	4 10.0	4 4.0	6 10.7	6 2.9	1 1.7	6 7.1	9 4.1	7 5.7	3 3.3	5 8.9	1 1.1

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[illegible]	4.4	3.6	10.0	4.0	10.7	2.9	1.7	7.1	4.1	5.7	3.3	8.9	1.1

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
RELATIVE SMOKED/ INFLUENCE	8 2.2	7 2.5	1 2.5	3 3.0	1 1.8	4 1.9	1 1.7	3 3.6	4 1.8	5 4.1	1 1.1	2 3.6	- -
STARTED WITH FRIENDS AND CO-WORKERS	4 1.1	3 1.1	1 2.5	1 1.0	2 3.6	1 0.5	- -	2 2.4	2 0.9	2 1.6	1 1.1	1 1.8	- -
SMOKED/STARTED SMOKING CIGARETTES	3 0.8	- -	1 2.5	- -	2 3.6	1 0.5	- -	1 1.2	2 0.9	- -	- -	2 3.6	1 1.1
STARTED IN SCHOOL/ MILITARY	2 0.5	- -	1 2.5	- -	2 3.6	- -	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
TEXTURE (NET)	10 2.7	9 3.2	1 2.5	2 2.0	1 1.8	7 3.4	3 5.1	- -	7 3.2	3 2.5	2 2.2	1 1.8	4 4.4
ENJOY THE FEEL OF CIGAR IN HAND	7 1.9	6 2.2	1 2.5	2 2.0	1 1.8	4 1.9	2 3.4	- -	5 2.3	2 1.6	1 1.1	1 1.8	3 3.3
LIKE THE FEEL OF CIGAR IN MOUTH/ORAL SATISFACTION	3 0.8	3 1.1	- -	- -	- -	3 1.4	- -	- -	3 1.4	1 0.8	1 1.1	- -	1 1.1
FEELS SMOOTH/SMOOTH WRAPPER	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
VARIETY/SELECTION (NET)	10 2.7	9 3.2	1 2.5	3 3.0	1 1.8	6 2.9	3 5.1	4 4.8	3 1.4	8 6.6	1 1.1	1 1.8	- -
LIKE/GOOD VARIETY OF FLAVORS	10 2.7	9 3.2	1 2.5	3 3.0	1 1.8	6 2.9	3 5.1	4 4.8	3 1.4	8 6.6	1 1.1	1 1.8	- -
STYLE/DESIGN (NET)	10 2.7	8 2.9	1 2.5	3 3.0	- -	7 3.4	- -	1 1.2	9 4.1	2 1.6	2 2.2	3 5.4	3 3.3
WRAPPER (SUB-NET)	4 1.1	3 1.1	- -	2 2.0	- -	2 1.0	- -	1 1.2	3 1.4	2 1.6	- -	- -	2 2.2
MADURO WRAPPER	3 0.8	2 0.7	- -	1 1.0	- -	2 1.0	- -	1 1.2	2 0.9	1 0.8	- -	- -	2 2.2

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
LIKE THE WRAPPER (NS)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
SIZE (SUB-NET)	4 1.1	3 1.1	1 2.5	- -	- -	4 1.9	- -	- -	4 1.8	- -	1 1.1	2 3.6	1 1.1
LIKE THE SIZE	3 0.8	2 0.7	1 2.5	- -	- -	3 1.4	- -	- -	3 1.4	- -	1 1.1	1 1.8	1 1.1
LIKE LARGER SIZE/ LARGER RING	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
FULL BODIED	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
TOBACCO/FILLERS AGED	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
ALTERNATIVE (NET)	5 1.4	5 1.8	- -	2 2.0	- -	3 1.4	- -	2 2.4	3 1.4	2 1.6	2 2.2	- -	1 1.1
ALTERNATIVE TO CIGARETTES	4 1.1	4 1.4	- -	1 1.0	- -	3 1.4	- -	2 2.4	2 0.9	2 1.6	1 1.1	- -	1 1.1
ALTERNATIVE TO A PIPE	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
ALTERNATIVE TO CHEWING TOBACCO	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	1 0.8	- -	- -	- -
CONVENIENCE (NET)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
EASIER/MORE CONVENIENT THAN A PIPE	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
DON'T KNOW	12 3.3	11 3.9	1 2.5	- -	5 8.9	7 3.4	2 3.4	2 2.4	8 3.6	5 4.1	2 2.2	- -	5 5.5
NOTHING/NO REASON	1	1	-	-	-	1	-	1	-	1	-	-	-

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NOTHING/NO REASON	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 3
Q.3 : Why do you smoke cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE -Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOTAL	747 205.2	568 203.6	101 252.5	231 233.3	116 207.1	398 192.3	118 200.0	164 195.2	465 210.4	264 216.4	196 215.4	119 212.5	161 176.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 4
Q.4 : How many years have you been smoking cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
LESS THAN ONE YEAR	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	- -	- -	1 1.8	- -
ONE - TWO YEARS	58 15.9	49 17.6	4 10.0	32 32.3	2 3.6	22 10.6	58 98.3	- -	- -	35 28.7	15 16.5	5 8.9	3 3.3
TWO - THREE YEARS	31 8.5	25 9.0	3 7.5	9 9.1	5 8.9	17 8.2	- -	31 36.9	- -	18 14.8	9 9.9	1 1.8	2 2.2
THREE - FOUR YEARS	19 5.2	13 4.7	3 7.5	8 8.1	3 5.4	8 3.9	- -	19 22.6	- -	9 7.4	9 9.9	1 1.8	- -
FOUR - FIVE YEARS	34 9.3	27 9.7	3 7.5	8 8.1	5 8.9	21 10.1	- -	34 40.5	- -	23 18.9	6 6.6	4 7.1	1 1.1
FIVE - SIX YEARS	4 1.1	3 1.1	1 2.5	1 1.0	1 1.8	2 1.0	- -	- -	4 1.8	3 2.5	- -	1 1.8	- -
SIX - SEVEN YEARS	10 2.7	7 2.5	3 7.5	2 2.0	3 5.4	5 2.4	- -	- -	10 4.5	7 5.7	2 2.2	- -	1 1.1
SEVEN - EIGHT YEARS	9 2.5	7 2.5	- -	2 2.0	2 3.6	5 2.4	- -	- -	9 4.1	6 4.9	2 2.2	- -	1 1.1
EIGHT - NINE YEARS	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	- -	- -	4 1.8	2 1.6	1 1.1	- -	1 1.1
NINE - TEN YEARS	35 9.6	28 10.0	2 5.0	8 8.1	6 10.7	21 10.1	- -	- -	35 15.8	9 7.4	17 18.7	4 7.1	5 5.5
TEN - FIFTEEN YEARS	36 9.9	28 10.0	6 15.0	12 12.1	5 8.9	19 9.2	- -	- -	36 16.3	7 5.7	12 13.2	9 16.1	8 8.8
FIFTEEN - TWENTY YEARS	27 7.4	25 9.0	1 2.5	6 6.1	3 5.4	18 8.7	- -	- -	27 12.2	3 2.5	9 9.9	8 14.3	6 6.6
TWENTY - TWENTY-FIVE YEARS	15 4.1	10 3.6	5 12.5	1 1.0	4 7.1	10 4.8	- -	- -	15 6.8	- -	6 6.6	5 8.9	4 4.4

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PREMIUM CIGAR USAGE AND ATTITUDE
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TABLE 4
Q.4 : How many years have you been smoking cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TWENTY-FIVE - THIRTY YEARS	27 7.4	20 7.2	1 2.5	3 3.0	6 10.7	18 8.7	- -	- -	27 12.2	- -	3 3.3	10 17.9	14 15.4
THIRTY - THIRTY-FIVE YEARS	14 3.8	10 3.6	3 7.5	2 2.0	4 7.1	8 3.9	- -	- -	14 6.3	- -	- -	5 8.9	8 8.8
THIRTY-FIVE - FOURTY YEARS	12 3.3	8 2.9	2 5.0	2 2.0	- -	10 4.8	- -	- -	12 5.4	- -	- -	2 3.6	10 11.0
FOURTY - FOURTY-FIVE YEARS	6 1.6	5 1.8	- -	- -	1 1.8	5 2.4	- -	- -	6 2.7	- -	- -	- -	6 6.6
FOURTY-FIVE - FIFTY YEARS	11 3.0	6 2.2	2 5.0	- -	4 7.1	7 3.4	- -	- -	11 5.0	- -	- -	- -	10 11.0
MORE THAN FIFTY YEARS	11 3.0	3 1.1	1 2.5	1 1.0	1 1.8	9 4.3	- -	- -	11 5.0	- -	- -	- -	11 12.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 5
Q.5 : How often do you currently smoke a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
THREE OR MORE TIMES A DAY	44 12.1	28 10.0	5 12.5	10 10.1	6 10.7	28 13.5	1 1.7	5 6.0	38 17.2	4 3.3	6 6.6	9 16.1	23 25.3
ONE TO TWO TIMES A DAY	88 24.2	66 23.7	9 22.5	17 17.2	13 23.2	57 27.5	12 20.3	7 8.3	69 31.2	14 11.5	19 20.9	15 26.8	38 41.8
FOUR TO SIX TIMES A WEEK	35 9.6	29 10.4	5 12.5	13 13.1	6 10.7	16 7.7	3 5.1	6 7.1	26 11.8	7 5.7	12 13.2	8 14.3	8 8.8
TWO TO THREE TIMES A WEEK	75 20.6	57 20.4	12 30.0	24 24.2	10 17.9	41 19.8	15 25.4	20 23.8	40 18.1	36 29.5	20 22.0	12 21.4	7 7.7
ONCE A WEEK	47 12.9	41 14.7	1 2.5	15 15.2	9 16.1	23 11.1	13 22.0	17 20.2	17 7.7	23 18.9	14 15.4	4 7.1	6 6.6
ONE TO THREE TIMES A MONTH	58 15.9	47 16.8	5 12.5	17 17.2	8 14.3	32 15.5	14 23.7	22 26.2	22 10.0	32 26.2	14 15.4	6 10.7	6 6.6
ONE TO TWO TIMES A QUARTER	9 2.5	7 2.5	1 2.5	1 1.0	3 5.4	5 2.4	1 1.7	3 3.6	5 2.3	3 2.5	4 4.4	1 1.8	1 1.1
ONE TO THREE TIMES A YEAR	6 1.6	4 1.4	2 5.0	2 2.0	1 1.8	3 1.4	- -	4 4.8	2 0.9	3 2.5	2 2.2	1 1.8	- -
LESS THAN ONE TIME A YEAR	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
DK/REFUSED	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 6
Q.6 : Are you currently smoking more, less or about the same amount of cigars as you were two years ago?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MORE	99 27.2	83 29.7	10 25.0	99 100.0	- -	- -	33 55.9	25 29.8	41 18.6	53 43.4	26 28.6	12 21.4	7 7.7
LESS	56 15.4	42 15.1	8 20.0	- -	56 100.0	- -	2 3.4	13 15.5	41 18.6	15 12.3	10 11.0	7 12.5	23 25.3
ABOUT THE SAME	207 56.9	152 54.5	22 55.0	- -	- -	207 100.0	22 37.3	46 54.8	139 62.9	53 43.4	55 60.4	36 64.3	61 67.0
DON'T KNOW/REFUSED	2 0.5	2 0.7	- -	- -	- -	- -	2 3.4	- -	- -	1 0.8	- -	1 1.8	- -
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIKS #96-156

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BANNER 1

TABLE 7
Q.7 : How often were you smoking a cigar two years ago?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Smoking More Or Less Than Two Years Ago	155	125	18	99	56	-	35	38	82	68	36	19	30
THREE OR MORE TIMES A DAY	22 14.2	16 12.8	1 5.6	2 2.0	20 35.7	- -	- -	3 7.9	19 23.2	2 2.9	2 5.6	2 10.5	14 46.7
ONE TO TWO TIMES A DAY	20 12.9	15 12.0	5 27.8	4 4.0	16 28.6	- -	1 2.9	2 5.3	17 20.7	2 2.9	4 11.1	7 36.8	7 23.3
FOUR TO SIX TIMES A WEEK	3 1.9	3 2.4	- -	1 1.0	2 3.6	- -	- -	1 2.6	2 2.4	3 4.4	- -	- -	- -
TWO TO THREE TIMES A WEEK	23 14.8	16 12.8	5 27.8	14 14.1	9 16.1	- -	1 2.9	7 18.4	15 18.3	8 11.8	10 27.8	3 15.8	2 6.7
ONCE A WEEK	18 11.6	16 12.8	1 5.6	14 14.1	4 7.1	- -	3 8.6	7 18.4	8 9.8	12 17.6	3 8.3	1 5.3	2 6.7
ONE TO THREE TIMES A MONTH	30 19.4	26 20.8	3 16.7	26 26.3	4 7.1	- -	6 17.1	12 31.6	12 14.6	20 29.4	6 16.7	3 15.8	1 3.3
ONE TO TWO TIMES A QUARTER	8 5.2	7 5.6	- -	8 8.1	- -	- -	3 8.6	4 10.5	1 1.2	5 7.4	2 5.6	- -	1 3.3
ONE TO THREE TIMES A YEAR	11 7.1	8 6.4	2 11.1	11 11.1	- -	- -	4 11.4	2 5.3	5 6.1	4 5.9	5 13.9	1 5.3	1 3.3
LESS THAN ONE TIME A YEAR	5 3.2	4 3.2	1 5.6	5 5.1	- -	- -	4 11.4	- -	1 1.2	3 4.4	1 2.8	1 5.3	- -
NONE/WAS NOT SMOKING 2 YEARS AGO	12 7.7	11 8.8	- -	12 12.1	- -	- -	12 34.3	- -	- -	9 13.2	2 5.6	1 5.3	- -
DK/REFUSED	3 1.9	3 2.4	- -	2 2.0	1 1.8	- -	1 2.9	- -	2 2.4	- -	1 2.8	- -	2 6.7
TOTAL	155 100.0	125 100.0	18 100.0	99 100.0	56 100.0	- -	35 100.0	38 100.0	82 100.0	68 100.0	36 100.0	19 100.0	30 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MACANUDO	68 18.7	47 16.8	7 17.5	19 19.2	10 17.9	37 17.9	12 20.3	16 19.0	40 18.1	27 22.1	21 23.1	11 19.6	7 7.7
ARTURO FUENTE	34 9.3	28 10.0	5 12.5	9 9.1	8 14.3	17 8.2	6 10.2	12 14.3	16 7.2	14 11.5	9 9.9	6 10.7	5 5.5
TE-AMO	17 4.7	9 3.2	4 10.0	2 2.0	2 3.6	13 6.3	2 3.4	3 3.6	12 5.4	3 2.5	5 5.5	4 7.1	5 5.5
PARTAGAS	16 4.4	11 3.9	2 5.0	3 3.0	1 1.8	12 5.8	3 5.1	2 2.4	11 5.0	2 1.6	6 6.6	2 3.6	5 5.5
SWISHER SWEETS	14 3.8	11 3.9	2 5.0	5 5.1	1 1.8	8 3.9	2 3.4	4 4.8	8 3.6	6 4.9	6 6.6	1 1.8	- -
DUNHILL	13 3.6	9 3.2	2 5.0	5 5.1	- -	8 3.9	4 6.8	4 4.8	5 2.3	7 5.7	4 4.4	1 1.8	1 1.1
GARCIA Y VEGA	11 3.0	11 3.9	- -	3 3.0	1 1.8	7 3.4	2 3.4	4 4.8	5 2.3	7 5.7	- -	1 1.8	3 3.3
WHITE OWL	11 3.0	9 3.2	- -	2 2.0	2 3.6	7 3.4	2 3.4	1 1.2	8 3.6	1 0.8	4 4.4	- -	6 6.6
DUTCH MASTERS	10 2.7	9 3.2	1 2.5	3 3.0	1 1.8	6 2.9	- -	- -	10 4.5	1 0.8	3 3.3	4 7.1	2 2.2
ROYAL JAMICA	10 2.7	5 1.8	3 7.5	3 3.0	1 1.8	6 2.9	2 3.4	3 3.6	5 2.3	4 3.3	3 3.3	1 1.8	2 2.2
PUNCH	9 2.5	7 2.5	- -	3 3.0	1 1.8	5 2.4	1 1.7	4 4.8	4 1.8	3 2.5	2 2.2	2 3.6	2 2.2
PHILLIES	9 2.5	7 2.5	2 5.0	1 1.0	1 1.8	7 3.4	- -	3 3.6	6 2.7	2 1.6	2 2.2	2 3.6	3 3.3
THOMPSON	7 1.9	4 1.4	- -	- -	1 1.8	6 2.9	1 1.7	1 1.2	5 2.3	- -	1 1.1	1 1.8	5 5.5
H. UPMANN	7 1.9	5 1.8	1 2.5	3 3.0	- -	4 1.9	2 3.4	- -	5 2.3	2 1.6	- -	1 1.8	4 4.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CUESTA REY	7 1.9	5 1.8	2 5.0	1 1.0	3 5.4	3 1.4	- -	- -	7 3.2	- -	1 1.1	1 1.8	5 5.5
MONTE CRISTO	6 1.6	5 1.8	1 2.5	1 1.0	1 1.8	4 1.9	2 3.4	2 2.4	2 0.9	4 3.3	1 1.1	- -	1 1.1
ANTONIO & CLEOPATRA	5 1.4	4 1.4	1 2.5	2 2.0	2 3.6	1 0.5	1 1.7	- -	4 1.8	2 1.6	- -	1 1.8	2 2.2
HOYO DE MONTERREY	5 1.4	4 1.4	1 2.5	- -	- -	5 2.4	1 1.7	- -	4 1.8	1 0.8	- -	3 5.4	1 1.1
COHIBA	5 1.4	5 1.8	- -	2 2.0	1 1.8	2 1.0	1 1.7	2 2.4	2 0.9	4 3.3	- -	1 1.8	- -
EL PRODUCTO	4 1.1	4 1.4	- -	- -	2 3.6	2 1.0	- -	- -	4 1.8	- -	1 1.1	1 1.8	2 2.2
ASHTON	3 0.8	3 1.1	- -	1 1.0	1 1.8	1 0.5	2 3.4	1 1.2	- -	3 2.5	- -	- -	- -
DAVIDOFF	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	1 1.7	- -	2 0.9	1 0.8	2 2.2	- -	- -
DON DIEGO	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	1 1.7	- -	2 0.9	1 0.8	- -	- -	2 2.2
LA GLORIA CUBANA	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	- -	1 1.2	2 0.9	1 0.8	2 2.2	- -	- -
ROMEO Y JULIETA	3 0.8	1 0.4	2 5.0	2 2.0	1 1.8	- -	- -	3 3.6	- -	- -	3 3.3	- -	- -
HAVA TAMPA	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	1 0.8	- -	- -	1 1.1
TIPARILLO	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	1 1.2	1 0.5	- -	2 2.2	- -	- -
BACCARAT	2 0.5	1 0.4	- -	- -	- -	2 1.0	1 1.7	1 1.2	- -	- -	- -	1 1.8	1 1.1

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SIRS #96-156

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BANNER 1

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
LICINCIADOS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
MUNI MAKERS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
ONYX	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
AVO	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
PRIMO DEL REY	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
CROOKS	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	- -	1 1.1	- -	- -
CUBAN (UNSPECIFIED)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	1 0.8	- -	- -	- -
OTHER	58 15.9	46 16.5	3 7.5	18 18.2	12 21.4	28 13.5	6 10.2	10 11.9	42 19.0	16 13.1	9 9.9	8 14.3	25 27.5
DON'T KNOW	7 1.9	7 2.5	- -	1 1.0	2 3.6	4 1.9	1 1.7	1 1.2	5 2.3	3 2.5	1 1.1	2 3.6	1 1.1
NONE	3 0.8	3 1.1	- -	1 1.0	1 1.8	1 0.5	1 1.7	2 2.4	- -	1 0.8	1 1.1	1 1.8	- -
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 9
Q.8B : What other brands of cigars can you think of?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MACANUDO	70 19.2	53 19.0	10 25.0	24 24.2	6 10.7	40 19.3	13 22.0	17 20.2	40 18.1	27 22.1	19 20.9	11 19.6	13 14.3
H. UPMANN	54 14.8	39 14.0	8 20.0	22 22.2	8 14.3	23 11.1	10 16.9	11 13.1	33 14.9	22 18.0	16 17.6	7 12.5	8 8.8
PARTAGAS	53 14.6	43 15.4	6 15.0	17 17.2	10 17.9	26 12.6	12 20.3	13 15.5	28 12.7	27 22.1	12 13.2	6 10.7	8 8.8
PUNCH	40 11.0	34 12.2	4 10.0	13 13.1	6 10.7	21 10.1	11 18.6	13 15.5	16 7.2	17 13.9	13 14.3	6 10.7	4 4.4
DUNHILL	38 10.4	25 9.0	9 22.5	12 12.1	6 10.7	20 9.7	4 6.8	17 20.2	17 7.7	17 13.9	9 9.9	7 12.5	5 5.5
ARTURO FUENTE	36 9.9	28 10.0	4 10.0	12 12.1	3 5.4	20 9.7	7 11.9	10 11.9	19 8.6	16 13.1	4 4.4	8 14.3	7 7.7
HOYO DE MONTERREY	31 8.5	27 9.7	4 10.0	13 13.1	1 1.8	17 8.2	5 8.5	10 11.9	16 7.2	11 9.0	14 15.4	2 3.6	4 4.4
GARCIA Y VEGA	22 6.0	16 5.7	3 7.5	7 7.1	5 8.9	10 4.8	2 3.4	6 7.1	14 6.3	8 6.6	7 7.7	1 1.8	6 6.6
SWISHER SWEETS	22 6.0	20 7.2	1 2.5	8 8.1	1 1.8	13 6.3	3 5.1	5 6.0	14 6.3	8 6.6	9 9.9	2 3.6	3 3.3
ROYAL JAMICA	19 5.2	13 4.7	3 7.5	4 4.0	5 8.9	10 4.8	4 6.8	2 2.4	13 5.9	6 4.9	3 3.3	5 8.9	5 5.5
DAVIDOFF	18 4.9	14 5.0	2 5.0	7 7.1	1 1.8	9 4.3	7 11.9	6 7.1	5 2.3	8 6.6	4 4.4	2 3.6	4 4.4
DUTCH MASTERS	17 4.7	16 5.7	- -	7 7.1	4 7.1	6 2.9	3 5.1	1 1.2	13 5.9	5 4.1	4 4.4	2 3.6	6 6.6
TE-AMO	16 4.4	11 3.9	3 7.5	7 7.1	1 1.8	8 3.9	4 6.8	6 7.1	6 2.7	8 6.6	3 3.3	3 5.4	2 2.2
WHITE OWL	16 4.4	14 5.0	1 2.5	1 1.0	3 5.4	12 5.8	1 1.7	3 3.6	12 5.4	3 2.5	7 7.7	2 3.6	4 4.4

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BANNER 1

TABLE 9
Q.8B : What other brands of cigars can you think of?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DON DIEGO	15 4.1	5 1.8	6 15.0	4 4.0	3 5.4	8 3.9	1 1.7	1 1.2	13 5.9	5 4.1	3 3.3	3 5.4	4 4.4
ROMEO Y JULIETA	15 4.1	10 3.6	3 7.5	6 6.1	2 3.6	7 3.4	4 6.8	3 3.6	8 3.6	9 7.4	1 1.1	3 5.4	2 2.2
MONTE CRISTO	14 3.8	10 3.6	1 2.5	4 4.0	3 5.4	7 3.4	2 3.4	5 6.0	7 3.2	4 3.3	5 5.5	- -	5 5.5
BERING	14 3.8	10 3.6	4 10.0	1 1.0	1 1.8	12 5.8	1 1.7	1 1.2	12 5.4	2 1.6	5 5.5	1 1.8	6 6.6
AVO	13 3.6	12 4.3	1 2.5	6 6.1	2 3.6	5 2.4	2 3.4	5 6.0	6 2.7	4 3.3	4 4.4	3 5.4	2 2.2
COHIBA	13 3.6	10 3.6	1 2.5	6 6.1	- -	7 3.4	2 3.4	5 6.0	6 2.7	9 7.4	4 4.4	- -	- -
CUESTA REY	13 3.6	9 3.2	3 7.5	7 7.1	1 1.8	5 2.4	5 8.5	1 1.2	7 3.2	4 3.3	6 6.6	2 3.6	1 1.1
ANTONIO & CLEOPATRA	13 3.6	10 3.6	1 2.5	3 3.0	2 3.6	8 3.9	- -	1 1.2	12 5.4	1 0.8	2 2.2	3 5.4	7 7.7
BACCARAT	11 3.0	8 2.9	1 2.5	5 5.1	1 1.8	4 1.9	2 3.4	2 2.4	7 3.2	5 4.1	- -	1 1.8	5 5.5
ASHTON	10 2.7	7 2.5	2 5.0	3 3.0	1 1.8	6 2.9	3 5.1	4 4.8	3 1.4	6 4.9	- -	2 3.6	2 2.2
LA GLORIA CUBANA	9 2.5	8 2.9	1 2.5	7 7.1	- -	2 1.0	- -	5 6.0	4 1.8	7 5.7	2 2.2	- -	- -
THOMPSON	9 2.5	8 2.9	- -	2 2.0	1 1.8	6 2.9	1 1.7	1 1.2	7 3.2	1 0.8	3 3.3	2 3.6	3 3.3
EL PRODUCTO	9 2.5	8 2.9	1 2.5	2 2.0	1 1.8	6 2.9	- -	1 1.2	8 3.6	- -	3 3.3	3 5.4	3 3.3
KING EDWARDS	8 2.2	7 2.5	1 2.5	2 2.0	1 1.8	5 2.4	1 1.7	1 1.2	6 2.7	3 2.5	2 2.2	- -	3 3.3

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SIRS #96-156

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BANNER 1

TABLE 9
Q.8B : What other brands of cigars can you think of?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MONTECRUZ	7 1.9	4 1.4	3 7.5	3 3.0	1 1.8	3 1.4	1 1.7	1 1.2	5 2.3	2 1.6	1 1.1	3 5.4	1 1.1
PHILLIES	6 1.6	4 1.4	1 2.5	1 1.0	- -	5 2.4	- -	- -	6 2.7	1 0.8	- -	1 1.8	4 4.4
J.R.	6 1.6	6 2.2	- -	1 1.0	1 1.8	4 1.9	2 3.4	2 2.4	2 0.9	1 0.8	1 1.1	2 3.6	2 2.2
HAVA TAMPA	5 1.4	4 1.4	- -	1 1.0	1 1.8	3 1.4	- -	- -	5 2.3	1 0.8	- -	3 5.4	1 1.1
ONYX	5 1.4	4 1.4	1 2.5	1 1.0	1 1.8	3 1.4	- -	2 2.4	3 1.4	5 4.1	- -	- -	- -
DON THOMAS	5 1.4	5 1.8	- -	- -	1 1.8	4 1.9	- -	2 2.4	3 1.4	1 0.8	1 1.1	2 3.6	1 1.1
ZINO	4 1.1	3 1.1	1 2.5	- -	- -	3 1.4	1 1.7	1 1.2	2 0.9	1 0.8	2 2.2	1 1.8	- -
CASABLANCA	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	1 1.7	- -	3 1.4	1 0.8	- -	- -	3 3.3
TIPARILLO	3 0.8	2 0.7	1 2.5	- -	2 3.6	1 0.5	- -	- -	3 1.4	- -	2 2.2	1 1.8	- -
GRIFFINS	3 0.8	3 1.1	- -	1 1.0	1 1.8	- -	1 1.7	- -	2 0.9	1 0.8	- -	2 3.6	- -
PRIMO DEL REY	3 0.8	2 0.7	- -	1 1.0	- -	2 1.0	- -	- -	3 1.4	- -	2 2.2	- -	1 1.1
CUBAN (UNSPECIFIED)	2 0.5	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	1 0.5	- -	- -	1 1.8	1 1.1
PLEIADES	2 0.5	1 0.4	1 2.5	1 1.0	- -	1 0.5	- -	1 1.2	1 0.5	1 0.8	- -	1 1.8	- -
TEMPLE HALL	2 0.5	2 0.7	- -	2 2.0	- -	- -	- -	- -	2 0.9	1 0.8	1 1.1	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 9
Q.8B : What other brands of cigars can you think of?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CROOKS	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	- -	2 0.9	- -	1 1.1	1 1.8	- -
LICINCIADOS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	- -	- -	1 1.8	- -
RAMON ALIONES	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
LA UNICA	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
ROBERT BURNS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
OTHER	94 25.8	67 24.0	10 25.0	28 28.3	18 32.1	48 23.2	15 25.4	15 17.9	64 29.0	26 21.3	25 27.5	17 30.4	24 26.4
DON'T KNOW	14 3.8	11 3.9	- -	2 2.0	1 1.8	11 5.3	3 5.1	3 3.6	8 3.6	4 3.3	3 3.3	2 3.6	5 5.5
NONE	25 6.9	21 7.5	2 5.0	6 6.1	5 8.9	14 6.8	3 5.1	6 7.1	16 7.2	10 8.2	6 6.6	2 3.6	7 7.7
TOTAL	814 223.6	625 224.0	104 260.0	263 265.7	112 200.0	432 208.7	139 235.6	190 226.2	485 219.5	300 245.9	209 229.7	128 228.6	173 190.1

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BANNER 1

TABLE 10A
Q.9 : Have you heard of Arturo Fuente?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	294	223	31	78	45	170	46	62	186	92	78	42	79
YES	184 62.6	138 61.9	23 74.2	53 67.9	28 62.2	102 60.0	33 71.7	36 58.1	115 61.8	55 59.8	53 67.9	29 69.0	44 55.7
NO	110 37.4	85 38.1	8 25.8	25 32.1	17 37.8	68 40.0	13 28.3	26 41.9	71 38.2	37 40.2	25 32.1	13 31.0	35 44.3
TOTAL	294 100.0	223 100.0	31 100.0	78 100.0	45 100.0	170 100.0	46 100.0	62 100.0	186 100.0	92 100.0	78 100.0	42 100.0	79 100.0

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BANNER 1

TABLE 10B
Q.9 : Have you heard of Ashton?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	351	269	38	95	54	200	54	79	218	113	91	54	89
YES	171 48.7	130 48.3	22 57.9	55 57.9	25 46.3	90 45.0	27 50.0	41 51.9	103 47.2	60 53.1	50 54.9	23 42.6	34 38.2
NO	180 51.3	139 51.7	16 42.1	40 42.1	29 53.7	110 55.0	27 50.0	38 48.1	115 52.8	53 46.9	41 45.1	31 57.4	55 61.8
TOTAL	351 100.0	269 100.0	38 100.0	95 100.0	54 100.0	200 100.0	54 100.0	79 100.0	218 100.0	113 100.0	91 100.0	54 100.0	89 100.0

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BANNER 1

TABLE 100:
Q.9 : Have you heard of Avo?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	350	266	39	92	54	202	56	79	215	117	87	53	89
YES	95 27.1	78 29.3	8 20.5	26 28.3	16 29.6	51 25.2	20 35.7	23 29.1	52 24.2	39 33.3	24 27.6	16 30.2	14 15.7
NO	255 72.9	188 70.7	31 79.5	66 71.7	38 70.4	151 74.8	36 64.3	56 70.9	163 75.8	78 66.7	63 72.4	37 69.8	75 84.3
TOTAL	350 100.0	266 100.0	39 100.0	92 100.0	54 100.0	202 100.0	56 100.0	79 100.0	215 100.0	117 100.0	87 100.0	53 100.0	89 100.0

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BANNER 1

TABLE 10D
Q.9 : Have you heard of Davidoff?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	343	262	38	91	55	196	51	78	214	113	85	54	87
YES	154 44.9	116 44.3	23 60.5	41 45.1	27 49.1	86 43.9	23 45.1	41 52.6	90 42.1	60 53.1	38 44.7	27 50.0	28 32.2
NO	189 55.1	146 55.7	15 39.5	50 54.9	28 50.9	110 56.1	28 54.9	37 47.4	124 57.9	53 46.9	47 55.3	27 50.0	59 67.8
TOTAL	343 100.0	262 100.0	38 100.0	91 100.0	55 100.0	196 100.0	51 100.0	78 100.0	214 100.0	113 100.0	85 100.0	54 100.0	87 100.0

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BANNER 1

TABLE 10E
Q.9 : Have you heard of Dunhill?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	313	245	29	82	50	179	51	63	199	98	78	48	85
YES	262 83.7	201 82.0	28 96.6	68 82.9	43 86.0	149 83.2	47 92.2	47 74.6	168 84.4	79 80.6	61 78.2	44 91.7	74 87.1
NO	51 16.3	44 18.0	1 3.4	14 17.1	7 14.0	30 16.8	4 7.8	16 25.4	31 15.6	19 19.4	17 21.8	4 8.3	11 12.9
TOTAL	313 100.0	245 100.0	29 100.0	82 100.0	50 100.0	179 100.0	51 100.0	63 100.0	199 100.0	98 100.0	78 100.0	48 100.0	85 100.0

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BANNER 1

TABLE 10F
Q.9 : Have you heard of H. Upmann?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	303	235	31	74	48	180	47	73	183	98	75	48	79
YES	181 59.7	136 57.9	19 61.3	40 54.1	31 64.6	109 60.6	30 63.8	42 57.5	109 59.6	55 56.1	45 60.0	34 70.8	45 57.0
NO	122 40.3	99 42.1	12 38.7	34 45.9	17 35.4	71 39.4	17 36.2	31 42.5	74 40.4	43 43.9	30 40.0	14 29.2	34 43.0
TOTAL	303 100.0	235 100.0	31 100.0	74 100.0	48 100.0	180 100.0	47 100.0	73 100.0	183 100.0	98 100.0	75 100.0	48 100.0	79 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
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BANNER 1

TABLE 106
Q.9 : Have you heard of Hoyo De Monterey?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	328	248	35	86	55	185	53	74	201	110	77	51	86
YES	203 61.9	152 61.3	25 71.4	49 57.0	35 63.6	119 64.3	34 64.2	46 62.2	123 61.2	70 63.6	44 57.1	37 72.5	51 59.3
NO	125 38.1	96 38.7	10 28.6	37 43.0	20 36.4	66 35.7	19 35.8	28 37.8	78 38.8	40 36.4	33 42.9	14 27.5	35 40.7
TOTAL	328 100.0	248 100.0	35 100.0	86 100.0	55 100.0	185 100.0	53 100.0	74 100.0	201 100.0	110 100.0	77 100.0	51 100.0	86 100.0

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GC 015300

PREMIUM CIGAR USAGE AND ATTITUDE
SIRC #96-156

16 Sep 96

BANNER 1

TABLE 10H
Q.9 : Have you heard of La Gloria Cubana?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	352	268	39	90	56	204	59	78	215	114	87	56	91
YES	128 36.4	98 36.6	14 35.9	30 33.3	24 42.9	74 36.3	17 28.8	32 41.0	79 36.7	43 37.7	32 36.8	25 44.6	27 29.7
NO	224 63.6	170 63.4	25 64.1	60 66.7	32 57.1	130 63.7	42 71.2	46 59.0	136 63.3	71 62.3	55 63.2	31 55.4	64 70.3
TOTAL	352 100.0	268 100.0	39 100.0	90 100.0	56 100.0	204 100.0	59 100.0	78 100.0	215 100.0	114 100.0	87 100.0	56 100.0	91 100.0

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UNDER PROTECTIVE ORDER
GC 015301

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 101
Q.9 : Have you heard of Macanudo?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	226	179	23	56	40	130	34	51	141	68	51	34	71
YES	152 67.3	115 64.2	22 95.7	41 73.2	21 52.5	90 69.2	28 82.4	36 70.6	88 62.4	47 69.1	38 74.5	22 64.7	44 62.0
NO	74 32.7	64 35.8	1 4.3	15 26.8	19 47.5	40 30.8	6 17.6	15 29.4	53 37.6	21 30.9	13 25.5	12 35.3	27 38.0
TOTAL	226 100.0	179 100.0	23 100.0	56 100.0	40 100.0	130 100.0	34 100.0	51 100.0	141 100.0	68 100.0	51 100.0	34 100.0	71 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015302

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 10J
Q.9 : Have you heard of Partagas?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents Not Aware Of Brands	295	225	32	79	45	169	44	69	182	93	73	48	78
YES	162 54.9	118 52.4	24 75.0	45 57.0	22 48.9	93 55.0	27 61.4	39 56.5	96 52.7	45 48.4	34 46.6	35 72.9	46 59.0
NO	133 45.1	107 47.6	8 25.0	34 43.0	23 51.1	76 45.0	17 38.6	30 43.5	86 47.3	48 51.6	39 53.4	13 27.1	32 41.0
TOTAL	295 100.0	225 100.0	32 100.0	79 100.0	45 100.0	169 100.0	44 100.0	69 100.0	182 100.0	93 100.0	73 100.0	48 100.0	78 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015303

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
INFLUENCE (NET)	199 54.7	152 54.5	23 57.5	63 63.6	32 57.1	103 49.8	42 71.2	54 64.3	103 46.6	91 74.6	48 52.7	24 42.9	33 36.3
CURIOSITY	65 17.9	54 19.4	6 15.0	23 23.2	11 19.6	31 15.0	17 28.8	21 25.0	27 12.2	36 29.5	14 15.4	8 14.3	6 6.6
RELATIVE SMOKED/ INFLUENCE	56 15.4	44 15.8	6 15.0	23 23.2	8 14.3	25 12.1	10 16.9	11 13.1	35 15.8	21 17.2	14 15.4	10 17.9	11 12.1
STARTED WITH FRIENDS AND CO-WORKERS	52 14.3	40 14.3	7 17.5	17 17.2	11 19.6	23 11.1	15 25.4	17 20.2	20 9.0	26 21.3	15 16.5	4 7.1	7 7.7
CIGAR GIVEN TO ME	36 9.9	25 9.0	9 22.5	8 8.1	8 14.3	19 9.2	7 11.9	8 9.5	21 9.5	17 13.9	7 7.7	5 8.9	6 6.6
STARTED IN SCHOOL/ MILITARY	16 4.4	9 3.2	1 2.5	1 1.0	3 5.4	12 5.8	- -	2 2.4	14 6.3	5 4.1	- -	2 3.6	8 8.8
PEER PRESSURE/ ACQUAINTANCE	11 3.0	10 3.6	1 2.5	2 2.0	2 3.6	7 3.4	2 3.4	4 4.8	5 2.3	6 4.9	4 4.4	- -	1 1.1
ACTORS SMOKE/SEE IN MEDIA	4 1.1	4 1.4	- -	1 1.0	- -	3 1.4	2 3.4	1 1.2	1 0.5	1 0.8	2 2.2	- -	1 1.1
SMOKED/STARTED SMOKING CIGARETTES	3 0.8	2 0.7	- -	- -	- -	3 1.4	1 1.7	2 2.4	- -	2 1.6	1 1.1	- -	- -
MISCELLANEOUS (NET)	57 15.7	43 15.4	6 15.0	10 10.1	10 17.9	37 17.9	8 13.6	8 9.5	41 18.6	9 7.4	17 18.7	14 25.0	17 18.7
SOOTHING/RELAXING/ STRESS RELIEVING	17 4.7	13 4.7	2 5.0	3 3.0	3 5.4	11 5.3	3 5.1	4 4.8	10 4.5	3 2.5	7 7.7	3 5.4	4 4.4
ENJOYABLE TO SMOKE (NS)	11 3.0	8 2.9	2 5.0	5 5.1	1 1.8	5 2.4	3 5.1	1 1.2	7 3.2	2 1.6	4 4.4	3 5.4	2 2.2
HABIT	10 2.7	8 2.9	2 5.0	1 1.0	3 5.4	6 2.9	- -	2 2.4	8 3.6	2 1.6	1 1.1	3 5.4	4 4.4
LIKE TO CHEW ON	5	2	1	-	1	4	-	-	5	-	-	2	3

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GC 015304

CIGAR	1.4	0.7	2.5	-	1.8	1.9	-	-	2.3	-	-	3.6	3.3

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
SMOKE WITH A DRINK/ ALCOHOL	5 1.4	4 1.4	- -	- -	1 1.8	4 1.9	2 3.4	- -	3 1.4	- -	2 2.2	1 1.8	2 2.2
WAS SELLING CIGARS	4 1.1	3 1.1	1 2.5	- -	2 3.6	2 1.0	- -	1 1.2	3 1.4	1 0.8	2 2.2	- -	1 1.1
CHANGE OF PACE/DO SOMETHING DIFFERENT	3 0.8	3 1.1	- -	- -	1 1.8	2 1.0	- -	- -	3 1.4	- -	1 1.1	1 1.8	1 1.1
KEEPS BUGS AWAY	3 0.8	2 0.7	- -	- -	- -	3 1.4	- -	1 1.2	2 0.9	- -	3 3.3	- -	- -
ANNOYS PEOPLE/ WOMEN/KEEPS AWAY	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	1 0.8	- -	1 1.8	- -
PLEASURE TO SMOKE (NS)	2 0.5	2 0.7	- -	- -	- -	2 1.0	2 3.4	- -	- -	- -	2 2.2	- -	- -
LIKE THE ASH	2 0.5	1 0.4	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	- -	- -	1 1.8	1 1.1
SIMILAR TO DRINKING A FINE WINE	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	- -	1 1.1	- -	- -
ENJOY NICOTINE/ TOBACCO HIGH	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
ATTITUDE (NET)	56 15.4	40 14.3	10 25.0	21 21.2	4 7.1	31 15.0	10 16.9	14 16.7	32 14.5	16 13.1	24 26.4	7 12.5	9 9.9
SOCIAL (SUB-NET)	46 12.6	30 10.8	10 25.0	17 17.2	3 5.4	26 12.6	8 13.6	13 15.5	25 11.3	12 9.8	22 24.2	5 8.9	7 7.7
SMOKE ON SPECIAL OCCASIONS/ CELEBRATIONS	14 3.8	8 2.9	4 10.0	5 5.1	1 1.8	8 3.9	2 3.4	6 7.1	6 2.7	4 3.3	7 7.7	1 1.8	2 2.2
FUN (NS)	5 1.4	4 1.4	1 2.5	3 3.0	- -	2 1.0	- -	2 2.4	3 1.4	1 0.8	3 3.3	- -	1 1.1
SMOKE AFTER A	5	3	1	1	1	3	-	3	2	1	2	-	2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015305

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
SMOKE WHILE PLAYING CARDS	5 1.4	4 1.4	1 2.5	3 3.0	1 1.8	1 0.5	2 3.4	- -	3 1.4	2 1.6	2 2.2	- -	1 1.1
SOCIALIZATION/ SMOKE WITH FRIENDS	5 1.4	4 1.4	1 2.5	2 2.0	- -	3 1.4	1 1.7	1 1.2	3 1.4	1 0.8	1 1.1	1 1.8	2 2.2
SMOKE WHILE FISHING	4 1.1	2 0.7	- -	- -	- -	4 1.9	- -	1 1.2	3 1.4	- -	3 3.3	1 1.8	- -
SMOKE WHILE PLAYING GOLF	4 1.1	3 1.1	- -	2 2.0	- -	2 1.0	1 1.7	2 2.4	1 0.5	2 1.6	2 2.2	- -	- -
POPULAR/SOCIABLE	3 0.8	1 0.4	1 2.5	1 1.0	- -	2 1.0	1 1.7	- -	2 0.9	1 0.8	2 2.2	- -	- -
LIKE THE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	3 0.8	2 0.7	1 2.5	1 1.0	- -	2 1.0	1 1.7	- -	2 0.9	- -	1 1.1	2 3.6	- -
RITUAL OF SMOKING A CIGAR	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	- -	- -	2 0.9	- -	1 1.1	1 1.8	- -
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR	11 3.0	11 3.9	- -	5 5.1	1 1.8	5 2.4	2 3.4	2 2.4	7 3.2	4 3.3	3 3.3	2 3.6	2 2.2
HEALTH (NET)	47 12.9	38 13.6	4 10.0	10 10.1	5 8.9	31 15.0	6 10.2	14 16.7	27 12.2	9 7.4	12 13.2	9 16.1	16 17.6
TO CUT BACK/QUIT SMOKING CIGARETTES	34 9.3	29 10.4	1 2.5	9 9.1	1 1.8	23 11.1	5 8.5	9 10.7	20 9.0	7 5.7	10 11.0	5 8.9	11 12.1
HEALTHIER THAN CIGARRETTES/NOT INHALE	13 3.6	10 3.6	2 5.0	4 4.0	3 5.4	6 2.9	2 3.4	3 3.6	8 3.6	3 2.5	3 3.3	2 3.6	4 4.4
CIGARS NOT ADDICITVE/NOT AS ADDICITVE AS	2 0.5	- -	2 5.0	- -	- -	2 1.0	1 1.7	- -	1 0.5	- -	1 1.1	- -	1 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015306

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
LOWERS BLOOD PRESSURE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	- -	1 1.1	- -	- -
CIGARS NOT UNHEALTHY/LEAST HARMFUL TOBACCO	1 0.3	- -	- -	- -	1 1.8	- -	- -	1 1.2	- -	- -	- -	1 1.8	- -
NOT CHOKE WHEN INHALE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
TASTE/FLAVOR (NET)	41 11.3	31 11.1	5 12.5	10 10.1	4 7.1	27 13.0	6 10.2	6 7.1	29 13.1	13 10.7	9 9.9	5 8.9	13 14.3
LIKE/GOOD TASTE/ FLAVOR (NS)	20 5.5	13 4.7	3 7.5	5 5.1	2 3.6	13 6.3	3 5.1	3 3.6	14 6.3	7 5.7	6 6.6	3 5.4	4 4.4
TASTE/FLAVOR ATTRIBUTES (SUB-NET)	10 2.7	9 3.2	1 2.5	3 3.0	1 1.8	6 2.9	- -	1 1.2	9 4.1	1 0.8	3 3.3	1 1.8	4 4.4
MILD TASTE/ FLAVOR/NOT TOO STRONG	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	- -	2 0.9	- -	1 1.1	1 1.8	- -
SMOOTH TASTE/ FLAVOR/NOT HARSH	2 0.5	1 0.4	1 2.5	- -	- -	2 1.0	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
RELAXING TASTE/ FLAVOR	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 2.2
SWEET TASTE/ FLAVOR	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	- -	- -	- -	- -
NOT BITTER	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
STRONG TASTE/ FLAVOR	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
UNIQUE TASTE/ FLAVOR (NS)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015307

PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
GOOD TOBACCO TASTE/ FLAVOR	6 1.6	6 2.2	- -	- -	1 1.8	5 2.4	- -	2 2.4	4 1.8	2 1.6	- -	1 1.8	3 3.3
TASTE BETTER THAN/ PREFER TO CIGARETTES	4 1.1	3 1.1	- -	1 1.0	- -	3 1.4	2 3.4	-	2 0.9	2 1.6	- -	1 1.8	1 1.1
NON-TOBACCO TASTE/ FLAVOR (SUB-NET)	2 0.5	1 0.4	1 2.5	1 1.0	- -	1 0.5	1 1.7	- -	1 0.5	1 0.8	1 1.1	- -	- -
SPICY TASTE/ FLAVOR	1 0.3	- -	1 2.5	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
VANILLA TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
MEDIUM TASTE/NOT HARD OR SOFT	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
ALTERNATIVE (NET)	30 8.2	24 8.6	3 7.5	11 11.1	6 10.7	13 6.3	- -	6 7.1	24 10.9	8 6.6	6 6.6	7 12.5	9 9.9
ALTERNATIVE TO CIGARETTES	21 5.8	18 6.5	2 5.0	10 10.1	4 7.1	7 3.4	- -	5 6.0	16 7.2	8 6.6	5 5.5	4 7.1	4 4.4
ALTERNATIVE TO A PIPE	9 2.5	6 2.2	2 5.0	2 2.0	2 3.6	5 2.4	- -	- -	9 4.1	- -	2 2.2	2 3.6	5 5.5
ALTERNATIVE TO CHEWING TOBACCO	2 0.5	1 0.4	- -	- -	1 1.8	1 0.5	- -	1 1.2	1 0.5	- -	- -	1 1.8	1 1.1
AROMA (NET)	22 6.0	18 6.5	1 2.5	7 7.1	2 3.6	13 6.3	1 1.7	4 4.8	17 7.7	7 5.7	8 8.8	1 1.8	6 6.6
LIKE THE SMELL/ AROMA (NS)	17 4.7	14 5.0	1 2.5	6 6.1	1 1.8	10 4.8	1 1.7	2 2.4	14 6.3	6 4.9	6 6.6	1 1.8	4 4.4
SWEET SMELL/AROMA	2 0.5	1 0.4	- -	- -	- -	2 1.0	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
AROMA NOT OFFENSIVE	1	1	-	1	-	-	-	1	-	1	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015308

TO OTHERS	0.3	0.4	-	1.0	-	-	-	1.2	-	0.8	-	-	-

PREMIUM CIGAR USAGE AND ATTITUDE
.STRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
STRONG SMELL/AROMA	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
AROMA LINGERS/LASTS FOR A LONG TIME	1 0.3	1 0.4	- -	- -	- -	1 0.5	-	1 1.2	-	-	1 1.1	- -	- -
QUALITY (NET)	13 3.6	10 3.6	1 2.5	4 4.0	- -	9 4.3	2 3.4	1 1.2	10 4.5	1 0.8	1 1.1	5 8.9	6 6.6
LASTS LONGER/BURNS A LONG TIME	7 1.9	6 2.2	- -	2 2.0	- -	5 2.4	2 3.4	1 1.2	4 1.8	1 0.8	1 1.1	2 3.6	3 3.3
BURNS/SMOKES WELL/ EVENLY	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	- -	- -	1 1.8	1 1.1
EASY TO DRAW	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
GOOD AMOUNT OF SMOKE	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
DOESN'T FALL APART/ BREAK APART	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
CONSTRUCTION (SUB-NET)	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
HAND MADE/ROLLED	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
CONVENIENCE (NET)	7 1.9	7 2.5	- -	2 2.0	2 3.6	3 1.4	- -	2 2.4	5 2.3	2 1.6	- -	3 5.4	2 2.2
EASIER/MORE CONVENIENT THAN A PIPE	7 1.9	7 2.5	- -	2 2.0	2 3.6	3 1.4	- -	2 2.4	5 2.3	2 1.6	- -	3 5.4	2 2.2
TEXTURE (NET)	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	- -	1 1.2	1 0.5	- -	1 1.1	- -	1 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015309

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 16
Q.11 : Why did you start smoking cigars?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	182	91	56	91
LIKE THE FEEL OF CIGAR IN MOUTH/ORAL SATISFACTION	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
ENJOY THE FEEL OF CIGAR IN HAND	1 0.3	1 0.4	- -	-	1 1.8	-	-	1 1.2	-	- -	- -	- -	1 1.1
STYLE/DESIGN (NET)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
SIZE (SUB-NET)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
LIKE LARGER SIZE/ LARGER RING	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
MANUFACTURE (NET)	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
CUBAN MADE/CUBAN MADE CIGAR	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
AVAILABILITY (NET)	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
AVAILABLE/EASY TO FIND	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
VARIETY/SELECTION (NET)	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
LIKE/GOOD VARIETY OF FLAVORS	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
DON'T KNOW	29 8.0	24 8.6	- -	7 7.1	7 12.5	15 7.2	1 1.7	5 6.0	23 10.4	9 7.4	3 3.3	1 1.8	16 17.6
NOTHING/NO REASON	6 1.6	5 1.8	1 2.5	- -	1 1.8	5 2.4	1 1.7	1 1.2	4 1.8	1 0.8	3 3.3	1 1.8	1 1.1
TOTAL	580	448	68	167	90	320	95	142	353	192	155	85	142

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015310

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
SWISHER SWEETS	44 12.1	34 12.2	4 10.0	8 8.1	3 5.4	33 15.9	9 15.3	11 13.1	24 10.9	17 13.9	18 19.8	6 10.7	2 2.2
MACANUDO	31 8.5	21 7.5	5 12.5	12 12.1	1 1.8	16 7.7	9 15.3	11 13.1	11 5.0	16 13.1	9 9.9	4 7.1	2 2.2
GARCIA Y VEGA	18 4.9	10 6.5	- -	7 7.1	3 5.4	8 3.9	2 3.4	7 8.3	9 4.1	10 8.2	4 4.4	2 3.6	2 2.2
DUTCH MASTERS	17 4.7	16 5.7	1 2.5	5 5.1	3 5.4	9 4.3	- -	2 2.4	15 6.8	6 4.9	1 1.1	4 7.1	6 6.6
ARTURO FUENTE	12 3.3	12 4.3	- -	5 5.1	2 3.6	5 2.4	5 8.5	5 6.0	2 0.9	8 6.6	1 1.1	3 5.4	- -
EL PRODUCTO	11 3.0	8 2.9	- -	1 1.0	- -	10 4.8	- -	1 1.2	10 4.5	1 0.8	1 1.1	3 5.4	6 6.6
WHITE OWL	11 3.0	8 2.9	- -	1 1.0	5 8.9	5 2.4	- -	2 2.4	9 4.1	2 1.6	1 1.1	- -	7 7.7
KING EDWARDS	11 3.0	10 3.6	- -	4 4.0	2 3.6	5 2.4	1 1.7	2 2.4	8 3.6	1 0.8	1 1.1	1 1.8	7 7.7
PHILLIES	8 2.2	6 2.2	2 5.0	1 1.0	1 1.8	6 2.9	2 3.4	2 2.4	4 1.8	1 0.8	3 3.3	1 1.8	3 3.3
TE-AMO	7 1.9	2 0.7	3 7.5	2 2.0	1 1.8	4 1.9	2 3.4	2 2.4	3 1.4	2 1.6	3 3.3	2 3.6	- -
HAVA TAMPA	7 1.9	5 1.8	2 5.0	1 1.0	2 3.6	4 1.9	- -	- -	7 3.2	- -	3 3.3	1 1.8	3 3.3
ANTONIO & CLEOPATRA	7 1.9	6 2.2	1 2.5	1 1.0	1 1.8	5 2.4	- -	3 3.6	4 1.8	2 1.6	3 3.3	1 1.8	1 1.1
H. UPMANN	5 1.4	4 1.4	- -	2 2.0	1 1.8	2 1.0	1 1.7	1 1.2	3 1.4	2 1.6	2 2.2	1 1.8	- -
ROYAL JAMICA	5 1.4	5 1.8	- -	2 2.0	2 3.6	1 0.5	3 5.1	2 2.4	- -	4 3.3	1 1.1	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015311

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ROBERT BURNS	4 1.1	3 1.1	- -	- -	1 1.8	3 1.4	1 1.7	- -	3 1.4	- -	3 3.3	- -	1 1.1
TIPARILLO	4 1.1	3 1.1	- -	3 3.0	- -	1 0.5	1 1.7	1 1.2	2 0.9	1 0.8	3 3.3	- -	- -
HOYO DE MONTERREY	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	- -	2 2.4	1 0.5	2 1.6	1 1.1	- -	- -
DUNHILL	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	3 5.1	- -	- -	2 1.6	1 1.1	- -	- -
PARTAGAS	3 0.8	1 0.4	1 2.5	- -	1 1.8	2 1.0	- -	2 2.4	1 0.5	1 0.8	1 1.1	1 1.8	- -
BACCARAT	3 0.8	1 0.4	- -	1 1.0	1 1.8	1 0.5	1 1.7	2 2.4	- -	2 1.6	- -	1 1.8	- -
ROMEO Y JULIETA	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	1 1.7	1 1.2	- -	- -	2 2.2	- -	- -
DON DIEGO	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	1 1.7	1 1.2	- -	1 0.8	1 1.1	- -	- -
BERING	2 0.5	1 0.4	1 2.5	1 1.0	- -	1 0.5	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
PUNCH	2 0.5	2 0.7	- -	1 1.0	1 1.8	- -	1 1.7	1 1.2	- -	2 1.6	- -	- -	- -
CUBAN (UNSPECIFIED)	2 0.5	1 0.4	1 2.5	2 2.0	- -	- -	- -	1 1.2	1 0.5	1 0.8	- -	1 1.8	- -
J.R.	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
MUNI MAKERS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
ONYX	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015312

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

		INCOME		SMOKING FREQ. PYR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CROOKS	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
LA GLORIA CUBANA	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
DON TOMAS	1 0.3	- -	1 2.5	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
CUESTA REY	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
DAVIDOFF	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	- -	- -	- -	1 1.1
THOMPSON	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
OTHER	64 17.6	53 19.0	5 12.5	20 20.2	12 21.4	32 15.5	7 11.9	8 9.5	49 22.2	14 11.5	13 14.3	14 25.0	22 24.2
DON'T KNOW	67 18.4	43 15.4	11 27.5	10 10.1	12 21.4	45 21.7	5 8.5	12 14.3	50 22.6	17 13.9	13 14.3	10 17.9	27 29.7
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015313

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MACANUDO	147 40.4	108 38.7	21 52.5	44 44.4	16 28.6	85 41.1	26 44.1	34 40.5	87 39.4	59 48.4	45 49.5	18 32.1	24 26.4
ARTURO FUENTE	94 25.8	76 27.2	12 30.0	35 35.4	14 25.0	45 21.7	18 30.5	26 31.0	50 22.6	41 33.6	23 25.3	14 25.0	15 16.5
H. UPMANN	84 23.1	61 21.9	10 25.0	28 28.3	13 23.2	41 19.8	23 39.0	18 21.4	43 19.5	27 22.1	26 28.6	18 32.1	11 12.1
PARTAGAS	82 22.5	63 22.6	9 22.5	28 28.3	11 19.6	42 20.3	20 33.9	20 23.8	42 19.0	35 28.7	23 25.3	10 17.9	12 13.2
HOYO DE MONTERREY	50 13.7	39 14.0	9 22.5	17 17.2	5 8.9	28 13.5	8 13.6	12 14.3	30 13.6	19 15.6	16 17.6	8 14.3	7 7.7
DUNHILL	48 13.2	33 11.8	9 22.5	21 21.2	7 12.5	20 9.7	12 20.3	14 16.7	22 10.0	28 23.0	11 12.1	5 8.9	4 4.4
PUNCH	44 12.1	36 12.9	4 10.0	18 18.2	6 10.7	20 9.7	14 23.7	13 15.5	17 7.7	21 17.2	12 13.2	8 14.3	3 3.3
TE-AMO	43 11.8	24 8.6	12 30.0	11 11.1	4 7.1	28 13.5	8 13.6	11 13.1	24 10.9	12 9.8	13 14.3	8 14.3	9 9.9
DAVIDOFF	40 11.0	27 9.7	8 20.0	15 15.2	7 12.5	17 8.2	8 13.6	14 15.5	19 8.6	19 15.6	11 12.1	4 7.1	6 6.6
ROYAL JAMICA	28 7.7	21 7.5	4 10.0	6 6.1	4 7.1	17 8.2	6 10.2	7 8.3	15 6.8	9 7.4	7 7.7	7 12.5	5 5.5
THOMPSON	28 7.7	22 7.9	1 2.5	4 4.0	5 8.9	19 9.2	5 8.5	2 2.4	21 9.5	4 3.3	7 7.7	4 7.1	12 13.2
AVO	27 7.4	24 8.6	3 7.5	14 14.1	3 5.4	10 4.8	6 10.2	13 15.5	8 3.6	14 11.5	9 9.9	3 5.4	1 1.1
GARCIA Y VEGA	26 7.1	20 7.2	6 15.0	8 8.1	4 7.1	14 6.8	5 8.5	7 8.3	14 6.3	10 8.2	7 7.7	3 5.4	6 6.6
SWISHER SWEETS	21 5.8	19 6.8	1 2.5	5 5.1	1 1.8	15 7.2	4 6.8	5 6.0	12 5.4	7 5.7	11 12.1	- -	2 2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015314

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DON DIEGO	20 5.5	15 5.4	3 7.5	6 6.1	1 1.8	13 6.3	2 3.4	4 4.8	14 6.3	9 7.4	2 2.2	2 3.6	7 7.7
ASHTON	20 5.5	17 6.1	2 5.0	11 11.1	3 5.4	6 2.9	4 6.8	9 10.7	7 3.2	14 11.5	4 4.4	1 1.8	1 1.1
ROMEO Y JULIETA	19 5.2	10 3.6	6 15.0	8 8.1	2 3.6	9 4.3	4 6.8	6 7.1	9 4.1	8 6.6	5 5.5	4 7.1	2 2.2
MONTE CRISTO	19 5.2	14 5.0	4 10.0	5 5.1	4 7.1	10 4.8	3 5.1	4 4.8	12 5.4	12 9.8	4 4.4	1 1.8	2 2.2
COHIBA	18 4.9	11 3.9	5 12.5	7 7.1	2 3.6	9 4.3	2 3.4	7 8.3	9 4.1	10 8.2	4 4.4	3 5.4	- -
CUESTA REY	17 4.7	13 4.7	3 7.5	5 5.1	5 8.9	7 3.4	3 5.1	1 1.2	13 5.9	2 1.6	8 8.8	1 1.8	6 6.6
BACCARAT	16 4.4	11 3.9	1 2.5	8 8.1	1 1.8	6 2.9	4 6.8	3 3.6	9 4.1	7 5.7	- -	4 7.1	5 5.5
BERING	13 3.6	8 2.9	5 12.5	4 4.0	1 1.8	8 3.9	3 5.1	2 2.4	8 3.6	3 2.5	5 5.5	2 3.6	3 3.3
LA GLORIA CUBANA	13 3.6	11 3.9	2 5.0	7 7.1	2 3.6	4 1.9	1 1.7	4 4.8	8 3.6	7 5.7	4 4.4	2 3.6	- -
J.R.	12 3.3	11 3.9	1 2.5	5 5.1	- -	7 3.4	3 5.1	4 4.8	5 2.3	5 4.1	2 2.2	- -	5 5.5
ONYX	10 2.7	9 3.2	1 2.5	4 4.0	2 3.6	4 1.9	1 1.7	4 4.8	5 2.3	7 5.7	2 2.2	- -	1 1.1
EL PRODUCTO	10 2.7	8 2.9	1 2.5	- -	2 3.6	8 3.9	- -	2 2.4	8 3.6	- -	3 3.3	4 7.1	3 3.3
ANTONIO & CLEOPATRA	9 2.5	7 2.5	- -	1 1.0	4 7.1	4 1.9	1 1.7	- -	8 3.6	- -	4 4.4	- -	5 5.5
DON THOMAS	8 2.2	8 2.9	- -	1 1.0	2 3.6	5 2.4	2 3.4	- -	6 2.7	3 2.5	2 2.2	1 1.8	2 2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015315

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MONTECRUZ	7 1.9	7 2.5	- -	1 1.0	- -	6 2.9	2 3.4	2 2.4	3 1.4	1 0.8	1 1.1	1 1.8	4 4.4
HAVA TAMPA	6 1.6	6 2.2	- -	2 2.0	2 3.6	2 1.0	1 1.7	1 1.2	4 1.8	1 0.8	2 2.2	2 3.6	1 1.1
CUBAN (UNSPECIFIED)	6 1.6	4 1.4	1 2.5	2 2.0	- -	4 1.9	- -	1 1.2	5 2.3	2 1.6	- -	1 1.8	3 3.3
PLEIADES	6 1.6	3 1.1	3 7.5	2 2.0	2 3.6	2 1.0	- -	1 1.2	5 2.3	2 1.6	1 1.1	3 5.4	- -
DUTCH MASTERS	5 1.4	4 1.4	- -	- -	1 1.8	4 1.9	- -	- -	5 2.3	1 0.8	- -	2 3.6	2 2.2
EXCALIBAR	5 1.4	4 1.4	1 2.5	2 2.0	1 1.8	2 1.0	1 1.7	1 1.2	3 1.4	1 0.8	2 2.2	1 1.8	1 1.1
PRIMO DEL REY	5 1.4	4 1.4	1 2.5	2 2.0	1 1.8	2 1.0	- -	- -	5 2.3	1 0.8	2 2.2	1 1.8	1 1.1
KING EDWARDS	5 1.4	4 1.4	- -	4 4.0	1 1.8	- -	1 1.7	1 1.2	3 1.4	2 1.6	- -	- -	2 2.2
PHILLIES	4 1.1	4 1.4	- -	- -	1 1.8	3 1.4	- -	- -	4 1.8	- -	- -	2 3.6	2 2.2
TEMPLE HALL	4 1.1	4 1.4	- -	2 2.0	- -	1 0.5	1 1.7	1 1.2	2 0.9	1 0.8	2 2.2	1 1.8	- -
WHITE OWL	4 1.1	4 1.4	- -	- -	1 1.8	3 1.4	- -	2 2.4	2 0.9	2 1.6	- -	- -	2 2.2
GRIFFINS	4 1.1	4 1.4	- -	1 1.0	- -	2 1.0	1 1.7	1 1.2	2 0.9	1 0.8	2 2.2	1 1.8	- -
LICINCIADOS	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	- -	2 2.4	1 0.5	1 0.8	1 1.1	1 1.8	- -
ZINO	3 0.8	2 0.7	1 2.5	- -	- -	3 1.4	- -	2 2.4	1 0.5	- -	2 2.2	- -	1 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015316

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
LA UNICA	3 0.8	3 1.1	- -	- -	- -	3 1.4	1 1.7	1 1.2	1 0.5	- -	1 1.1	- -	2 2.2
ROBERT BURNS	2 0.5	1 0.4	- -	- -	- -	2 1.0	1 1.7	- -	1 0.5	- -	1 1.1	- -	- -
JUEN CLEMENTE	1 0.3	1 0.4	- -	- -	- -	- -	1 1.7	- -	- -	- -	- -	1 1.8	- -
NAT SHERMAN	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
TIPARILLO	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
TROYA	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
CASABLANCA	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
RAMON ALLONES	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
OTHER	123 33.8	97 34.8	9 22.5	36 36.4	18 32.1	67 32.4	21 35.6	25 29.8	77 34.8	41 33.6	30 33.0	22 39.3	27 29.7
DON'T KNOW	21 5.8	16 5.7	2 5.0	5 5.1	8 14.3	8 3.9	- -	7 8.3	14 6.3	5 4.1	6 6.6	4 7.1	6 6.6
NONE	4 1.1	2 0.7	1 2.5	- -	1 1.8	3 1.4	- -	1 1.2	3 1.4	- -	1 1.1	- -	3 3.3
TOTAL	1192 327.5	906 324.7	163 407.5	387 390.9	169 301.8	623 301.0	227 384.7	294 350.0	671 303.6	456 373.8	325 357.1	180 321.4	216 237.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015317

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
SWISHER SWEETS	24 6.6	17 6.1	5 12.5	12 12.1	1 1.8	11 5.3	5 8.5	5 6.0	14 6.3	12 9.8	8 8.8	2 3.6	1 1.1
MACANUDO	22 6.0	18 6.5	2 5.0	4 4.0	5 8.9	13 6.3	1 1.7	6 7.1	15 6.8	7 5.7	2 2.2	7 12.5	6 6.6
DUNHILL	22 6.0	17 6.1	3 7.5	3 3.0	2 3.6	17 8.2	2 3.4	6 7.1	14 6.3	5 4.1	9 9.9	5 8.9	3 3.3
WHITE OWL	19 5.2	13 4.7	4 10.0	3 3.0	1 1.8	14 6.8	2 3.4	2 2.4	15 6.8	2 1.6	7 7.7	6 10.7	4 4.4
DUTCH MASTERS	18 4.9	16 5.7	- -	6 6.1	1 1.8	11 5.3	1 1.7	1 1.2	16 7.2	6 4.9	4 4.4	5 8.9	2 2.2
PUNCH	17 4.7	16 5.7	1 2.5	5 5.1	3 5.4	9 4.3	1 1.7	4 4.8	12 5.4	6 4.9	3 3.3	5 8.9	3 3.3
PARTAGAS	14 3.8	8 2.9	4 10.0	5 5.1	2 3.6	7 3.4	1 1.7	5 6.0	8 3.6	3 2.5	3 3.3	4 7.1	4 4.4
H. UPMANN	13 3.6	11 3.9	1 2.5	3 3.0	- -	10 4.8	1 1.7	2 2.4	10 4.5	4 3.3	1 1.1	3 5.4	5 5.5
PHILLIES	12 3.3	10 3.6	1 2.5	3 3.0	3 5.4	6 2.9	1 1.7	2 2.4	9 4.1	2 1.6	1 1.1	2 3.6	7 7.7
GARCIA Y VEGA	10 2.7	8 2.9	1 2.5	2 2.0	3 5.4	5 2.4	1 1.7	5 6.0	4 1.8	4 3.3	4 4.4	1 1.8	1 1.1
ARTURO FUENTE	9 2.5	6 2.2	3 7.5	2 2.0	- -	7 3.4	1 1.7	3 3.6	5 2.3	2 1.6	3 3.3	2 3.6	2 2.2
EL PRODUCTO	9 2.5	7 2.5	2 5.0	2 2.0	1 1.8	6 2.9	1 1.7	1 1.2	7 3.2	1 0.8	4 4.4	2 3.6	2 2.2
TE-AMO	9 2.5	5 1.8	3 7.5	2 2.0	2 3.6	5 2.4	1 1.7	2 2.4	6 2.7	1 0.8	2 2.2	4 7.1	2 2.2
ROYAL JAMICA	8 2.2	5 1.8	1 2.5	1 1.0	- -	7 3.4	1 1.7	1 1.2	6 2.7	1 0.8	2 2.2	3 5.4	2 2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015318

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
THOMPSON	8 2.2	7 2.5	1 2.5	1 1.0	2 3.6	4 1.9	2 3.4	2 2.4	4 1.8	3 2.5	1 1.1	3 5.4	1 1.1
CUESTA REY	7 1.9	3 1.1	2 5.0	3 3.0	1 1.8	3 1.4	1 1.7	- -	6 2.7	3 2.5	1 1.1	1 1.8	2 2.2
HOYO DE MONTERREY	7 1.9	7 2.5	- -	4 4.0	- -	3 1.4	- -	3 3.6	4 1.8	4 3.3	2 2.2	1 1.8	- -
DAVIDOFF	6 1.6	5 1.8	1 2.5	- -	1 1.8	5 2.4	1 1.7	1 1.2	4 1.8	2 1.6	2 2.2	1 1.8	1 1.1
AVO	5 1.4	5 1.8	- -	2 2.0	1 1.8	2 1.0	1 1.7	- -	4 1.8	2 1.6	3 3.3	- -	- -
ROMEO Y JULIETA	5 1.4	3 1.1	2 5.0	3 3.0	1 1.8	1 0.5	1 1.7	2 2.4	2 0.9	3 2.5	1 1.1	1 1.8	- -
BERING	5 1.4	4 1.4	1 2.5	1 1.0	- -	3 1.4	2 3.4	- -	3 1.4	- -	1 1.1	2 3.6	2 2.2
HAVA TAMPA	5 1.4	3 1.1	1 2.5	2 2.0	- -	3 1.4	- -	- -	5 2.3	1 0.8	1 1.1	1 1.8	2 2.2
MONTE CRISTO	5 1.4	4 1.4	1 2.5	1 1.0	2 3.6	2 1.0	- -	1 1.2	4 1.8	1 0.8	1 1.1	1 1.8	2 2.2
ASHTON	5 1.4	3 1.1	1 2.5	2 2.0	1 1.8	2 1.0	- -	3 3.6	2 0.9	2 1.6	2 2.2	1 1.8	- -
ANTONIO & CLEOPATRA	5 1.4	5 1.8	- -	- -	2 3.6	3 1.4	1 1.7	- -	4 1.8	1 0.8	1 1.1	2 3.6	1 1.1
BACCARAT	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	1 1.7	1 1.2	2 0.9	1 0.8	- -	1 1.8	2 2.2
COHIBA	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	1 1.7	1 1.2	2 0.9	3 2.5	1 1.1	- -	- -
DON DIEGO	4 1.1	3 1.1	1 2.5	1 1.0	1 1.8	2 1.0	1 1.7	1 1.2	2 0.9	1 0.8	1 1.1	1 1.8	1 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015319

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
LA GLORIA CUBANA	4 1.1	3 1.1	- -	1 1.0	2 3.6	1 0.5	- -	1 1.2	3 1.4	1 0.8	2 2.2	- -	1 1.1
KING EDWARDS	4 1.1	4 1.4	- -	1 1.0	- -	3 1.4	- -	1 1.2	3 1.4	- -	1 1.1	1 1.8	2 2.2
ROBERT BURNS	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	- -	- -	3 1.4	- -	- -	2 3.6	1 1.1
DON THOMAS	3 0.8	1 0.4	1 2.5	1 1.0	1 1.8	1 0.5	1 1.7	1 1.2	1 0.5	2 1.6	- -	1 1.8	- -
TIPARILLO	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	- -	- -	3 1.4	- -	1 1.1	2 3.6	- -
MONTECRUZ	3 0.8	2 0.7	1 2.5	1 1.0	1 1.8	1 0.5	- -	- -	3 1.4	- -	1 1.1	1 1.8	1 1.1
CUBAN (UNSPECIFIED)	3 0.8	3 1.1	- -	1 1.0	1 1.8	1 0.5	1 1.7	1 1.2	1 0.5	2 1.6	1 1.1	- -	- -
GRIFFINS	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	1 0.8	1 1.1	- -	- -
PRIMO DEL REY	2 0.5	- -	2 5.0	1 1.0	1 1.8	- -	1 1.7	- -	1 0.5	1 0.8	- -	1 1.8	- -
LA UNICA	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	2 3.4	- -	- -	1 0.8	1 1.1	- -	- -
ONYX	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	1 1.7	- -	1 0.5	- -	1 1.1	1 1.8	- -
J.R.	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
CASABLANCA	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
CROOKS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015320

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
RAMON ALLONES	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
HENRI WINTERMANS	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	1 0.8	- -	- -	- -
TROYA	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	- -	1 1.1	- -	- -
MONTE CINO	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
EXCALIBAR	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	1 0.8	- -	- -	- -
OTHER	53 14.6	39 14.0	7 17.5	12 12.1	10 17.9	31 15.0	3 5.1	10 11.9	40 18.1	15 12.3	9 9.9	10 17.9	18 19.8
DON'T KNOW	52 14.3	40 14.3	5 12.5	18 18.2	8 14.3	26 12.6	13 22.0	9 10.7	30 13.6	19 15.6	17 18.7	8 14.3	7 7.7
NONE	92 25.3	64 22.9	9 22.5	26 26.3	15 26.8	51 24.6	16 27.1	24 28.6	52 23.5	34 27.9	23 25.3	9 16.1	25 27.5
TOTAL	518 142.3	392 140.5	69 172.5	146 147.5	79 141.1	290 140.1	71 120.3	110 131.0	337 152.5	162 132.8	131 144.0	105 187.5	115 126.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015321

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MACANUDO	43 11.8	32 11.5	5 12.5	6 6.1	6 10.7	30 14.5	4 6.8	7 8.3	32 14.5	10 8.2	16 17.6	8 14.3	9 9.9
ARTURO FUENTE	32 8.8	27 9.7	2 5.0	12 12.1	5 8.9	15 7.2	3 5.1	13 15.5	16 7.2	15 12.3	8 8.8	2 3.6	6 6.6
CUBAN (UNSPECIFIED)	22 6.0	15 5.4	2 5.0	8 8.1	4 7.1	10 4.8	2 3.4	5 6.0	15 6.8	7 5.7	3 3.3	5 8.9	7 7.7
PARTAGAS	14 3.8	12 4.3	1 2.5	5 5.1	2 3.6	7 3.4	4 6.8	1 1.2	9 4.1	4 3.3	5 5.5	1 1.8	3 3.3
DUNHILL	13 3.6	6 2.2	4 10.0	2 2.0	4 7.1	7 3.4	2 3.4	4 4.8	7 3.2	6 4.9	2 2.2	3 5.4	1 1.1
COHIBA	13 3.6	10 3.6	2 5.0	6 6.1	1 1.8	6 2.9	3 5.1	4 4.8	6 2.7	10 8.2	2 2.2	- -	1 1.1
H. UPMANN	11 3.0	8 2.9	1 2.5	3 3.0	1 1.8	7 3.4	3 5.1	1 1.2	7 3.2	4 3.3	3 3.3	- -	4 4.4
PUNCH	10 2.7	8 2.9	- -	3 3.0	1 1.8	6 2.9	3 5.1	2 2.4	5 2.3	1 0.8	3 3.3	2 3.6	4 4.4
HOYO DE MONTERREY	10 2.7	7 2.5	2 5.0	1 1.0	1 1.8	8 3.9	3 5.1	3 3.6	4 1.8	3 2.5	2 2.2	4 7.1	1 1.1
MONTE CRISTO	9 2.5	8 2.9	- -	2 2.0	2 3.6	5 2.4	- -	4 4.8	5 2.3	5 4.1	2 2.2	- -	2 2.2
ASHTON	8 2.2	7 2.5	- -	4 4.0	1 1.8	3 1.4	3 5.1	2 2.4	3 1.4	4 3.3	3 3.3	- -	1 1.1
ROMEO Y JULIETA	8 2.2	4 1.4	4 10.0	3 3.0	1 1.8	4 1.9	2 3.4	2 2.4	4 1.8	3 2.5	3 3.3	1 1.8	1 1.1
ROYAL JAMICA	8 2.2	5 1.8	2 5.0	2 2.0	- -	6 2.9	1 1.7	1 1.2	6 2.7	3 2.5	- -	2 3.6	3 3.3
DAVIDOFF	8 2.2	6 2.2	2 5.0	3 3.0	2 3.6	2 1.0	1 1.7	4 4.8	3 1.4	2 1.6	3 3.3	1 1.8	2 2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015322

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
THOMPSON	7 1.9	5 1.8	- -	- -	1 1.8	6 2.9	- -	2 2.4	5 2.3	- -	1 1.1	2 3.6	4 4.4
AVO	6 1.6	6 2.2	- -	3 3.0	1 1.8	2 1.0	2 3.4	2 2.4	2 0.9	3 2.5	2 2.2	- -	1 1.1
TE-AMO	6 1.6	1 0.4	2 5.0	1 1.0	- -	5 2.4	2 3.4	2 2.4	2 0.9	3 2.5	- -	2 3.6	1 1.1
GARCIA Y VEGA	5 1.4	4 1.4	1 2.5	1 1.0	1 1.8	3 1.4	1 1.7	- -	4 1.8	1 0.8	- -	2 3.6	2 2.2
J.R.	4 1.1	4 1.4	- -	2 2.0	- -	2 1.0	1 1.7	2 2.4	1 0.5	2 1.6	- -	- -	2 2.2
LA GLORIA CUBANA	4 1.1	4 1.4	- -	3 3.0	- -	1 0.5	1 1.7	- -	3 1.4	1 0.8	3 3.3	- -	- -
CUESTA REY	3 0.8	2 0.7	- -	1 1.0	1 1.8	1 0.5	- -	1 1.2	2 0.9	- -	1 1.1	1 1.8	1 1.1
BACCARAT	3 0.8	1 0.4	- -	2 2.0	- -	1 0.5	- -	1 1.2	2 0.9	- -	- -	1 1.8	2 2.2
DON DIEGO	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	- -	1 1.2	2 0.9	2 1.6	- -	1 1.8	- -
DON THOMAS	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
EL PRODUCTO	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	1 1.2	1 0.5	- -	1 1.1	- -	1 1.1
ANTONIO & CLEOPATRA	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 2.2
HAVA TAMPA	2 0.5	1 0.4	1 2.5	- -	- -	2 1.0	- -	- -	2 0.9	1 0.8	1 1.1	- -	- -
KING EDWARDS	2 0.5	2 0.7	- -	2 2.0	- -	- -	- -	1 1.2	1 0.5	1 0.8	- -	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015323

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ALADOS	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
PRIMO DEL REY	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
BERING	1 0.3	- -	1 2.5	- -	- -	1 0.5	1 1.7	- -	- -	- -	1 1.1	- -	- -
LICINCIADOS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
NAT SHERMAN	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
PLEIADES	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
OTHER	65 17.9	54 19.4	4 10.0	16 16.2	10 17.9	39 18.8	15 25.4	9 10.7	41 18.6	18 14.8	14 15.4	14 25.0	19 20.9
DON'T KNOW	27 7.4	22 7.9	3 7.5	5 5.1	6 10.7	16 7.7	2 3.4	6 7.1	19 8.6	9 7.4	7 7.7	4 7.1	7 7.7
NONE	6 1.6	5 1.8	- -	1 1.0	1 1.8	4 1.9	- -	2 2.4	4 1.8	3 2.5	1 1.1	- -	2 2.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015324

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 21
Q.16 : Is that the brand you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Respondents Minus None/Dk	331	252	37	93	49	187	57	76	198	110	83	52	82
YES	167 50.5	127 50.4	17 45.9	44 47.3	21 42.9	101 54.0	29 50.9	39 51.3	99 50.0	58 52.7	43 51.8	27 51.9	39 47.6
NO	164 49.5	125 49.6	20 54.1	49 52.7	28 57.1	86 46.0	28 49.1	37 48.7	99 50.0	52 47.3	40 48.2	25 48.1	43 52.4
TOTAL	331 100.0	252 100.0	37 100.0	93 100.0	49 100.0	187 100.0	57 100.0	76 100.0	198 100.0	110 100.0	83 100.0	52 100.0	82 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015325

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 22
Q.16A : Why is the best brand you ever smoked not the brand you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Not Smoke Best Brand Most Often	164	125	20	49	28	86	28	37	99	52	40	25	43
AVAILABILITY (NET)	82 50.0	61 48.8	13 65.0	27 55.1	13 46.4	42 48.8	13 46.4	20 54.1	49 49.5	28 53.8	24 60.0	12 48.0	18 41.9
ILLEGAL IN U.S./ CUBAN CIGARS ILLEGAL TO IMPORT	47 28.7	32 25.6	7 35.0	15 30.6	6 21.4	26 30.2	7 25.0	11 29.7	29 29.3	21 40.4	9 22.5	7 28.0	10 23.3
LIMITED AVAILABILITY/HARD TO FIND	30 18.3	25 20.0	5 25.0	9 18.4	5 17.9	16 18.6	8 28.6	7 18.9	15 15.2	8 15.4	12 30.0	5 20.0	5 11.6
NOT AVAILABLE AT LOCAL STORES	12 7.3	10 8.0	2 10.0	3 6.1	1 3.6	8 9.3	2 7.1	3 8.1	7 7.1	2 3.8	4 10.0	3 12.0	3 7.0
HAVE TO ORDER BY MAIL	3 1.8	3 2.4	- -	2 4.1	- -	1 1.2	- -	- -	3 3.0	- -	- -	1 4.0	2 4.7
SELLS OUT FAST	1 0.6	1 0.8	- -	- -	1 3.6	- -	- -	1 2.7	- -	1 1.9	- -	- -	- -
TOBACCO/CIGAR STORES RARE/SPARSE	1 0.6	1 0.8	- -	1 2.0	- -	- -	- -	- -	1 1.0	- -	1 2.5	- -	- -
WENT OUT OF BUSINESS	1 0.6	1 0.8	- -	- -	- -	1 1.2	- -	- -	1 1.0	- -	- -	- -	1 2.3
PRICE/VALUE (NET)	66 40.2	51 40.8	6 30.0	15 30.6	12 42.9	38 44.2	9 32.1	15 40.5	42 42.4	21 40.4	12 30.0	11 44.0	19 44.2
TOO EXPENSIVE/CAN'T AFFORD	56 34.1	44 35.2	6 30.0	12 24.5	10 35.7	33 38.4	9 32.1	12 32.4	35 35.4	16 30.8	10 25.0	11 44.0	18 41.9
$1 TO $5 A PIECE	10 6.1	10 8.0	- -	1 2.0	2 7.1	7 8.1	- -	3 8.1	7 7.1	3 5.8	1 2.5	1 4.0	5 11.6
$6 TO $10 PIECE	10 6.1	7 5.6	2 10.0	4 8.2	2 7.1	4 4.7	4 14.3	4 10.8	2 2.0	6 11.5	3 7.5	- -	1 2.3
$11 TO $15 A PIECE	5 3.0	5 4.0	- -	2 4.1	1 3.6	2 2.3	1 3.6	2 5.4	2 2.0	2 3.8	2 5.0	- -	1 2.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015326

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 22
Q.16A : Why is the best brand you ever smoked not the brand you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Not Smoke Best Brand Most Often	164	125	20	49	28	86	28	37	99	52	40	25	43
$20 TO $30 A PIECE	2 1.2	2 1.6	- -	- -	- -	2 2.3	- -	- -	2 2.0	2 3.8	- -	- -	- -
FAIR PRICE/NOT OUTLANDISH	2 1.2	- -	1 5.0	- -	- -	2 2.3	- -	- -	2 2.0	- -	- -	- -	1 2.3
$30 A PIECE	1 0.6	- -	- -	1 2.0	- -	- -	- -	1 2.7	- -	1 1.9	- -	- -	- -
$40 A PIECE	1 0.6	1 0.8	- -	1 2.0	- -	- -	1 3.6	- -	- -	1 1.9	- -	- -	- -
PRICE (UNSPECIFIED)	1 0.6	1 0.8	- -	- -	- -	1 1.2	- -	- -	1 1.0	- -	1 2.5	- -	- -
CAN BUY SEVERAL CHEAPER CIGARS FOR THE PRICE OF A GOOD ONE	1 0.6	1 0.8	- -	- -	1 3.6	- -	- -	- -	1 1.0	- -	- -	1 4.0	- -
$16 TO $20 A PIECE	1 0.6	- -	- -	- -	1 3.6	- -	- -	- -	1 1.0	- -	- -	- -	- -
MISCELLANEOUS (NET)	31 18.9	25 20.0	2 10.0	12 24.5	4 14.3	15 17.4	8 28.6	6 16.2	17 17.2	8 15.4	7 17.5	5 20.0	10 23.3
NO USUAL BRAND	11 6.7	10 8.0	- -	6 12.2	- -	5 5.8	5 17.9	1 2.7	5 5.1	4 7.7	3 7.5	2 8.0	2 4.7
NOT WHAT THEY USED TO BE/CHANGED TOBACCO	5 3.0	3 2.4	1 5.0	- -	2 7.1	3 3.5	- -	- -	5 5.1	1 1.9	- -	2 8.0	2 4.7
SAVE FOR SPECIAL OCCASSIONS	3 1.8	3 2.4	- -	1 2.0	- -	2 2.3	- -	2 5.4	1 1.0	1 1.9	1 2.5	- -	1 2.3
SMOKE WHAT'S GIVEN TO ME/WHAT'S ON HAND	3 1.8	1 0.8	1 5.0	1 2.0	1 3.6	1 1.2	1 3.6	- -	2 2.0	1 1.9	1 2.5	- -	1 2.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015327

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 22
Q.16A : Why is the best brand you ever smoked not the brand you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Not Smoke Best Brand Most Often	164	125	20	49	28	86	28	37	99	52	40	25	43
PREFER SMALLER/ SHORTER CIGARS	2 1.2	2 1.6	- -	1 2.0	- -	1 1.2	- -	1 2.7	1 1.0	- -	- -	- -	1 2.3
NOT LIKE STRONG CIGARS	2 1.2	2 1.6	- -	1 2.0	- -	1 1.2	- -	1 2.7	1 1.0	- -	1 2.5	1 4.0	- -
SMOKE MY USUAL BRAND	2 1.2	2 1.6	- -	- -	1 3.6	1 1.2	1 3.6	- -	1 1.0	- -	- -	- -	2 4.7
NOT SMOKE CIGARS THAT FREQUENTLY	1 0.6	1 0.8	- -	1 2.0	- -	- -	- -	1 2.7	- -	1 1.9	- -	- -	- -
PREFER MACANUDA	1 0.6	1 0.8	- -	1 2.0	- -	- -	1 3.6	- -	- -	- -	1 2.5	- -	- -
SOMEONE PURCHAES THEM FOR ME/NOT PURCHASE THOSE	1 0.6	- -	- -	- -	- -	1 1.2	- -	- -	1 1.0	- -	- -	- -	1 2.3
DON'T KNOW	1 0.6	1 0.8	- -	- -	1 3.6	- -	1 3.6	- -	- -	1 1.9	- -	- -	- -
NOTHING	1 0.6	- -	1 5.0	- -	- -	1 1.2	- -	- -	1 1.0	- -	1 2.5	- -	- -
TOTAL	218 132.9	170 136.0	26 130.0	63 128.6	35 125.0	119 138.4	41 146.4	50 135.1	127 128.3	72 138.5	51 127.5	34 136.0	57 132.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015328

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 23
Q.17 : What brand do you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Not Smoke Best Brand Most Often	164	125	20	49	28	86	28	37	99	52	40	25	43
ARTURO FUENTE	23 14.0	17 13.6	4 20.0	9 18.4	6 21.4	8 9.3	6 21.4	6 16.2	11 11.1	10 19.2	3 7.5	5 20.0	5 11.6
MACANUDO	18 11.0	12 9.6	3 15.0	5 10.2	3 10.7	10 11.6	4 14.3	8 21.6	6 6.1	10 19.2	4 10.0	1 4.0	3 7.0
TE-AMO	13 7.9	10 8.0	3 15.0	3 6.1	1 3.6	9 10.5	2 7.1	2 5.4	9 9.1	3 5.8	2 5.0	5 20.0	3 7.0
THOMPSON	9 5.5	7 5.6	- -	3 6.1	1 3.6	5 5.8	1 3.6	- -	8 8.1	1 1.9	3 7.5	1 4.0	3 7.0
PARTAGAS	7 4.3	3 2.4	1 5.0	- -	2 7.1	5 5.8	- -	- -	7 7.1	1 1.9	2 5.0	2 8.0	1 2.3
PUNCH	4 2.4	3 2.4	1 5.0	- -	1 3.6	3 3.5	- -	3 8.1	1 1.0	1 1.9	3 7.5	- -	- -
ROYAL JAMICA	4 2.4	1 0.8	2 10.0	1 2.0	1 3.6	2 2.3	1 3.6	2 5.4	1 1.0	1 1.9	3 7.5	- -	- -
DUNHILL	3 1.8	3 2.4	- -	2 4.1	- -	1 1.2	- -	2 5.4	1 1.0	3 5.8	- -	- -	- -
H. UPMANN	3 1.8	3 2.4	- -	- -	- -	3 3.5	2 7.1	- -	1 1.0	- -	2 5.0	- -	1 2.3
CUESTA REY	3 1.8	2 1.6	1 5.0	1 2.0	2 7.1	- -	- -	- -	3 3.0	- -	1 2.5	- -	2 4.7
DON DIEGO	3 1.8	2 1.6	1 5.0	1 2.0	- -	2 2.3	- -	1 2.7	2 2.0	1 1.9	- -	- -	2 4.7
SWISHER SWEETS	3 1.8	3 2.4	- -	1 2.0	- -	2 2.3	- -	1 2.7	2 2.0	- -	2 5.0	- -	- -
DAVIDOFF	2 1.2	1 0.8	- -	- -	- -	2 2.3	- -	1 2.7	1 1.0	1 1.9	1 2.5	- -	- -
MONTE CRISTO	2 1.2	2 1.6	- -	1 2.0	- -	1 1.2	1 3.6	- -	1 1.0	1 1.9	- -	- -	1 2.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015329

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 23
Q.17 : What brand do you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Not Smoke Best Brand Most Often	164	125	20	49	28	86	28	37	99	52	40	25	43
BACCARAT	2 1.2	2 1.6	- -	1 2.0	1 3.6	- -	- -	- -	2 2.0	- -	- -	- -	2 4.7
ANTONIO & CLEOPATRA	2 1.2	2 1.6	- -	1 2.0	1 3.6	- -	-	- -	2 2.0	- -	- -	1 4.0	1 2.3
EL PRODUCTO	2 1.2	2 1.6	- -	- -	- -	2 2.3	- -	- -	2 2.0	- -	- -	- -	2 4.7
J.R.	2 1.2	2 1.6	- -	1 2.0	- -	1 1.2	1 3.6	- -	1 1.0	1 1.9	1 2.5	- -	- -
ASHTON	1 0.6	1 0.8	- -	- -	- -	1 1.2	1 3.6	- -	- -	1 1.9	- -	- -	- -
LA GLORIA CUBANA	1 0.6	1 0.8	- -	- -	- -	1 1.2	- -	1 2.7	- -	1 1.9	- -	- -	- -
DON THOMAS	1 0.6	1 0.8	- -	- -	- -	1 1.2	- -	- -	1 1.0	1 1.9	- -	- -	- -
DUTCH MASTERS	1 0.6	1 0.8	- -	- -	- -	1 1.2	- -	- -	1 1.0	- -	- -	- -	1 2.3
AVO	1 0.6	1 0.8	- -	1 2.0	- -	- -	- -	- -	1 1.0	1 1.9	- -	- -	- -
GARCIA Y VEGA	1 0.6	1 0.8	- -	1 2.0	- -	- -	- -	1 2.7	- -	1 1.9	- -	- -	- -
NAT SHERMAN	1 0.6	1 0.8	- -	- -	- -	- -	1 3.6	- -	- -	- -	- -	1 4.0	- -
ONYX	1 0.6	1 0.8	- -	- -	1 3.6	- -	- -	- -	1 1.0	1 1.9	- -	- -	- -
HOYO DE MONTERREY	1 0.6	1 0.8	- -	- -	- -	1 1.2	- -	- -	1 1.0	- -	- -	1 4.0	- -
TROYA	1 0.6	1 0.8	- -	1 2.0	- -	- -	1 3.6	- -	- -	- -	1 2.5	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015330

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 23
Q.17 : What brand do you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Not Smoke Best Brand Most Often	164	125	20	49	28	86	28	37	99	52	40	25	43
OTHER	29 17.7	22 17.6	3 15.0	9 18.4	6 21.4	14 16.3	1 3.6	5 13.5	23 23.2	4 7.7	8 20.0	5 20.0	12 27.9
DON'T KNOW	7 4.3	6 4.8	1 5.0	1 2.0	2 7.1	4 4.7	2 7.1	2 5.4	3 3.0	5 9.6	- -	- -	2 4.7
NONE	13 7.9	10 8.0	- -	6 12.2	- -	7 8.1	4 14.3	2 5.4	7 7.1	3 5.8	4 10.0	3 12.0	2 4.7
TOTAL	164 100.0	125 100.0	20 100.0	49 100.0	28 100.0	86 100.0	28 100.0	37 100.0	99 100.0	52 100.0	40 100.0	25 100.0	43 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015331

PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TASTE/FLAVOR (NET)	223 61.3	168 60.2	31 77.5	63 63.6	30 53.6	129 62.3	39 66.1	48 57.1	136 61.5	73 59.8	60 65.9	38 67.9	51 56.0
TASTE/FLAVOR ATTRIBUTES (SUB-NET)	144 39.6	104 37.3	24 60.0	43 43.4	15 26.8	86 41.5	23 39.0	33 39.3	88 39.8	49 40.2	39 42.9	24 42.9	31 34.1
MILD TASTE/FLAVOR/NOT TOO STRONG	64 17.6	47 16.8	11 27.5	14 14.1	8 14.3	42 20.3	8 13.6	13 15.5	43 19.5	16 13.1	13 14.3	12 21.4	22 24.2
SMOOTH TASTE/FLAVOR/NOT HARSH	57 15.7	42 15.1	10 25.0	23 23.2	3 5.4	31 15.0	14 23.7	7 8.3	36 16.3	24 19.7	20 22.0	8 14.3	5 5.5
NOT BITTER	16 4.4	13 4.7	2 5.0	7 7.1	2 3.6	7 3.4	4 6.8	6 7.1	6 2.7	7 5.7	6 6.6	- -	3 3.3
SWEET TASTE/FLAVOR	15 4.1	13 4.7	1 2.5	5 5.1	3 5.4	7 3.4	3 5.1	3 3.6	9 4.1	6 4.9	4 4.4	2 3.6	3 3.3
NOT HOT TASTE (NS)	8 2.2	6 2.2	1 2.5	1 1.0	- -	7 3.4	1 1.7	- -	7 3.2	3 2.5	2 2.2	1 1.8	2 2.2
STRONG TASTE/FLAVOR	6 1.6	4 1.4	2 5.0	2 2.0	1 1.8	3 1.4	- -	1 1.2	5 2.3	1 0.8	- -	4 7.1	1 1.1
CONSISTENT TASTE/FLAVOR/TASTE STAYS THE SAME	6 1.6	5 1.8	1 2.5	2 2.0	2 3.6	2 1.0	- -	1 1.2	5 2.3	3 2.5	1 1.1	1 1.8	1 1.1
RICH TASTE/FLAVOR	5 1.4	4 1.4	- -	1 1.0	- -	4 1.9	- -	2 2.4	3 1.4	1 0.8	3 3.3	- -	1 1.1
ROBUST/FULL-FLAVORED	4 1.1	4 1.4	- -	- -	- -	4 1.9	- -	4 4.8	- -	2 1.6	1 1.1	1 1.8	- -
SOFT FLAVOR /	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
NOT SWEET TASTE/FLAVOR	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	1 1.2	- -	- -	1 1.1	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015332

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
RELAXING TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
SILK TASTE/FLAVOR	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	- -	- -	1 1.8	- -
UNIQUE TASTE/ FLAVOR (NS)	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
LIKE/GOOD TASTE/ FLAVOR (NS)	47 12.9	39 14.0	4 10.0	11 11.1	11 19.6	25 12.1	12 20.3	11 13.1	24 10.9	16 13.1	10 11.0	7 12.5	14 15.4
NOT BURN MOUTH/ THROAT	43 11.8	34 12.2	3 7.5	14 14.1	4 7.1	24 11.6	4 6.8	15 17.9	24 10.9	18 14.8	10 11.0	8 14.3	7 7.7
NO AFTERTASTE	13 3.6	11 3.9	1 2.5	5 5.1	1 1.8	7 3.4	5 8.5	2 2.4	6 2.7	6 4.9	2 2.2	4 7.1	1 1.1
GOOD TOBACCO TASTE/ FLAVOR	10 2.7	7 2.5	2 5.0	4 4.0	3 5.4	3 1.4	2 3.4	2 2.4	6 2.7	3 2.5	- -	3 5.4	4 4.4
LIKE FRESHNESS	9 2.5	6 2.2	2 5.0	3 3.0	1 1.8	5 2.4	1 1.7	2 2.4	6 2.7	3 2.5	4 4.4	2 3.6	- -
NON-TOBACCO TASTE/ FLAVOR (SUB-NET)	8 2.2	6 2.2	1 2.5	2 2.0	2 3.6	4 1.9	1 1.7	2 2.4	5 2.3	3 2.5	3 3.3	2 3.6	- -
VANILLA TASTE/ FLAVOR	3 0.8	2 0.7	- -	1 1.0	- -	2 1.0	1 1.7	- -	2 0.9	2 1.6	1 1.1	- -	- -
NUTTY TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
CHOCOLATE TASTE/ FLAVOR	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	1 1.2	- -	- -	1 1.1	- -	- -
SPICY TASTE/ FLAVOR	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	- -	- -	1 1.8	- -
WALNUT TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015333

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
FRUITY TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
MEDIUM TASTE/NOT HARD OR SOFT	3 0.8	3 1.1	- -	- -	- -	3 1.4	- -	- -	3 1.4	- -	2 2.2	1 1.8	- -
NOT TASTE LIKE AN ASHTRY	2 0.5	- -	2 5.0	- -	- -	2 1.0	- -	- -	2 0.9	- -	1 1.1	1 1.8	- -
MILD/MELLOW AFTERTASTE	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
QUALITY (NET)	108 29.7	83 29.7	12 30.0	34 34.3	14 25.0	59 28.5	13 22.0	23 27.4	72 32.6	37 30.3	28 30.8	16 28.6	27 29.7
BURNS/SMOKES WELL/ EVENLY	30 8.2	24 8.6	5 12.5	12 12.1	3 5.4	15 7.2	4 6.8	7 8.3	19 8.6	9 7.4	10 11.0	3 5.4	8 8.8
EASY TO DRAW	21 5.8	13 4.7	5 12.5	12 12.1	1 1.8	7 3.4	4 6.8	5 6.0	12 5.4	8 6.6	5 5.5	5 8.9	3 3.3
CONSTRUCTION (SUB-NET)	21 5.8	16 5.7	2 5.0	6 6.1	3 5.4	12 5.8	3 5.1	3 3.6	15 6.8	8 6.6	7 7.7	- -	6 6.6
WELL MADE/GOOD QUALITY/ CONSTRUCTION (NS)	7 1.9	6 2.2	1 2.5	- -	2 3.6	5 2.4	1 1.7	1 1.2	5 2.3	2 1.6	4 4.4	- -	1 1.1
HAND MADE/ROLLED	7 1.9	5 1.8	1 2.5	3 3.0	2 3.6	2 1.0	- -	2 2.4	5 2.3	2 1.6	2 2.2	- -	3 3.3
PACKED WELL/ PACKED EVENLY	5 1.4	3 1.1	- -	- -	- -	5 2.4	- -	- -	5 2.3	2 1.6	- -	- -	3 3.3
WELL ROLLED/ WRAPPED	5 1.4	5 1.8	- -	4 4.0	- -	1 0.5	2 3.4	1 1.2	2 0.9	4 3.3	1 1.1	- -	- -
LASTS LONGER/BURNS A LONG TIME	19 5.2	16 5.7	- -	8 8.1	2 3.6	9 4.3	2 3.4	2 2.4	15 6.8	5 4.1	4 4.4	1 1.8	9 9.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015334

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CONSISTENT QUALITY/ ALWAYS MADE THE SAME	16 4.4	13 4.7	2 5.0	7 7.1	3 5.4	6 2.9	- -	3 3.6	13 5.9	8 6.6	4 4.4	3 5.4	1 1.1
DOESN'T FALL APART/ BREAK APART	12 3.3	8 2.9	- -	3 3.0	- -	9 4.3	1 1.7	2 2.4	9 4.1	5 4.1	1 1.1	2 3.6	4 4.4
HIGH GRADE TOBACCO/ BLEND OF TOBACCO	8 2.2	7 2.5	- -	- -	1 1.8	7 3.4	2 3.4	1 1.2	5 2.3	2 1.6	3 3.3	1 1.8	2 2.2
GOOD QUALITY (NS)	7 1.9	7 2.5	- -	3 3.0	1 1.8	3 1.4	2 3.4	1 1.2	4 1.8	4 3.3	1 1.1	2 3.6	- -
LIKE INGREDIENTS/ QUALITY INGREDIENTS	4 1.1	3 1.1	- -	- -	1 1.8	3 1.4	- -	2 2.4	2 0.9	1 0.8	- -	1 1.8	2 2.2
LIGHTS WELL/EASY TO LIGHT	3 0.8	2 0.7	1 2.5	1 1.0	1 1.8	1 0.5	2 3.4	- -	1 0.5	1 0.8	- -	1 1.8	1 1.1
GOOD AMOUNT OF SMOKE	2 0.5	2 0.7	- -	1 1.0	1 1.8	- -	1 1.7	- -	1 0.5	1 0.8	1 1.1	- -	- -
COMFORTABLE TO HANDLE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
SMOKE DOWN TO END	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
STYLE/DESIGN (NET)	63 17.3	47 16.8	9 22.5	15 15.2	10 17.9	37 17.9	7 11.9	11 13.1	45 20.4	15 12.3	22 24.2	12 21.4	13 14.3
SIZE (SUB-NET)	41 11.3	33 11.8	6 15.0	10 10.1	6 10.7	25 12.1	4 6.8	5 6.0	32 14.5	8 6.6	16 17.6	7 12.5	9 9.9
LIKE LARGER SIZE/ LARGER RING	18 4.9	15 5.4	1 2.5	5 5.1	3 5.4	10 4.8	2 3.4	2 2.4	14 6.3	4 3.3	6 6.6	3 5.4	5 5.5
SMALLER SIZE/ SMALLER RING SIZE	11 3.0	9 3.2	2 5.0	4 4.0	2 3.6	5 2.4	2 3.4	2 2.4	7 3.2	1 0.8	7 7.7	2 3.6	- -
LIKE THE SIZE	9	6	3	2	1	6	-	-	9	2	3	1	3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015335

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
RIGHT SIZE/NOT TOO BIG OR TOO SMALL	5 1.4	5 1.8	- -	- -	- -	5 2.4	- -	1 1.2	4 1.8	2 1.6	1 1.1	1 1.8	1 1.1
WRAPPER (SUB-NET)	18 4.9	11 3.9	4 10.0	5 5.1	3 5.4	9 4.3	2 3.4	5 6.0	11 5.0	5 4.1	4 4.4	6 10.7	3 3.3
MADURO WRAPPER	7 1.9	5 1.8	- -	1 1.0	2 3.6	4 1.9	- -	4 4.8	3 1.4	2 1.6	1 1.1	2 3.6	2 2.2
NATURAL WRAPPER	5 1.4	4 1.4	1 2.5	3 3.0	- -	2 1.0	1 1.7	1 1.2	3 1.4	2 1.6	2 2.2	1 1.8	- -
DARK WRAPPER/ CIGAR	3 0.8	1 0.4	1 2.5	- -	- -	3 1.4	- -	- -	3 1.4	- -	1 1.1	1 1.8	1 1.1
WRAPPERS DON'T PEEL/PEEL AS MUCH AS OTHERS	2 0.5	1 0.4	1 2.5	1 1.0	- -	- -	1 1.7	- -	1 0.5	1 0.8	- -	1 1.8	- -
LIKE THE WRAPPER (NS)	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
FULL BODIED	3 0.8	3 1.1	- -	1 1.0	1 1.8	1 0.5	- -	1 1.2	2 0.9	2 1.6	1 1.1	- -	- -
MEDIUM BODIED	2 0.5	1 0.4	- -	1 1.0	- -	1 0.5	1 1.7	1 1.2	- -	1 0.8	1 1.1	- -	- -
MORE TOBACCO/LESS PAPER IN CIGAR	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	1 1.2	1 0.5	2 1.6	- -	- -	- -
LIKE COLOR	2 0.5	1 0.4	- -	1 1.0	1 1.8	- -	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
WRAPPED TIGHT	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
LIKE SHAPE	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015336

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
PRICE/VALUE (NET)	49 13.5	43 15.4	3 7.5	20 20.2	6 10.7	23 11.1	7 11.9	14 16.7	28 12.7	24 19.7	9 9.9	8 14.3	7 7.7
GOOD/REASONABLE PRICE	15 4.1	14 5.0	- -	8 8.1	- -	7 3.4	4 6.8	2 2.4	9 4.1	8 6.6	2 2.2	3 5.4	1 1.1
$1 TO $5 A PIECE	15 4.1	12 4.3	1 2.5	5 5.1	1 1.8	9 4.3	1 1.7	7 8.3	7 3.2	8 6.6	2 2.2	1 1.8	4 4.4
LESS EXPENSIVE/NOT EXPENSIVE	14 3.8	12 4.3	2 5.0	6 6.1	2 3.6	6 2.9	2 3.4	4 4.8	8 3.6	7 5.7	4 4.4	3 5.4	- -
GOOD VALUE FOR THE MONEY	6 1.6	6 2.2	- -	1 1.0	3 5.4	2 1.0	- -	1 1.2	5 2.3	2 1.6	1 1.1	1 1.8	2 2.2
AROMA (NET)	33 9.1	24 8.6	5 12.5	6 6.1	6 10.7	21 10.1	3 5.1	5 6.0	25 11.3	10 8.2	7 7.7	8 14.3	8 8.8
LIKE THE SMELL/ AROMA (NS)	17 4.7	12 4.3	4 10.0	5 5.1	4 7.1	8 3.9	2 3.4	3 3.6	12 5.4	6 4.9	4 4.4	4 7.1	3 3.3
AROMA NOT OFFENSIVE TO OTHERS	3 0.8	3 1.1	- -	- -	- -	3 1.4	- -	- -	3 1.4	- -	- -	1 1.8	2 2.2
SWEET SMELL/AROMA	3 0.8	1 0.4	- -	1 1.0	- -	2 1.0	1 1.7	1 1.2	1 0.5	1 0.8	1 1.1	- -	1 1.1
STRONG SMELL/AROMA	3 0.8	2 0.7	- -	- -	- -	3 1.4	- -	- -	3 1.4	- -	1 1.1	1 1.8	1 1.1
AROMA LINGERS/LASTS FOR A LONG TIME	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	1 1.2	1 0.5	1 0.8	1 1.1	- -	- -
COLOGNE SMELL/AROMA	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
NOT SMELL LIKE AN ASHTRAY	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
WALNUT SMELL/AROMA	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015337

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
NOT STALE SMELL/ AROMA	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
WET LEATHER SMELL/ AROMA	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
CEDAR SMELL/AROMA	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
MISCELLANEOUS (NET)	24 6.6	20 7.2	2 5.0	7 7.1	2 3.6	15 7.2	3 5.1	6 7.1	15 6.8	5 4.1	9 9.9	3 5.4	7 7.7
LIKE THE ASH	7 1.9	6 2.2	- -	3 3.0	- -	4 1.9	1 1.7	- -	6 2.7	- -	2 2.2	2 3.6	3 3.3
SOOTHING/RELAXING/ STRESS RELIEVING	4 1.1	4 1.4	- -	- -	2 3.6	2 1.0	- -	2 2.4	2 0.9	- -	3 3.3	- -	1 1.1
SMOKE WITH A DRINK/ ALCOHOL	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	- -	1 1.2	2 0.9	1 0.8	1 1.1	- -	1 1.1
NO PROBLEMS/BAD EXPERIENCE	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	1 1.2	1 0.5	1 0.8	- -	1 1.8	- -
SIMILAR TO DRINKING A FINE WINE	2 0.5	1 0.4	1 2.5	2 2.0	- -	- -	- -	1 1.2	1 0.5	1 0.8	1 1.1	- -	- -
LIKE (NS)	2 0.5	1 0.4	- -	- -	- -	2 1.0	- -	- -	2 0.9	1 0.8	- -	- -	1 1.1
ENJOY NICOTINE/ TOBACCO HIGH	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
WOOD/CEDAR BOX	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
PLEASURE TO SMOKE (NS)	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	- -	1 1.1	- -	- -
ENJOYABLE TO SMOKE (NS)	1 0.3	- -	1 2.5	1 1.0	- -	- -	- -	1 1.2	- -	- -	1 1.1	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015338

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
AVAILABILITY (NET)	15 4.1	12 4.3	3 7.5	7 7.1	3 5.4	5 2.4	1 1.7	6 7.1	8 3.6	5 4.1	3 3.3	1 1.8	5 5.5
AVAILABLE/EASY TO FIND	13 3.6	10 3.6	3 7.5	7 7.1	2 3.6	4 1.9	1 1.7	6 7.1	6 2.7	5 4.1	3 3.3	1 1.8	3 3.3
OTHER AVAILABILITY COMMENTS	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 2.2
TEXTURE (NET)	12 3.3	9 3.2	2 5.0	4 4.0	1 1.8	7 3.4	2 3.4	2 2.4	8 3.6	4 3.3	2 2.2	2 3.6	4 4.4
FEELS SMOOTH/SMOOTH WRAPPER	4 1.1	4 1.4	- -	1 1.0	- -	3 1.4	1 1.7	1 1.2	2 0.9	1 0.8	1 1.1	- -	2 2.2
LIKE THE TEXTURE	3 0.8	- -	2 5.0	1 1.0	1 1.8	1 0.5	- -	1 1.2	2 0.9	2 1.6	1 1.1	- -	- -
LIKE THE FEEL OF CIGAR IN MOUTH/ORAL SATISFACTION	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	- -	- -	3 1.4	1 0.8	- -	- -	2 2.2
ENJOY THE FEEL OF CIGAR IN HAND	2 0.5	2 0.7	- -	- -	- -	2 1.0	1 1.7	- -	1 0.5	- -	- -	2 3.6	- -
SOFTNESS/FEELS SOFT	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
HEALTH (NET)	8 2.2	6 2.2	1 2.5	1 1.0	- -	7 3.4	1 1.7	1 1.2	6 2.7	- -	3 3.3	1 1.8	4 4.4
NOT CHOKE WHEN INHALE	4 1.1	3 1.1	1 2.5	- -	- -	4 1.9	1 1.7	- -	3 1.4	- -	2 2.2	- -	2 2.2
NOT MAKE YOU SICK	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
WON'T GIVE YOU CANCER QUICKLY	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015339

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CIGARS NOT UNHEALTHY/LEAST HARFUL TOBACCO	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
LOWERS BLOOD PRESSURE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	- -	1 1.1	- -	- -
VARIETY/SELECTION (NET)	5 1.4	5 1.8	- -	1 1.0	2 3.6	2 1.0	1 1.7	2 2.4	2 0.9	2 1.6	1 1.1	2 3.6	- -
LIKE/GOOD VARIETY OF SIZES	3 0.8	3 1.1	- -	- -	1 1.8	2 1.0	1 1.7	1 1.2	1 0.5	1 0.8	1 1.1	1 1.8	- -
LIKE/GOOD VARIETY OF FLAVORS	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
LIKE/GOOD VARIETY OF CIGARS (NS)	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	1 1.2	- -	1 0.8	- -	- -	- -
MANUFACTURE (NET)	4 1.1	3 1.1	- -	- -	- -	4 1.9	- -	3 3.6	1 0.5	2 1.6	2 2.2	- -	- -
DOMINICAN MADE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
NAME BRAND RECOGNITION	1 0.3	- -	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
SIMILAR TO CUBAN CIGAR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	- -	1 1.1	- -	- -
OTHER MANUFACTURE COMMENTS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
INFLUENCE (NET)	3 0.8	2 0.7	- -	- -	- -	3 1.4	- -	2 2.4	1 0.5	2 1.6	1 1.1	- -	- -
RELATIVE SMOKED/ INFLUENCE	2 0.5	1 0.4	- -	- -	- -	2 1.0	- -	1 1.2	1 0.5	1 0.8	1 1.1	- -	- -
CURIOSITY	1	1	-	-	-	1	-	1	-	1	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015340

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ATTITUDE (NET)	3 0.8	2 0.7	- -	- -	- -	3 1.4	- -	2 2.4	1 0.5	2 1.6	1 1.1	- -	- -
SOCIAL (SUB-NET)	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	2 2.4	- -	1 0.8	1 1.1	- -	- -
SMOKE AFTER A MEAL	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
POPULAR/SOCIABLE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	- -	1 1.1	- -	- -
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
DON'T KNOW	11 3.0	10 3.6	- -	3 3.0	3 5.4	5 2.4	2 3.4	3 3.6	6 2.7	4 3.3	1 1.1	- -	6 6.6
NOTHING/NO REASON	3 0.8	3 1.1	- -	1 1.0	1 1.8	1 0.5	- -	- -	3 1.4	1 0.8	1 1.1	- -	1 1.1
TOTAL	715 196.4	560 200.7	86 215.0	220 222.2	94 167.9	398 192.3	105 178.0	160 190.5	450 203.6	251 205.7	184 202.2	116 207.1	160 175.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015341

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
PRICE/VALUE (NET)	86 23.6	56 20.1	14 35.0	21 21.2	17 30.4	48 23.2	15 25.4	19 22.6	52 23.5	28 23.0	27 29.7	14 25.0	16 17.6
LOWER/REDUCE PRICE	79 21.7	51 18.3	13 32.5	18 18.2	16 28.6	45 21.7	13 22.0	18 21.4	48 21.7	26 21.3	24 26.4	14 25.0	14 15.4
CONSTANT PRICE/STAY THE SAME/STOP GOING UP	5 1.4	2 0.7	1 2.5	1 1.0	1 1.8	3 1.4	1 1.7	2 2.4	2 0.9	- -	3 3.3	1 1.8	1 1.1
BETTER VALUE FOR THE MONEY	2 0.5	2 0.7	- -	1 1.0	1 1.8	- -	1 1.7	- -	1 0.5	1 0.8	- -	- -	1 1.1
COMPETITIVE PRICE	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
AVAILABILITY (NET)	60 16.5	51 18.3	7 17.5	24 24.2	8 14.3	28 13.5	9 15.3	18 21.4	33 14.9	29 23.8	14 15.4	9 16.1	8 8.8
MORE AVAILABLE/ EASIER TO GET/FIND IN AREA/STORES	22 6.0	19 6.8	2 5.0	11 11.1	2 3.6	9 4.3	4 6.8	6 7.1	12 5.4	10 8.2	7 7.7	3 5.4	2 2.2
MORE STOCK IN STORES/STORES RUN OUT/SHORTAGE OF THEM	22 6.0	19 6.8	3 7.5	10 10.1	3 5.4	9 4.3	2 3.4	9 10.7	11 5.0	7 5.7	9 9.9	2 3.6	4 4.4
MAKE MORE AVAILABLE (NS)	12 3.3	10 3.6	2 5.0	5 5.1	2 3.6	5 2.4	2 3.4	2 2.4	8 3.6	7 5.7	- -	5 8.9	- -
MAKE AVAILABLE IN U.S./NOT ILLEGAL	7 1.9	6 2.2	- -	2 2.0	1 1.8	4 1.9	2 3.4	1 1.2	4 1.8	4 3.3	- -	- -	3 3.3
NOT ON BACK ORDER	3 0.8	3 1.1	- -	- -	- -	3 1.4	- -	1 1.2	2 0.9	1 0.8	1 1.1	1 1.8	- -
DELIVER TO HOME	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	1 1.2	1 0.5	2 1.6	- -	- -	- -

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BANNER 1

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
AVAILABLE IN MORE STORES/NOT JUST SPECIALTY STORES	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
QUALITY (NET)	23 6.3	15 5.4	4 10.0	7 7.1	5 8.9	11 5.3	4 6.8	3 3.6	16 7.2	7 5.7	5 5.5	4 7.1	7 7.7
IMPROVE WAY CIGAR BURNS/EVEN BURN	3 0.8	3 1.1	- -	1 1.0	1 1.8	1 0.5	- -	- -	3 1.4	1 0.8	2 2.2	- -	- -
MORE CONSISTENT FLAVOR	3 0.8	2 0.7	1 2.5	1 1.0	- -	2 1.0	1 1.7	- -	2 0.9	- -	1 1.1	1 1.8	1 1.1
BETTER QUALITY CONSTRUCTION/NOT FALL APART	3 0.8	2 0.7	1 2.5	- -	2 3.6	1 0.5	- -	- -	3 1.4	1 0.8	1 1.1	- -	1 1.1
ROLL TIGHT/TIGHTER	2 0.5	2 0.7	- -	- -	- -	2 1.0	1 1.7	1 1.2	- -	2 1.6	- -	- -	- -
WRAPPERS NOT PEEL APART	2 0.5	1 0.4	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	1 1.1	- -	1 1.1
NATURAL TOBACCO/NO PESTICIDES	2 0.5	1 0.4	- -	- -	- -	2 1.0	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1
STORED IN A HUMIDIFIER	2 0.5	- -	2 5.0	1 1.0	1 1.8	- -	1 1.7	- -	1 0.5	1 0.8	- -	1 1.8	- -
BETTER/GOOD DRAW	2 0.5	- -	- -	1 1.0	- -	1 0.5	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1
ALL TOBACCO FILLERS	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
MOIST/NOT DRY	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
NO HOLES IN LEAVES	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -

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BANNER 1

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
BETTER TOBACCO INSIDE (NS)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
NOT EASILY UNRAVELED	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	1 1.1	- -	- -
LESS ITEMS IN TOBACCO (NS)	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
SWEET AND STICKY	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
IMPROVE QUALITY OF TOBACCO	1 0.3	1 0.4	- -	1 1.0	- -	- -	1 1.7	- -	- -	1 0.8	- -	- -	- -
STYLE/DESIGN (NET)	18 4.9	10 3.6	3 7.5	4 4.0	3 5.4	11 5.3	3 5.1	4 4.8	11 5.0	7 5.7	3 3.3	5 8.9	2 2.2
LONGER IN LENGTH/ LARGER RING	7 1.9	3 1.1	2 5.0	3 3.0	1 1.8	3 1.4	2 3.4	- -	5 2.3	2 1.6	1 1.1	1 1.8	2 2.2
FIRM WRAPPER/NOT SOFT	3 0.8	1 0.4	- -	1 1.0	- -	2 1.0	- -	2 2.4	1 0.5	2 1.6	- -	1 1.8	- -
LARGER/BIGGER SIZE	2 0.5	1 0.4	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	1 1.8	- -
MUDURO WRAPPER/DARK MUDURO COLOR	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	1 1.7	- -	1 0.5	- -	1 1.1	1 1.8	- -
WRAPPERS COLORED THE SAME/CONSISTEN COLOR	2 0.5	1 0.4	1 2.5	- -	- -	2 1.0	- -	1 1.2	1 0.5	1 0.8	- -	1 1.8	- -
LARGER PACK (NS)	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
LARGER HOLD (NS)	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
BOX SEALED	1	1	-	-	-	1	-	-	1	-	1	-	-

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	0.3	0.4	-	-	-	0.5	-	-	0.5	-	1.1	-	-

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TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
PRE-PUNCHED/CHOP OFF THE END	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
TASTE/FLAVOR (NET)	11 3.0	9 3.2	2 5.0	1 1.0	4 7.1	6 2.9	3 5.1	3 3.6	5 2.3	4 3.3	4 4.4	2 3.6	1 1.1
SMOOTH TASTE/FLAVOR	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	2 3.4	1 1.2	1 0.5	2 1.6	1 1.1	- -	1 1.1
FRESHER (NS)	3 0.8	3 1.1	- -	- -	1 1.8	2 1.0	- -	- -	3 1.4	- -	1 1.1	2 3.6	- -
MILDER TASTE/ FLAVOR/NOT AS STRONG	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1
MODERATE TASTE/ FLAVOR (NS)	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	- -	1 1.1	- -	- -
NOT BITTER TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	1 0.8	- -	- -	- -
NOT SOUR TASTE/ FLAVOR	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
MORE SPICY TASTE/ FLAVOR	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	1 1.2	- -	- -	1 1.1	- -	- -
INCREASE/STRONGER TASTE/FLAVOR	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
VARIETY/SELECTION (NET)	4 1.1	2 0.7	1 2.5	1 1.0	- -	3 1.4	- -	2 2.4	2 0.9	3 2.5	1 1.1	- -	- -
DIFFERENT SIZE PACKAGES	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
DIFFERENT FLAVORS	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -

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TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MORE/LARGER VARIETY/SELECTION (NS)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
LARGER SELECTION OF RING SIZES	1 0.3	- -	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
MISCELLANEOUS (NET)	4 1.1	2 0.7	2 5.0	- -	- -	4 1.9	1 1.7	1 1.2	2 0.9	1 0.8	- -	1 1.8	2 2.2
MORE IN A BOX/25 INSTEAD OF 10	2 0.5	1 0.4	1 2.5	- -	- -	2 1.0	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1
CIGARETTE SMOKERS SWITCHING TO CIGARS	1 0.3	1 0.4	- -	- -	- -	1 0.5	1 1.7	- -	- -	- -	- -	- -	1 1.1
OTHER MISCELLANEOUS COMMENTS	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
DON'T KNOW	17 4.7	16 5.7	- -	5 5.1	6 10.7	6 2.9	3 5.1	4 4.8	10 4.5	6 4.9	3 3.3	- -	8 8.8
SATISFIED WITH CIGAR/ NO CHANGES/COMPLAINTS	50 13.7	43 15.4	3 7.5	12 12.1	9 16.1	29 14.0	5 8.5	13 15.5	32 14.5	8 6.6	12 13.2	7 12.5	22 24.2
NOTHING	89 24.5	70 25.1	10 25.0	24 24.2	6 10.7	57 27.5	14 23.7	20 23.8	55 24.9	31 25.4	23 25.3	13 23.2	22 24.2
REFUSED	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
TOTAL	382 104.9	291 104.3	46 115.0	106 107.1	61 108.9	213 102.9	59 100.0	91 108.3	232 105.0	130 106.6	98 107.7	58 103.6	92 101.1

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TABLE 26
Q.19 : What size cigar do you smoke most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
CHURCHILL	45 12.4	34 12.2	5 12.5	14 14.1	7 12.5	24 11.6	11 18.6	10 11.9	24 10.9	17 13.9	12 13.2	6 10.7	8 8.8
DOUBLE CORONA	52 14.3	42 15.1	5 12.5	15 15.2	5 8.9	32 15.5	11 18.6	11 13.1	30 13.6	22 18.0	9 9.9	12 21.4	9 9.9
CORONA	100 27.5	76 27.2	10 25.0	28 28.3	18 32.1	53 25.6	14 23.7	25 29.8	61 27.6	33 27.0	17 18.7	18 32.1	31 34.1
ROBUSTO	41 11.3	31 11.1	6 15.0	17 17.2	6 10.7	18 8.7	6 10.2	15 17.9	20 9.0	15 12.3	15 16.5	9 16.1	2 2.2
PETIT CORONA	41 11.3	30 10.8	5 12.5	5 5.1	7 12.5	28 13.5	5 8.5	7 8.3	29 13.1	11 9.0	13 14.3	2 3.6	15 16.5
LONSDALE#1	15 4.1	9 3.2	1 2.5	3 3.0	- -	12 5.8	4 6.8	5 6.0	6 2.7	6 4.9	5 5.5	1 1.8	3 3.3
PANATELLA	24 6.6	19 6.8	4 10.0	5 5.1	5 8.9	14 6.8	2 3.4	3 3.6	19 8.6	7 5.7	7 7.7	2 3.6	8 8.8
CIGARILLO	15 4.1	13 4.7	- -	4 4.0	2 3.6	9 4.3	1 1.7	4 4.8	10 4.5	5 4.1	3 3.3	2 3.6	4 4.4
DON'T KNOW	31 8.5	25 9.0	4 10.0	8 8.1	6 10.7	17 8.2	5 8.5	4 4.8	22 10.0	6 4.9	10 11.0	4 7.1	11 12.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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TABLE 27
Q.20 : Is the brand you smoke most often now, different than the one you smoked most often two years ago?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Smoking More Than Two Years	340	256	40	82	56	202	35	84	221	108	85	54	89
YES	130 38.2	106 41.4	16 40.0	53 64.6	24 42.9	53 26.2	19 54.3	45 53.6	66 29.9	50 46.3	38 44.7	20 37.0	20 22.5
NO	210 61.8	150 58.6	24 60.0	29 35.4	32 57.1	149 73.8	16 45.7	39 46.4	155 70.1	58 53.7	47 55.3	34 63.0	69 77.5
TOTAL	340 100.0	256 100.0	40 100.0	82 100.0	56 100.0	202 100.0	35 100.0	84 100.0	221 100.0	108 100.0	85 100.0	54 100.0	89 100.0

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TABLE 2A
Q.21 : What brand did you smoke most often two years ago?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	106	16	53	24	53	19	45	66	50	38	20	20
MACANUDO	14 10.8	10 9.4	3 18.8	7 13.2	1 4.2	6 11.3	2 10.5	7 15.6	5 7.6	5 10.0	9 23.7	- -	- -
SWISHER SWEETS	10 7.7	8 7.5	1 6.3	4 7.5	1 4.2	5 9.4	1 5.3	3 6.7	6 9.1	5 10.0	4 10.5	1 5.0	- -
GARCIA Y VEGA	7 5.4	7 6.6	- -	3 5.7	2 8.3	2 3.8	- -	1 2.2	6 9.1	1 2.0	4 10.5	- -	2 10.0
ARTURO FUENTE	7 5.4	5 4.7	1 6.3	- -	- -	7 13.2	1 5.3	4 8.9	2 3.0	1 2.0	3 7.9	2 10.0	1 5.0
HOYO DE MONTERREY	5 3.8	5 4.7	- -	2 3.8	- -	3 5.7	- -	5 11.1	- -	4 8.0	1 2.6	- -	- -
ROYAL JAMICA	4 3.1	3 2.8	1 6.3	1 1.9	1 4.2	2 3.8	1 5.3	1 2.2	2 3.0	2 4.0	2 5.3	- -	- -
EL PRODUCTO	4 3.1	3 2.8	1 6.3	1 1.9	1 4.2	2 3.8	1 5.3	1 2.2	2 3.0	1 2.0	1 2.6	- -	2 10.0
ANTONIO & CLEOPATRA	3 2.3	3 2.8	- -	1 1.9	2 8.3	- -	- -	1 2.2	2 3.0	1 2.0	1 2.6	- -	1 5.0
H. UPMANN	3 2.3	2 1.9	- -	2 3.8	- -	1 1.9	1 5.3	- -	2 3.0	1 2.0	1 2.6	- -	1 5.0
CUBAN (UNSPECIFIED)	2 1.5	1 0.9	1 6.3	1 1.9	1 4.2	- -	- -	1 2.2	1 1.5	1 2.0	- -	1 5.0	- -
TE-AMO	2 1.5	1 0.9	1 6.3	1 1.9	- -	1 1.9	- -	2 4.4	- -	- -	1 2.6	1 5.0	- -
THOMPSON	2 1.5	2 1.9	- -	1 1.9	1 4.2	- -	1 5.3	1 2.2	- -	2 4.0	- -	- -	- -
PARTAGAS	2 1.5	2 1.9	- -	1 1.9	- -	1 1.9	1 5.3	- -	1 1.5	2 4.0	- -	- -	- -

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TABLE 28
Q.21 : What brand did you smoke most often two years ago?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	106	16	53	24	53	19	45	66	50	38	20	20
KING EDWARDS	2 1.5	2 1.9	- -	2 3.8	- -	- -	- -	1 2.2	1 1.5	1 2.0	- -	- -	- -
ASHTON	1 0.8	1 0.9	- -	- -	1 4.2	- -	- -	1 2.2	- -	1 2.0	- -	- -	- -
BACCARAT	1 0.8	1 0.9	- -	- -	1 4.2	- -	- -	1 2.2	- -	1 2.0	- -	- -	- -
DAVIDOFF	1 0.8	1 0.9	- -	- -	1 4.2	- -	- -	- -	1 1.5	- -	1 2.6	- -	- -
DON DIEGO	1 0.8	1 0.9	- -	- -	- -	1 1.9	- -	- -	1 1.5	- -	1 2.6	- -	- -
DUTCH MASTERS	1 0.8	1 0.9	- -	1 1.9	- -	- -	- -	- -	1 1.5	- -	- -	- -	1 5.0
PRIMO DEL REY	1 0.8	1 0.9	- -	- -	1 4.2	- -	- -	- -	1 1.5	- -	- -	- -	1 5.0
PUNCH	1 0.8	1 0.9	- -	1 1.9	- -	- -	- -	- -	1 1.5	- -	- -	1 5.0	- -
LA UNICA	1 0.8	1 0.9	- -	- -	1 4.2	- -	1 5.3	- -	- -	1 2.0	- -	- -	- -
PHILLIES	1 0.8	1 0.9	- -	1 1.9	- -	- -	1 5.3	- -	- -	- -	1 2.6	- -	- -
ROBERT BURNS	1 0.8	1 0.9	- -	1 1.9	- -	- -	- -	- -	1 1.5	- -	- -	- -	1 5.0
ROMEO Y JULIETA	1 0.8	1 0.9	- -	1 1.9	- -	- -	- -	1 2.2	- -	- -	1 2.6	- -	- -
WHITE OWL	1 0.8	1 0.9	- -	- -	1 4.2	- -	- -	- -	1 1.5	- -	1 2.6	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total	130	106	16	53	24	53	19	45	66	50	38	20	20
Different Smoked Most Often Brand From Two Years Ago													
DUNHILL	1 0.8	- -	- -	- -	- -	1 1.9	- -	1 2.2	- -	1 2.0	- -	- -	- -
OTHER	29 22.3	24 22.6	3 18.8	11 20.8	8 33.3	10 18.9	4 21.1	6 13.3	19 28.8	10 20.0	3 7.9	9 45.0	6 30.0
DON'T KNOW	12 9.2	8 7.5	3 18.8	3 5.7	- -	9 17.0	2 10.5	4 8.9	6 9.1	5 10.0	1 2.6	4 20.0	2 10.0
NONE	9 6.9	8 7.5	1 6.3	7 13.2	- -	2 3.8	2 10.5	3 6.7	4 6.1	4 8.0	2 5.3	1 5.0	2 10.0
TOTAL	130 100.0	106 100.0	16 100.0	53 100.0	24 100.0	53 100.0	19 100.0	45 100.0	66 100.0	50 100.0	38 100.0	20 100.0	20 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 29
Q.22A : The next time you purchase cigars, if your brand was not available in the store where you usually purchase cigars, would you ...?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
PURCAHSE THE SAME BRAND, DIFFERENT SIZE	85 23.4	71 25.4	10 25.0	26 26.3	13 23.2	45 21.7	12 20.3	21 25.0	52 23.5	38 31.1	19 20.9	10 17.9	18 19.8
PURCHASE A DIFFERENT BRAND, SAME SIZE	156 42.9	128 45.9	12 30.0	52 52.5	20 35.7	83 40.1	35 59.3	38 45.2	83 37.6	55 45.1	49 53.8	18 32.1	31 34.1
GO TO A DIFFERENT STORE	36 9.9	24 8.6	5 12.5	7 7.1	6 10.7	23 11.1	2 3.4	11 13.1	23 10.4	10 8.2	5 5.5	9 16.1	11 12.1
ORDER IT	32 8.8	20 7.2	4 10.0	4 4.0	8 14.3	20 9.7	3 5.1	5 6.0	24 10.9	5 4.1	6 6.6	8 14.3	13 14.3
NOT MAKE A PURCHASE	25 6.9	18 6.5	5 12.5	4 4.0	5 8.9	16 7.7	3 5.1	4 4.8	18 8.1	4 3.3	7 7.7	7 12.5	7 7.7
PURCHASE A DIFFERENT BRAND, DIFFERENT SIZE	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	- -	1 1.2	2 0.9	2 1.6	- -	1 1.8	- -
TRY A NEW CIGAR/ SOMETHING ELSE	4 1.1	1 0.4	2 5.0	- -	- -	4 1.9	- -	- -	4 1.8	- -	1 1.1	1 1.8	2 2.2
HAVE TOBBACONIST/ CLERK RECOMMEND SOMETHING	5 1.4	5 1.8	- -	1 1.0	1 1.8	3 1.4	3 5.1	- -	2 0.9	2 1.6	2 2.2	1 1.8	- -
WAIT UNTIL THEY HAVE IT	2 0.5	1 0.4	- -	1 1.0	1 1.8	- -	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1
SMOKE PIPE UNTIL THEY HAVE IT	1 0.3	- -	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
FAMILY MEMBER PURCHASES	2 0.5	1 0.4	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	1 0.8	- -	- -	1 1.1
NOT STICK TO ONE BRAND/WILL TRY ANYTHING	2 0.5	- -	2 5.0	- -	1 1.8	1 0.5	- -	1 1.2	1 0.5	- -	1 1.1	1 1.8	- -
OTHER	2 0.5	1 0.4	- -	1 1.0	1 1.8	- -	1 1.7	- -	1 0.5	1 0.8	- -	- -	1 1.1

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GC 015352

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 29
Q.22A : The next time you purchase cigars, if your brand was not available in the store where you usually purchase cigars, would you ...?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKI CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DON'T KNOW	9	6	-	-	-	9	-	2	7	3	1	-	5
	2.5	2.2	-	-	-	4.3	-	2.4	3.2	2.5	1.1	-	5.5
TOTAL	364	279	40	99	56	207	59	84	221	122	91	56	91
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 30
Q.23 : Of the last ten times you've purchased cigars, how many times did you purchase your usual brand?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ONE	7 1.9	7 2.5	- -	- -	1 1.8	6 2.9	2 3.4	- -	5 2.3	1 0.8	3 3.3	2 3.6	1 1.1
TWO	20 5.5	14 5.0	4 10.0	5 5.1	1 1.8	13 6.3	6 10.2	4 4.8	10 4.5	12 9.8	3 3.3	3 5.4	2 2.2
THREE	15 4.1	10 3.6	4 10.0	6 6.1	3 5.4	6 2.9	3 5.1	5 6.0	7 3.2	8 6.6	5 5.5	1 1.8	1 1.1
FOUR	18 4.9	15 5.4	2 5.0	7 7.1	3 5.4	8 3.9	5 8.5	6 7.1	7 3.2	4 3.3	9 9.9	4 7.1	1 1.1
FIVE	35 9.6	27 9.7	6 15.0	18 18.2	4 7.1	13 6.3	10 16.9	7 8.3	18 8.1	18 14.8	7 7.7	7 12.5	3 3.3
SIX	26 7.1	22 7.9	3 7.5	11 11.1	4 7.1	11 5.3	2 3.4	8 9.5	16 7.2	12 9.8	6 6.6	3 5.4	4 4.4
SEVEN	35 9.6	26 9.3	4 10.0	11 11.1	1 1.8	22 10.6	6 10.2	14 16.7	15 6.8	19 15.6	7 7.7	3 5.4	5 5.5
EIGHT	39 10.7	29 10.4	4 10.0	12 12.1	8 14.3	19 9.2	5 8.5	8 9.5	26 11.8	10 8.2	13 14.3	5 8.9	11 12.1
NINE	29 8.0	24 8.6	2 5.0	6 6.1	7 12.5	16 7.7	5 8.5	8 9.5	16 7.2	8 6.6	10 11.0	3 5.4	8 8.8
TEN	124 34.1	92 33.0	10 25.0	17 17.2	24 42.9	83 40.1	8 13.6	21 25.0	95 43.0	23 18.9	24 26.4	24 42.9	51 56.0
DON'T KNOW	16 4.4	13 4.7	1 2.5	6 6.1	- -	10 4.8	7 11.9	3 3.6	6 2.7	7 5.7	4 4.4	1 1.8	4 4.4
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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GC 015354

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-158

16 Sep 96

BANNER 1

TABLE 31A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
A GOOD VALUE	318 46.3	247 47.6	37 43.0	95 46.3	44 44.0	176 46.6	55 43.3	74 45.4	189 47.6	115 47.7	73 42.2	51 47.2	76 48.1
A MILD TASTE	459 66.8	354 68.2	55 64.0	123 60.0	70 70.0	264 69.8	88 69.3	93 57.1	278 70.0	147 61.0	123 71.1	62 57.4	122 77.2
A FULL-BODIED TASTE	494 71.9	374 72.1	69 80.2	137 66.8	74 74.0	280 74.1	84 66.1	108 66.3	302 76.1	159 66.0	130 75.1	77 71.3	124 78.5
CONSISTENCY OF CRAFTSMANSHIP	575 83.7	443 85.4	68 79.1	174 84.9	85 85.0	312 82.5	109 85.8	134 82.2	332 83.6	203 84.2	149 86.1	85 78.7	132 83.5
AVAILABILITY	289 42.1	224 43.2	29 33.7	85 41.5	33 33.0	168 44.4	61 48.0	66 40.5	162 40.8	107 44.4	73 42.2	41 38.0	66 41.8
FRESHNESS	526 76.6	404 77.8	70 81.4	157 76.6	78 78.0	287 75.9	98 77.2	121 74.2	307 77.3	184 76.3	131 75.7	86 79.6	121 76.6
EASY TO DRAW	549 79.9	412 79.4	76 88.4	158 77.1	83 83.0	304 80.4	102 80.3	120 73.6	327 82.4	190 78.8	140 80.9	88 81.5	125 79.1
AROMA	535 77.9	407 78.4	71 82.6	150 73.2	80 80.0	302 79.9	100 78.7	124 76.1	311 78.3	186 77.2	144 83.2	80 74.1	121 76.6

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31B
Q.24A : Attribute Ratings - Summary Of Means

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
GOOD VALUE	3.4	3.5	3.2	3.5	3.4	3.4	3.5	3.4	3.5	3.4	3.3	3.5	3.6
MILD TASTE	4.0	4.0	4.0	3.8	4.0	4.1	4.0	3.7	4.0	3.8	4.1	3.8	4.2
FULL-BODIED TASTE	4.1	4.0	4.2	4.0	4.1	4.1	3.9	4.0	4.2	3.9	4.1	4.1	4.3
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.4	4.4	4.3	4.3	4.3	4.3	4.4	4.4	4.4	4.4	4.3	4.4
AVAILABILITY	3.1	3.1	2.9	3.1	2.7	3.2	3.4	3.0	3.0	3.2	3.0	3.0	3.1
FRESHNESS	4.2	4.2	4.3	4.2	4.2	4.3	4.1	4.2	4.3	4.2	4.2	4.3	4.4
EASY TO DRAW	4.3	4.3	4.4	4.2	4.3	4.3	4.3	4.1	4.3	4.2	4.3	4.3	4.4
AROMA	4.3	4.3	4.4	4.1	4.2	4.3	4.2	4.2	4.3	4.2	4.3	4.2	4.3

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31C
Q.24A : Attribute Ratings - Good Value

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	318 46.3	247 47.6	37 43.0	95 46.3	44 44.0	176 46.6	55 43.3	74 45.4	189 47.6	115 47.7	73 42.2	51 47.2	76 48.1
(5) EXCELLENT	157 22.9	130 25.0	13 15.1	49 23.9	18 18.0	89 23.5	27 21.3	35 21.5	95 23.9	53 22.0	18 16.5	27 25.0	44 27.8
(4) VERY GOOD	161 23.4	117 22.5	24 27.9	46 22.4	26 26.0	87 23.0	28 22.0	39 23.9	94 23.7	62 25.7	41 23.7	24 22.2	32 20.3
(3) GOOD	223 32.5	177 34.1	18 20.9	71 34.6	36 36.0	115 30.4	48 37.8	55 33.7	120 30.2	78 32.4	59 34.1	36 33.3	48 30.4
(2) FAIR	85 12.4	52 10.0	23 26.7	26 12.7	12 12.0	47 12.4	19 15.0	17 10.4	49 12.3	28 11.6	26 15.0	12 11.1	18 11.4
(1) POOR	48 7.0	36 6.9	7 8.1	10 4.9	7 7.0	31 8.2	3 2.4	15 9.2	30 7.6	18 7.5	14 8.1	7 6.5	8 5.1
DON'T KNOW/ REFUSED	13 1.9	7 1.3	1 1.2	3 1.5	1 1.0	9 2.4	2 1.6	2 1.2	9 2.3	2 0.8	1 0.6	2 1.9	8 5.1
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean	3.4	3.5	3.2	3.5	3.4	3.4	3.5	3.4	3.5	3.4	3.3	3.5	3.6
Std.Dev.	1.18	1.18	1.22	1.14	1.13	1.22	1.07	1.20	1.21	1.18	1.17	1.18	1.18
Std.Err.	0.05	0.05	0.13	0.08	0.11	0.06	0.10	0.09	0.06	0.08	0.09	0.11	0.10

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31D
Q.24A : Attribute Ratings - Mild Taste

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	459 66.8	354 68.2	55 64.0	123 60.0	70 70.0	264 69.8	88 69.3	93 57.1	278 70.0	147 61.0	123 71.1	62 57.4	122 77.2
(5) EXCELLENT	254 37.0	199 38.3	31 36.0	64 31.2	32 32.0	157 41.5	46 36.2	50 30.7	158 39.8	78 32.4	70 40.5	38 35.2	66 41.8
(4) VERY GOOD	205 29.8	155 29.9	24 27.9	59 28.8	38 38.0	107 28.3	42 33.1	43 26.4	120 30.2	69 28.6	53 30.6	24 22.2	56 35.4
(3) GOOD	145 21.1	104 20.0	20 23.3	56 27.3	21 21.0	66 17.5	29 22.8	41 25.2	75 18.9	60 24.9	33 19.1	32 29.6	18 11.4
(2) FAIR	46 6.7	36 6.9	5 5.8	15 7.3	6 6.0	25 6.6	5 3.9	15 9.2	26 6.5	21 8.7	7 4.0	11 10.2	7 4.4
(1) POOR	14 2.0	12 2.3	1 1.2	7 3.4	1 1.0	6 1.6	2 1.6	7 4.3	5 1.3	6 2.5	4 2.3	1 0.9	3 1.9
DON'T KNOW/ REFUSED	23 3.3	13 2.5	5 5.8	4 2.0	2 2.0	17 4.5	3 2.4	7 4.3	13 3.3	7 2.9	6 3.5	2 1.9	8 5.1
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean	4.0	4.0	4.0	3.8	4.0	4.1	4.0	3.7	4.0	3.8	4.1	3.8	4.2
Std.Dev.	1.03	1.05	1.00	1.08	0.94	1.02	0.96	1.14	1.00	1.07	1.00	1.07	0.95
Std.Err.	0.04	0.05	0.11	0.08	0.10	0.05	0.09	0.09	0.05	0.07	0.08	0.10	0.08

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31E
Q.24A : Attribute Ratings - Full-Bodied Taste

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	494	374	69	137	74	280	84	108	302	159	130	77	124
	71.9	72.1	80.2	66.8	74.0	74.1	66.1	66.3	76.1	66.0	75.1	71.3	78.5
(5) EXCELLENT	268	203	32	74	40	154	36	60	172	76	67	45	77
	39.0	39.1	37.2	36.1	40.0	40.7	28.3	36.8	43.3	31.5	38.7	41.7	48.7
(4) VERY GOOD	226	171	37	63	34	126	48	48	130	83	63	32	47
	32.9	32.9	43.0	30.7	34.0	33.3	37.8	29.4	32.7	34.4	36.4	29.6	29.7
(3) GOOD	144	108	13	57	16	70	30	43	71	63	35	21	23
	21.0	20.8	15.1	27.8	16.0	18.5	23.6	26.4	17.9	26.1	20.2	19.4	14.6
(2) FAIR	26	23	-	7	5	14	5	9	12	11	5	6	3
	3.8	4.4	-	3.4	5.0	3.7	3.9	5.5	3.0	4.6	2.9	5.6	1.9
(1) POOR	9	9	-	3	3	3	4	2	3	7	-	-	2
	1.3	1.7	-	1.5	3.0	0.8	3.1	1.2	0.8	2.9	-	-	1.3
DON'T KNOW/ REFUSED	14	5	4	1	2	11	4	1	9	1	3	4	6
	2.0	1.0	4.7	0.5	2.0	2.9	3.1	0.6	2.3	0.4	1.7	3.7	3.8
TOTAL	687	519	86	205	100	378	127	163	397	241	173	108	158
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	4.1	4.0	4.2	4.0	4.1	4.1	3.9	4.0	4.2	3.9	4.1	4.1	4.3
Std.Dev.	0.94	0.97	0.71	0.96	1.03	0.91	0.99	0.99	0.89	1.01	0.84	0.93	0.89
Std.Err.	0.04	0.04	0.08	0.07	0.10	0.05	0.09	0.08	0.05	0.06	0.06	0.09	0.07

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	575 83.7	443 85.4	68 79.1	174 84.9	85 85.0	312 82.5	109 85.8	134 82.2	332 83.6	203 84.2	149 86.1	85 78.7	132 83.5
(5) EXCELLENT	365 53.1	281 54.1	51 59.3	105 51.2	53 53.0	205 54.2	53 41.7	94 57.7	218 54.9	126 52.3	92 53.2	58 53.7	87 55.1
(4) VERY GOOD	210 30.6	162 31.2	17 19.8	69 33.7	32 32.0	107 28.3	56 44.1	40 24.5	114 28.7	77 32.0	57 32.9	27 25.0	45 28.5
(3) GOOD	79 11.5	51 9.8	16 18.6	25 12.2	13 13.0	41 10.8	12 9.4	26 16.0	41 10.3	32 13.3	18 10.4	17 15.7	12 7.6
(2) FAIR	19 2.8	15 2.9	1 1.2	3 1.5	- -	16 4.2	3 2.4	2 1.2	14 3.5	3 1.2	3 1.7	5 4.6	7 4.4
(1) POOR	4 0.6	4 0.8	- -	1 0.5	2 2.0	1 0.3	1 0.8	- -	3 0.8	1 0.4	1 0.6	- -	2 1.3
DON'T KNOW/ REFUSED	10 1.5	6 1.2	1 1.2	2 1.0	- -	8 2.1	2 1.6	1 0.6	7 1.8	2 0.8	2 1.2	1 0.9	5 3.2
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean Std.Dev. Std.Err.	4.3 0.84 0.03	4.4 0.84 0.04	4.4 0.83 0.09	4.3 0.79 0.06	4.3 0.86 0.09	4.3 0.86 0.04	4.3 0.79 0.07	4.4 0.80 0.06	4.4 0.87 0.04	4.4 0.79 0.05	4.4 0.79 0.06	4.3 0.90 0.09	4.4 0.91 0.07

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31G
Q.24A : Attribute Ratings - Availability

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	289 42.1	224 43.2	29 33.7	85 41.5	33 33.0	168 44.4	61 48.0	66 40.5	162 40.8	107 44.4	73 42.2	41 38.0	66 41.8
(5) EXCELLENT	153 22.3	116 22.4	18 20.9	51 24.9	8 8.0	91 24.1	36 28.3	30 18.4	87 21.9	62 25.7	28 16.2	19 17.6	43 27.2
(4) VERY GOOD	136 19.8	108 20.8	11 12.8	34 16.6	25 25.0	77 20.4	25 19.7	36 22.1	75 18.9	45 18.7	45 26.0	22 20.4	23 14.6
(3) GOOD	141 20.5	101 19.5	20 23.3	49 23.9	18 18.0	74 19.6	31 24.4	33 20.2	77 19.4	51 21.2	33 19.1	26 24.1	29 18.4
(2) FAIR	101 14.7	84 16.2	13 15.1	29 14.1	18 18.0	53 14.0	18 14.2	23 14.1	60 15.1	37 15.4	28 16.2	17 15.7	18 11.4
(1) POOR	138 20.1	99 19.1	23 26.7	40 19.5	27 27.0	71 18.8	15 11.8	36 22.1	87 21.9	43 17.8	37 21.4	20 18.5	36 22.8
DON'T KNOW/ REFUSED	18 2.6	11 2.1	1 1.2	2 1.0	4 4.0	12 3.2	2 1.6	5 3.1	11 2.8	3 1.2	2 1.2	4 3.7	9 5.7
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean	3.1	3.1	2.9	3.1	2.7	3.2	3.4	3.0	3.0	3.2	3.0	3.0	3.1
Std.Dev.	1.44	1.44	1.49	1.45	1.35	1.45	1.36	1.43	1.47	1.44	1.40	1.38	1.55
Std.Err.	0.06	0.06	0.16	0.10	0.14	0.08	0.12	0.11	0.07	0.09	0.11	0.13	0.13

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31H
Q.24A : Attribute Ratings - Freshness

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	526 76.6	404 77.8	70 81.4	157 76.6	78 78.0	287 75.9	98 77.2	121 74.2	307 77.3	184 76.3	131 75.7	86 79.6	121 76.6
(5) EXCELLENT	330 48.0	248 47.8	42 48.8	96 46.8	41 41.0	192 50.8	47 37.0	74 45.4	209 52.6	109 45.2	80 46.2	56 51.9	82 51.9
(4) VERY GOOD	196 28.5	156 30.1	28 32.6	61 29.8	37 37.0	95 25.1	51 40.2	47 28.8	98 24.7	75 31.1	51 29.5	30 27.8	39 24.7
(3) GOOD	117 17.0	85 16.4	15 17.4	39 19.0	14 14.0	64 16.9	24 18.9	33 20.2	60 15.1	48 19.9	30 17.3	19 17.6	17 10.8
(2) FAIR	17 2.5	13 2.5	- -	3 1.5	5 5.0	9 2.4	1 0.8	5 3.1	11 2.8	3 1.2	6 3.5	1 0.9	7 4.4
(1) POOR	6 0.9	5 1.0	- -	4 2.0	- -	2 0.5	2 1.6	1 0.6	3 0.8	2 0.8	2 1.2	2 1.9	- -
DON'T KNOW/ REFUSED	21 3.1	12 2.3	1 1.2	2 1.0	3 3.0	16 4.2	2 1.6	3 1.8	16 4.0	4 1.7	4 2.3	- -	13 8.2
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean	4.2	4.2	4.3	4.2	4.2	4.3	4.1	4.2	4.3	4.2	4.2	4.3	4.4
Std.Dev.	0.89	0.89	0.76	0.93	0.87	0.88	0.86	0.91	0.89	0.87	0.93	0.91	0.87
Std.Err.	0.03	0.04	0.08	0.07	0.09	0.05	0.08	0.07	0.05	0.06	0.07	0.09	0.07

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31I
Q.24A : Attribute Ratings - Easy To Draw

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	549 79.9	412 79.4	76 88.4	158 77.1	83 83.0	304 80.4	102 80.3	120 73.6	327 82.4	190 78.8	140 80.9	88 81.5	125 79.1
(5) EXCELLENT	338 49.2	254 48.9	44 51.2	98 47.8	44 44.0	195 51.6	58 45.7	72 44.2	208 52.4	108 44.8	89 51.4	52 48.1	85 53.8
(4) VERY GOOD	211 30.7	158 30.4	32 37.2	60 29.3	39 39.0	109 28.8	44 34.6	48 29.4	119 30.0	82 34.0	51 29.5	36 33.3	40 25.3
(3) GOOD	103 15.0	81 15.6	9 10.5	38 18.5	12 12.0	53 14.0	19 15.0	34 20.9	50 12.6	42 17.4	24 13.9	17 15.7	19 12.0
(2) FAIR	19 2.8	16 3.1	- -	6 2.9	1 1.0	12 3.2	3 2.4	6 3.7	10 2.5	6 2.5	7 4.0	- -	6 3.8
(1) POOR	3 0.4	3 0.6	- -	1 0.5	1 1.0	1 0.3	- -	1 0.6	2 0.5	1 0.4	- -	2 1.9	- -
DON'T KNOW/ REFUSED	13 1.9	7 1.3	1 1.2	2 1.0	3 3.0	8 2.1	3 2.4	2 1.2	8 2.0	2 0.8	2 1.2	1 0.9	8 5.1
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean Std.Dev. Std.Err.	4.3 0.85 0.03	4.3 0.88 0.04	4.4 0.68 0.07	4.2 0.89 0.06	4.3 0.80 0.08	4.3 0.85 0.04	4.3 0.81 0.07	4.1 0.92 0.07	4.3 0.84 0.04	4.2 0.85 0.06	4.3 0.86 0.07	4.3 0.86 0.08	4.4 0.85 0.07

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 31J
Q.24A : Attribute Ratings - Aroma

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Respondents	687	519	86	205	100	378	127	163	397	241	173	108	158
TOP TWO BOX	535 77.9	407 78.4	71 82.6	150 73.2	80 80.0	302 79.9	100 78.7	124 76.1	311 78.3	186 77.2	144 83.2	80 74.1	121 76.6
(5) EXCELLENT	338 49.2	257 49.5	45 52.3	89 43.4	48 48.0	199 52.6	56 44.1	84 51.5	198 49.9	121 50.2	82 47.4	52 48.1	83 52.5
(4) VERY GOOD	197 28.7	150 28.9	26 30.2	61 29.8	32 32.0	103 27.2	44 34.6	40 24.5	113 28.5	65 27.0	62 35.8	28 25.9	38 24.1
(3) GOOD	115 16.7	87 16.8	11 12.8	44 21.5	13 13.0	57 15.1	18 14.2	32 19.6	65 16.4	45 18.7	23 13.3	23 21.3	21 13.3
(2) FAIR	19 2.8	15 2.9	2 2.3	7 3.4	4 4.0	8 2.1	5 3.9	5 3.1	9 2.3	7 2.9	4 2.3	2 1.9	6 3.8
(1) POOR	3 0.4	3 0.6	- -	1 0.5	2 2.0	- -	1 0.8	1 0.6	1 0.3	2 0.8	- -	- -	1 0.6
DON'T KNOW/ REFUSED	15 2.2	7 1.3	2 2.3	3 1.5	1 1.0	11 2.9	3 2.4	1 0.6	11 2.8	1 0.4	2 1.2	3 2.8	9 5.7
TOTAL	687 100.0	519 100.0	86 100.0	205 100.0	100 100.0	378 100.0	127 100.0	163 100.0	397 100.0	241 100.0	173 100.0	108 100.0	158 100.0
Mean	4.3	4.3	4.4	4.1	4.2	4.3	4.2	4.2	4.3	4.2	4.3	4.2	4.3
Std.Dev.	0.87	0.88	0.80	0.91	0.96	0.82	0.89	0.92	0.85	0.91	0.79	0.86	0.91
Std.Err.	0.03	0.04	0.09	0.06	0.10	0.04	0.08	0.07	0.04	0.06	0.06	0.08	0.07

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	CUHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
A GOOD VALUE	318	53	4	4	4	1	-	3	7	5	6	-	-
	46.3	58.2	44.4	16.7	66.7	100.0	-	50.0	22.6	83.3	37.5	-	-
A MILD TASTE	459	58	9	14	4	1	8	3	19	5	10	-	-
	66.8	63.7	100.0	58.3	66.7	100.0	61.5	50.0	61.3	83.3	62.5	-	-
A FULL-BODIED TASTE	494	72	7	13	4	-	11	3	17	4	11	-	-
	71.9	79.1	77.8	54.2	66.7	-	84.6	50.0	54.8	66.7	68.8	-	-
CONSISTENCY OF CRAFTSMANSHIP	575	76	9	19	4	1	12	4	29	6	16	-	-
	83.7	83.5	100.0	79.2	66.7	100.0	92.3	66.7	93.5	100.0	100.0	-	-
AVAILABILITY	289	25	6	7	3	1	-	1	14	1	4	-	-
	42.1	27.5	66.7	29.2	50.0	100.0	-	16.7	45.2	16.7	25.0	-	-
FRESHNESS	526	79	8	18	4	-	10	6	23	5	15	-	-
	76.6	86.8	88.9	75.0	66.7	-	76.9	100.0	74.2	83.3	93.8	-	-
EASY TO DRAW	549	73	8	19	4	1	13	6	23	3	16	-	-
	79.9	80.2	88.9	79.2	66.7	100.0	100.0	100.0	74.2	50.0	100.0	-	-
AROMA	535	71	8	19	5	-	12	4	23	5	15	-	-
	77.9	78.0	88.9	79.2	83.3	-	92.3	66.7	74.2	83.3	93.8	-	-

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
A GOOD VALUE	318 46.3	7 46.7	- -	- -	7 63.6	7 100.0	- -	2 40.0	67 42.9	5 45.5	- -	- -	31 39.7	- -
A MILD TASTE	459 66.8	11 73.3	- -	- -	6 54.5	5 71.4	- -	4 80.0	110 70.5	8 72.7	- -	- -	45 57.7	1 100.0
A FULL-BODIED TASTE	494 71.9	13 86.7	- -	- -	10 90.9	7 100.0	- -	5 100.0	99 63.5	9 81.8	- -	- -	59 75.6	- -
CONSISTENCY OF CRAFTSMANSHIP	575 83.7	12 80.0	- -	- -	10 90.9	5 71.4	- -	4 80.0	132 84.6	11 100.0	- -	- -	67 85.9	1 100.0
AVAILABILITY	289 42.1	8 53.3	- -	- -	4 36.4	5 71.4	- -	- -	98 62.8	3 27.3	- -	- -	33 42.3	- -
FRESHNESS	526 76.6	11 73.3	- -	- -	9 81.8	5 71.4	- -	4 80.0	121 77.6	9 81.8	- -	- -	57 73.1	1 100.0
EASY TO DRAW	549 79.9	11 73.3	- -	- -	11 100.0	6 85.7	- -	3 60.0	122 78.2	9 81.8	- -	- -	60 76.9	1 100.0
AROMA	535 77.9	12 80.0	- -	- -	11 100.0	4 57.1	- -	4 80.0	112 71.8	11 100.0	- -	- -	63 80.8	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
A GOOD VALUE	318 46.3	- -	6 37.5	- -	2 25.0	5 41.7	- -	12 57.1	- -	14 82.4	- -
A MILD TASTE	459 66.8	- -	9 56.3	- -	5 62.5	11 91.7	- -	12 57.1	- -	17 100.0	- -
A FULL-BODIED TASTE	494 71.9	1 100.0	13 81.3	- -	8 100.0	9 75.0	- -	12 57.1	- -	13 76.5	- -
CONSISTENCY OF CRAFTSMANSHIP	575 83.7	1 100.0	13 81.3	- -	7 87.5	9 75.0	- -	16 76.2	- -	15 88.2	- -
AVAILABILITY	289 42.1	1 100.0	5 31.3	- -	- -	5 41.7	- -	11 52.4	- -	13 76.5	- -
FRESHNESS	526 76.6	1 100.0	10 62.5	- -	6 75.0	9 75.0	- -	15 71.4	- -	16 94.1	- -
EASY TO DRAW	549 79.9	1 100.0	12 75.0	- -	7 87.5	12 100.0	- -	15 71.4	- -	13 76.5	- -
AROMA	535 77.9	1 100.0	13 81.3	- -	7 87.5	11 91.7	- -	15 71.4	- -	11 64.7	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
A GOOD VALUE	318	-	1	-	-	6	1	-	2	3	1	-	1
	46.3	-	33.3	-	-	27.3	33.3	-	66.7	60.0	100.0	-	100.0
A MILD TASTE	459	1	1	-	-	16	3	-	2	3	1	-	1
	66.8	100.0	33.3	-	-	72.7	100.0	-	66.7	60.0	100.0	-	100.0
A FULL-BODIED TASTE	494	1	2	-	-	17	3	-	2	2	-	-	-
	71.9	100.0	66.7	-	-	77.3	100.0	-	66.7	40.0	-	-	-
CONSISTENCY OF CRAFTSMANSHIP	575	1	2	-	-	16	3	-	2	1	1	-	1
	83.7	100.0	66.7	-	-	72.7	100.0	-	66.7	20.0	100.0	-	100.0
AVAILABILITY	289	1	1	-	-	2	1	-	1	3	1	-	1
	42.1	100.0	33.3	-	-	9.1	33.3	-	33.3	60.0	100.0	-	100.0
FRESHNESS	526	1	2	-	-	11	2	-	2	4	1	-	1
	76.6	100.0	66.7	-	-	50.0	66.7	-	66.7	80.0	100.0	-	100.0
EASY TO DRAW	549	1	2	-	-	18	3	-	2	4	1	-	1
	79.9	100.0	66.7	-	-	81.8	100.0	-	66.7	80.0	100.0	-	100.0
AROMA	535	1	-	-	-	17	3	-	2	1	1	-	1
	77.9	100.0	-	-	-	77.3	100.0	-	66.7	20.0	100.0	-	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
A GOOD VALUE	318	-	-	1	1	-	-	-	-	-	-	-	-	2
	46.3	-	-	50.0	100.0	-	-	-	-	-	-	-	-	100.0
A MILD TASTE	459	-	-	1	-	-	-	-	-	-	-	-	-	1
	66.8	-	-	50.0	-	-	-	-	-	-	-	-	-	50.0
A FULL-BODIED TASTE	494	-	-	2	1	-	-	-	-	1	-	-	-	2
	71.9	-	-	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0
CONSISTENCY OF CRAFTSMANSHIP	575	-	-	2	-	-	-	-	-	1	-	1	-	2
	83.7	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	100.0
AVAILABILITY	289	-	-	1	-	-	-	-	-	1	-	-	-	1
	42.1	-	-	50.0	-	-	-	-	-	100.0	-	-	-	50.0
FRESHNESS	526	-	-	2	1	-	-	-	-	1	-	-	-	1
	76.6	-	-	100.0	100.0	-	-	-	-	100.0	-	-	-	50.0
EASY TO DRAW	549	-	-	2	1	-	-	-	-	-	-	1	-	-
	79.9	-	-	100.0	100.0	-	-	-	-	-	-	100.0	-	-
AROMA	535	-	-	1	1	-	-	-	-	-	-	1	-	1
	77.9	-	-	50.0	100.0	-	-	-	-	-	-	100.0	-	50.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 3

TABLE 32B
Q.24A : Attribute Ratings - Summary Of Means

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID-OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
GOOD VALUE	3.4	3.7	3.6	2.7	3.7	5.0	1.7	3.7	2.8	4.2	3.1	-	-
MILD TASTE	4.0	3.9	4.3	4.0	3.8	4.0	3.8	3.8	3.9	4.5	4.1	-	-
FULL-BODIED TASTE	4.1	4.1	4.0	3.6	4.3	3.0	4.6	3.8	3.6	4.2	3.9	-	-
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.3	4.6	4.3	4.0	5.0	4.8	4.2	4.6	5.0	4.8	-	-
AVAILABILITY	3.1	2.6	3.4	3.1	3.6	5.0	1.1	2.8	3.4	3.3	2.8	-	-
FRESHNESS	4.2	4.3	4.6	4.0	3.8	3.0	4.5	4.5	4.3	4.3	4.8	-	-
EASY TO DRAW	4.3	4.3	4.4	4.2	4.3	5.0	4.8	4.7	4.3	4.0	4.6	-	-
AROMA	4.3	4.2	4.2	4.5	4.2	3.0	4.8	3.8	4.4	4.5	4.5	-	-

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32B
Q.24A : Attribute Ratings - Summary Of Means

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
GOOD VALUE	3.4	3.4	-	-	3.7	5.0	-	3.6	3.4	3.2	-	-	3.3	3.0
MILD TASTE	4.0	4.2	-	-	3.5	4.3	-	4.6	4.1	3.6	-	-	3.7	4.0
FULL-BODIED TASTE	4.1	4.2	-	-	4.5	4.6	-	4.6	3.9	4.5	-	-	4.1	3.0
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.4	-	-	4.5	3.7	-	4.4	4.4	4.7	-	-	4.4	5.0
AVAILABILITY	3.1	3.4	-	-	3.0	4.3	-	1.0	3.8	2.4	-	-	3.1	2.0
FRESHNESS	4.2	4.0	-	-	4.5	4.3	-	4.2	4.3	4.4	-	-	4.2	5.0
EASY TO DRAW	4.3	4.4	-	-	4.8	4.4	-	4.2	4.2	4.4	-	-	4.2	5.0
AROMA	4.3	4.6	-	-	4.7	3.6	-	4.4	4.1	4.8	-	-	4.2	3.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32B
Q.24A : Attribute Ratings - Summary Of Means

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
GOOD VALUE	3.4	1.0	3.2	-	2.6	3.2	-	3.7	-	4.1	-
MILD TASTE	4.0	3.0	3.7	-	4.0	4.3	-	3.8	-	4.4	-
FULL-BODIED TASTE	4.1	5.0	4.3	-	4.4	4.2	-	3.8	-	4.2	-
CONSISTENCY OF CRAFTSMANSHIP	4.3	5.0	4.3	-	4.4	4.2	-	4.0	-	4.1	-
AVAILABILITY	3.1	5.0	2.9	-	1.1	3.4	-	3.4	-	4.1	-
FRESHNESS	4.2	5.0	4.0	-	4.3	4.1	-	4.0	-	4.4	-
EASY TO DRAW	4.3	5.0	4.3	-	4.6	4.3	-	4.0	-	4.2	-
AROMA	4.3	5.0	4.3	-	4.5	4.6	-	4.1	-	4.0	-

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32B
Q.24A : Attribute Ratings - Summary Of Means

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
GOOD VALUE	3.4	3.0	2.3	-	-	2.9	3.7	-	5.0	3.6	5.0	-	5.0
MILD TASTE	4.0	4.0	2.7	-	-	4.0	5.0	-	5.0	3.3	4.0	-	5.0
FULL-BODIED TASTE	4.1	5.0	3.3	-	-	4.4	4.7	-	5.0	3.5	3.0	-	2.0
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.0	3.3	-	-	4.3	5.0	-	3.3	3.3	5.0	-	4.0
AVAILABILITY	3.1	4.0	3.0	-	-	1.6	2.7	-	2.5	3.8	5.0	-	4.0
FRESHNESS	4.2	5.0	4.0	-	-	3.8	4.3	-	5.0	4.0	4.0	-	5.0
EASY TO DRAW	4.3	5.0	3.7	-	-	4.2	4.7	-	5.0	4.0	4.0	-	4.0
AROMA	4.3	5.0	2.7	-	-	4.6	4.7	-	4.0	2.8	5.0	-	5.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 3

TABLE 32B
Q.24A : Attribute Ratings - Summary Of Means

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
GOOD VALUE	3.4	-	-	3.5	5.0	-	-	-	-	3.0	-	2.0	-	4.5
MILD TASTE	4.0	-	-	3.5	3.0	-	-	-	-	2.0	-	2.0	-	4.0
FULL-BODIED TASTE	4.1	-	-	4.0	5.0	-	-	-	-	4.0	-	3.0	-	4.5
CONSISTENCY OF CRAFTSMANSHIP	4.3	-	-	4.0	3.0	-	-	-	-	4.0	-	4.0	-	4.5
AVAILABILITY	3.1	-	-	3.0	2.0	-	-	-	-	4.0	-	3.0	-	3.5
FRESHNESS	4.2	-	-	4.0	5.0	-	-	-	-	4.0	-	3.0	-	4.0
EASY TO DRAW	4.3	-	-	4.0	4.0	-	-	-	-	3.0	-	4.0	-	3.0
AROMA	4.3	-	-	4.0	5.0	-	-	-	-	3.0	-	4.0	-	3.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32C
Q.24A : Attribute Ratings - Good Value

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	318 46.3	53 58.2	4 44.4	4 16.7	4 66.7	1 100.0	- -	3 50.0	7 22.6	5 83.3	6 37.5	- -	- -
(5) EXCELLENT	157 22.9	29 31.9	1 11.1	1 4.2	2 33.3	1 100.0	- -	2 33.3	1 3.2	3 50.0	1 6.3	- -	- -
(4) VERY GOOD	161 23.4	24 26.4	3 33.3	3 12.5	2 33.3	- -	- -	1 16.7	6 19.4	2 33.3	5 31.3	- -	- -
(3) GOOD	223 32.5	27 29.7	5 55.6	10 41.7	1 16.7	- -	3 23.1	2 33.3	13 41.9	- -	5 31.3	- -	- -
(2) FAIR	85 12.4	8 8.8	- -	4 16.7	- -	- -	3 23.1	1 16.7	6 19.4	1 16.7	5 31.3	- -	- -
(1) POOR	48 7.0	3 3.3	- -	4 16.7	1 16.7	- -	7 53.8	- -	4 12.9	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	- -	2 8.3	- -	- -	- -	- -	1 3.2	- -	- -	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean Std.Dev. Std.Err.	3.4 1.18 0.05	3.7 1.10 0.12	3.6 0.73 0.24	2.7 1.09 0.23	3.7 1.51 0.61	5.0 - -	1.7 0.85 0.24	3.7 1.21 0.49	2.8 1.03 0.19	4.2 1.17 0.48	3.1 0.96 0.24	- - -	- - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32C
Q.24A : Attribute Ratings - Good Value

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUAN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	318 46.3	7 46.7	- -	- -	7 63.6	7 100.0	- -	2 40.0	67 42.9	5 45.5	- -	- -	31 39.7	- -
(5) EXCELLENT	157 22.9	3 20.0	- -	- -	3 27.3	7 100.0	- -	1 20.0	28 17.9	3 27.3	- -	- -	9 11.5	- -
(4) VERY GOOD	161 23.4	4 26.7	- -	- -	4 36.4	- -	- -	1 20.0	39 25.0	2 18.2	- -	- -	22 28.2	- -
(3) GOOD	223 32.5	4 26.7	- -	- -	3 27.3	- -	- -	3 60.0	59 37.8	3 27.3	- -	- -	33 42.3	1 100.0
(2) FAIR	85 12.4	2 13.3	- -	- -	- -	- -	- -	- -	21 13.5	- -	- -	- -	10 12.8	- -
(1) POOR	48 7.0	1 6.7	- -	- -	1 9.1	- -	- -	- -	7 4.5	3 27.3	- -	- -	2 2.6	- -
DON'T KNOW/ REFUSED	13 1.9	1 6.7	- -	- -	- -	- -	- -	- -	2 1.3	- -	- -	- -	2 2.6	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean Std.Dev. Std.Err.	3.4 1.18 0.05	3.4 1.22 0.33	- - -	- - -	3.7 1.19 0.36	5.0 0.00 0.00	- - -	3.6 0.89 0.40	3.4 1.07 0.09	3.2 1.60 0.48	- - -	- - -	3.3 0.95 0.11	3.0 - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32C
Q.24A : Attribute Ratings - Good Value

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	318 46.3	- -	6 37.5	- -	2 25.0	5 41.7	- -	12 57.1	- -	14 82.4	- -
(5) EXCELLENT	157 22.9	- -	2 12.5	- -	- -	1 8.3	- -	7 33.3	- -	6 35.3	- -
(4) VERY GOOD	161 23.4	- -	4 25.0	- -	2 25.0	4 33.3	- -	5 23.8	- -	8 47.1	- -
(3) GOOD	223 32.5	- -	4 25.0	- -	3 37.5	4 33.3	- -	6 28.6	- -	2 11.8	- -
(2) FAIR	85 12.4	- -	5 31.3	- -	1 12.5	2 16.7	- -	1 4.8	- -	1 5.9	- -
(1) POOR	48 7.0	1 100.0	- -	- -	2 25.0	1 8.3	- -	2 9.5	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	1 6.3	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	16 100.0	- -	8 100.0	12 100.0	- -	21 100.0	- -	17 100.0	- -
Mean Std.Dev. Std.Err.	3.4 1.18 0.05	1.0 - -	3.2 1.08 0.28	- - -	2.6 1.19 0.42	3.2 1.11 0.32	- - -	3.7 1.28 0.28	- - -	4.1 0.86 0.21	- - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32C
Q.24A : Attribute Ratings - Good Value

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	318 46.3	- -	1 33.3	- -	- -	6 27.3	1 33.3	- -	2 66.7	3 60.0	1 100.0	- -	1 100.0
(5) EXCELLENT	157 22.9	- -	1 33.3	- -	- -	3 13.6	1 33.3	- -	2 66.7	- -	1 100.0	- -	1 100.0
(4) VERY GOOD	161 23.4	- -	- -	- -	- -	3 13.6	- -	- -	- -	3 60.0	- -	- -	- -
(3) GOOD	223 32.5	1 100.0	- -	- -	- -	6 27.3	2 66.7	- -	- -	2 40.0	- -	- -	- -
(2) FAIR	85 12.4	- -	- -	- -	- -	4 18.2	- -	- -	- -	- -	- -	- -	- -
(1) POOR	48 7.0	- -	2 66.7	- -	- -	3 13.6	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	- -	- -	- -	3 13.6	- -	- -	1 33.3	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	3.4 1.18 0.05	3.0 - -	2.3 2.31 1.33	- - -	- - -	2.9 1.31 0.30	3.7 1.15 0.67	- - -	5.0 0.00 0.00	3.6 0.55 0.24	5.0 - -	- - -	5.0 - -

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UNDER PROTECTIVE ORDER
GC 015378

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32C
Q.24A : Attribute Ratings - Good Value

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	318 46.3	- -	- -	1 50.0	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	2 100.0
(5) EXCELLENT	157 22.9	- -	- -	1 50.0	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(4) VERY GOOD	161 23.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(3) GOOD	223 32.5	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	- -	- -	- -
(2) FAIR	85 12.4	- -	- -	1 50.0	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	- -
(1) POOR	48 7.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean Std.Dev. Std.Err.	3.4 1.18 0.05	- - -	- - -	3.5 2.12 1.50	5.0 - -	- - -	- - -	- - -	- - -	3.0 - -	- - -	2.0 - -	- - -	4.5 0.71 0.50

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PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 3

TABLE 32D
Q.24A : Attribute Ratings - Mild Taste

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID-OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	459 66.8	58 63.7	9 100.0	14 58.3	4 66.7	1 100.0	8 61.5	3 50.0	19 61.3	5 83.3	10 62.5	- -	- -
(5) EXCELLENT	254 37.0	28 30.8	3 33.3	9 37.5	1 16.7	- -	6 46.2	3 50.0	11 35.5	4 66.7	8 50.0	- -	- -
(4) VERY GOOD	205 29.8	30 33.0	6 66.7	5 20.8	3 50.0	1 100.0	2 15.4	- -	8 25.8	1 16.7	2 12.5	- -	- -
(3) GOOD	145 21.1	26 28.6	- -	6 25.0	2 33.3	- -	1 7.7	2 33.3	8 25.8	1 16.7	4 25.0	- -	- -
(2) FAIR	46 6.7	4 4.4	- -	2 8.3	- -	- -	1 7.7	1 16.7	1 3.2	- -	1 6.3	- -	- -
(1) POOR	14 2.0	- -	- -	- -	- -	- -	2 15.4	- -	1 3.2	- -	- -	- -	- -
DON'T KNOW/ REFUSED	23 3.3	3 3.3	- -	2 8.3	- -	- -	1 7.7	- -	2 6.5	- -	1 6.3	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean Std.Dev. Std.Err.	4.0 1.03 0.04	3.9 0.89 0.10	4.3 0.50 0.17	4.0 1.05 0.22	3.8 0.75 0.31	4.0 - -	3.8 1.60 0.46	3.8 1.33 0.54	3.9 1.07 0.20	4.5 0.84 0.34	4.1 1.06 0.27	- - -	- - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32D
Q.24A : Attribute Ratings - Mild Taste

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	459 66.8	11 73.3	- -	- -	6 54.5	5 71.4	- -	4 80.0	110 70.5	8 72.7	- -	- -	45 57.7	1 100.0
(5) EXCELLENT	254 37.0	6 40.0	- -	- -	4 36.4	4 57.1	- -	4 80.0	66 42.3	4 36.4	- -	- -	18 23.1	- -
(4) VERY GOOD	205 29.8	5 33.3	- -	- -	2 18.2	1 14.3	- -	- -	44 28.2	4 36.4	- -	- -	27 34.6	1 100.0
(3) GOOD	145 21.1	3 20.0	- -	- -	1 9.1	2 28.6	- -	1 20.0	31 19.9	- -	- -	- -	21 26.9	- -
(2) FAIR	46 6.7	- -	- -	- -	4 36.4	- -	- -	- -	8 5.1	1 9.1	- -	- -	9 11.5	- -
(1) POOR	14 2.0	- -	- -	- -	- -	- -	- -	- -	3 1.9	2 18.2	- -	- -	- -	- -
DON'T KNOW/ REFUSED	23 3.3	1 6.7	- -	- -	- -	- -	- -	- -	4 2.6	- -	- -	- -	3 3.8	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean Std.Dev. Std.Err.	4.0 1.03 0.04	4.2 0.80 0.21	- - -	- - -	3.5 1.37 0.41	4.3 0.95 0.36	- - -	4.6 0.89 0.40	4.1 1.01 0.08	3.6 1.57 0.47	- - -	- - -	3.7 0.97 0.11	4.0 - -

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PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 3

TABLE 32D
Q.24A : Attribute Ratings - Mild Taste

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	459	-	9	-	5	11	-	12	-	17	-
	66.8	-	56.3	-	62.5	91.7	-	57.1	-	100.0	-
(5) EXCELLENT	254	-	7	-	4	5	-	6	-	6	-
	37.0	-	43.8	-	50.0	41.7	-	28.6	-	35.3	-
(4) VERY GOOD	205	-	2	-	1	6	-	6	-	11	-
	29.8	-	12.5	-	12.5	50.0	-	28.6	-	64.7	-
(3) GOOD	145	1	2	-	2	1	-	7	-	-	-
	21.1	100.0	12.5	-	25.0	8.3	-	33.3	-	-	-
(2) FAIR	46	-	2	-	1	-	-	2	-	-	-
	6.7	-	12.5	-	12.5	-	-	9.5	-	-	-
(1) POOR	14	-	2	-	-	-	-	-	-	-	-
	2.0	-	12.5	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	23	-	1	-	-	-	-	-	-	-	-
	3.3	-	6.3	-	-	-	-	-	-	-	-
TOTAL	687	1	16	-	8	12	-	21	-	17	-
	100.0	100.0	100.0	-	100.0	100.0	-	100.0	-	100.0	-
Mean	4.0	3.0	3.7	-	4.0	4.3	-	3.8	-	4.4	-
Std.Dev.	1.03	-	1.54	-	1.20	0.65	-	1.00	-	0.49	-
Std.Err.	0.04	-	0.40	-	0.42	0.19	-	0.22	-	0.12	-

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 3

TABLE 32D
Q.24A : Attribute Ratings - Mild Taste

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	459 66.8	1 100.0	1 33.3	- -	- -	16 72.7	3 100.0	- -	2 66.7	3 60.0	1 100.0	- -	1 100.0
(5) EXCELLENT	254 37.0	- -	- -	- -	- -	7 31.8	3 100.0	- -	2 66.7	- -	- -	- -	1 100.0
(4) VERY GOOD	205 29.8	1 100.0	1 33.3	- -	- -	9 40.9	- -	- -	- -	3 60.0	1 100.0	- -	- -
(3) GOOD	145 21.1	- -	1 33.3	- -	- -	4 18.2	- -	- -	- -	- -	- -	- -	- -
(2) FAIR	46 6.7	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -	- -	- -
(1) POOR	14 2.0	- -	1 33.3	- -	- -	- -	- -	- -	- -	1 20.0	- -	- -	- -
DON'T KNOW/ REFUSED	23 3.3	- -	- -	- -	- -	1 4.5	- -	- -	1 33.3	1 20.0	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	4.0 1.03 0.04	4.0 - -	2.7 1.53 0.88	- - -	- - -	4.0 0.86 0.19	5.0 0.00 0.00	- - -	5.0 0.00 0.00	3.3 1.50 0.75	4.0 - -	- - -	5.0 - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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TABLE 32D
Q.24A : Attribute Ratings - Mild Taste

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	459 66.8	- -	- -	1 50.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(5) EXCELLENT	254 37.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(4) VERY GOOD	205 29.8	- -	- -	1 50.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(3) GOOD	145 21.1	- -	- -	1 50.0	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(2) FAIR	46 6.7	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	- -
(1) POOR	14 2.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	23 3.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean Std.Dev. Std.Err.	4.0 1.03 0.04	- - -	- - -	3.5 0.71 0.50	3.0 - -	- - -	- - -	- - -	- - -	2.0 - -	- - -	2.0 - -	- - -	4.0 1.41 1.00

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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TABLE 32E
Q.24A : Attribute Ratings - Full-Bodied Taste

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	494 71.9	72 79.1	7 77.8	13 54.2	4 66.7	- -	11 84.6	3 50.0	17 54.8	4 66.7	11 68.8	- -	- -
(5) EXCELLENT	268 39.0	33 36.3	2 22.2	6 25.0	4 66.7	- -	10 76.9	2 33.3	8 25.8	3 50.0	5 31.3	- -	- -
(4) VERY GOOD	226 32.9	39 42.9	5 55.6	7 29.2	- -	- -	1 7.7	1 16.7	9 29.0	1 16.7	6 37.5	- -	- -
(3) GOOD	144 21.0	16 17.6	2 22.2	5 20.8	2 33.3	1 100.0	2 15.4	3 50.0	8 25.8	2 33.3	4 25.0	- -	- -
(2) FAIR	26 3.8	3 3.3	- -	3 12.5	- -	- -	- -	- -	3 9.7	- -	1 6.3	- -	- -
(1) POOR	9 1.3	- -	- -	1 4.2	- -	- -	- -	- -	2 6.5	- -	- -	- -	- -
DON'T KNOW/ REFUSED	14 2.0	- -	- -	2 8.3	- -	- -	- -	- -	1 3.2	- -	- -	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean Std.Dev. Std.Err.	4.1 0.94 0.04	4.1 0.81 0.09	4.0 0.71 0.24	3.6 1.18 0.25	4.3 1.03 0.42	3.0 - -	4.6 0.77 0.21	3.8 0.98 0.40	3.6 1.19 0.22	4.2 0.98 0.40	3.9 0.93 0.23	- - -	- - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32E
Q.24A : Attribute Ratings - Full-Bodied Taste

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	494 71.9	13 86.7	- -	- -	10 90.9	7 100.0	- -	5 100.0	99 63.5	9 81.8	- -	- -	59 75.6	- -
(5) EXCELLENT	268 39.0	4 26.7	- -	- -	6 54.5	4 57.1	- -	3 60.0	49 31.4	8 72.7	- -	- -	27 34.6	- -
(4) VERY GOOD	226 32.9	9 60.0	- -	- -	4 36.4	3 42.9	- -	2 40.0	50 32.1	1 9.1	- -	- -	32 41.0	- -
(3) GOOD	144 21.0	1 6.7	- -	- -	1 9.1	- -	- -	- -	42 26.9	1 9.1	- -	- -	15 19.2	1 100.0
(2) FAIR	26 3.8	- -	- -	- -	- -	- -	- -	- -	7 4.5	1 9.1	- -	- -	2 2.6	- -
(1) POOR	9 1.3	- -	- -	- -	- -	- -	- -	- -	5 3.2	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	14 2.0	1 6.7	- -	- -	- -	- -	- -	- -	3 1.9	- -	- -	- -	2 2.6	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean Std.Dev. Std.Err.	4.1 0.94 0.04	4.2 0.58 0.15	- - -	- - -	4.5 0.69 0.21	4.6 0.53 0.20	- - -	4.6 0.55 0.24	3.9 1.03 0.08	4.5 1.04 0.31	- - -	- - -	4.1 0.81 0.09	3.0 - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32E
Q.24A : Attribute Ratings - Full-Bodied Taste

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	494 71.9	1 100.0	13 81.3	- -	8 100.0	9 75.0	- -	12 57.1	- -	13 76.5	- -
(5) EXCELLENT	268 39.0	1 100.0	8 50.0	- -	3 37.5	6 50.0	- -	4 19.0	- -	8 47.1	- -
(4) VERY GOOD	226 32.9	- -	5 31.3	- -	5 62.5	3 25.0	- -	8 38.1	- -	5 29.4	- -
(3) GOOD	144 21.0	- -	2 12.5	- -	- -	2 16.7	- -	7 33.3	- -	3 17.6	- -
(2) FAIR	26 3.8	- -	1 6.3	- -	- -	1 8.3	- -	1 4.8	- -	1 5.9	- -
(1) POOR	9 1.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	14 2.0	- -	- -	- -	- -	- -	- -	1 4.8	- -	- -	- -
TOTAL	687 100.0	1 100.0	16 100.0	- -	8 100.0	12 100.0	- -	21 100.0	- -	17 100.0	- -
Mean Std.Dev. Std.Err.	4.1 0.94 0.04	5.0 - -	4.3 0.93 0.23	- - -	4.4 0.52 0.18	4.2 1.03 0.30	- - -	3.8 0.85 0.19	- - -	4.2 0.95 0.23	- - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32F
Q.24A : Attribute Ratings - Full-Bodied Taste

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	494	1	2	-	-	17	3	-	2	2	-	-	-
	71.9	100.0	66.7	-	-	77.3	100.0	-	66.7	40.0	-	-	-
(5) EXCELLENT	268	1	1	-	-	13	2	-	2	-	-	-	-
	39.0	100.0	33.3	-	-	59.1	66.7	-	66.7	-	-	-	-
(4) VERY GOOD	226	-	1	-	-	4	1	-	-	2	-	-	-
	32.9	-	33.3	-	-	18.2	33.3	-	-	40.0	-	-	-
(3) GOOD	144	-	-	-	-	3	-	-	-	2	1	-	-
	21.0	-	-	-	-	13.6	-	-	-	40.0	100.0	-	-
(2) FAIR	26	-	-	-	-	1	-	-	-	-	-	-	1
	3.8	-	-	-	-	4.5	-	-	-	-	-	-	100.0
(1) POOR	9	-	1	-	-	-	-	-	-	-	-	-	-
	1.3	-	33.3	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	14	-	-	-	-	1	-	-	1	1	-	-	-
	2.0	-	-	-	-	4.5	-	-	33.3	20.0	-	-	-
TOTAL	687	1	3	-	-	22	3	-	3	5	1	-	1
	100.0	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	-	100.0
Mean	4.1	5.0	3.3	-	-	4.4	4.7	-	5.0	3.5	3.0	-	2.0
Std.Dev.	0.94	-	2.08	-	-	0.92	0.58	-	0.00	0.58	-	-	-
Std.Err.	0.04	-	1.20	-	-	0.20	0.33	-	0.00	0.29	-	-	-

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32F
Q.24A : Attribute Ratings - Full-Bodied Taste

	TOTAL	MONTE CARLO	MONI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	494	-	-	2	1	-	-	-	-	1	-	-	-	2
	71.9	-	-	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0
(5) EXCELLENT	268	-	-	-	1	-	-	-	-	-	-	-	-	1
	39.0	-	-	-	100.0	-	-	-	-	-	-	-	-	50.0
(4) VERY GOOD	226	-	-	2	-	-	-	-	-	1	-	-	-	1
	32.9	-	-	100.0	-	-	-	-	-	100.0	-	-	-	50.0
(3) GOOD	144	-	-	-	-	-	-	-	-	-	-	1	-	-
	21.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-
(2) FAIR	26	-	-	-	-	-	-	-	-	-	-	-	-	-
	3.8	-	-	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	9	-	-	-	-	-	-	-	-	-	-	-	-	-
	1.3	-	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	14	-	-	-	-	-	-	-	-	-	-	-	-	-
	2.0	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	687	-	-	2	1	-	-	-	-	1	-	1	-	2
	100.0	-	-	100.0	100.0	-	-	-	-	100.0	-	100.0	-	100.0
Mean	4.1	-	-	4.0	5.0	-	-	-	-	4.0	-	3.0	-	4.5
Std.Dev.	0.94	-	-	0.00	-	-	-	-	-	-	-	-	-	0.71
Std.Err.	0.04	-	-	0.00	-	-	-	-	-	-	-	-	-	0.50

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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TABLE 32F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID-OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	575 83.7	76 83.5	9 100.0	19 79.2	4 66.7	1 100.0	12 92.3	4 66.7	29 93.5	6 100.0	16 100.0	- -	- -
(5) EXCELLENT	365 53.1	48 52.7	5 55.6	14 58.3	3 50.0	1 100.0	10 76.9	3 50.0	19 61.3	6 100.0	12 75.0	- -	- -
(4) VERY GOOD	210 30.6	28 30.8	4 44.4	5 20.8	1 16.7	- -	2 15.4	1 16.7	10 32.3	- -	4 25.0	- -	- -
(3) GOOD	79 11.5	13 14.3	- -	1 4.2	1 16.7	- -	- -	2 33.3	1 3.2	- -	- -	- -	- -
(2) FAIR	19 2.8	2 2.2	- -	- -	1 16.7	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	4 0.6	- -	- -	2 8.3	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	10 1.5	- -	- -	2 8.3	- -	- -	1 7.7	- -	1 3.2	- -	- -	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean Std.Dev. Std.Err.	4.3 0.84 0.03	4.3 0.81 0.08	4.6 0.53 0.18	4.3 1.21 0.26	4.0 1.26 0.52	5.0 - -	4.8 0.39 0.11	4.2 0.98 0.40	4.6 0.56 0.10	5.0 0.00 0.00	4.8 0.45 0.11	- - -	- - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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TABLE 32F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HUYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	575 83.7	12 80.0	- -	- -	10 90.9	5 71.4	- -	4 80.0	132 84.6	11 100.0	- -	- -	67 85.9	1 100.0
(5) EXCELLENT	365 53.1	9 60.0	- -	- -	6 54.5	- -	- -	3 60.0	91 58.3	8 72.7	- -	- -	39 50.0	1 100.0
(4) VERY GOOD	210 30.6	3 20.0	- -	- -	4 36.4	5 71.4	- -	1 20.0	41 26.3	3 27.3	- -	- -	28 35.9	- -
(3) GOOD	79 11.5	1 6.7	- -	- -	1 9.1	2 28.6	- -	1 20.0	18 11.5	- -	- -	- -	9 11.5	- -
(2) FAIR	19 2.8	1 6.7	- -	- -	- -	- -	- -	- -	4 2.6	- -	- -	- -	1 1.3	- -
(1) POOR	4 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	10 1.5	1 6.7	- -	- -	- -	- -	- -	- -	2 1.3	- -	- -	- -	1 1.3	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean Std.Dev. Std.Err.	4.3 0.84 0.03	4.4 0.94 0.25	- - -	- - -	4.5 0.69 0.21	3.7 0.49 0.18	- - -	4.4 0.89 0.40	4.4 0.80 0.06	4.7 0.47 0.14	- - -	- - -	4.4 0.74 0.08	5.0 - -

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SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	575	1	13	-	7	9	-	16	-	15	-
	83.7	100.0	81.3	-	87.5	75.0	-	76.2	-	88.2	-
(5) EXCELLENT	365	1	8	-	5	5	-	9	-	3	-
	53.1	100.0	50.0	-	62.5	41.7	-	42.9	-	17.6	-
(4) VERY GOOD	210	-	5	-	2	4	-	7	-	12	-
	30.6	-	31.3	-	25.0	33.3	-	33.3	-	70.6	-
(3) GOOD	79	-	3	-	-	3	-	2	-	2	-
	11.5	-	18.8	-	-	25.0	-	9.5	-	11.8	-
(2) FAIR	19	-	-	-	1	-	-	3	-	-	-
	2.8	-	-	-	12.5	-	-	14.3	-	-	-
(1) POOR	4	-	-	-	-	-	-	-	-	-	-
	0.6	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	10	-	-	-	-	-	-	-	-	-	-
	1.5	-	-	-	-	-	-	-	-	-	-
TOTAL	687	1	16	-	8	12	-	21	-	17	-
	100.0	100.0	100.0	-	100.0	100.0	-	100.0	-	100.0	-
Mean	4.3	5.0	4.3	-	4.4	4.2	-	4.0	-	4.1	-
Std.Dev.	0.84	-	0.79	-	1.06	0.83	-	1.07	-	0.56	-
Std.Err.	0.03	-	0.20	-	0.38	0.24	-	0.23	-	0.13	-

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GC 015392

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	575 83.7	1 100.0	2 66.7	- -	- -	16 72.7	3 100.0	- -	2 66.7	1 20.0	1 100.0	- -	1 100.0
(5) EXCELLENT	365 53.1	- -	1 33.3	- -	- -	12 54.5	3 100.0	- -	1 33.3	1 20.0	1 100.0	- -	- -
(4) VERY GOOD	210 30.6	1 100.0	1 33.3	- -	- -	4 18.2	- -	- -	1 33.3	- -	- -	- -	1 100.0
(3) GOOD	79 11.5	- -	- -	- -	- -	5 22.7	- -	- -	- -	2 40.0	- -	- -	- -
(2) FAIR	19 2.8	- -	- -	- -	- -	- -	- -	- -	- -	1 20.0	- -	- -	- -
(1) POOR	4 0.6	- -	1 33.3	- -	- -	- -	- -	- -	1 33.3	- -	- -	- -	- -
DON'T KNOW/ REFUSED	10 1.5	- -	- -	- -	- -	1 4.5	- -	- -	- -	1 20.0	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	4.3 0.84 0.03	4.0 - -	3.3 2.08 1.20	- - -	- - -	4.3 0.86 0.19	5.0 0.00 0.00	- - -	3.3 2.08 1.20	3.3 1.26 0.63	5.0 - -	- - -	4.0 - -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015393

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	575 83.7	- -	- -	2 100.0	- -	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
(5) EXCELLENT	365 53.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(4) VERY GOOD	210 30.6	- -	- -	2 100.0	- -	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	1 50.0
(3) GOOD	79 11.5	- -	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	- -
(2) FAIR	19 2.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	4 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	10 1.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean Std.Dev. Std.Err.	4.3 0.84 0.03	- - -	- - -	4.0 0.00 0.00	3.0 - -	- - -	- - -	- - -	- - -	4.0 - -	- - -	4.0 - -	- - -	4.5 0.71 0.50

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GC 015394

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 326
Q.24A : Attribute Ratings - Availability

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	COLSTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	289 42.1	25 27.5	6 66.7	7 29.2	3 50.0	1 100.0	- -	1 16.7	14 45.2	1 16.7	4 25.0	- -	- -
(5) EXCELLENT	153 22.3	12 13.2	2 22.2	3 12.5	2 33.3	1 100.0	- -	- -	6 19.4	1 16.7	2 12.5	- -	- -
(4) VERY GOOD	136 19.8	13 14.3	4 44.4	4 16.7	1 16.7	- -	- -	1 16.7	8 25.8	- -	2 12.5	- -	- -
(3) GOOD	141 20.5	15 16.5	1 11.1	8 33.3	1 16.7	- -	- -	4 66.7	9 29.0	5 83.3	5 31.3	- -	- -
(2) FAIR	101 14.7	27 29.7	- -	6 25.0	- -	- -	1 7.7	- -	4 12.9	- -	5 31.3	- -	- -
(1) POOR	138 20.1	23 25.3	2 22.2	1 4.2	1 16.7	- -	12 92.3	1 16.7	2 6.5	- -	2 12.5	- -	- -
DON'T KNOW/ REFUSED	18 2.6	1 1.1	- -	2 8.3	1 16.7	- -	- -	- -	2 6.5	- -	- -	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean	3.1	2.6	3.4	3.1	3.6	5.0	1.1	2.8	3.4	3.3	2.8	-	-
Std.Dev.	1.44	1.36	1.51	1.11	1.67	-	0.28	0.98	1.18	0.82	1.22	-	-
Std.Err.	0.06	0.14	0.50	0.24	0.75	-	0.08	0.40	0.22	0.33	0.31	-	-

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GC 015395

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 326
Q.24A : Attribute Ratings - Availability

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUAN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	289 42.1	8 53.3	- -	- -	4 36.4	5 71.4	- -	- -	98 62.8	3 27.3	- -	- -	33 42.3	- -
(5) EXCELLENT	153 22.3	4 26.7	- -	- -	2 18.2	4 57.1	- -	- -	58 37.2	2 18.2	- -	- -	12 15.4	- -
(4) VERY GOOD	136 19.8	4 26.7	- -	- -	2 18.2	1 14.3	- -	- -	40 25.6	1 9.1	- -	- -	21 26.9	- -
(3) GOOD	141 20.5	1 6.7	- -	- -	3 27.3	2 28.6	- -	- -	30 19.2	1 9.1	- -	- -	17 21.8	- -
(2) FAIR	101 14.7	4 26.7	- -	- -	- -	- -	- -	- -	15 9.6	2 18.2	- -	- -	16 20.5	1 100.0
(1) POOR	138 20.1	1 6.7	- -	- -	3 27.3	- -	- -	5 100.0	8 5.1	5 45.5	- -	- -	11 14.1	- -
DON'T KNOW/ REFUSED	18 2.6	1 6.7	- -	- -	1 9.1	- -	- -	- -	5 3.2	- -	- -	- -	1 1.3	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean Std.Dev. Std.Err.	3.1 1.44 0.06	3.4 1.40 0.37	- - -	- - -	3.0 1.56 0.49	4.3 0.95 0.36	- - -	1.0 0.00 0.00	3.8 1.20 0.10	2.4 1.63 0.49	- - -	- - -	3.1 1.30 0.15	2.0 - -

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UNDER PROTECTIVE ORDER
GC 015396

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32G
Q.24A : Attribute Ratings - Availability

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	289 42.1	1 100.0	5 31.3	- -	- -	5 41.7	- -	11 52.4	- -	13 76.5	- -
(5) EXCELLENT	153 22.3	1 100.0	3 18.8	- -	- -	3 25.0	- -	5 23.8	- -	7 41.2	- -
(4) VERY GOOD	136 19.8	- -	2 12.5	- -	- -	2 16.7	- -	6 28.6	- -	6 35.3	- -
(3) GOOD	141 20.5	- -	3 18.8	- -	- -	5 41.7	- -	6 28.6	- -	3 17.6	- -
(2) FAIR	101 14.7	- -	4 25.0	- -	1 12.5	1 8.3	- -	1 4.8	- -	- -	- -
(1) POOR	138 20.1	- -	3 18.8	- -	7 87.5	1 8.3	- -	3 14.3	- -	1 5.9	- -
DON'T KNOW/ REFUSED	18 2.6	- -	1 6.3	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	16 100.0	- -	8 100.0	12 100.0	- -	21 100.0	- -	17 100.0	- -
Mean Std.Dev. Std.Err.	3.1 1.44 0.06	5.0 - -	2.9 1.46 0.38	- - -	1.1 0.35 0.13	3.4 1.24 0.36	- - -	3.4 1.33 0.29	- - -	4.1 1.09 0.26	- - -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015397

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 326
Q.24A : Attribute Ratings - Availability

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	289 42.1	1 100.0	1 33.3	- -	- -	2 9.1	1 33.3	- -	1 33.3	3 60.0	1 100.0	- -	1 100.0
(5) EXCELLENT	153 22.3	- -	1 33.3	- -	- -	1 4.5	1 33.3	- -	- -	1 20.0	1 100.0	- -	- -
(4) VERY GOOD	136 19.8	1 100.0	- -	- -	- -	1 4.5	- -	- -	1 33.3	2 40.0	- -	- -	1 100.0
(3) GOOD	141 20.5	- -	- -	- -	- -	2 9.1	- -	- -	- -	- -	- -	- -	- -
(2) FAIR	101 14.7	- -	- -	- -	- -	2 9.1	1 33.3	- -	- -	1 20.0	- -	- -	- -
(1) POOR	138 20.1	- -	1 33.3	- -	- -	16 72.7	1 33.3	- -	1 33.3	- -	- -	- -	- -
DON'T KNOW/ REFUSED	18 2.6	- -	1 33.3	- -	- -	- -	- -	- -	1 33.3	1 20.0	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	3.1 1.44 0.06	4.0 - -	3.0 2.83 2.00	- - -	- - -	1.6 1.14 0.24	2.7 2.08 1.20	- - -	2.5 2.12 1.50	3.8 1.26 0.63	5.0 - -	- - -	4.0 - -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015398

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32G
Q.24A : Attribute Ratings - Availability

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	289 42.1	- -	- -	1 50.0	- -	- -	- -	- -	- -	1 100.0	- -	- -	- -	1 50.0
(5) EXCELLENT	153 22.3	- -	- -	1 50.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) VERY GOOD	136 19.8	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	- -	- -	1 50.0
(3) GOOD	141 20.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 50.0
(2) FAIR	101 14.7	- -	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	138 20.1	- -	- -	1 50.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	18 2.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean Std.Dev. Std.Err.	3.1 1.44 0.06	- - -	- - -	3.0 2.83 2.00	2.0 - -	- - -	- - -	- - -	- - -	4.0 - -	- - -	3.0 - -	- - -	3.5 0.71 0.50

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UNDER PROTECTIVE ORDER
GC 015399

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32H
Q.24A : Attribute Ratings - Freshness

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	CUHIBA	CULSTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	526 76.6	79 86.8	8 88.9	18 75.0	4 66.7	- -	10 76.9	6 100.0	23 74.2	5 83.3	15 93.8	- -	- -
(5) EXCELLENT	330 48.0	42 46.2	6 66.7	9 37.5	4 66.7	- -	10 76.9	3 50.0	16 51.6	3 50.0	14 87.5	- -	- -
(4) VERY GOOD	196 28.5	37 40.7	2 22.2	9 37.5	- -	- -	- -	3 50.0	7 22.6	2 33.3	1 6.3	- -	- -
(3) GOOD	117 17.0	10 11.0	1 11.1	1 4.2	- -	1 100.0	3 23.1	- -	5 16.1	1 16.7	1 6.3	- -	- -
(2) FAIR	17 2.5	2 2.2	- -	2 8.3	1 16.7	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	6 0.9	- -	- -	1 4.2	1 16.7	- -	- -	- -	1 3.2	- -	- -	- -	- -
DON'T KNOW/ REFUSED	21 3.1	- -	- -	2 8.3	- -	- -	- -	- -	2 6.5	- -	- -	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean	4.2	4.3	4.6	4.0	3.8	3.0	4.5	4.5	4.3	4.3	4.8	-	-
Std.Dev.	0.89	0.76	0.73	1.13	1.83	-	0.88	0.55	1.00	0.82	0.54	-	-
Std.Err.	0.03	0.08	0.24	0.24	0.75	-	0.24	0.22	0.19	0.33	0.14	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015400

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32H
Q.24A : Attribute Ratings - Freshness

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUAN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	526 76.6	11 73.3	- -	- -	9 81.8	5 71.4	- -	4 80.0	121 77.6	9 81.8	- -	- -	57 73.1	1 100.0
(5) EXCELLENT	330 48.0	6 40.0	- -	- -	8 72.7	4 57.1	- -	2 40.0	83 53.2	5 45.5	- -	- -	33 42.3	1 100.0
(4) VERY GOOD	196 28.5	5 33.3	- -	- -	1 9.1	1 14.3	- -	2 40.0	38 24.4	4 36.4	- -	- -	24 30.8	- -
(3) GOOD	117 17.0	1 6.7	- -	- -	2 18.2	2 28.6	- -	1 20.0	25 16.0	1 9.1	- -	- -	17 21.8	- -
(2) FAIR	17 2.5	1 6.7	- -	- -	- -	- -	- -	- -	4 2.6	- -	- -	- -	1 1.3	- -
(1) POOR	6 0.9	1 6.7	- -	- -	- -	- -	- -	- -	1 0.6	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	21 3.1	1 6.7	- -	- -	- -	- -	- -	- -	5 3.2	1 9.1	- -	- -	3 3.8	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean Std.Dev. Std.Err.	4.2 0.89 0.03	4.0 1.24 0.33	- - -	- - -	4.5 0.82 0.25	4.3 0.95 0.36	- - -	4.2 0.84 0.37	4.3 0.89 0.07	4.4 0.70 0.22	- - -	- - -	4.2 0.83 0.10	5.0 - -

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GC 015401

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32H
Q.24A : Attribute Ratings - Freshness

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	526 76.6	1 100.0	10 62.5	- -	6 75.0	9 75.0	- -	15 71.4	- -	16 94.1	- -
(5) EXCELLENT	330 48.0	1 100.0	7 43.8	- -	5 62.5	5 41.7	- -	6 28.6	- -	9 52.9	- -
(4) VERY GOOD	196 28.5	- -	3 18.8	- -	1 12.5	4 33.3	- -	9 42.9	- -	7 41.2	- -
(3) GOOD	117 17.0	- -	5 31.3	- -	1 12.5	2 16.7	- -	6 28.6	- -	- -	- -
(2) FAIR	17 2.5	- -	1 6.3	- -	1 12.5	1 8.3	- -	- -	- -	1 5.9	- -
(1) POOR	6 0.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	21 3.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	16 100.0	- -	8 100.0	12 100.0	- -	21 100.0	- -	17 100.0	- -
Mean Std.Dev. Std.Err.	4.2 0.89 0.03	5.0 - -	4.0 1.03 0.26	- - -	4.3 1.16 0.41	4.1 1.00 0.29	- - -	4.0 0.77 0.17	- - -	4.4 0.80 0.19	- - -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015402

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32H
Q.24A : Attribute Ratings - Freshness

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	526 76.6	1 100.0	2 66.7	- -	- -	11 50.0	2 66.7	- -	2 66.7	4 80.0	1 100.0	- -	1 100.0
(5) EXCELLENT	330 48.0	1 100.0	1 33.3	- -	- -	9 40.9	2 66.7	- -	2 66.7	1 20.0	- -	- -	1 100.0
(4) VERY GOOD	196 28.5	- -	1 33.3	- -	- -	2 9.1	- -	- -	- -	3 60.0	1 100.0	- -	- -
(3) GOOD	117 17.0	- -	1 33.3	- -	- -	8 36.4	1 33.3	- -	- -	1 20.0	- -	- -	- -
(2) FAIR	17 2.5	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -	- -	- -
(1) POOR	6 0.9	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	21 3.1	- -	- -	- -	- -	1 4.5	- -	- -	1 33.3	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	4.2 0.89 0.03	5.0 - -	4.0 1.00 0.58	- - -	- - -	3.8 1.21 0.26	4.3 1.15 0.67	- - -	5.0 0.00 0.00	4.0 0.71 0.32	4.0 - -	- - -	5.0 - -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015403

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32H
Q.24A : Attribute Ratings - Freshness

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	POPULAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	526 76.6	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	- -	- -	1 50.0
(5) EXCELLENT	330 48.0	- -	- -	- -	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	1 50.0
(4) VERY GOOD	196 28.5	- -	- -	2 100.0	- -	- -	- -	- -	- -	1 100.0	- -	- -	- -	- -
(3) GOOD	117 17.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 50.0
(2) FAIR	17 2.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	6 0.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	21 3.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean Std.Dev. Std.Err.	4.2 0.89 0.03	- - -	- - -	4.0 0.00 0.00	5.0 - -	- - -	- - -	- - -	- - -	4.0 - -	- - -	3.0 - -	- - -	4.0 1.41 1.00

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UNDER PROTECTIVE ORDER
GC 015404

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32I
Q.24A : Attribute Ratings - Easy To Draw

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CUESTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	549	73	8	19	4	1	13	6	23	3	16	-	-
	79.9	80.2	88.9	79.2	66.7	100.0	100.0	100.0	74.2	50.0	100.0	-	-
(5) EXCELLENT	338	49	5	8	4	1	10	4	14	3	10	-	-
	49.2	53.8	55.6	33.3	66.7	100.0	76.9	66.7	45.2	50.0	62.5	-	-
(4) VERY GOOD	211	24	3	11	-	-	3	2	9	-	6	-	-
	30.7	26.4	33.3	45.8	-	-	23.1	33.3	29.0	-	37.5	-	-
(3) GOOD	103	13	1	3	2	-	-	-	6	3	-	-	-
	15.0	14.3	11.1	12.5	33.3	-	-	-	19.4	50.0	-	-	-
(2) FAIR	19	5	-	-	-	-	-	-	-	-	-	-	-
	2.8	5.5	-	-	-	-	-	-	-	-	-	-	-
(1) POOR	3	-	-	-	-	-	-	-	-	-	-	-	-
	0.4	-	-	-	-	-	-	-	-	-	-	-	-
DON'T KNOW/ REFUSED	13	-	-	2	-	-	-	-	2	-	-	-	-
	1.9	-	-	8.3	-	-	-	-	6.5	-	-	-	-
TOTAL	687	91	9	24	6	1	13	6	31	6	16	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-
Mean	4.3	4.3	4.4	4.2	4.3	5.0	4.8	4.7	4.3	4.0	4.6	-	-
Std.Dev.	0.85	0.91	0.73	0.69	1.03	-	0.44	0.52	0.80	1.10	0.50	-	-
Std.Err.	0.03	0.10	0.24	0.15	0.42	-	0.12	0.21	0.15	0.45	0.13	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015405

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32I
Q.24A : Attribute Ratings - Easy To Draw

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUAN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	549 79.9	11 73.3	- -	- -	11 100.0	6 85.7	- -	3 60.0	122 78.2	9 81.8	- -	- -	60 76.9	1 100.0
(5) EXCELLENT	338 49.2	10 66.7	- -	- -	9 81.8	4 57.1	- -	3 60.0	73 46.8	7 63.6	- -	- -	30 38.5	1 100.0
(4) VERY GOOD	211 30.7	1 6.7	- -	- -	2 18.2	2 28.6	- -	- -	49 31.4	2 18.2	- -	- -	30 38.5	- -
(3) GOOD	103 15.0	2 13.3	- -	- -	- -	1 14.3	- -	2 40.0	24 15.4	1 9.1	- -	- -	14 17.9	- -
(2) FAIR	19 2.8	1 6.7	- -	- -	- -	- -	- -	- -	6 3.8	1 9.1	- -	- -	2 2.6	- -
(1) POOR	3 0.4	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	1 6.7	- -	- -	- -	- -	- -	- -	3 1.9	- -	- -	- -	2 2.6	- -
TOTAL	687 100.0	15 100.0	- -	- -	11 100.0	7 100.0	- -	5 100.0	156 100.0	11 100.0	- -	- -	78 100.0	1 100.0
Mean	4.3	4.4	-	-	4.8	4.4	-	4.2	4.2	4.4	-	-	4.2	5.0
Std.Dev.	0.85	1.02	-	-	0.40	0.79	-	1.10	0.90	1.03	-	-	0.82	-
Std.Err.	0.03	0.27	-	-	0.12	0.30	-	0.49	0.07	0.31	-	-	0.09	-

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UNDER PROTECTIVE ORDER
GC 015406

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32I
Q.24A : Attribute Ratings - Easy To Draw

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	549 79.9	1 100.0	12 75.0	- -	7 87.5	12 100.0	- -	15 71.4	- -	13 76.5	- -
(5) EXCELLENT	338 49.2	1 100.0	9 56.3	- -	6 75.0	4 33.3	- -	7 33.3	- -	8 47.1	- -
(4) VERY GOOD	211 30.7	- -	3 18.8	- -	1 12.5	8 66.7	- -	8 38.1	- -	5 29.4	- -
(3) GOOD	103 15.0	- -	4 25.0	- -	1 12.5	- -	- -	6 28.6	- -	4 23.5	- -
(2) FAIR	19 2.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	3 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	16 100.0	- -	8 100.0	12 100.0	- -	21 100.0	- -	17 100.0	- -
Mean Std.Dev. Std.Err.	4.3 0.85 0.03	5.0 - -	4.3 0.87 0.22	- - -	4.6 0.74 0.26	4.3 0.49 0.14	- - -	4.0 0.80 0.18	- - -	4.2 0.83 0.20	- - -

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UNDER PROTECTIVE ORDER
GC 015407

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32I
Q.24A : Attribute Ratings - Easy To Draw

	TOTAL	ALI-ADOS	AN-TONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	549 79.9	1 100.0	2 66.7	- -	- -	18 81.8	3 100.0	- -	2 66.7	4 80.0	1 100.0	- -	1 100.0
(5) EXCELLENT	338 49.2	1 100.0	- -	- -	- -	11 50.0	2 66.7	- -	2 66.7	1 20.0	- -	- -	- -
(4) VERY GOOD	211 30.7	- -	2 66.7	- -	- -	7 31.8	1 33.3	- -	- -	3 60.0	1 100.0	- -	1 100.0
(3) GOOD	103 15.0	- -	1 33.3	- -	- -	1 4.5	- -	- -	- -	1 20.0	- -	- -	- -
(2) FAIR	19 2.8	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -	- -	- -
(1) POOR	3 0.4	- -	- -	- -	- -	1 4.5	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	- -	- -	- -	1 4.5	- -	- -	1 33.3	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	4.3 0.85 0.03	5.0 - -	3.7 0.58 0.33	- - -	- - -	4.2 1.09 0.24	4.7 0.58 0.33	- - -	5.0 0.00 0.00	4.0 0.71 0.32	4.0 - -	- - -	4.0 - -

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UNDER PROTECTIVE ORDER
GC 015408

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 321
Q.24A : Attribute Ratings - Easy To Draw

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	549 79.9	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	- -	- -	1 100.0	- -	- -
(5) EXCELLENT	338 49.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) VERY GOOD	211 30.7	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	- -	- -	1 100.0	- -	- -
(3) GOOD	103 15.0	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	- -	- -	2 100.0
(2) FAIR	19 2.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	3 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	13 1.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean	4.3	-	-	4.0	4.0	-	-	-	-	3.0	-	4.0	-	3.0
Std.Dev.	0.85	-	-	0.00	-	-	-	-	-	-	-	-	-	0.00
Std.Err.	0.03	-	-	0.00	-	-	-	-	-	-	-	-	-	0.00

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015409

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32J
Q.24A : Attribute Ratings - Aroma

	TOTAL	ARTURO FUENTE	ASHTON	AVO	BAC-CARAT	BERING	COHIBA	CULSTA REY	DAVID -OFF	DON DIEGO	DUN-HILL	EXCA-LIBUR	GRIF-FINS
BASE - Total Respondents	687	91	9	24	6	1	13	6	31	6	16	-	-
TOP TWO BOX	535 77.9	71 78.0	8 88.9	19 79.2	5 83.3	- -	12 92.3	4 66.7	23 74.2	5 83.3	15 93.8	- -	- -
(5) EXCELLENT	338 49.2	44 48.4	3 33.3	16 66.7	2 33.3	- -	11 84.6	3 50.0	17 54.8	4 66.7	9 56.3	- -	- -
(4) VERY GOOD	197 28.7	27 29.7	5 55.6	3 12.5	3 50.0	- -	1 7.7	1 16.7	6 19.4	1 16.7	6 37.5	- -	- -
(3) GOOD	115 16.7	17 18.7	1 11.1	2 8.3	1 16.7	1 100.0	1 7.7	- -	6 19.4	1 16.7	1 6.3	- -	- -
(2) FAIR	19 2.8	3 3.3	- -	- -	- -	- -	- -	2 33.3	- -	- -	- -	- -	- -
(1) POOR	3 0.4	- -	- -	1 4.2	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	15 2.2	- -	- -	2 8.3	- -	- -	- -	- -	2 6.5	- -	- -	- -	- -
TOTAL	687 100.0	91 100.0	9 100.0	24 100.0	6 100.0	1 100.0	13 100.0	6 100.0	31 100.0	6 100.0	16 100.0	- -	- -
Mean Std.Dev. Std.Err.	4.3 0.87 0.03	4.2 0.87 0.09	4.2 0.67 0.22	4.5 1.01 0.22	4.2 0.75 0.31	3.0 - -	4.8 0.60 0.17	3.8 1.47 0.60	4.4 0.82 0.15	4.5 0.84 0.34	4.5 0.63 0.16	- - -	- - -

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UNDER PROTECTIVE ORDER
GC 015410

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32J
Q.24A : Attribute Ratings - Aroma

	TOTAL	H.UP-MANN	HAM-LET	HENRI WINTER MANS	HOYO DE MONTE-REY	J.R.	JUEN CLE-MENTE	LA GLORIA CUBANA	MACA-NUDO	MONTE CRISTO	MONTE CRUZ	OSCAR	PART-AGAS	PLEI-ADES
BASE - Total Respondents	687	15	-	-	11	7	-	5	156	11	-	-	78	1
TOP TWO BOX	535	12	-	-	11	4	-	4	112	11	-	-	63	-
	77.9	80.0	-	-	100.0	57.1	-	80.0	71.8	100.0	-	-	80.8	-
(5) EXCELLENT	338	10	-	-	8	1	-	3	62	9	-	-	30	-
	49.2	66.7	-	-	72.7	14.3	-	60.0	39.7	81.8	-	-	38.5	-
(4) VERY GOOD	197	2	-	-	3	3	-	1	50	2	-	-	33	-
	28.7	13.3	-	-	27.3	42.9	-	20.0	32.1	18.2	-	-	42.3	-
(3) GOOD	115	2	-	-	-	2	-	1	35	-	-	-	10	1
	16.7	13.3	-	-	-	28.6	-	20.0	22.4	-	-	-	12.8	100.0
(2) FAIR	19	-	-	-	-	1	-	-	5	-	-	-	3	-
	2.8	-	-	-	-	14.3	-	-	3.2	-	-	-	3.8	-
(1) POOR	3	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.4	-	-	-	-	-	-	-	0.6	-	-	-	-	-
DON'T KNOW/ REFUSED	15	1	-	-	-	-	-	-	3	-	-	-	2	-
	2.2	6.7	-	-	-	-	-	-	1.9	-	-	-	2.6	-
TOTAL	687	15	-	-	11	7	-	5	156	11	-	-	78	1
	100.0	100.0	-	-	100.0	100.0	-	100.0	100.0	100.0	-	-	100.0	100.0
Mean	4.3	4.6	-	-	4.7	3.6	-	4.4	4.1	4.8	-	-	4.2	3.0
Std.Dev.	0.87	0.76	-	-	0.47	0.98	-	0.89	0.91	0.40	-	-	0.81	-
Std.Err.	0.03	0.20	-	-	0.14	0.37	-	0.40	0.07	0.12	-	-	0.09	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015411

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32J
Q.24A : Attribute Ratings - Aroma

	TOTAL	PRIMO DEL REY	PUNCH	RAMON	ROMEO Y JULI-ETA	ROYAL JAMICA	SIMON BOLI-VAR	TE-AMO	TEMPLE HALL	THOMP-SON	ZINO
BASE - Total Respondents	687	1	16	-	8	12	-	21	-	17	-
TOP TWO BOX	535 77.9	1 100.0	13 81.3	- -	7 87.5	11 91.7	- -	15 71.4	- -	11 64.7	- -
(5) EXCELLENT	338 49.2	1 100.0	8 50.0	- -	6 75.0	8 66.7	- -	9 42.9	- -	6 35.3	- -
(4) VERY GOOD	197 28.7	- -	5 31.3	- -	1 12.5	3 25.0	- -	6 28.6	- -	5 29.4	- -
(3) GOOD	115 16.7	- -	3 18.8	- -	- -	1 8.3	- -	5 23.8	- -	6 35.3	- -
(2) FAIR	19 2.8	- -	- -	- -	1 12.5	- -	- -	1 4.8	- -	- -	- -
(1) POOR	3 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	15 2.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	1 100.0	16 100.0	- -	8 100.0	12 100.0	- -	21 100.0	- -	17 100.0	- -
Mean Std.Dev. Std.Err.	4.3 0.87 0.03	5.0 - -	4.3 0.79 0.20	- - -	4.5 1.07 0.38	4.6 0.67 0.19	- - -	4.1 0.94 0.21	- - -	4.0 0.87 0.21	- - -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015412

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32J
Q.24A : Attribute Ratings - Aroma

	TOTAL	ALI-ADOS	ANTONIO CLEO-PATRA	CASA-BLANCA	CROOKS	CUBAN	DON THOMAS	DUTCH MAS-TERS	EL PRO-DUCTO	GARCIA VEGA	HAVA TAMPA	LA UNICA	LICIN CIADOS
BASE - Total Respondents	687	1	3	-	-	22	3	-	3	5	1	-	1
TOP TWO BOX	535 77.9	1 100.0	- -	- -	- -	17 77.3	3 100.0	- -	2 66.7	1 20.0	1 100.0	- -	1 100.0
(5) EXCELLENT	338 49.2	1 100.0	- -	- -	- -	13 59.1	2 66.7	- -	- -	- -	1 100.0	- -	1 100.0
(4) VERY GOOD	197 28.7	- -	- -	- -	- -	4 18.2	1 33.3	- -	2 66.7	1 20.0	- -	- -	- -
(3) GOOD	115 16.7	- -	2 66.7	- -	- -	2 9.1	- -	- -	- -	2 40.0	- -	- -	- -
(2) FAIR	19 2.8	- -	1 33.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	3 0.4	- -	- -	- -	- -	- -	- -	- -	- -	1 20.0	- -	- -	- -
DON'T KNOW/ REFUSED	15 2.2	- -	- -	- -	- -	3 13.6	- -	- -	1 33.3	1 20.0	- -	- -	- -
TOTAL	687 100.0	1 100.0	3 100.0	- -	- -	22 100.0	3 100.0	- -	3 100.0	5 100.0	1 100.0	- -	1 100.0
Mean Std.Dev. Std.Err.	4.3 0.87 0.03	5.0 - -	2.7 0.58 0.33	- - -	- - -	4.6 0.69 0.16	4.7 0.58 0.33	- - -	4.0 0.00 0.00	2.8 1.26 0.63	5.0 - -	- - -	5.0 - -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 3

TABLE 32J
Q.24A : Attribute Ratings - Aroma

	TOTAL	MONTE CARLO	MUNI MAKERS	NAT SHER-MAN	ONYX	PHIL-LIES	PAUL GAMA-RIAN	PORLAR RANGA	ROBERT BURNS	SWIS-HER SWEETS	TIPA-RILLO	TROYA	WHITE OWL	KING EDW.
BASE - Total Respondents	687	-	-	2	1	-	-	-	-	1	-	1	-	2
TOP TWO BOX	535 77.9	- -	- -	1 50.0	1 100.0	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 50.0
(5) EXCELLENT	338 49.2	- -	- -	1 50.0	1 100.0	- -	- -	- -	- -	- -	- -	- -	- -	- -
(4) VERY GOOD	197 28.7	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 100.0	- -	1 50.0
(3) GOOD	115 16.7	- -	- -	1 50.0	- -	- -	- -	- -	- -	1 100.0	- -	- -	- -	1 50.0
(2) FAIR	19 2.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
(1) POOR	3 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	15 2.2	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	687 100.0	- -	- -	2 100.0	1 100.0	- -	- -	- -	- -	1 100.0	- -	1 100.0	- -	2 100.0
Mean Std.Dev. Std.Err.	4.3 0.87 0.03	- - -	- - -	4.0 1.41 1.00	5.0 - -	- - -	- - -	- - -	- - -	3.0 - -	- - -	4.0 - -	- - -	3.5 0.71 0.50

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33A
Q.25 : Characteristic Rating - Summary Of Top 2 Box

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
PRICE	150 41.2	117 41.9	10 25.0	39 39.4	28 50.0	83 40.1	24 40.7	29 34.5	97 43.9	38 31.1	38 41.8	23 41.1	47 51.6
BRAND IMAGE	65 17.9	48 17.2	8 20.0	17 17.2	9 16.1	38 18.4	9 15.3	15 17.9	41 18.6	21 17.2	15 16.5	6 10.7	22 24.2
TASTE	351 96.4	270 96.8	38 95.0	98 99.0	53 94.6	198 95.7	59 100.0	81 96.4	211 95.5	116 95.1	89 97.8	55 98.2	87 95.6
FULL-BODIED	274 75.3	205 73.5	30 75.0	75 75.8	48 85.7	150 72.5	42 71.2	57 67.9	175 79.2	80 65.6	77 84.6	39 69.6	76 83.5
MILDNESS	240 65.9	178 63.8	27 67.5	68 68.7	36 64.3	135 65.2	39 66.1	51 60.7	150 67.9	74 60.7	60 65.9	32 57.1	71 78.0
THE CIGAR LENGTH	146 40.1	103 36.9	20 50.0	34 34.3	22 39.3	90 43.5	20 33.9	25 29.8	101 45.7	37 30.3	38 41.8	27 48.2	41 45.1
THE CIGAR DIAMETER	190 52.2	139 49.8	27 67.5	54 54.5	35 62.5	101 48.8	34 57.6	32 38.1	124 56.1	52 42.6	54 59.3	32 57.1	48 52.7
AROMA	276 75.8	217 77.8	29 72.5	80 80.8	47 83.9	147 71.0	42 71.2	65 77.4	169 76.5	95 77.9	69 75.8	41 73.2	67 73.6
LIGHT BROWN COLOR OF CIGAR	108 29.7	75 26.9	14 35.0	28 28.3	19 33.9	60 29.0	14 23.7	24 28.6	70 31.7	34 27.9	22 24.2	18 32.1	33 36.3
DARK BROWN COLOR OF CIGAR	114 31.3	88 31.5	12 30.0	31 31.3	16 28.6	66 31.9	16 27.1	23 27.4	75 33.9	32 26.2	29 31.9	21 37.5	32 35.2
GREEN COLOR OF CIGAR	76 20.9	58 20.8	6 15.0	21 21.2	11 19.6	43 20.8	8 13.6	26 31.0	42 19.0	23 18.9	17 18.7	16 28.6	19 20.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33A
Q.25 : Characteristic Rating - Summary Of Top 2 Box

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MADURA COLOR OF CIGAR	137 37.6	99 35.5	19 47.5	35 35.4	26 46.4	76 36.7	17 28.8	33 39.3	87 39.4	36 29.5	35 38.5	28 50.0	37 40.7
RECOMMENDATION BY FRIEND	139 38.2	107 38.4	16 40.0	45 45.5	21 37.5	71 34.3	35 59.3	44 52.4	60 27.1	63 51.6	38 41.8	18 32.1	19 20.9
RECOMMENDATION BY TOBACCONIST	126 34.6	101 36.2	9 22.5	44 44.4	24 42.9	56 27.1	24 40.7	34 40.5	68 30.8	53 43.4	31 34.1	21 37.5	19 20.9
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	152 41.8	119 42.7	16 40.0	49 49.5	24 42.9	78 37.7	27 45.8	38 45.2	87 39.4	48 39.3	39 42.9	29 51.8	34 37.4

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UNDER PROTECTIVE ORDER
GC 015416

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33B
Q.25 : Characteristic Rating - Summary Of Means

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
PRICE	46.9	47.2	38.9	44.8	53.3	46.2	46.6	43.3	48.3	41.7	46.7	47.5	52.0
BRAND IMAGE	28.0	27.7	28.5	28.8	27.6	27.5	30.7	26.8	27.7	28.5	27.5	22.3	31.1
TASTE	79.2	79.3	77.0	82.6	75.4	78.6	76.8	79.5	79.7	79.6	79.6	79.1	77.4
FULL-BODIED	65.4	64.3	67.2	67.4	68.4	63.8	62.2	61.1	67.9	60.8	70.2	64.4	67.6
MILDNESS	59.4	58.5	59.3	60.2	57.6	59.7	60.0	56.0	60.6	56.3	58.6	55.3	66.6
THE CIGAR LENGTH	44.5	42.8	50.5	43.4	43.3	45.5	40.4	37.3	48.3	39.5	43.9	50.3	47.3
THE CIGAR DIAMETER	51.5	50.4	58.8	53.3	53.4	50.2	56.1	44.4	52.9	47.5	53.6	58.3	49.7
AROMA	64.5	65.0	60.4	64.6	67.3	63.6	61.0	63.1	65.9	64.0	66.5	60.7	64.6
LIGHT BROWN COLOR OF CIGAR	36.7	35.3	38.0	37.8	38.5	35.8	30.6	36.8	38.4	37.0	33.4	35.4	40.8
DARK BROWN COLOR OF CIGAR	37.8	37.8	38.4	39.1	34.9	37.9	35.4	38.3	38.2	37.7	36.7	39.9	38.4
GREEN COLOR OF CIGAR	28.7	28.6	26.8	30.3	23.5	29.3	23.1	37.4	27.0	28.9	28.1	34.2	25.5
MADURA COLOR OF CIGAR	43.1	41.8	47.1	44.0	45.6	42.3	39.3	45.7	43.2	41.6	39.9	50.9	43.2
RECOMMENDATION BY FRIEND	41.7	42.6	41.0	46.1	42.1	39.2	52.0	49.0	36.1	50.1	44.9	39.4	29.1
RECOMMENDATION BY TOBACCONIST	40.8	42.1	35.0	46.7	43.8	36.9	45.8	44.9	37.9	47.2	42.6	40.4	30.0
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	43.7	45.0	39.5	49.5	43.6	41.0	44.8	48.5	41.6	47.0	43.1	45.0	38.6

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GC 015417

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33C
Q.25 : How important is price to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	150 41.2	117 41.9	10 25.0	39 39.4	28 50.0	83 40.1	24 40.7	29 34.5	97 43.9	38 31.1	38 41.8	23 41.1	47 51.6
(100) EXTREMELY IMPORTANT	35 9.6	27 9.7	2 5.0	4 4.0	10 17.9	21 10.1	5 8.5	2 2.4	28 12.7	6 4.9	7 7.7	7 12.5	13 14.3
(64) VERY IMPORTANT	115 31.6	90 32.3	8 20.0	35 35.4	18 32.1	62 30.0	19 32.2	27 32.1	69 31.2	32 26.2	31 34.1	16 28.6	34 37.4
(36) SOMEWHAT IMPORTANT	156 42.9	120 43.0	20 50.0	46 46.5	21 37.5	87 42.0	26 44.1	45 53.6	85 38.5	62 50.8	39 42.9	24 42.9	31 34.1
(16) NOT VERY IMPORTANT	29 8.0	18 6.5	7 17.5	7 7.1	4 7.1	18 8.7	5 8.5	4 4.8	20 9.0	10 8.2	9 9.9	3 5.4	7 7.7
(4) NOT AT ALL IMPORTANT	29 8.0	24 8.6	3 7.5	7 7.1	3 5.4	19 9.2	4 6.8	6 7.1	19 8.6	12 9.8	5 5.5	6 10.7	6 6.6
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	46.9 25.28 1.32	47.2 25.31 1.52	38.9 22.65 3.58	44.8 21.69 2.18	53.3 27.96 3.74	46.2 26.04 1.81	46.6 24.52 3.19	43.3 19.83 2.16	48.3 27.21 1.83	41.7 22.63 2.05	46.7 23.86 2.50	47.5 27.35 3.66	52.0 27.01 2.83

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UNDER PROTECTIVE ORDER
GC 015418

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33D
Q.25 : How important is brand image to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	65 17.9	48 17.2	8 20.0	17 17.2	9 16.1	38 18.4	9 15.3	15 17.9	41 18.6	21 17.2	15 16.5	6 10.7	22 24.2
(100) EXTREMELY IMPORTANT	16 4.4	10 3.6	2 5.0	4 4.0	3 5.4	9 4.3	2 3.4	2 2.4	12 5.4	3 2.5	5 5.5	- -	8 8.8
(64) VERY IMPORTANT	49 13.5	38 13.6	6 15.0	13 13.1	6 10.7	29 14.0	7 11.9	13 15.5	29 13.1	18 14.8	10 11.0	6 10.7	14 15.4
(36) SOMEWHAT IMPORTANT	97 26.6	77 27.6	10 25.0	32 32.3	17 30.4	48 23.2	26 44.1	19 22.6	52 23.5	37 30.3	24 26.4	15 26.8	20 22.0
(16) NOT VERY IMPORTANT	91 25.0	73 26.2	9 22.5	22 22.2	11 19.6	57 27.5	11 18.6	28 33.3	52 23.5	36 29.5	24 26.4	14 25.0	16 17.6
(4) NOT AT ALL IMPORTANT	109 29.9	80 28.7	13 32.5	28 28.3	19 33.9	62 30.0	13 22.0	22 26.2	74 33.5	28 23.0	28 30.8	20 35.7	32 35.2
DON'T KNOW/ REFUSED	2 0.5	1 0.4	- -	- -	- -	2 1.0	- -	- -	2 0.9	- -	- -	1 1.8	1 1.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	28.0 25.16 1.32	27.7 24.23 1.45	28.5 26.58 4.20	28.8 24.51 2.46	27.6 25.91 3.46	27.5 25.36 1.77	30.7 22.64 2.95	26.8 23.29 2.54	27.7 26.51 1.79	28.5 22.73 2.06	27.5 25.81 2.71	22.3 19.49 2.63	31.1 30.12 3.18

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GC 015419

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33E
Q.25 : How important is taste to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	351 96.4	270 96.8	38 95.0	98 99.0	53 94.6	198 95.7	59 100.0	81 96.4	211 95.5	116 95.1	89 97.8	55 98.2	87 95.6
(100) EXTREMELY IMPORTANT	164 45.1	126 45.2	16 40.0	52 52.5	20 35.7	91 44.0	21 35.6	40 47.6	103 46.6	59 48.4	41 45.1	23 41.1	37 40.7
(64) VERY IMPORTANT	187 51.4	144 51.6	22 55.0	46 46.5	33 58.9	107 51.7	38 64.4	41 48.8	108 48.9	57 46.7	48 52.7	32 57.1	50 54.9
(36) SOMEWHAT IMPORTANT	10 2.7	6 2.2	2 5.0	1 1.0	3 5.4	6 2.9	- -	1 1.2	9 4.1	4 3.3	2 2.2	- -	4 4.4
(16) NOT VERY IMPORTANT	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
(4) NOT AT ALL IMPORTANT	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
DON'T KNOW/ REFUSED	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	79.2 19.84 1.04	79.3 19.80 1.19	77.0 19.96 3.16	82.6 18.58 1.87	75.4 19.56 2.61	78.6 20.35 1.42	76.8 17.38 2.26	79.5 21.48 2.34	79.7 19.85 1.34	79.6 21.47 1.94	79.6 19.02 1.99	79.1 17.92 2.42	77.4 19.64 2.06

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33F
Q.25 : How important is full-bodied to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	274 75.3	205 73.5	30 75.0	75 75.8	48 85.7	150 72.5	42 71.2	57 67.9	175 79.2	80 65.6	77 84.6	39 69.6	76 83.5
(100) EXTREMELY IMPORTANT	91 25.0	67 24.0	11 27.5	29 29.3	15 26.8	47 22.7	12 20.3	18 21.4	61 27.6	26 21.3	28 30.8	14 25.0	21 23.1
(64) VERY IMPORTANT	183 50.3	138 49.5	19 47.5	46 46.5	33 58.9	103 49.8	30 50.8	39 46.4	114 51.6	54 44.3	49 53.8	25 44.6	55 60.4
(36) SOMEWHAT IMPORTANT	70 19.2	58 20.8	8 20.0	22 22.2	5 8.9	42 20.3	14 23.7	21 25.0	35 15.8	35 28.7	12 13.2	12 21.4	10 11.0
(16) NOT VERY IMPORTANT	13 3.6	11 3.9	1 2.5	2 2.0	2 3.6	9 4.3	3 5.1	5 6.0	5 2.3	6 4.9	1 1.1	3 5.4	2 2.2
(4) NOT AT ALL IMPORTANT	3 0.8	3 1.1	- -	- -	1 1.8	2 1.0	- -	1 1.2	2 0.9	1 0.8	1 1.1	- -	1 1.1
DON'T KNOW/ REFUSED	4 1.1	2 0.7	1 2.5	- -	- -	4 1.9	- -	- -	4 1.8	- -	- -	2 3.6	2 2.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	65.4 24.35 1.28	64.3 24.70 1.48	67.2 24.30 3.89	67.4 24.40 2.45	68.4 23.55 3.15	63.8 24.55 1.72	62.2 23.95 3.12	61.1 25.56 2.79	67.9 23.75 1.61	60.8 25.28 2.29	70.2 23.12 2.42	64.4 25.50 3.47	67.6 21.88 2.32

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PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 1

TABLE 336
Q.25 : How important is mildness to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	240 65.9	178 63.8	27 67.5	68 68.7	36 64.3	135 65.2	39 66.1	51 60.7	150 67.9	74 60.7	60 65.9	32 57.1	71 78.0
(100) EXTREMELY IMPORTANT	76 20.9	56 20.1	8 20.0	20 20.2	12 21.4	44 21.3	11 18.6	12 14.3	53 24.0	19 15.6	18 19.8	10 17.9	28 30.8
(64) VERY IMPORTANT	164 45.1	122 43.7	19 47.5	48 48.5	24 42.9	91 44.0	28 47.5	39 46.4	97 43.9	55 45.1	42 46.2	22 39.3	43 47.3
(36) SOMEWHAT IMPORTANT	84 23.1	70 25.1	8 20.0	22 22.2	11 19.6	50 24.2	17 28.8	25 29.8	42 19.0	36 29.5	20 22.0	15 26.8	12 13.2
(16) NOT VERY IMPORTANT	25 6.9	19 6.8	4 10.0	5 5.1	5 8.9	15 7.2	2 3.4	6 7.1	17 7.7	9 7.4	7 7.7	5 8.9	4 4.4
(4) NOT AT ALL IMPORTANT	14 3.8	11 3.9	1 2.5	4 4.0	4 7.1	6 2.9	1 1.7	2 2.4	11 5.0	3 2.5	4 4.4	3 5.4	4 4.4
DON'T KNOW/ REFUSED	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	59.4 27.05 1.42	58.5 27.04 1.62	59.3 27.07 4.28	60.2 26.28 2.64	57.6 29.49 3.94	59.7 26.91 1.88	60.0 24.51 3.19	56.0 24.72 2.70	60.6 28.50 1.92	56.3 25.26 2.29	58.6 27.27 2.86	55.3 28.17 3.80	66.6 27.62 2.90

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UNDER PROTECTIVE ORDER
GC 015422

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33H
Q.25 : How important is the cigar length to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	146 40.1	103 36.9	20 50.0	34 34.3	22 39.3	90 43.5	20 33.9	25 29.8	101 45.7	37 30.3	38 41.8	27 48.2	41 45.1
(100) EXTREMELY IMPORTANT	33 9.1	23 8.2	5 12.5	7 7.1	4 7.1	22 10.6	3 5.1	2 2.4	28 12.7	5 4.1	6 6.6	10 17.9	11 12.1
(64) VERY IMPORTANT	113 31.0	80 28.7	15 37.5	27 27.3	18 32.1	68 32.9	17 28.8	23 27.4	73 33.0	32 26.2	32 35.2	17 30.4	30 33.0
(36) SOMEWHAT IMPORTANT	119 32.7	95 34.1	12 30.0	44 44.4	17 30.4	57 27.5	21 35.6	30 35.7	68 30.8	49 40.2	29 31.9	15 26.8	25 27.5
(16) NOT VERY IMPORTANT	74 20.3	59 21.1	8 20.0	17 17.2	16 28.6	41 19.8	14 23.7	22 26.2	38 17.2	30 24.6	17 18.7	7 12.5	20 22.0
(4) NOT AT ALL IMPORTANT	23 6.3	20 7.2	- -	4 4.0	1 1.8	17 8.2	4 6.8	7 8.3	12 5.4	6 4.9	7 7.7	6 10.7	4 4.4
DON'T KNOW/ REFUSED	2 0.5	2 0.7	- -	- -	- -	2 1.0	- -	- -	2 0.9	- -	- -	1 1.8	1 1.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	44.5 26.37 1.39	42.8 26.10 1.57	50.5 26.33 4.16	43.4 23.75 2.39	43.3 25.21 3.37	45.5 27.89 1.95	40.4 24.27 3.16	37.3 22.51 2.46	48.3 27.62 1.87	39.5 22.68 2.05	43.9 25.39 2.66	50.3 31.05 4.19	47.3 27.88 2.94

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UNDER PROTECTIVE ORDER
GC 015423

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33I
Q.25 : How important is the cigar diameter to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	190 52.2	139 49.8	27 67.5	54 54.5	35 62.5	101 48.8	34 57.6	32 38.1	124 56.1	52 42.6	54 59.3	32 57.1	48 52.7
(100) EXTREMELY IMPORTANT	43 11.8	31 11.1	6 15.0	14 14.1	3 5.4	26 12.6	10 16.9	5 6.0	28 12.7	10 8.2	11 12.1	12 21.4	9 9.9
(64) VERY IMPORTANT	147 40.4	108 38.7	21 52.5	40 40.4	32 57.1	75 36.2	24 40.7	27 32.1	96 43.4	42 34.4	43 47.3	20 35.7	39 42.9
(36) SOMEWHAT IMPORTANT	121 33.2	99 35.5	10 25.0	33 33.3	16 28.6	70 33.8	20 33.9	36 42.9	65 29.4	52 42.6	24 26.4	19 33.9	26 28.6
(16) NOT VERY IMPORTANT	35 9.6	24 8.6	3 7.5	7 7.1	4 7.1	24 11.6	3 5.1	12 14.3	20 9.0	14 11.5	9 9.9	2 3.6	10 11.0
(4) NOT AT ALL IMPORTANT	17 4.7	16 5.7	- -	5 5.1	1 1.8	11 5.3	2 3.4	4 4.8	11 5.0	4 3.3	4 4.4	2 3.6	7 7.7
DON'T KNOW/ REFUSED	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	51.5 25.51 1.34	50.4 25.46 1.53	58.8 23.45 3.71	53.3 26.12 2.63	53.4 20.44 2.73	50.2 26.54 1.85	56.1 25.97 3.38	44.4 23.17 2.53	52.9 25.82 1.74	47.5 23.59 2.14	53.6 25.46 2.67	58.3 27.37 3.69	49.7 26.16 2.74

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015424

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33J
Q.25 : How important is aroma to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	276 75.8	217 77.8	29 72.5	80 80.8	47 83.9	147 71.0	42 71.2	65 77.4	169 76.5	95 77.9	69 75.8	41 73.2	67 73.6
(100) EXTREMELY IMPORTANT	91 25.0	69 24.7	8 20.0	21 21.2	15 26.8	55 26.6	10 16.9	18 21.4	63 28.5	25 20.5	29 31.9	11 19.6	24 26.4
(64) VERY IMPORTANT	185 50.8	148 53.0	21 52.5	59 59.6	32 57.1	92 44.4	32 54.2	47 56.0	106 48.0	70 57.4	40 44.0	30 53.6	43 47.3
(36) SOMEWHAT IMPORTANT	55 15.1	40 14.3	6 15.0	12 12.1	5 8.9	38 18.4	14 23.7	12 14.3	29 13.1	21 17.2	13 14.3	7 12.5	14 15.4
(16) NOT VERY IMPORTANT	19 5.2	15 5.4	3 7.5	5 5.1	2 3.6	12 5.8	3 5.1	3 3.6	13 5.9	4 3.3	7 7.7	3 5.4	5 5.5
(4) NOT AT ALL IMPORTANT	11 3.0	6 2.2	2 5.0	2 2.0	2 3.6	7 3.4	- -	4 4.8	7 3.2	2 1.6	2 2.2	4 7.1	3 3.3
DON'T KNOW/ REFUSED	3 0.8	1 0.4	- -	- -	- -	3 1.4	- -	- -	3 1.4	- -	- -	1 1.8	2 2.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	64.5 26.05 1.37	65.0 25.25 1.51	60.4 27.11 4.29	64.6 23.76 2.39	67.3 25.07 3.35	63.6 27.53 1.93	61.0 22.87 2.98	63.1 25.50 2.78	65.9 27.05 1.83	64.0 23.23 2.10	66.5 28.00 2.94	60.7 27.37 3.69	64.6 27.05 2.87

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GC 015425

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33K
Q.25 : How important is light brown color of cigar to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	108 29.7	75 26.9	14 35.0	28 28.3	19 33.9	60 29.0	14 23.7	24 28.6	70 31.7	34 27.9	22 24.2	18 32.1	33 36.3
(100) EXTREMELY IMPORTANT	28 7.7	18 6.5	3 7.5	12 12.1	4 7.1	12 5.8	2 3.4	5 6.0	21 9.5	9 7.4	5 5.5	5 8.9	9 9.9
(64) VERY IMPORTANT	80 22.0	57 20.4	11 27.5	16 16.2	15 26.8	48 23.2	12 20.3	19 22.6	49 22.2	25 20.5	17 18.7	13 23.2	24 26.4
(36) SOMEWHAT IMPORTANT	102 28.0	83 29.7	8 20.0	28 28.3	15 26.8	59 28.5	13 22.0	26 31.0	63 28.5	39 32.0	27 29.7	9 16.1	27 29.7
(16) NOT VERY IMPORTANT	94 25.8	75 26.9	13 32.5	28 28.3	14 25.0	52 25.1	20 33.9	25 29.8	49 22.2	35 28.7	26 28.6	15 26.8	15 16.5
(4) NOT AT ALL IMPORTANT	59 16.2	45 16.1	5 12.5	15 15.2	8 14.3	35 16.9	12 20.3	9 10.7	38 17.2	14 11.5	16 17.6	13 23.2	16 17.6
DON'T KNOW/ REFUSED	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	36.7 27.57 1.45	35.3 26.49 1.59	38.0 28.23 4.46	37.8 29.96 3.01	38.5 27.50 3.67	35.8 26.45 1.84	30.6 24.97 3.25	36.8 25.63 2.80	38.4 28.81 1.94	37.0 26.45 2.39	33.4 25.82 2.71	35.4 30.42 4.10	40.8 29.05 3.05

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GC 015426

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33L
Q.25 : How important is dark brown color of cigar to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	114 31.3	88 31.5	12 30.0	31 31.3	16 28.6	66 31.9	16 27.1	23 27.4	75 33.9	32 26.2	29 31.9	21 37.5	32 35.2
(100) EXTREMELY IMPORTANT	35 9.6	27 9.7	4 10.0	15 15.2	1 1.8	19 9.2	7 11.9	10 11.9	18 8.1	14 11.5	6 6.6	8 14.3	7 7.7
(64) VERY IMPORTANT	79 21.7	61 21.9	8 20.0	16 16.2	15 26.8	47 22.7	9 15.3	13 15.5	57 25.8	18 14.8	23 25.3	13 23.2	25 27.5
(36) SOMEWHAT IMPORTANT	90 24.7	71 25.4	10 25.0	20 20.2	16 28.6	54 26.1	11 18.6	23 27.4	56 25.3	37 30.3	22 24.2	8 14.3	23 25.3
(16) NOT VERY IMPORTANT	92 25.3	68 24.4	13 32.5	30 30.3	16 28.6	46 22.2	24 40.7	28 33.3	40 18.1	34 27.9	26 28.6	14 25.0	16 17.6
(4) NOT AT ALL IMPORTANT	62 17.0	49 17.6	4 10.0	16 16.2	7 12.5	38 18.4	8 13.6	8 9.5	46 20.8	16 13.1	14 15.4	12 21.4	19 20.9
DON'T KNOW/ REFUSED	6 1.6	3 1.1	1 2.5	2 2.0	1 1.8	3 1.4	- -	2 2.4	4 1.8	3 2.5	- -	1 1.8	1 1.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	37.8 29.20 1.54	37.8 29.22 1.76	38.4 28.90 4.63	39.1 32.51 3.30	34.9 23.32 3.14	37.9 29.04 2.03	35.4 30.37 3.95	38.3 29.42 3.25	38.2 28.91 1.96	37.7 29.27 2.68	36.7 27.35 2.87	39.9 33.34 4.50	38.4 28.76 3.03

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UNDER PROTECTIVE ORDER
GC 015427

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33M
Q.25 : How important is green color of cigar to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	76 20.9	58 20.8	6 15.0	21 21.2	11 19.6	43 20.8	8 13.6	26 31.0	42 19.0	23 18.9	17 18.7	16 28.6	19 20.9
(100) EXTREMELY IMPORTANT	32 8.8	21 7.5	5 12.5	14 14.1	2 3.6	16 7.7	2 3.4	11 13.1	19 8.6	11 9.0	6 6.6	10 17.9	5 5.5
(64) VERY IMPORTANT	44 12.1	37 13.3	1 2.5	7 7.1	9 16.1	27 13.0	6 10.2	15 17.9	23 10.4	12 9.8	11 12.1	6 10.7	14 15.4
(36) SOMEWHAT IMPORTANT	61 16.8	51 18.3	6 15.0	16 16.2	5 8.9	40 19.3	10 16.9	14 16.7	37 16.7	25 20.5	18 19.8	5 8.9	12 13.2
(16) NOT VERY IMPORTANT	98 26.9	76 27.2	13 32.5	27 27.3	15 26.8	56 27.1	21 35.6	25 29.8	52 23.5	34 27.9	30 33.0	15 26.8	19 20.9
(4) NOT AT ALL IMPORTANT	123 33.8	91 32.6	14 35.0	35 35.4	24 42.9	63 30.4	20 33.9	16 19.0	87 39.4	38 31.1	25 27.5	19 33.9	40 44.0
DON'T KNOW/ REFUSED	6 1.6	3 1.1	1 2.5	- -	1 1.8	5 2.4	- -	3 3.6	3 1.4	2 1.6	1 1.1	1 1.8	1 1.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	28.7 29.54 1.56	28.6 28.50 1.72	26.8 31.40 5.03	30.3 32.92 3.31	23.5 26.25 3.54	29.3 28.61 2.01	23.1 23.45 3.05	37.4 32.22 3.58	27.0 29.44 1.99	28.9 29.11 2.66	28.1 27.07 2.85	34.2 36.24 4.89	25.5 28.05 2.96

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GC 015428

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33N
Q.25 : How important is maduro color of cigar to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	137 37.6	99 35.5	19 47.5	35 35.4	26 46.4	76 36.7	17 28.8	33 39.3	87 39.4	36 29.5	35 38.5	28 50.0	37 40.7
(100) EXTREMELY IMPORTANT	50 13.7	36 12.9	7 17.5	18 18.2	5 8.9	27 13.0	7 11.9	14 16.7	29 13.1	17 13.9	9 9.9	11 19.6	12 13.2
(64) VERY IMPORTANT	87 23.9	63 22.6	12 30.0	17 17.2	21 37.5	49 23.7	10 16.9	19 22.6	58 26.2	19 15.6	26 28.6	17 30.4	25 27.5
(36) SOMEWHAT IMPORTANT	83 22.8	67 24.0	6 15.0	23 23.2	12 21.4	47 22.7	15 25.4	19 22.6	49 22.2	37 30.3	15 16.5	12 21.4	16 17.6
(16) NOT VERY IMPORTANT	69 19.0	57 20.4	8 20.0	20 20.2	10 17.9	39 18.8	16 27.1	20 23.8	33 14.9	28 23.0	18 19.8	6 10.7	17 18.7
(4) NOT AT ALL IMPORTANT	56 15.4	43 15.4	6 15.0	15 15.2	6 10.7	34 16.4	7 11.9	8 9.5	41 18.6	13 10.7	19 20.9	8 14.3	16 17.6
DON'T KNOW/ REFUSED	19 5.2	13 4.7	1 2.5	6 6.1	2 3.6	11 5.3	4 6.8	4 4.8	11 5.0	8 6.6	4 4.4	2 3.6	5 5.5
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	43.1 31.45 1.69	41.8 31.00 1.90	47.1 33.50 5.36	44.0 33.69 3.49	45.6 28.20 3.84	42.3 31.35 2.24	39.3 30.27 4.08	45.7 32.02 3.58	43.2 31.59 2.18	41.6 30.54 2.86	39.9 30.99 3.32	50.9 32.80 4.46	43.2 32.09 3.46

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 330
Q.25 : How important is recommendation by a friend to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	139 38.2	107 38.4	16 40.0	45 45.5	21 37.5	71 34.3	35 59.3	44 52.4	60 27.1	63 51.6	38 41.8	18 32.1	19 20.9
(100) EXTREMELY IMPORTANT	31 8.5	23 8.2	3 7.5	9 9.1	5 8.9	17 8.2	5 8.5	10 11.9	16 7.2	11 9.0	10 11.0	5 8.9	5 5.5
(64) VERY IMPORTANT	108 29.7	84 30.1	13 32.5	36 36.4	16 28.6	54 26.1	30 50.8	34 40.5	44 19.9	52 42.6	28 30.8	13 23.2	14 15.4
(36) SOMEWHAT IMPORTANT	115 31.6	96 34.4	11 27.5	32 32.3	18 32.1	65 31.4	15 25.4	21 25.0	79 35.7	42 34.4	30 33.0	20 35.7	23 25.3
(16) NOT VERY IMPORTANT	39 10.7	31 11.1	5 12.5	10 10.1	10 17.9	19 9.2	6 10.2	9 10.7	24 10.9	9 7.4	10 11.0	4 7.1	15 16.5
(4) NOT AT ALL IMPORTANT	68 18.7	43 15.4	8 20.0	12 12.1	7 12.5	49 23.7	3 5.1	10 11.9	55 24.9	8 6.6	13 14.3	13 23.2	32 35.2
DON'T KNOW/ REFUSED	3 0.8	2 0.7	- -	- -	- -	3 1.4	- -	- -	3 1.4	- -	- -	1 1.8	2 2.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	41.7 28.15 1.48	42.6 27.22 1.64	41.0 28.50 4.51	46.1 26.97 2.71	42.1 27.66 3.70	39.2 28.74 2.01	52.0 24.34 3.17	49.0 28.47 3.11	36.1 27.65 1.87	50.1 24.60 2.23	44.9 28.49 2.99	39.4 28.85 3.89	29.1 27.39 2.90

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33P
Q.25 : How important is recommendation by the tobacconist to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	126 34.6	101 36.2	9 22.5	44 44.4	24 42.9	56 27.1	24 40.7	34 40.5	68 30.8	53 43.4	31 34.1	21 37.5	19 20.9
(100) EXTREMELY IMPORTANT	32 8.8	23 8.2	4 10.0	10 10.1	5 8.9	17 8.2	4 6.8	9 10.7	19 8.6	15 12.3	10 11.0	3 5.4	3 3.3
(64) VERY IMPORTANT	94 25.8	78 28.0	5 12.5	34 34.3	19 33.9	39 18.8	20 33.9	25 29.8	49 22.2	38 31.1	21 23.1	18 32.1	16 17.6
(36) SOMEWHAT IMPORTANT	123 33.8	101 36.2	14 35.0	34 34.3	16 28.6	73 35.3	24 40.7	29 34.5	70 31.7	43 35.2	35 38.5	18 32.1	27 29.7
(16) NOT VERY IMPORTANT	48 13.2	34 12.2	9 22.5	12 12.1	8 14.3	28 13.5	6 10.2	12 14.3	30 13.6	15 12.3	11 12.1	5 8.9	15 16.5
(4) NOT AT ALL IMPORTANT	62 17.0	40 14.3	8 20.0	9 9.1	8 14.3	45 21.7	4 6.8	9 10.7	49 22.2	11 9.0	13 14.3	11 19.6	27 29.7
DON'T KNOW/ REFUSED	5 1.4	3 1.1	- -	- -	- -	5 2.4	1 1.7	- -	4 1.8	- -	1 1.1	1 1.8	3 3.3
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean	40.8	42.1	35.0	46.7	43.8	36.9	45.8	44.9	37.9	47.2	42.6	40.4	30.0
Std.Dev.	27.92	26.93	28.67	26.76	28.08	27.98	24.06	27.73	28.67	27.73	28.29	26.73	25.23
Std.Err.	1.47	1.62	4.53	2.69	3.75	1.97	3.16	3.03	1.95	2.51	2.98	3.60	2.69

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 33Q
Q.25 : How important is the country of origin, excluding cuba to you when selecting a cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	152 41.8	119 42.7	16 40.0	49 49.5	24 42.9	78 37.7	27 45.8	38 45.2	87 39.4	48 39.3	39 42.9	29 51.8	34 37.4
(100) EXTREMELY IMPORTANT	37 10.2	33 11.8	1 2.5	13 13.1	4 7.1	20 9.7	7 11.9	10 11.9	20 9.0	17 13.9	9 9.9	3 5.4	7 7.7
(64) VERY IMPORTANT	115 31.6	86 30.8	15 37.5	36 36.4	20 35.7	58 28.0	20 33.9	28 33.3	67 30.3	31 25.4	30 33.0	26 46.4	27 29.7
(36) SOMEWHAT IMPORTANT	100 27.5	77 27.6	11 27.5	30 30.3	14 25.0	56 27.1	13 22.0	28 33.3	59 26.7	47 38.5	23 25.3	10 17.9	19 20.9
(16) NOT VERY IMPORTANT	53 14.6	43 15.4	6 15.0	11 11.1	12 21.4	30 14.5	10 16.9	13 15.5	30 13.6	17 13.9	13 14.3	4 7.1	18 19.8
(4) NOT AT ALL IMPORTANT	55 15.1	37 13.3	7 17.5	9 9.1	5 8.9	40 19.3	9 15.3	4 4.8	42 19.0	9 7.4	16 17.6	11 19.6	19 20.9
DON'T KNOW/ REFUSED	4 1.1	3 1.1	- -	- -	1 1.8	3 1.4	- -	1 1.2	3 1.4	1 0.8	- -	2 3.6	1 1.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
Mean Std.Dev. Std.Err.	43.7 28.81 1.52	45.0 29.26 1.76	39.5 25.29 4.00	49.5 28.06 2.82	43.6 26.82 3.62	41.0 29.38 2.06	44.8 30.22 3.93	48.5 26.89 2.95	41.6 29.02 1.97	47.0 28.19 2.56	43.1 29.33 3.07	45.0 27.86 3.79	38.6 29.20 3.08

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GC 015432

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 34
Q.25A : Any other characteristics by which you evaluate a cigar other than the ones already mentioned?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MENTIONED OTHER CHARACTERISTIC	66 18.1	50 17.9	7 17.5	23 23.2	14 25.0	28 13.5	14 23.7	19 22.6	33 14.9	29 23.8	12 13.2	10 17.9	14 15.4
AVAILABILITY	7 1.9	5 1.8	1 2.5	2 2.0	1 1.8	4 1.9	- -	4 4.8	3 1.4	3 2.5	2 2.2	1 1.8	1 1.1
QUALITY OF BURNING/ EVEN BURN	7 1.9	7 2.5	- -	1 1.0	1 1.8	5 2.4	3 5.1	1 1.2	3 1.4	2 1.6	3 3.3	- -	2 2.2
QUALITY OF CONSTRUCTION	7 1.9	6 2.2	1 2.5	4 4.0	2 3.6	1 0.5	2 3.4	3 3.6	2 0.9	4 3.3	1 1.1	1 1.8	1 1.1
FEELS SMOOTH/FIRM/ PACKED TIGHT	9 2.5	4 1.4	1 2.5	- -	3 5.4	6 2.9	- -	3 3.6	6 2.7	3 2.5	1 1.1	1 1.8	4 4.4
DRAW/EVEN DRAW	4 1.1	4 1.4	- -	2 2.0	- -	2 1.0	2 3.4	- -	2 0.9	1 0.8	2 2.2	- -	1 1.1
FRESHNESS	11 3.0	10 3.6	1 2.5	5 5.1	3 5.4	3 1.4	3 5.1	3 3.6	5 2.3	8 6.6	- -	2 3.6	1 1.1
SMELL OF CIGAR UNLIT	2 0.5	1 0.4	- -	- -	1 1.8	1 0.5	- -	2 2.4	- -	- -	1 1.1	1 1.8	- -
PACKAGING/WRAPPER CONDITION/DURABILITY	16 4.4	12 4.3	3 7.5	6 6.1	3 5.4	7 3.4	3 5.1	3 3.6	10 4.5	7 5.7	1 1.1	4 7.1	4 4.4
CONDITION OF ASH	2 0.5	1 0.4	- -	1 1.0	- -	- -	2 3.4	- -	- -	2 1.6	- -	- -	- -
AFTERTASTE	4 1.1	2 0.7	1 2.5	2 2.0	1 1.8	1 0.5	1 1.7	1 1.2	2 0.9	1 0.8	2 2.2	- -	- -
WORD OF MOUTH	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
HARSH TASTE/BITE	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
PRICE (NS)	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1

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GC 015433

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 34
Q.25A : Any other characteristics by which you evaluate a cigar other than the ones already mentioned?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
HOW WELL IT GOES WITH FOOD/DINNER	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
DON'T KNOW	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
NO OTHER CHARACTERISTICS	298 81.9	229 82.1	33 82.5	76 76.8	42 75.0	179 86.5	45 76.3	65 77.4	188 85.1	93 76.2	79 86.8	46 82.1	77 84.6
TOTAL	372 102.2	286 102.5	41 102.5	102 103.0	57 101.8	211 101.9	61 103.4	86 102.4	225 101.8	125 102.5	93 102.2	57 101.8	93 102.2

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GC 015434

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 35
Q.26 : Do you prefer a round headed or a flat headed cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ROUND HEADED	225 61.8	180 64.5	24 60.0	55 55.6	41 73.2	128 61.8	34 57.6	62 73.8	129 58.4	87 71.3	54 59.3	32 57.1	50 54.9
FLAT HEADED	62 17.0	44 15.8	8 20.0	17 17.2	10 17.9	34 16.4	10 16.9	12 14.3	40 18.1	12 9.8	17 18.7	12 21.4	20 22.0
NO PREFERENCE	77 21.2	55 19.7	8 20.0	27 27.3	5 8.9	45 21.7	15 25.4	10 11.9	52 23.5	23 18.9	20 22.0	12 21.4	21 23.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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GC 015435

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ARTURO FUENTE (5) BEST	87 23.9	73 26.2	9 22.5	31 31.3	11 19.6	45 21.7	18 30.5	20 23.8	49 22.2	34 27.9	16 17.6	15 26.8	22 24.2
(4)	65 17.9	48 17.2	7 17.5	18 18.2	9 16.1	37 17.9	9 15.3	18 21.4	38 17.2	19 15.6	22 24.2	13 23.2	10 11.0
(3)	54 14.8	40 14.3	7 17.5	14 14.1	9 16.1	31 15.0	11 18.6	13 15.5	30 13.6	16 13.1	15 16.5	8 14.3	14 15.4
(2)	19 5.2	16 5.7	2 5.0	9 9.1	- -	10 4.8	5 8.5	4 4.8	10 4.5	8 6.6	5 5.5	2 3.6	4 4.4
(1) WORST	13 3.6	9 3.2	2 5.0	2 2.0	4 7.1	7 3.4	4 6.8	4 4.8	5 2.3	7 5.7	3 3.3	2 3.6	1 1.1
MEAN	3.82	3.86	3.70	3.91	3.70	3.79	3.68	3.78	3.88	3.77	3.70	3.92	3.94
AVO (5) BEST	19 5.2	15 5.4	3 7.5	10 10.1	5 8.9	4 1.9	7 11.9	6 7.1	6 2.7	10 8.2	8 8.8	1 1.8	- -
(4)	26 7.1	22 7.9	3 7.5	12 12.1	5 8.9	9 4.3	7 11.9	5 6.0	14 6.3	11 9.0	5 5.5	2 3.6	8 8.8
(3)	20 5.5	17 6.1	1 2.5	6 6.1	2 3.6	12 5.8	2 3.4	7 8.3	11 5.0	6 4.9	8 8.8	4 7.1	2 2.2
(2)	44 12.1	32 11.5	4 10.0	10 10.1	8 14.3	26 12.6	4 6.8	17 20.2	23 10.4	18 14.8	11 12.1	6 10.7	9 9.9
(1) WORST	73 20.1	57 20.4	11 27.5	16 16.2	9 16.1	47 22.7	16 27.1	14 16.7	43 19.5	25 20.5	15 16.5	15 26.8	18 19.8
MEAN	2.31	2.34	2.23	2.81	2.62	1.95	2.58	2.43	2.14	2.47	2.57	1.86	2.00

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
DAVIDOFF													
(5) BEST	36	26	6	9	6	20	6	13	17	14	12	3	7
	9.9	9.3	15.0	9.1	10.7	9.7	10.2	15.5	7.7	11.5	13.2	5.4	7.7
(4)	28	18	6	9	6	13	5	7	16	10	12	3	3
	7.7	6.5	15.0	9.1	10.7	6.3	8.5	8.3	7.2	8.2	13.2	5.4	3.3
(3)	46	36	6	14	9	23	8	9	29	17	10	10	9
	12.6	12.9	15.0	14.1	16.1	11.1	13.6	10.7	13.1	13.9	11.0	17.9	9.9
(2)	46	39	4	11	4	31	7	10	29	14	11	10	11
	12.6	14.0	10.0	11.1	7.1	15.0	11.9	11.9	13.1	11.5	12.1	17.9	12.1
(1) WORST	40	32	4	15	3	22	11	14	15	19	8	4	9
	11.0	11.5	10.0	15.2	5.4	10.6	18.6	16.7	6.8	15.6	8.8	7.1	9.9
MEAN	2.87	2.78	3.23	2.76	3.29	2.80	2.68	2.91	2.92	2.81	3.17	2.70	2.69
MACANUDO													
(5) BEST	114	81	15	25	13	75	16	27	71	39	36	16	23
	31.3	29.0	37.5	25.3	23.2	36.2	27.1	32.1	32.1	32.0	39.6	28.6	25.3
(4)	74	59	7	22	7	45	15	18	41	30	12	11	19
	20.3	21.1	17.5	22.2	12.5	21.7	25.4	21.4	18.6	24.6	13.2	19.6	20.9
(3)	33	24	4	9	6	18	8	6	19	12	8	3	9
	9.1	8.6	10.0	9.1	10.7	8.7	13.6	7.1	8.6	9.8	8.8	5.4	9.9
(2)	31	26	3	14	5	11	11	8	12	12	6	8	5
	8.5	9.3	7.5	14.1	8.9	5.3	18.6	9.5	5.4	9.8	6.6	14.3	5.5
(1) WORST	26	19	4	12	7	7	1	11	14	8	13	3	2
	7.1	6.8	10.0	12.1	12.5	3.4	1.7	13.1	6.3	6.6	14.3	5.4	2.2
MEAN	3.79	3.75	3.79	3.41	3.37	4.09	3.67	3.60	3.91	3.79	3.69	3.71	3.97

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UNDER PROTECTIVE ORDER
GC 015437

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
PARTAGAS													
(5) BEST	50	38	3	13	9	28	9	10	31	11	11	11	14
	13.7	13.6	7.5	13.1	16.1	13.5	15.3	11.9	14.0	9.0	12.1	19.6	15.4
(4)	70	53	9	18	8	44	14	17	39	24	20	10	16
	19.2	19.0	22.5	18.2	14.3	21.3	23.7	20.2	17.6	19.7	22.0	17.9	17.6
(3)	63	48	8	22	4	36	12	21	30	26	18	9	10
	17.3	17.2	20.0	22.2	7.1	17.4	20.3	25.0	13.6	21.3	19.8	16.1	11.0
(2)	35	23	9	9	8	18	8	9	18	15	12	2	6
	9.6	8.2	22.5	9.1	14.3	8.7	13.6	10.7	8.1	12.3	13.2	3.6	6.6
(1) WORST	22	18	1	8	2	12	3	5	14	8	5	4	5
	6.0	6.5	2.5	8.1	3.6	5.8	5.1	6.0	6.3	6.6	5.5	7.1	5.5
MEAN	3.38	3.39	3.13	3.27	3.45	3.42	3.39	3.29	3.42	3.18	3.30	3.61	3.55

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GC 015438

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 37
Q.28 : On which occasion do you smoke cigars most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
AFTER DINNER	69 19.0	55 19.7	5 12.5	13 13.1	12 21.4	44 21.3	5 8.5	21 25.0	43 19.5	18 14.8	13 14.3	9 16.1	28 30.8
AT A SPORTING EVENT	23 6.3	15 5.4	2 5.0	8 8.1	1 1.8	14 6.8	2 3.4	4 4.8	17 7.7	7 5.7	8 8.8	3 5.4	5 5.5
WHILE PLAYING POKER/ CARDS	14 3.8	13 4.7	1 2.5	3 3.0	1 1.8	10 4.8	1 1.7	3 3.6	10 4.5	5 4.1	4 4.4	1 1.8	4 4.4
WHILE DOING PAPERWORK	6 1.6	3 1.1	1 2.5	1 1.0	2 3.6	3 1.4	1 1.7	1 1.2	4 1.8	1 0.8	2 2.2	2 3.6	1 1.1
WHILE READING	8 2.2	7 2.5	1 2.5	5 5.1	1 1.8	1 0.5	2 3.4	- -	6 2.7	4 3.3	1 1.1	2 3.6	1 1.1
AT A SOCIAL GATHERING	40 11.0	34 12.2	4 10.0	15 15.2	9 16.1	16 7.7	11 18.6	13 15.5	16 7.2	25 20.5	8 8.8	5 8.9	2 2.2
WHILE RELAXING	165 45.3	128 45.9	21 52.5	50 50.5	24 42.9	90 43.5	35 59.3	37 44.0	93 42.1	56 45.9	52 57.1	25 44.6	30 33.0
PLAYING GOLF	6 1.6	4 1.4	- -	1 1.0	1 1.8	4 1.9	- -	2 2.4	4 1.8	3 2.5	- -	- -	3 3.3
AT WORK	5 1.4	3 1.1	- -	- -	1 1.8	4 1.9	1 1.7	- -	4 1.8	- -	2 2.2	1 1.8	2 2.2
WHILE DRIVING	2 0.5	1 0.4	1 2.5	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	1 1.8	1 1.1
OTHER	4 1.1	3 1.1	- -	1 1.0	- -	3 1.4	1 1.7	- -	3 1.4	- -	- -	1 1.8	3 3.3
NONE/NO PARTICULAR TIME/OCCASSION	22 6.0	13 4.7	4 10.0	2 2.0	3 5.4	17 8.2	- -	3 3.6	19 8.6	3 2.5	1 1.1	6 10.7	11 12.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 38
Q.29 : Have your cigar smoking patterns changed in the last two years?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
YES	110 30.2	87 31.2	17 42.5	56 56.6	28 50.0	25 12.1	26 44.1	25 29.8	59 26.7	55 45.1	32 35.2	8 14.3	13 14.3
NO	254 69.8	192 68.8	23 57.5	43 43.4	28 50.0	182 87.9	33 55.9	59 70.2	162 73.3	67 54.9	59 64.8	48 85.7	78 85.7
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 39
Q.29A : How have cigar smoking patterns changed in last two years?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Whose Cigar Smoking Patterns Have Changed In Last Two Years	110	87	17	56	28	25	26	25	59	55	32	8	13
POSITIVE (NET)	76 69.1	59 67.8	13 76.5	53 94.6	7 25.0	15 60.0	24 92.3	15 60.0	37 62.7	40 72.7	27 84.4	4 50.0	5 38.5
SMOKING MORE	47 42.7	38 43.7	8 47.1	41 73.2	- -	6 24.0	13 50.0	12 48.0	22 37.3	23 41.8	18 56.3	4 50.0	2 15.4
RECENTLY STARTED SMOKING	11 10.0	10 11.5	- -	10 17.9	- -	- -	10 38.5	- -	1 1.7	9 16.4	2 6.3	- -	- -
SMOKE HIGHER QUALITY CIGARS	8 7.3	8 9.2	- -	3 5.4	3 10.7	2 8.0	1 3.8	1 4.0	6 10.2	5 9.1	2 6.3	- -	1 7.7
SMOKE MORE PLACES/ GO WHERE ACCEPTABLE	7 6.4	4 4.6	2 11.8	2 3.6	2 7.1	3 12.0	1 3.8	4 16.0	2 3.4	4 7.3	2 6.3	- -	1 7.7
SMOKING MORE EXPENSIVE CIGARS	5 4.5	2 2.3	3 17.6	2 3.6	1 3.6	2 8.0	1 3.8	1 4.0	3 5.1	2 3.6	2 6.3	- -	1 7.7
LIKE TO TRY DIFFERENT CIGARS/ BRANDS	4 3.6	3 3.4	1 5.9	3 5.4	- -	1 4.0	3 11.5	1 4.0	- -	3 5.5	1 3.1	- -	- -
BETTER EDUCATED/ MORE INFORMED ABOUT CIGARS	4 3.6	4 4.6	- -	2 3.6	2 7.1	- -	2 7.7	1 4.0	1 1.7	3 5.5	- -	- -	1 7.7
ENJOY SMOKING CIGARS MORE	3 2.7	1 1.1	1 5.9	2 3.6	- -	1 4.0	- -	1 4.0	2 3.4	1 1.8	1 3.1	- -	1 7.7
SMOKING TO RELAX	3 2.7	2 2.3	1 5.9	1 1.8	1 3.6	1 4.0	- -	- -	3 5.1	- -	2 6.3	1 12.5	- -
SMOKE WITH FAMILY/ FRIENDS	3 2.7	3 3.4	- -	1 1.8	1 3.6	1 4.0	1 3.8	1 4.0	1 1.7	2 3.6	1 3.1	- -	- -
HABIT	2 1.8	1 1.1	1 5.9	2 3.6	- -	- -	1 3.8	1 4.0	- -	1 1.8	1 3.1	- -	- -
SMOKING WITH/AFTER A MEAL	2 1.8	1 1.1	- -	1 1.8	- -	1 4.0	- -	2 8.0	- -	2 3.6	- -	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 39
Q.29A : How have cigar smoking patterns changed in last two years?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Whose Cigar Smoking Patterns Have Changed In Last Two Years	110	87	17	56	28	25	26	25	59	55	32	8	13
SMOKING LARGER/ HEAVIER BODIED CIGARS	1 0.9	1 1.1	- -	1 1.8	- -	- -	- -	- -	1 1.7	- -	1 3.1	- -	- -
TOBACCO STORE JUST MOVED IN AREA	1 0.9	- -	1 5.9	1 1.8	- -	- -	- -	- -	1 1.7	- -	1 3.1	- -	- -
CHANGED FORM PIPE TO CIGAR	1 0.9	1 1.1	- -	1 1.8	- -	- -	- -	- -	1 1.7	- -	1 3.1	- -	- -
OTHER POSITIVE COMMENTS	1 0.9	- -	1 5.9	1 1.8	- -	- -	- -	1 4.0	- -	1 1.8	- -	- -	- -
NEGATIVE (NET)	33 30.0	26 29.9	5 29.4	2 3.6	22 78.6	9 36.0	1 3.8	10 40.0	22 37.3	13 23.6	7 21.9	4 50.0	7 53.8
SMOKING LESS	21 19.1	18 20.7	3 17.6	1 1.8	17 60.7	3 12.0	1 3.8	5 20.0	15 25.4	5 9.1	7 21.9	2 25.0	7 53.8
SMOKING LESS FOR HEALTH REASONS	3 2.7	3 3.4	- -	- -	3 10.7	- -	- -	2 8.0	1 1.7	3 5.5	- -	- -	- -
SMOKING LESS IN PUBLIC/MORE BY MYSELF	3 2.7	3 3.4	- -	- -	- -	3 12.0	- -	2 8.0	1 1.7	3 5.5	- -	- -	- -
LIMITATIONS/ REGULATIONS AGAINST SMOKING	3 2.7	1 1.1	2 11.8	- -	2 7.1	1 4.0	- -	1 4.0	2 3.4	1 1.8	- -	2 25.0	- -
CHANGED SMOKING LOCATION	3 2.7	2 2.3	- -	1 1.8	1 3.6	1 4.0	- -	1 4.0	2 3.4	2 3.6	- -	- -	- -
CHANGED HOURS SMOKED	1 0.9	- -	- -	- -	- -	1 4.0	- -	- -	1 1.7	- -	- -	- -	- -
HAVE TO TRAVEL FURTHER TO FIND BRAND	1 0.9	1 1.1	- -	- -	1 3.6	- -	- -	- -	1 1.7	- -	- -	1 12.5	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 39
Q.29A : How have cigar smoking patterns changed in last two years?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Whose Cigar Smoking Patterns Have Changed In Last Two Years	110	87	17	56	28	25	26	25	59	55	32	8	13
STORE HOURS/NOT OPEN LATE ENOUGH	1 0.9	1 1.1	-	-	1 3.6	-	-	-	1 1.7	-	-	-	1 7.7
CAN'T FIND QUALITY I'M LOOKING FOR	1 0.9	-	1 5.9	-	-	1 4.0	-	-	1 1.7	-	-	1 12.5	-
PRICES ARE GETTING TOO EXPENSIVE	1 0.9	-	1 5.9	-	-	1 4.0	-	-	1 1.7	-	-	1 12.5	-
DON'T KNOW	3 2.7	3 3.4	-	1 1.8	1 3.6	1 4.0	1 3.8	1 4.0	1 1.7	2 3.6	-	-	1 7.7
TOTAL	144 130.9	111 127.6	26 152.9	77 137.5	36 128.6	30 120.0	35 134.6	38 152.0	71 120.3	72 130.9	42 131.3	12 150.0	16 123.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 41
Q.31 : Do you prefer to purchase cigars which are not wrapped, cigars that are individually wrapped in cellophane, or cigars that come in individual containers?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
NOT WRAPPED	52 14.3	41 14.7	5 12.5	19 19.2	5 8.9	28 13.5	9 15.3	12 14.3	31 14.0	24 19.7	11 12.1	7 12.5	8 8.8
WRAPPED IN CELLOPHANE	207 56.9	160 57.3	19 47.5	50 50.5	34 60.7	121 58.5	31 52.5	46 54.8	130 58.8	62 50.8	56 61.5	34 60.7	55 60.4
INDIVIDUAL CONTAINERS	74 20.3	58 20.8	11 27.5	22 22.2	12 21.4	40 19.3	14 23.7	19 22.6	41 18.6	28 23.0	18 19.8	8 14.3	19 20.9
REFUSED	31 8.5	20 7.2	5 12.5	8 8.1	5 8.9	18 8.7	5 8.5	7 8.3	19 8.6	8 6.6	6 6.6	7 12.5	9 9.9
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 42
Q.32 : Do you purchase cigars from a humidor?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOK CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
YES	286 78.6	220 78.9	34 85.0	87 87.9	44 78.6	153 73.9	53 89.8	72 85.7	161 72.9	112 91.8	77 84.6	40 71.4	55 60.4
NO	78 21.4	59 21.1	6 15.0	12 12.1	12 21.4	54 26.1	6 10.2	12 14.3	60 27.1	10 8.2	14 15.4	16 28.6	36 39.6
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 43
Q.33 : From where do you purchase cigars most frequently?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DRUG STORE	17 4.7	16 5.7	- -	2 2.0	2 3.6	13 6.3	- -	1 1.2	16 7.2	3 2.5	1 1.1	3 5.4	10 11.0
MAIL ORDER	63 17.3	44 15.8	7 17.5	11 11.1	10 17.9	42 20.3	10 16.9	12 14.3	41 18.6	15 12.3	8 8.8	17 30.4	21 23.1
NEWS STAND	8 2.2	6 2.2	- -	3 3.0	1 1.8	4 1.9	1 1.7	3 3.6	4 1.8	2 1.6	5 5.5	1 1.8	- -
TOBACCO/SMOKE SHOP	236 64.8	182 65.2	30 75.0	72 72.7	39 69.6	123 59.4	43 72.9	64 76.2	129 58.4	95 77.9	71 78.0	26 46.4	43 47.3
BAR/CLUB	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	1 1.2	- -	- -	- -	- -	1 1.1
CONVENIENCE STORE	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	- -	- -	3 1.4	1 0.8	1 1.1	- -	1 1.1
GROCERY STORE/ SUPERMARKET	7 1.9	6 2.2	- -	2 2.0	1 1.8	4 1.9	1 1.7	1 1.2	5 2.3	1 0.8	- -	2 3.6	3 3.3
LIQUOR STORE	5 1.4	2 0.7	2 5.0	1 1.0	- -	4 1.9	- -	1 1.2	4 1.8	- -	2 2.2	2 3.6	1 1.1
MALL	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	1 0.8	- -	- -	- -
RETAIL SHOP/OUTLET	6 1.6	5 1.8	1 2.5	2 2.0	- -	4 1.9	3 5.1	- -	3 1.4	1 0.8	2 2.2	1 1.8	2 2.2
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 1.9	6 2.2	- -	2 2.0	1 1.8	4 1.9	1 1.7	- -	6 2.7	- -	1 1.1	2 3.6	4 4.4
FRIENDS/FAMILY MEMBERS	4 1.1	1 0.4	- -	- -	1 1.8	3 1.4	- -	- -	4 1.8	- -	- -	1 1.8	3 3.3
COFFEE SHOP	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	1 1.2	- -	1 0.8	- -	- -	- -
GIFT STORE	1	1	-	-	-	1	-	-	1	1	-	-	-

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GC 015446

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 43
Q.33 : From where do you purchase cigars most frequently?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
BLACK MARKET/CUBA'S BLACK MARKET	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	1 0.8	- -	- -	- -
COMMISSARY	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
OTHER	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	- -	- -	2 2.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

CONFIDENTIAL
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 44
Q.33A : Why purchase most often?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
AVAILABILITY (NET)	99 27.2	75 26.9	14 35.0	28 28.3	17 30.4	54 26.1	15 25.4	16 19.0	68 30.8	29 23.8	30 33.0	15 26.8	25 27.5
ONLY PLACE WHERE BRAND IS AVAILABLE	37 10.2	29 10.4	4 10.0	8 8.1	10 17.9	19 9.2	5 8.5	3 3.6	29 13.1	7 5.7	12 13.2	8 14.3	10 11.0
USUAL BRAND IN STOCK	34 9.3	26 9.3	6 15.0	12 12.1	2 3.6	20 9.7	5 8.5	8 9.5	21 9.5	12 9.8	12 13.2	3 5.4	7 7.7
AVAILABILITY/ GUARANTEE AVAILABILITY	14 3.8	10 3.6	4 10.0	4 4.0	2 3.6	8 3.9	1 1.7	3 3.6	10 4.5	7 5.7	3 3.3	1 1.8	3 3.3
NO TOBACCO SHOP IN AREA	11 3.0	8 2.9	1 2.5	2 2.0	1 1.8	8 3.9	2 3.4	2 2.4	7 3.2	2 1.6	3 3.3	2 3.6	4 4.4
CARRIES CIGARS	10 2.7	6 2.2	2 5.0	5 5.1	1 1.8	4 1.9	3 5.1	2 2.4	5 2.3	3 2.5	4 4.4	1 1.8	2 2.2
OTHER AVAILABILITY COMMENTS	1 0.3	- -	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
CONVENIENCE (NET)	94 25.8	68 24.4	13 32.5	26 26.3	16 28.6	50 24.2	16 27.1	26 31.0	52 23.5	32 26.2	19 20.9	19 33.9	24 26.4
CONVENIENT TO/CLOSE TO HOME	34 9.3	25 9.0	4 10.0	11 11.1	6 10.7	17 8.2	7 11.9	7 8.3	20 9.0	14 11.5	6 6.6	5 8.9	9 9.9
PHONE/MAIL ORDER MORE CONVENIENT	23 6.3	17 6.1	2 5.0	6 6.1	3 5.4	14 6.8	4 6.8	5 6.0	14 6.3	6 4.9	2 2.2	9 16.1	6 6.6
CONVENIENT LOCATION	19 5.2	14 5.0	4 10.0	6 6.1	3 5.4	9 4.3	3 5.1	6 7.1	10 4.5	7 5.7	6 6.6	2 3.6	4 4.4
GET CIGARS WHILE SHOPPING	8 2.2	6 2.2	1 2.5	1 1.0	1 1.8	6 2.9	- -	5 6.0	3 1.4	2 1.6	3 3.3	1 1.8	2 2.2
FAST/QUICK DELIVERY	5 1.4	2 0.7	2 5.0	- -	3 5.4	2 1.0	- -	2 2.4	3 1.4	- -	- -	3 5.4	2 2.2
CONVENIENT (NS)	4 1.1	3 1.1	1 2.5	- -	- -	4 1.9	- -	2 2.4	2 0.9	2 1.6	2 2.2	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 44
Q.33A : Why purchase most often?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
HAVE DELIVERY	3 0.8	1 0.4	- -	- -	1 1.8	2 1.0	- -	1 1.2	2 0.9	- -	1 1.1	- -	2 2.2
CONVENIENT TO/CLOSE TO WORK	3 0.8	3 1.1	- -	2 2.0	- -	- -	2 3.4	- -	1 0.5	1 0.8	1 1.1	1 1.8	- -
EASY	2 0.5	1 0.4	- -	1 1.0	- -	1 0.5	- -	1 1.2	1 0.5	1 0.8	- -	- -	1 1.1
STORE QUICKER THAN MAIL ORDER	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
OTHER CONVENIENT COMMENTS	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	- -	1 1.1
QUALITY (NET)	80 22.0	61 21.9	11 27.5	20 20.2	12 21.4	48 23.2	13 22.0	24 28.6	43 19.5	33 27.0	26 28.6	10 17.9	11 12.1
KEEP CIGARS IN HUMIDOR	56 15.4	42 15.1	9 22.5	18 18.2	8 14.3	30 14.5	11 18.6	16 19.0	29 13.1	23 18.9	18 19.8	6 10.7	9 9.9
HAVE BETTER/QUALITY BRANDS	21 5.8	17 6.1	2 5.0	3 3.0	6 10.7	12 5.8	2 3.4	8 9.5	11 5.0	9 7.4	7 7.7	2 3.6	3 3.3
CIGARS PROPERLY CARED FOR/STORED WELL	17 4.7	13 4.7	1 2.5	1 1.0	3 5.4	13 6.3	1 1.7	7 8.3	9 4.1	4 3.3	6 6.6	4 7.1	3 3.3
VARIETY (NET)	74 20.3	59 21.1	8 20.0	28 28.3	8 14.3	38 18.4	16 27.1	19 22.6	39 17.6	28 23.0	21 23.1	13 23.2	12 13.2
BETTER/LARGER VARIETY	41 11.3	33 11.8	3 7.5	14 14.1	5 8.9	22 10.6	6 10.2	12 14.3	23 10.4	11 9.0	14 15.4	7 12.5	9 9.9
LIKE/GOOD VARIETY	33 9.1	26 9.3	5 12.5	14 14.1	3 5.4	16 7.7	10 16.9	7 8.3	16 7.2	17 13.9	7 7.7	6 10.7	3 3.3
TASTE/FLAVOR (NET)	54 14.8	39 14.0	9 22.5	14 14.1	7 12.5	33 15.9	9 15.3	14 16.7	31 14.0	19 15.6	19 20.9	5 8.9	11 12.1
FRESHNESS/CIGARS ALWAYS FRESH	53 14.6	38 13.6	9 22.5	14 14.1	7 12.5	32 15.5	9 15.3	14 16.7	30 13.6	19 15.6	18 19.8	5 8.9	11 12.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 44
Q.33A : Why purchase most often?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
MILD/GOOD/SOFT TASTE/FLAVOR	1 0.3	1 0.4	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
PRICE/VALUE (NET)	52 14.3	41 14.7	3 7.5	8 8.1	8 14.3	36 17.4	7 11.9	6 7.1	39 17.6	10 8.2	6 6.6	11 19.6	22 24.2
LESS EXPENSIVE/ LOWER PRICE	31 8.5	22 7.9	2 5.0	2 2.0	4 7.1	25 12.1	4 6.8	3 3.6	24 10.9	7 5.7	3 3.3	6 10.7	14 15.4
GOOD/REASONABLE PRICE	12 3.3	11 3.9	1 2.5	5 5.1	3 5.4	4 1.9	1 1.7	1 1.2	10 4.5	- -	2 2.2	4 7.1	5 5.5
DISCOUNT	4 1.1	4 1.4	- -	- -	1 1.8	3 1.4	- -	- -	4 1.8	- -	2 2.2	- -	2 2.2
CHEAPER PRICE THROUGH CLUB	4 1.1	3 1.1	- -	1 1.0	- -	3 1.4	1 1.7	2 2.4	1 0.5	3 2.5	- -	- -	- -
NOT PAY TAX/TOBACCO TAX	3 0.8	2 0.7	1 2.5	- -	1 1.8	2 1.0	- -	- -	3 1.4	- -	- -	1 1.8	2 2.2
GOOD VALUE FOR THE MONEY	2 0.5	2 0.7	- -	- -	- -	2 1.0	1 1.7	- -	1 0.5	- -	- -	1 1.8	1 1.1
SERVICE (NET)	26 7.1	23 8.2	- -	11 11.1	3 5.4	12 5.8	7 11.9	9 10.7	10 4.5	16 13.1	7 7.7	1 1.8	2 2.2
KNOWLEDGEABLE STAFF	19 5.2	17 6.1	- -	8 8.1	1 1.8	10 4.8	5 8.5	8 9.5	6 2.7	13 10.7	4 4.4	1 1.8	1 1.1
FRIENDLY/HELPFUL EMPLOYEES	8 2.2	8 2.9	- -	4 4.0	2 3.6	2 1.0	4 6.8	2 2.4	2 0.9	6 4.9	2 2.2	- -	- -
GOOD SERVICE	3 0.8	3 1.1	- -	2 2.0	1 1.8	- -	- -	2 2.4	1 0.5	1 0.8	1 1.1	- -	1 1.1
MONEY BACK GUARANTEE	1 0.3	- -	- -	- -	- -	1 0.5	- -	- -	1 0.5	- -	1 1.1	- -	- -
STYLE/DESIGN (NET)	2 0.5	2 0.7	- -	2 2.0	- -	- -	- -	- -	2 0.9	1 0.8	- -	1 1.8	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 44
Q.33A : Why purchase most often?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
HAVE PREMIUM CIGARS	2 0.5	2 0.7	- -	2 2.0	- -	- -	- -	- -	2 0.9	1 0.8	- -	1 1.8	- -
MISCELLANEOUS (NET)	51 14.0	37 13.3	5 12.5	16 16.2	10 17.9	25 12.1	2 3.4	13 15.5	36 16.3	14 11.5	16 17.6	5 8.9	15 16.5
CIGAR/TOBACCO SPECIALTY SHOP	25 6.9	19 6.8	3 7.5	9 9.1	5 8.9	11 5.3	1 1.7	5 6.0	19 8.6	7 5.7	8 8.8	3 5.4	7 7.7
KNOW/FRIENDS WITH OWNER	10 2.7	7 2.5	- -	2 2.0	3 5.4	5 2.4	1 1.7	1 1.2	8 3.6	3 2.5	5 5.5	- -	2 2.2
HABIT	8 2.2	4 1.4	1 2.5	1 1.0	3 5.4	4 1.9	- -	1 1.2	7 3.2	2 1.6	1 1.1	1 1.8	3 3.3
CAN BROWSE/CHECK CIGARS	7 1.9	6 2.2	1 2.5	3 3.0	1 1.8	3 1.4	- -	3 3.6	4 1.8	1 0.8	3 3.3	1 1.8	2 2.2
ENJOYABLE PLACE TO SHOP	3 0.8	3 1.1	- -	- -	- -	3 1.4	- -	2 2.4	1 0.5	1 0.8	1 1.1	- -	1 1.1
CAN BUY JUST ONE/ NOT HAVE TO BUY BOX	3 0.8	2 0.7	- -	1 1.0	- -	2 1.0	- -	2 2.4	1 0.5	1 0.8	- -	- -	2 2.2
DON'T KNOW	7 1.9	7 2.5	- -	2 2.0	2 3.6	3 1.4	1 1.7	1 1.2	5 2.3	3 2.5	- -	- -	4 4.4
TOTAL	584 160.4	444 159.1	69 172.5	164 165.7	93 166.1	325 157.0	90 152.5	144 171.4	350 158.4	196 160.7	159 174.7	85 151.8	140 153.8

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 45
Q.34 : From where do you purchase cigars second most frequently?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DRUG STORE	35 9.6	26 9.3	3 7.5	7 7.1	7 12.5	21 10.1	4 6.8	6 7.1	25 11.3	8 6.6	11 12.1	5 8.9	11 12.1
MAIL ORDER	31 8.5	22 7.9	4 10.0	11 11.1	3 5.4	16 7.7	6 10.2	10 11.9	15 6.8	14 11.5	9 9.9	5 8.9	3 3.3
NEWS STAND	12 3.3	11 3.9	- -	2 2.0	1 1.8	9 4.3	1 1.7	2 2.4	9 4.1	5 4.1	3 3.3	2 3.6	2 2.2
RESTAURANT	4 1.1	- -	1 2.5	1 1.0	- -	3 1.4	- -	2 2.4	2 0.9	3 2.5	- -	- -	1 1.1
SPORTING EVENT	4 1.1	3 1.1	1 2.5	1 1.0	- -	3 1.4	- -	1 1.2	3 1.4	1 0.8	2 2.2	1 1.8	- -
TOBACCO/SMOKE SHOP	54 14.8	44 15.8	6 15.0	12 12.1	12 21.4	30 14.5	9 15.3	8 9.5	37 16.7	16 13.1	7 7.7	14 25.0	15 16.5
AIRPORT/DUTY FREE SHOP	4 1.1	3 1.1	1 2.5	2 2.0	2 3.6	- -	1 1.7	1 1.2	2 0.9	3 2.5	- -	- -	1 1.1
BAR/CLUB	4 1.1	2 0.7	2 5.0	4 4.0	- -	- -	2 3.4	- -	2 0.9	3 2.5	1 1.1	- -	- -
CONVENIENCE STORE	9 2.5	8 2.9	1 2.5	4 4.0	1 1.8	4 1.9	1 1.7	4 4.8	4 1.8	3 2.5	4 4.4	2 3.6	- -
GROCERY STORE / SUPERMARKET	11 3.0	10 3.6	- -	- -	2 3.6	9 4.3	2 3.4	1 1.2	8 3.6	1 0.8	2 2.2	1 1.8	7 7.7
HOTEL	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	1 1.2	- -	- -	1 1.1	- -	- -
LIQUOR STORE	14 3.8	12 4.3	2 5.0	4 4.0	- -	10 4.8	6 10.2	4 4.8	4 1.8	5 4.1	6 6.6	2 3.6	1 1.1
MALL	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	- -	- -	2 0.9	- -	1 1.1	1 1.8	- -
RETAIL SHOP/OUTLET	18 4.9	16 5.7	1 2.5	7 7.1	2 3.6	9 4.3	3 5.1	3 3.6	12 5.4	7 5.7	5 5.5	1 1.8	5 5.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 45
Q.34 : From where do you purchase cigars second most frequently?

		INCOME		SMOKING FREQ. PYR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	- -	1 1.2	3 1.4	2 1.6	1 1.1	- -	1 1.1
GAS STATION	1 0.3	1 0.4	- -	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
FRIENDS/FAMILY MEMBERS	2 0.5	1 0.4	- -	1 1.0	- -	1 0.5	1 1.7	- -	1 0.5	1 0.8	1 1.1	- -	- -
GIFT STORE	2 0.5	1 0.4	1 2.5	1 1.0	1 1.8	- -	- -	- -	2 0.9	- -	- -	1 1.8	1 1.1
COMMISSARY	1 0.3	1 0.4	- -	1 1.0	- -	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
OTHER	7 1.9	6 2.2	- -	3 3.0	1 1.8	2 1.0	3 5.1	4 4.8	- -	3 2.5	1 1.1	3 5.4	- -
NOWHERE ELSE	144 39.6	106 38.0	16 40.0	37 37.4	20 35.7	87 42.0	20 33.9	36 42.9	88 39.8	47 38.5	36 39.6	19 33.9	40 44.0
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	57 101.8	90 98.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 46
Q.35 : From where did you purchase your very first cigar?

		INCOME		SMOKING FREQ. PYR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DRUG STORE	76 20.9	59 21.1	5 12.5	16 16.2	12 21.4	48 23.2	6 10.2	13 15.5	57 25.8	21 17.2	21 23.1	11 19.6	22 24.2
MAIL ORDER	5 1.4	2 0.7	1 2.5	- -	3 5.4	2 1.0	- -	3 3.6	2 0.9	2 1.6	1 1.1	1 1.8	1 1.1
NEWS STAND	9 2.5	6 2.2	2 5.0	1 1.0	2 3.6	6 2.9	2 3.4	3 3.6	4 1.8	2 1.6	3 3.3	2 3.6	2 2.2
RESTAURANT	3 0.8	2 0.7	1 2.5	3 3.0	- -	- -	1 1.7	2 2.4	- -	1 0.8	2 2.2	- -	- -
TOBACCO/SMOKE SHOP	108 29.7	90 32.3	11 27.5	38 38.4	13 23.2	57 27.5	27 45.8	32 38.1	49 22.2	50 41.0	30 33.0	15 26.8	13 14.3
BAR/CLUB	3 0.8	3 1.1	- -	1 1.0	- -	2 1.0	1 1.7	1 1.2	1 0.5	- -	1 1.1	1 1.8	1 1.1
CANDY STORE	1 0.3	- -	1 2.5	- -	- -	1 0.5	- -	- -	1 0.5	- -	- -	1 1.8	- -
CONVENIENCE STORE	15 4.1	10 3.6	3 7.5	3 3.0	2 3.6	10 4.8	4 6.8	6 7.1	5 2.3	7 5.7	6 6.6	1 1.8	1 1.1
GROCERY STORE/ SUPERMARKET	26 7.1	20 7.2	4 10.0	9 9.1	5 8.9	12 5.8	3 5.1	5 6.0	18 8.1	7 5.7	6 6.6	7 12.5	5 5.5
HOTEL	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	- -	1 1.1
LIQUOR STORE	6 1.6	6 2.2	- -	2 2.0	- -	4 1.9	2 3.4	2 2.4	2 0.9	3 2.5	2 2.2	1 1.8	- -
RETAIL SHOP/OUTLET	4 1.1	3 1.1	- -	1 1.0	1 1.8	2 1.0	1 1.7	- -	3 1.4	- -	3 3.3	- -	1 1.1
GAS STATION	6 1.6	5 1.8	- -	1 1.0	- -	5 2.4	- -	3 3.6	3 1.4	3 2.5	1 1.1	2 3.6	- -
FRIENDS/FAMILY MEMBERS	11 3.0	8 2.9	2 5.0	2 2.0	- -	8 3.9	3 5.1	3 3.6	5 2.3	5 4.1	2 2.2	2 3.6	2 2.2

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 46
Q.35 : From where did you purchase your very first cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
COMMISSARY	7 1.9	3 1.1	1 2.5	- -	2 3.6	5 2.4	- -	1 1.2	6 2.7	1 0.8	1 1.1	1 1.8	3 3.3
OTHER	17 4.7	15 5.4	2 5.0	10 10.1	3 5.4	4 1.9	3 5.1	4 4.8	10 4.5	6 4.9	2 2.2	2 3.6	7 7.7
DON'T KNOW	66 18.1	47 16.8	6 15.0	12 12.1	12 21.4	41 19.8	6 10.2	6 7.1	54 24.4	14 11.5	10 11.0	9 16.1	32 35.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 47
Q.36 : Where else have you purchased cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
DRUG STORE	38 10.4	28 10.0	4 10.0	10 10.1	6 10.7	22 10.6	6 10.2	3 3.6	29 13.1	8 6.6	8 8.8	7 12.5	15 16.5
MAIL ORDER	30 8.2	23 8.2	2 5.0	6 6.1	5 8.9	19 9.2	7 11.9	4 4.8	19 8.6	7 5.7	9 9.9	6 10.7	7 7.7
NEWS STAND	9 2.5	8 2.9	- -	3 3.0	1 1.8	5 2.4	- -	3 3.6	6 2.7	4 3.3	3 3.3	1 1.8	1 1.1
RESTAURANT	12 3.3	9 3.2	1 2.5	2 2.0	3 5.4	7 3.4	1 1.7	6 7.1	5 2.3	6 4.9	1 1.1	2 3.6	3 3.3
SPORTING EVENT	3 0.8	3 1.1	- -	- -	1 1.8	2 1.0	- -	- -	3 1.4	1 0.8	1 1.1	- -	1 1.1
TOBACCO/SMOKE SHOP	69 19.0	55 19.7	6 15.0	16 16.2	11 19.6	41 19.8	15 25.4	8 9.5	46 20.8	20 16.4	15 16.5	13 23.2	19 20.9
AIRPORT/DUTY FREE SHOP	6 1.6	3 1.1	1 2.5	3 3.0	- -	3 1.4	- -	3 3.6	3 1.4	4 3.3	1 1.1	1 1.8	- -
BAR/CLUB	3 0.8	3 1.1	- -	2 2.0	- -	1 0.5	1 1.7	1 1.2	1 0.5	2 1.6	- -	1 1.8	- -
CONVENIENCE STORE	8 2.2	7 2.5	1 2.5	1 1.0	2 3.6	5 2.4	2 3.4	2 2.4	4 1.8	3 2.5	1 1.1	1 1.8	2 2.2
GROCERY STORE/ SUPERMARKET	26 7.1	23 8.2	1 2.5	5 5.1	4 7.1	17 8.2	4 6.8	2 2.4	20 9.0	3 2.5	8 8.8	7 12.5	7 7.7
HOTEL	6 1.6	3 1.1	2 5.0	3 3.0	- -	3 1.4	- -	3 3.6	3 1.4	3 2.5	1 1.1	- -	2 2.2
LIQUOR STORE	7 1.9	6 2.2	1 2.5	1 1.0	- -	6 2.9	- -	5 6.0	2 0.9	4 3.3	1 1.1	1 1.8	1 1.1
MALL	2 0.5	2 0.7	- -	- -	1 1.8	1 0.5	1 1.7	- -	1 0.5	- -	- -	1 1.8	1 1.1
RETAIL SHOP/OUTLET	11 3.0	9 3.2	1 2.5	3 3.0	2 3.6	6 2.9	3 5.1	1 1.2	7 3.2	3 2.5	2 2.2	2 3.6	4 4.4

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PREMIUM CIGAR USAGE AND ATTITUDE
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BANNER 1

TABLE 47
Q.36 : Where else have you purchased cigars?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.5	2 0.7	- -	2 2.0	- -	- -	1 1.7	- -	1 0.5	1 0.8	- -	1 1.8	- -
GAS STATION	8 2.2	5 1.8	- -	2 2.0	1 1.8	5 2.4	1 1.7	1 1.2	6 2.7	4 3.3	2 2.2	- -	2 2.2
FRIENDS/FAMILY MEMBERS	1 0.3	- -	1 2.5	- -	1 1.8	- -	- -	- -	1 0.5	- -	- -	1 1.8	- -
GIFT STORE	2 0.5	2 0.7	- -	1 1.0	- -	1 0.5	- -	- -	2 0.9	2 1.6	- -	- -	- -
COMMISSARY	4 1.1	4 1.4	- -	- -	3 5.4	1 0.5	- -	- -	4 1.8	- -	- -	1 1.8	3 3.3
OTHER	14 3.8	11 3.9	2 5.0	4 4.0	4 7.1	6 2.9	3 5.1	4 4.8	7 3.2	5 4.1	3 3.3	2 3.6	4 4.4
NOWHERE ELSE	166 45.6	128 45.9	21 52.5	44 44.4	27 48.2	94 45.4	26 44.1	48 57.1	92 41.6	65 53.3	43 47.3	21 37.5	36 39.6
TOTAL	427 117.3	334 119.7	44 110.0	108 109.1	72 128.6	245 118.4	71 120.3	94 111.9	262 118.6	145 118.9	99 108.8	69 123.2	108 118.7

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PREMIUM CIGAR USAGE AND ATTITUDE
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BANNER 1

TABLE 48
Q.37 : Does the type of retail outlet have an impact on your perception of the quality of the cigar?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
YES	161 44.2	124 44.4	16 40.0	44 44.4	29 51.8	88 42.5	27 45.8	39 46.4	95 43.0	57 46.7	42 46.2	26 46.4	34 37.4
NO	203 55.8	155 55.6	24 60.0	55 55.6	27 48.2	119 57.5	32 54.2	45 53.6	126 57.0	65 53.3	49 53.8	30 53.6	57 62.6
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 49
Q.37A : In what way does the retail outlet have impact?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Say Type Of Outlet Has Impact	161	124	16	44	29	88	27	39	95	57	42	26	34
QUALITY (NET)	98 60.9	74 59.7	11 68.8	27 61.4	16 55.2	55 62.5	17 63.0	25 64.1	56 58.9	33 57.9	25 59.5	18 69.2	20 58.8
HAVE BETTER QUALITY	22 13.7	19 15.3	3 18.8	4 9.1	4 13.8	14 15.9	3 11.1	6 15.4	13 13.7	9 15.8	8 19.0	5 19.2	- -
KEEP CIGARS IN HUMIDORS/STORED PROPERLY IN HUMIDORS	17 10.6	13 10.5	1 6.3	5 11.4	6 20.7	6 6.8	3 11.1	5 12.8	9 9.5	4 7.0	4 9.5	3 11.5	5 14.7
BETTER QUALITY STORE SELLS BETTER QUALITY CIGAR	17 10.6	14 11.3	1 6.3	5 11.4	4 13.8	8 9.1	5 18.5	7 17.9	5 5.3	13 22.8	1 2.4	2 7.7	1 2.9
HIGH TURNOVER IN TOBACCO SHOP	15 9.3	10 8.1	1 6.3	6 13.6	1 3.4	8 9.1	3 11.1	3 7.7	9 9.5	4 7.0	3 7.1	2 7.7	6 17.6
STOCK GOES STALE/ SITS ON SHELF TO LONG	14 8.7	13 10.5	- -	5 11.4	1 3.4	8 9.1	2 7.4	3 7.7	9 9.5	2 3.5	4 9.5	3 11.5	5 14.7
FRESHER IF KEPT IN HUMIDOR	13 8.1	7 5.6	3 18.8	5 11.4	1 3.4	7 8.0	2 7.4	2 5.1	9 9.5	3 5.3	4 9.5	2 7.7	3 8.8
BETTER QUALITY CIGARS IF KEPT IN HUMIDOR	7 4.3	5 4.0	1 6.3	2 4.5	1 3.4	4 4.5	- -	3 7.7	4 4.2	1 1.8	3 7.1	1 3.8	2 5.9
PROPER HANDLING/ STORAGE	6 3.7	6 4.8	- -	- -	1 3.4	5 5.7	- -	2 5.1	4 4.2	2 3.5	1 2.4	3 11.5	- -
NO HUMIDOR	4 2.5	3 2.4	1 6.3	1 2.3	1 3.4	2 2.3	2 7.4	- -	2 2.1	1 1.8	3 7.1	- -	- -
TASTE/FLAVOR (NET)	42 26.1	34 27.4	3 18.8	14 31.8	6 20.7	22 25.0	7 25.9	8 20.5	27 28.4	12 21.1	9 21.4	7 26.9	14 41.2
TOBACCO/CIGAR STORES FRESH/OTHER STORES NOT FRESH	31 19.3	25 20.2	2 12.5	11 25.0	3 10.3	17 19.3	6 22.2	7 17.9	18 18.9	10 17.5	6 14.3	6 23.1	9 26.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 49
Q.37A : In what way does the retail outlet have impact?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Say Type Of Outlet Has Impact	161	124	16	44	29	88	27	39	95	57	42	26	34
FRESHNESS/CIGARS ALWAYS FRESH	11 6.8	9 7.3	1 6.3	3 6.8	3 10.3	5 5.7	1 3.7	1 2.6	9 9.5	2 3.5	3 7.1	1 3.8	5 14.7
VARIETY (NET)	21 13.0	19 15.3	1 6.3	5 11.4	4 13.8	12 13.6	4 14.8	4 10.3	13 13.7	8 14.0	8 19.0	2 7.7	3 8.8
GOOD/BETTER VARIETY	21 13.0	19 15.3	1 6.3	5 11.4	4 13.8	12 13.6	4 14.8	4 10.3	13 13.7	8 14.0	8 19.0	2 7.7	3 8.8
SERVICE (NET)	19 11.8	17 13.7	1 6.3	4 9.1	4 13.8	11 12.5	5 18.5	5 12.8	9 9.5	8 14.0	4 9.5	3 11.5	4 11.8
KNOWLEDGEABLE STAFF	16 9.9	14 11.3	1 6.3	4 9.1	3 10.3	9 10.2	5 18.5	5 12.8	6 6.3	6 10.5	4 9.5	3 11.5	3 8.8
STAFF NOT KNOWLEDGEABLE	3 1.9	3 2.4	- -	- -	1 3.4	2 2.3	- -	- -	3 3.2	2 3.5	- -	- -	1 2.9
STYLE/DESIGN (NET)	8 5.0	5 4.0	2 12.5	- -	1 3.4	7 8.0	- -	2 5.1	6 6.3	4 7.0	- -	1 3.8	3 8.8
HAVE PREMIUM BRANDS	8 5.0	5 4.0	2 12.5	- -	1 3.4	7 8.0	- -	2 5.1	6 6.3	4 7.0	- -	1 3.8	3 8.8
PRICE/VALUE (NET)	5 3.1	4 3.2	- -	1 2.3	1 3.4	3 3.4	- -	1 2.6	4 4.2	1 1.8	2 4.8	1 3.8	1 2.9
EXPENSIVE/MORE EXPENSIVE	3 1.9	3 2.4	- -	1 2.3	- -	2 2.3	- -	- -	3 3.2	- -	2 4.8	1 3.8	- -
GOOD VALUE FOR THE MONEY	2 1.2	1 0.8	- -	- -	1 3.4	1 1.1	- -	1 2.6	1 1.1	1 1.8	- -	- -	1 2.9
AVAILABILITY (NET)	4 2.5	2 1.6	- -	1 2.3	- -	3 3.4	1 3.7	2 5.1	1 1.1	2 3.5	2 4.8	- -	- -
USUAL BRAND IN STOCK	4 2.5	2 1.6	- -	1 2.3	- -	3 3.4	1 3.7	2 5.1	1 1.1	2 3.5	2 4.8	- -	- -
MISCELLANEOUS (NET)	47 29.2	39 31.5	5 31.3	16 36.4	8 27.6	23 26.1	7 25.9	11 28.2	29 30.5	15 26.3	14 33.3	8 30.8	10 29.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 49
Q.37A : In what way does the retail outlet have impact?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Who Say Type Of Outlet Has Impact	161	124	16	44	29	88	27	39	95	57	42	26	34
STORE SPECIALIZES IN CIGARS/TOBACCO	33 20.5	29 23.4	3 18.8	12 27.3	5 17.2	16 18.2	4 14.8	8 20.5	21 22.1	9 15.8	11 26.2	7 26.9	6 17.6
OTHER TYPE STORES NOT CARRY QUALITY CIGARS	7 4.3	5 4.0	1 6.3	3 6.8	- -	4 4.5	2 7.4	1 2.6	4 4.2	2 3.5	2 4.8	1 3.8	2 5.9
CLEAN STORE/NOT MESSY	4 2.5	3 2.4	- -	1 2.3	1 3.4	2 2.3	- -	1 2.6	3 3.2	3 5.3	- -	- -	1 2.9
STORE WELL KNOWN/ GOOD REPUTATION	3 1.9	3 2.4	- -	- -	1 3.4	2 2.3	1 3.7	1 2.6	1 1.1	1 1.8	1 2.4	- -	1 2.9
STORE NOT LOOK CHEAP	1 0.6	- -	- -	- -	- -	1 1.1	- -	- -	1 1.1	1 1.8	- -	- -	- -
STORE LOCATION IMPORTANT	1 0.6	- -	1 6.3	- -	1 3.4	- -	- -	1 2.6	- -	- -	1 2.4	- -	- -
DON'T KNOW	4 2.5	3 2.4	- -	2 4.5	2 6.9	- -	2 7.4	1 2.6	1 1.1	2 3.5	1 2.4	- -	1 2.9
NOTHING	2 1.2	1 0.8	- -	- -	1 3.4	1 1.1	- -	1 2.6	1 1.1	- -	1 2.4	- -	1 2.9
TOTAL	269 167.1	215 173.4	23 143.8	76 172.7	47 162.1	146 165.9	46 170.4	67 171.8	156 164.2	92 161.4	73 173.8	43 165.4	59 173.5

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UNDER PROTECTIVE ORDER
GC 015461

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 50
Q.38 : Are you aware you can purchase cigars through mail order?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Not Mentioning Mail Order	252	200	28	74	38	139	40	57	155	91	67	32	60
YES	225 89.3	175 87.5	26 92.9	62 83.8	35 92.1	127 91.4	32 80.0	52 91.2	141 91.0	78 85.7	60 89.6	30 93.8	55 91.7
NO	27 10.7	25 12.5	2 7.1	12 16.2	3 7.9	12 8.6	8 20.0	5 8.8	14 9.0	13 14.3	7 10.4	2 6.3	5 8.3
TOTAL	252 100.0	200 100.0	28 100.0	74 100.0	38 100.0	139 100.0	40 100.0	57 100.0	155 100.0	91 100.0	67 100.0	32 100.0	60 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 51
Q.39 : Have you ever purchased cigars through mail order?

		INCOME		SMOKING FRQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Not Mentioning Mail Order And Aware You Can Purchase Through Mail	225	175	26	62	35	127	32	52	141	78	60	30	55
YES	67 29.8	50 28.6	9 34.6	10 16.1	13 37.1	43 33.9	4 12.5	4 7.7	59 41.8	11 14.1	11 18.3	8 26.7	36 65.5
NO	158 70.2	125 71.4	17 65.4	52 83.9	22 62.9	84 66.1	28 87.5	48 92.3	82 58.2	67 85.9	49 81.7	22 73.3	19 34.5
TOTAL	225 100.0	175 100.0	26 100.0	62 100.0	35 100.0	127 100.0	32 100.0	52 100.0	141 100.0	78 100.0	60 100.0	30 100.0	55 100.0

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UNDER PROTECTIVE ORDER
GC 015463

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 52
Q.40A : What do you like about using mail order?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Use Mail Order	179	129	21	35	31	111	23	31	125	42	35	32	67
CONVENTENCE (NET)	92 51.4	66 51.2	12 57.1	17 48.6	16 51.6	57 51.4	15 65.2	18 58.1	59 47.2	20 47.6	18 51.4	21 65.6	32 47.8
HOME DELIVERY	50 27.9	37 28.7	8 38.1	11 31.4	7 22.6	30 27.0	9 39.1	9 29.0	32 25.6	13 31.0	11 31.4	11 34.4	14 20.9
ORDER BY PHONE	22 12.3	17 13.2	2 9.5	5 14.3	4 12.9	13 11.7	4 17.4	8 25.8	10 8.0	4 9.5	5 14.3	5 15.6	8 11.9
FAST/PROMPT/ON TIME DELIVERY	20 11.2	12 9.3	4 19.0	5 14.3	5 16.1	10 9.0	2 8.7	4 12.9	14 11.2	4 9.5	2 5.7	6 18.8	8 11.9
CONVENIENT (NS)	12 6.7	9 7.0	1 4.8	3 8.6	2 6.5	7 6.3	2 8.7	2 6.5	8 6.4	3 7.1	2 5.7	3 9.4	4 6.0
EASY	7 3.9	5 3.9	1 4.8	2 5.7	1 3.2	4 3.6	- -	1 3.2	6 4.8	2 4.8	1 2.9	2 6.3	2 3.0
PAYMENT BY CREDIT CARD	4 2.2	3 2.3	- -	- -	1 3.2	3 2.7	1 4.3	- -	3 2.4	- -	- -	1 3.1	3 4.5
CAN GET THEM WHEN I WANT	3 1.7	1 0.8	1 4.8	- -	1 3.2	2 1.8	- -	- -	3 2.4	- -	- -	1 3.1	2 3.0
PAYMENT BY CHECK	1 0.6	1 0.8	- -	- -	1 3.2	- -	- -	- -	1 0.8	- -	- -	- -	1 1.5
CAN JOIN A CLUB/GET CIGARS WHEN REQUEST THEM	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 3.1	- -
DESIGNATE HOW OFTEN YOU WANT CIGARS SHIPPED	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	1 3.1	- -
DON'T HAVE TO DRIVE FAR TO GET THEM	1 0.6	1 0.8	- -	- -	1 3.2	- -	- -	- -	1 0.8	- -	- -	- -	1 1.5
PRICE/VALUE (NET)	54 30.2	40 31.0	9 42.9	12 34.3	8 25.8	34 30.6	5 21.7	10 32.3	39 31.2	16 38.1	14 40.0	13 40.6	11 16.4

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 52
Q.40A : What do you like about using mail order?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Use Mail Order	179	129	21	35	31	111	23	31	125	42	35	32	67
LESS EXPENSIVE/ LOWER PRICE	33 18.4	23 17.8	6 28.6	10 28.6	3 9.7	20 18.0	5 21.7	6 19.4	22 17.6	8 19.0	11 31.4	8 25.0	6 9.0
BULK DISCOUNT/ CHEAPER BY THE BOX	7 3.9	6 4.7	- -	- -	1 3.2	6 5.4	- -	1 3.2	6 4.8	4 9.5	1 2.9	- -	2 3.0
GOOD/REASONABLE PRICE	6 3.4	5 3.9	- -	- -	2 6.5	4 3.6	- -	1 3.2	5 4.0	1 2.4	- -	2 6.3	3 4.5
PAY LESS TAXES/ TOBACCO TAXES	4 2.2	3 2.3	1 4.8	1 2.9	2 6.5	1 0.9	- -	1 3.2	3 2.4	1 2.4	2 5.7	1 3.1	- -
PRICE (UNSPECIFIED)	3 1.7	3 2.3	- -	1 2.9	- -	2 1.8	- -	- -	3 2.4	- -	- -	2 6.3	1 1.5
DISCOUNT	2 1.1	- -	2 9.5	- -	1 3.2	1 0.9	- -	- -	2 1.6	- -	- -	2 6.3	- -
GOOD VALUE FOR THE MONEY	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	1 3.2	- -	1 2.4	- -	- -	- -
COUPONS	1 0.6	- -	1 4.8	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 2.9	- -	- -
NOT HAVE TO PAY SHIPPING	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	1 3.2	- -	1 2.4	- -	- -	- -
CHEAPER THROUGH MAIL THAN RETAIL STORE	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	- -	1 0.8	1 2.4	- -	- -	- -
VARIETY (NET)	29 16.2	24 18.6	2 9.5	8 22.9	4 12.9	17 15.3	6 26.1	3 9.7	20 16.0	9 21.4	4 11.4	6 18.8	10 14.9
LIKE/GOOD VARIETY	15 8.4	13 10.1	- -	4 11.4	- -	11 9.9	4 17.4	1 3.2	10 8.0	4 9.5	2 5.7	2 6.3	7 10.4
BETTER/LARGER VARIETY	14 7.8	11 8.5	2 9.5	4 11.4	4 12.9	6 5.4	2 8.7	2 6.5	10 8.0	5 11.9	2 5.7	4 12.5	3 4.5
AVAILABILITY (NET)	22 12.3	15 11.6	3 14.3	7 20.0	3 9.7	12 10.8	3 13.0	2 6.5	17 13.6	5 11.9	4 11.4	6 18.8	7 10.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 52
Q.40A : What do you like about using mail order?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Use Mail Order	179	129	21	35	31	111	23	31	125	42	35	32	67
AVAILABILITY/NOT AVAILABLE IN RETAIL STORES	13 7.3	9 7.0	2 9.5	4 11.4	2 6.5	7 6.3	2 8.7	2 6.5	9 7.2	5 11.9	2 5.7	4 12.5	2 3.0
USUAL BRAND IN STOCK	6 3.4	3 2.3	- -	- -	1 3.2	5 4.5	1 4.3	- -	5 4.0	- -	2 5.7	- -	4 6.0
ONLY PLACE WHERE BRAND IS AVAILABLE	5 2.8	4 3.1	1 4.8	3 8.6	- -	2 1.8	1 4.3	- -	4 3.2	- -	1 2.9	2 6.3	2 3.0
TASTE/FLAVOR (NET)	9 5.0	8 6.2	- -	3 8.6	- -	6 5.4	- -	1 3.2	8 6.4	1 2.4	3 8.6	1 3.1	4 6.0
FRESH	8 4.5	7 5.4	- -	3 8.6	- -	5 4.5	- -	1 3.2	7 5.6	1 2.4	2 5.7	1 3.1	4 6.0
HARSH/STRONG TASTE	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 2.9	- -	- -
QUALITY (NET)	5 2.8	4 3.1	1 4.8	- -	1 3.2	4 3.6	- -	- -	5 4.0	- -	1 2.9	2 6.3	2 3.0
GOOD QUALITY	2 1.1	2 1.6	- -	- -	- -	2 1.8	- -	- -	2 1.6	- -	- -	1 3.1	1 1.5
GUARANTEE/QUALITY GUARANTEE	2 1.1	1 0.8	1 4.8	- -	1 3.2	1 0.9	- -	- -	2 1.6	- -	- -	1 3.1	1 1.5
ARRIVED IN GOOD CONDITION	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	1 2.9	- -	- -
MISCELLANEOUS (NET)	10 5.6	7 5.4	1 4.8	- -	3 9.7	7 6.3	1 4.3	2 6.5	7 5.6	1 2.4	2 5.7	2 6.3	5 7.5
ENJOY CIGAR CATALOGS	4 2.2	3 2.3	- -	- -	- -	4 3.6	1 4.3	1 3.2	2 1.6	1 2.4	2 5.7	1 3.1	- -
CAN BUY BY THE BOX/ BUNDLE	1 0.6	1 0.8	- -	- -	1 3.2	- -	- -	- -	1 0.8	- -	- -	- -	1 1.5
CAN GET EXACTLY WHAT YOU WANT	1 0.6	1 0.8	- -	- -	1 3.2	- -	- -	- -	1 0.8	- -	- -	- -	1 1.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 52
Q.40A : What do you like about using mail order?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Who Use Mail Order	179	129	21	35	31	111	23	31	125	42	35	32	67
SMOKE MORE	1 0.6	1 0.8	- -	- -	- -	1 0.9	- -	- -	1 0.8	- -	- -	- -	1 1.5
NOT USE	1 0.6	- -	- -	- -	- -	1 0.9	- -	1 3.2	- -	- -	- -	1 3.1	- -
OTHER MISCELLANEOUS COMMENTS	2 1.1	1 0.8	1 4.8	- -	1 3.2	1 0.9	- -	- -	2 1.6	- -	- -	- -	2 3.0
DON'T KNOW	7 3.9	5 3.9	- -	1 2.9	1 3.2	5 4.5	- -	2 6.5	5 4.0	3 7.1	1 2.9	- -	2 3.0
TOTAL	265 148.0	195 151.2	34 161.9	57 162.9	44 141.9	162 145.9	34 147.8	45 145.2	186 148.8	62 147.6	52 148.6	63 196.9	86 128.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 53
Q.40B : What do you not like about using mail order?

	TOTAL	INCOME (100, 000	INCOME 100, 000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Use Mail Order	179	129	21	35	31	111	23	31	125	42	35	32	67
CONVENIENCE (NET)	50 27.9	34 26.4	9 42.9	13 37.1	8 25.8	28 25.2	10 43.5	9 29.0	31 24.8	15 35.7	14 40.0	6 18.8	15 22.4
NOT LIKE TO WAIT/ LENGTH OF TIME FOR DELIVERY	44 24.6	32 24.8	5 23.8	11 31.4	5 16.1	27 24.3	10 43.5	9 29.0	25 20.0	14 33.3	12 34.3	5 15.6	13 19.4
HAVE TO BUY QUANTITY/IN BULK/BY THE BOX	5 2.8	1 0.8	4 19.0	2 5.7	2 6.5	1 0.9	- -	- -	5 4.0	1 2.4	2 5.7	1 3.1	1 1.5
HAVING TO STAY CLOSE TO HOME FOR DELIVERY	1 0.6	1 0.8	- -	- -	1 3.2	- -	- -	- -	1 0.8	- -	- -	- -	1 1.5
QUALITY (NET)	40 22.3	29 22.5	5 23.8	13 37.1	5 16.1	22 19.8	7 30.4	9 29.0	24 19.2	11 26.2	8 22.9	7 21.9	12 17.9
CANNOT SEE/FEEL/ SMELL CIGAR BEFORE PURCHASE	17 9.5	12 9.3	3 14.3	7 20.0	3 9.7	7 6.3	2 8.7	2 6.5	13 10.4	4 9.5	2 5.7	4 12.5	7 10.4
POOR SHIPPING CONDITIONS/DAMAGED/ DRIED OUT IN SHIPPING	15 8.4	12 9.3	- -	3 8.6	1 3.2	11 9.9	2 8.7	5 16.1	8 6.4	5 11.9	1 2.9	2 6.3	5 7.5
CANNOT INSPECT FOR FRESHNESS BEFORE PURCHASE	11 6.1	8 6.2	2 9.5	4 11.4	2 6.5	5 4.5	3 13.0	3 9.7	5 4.0	3 7.1	5 14.3	2 6.3	1 1.5
TASTE/FLAVOR (NET)	12 6.7	9 7.0	2 9.5	6 17.1	2 6.5	4 3.6	1 4.3	2 6.5	9 7.2	5 11.9	3 8.6	3 9.4	1 1.5
NOT FRESH	12 6.7	9 7.0	2 9.5	6 17.1	2 6.5	4 3.6	1 4.3	2 6.5	9 7.2	5 11.9	3 8.6	3 9.4	1 1.5
AVAILABILITY (NET)	10 5.6	8 6.2	2 9.5	3 8.6	1 3.2	5 4.5	3 13.0	1 3.2	6 4.8	3 7.1	3 8.6	1 3.1	3 4.5
LOW AVAILABILITY/ OUT OF STOCK	10 5.6	8 6.2	2 9.5	3 8.6	1 3.2	5 4.5	3 13.0	1 3.2	6 4.8	3 7.1	3 8.6	1 3.1	3 4.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 53
Q.40B : What do you not like about using mail order?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Use Mail Order	179	129	21	35	31	111	23	31	125	42	35	32	67
PRICE/VALUE (NET)	10 5.6	5 3.9	2 9.5	2 5.7	2 6.5	6 5.4	2 8.7	1 3.2	7 5.6	3 7.1	1 2.9	- -	6 9.0
MUST PAY POSTAGE AND HANDLING	10 5.6	5 3.9	2 9.5	2 5.7	2 6.5	6 5.4	2 8.7	1 3.2	7 5.6	3 7.1	1 2.9	- -	6 9.0
SERVICE (NET)	3 1.7	2 1.6	1 4.8	1 2.9	- -	2 1.8	1 4.3	1 3.2	1 0.8	1 2.4	- -	2 6.3	- -
DIFFICULT TO HANDLE PROBLEMS THROUGH MAIL ORDER	3 1.7	2 1.6	1 4.8	1 2.9	- -	2 1.8	1 4.3	1 3.2	1 0.8	1 2.4	- -	2 6.3	- -
MISCELLANEOUS (NET)	5 2.8	4 3.1	- -	1 2.9	1 3.2	3 2.7	- -	2 6.5	3 2.4	2 4.8	2 5.7	- -	1 1.5
NOT LIKE CATALOG	3 1.7	3 2.3	- -	- -	1 3.2	2 1.8	- -	2 6.5	1 0.8	2 4.8	1 2.9	- -	- -
HAVE TO KNOW EXACTLY WHAT YOU WANT	2 1.1	1 0.8	- -	1 2.9	- -	1 0.9	- -	- -	2 1.6	- -	1 2.9	- -	1 1.5
DON'T KNOW	3 1.7	3 2.3	- -	2 5.7	- -	1 0.9	- -	- -	3 2.4	2 4.8	- -	- -	1 1.5
NOTHING	55 30.7	41 31.8	2 9.5	5 14.3	10 32.3	40 36.0	5 21.7	10 32.3	40 32.0	10 23.8	8 22.9	10 31.3	26 38.8
TOTAL	191 106.7	138 107.0	23 109.5	47 134.3	30 96.8	112 100.9	29 126.1	36 116.1	126 100.8	53 126.2	39 111.4	30 93.8	66 98.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 54
Q.41 : Have you ever purchased cigars because of a special promotion?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
YES	99 27.2	75 26.9	10 25.0	24 24.2	18 32.1	55 26.6	14 23.7	17 20.2	68 30.8	23 18.9	23 25.3	20 35.7	31 34.1
NO	265 72.8	204 73.1	30 75.0	75 75.8	38 67.9	152 73.4	45 76.3	67 79.8	153 69.2	99 81.1	68 74.7	36 64.3	60 65.9
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 55
Q.42 : What type of promotion?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100, 000	100, 000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Who Have Purchased Because Of Promotion	99	75	10	24	18	55	14	17	68	23	23	20	31
BUY A CIGAR, GET A CUTTER	7 7.1	5 6.7	2 20.0	1 4.2	2 11.1	4 7.3	2 14.3	1 5.9	4 5.9	2 8.7	3 13.0	1 5.0	1 3.2
BUY EIGHT, GET TWO FREE	12 12.1	6 8.0	1 10.0	3 12.5	2 11.1	7 12.7	1 7.1	2 11.8	9 13.2	3 13.0	3 13.0	- -	6 19.4
SPECIAL SAMPLER PACKETS	25 25.3	20 26.7	- -	4 16.7	4 22.2	16 29.1	6 42.9	5 29.4	14 20.6	3 13.0	11 47.8	3 15.0	8 25.8
SALE/DISCOUNT ON CIGARS	17 17.2	12 16.0	3 30.0	7 29.2	3 16.7	7 12.7	1 7.1	3 17.6	13 19.1	4 17.4	1 4.3	6 30.0	5 16.1
SALE/DISCOUNT ON BOX/ PACKAGE	5 5.1	4 5.3	1 10.0	1 4.2	1 5.6	3 5.5	- -	1 5.9	4 5.9	1 4.3	- -	2 10.0	2 6.5
12 CIGARS FOR $10	1 1.0	1 1.3	- -	- -	- -	- -	1 7.1	- -	- -	1 4.3	- -	- -	- -
BUY THROUGH ADVERTISEMENT	5 5.1	4 5.3	1 10.0	4 16.7	- -	1 1.8	- -	- -	5 7.4	1 4.3	2 8.7	2 10.0	- -
BUY BOXES/BUNDLES ,GET A BOX/BUNDLE FREE	2 2.0	2 2.7	- -	- -	- -	2 3.6	- -	- -	2 2.9	1 4.3	1 4.3	- -	- -
BUY CIGARS, GET CIGARS FREE	10 10.1	10 13.3	- -	5 20.8	1 5.6	4 7.3	1 7.1	2 11.8	7 10.3	3 13.0	4 17.4	1 5.0	1 3.2
BUY CIGARS, GET A HUMIDOR FREE	5 5.1	3 4.0	2 20.0	1 4.2	2 11.1	2 3.6	1 7.1	2 11.8	2 2.9	2 8.7	- -	3 15.0	- -
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	4 4.0	2 2.7	1 10.0	- -	1 5.6	3 5.5	- -	- -	4 5.9	- -	- -	1 5.0	3 9.7
10 CIGARS FOR $10	1 1.0	1 1.3	- -	- -	1 5.6	- -	- -	- -	1 1.5	- -	- -	- -	1 3.2
PROMOTING A NEW BRAND	2 2.0	2 2.7	- -	1 4.2	- -	1 1.8	- -	1 5.9	1 1.5	1 4.3	- -	- -	1 3.2

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PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 1

TABLE 55
Q.42 : What type of promotion?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Who Have Purchased Because Of Promotion	99	75	10	24	18	55	14	17	68	23	23	20	31
TRIED A FREE SAMPLE	1 1.0	1 1.3	- -	- -	1 5.6	- -	- -	- -	1 1.5	- -	- -	- -	1 3.2
OTHER	2 2.0	2 2.7	- -	- -	- -	2 3.6	- -	1 5.9	1 1.5	1 4.3	- -	1 5.0	- -
DON'T RECALL	4 4.0	3 4.0	- -	- -	1 5.6	3 5.5	1 7.1	- -	3 4.4	1 4.3	- -	1 5.0	2 6.5
NEVER HAVE	1 1.0	1 1.3	- -	1 4.2	- -	- -	- -	- -	1 1.5	1 4.3	- -	- -	- -
TOTAL	104 105.1	79 105.3	11 110.0	28 116.7	19 105.6	55 100.0	14 100.0	18 105.9	72 105.9	25 108.7	25 108.7	21 105.0	31 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 56
Q.43A : Has your attitude toward cigar smoking changed in the past two years?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
YES	87 23.9	72 25.8	8 20.0	47 47.5	10 17.9	29 14.0	32 54.2	22 26.2	33 14.9	49 40.2	20 22.0	9 16.1	9 9.9
NO	277 76.1	207 74.2	32 80.0	52 52.5	46 82.1	178 86.0	27 45.8	62 73.8	188 85.1	73 59.8	71 78.0	47 83.9	82 90.1
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 57
Q.43B : How has your attitude toward cigar smoking changed?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Whose Attitude Toward Cigar Smoking Has Changed	87	72	8	47	10	29	32	22	33	49	20	9	9
POSITIVE (NET)	75 86.2	60 83.3	8 100.0	45 95.7	5 50.0	24 82.8	31 96.9	18 81.8	26 78.8	44 89.8	18 90.0	7 77.8	6 66.7
QUALITY (SUB-NET)	5 5.7	3 4.2	2 25.0	3 6.4	- -	2 6.9	1 3.1	2 9.1	2 6.1	2 4.1	1 5.0	1 11.1	1 11.1
BUYING BETTER QUALITY CIGARS	5 5.7	3 4.2	2 25.0	3 6.4	- -	2 6.9	1 3.1	2 9.1	2 6.1	2 4.1	1 5.0	1 11.1	1 11.1
TASTE/FLAVOR (SUB-NET)	2 2.3	1 1.4	1 12.5	2 4.3	- -	- -	- -	- -	2 6.1	- -	- -	1 11.1	1 11.1
ACQUIRED TASTE/ MATURE TASTE	2 2.3	1 1.4	1 12.5	2 4.3	- -	- -	- -	- -	2 6.1	- -	- -	1 11.1	1 11.1
VARIETY (SUB-NET)	1 1.1	1 1.4	- -	1 2.1	- -	- -	- -	1 4.5	- -	1 2.0	- -	- -	- -
TRYING MORE VARIETIES	1 1.1	1 1.4	- -	1 2.1	- -	- -	- -	1 4.5	- -	1 2.0	- -	- -	- -
PRICE/VALUE (SUB-NET)	1 1.1	1 1.4	- -	- -	- -	1 3.4	- -	- -	1 3.0	- -	- -	1 11.1	- -
SMOKING MORE EXPENSIVE CIGARS	1 1.1	1 1.4	- -	- -	- -	1 3.4	- -	- -	1 3.0	- -	- -	1 11.1	- -
MISCELLANEOUS (SUB-NET)	69 79.3	55 76.4	7 87.5	41 87.2	5 50.0	22 75.9	30 93.8	17 77.3	22 66.7	42 85.7	18 90.0	5 55.6	4 44.4
MORE ACCEPTABLE/ ACCEPTED IN PUBLIC	33 37.9	27 37.5	3 37.5	19 40.4	3 30.0	11 37.9	8 25.0	10 45.5	15 45.5	18 36.7	9 45.0	2 22.2	4 44.4
SMOKING MORE	16 18.4	14 19.4	- -	15 31.9	- -	1 3.4	6 18.8	5 22.7	5 15.2	11 22.4	1 5.0	3 33.3	1 11.1
MORE KNOWLEDGE/ EDUCATION ABOUT CIGARS	12 13.8	11 15.3	1 12.5	4 8.5	3 30.0	5 17.2	6 18.8	4 18.2	2 6.1	7 14.3	4 20.0	- -	1 11.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 57
Q.43B : How has your attitude toward cigar smoking changed?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Whose Attitude Toward Cigar Smoking Has Changed	87	72	8	47	10	29	32	22	33	49	20	9	9
MORE ENJOYABLE	7 8.0	4 5.6	1 12.5	2 4.3	- -	5 17.2	4 12.5	- -	3 9.1	3 6.1	4 20.0	- -	- -
NEW SMOKER	5 5.7	4 5.6	1 12.5	3 6.4	- -	1 3.4	5 15.6	- -	- -	4 8.2	1 5.0	- -	- -
NOT CARE WHAT PUBLIC THINKS	3 3.4	2 2.8	1 12.5	2 4.3	- -	1 3.4	2 6.3	- -	1 3.0	2 4.1	- -	- -	1 11.1
RESPECT SMOKERS MORE/MORE PRO SMOKING	3 3.4	3 4.2	- -	3 6.4	- -	- -	2 6.3	1 4.5	- -	2 4.1	1 5.0	- -	- -
HOBBY	2 2.3	1 1.4	1 12.5	1 2.1	1 10.0	- -	- -	1 4.5	1 3.0	2 4.1	- -	- -	- -
MORE PLEASUREABLE	2 2.3	2 2.8	- -	2 4.3	- -	- -	2 6.3	- -	- -	2 4.1	- -	- -	- -
LIKE MORE (NS)	1 1.1	1 1.4	- -	- -	- -	1 3.4	1 3.1	- -	- -	1 2.0	- -	- -	- -
NEGATIVE (NET)	11 12.6	11 15.3	- -	1 2.1	5 50.0	5 17.2	2 6.3	2 9.1	7 21.2	4 8.2	2 10.0	2 22.2	3 33.3
HEALTH (SUB-NET)	3 3.4	3 4.2	- -	- -	2 20.0	1 3.4	- -	- -	3 9.1	- -	1 5.0	1 11.1	1 11.1
CONCERNED ABOUT HEALTH ISSUES	2 2.3	2 2.8	- -	- -	2 20.0	- -	- -	- -	2 6.1	- -	1 5.0	- -	1 11.1
OTHER HEALTH COMMENTS	1 1.1	1 1.4	- -	- -	- -	1 3.4	- -	- -	1 3.0	- -	- -	1 11.1	- -
PRICE/VALUE (SUB-NET)	1 1.1	1 1.4	- -	- -	- -	1 3.4	1 3.1	- -	- -	- -	1 5.0	- -	- -
PRICES DRIVEN UP/ COST MORE	1 1.1	1 1.4	- -	- -	- -	1 3.4	1 3.1	- -	- -	- -	1 5.0	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 57
Q.43B : How has your attitude toward cigar smoking changed?

	TOTAL	INCOME <100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Whose Attitude Toward Cigar Smoking Has Changed	87	72	8	47	10	29	32	22	33	49	20	9	9
MISCELLANEOUS (SUB-NET)	8 9.2	8 11.1	- -	1 2.1	4 40.0	3 10.3	1 3.1	2 9.1	5 15.2	4 8.2	- -	1 11.1	3 33.3
NOT SMOKE AROUND NON-SMOKERS/SMOKE LESS AROUND NON-SMOKERS	6 6.9	6 8.3	- -	1 2.1	2 20.0	3 10.3	1 3.1	- -	5 15.2	2 4.1	- -	1 11.1	3 33.3
UNFAIR RESTAURANT REGULATIONS/ LIMITATIONS	1 1.1	1 1.4	- -	- -	1 10.0	- -	- -	1 4.5	- -	1 2.0	- -	- -	- -
PUBLIC AGAINST SMOKING	1 1.1	1 1.4	- -	- -	- -	1 3.4	- -	- -	1 3.0	- -	- -	1 11.1	- -
BRAND UNAVAILABLE	1 1.1	1 1.4	- -	- -	1 10.0	- -	- -	1 4.5	- -	1 2.0	- -	- -	- -
DON'T KNOW	2 2.3	2 2.8	- -	1 2.1	- -	1 3.4	- -	2 9.1	- -	1 2.0	1 5.0	- -	- -
TOTAL	108 124.1	90 125.0	11 137.5	59 125.5	13 130.0	35 120.7	39 121.9	28 127.3	41 124.2	60 122.4	24 120.0	11 122.2	13 144.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 58
Q.44A : Do you feel the public's attitude has changed toward cigar smoking in the past two years?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
YES	271 74.5	207 74.2	32 80.0	80 80.8	42 75.0	148 71.5	42 71.2	64 76.2	165 74.7	97 79.5	70 76.9	36 64.3	66 72.5
NO	93 25.5	72 25.8	8 20.0	19 19.2	14 25.0	59 28.5	17 28.8	20 23.8	56 25.3	25 20.5	21 23.1	20 35.7	25 27.5
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 59
Q.44B : How has the public's attitude changed?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Say Public's Attitude Has Changed	271	207	32	80	42	148	42	64	165	97	70	36	66
POSITIVE (NET)	185 68.3	141 68.1	27 84.4	60 75.0	29 69.0	95 64.2	34 81.0	52 81.3	99 60.0	77 79.4	56 80.0	22 61.1	29 43.9
HEALTH (SUB-NET)	8 3.0	7 3.4	1 3.1	3 3.8	1 2.4	4 2.7	4 9.5	1 1.6	3 1.8	3 3.1	2 2.9	1 2.8	2 3.0
NOT A HEALTH RISK/NOT UNHEALTHY	5 1.8	5 2.4	- -	2 2.5	1 2.4	2 1.4	3 7.1	1 1.6	1 0.6	3 3.1	1 1.4	- -	1 1.5
OTHER HEALTH COMMENTS	3 1.1	2 1.0	1 3.1	1 1.3	- -	2 1.4	1 2.4	- -	2 1.2	- -	1 1.4	1 2.8	1 1.5
MISCELLANEOUS (SUB-NET)	179 66.1	136 65.7	26 81.3	57 71.3	28 66.7	93 62.8	31 73.8	52 81.3	96 58.2	76 78.4	54 77.1	21 58.3	27 40.9
PUBLIC ACCEPTING/ POSITIVE VIEW OF CIGAR SMOKING	116 42.8	90 43.5	13 40.6	37 46.3	15 35.7	64 43.2	21 50.0	36 56.3	59 35.8	49 50.5	34 48.6	15 41.7	17 25.8
MORE POPULAR WITH WOMEN	48 17.7	37 17.9	7 21.9	16 20.0	8 19.0	23 15.5	6 14.3	10 15.6	32 19.4	17 17.5	12 17.1	7 19.4	12 18.2
CIGARS MORE POPULAR	27 10.0	21 10.1	4 12.5	7 8.8	6 14.3	14 9.5	4 9.5	9 14.1	14 8.5	12 12.4	8 11.4	3 8.3	4 6.1
MORE PLACES ACCEPTING OF CIGAR SMOKING	23 8.5	16 7.7	6 18.8	10 12.5	4 9.5	9 6.1	5 11.9	8 12.5	10 6.1	13 13.4	5 7.1	4 11.1	1 1.5
MORE ACCEPTABLE AT RESTAURANTS	12 4.4	10 4.8	2 6.3	4 5.0	2 4.8	6 4.1	2 4.8	5 7.8	5 3.0	7 7.2	4 5.7	- -	1 1.5
ACCEPTABLE WITH FAMOUS PEOPLE SMOKING CIGARS	12 4.4	11 5.3	1 3.1	4 5.0	1 2.4	7 4.7	1 2.4	4 6.3	7 4.2	6 6.2	2 2.9	1 2.8	3 4.5
PUBLIC MORE AWARE OF CIGAR SMOKING	11 4.1	8 3.9	2 6.3	3 3.8	4 9.5	4 2.7	3 7.1	5 7.8	3 1.8	2 2.1	4 5.7	3 8.3	2 3.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 59
Q.44B : How has the public's attitude changed?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Say Public's Attitude Has Changed	271	207	32	80	42	148	42	64	165	97	70	36	66
STATUS/POWER/ MONEY SYMBOL	9 3.3	8 3.9	- -	4 5.0	1 2.4	4 2.7	3 7.1	2 3.1	4 2.4	4 4.1	4 5.7	- -	1 1.5
MORE POPULAR WITH YOUNG PEOPLE	8 3.0	5 2.4	3 9.4	3 3.8	2 4.8	3 2.0	- -	1 1.6	7 4.2	4 4.1	1 1.4	3 8.3	- -
MORE POPULAR WITH UPPER CLASS/ YUPPIES	8 3.0	7 3.4	1 3.1	- -	2 4.8	6 4.1	1 2.4	1 1.6	6 3.6	2 2.1	3 4.3	2 5.6	1 1.5
MORE ACCEPTABLE THAN CIGARETTES	4 1.5	3 1.4	- -	1 1.3	- -	3 2.0	- -	2 3.1	2 1.2	1 1.0	2 2.9	1 2.8	- -
CIGARS SMOKERS MORE POPULAR	3 1.1	3 1.4	- -	1 1.3	- -	2 1.4	- -	1 1.6	2 1.2	1 1.0	1 1.4	- -	1 1.5
SMOKE BETTER QUALITY CIGARS	2 0.7	2 1.0	- -	2 2.5	- -	- -	- -	- -	2 1.2	1 1.0	1 1.4	- -	- -
OTHER MISCELLANEOUS COMMENTS	5 1.8	3 1.4	2 6.3	- -	2 4.8	3 2.0	- -	2 3.1	3 1.8	2 2.1	1 1.4	1 2.8	1 1.5
NEGATIVE (NET)	73 26.9	55 26.6	6 18.8	13 16.3	13 31.0	47 31.8	4 9.5	10 15.6	59 35.8	14 14.4	15 21.4	11 30.6	32 48.5
HEALTH (SUB-NET)	9 3.3	7 3.4	1 3.1	1 1.3	2 4.8	6 4.1	- -	1 1.6	8 4.8	1 1.0	3 4.3	- -	5 7.6
SECOND HAND SMOKE VIEWED AS HEALTH RISK	5 1.8	3 1.4	1 3.1	- -	1 2.4	4 2.7	- -	- -	5 3.0	- -	1 1.4	- -	4 6.1
BAD FOR HEALTH	4 1.5	4 1.9	- -	1 1.3	1 2.4	2 1.4	- -	1 1.6	3 1.8	1 1.0	2 2.9	- -	1 1.5
MISCELLANEOUS (SUB-NET)	67 24.7	50 24.2	6 18.8	13 16.3	11 26.2	43 29.1	4 9.5	10 15.6	53 32.1	14 14.4	12 17.1	11 30.6	29 43.9

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TABLE 59
0.44B : How has the public's attitude changed?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Say Public's Attitude Has Changed	271	207	32	80	42	148	42	64	165	97	70	36	66
SMOKING RESTRICTED/HAVE TO GO OUTSIDE	31 11.4	23 11.1	1 3.1	4 5.0	5 11.9	22 14.9	2 4.8	3 4.7	26 15.8	4 4.1	7 10.0	5 13.9	15 22.7
PUBLIC LESS TOLERANT OF SMOKING	27 10.0	21 10.1	5 15.6	6 7.5	3 7.1	18 12.2	1 2.4	5 7.8	21 12.7	8 8.2	4 5.7	6 16.7	9 13.6
PUBLIC NOT LIKE SMELL	12 4.4	9 4.3	- -	2 2.5	3 7.1	7 4.7	2 4.8	4 6.3	6 3.6	4 4.1	1 1.4	3 8.3	3 4.5
PUBLIC LESS TOLERANT OF CIGAR SMOKING	7 2.6	6 2.9	- -	1 1.3	4 9.5	2 1.4	- -	- -	7 4.2	- -	1 1.4	1 2.8	4 6.1
NEGATIVE ADVERTISING/MEDIA IMAGE	4 1.5	2 1.0	2 6.3	- -	- -	4 2.7	- -	- -	4 2.4	- -	1 1.4	1 2.8	2 3.0
PLACES ALLOW CIGARETTES NOT CIGARS	3 1.1	3 1.4	- -	- -	1 2.4	2 1.4	- -	- -	3 1.8	- -	1 1.4	- -	2 3.0
OUTCASTS/SECOND CLASS CITIZENS SMOKE CIGARS	1 0.4	1 0.5	- -	- -	- -	1 0.7	- -	- -	1 0.6	- -	- -	- -	1 1.5
OTHER MISCELLANEOUS COMMENTS	4 1.5	3 1.4	1 3.1	1 1.3	- -	3 2.0	- -	- -	4 2.4	- -	2 2.9	- -	2 3.0
NEUTRAL (NET)	1 0.4	1 0.5	- -	1 1.3	- -	- -	- -	- -	1 0.6	- -	- -	1 2.8	- -
SOME ACCEPT/SOME DON'T	1 0.4	1 0.5	- -	1 1.3	- -	- -	- -	- -	1 0.6	- -	- -	1 2.8	- -
DON'T KNOW	5 1.8	5 2.4	- -	2 2.5	1 2.4	2 1.4	- -	1 1.6	4 2.4	1 1.0	- -	- -	4 6.1

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BANNER 1

TABLE 59
Q.44B : How has the public's attitude changed?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Who Say Public's Attitude Has Changed	271	207	32	80	42	148	42	64	165	97	70	36	66
TOTAL	400	312	52	113	67	219	55	101	244	142	104	58	93
	147.6	150.7	162.5	141.3	159.5	148.0	131.0	157.8	147.9	146.4	148.6	161.1	140.9

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BANNER 1

TABLE 60
Q.45 : How has this affected your smoking habits?

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS >5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Who Say Public's Attitude Has Changed	271	207	32	80	42	148	42	64	165	97	70	36	66
NO EFFECT	175 64.6	130 62.8	24 75.0	43 53.8	29 69.0	103 69.6	26 61.9	44 68.8	105 63.6	60 61.9	54 77.1	23 63.9	38 57.6
MORE APT TO SMOKE IN PUBLIC/LESS INHIBITED	20 7.4	16 7.7	3 9.4	13 16.3	1 2.4	6 4.1	5 11.9	5 7.8	10 6.1	10 10.3	6 8.6	2 5.6	2 3.0
NOT SMOKE IN PUBLIC/ SMOKE LESS IN PUBLIC	16 5.9	15 7.2	- -	4 5.0	3 7.1	9 6.1	3 7.1	1 1.6	12 7.3	5 5.2	2 2.9	2 5.6	6 9.1
SMOKING MORE	13 4.8	9 4.3	2 6.3	10 12.5	- -	3 2.0	4 9.5	4 6.3	5 3.0	8 8.2	2 2.9	2 5.6	1 1.5
CIGARS HARDER TO GET/ LESS AVAILABLE DUE TO POPULARITY	9 3.3	8 3.9	1 3.1	2 2.5	2 4.8	5 3.4	2 4.8	2 3.1	5 3.0	5 5.2	1 1.4	2 5.6	1 1.5
CONSIDERATE TOWARDS OTHERS/NON-SMOKERS	7 2.6	5 2.4	- -	3 3.8	2 4.8	2 1.4	1 2.4	1 1.6	5 3.0	1 1.0	1 1.4	- -	5 7.6
ONLY GO TO RESTAURANTS THAT ALLOW CIGAR SMOKING	7 2.6	5 2.4	1 3.1	2 2.5	2 4.8	3 2.0	2 4.8	1 1.6	4 2.4	3 3.1	1 1.4	1 2.8	2 3.0
LIMITS/RESTRICTS PLACES I CAN SMOKE	5 1.8	4 1.9	- -	1 1.3	1 2.4	3 2.0	- -	- -	5 3.0	- -	- -	1 2.8	4 6.1
ONLY SMOKE AT HOME	4 1.5	4 1.9	- -	- -	1 2.4	3 2.0	- -	1 1.6	3 1.8	1 1.0	1 1.4	- -	2 3.0
ONLY SMOKE OUTSIDE	4 1.5	4 1.9	- -	1 1.3	- -	3 2.0	- -	1 1.6	3 1.8	1 1.0	2 2.9	1 2.8	- -
SMOKE MORE CIGARS/ LESS CIGARETTES	4 1.5	4 1.9	- -	2 2.5	- -	1 0.7	1 2.4	3 4.7	- -	2 2.1	1 1.4	1 2.8	- -
SMOKE MORE EXPENSIVE/ HIGHER QUALITY CIGARS	2 0.7	1 0.5	1 3.1	1 1.3	- -	1 0.7	- -	- -	2 1.2	- -	1 1.4	- -	1 1.5
SMOKING LESS	2 0.7	1 0.5	- -	1 1.3	- -	1 0.7	- -	- -	2 1.2	- -	1 1.4	- -	1 1.5

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SIRS #96-156

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BANNER 1

TABLE 60
Q.45 : How has this affected your smoking habits?

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Who Say Public's Attitude Has Changed	271	207	32	80	42	148	42	64	165	97	70	36	66
ONLY SMOKE IN CAR	2 0.7	2 1.0	- -	- -	1 2.4	1 0.7	- -	- -	2 1.2	- -	1 1.4	- -	1 1.5
STARTED SMOKING/ STARTED SMOKING AGAIN	1 0.4	- -	1 3.1	1 1.3	- -	- -	1 2.4	- -	- -	1 1.0	- -	- -	- -
GET TOGETHER WITH OTHER CIGAR SMOKERS	1 0.4	1 0.5	- -	- -	- -	1 0.7	- -	- -	1 0.6	- -	- -	1 2.8	- -
DON'T KNOW	7 2.6	7 3.4	- -	3 3.8	1 2.4	3 2.0	- -	3 4.7	4 2.4	3 3.1	- -	1 2.8	3 4.5
NOTHING	7 2.6	5 2.4	- -	1 1.3	2 4.8	4 2.7	- -	1 1.6	6 3.6	1 1.0	1 1.4	- -	4 6.1
TOTAL	286 105.5	221 106.8	33 103.1	88 110.0	45 107.1	152 102.7	45 107.1	67 104.7	174 105.5	101 104.1	75 107.1	37 102.8	71 107.6

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 61A
Q.46 : Health Risk Rating - Summary Of Top 2 Box

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ALCOHOL CONSUMPTION	48 13.2	41 14.7	5 12.5	11 11.1	9 16.1	27 13.0	6 10.2	4 4.8	38 17.2	10 8.2	13 14.3	9 16.1	16 17.6
CIGAR SMOKING	20 5.5	19 6.8	- -	5 5.1	3 5.4	12 5.8	2 3.4	6 7.1	12 5.4	7 5.7	3 3.3	3 5.4	7 7.7
CIGARETTE SMOKING	195 53.6	141 50.5	29 72.5	49 49.5	39 69.6	107 51.7	30 50.8	50 59.5	115 52.0	58 47.5	54 59.3	29 51.8	52 57.1
FAT IN DIET	76 20.9	58 20.8	9 22.5	15 15.2	17 30.4	44 21.3	12 20.3	13 15.5	51 23.1	20 16.4	20 22.0	13 23.2	23 25.3
SECOND HAND SMOKE	39 10.7	29 10.4	4 10.0	8 8.1	12 21.4	19 9.2	5 8.5	13 15.5	21 9.5	12 9.8	9 9.9	7 12.5	11 12.1
SUN EXPOSURE	55 15.1	44 15.8	5 12.5	10 10.1	14 25.0	31 15.0	11 18.6	9 10.7	35 15.8	11 9.0	12 13.2	6 10.7	25 27.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 1

TABLE 61B
Q.46 : Health Risk Rating - Summary Of Bottom 2 Box

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ALCOHOL CONSUMPTION	40 11.0	31 11.1	6 15.0	17 17.2	3 5.4	20 9.7	3 5.1	11 13.1	26 11.8	11 9.0	10 11.0	9 16.1	9 9.9
CIGAR SMOKING	69 19.0	52 18.6	9 22.5	19 19.2	10 17.9	40 19.3	11 18.6	10 11.9	48 21.7	13 10.7	20 22.0	9 16.1	26 28.6
CIGARETTE SMOKING	9 2.5	7 2.5	1 2.5	2 2.0	1 1.8	6 2.9	1 1.7	- -	8 3.6	2 1.6	1 1.1	2 3.6	4 4.4
FAT IN DIET	27 7.4	18 6.5	4 10.0	11 11.1	3 5.4	13 6.3	4 6.8	3 3.6	20 9.0	7 5.7	2 2.2	6 10.7	11 12.1
SECOND HAND SMOKE	97 26.6	78 28.0	10 25.0	28 28.3	11 19.6	58 28.0	13 22.0	13 15.5	71 32.1	23 18.9	28 30.8	19 33.9	25 27.5
SUN EXPOSURE	36 9.9	28 10.0	3 7.5	13 13.1	5 8.9	18 8.7	5 8.5	8 9.5	23 10.4	10 8.2	10 11.0	7 12.5	9 9.9

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SIRS #96-156

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BANNER 1

TABLE 61C
Q.46 : Health Risk Rating - Summary Of Means

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
ALCOHOL CONSUMPTION	5.6	5.6	5.0	5.4	6.1	5.5	5.6	5.0	5.8	5.2	5.8	5.5	5.9
CIGAR SMOKING	4.4	4.4	3.9	4.3	4.4	4.4	4.1	4.6	4.4	4.6	4.4	4.4	4.1
CIGARETTE SMOKING	8.2	8.1	8.7	8.1	8.8	8.1	8.3	8.5	8.1	8.0	8.4	8.2	8.4
FAT IN DIET	6.6	6.5	6.9	6.2	7.1	6.7	6.5	6.8	6.5	6.5	6.9	6.6	6.4
SECOND HAND SMOKE	4.7	4.7	4.7	4.6	5.4	4.6	4.9	5.3	4.5	5.1	4.4	4.4	4.9
SUN EXPOSURE	5.8	5.8	5.6	5.2	6.5	5.9	5.9	5.5	5.9	5.3	5.6	5.7	6.6

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BANNER 1

TABLE 61D
Q.46 : Health Risk Rating For Alcohol Consumption

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	48 13.2	41 14.7	5 12.5	11 11.1	9 16.1	27 13.0	6 10.2	4 4.8	38 17.2	10 8.2	13 14.3	9 16.1	16 17.6
(10) TEN (EXTREME HEALTH RISK)	44 12.1	37 13.3	5 12.5	10 10.1	8 14.3	25 12.1	5 8.5	3 3.6	36 16.3	8 6.6	13 14.3	9 16.1	14 15.4
(9) NINE	4 1.1	4 1.4	- -	1 1.0	1 1.8	2 1.0	1 1.7	1 1.2	2 0.9	2 1.6	- -	- -	2 2.2
(8) EIGHT	35 9.6	29 10.4	1 2.5	13 13.1	7 12.5	15 7.2	7 11.9	11 13.1	17 7.7	10 8.2	12 13.2	4 7.1	8 8.8
(7) SEVEN	29 8.0	23 8.2	2 5.0	7 7.1	7 12.5	15 7.2	4 6.8	6 7.1	19 8.6	8 6.6	10 11.0	5 8.9	6 6.6
(6) SIX	28 7.7	22 7.9	1 2.5	11 11.1	2 3.6	15 7.2	5 8.5	6 7.1	17 7.7	14 11.5	3 3.3	5 8.9	5 5.5
(5) FIVE	105 28.8	75 26.9	17 42.5	29 29.3	19 33.9	57 27.5	19 32.2	27 32.1	59 26.7	39 32.0	26 28.6	14 25.0	26 28.6
(4) FOUR	24 6.6	21 7.5	2 5.0	5 5.1	5 8.9	14 6.8	5 8.5	5 6.0	14 6.3	15 12.3	2 2.2	5 8.9	2 2.2
(3) THREE	32 8.8	26 9.3	4 10.0	3 3.0	3 5.4	25 12.1	7 11.9	11 13.1	14 6.3	12 9.8	10 11.0	3 5.4	7 7.7
BOTTOM TWO BOX	40 11.0	31 11.1	6 15.0	17 17.2	3 5.4	20 9.7	3 5.1	11 13.1	26 11.8	11 9.0	10 11.0	9 16.1	9 9.9
(2) TWO	12 3.3	11 3.9	1 2.5	4 4.0	1 1.8	7 3.4	- -	2 2.4	10 4.5	2 1.6	4 4.4	2 3.6	4 4.4
(1) ONE (NO HEALTH RISK)	28 7.7	20 7.2	5 12.5	13 13.1	2 3.6	13 6.3	3 5.1	9 10.7	16 7.2	9 7.4	6 6.6	7 12.5	5 5.5
DON'T KNOW	23 6.3	11 3.9	2 5.0	3 3.0	1 1.8	19 9.2	3 5.1	3 3.6	17 7.7	3 2.5	5 5.5	2 3.6	12 13.2
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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BANNER 1

TABLE 61D
Q.46 : Health Risk Rating For Alcohol Consumption

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
Mean	5.6	5.6	5.0	5.4	6.1	5.5	5.6	5.0	5.8	5.2	5.8	5.5	5.9
Std.Dev	2.56	2.60	2.60	2.64	2.37	2.55	2.29	2.32	2.69	2.23	2.66	2.81	2.69
Std.Err	0.14	0.16	0.42	0.27	0.32	0.19	0.31	0.26	0.19	0.20	0.29	0.38	0.30

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SIRS #96-156

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BANNER 1

TABLE 61E
Q.46 : Health Risk Rating For Cigar Smoking

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	(100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	)5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	20 5.5	19 6.8	- -	5 5.1	3 5.4	12 5.8	2 3.4	6 7.1	12 5.4	7 5.7	3 3.3	3 5.4	7 7.7
(10) TEN (EXTREME HEALTH RISK)	11 3.0	11 3.9	- -	1 1.0	3 5.4	7 3.4	1 1.7	2 2.4	8 3.6	3 2.5	3 3.3	3 5.4	2 2.2
(9) NINE	9 2.5	8 2.9	- -	4 4.0	- -	5 2.4	1 1.7	4 4.8	4 1.8	4 3.3	- -	- -	5 5.5
(8) EIGHT	15 4.1	12 4.3	- -	2 2.0	3 5.4	10 4.8	1 1.7	4 4.8	10 4.5	4 3.3	6 6.6	- -	5 5.5
(7) SEVEN	20 5.5	15 5.4	2 5.0	8 8.1	3 5.4	9 4.3	1 1.7	3 3.6	16 7.2	4 3.3	7 7.7	3 5.4	6 6.6
(6) SIX	26 7.1	19 6.8	4 10.0	7 7.1	4 7.1	15 7.2	6 10.2	6 7.1	14 6.3	13 10.7	5 5.5	5 8.9	3 3.3
(5) FIVE	91 25.0	64 22.9	11 27.5	21 21.2	11 19.6	59 28.5	14 23.7	27 32.1	50 22.6	32 26.2	26 28.6	15 26.8	17 18.7
(4) FOUR	47 12.9	37 13.3	6 15.0	13 13.1	11 19.6	21 10.1	8 13.6	13 15.5	26 11.8	18 14.8	10 11.0	14 25.0	5 5.5
(3) THREE	68 18.7	58 20.8	8 20.0	22 22.2	10 17.9	36 17.4	14 23.7	15 17.9	39 17.6	29 23.8	13 14.3	7 12.5	18 19.8
BOTTOM TWO BOX	69 19.0	52 18.6	9 22.5	19 19.2	10 17.9	40 19.3	11 18.6	10 11.9	48 21.7	13 10.7	20 22.0	9 16.1	26 28.6
(2) TWO	39 10.7	31 11.1	5 12.5	11 11.1	6 10.7	22 10.6	8 13.6	3 3.6	28 12.7	11 9.0	13 14.3	4 7.1	11 12.1
(1) ONE (NO HEALTH RISK)	30 8.2	21 7.5	4 10.0	8 8.1	4 7.1	18 8.7	3 5.1	7 8.3	20 9.0	2 1.6	7 7.7	5 8.9	15 16.5
DON'T KNOW	8 2.2	3 1.1	- -	2 2.0	1 1.8	5 2.4	2 3.4	- -	6 2.7	2 1.6	1 1.1	- -	4 4.4
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 61E
Q.46 : Health Risk Rating For Cigar Smoking

		INCOME		SMOKING FREQ. 2YR			#YRS SMOKE CIGARS			AGE			
	TOTAL	<100,000	100,000+	MORE	LESS	SAME	2 or LESS	3-5	>5	18-34	35-44	45-54	55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
Std.Dev	2.17	2.24	1.67	2.09	2.23	2.21	1.87	2.11	2.27	1.94	2.18	2.04	2.54
Std.Err	0.12	0.14	0.26	0.21	0.30	0.16	0.25	0.23	0.15	0.18	0.23	0.27	0.27

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 1

TABLE 61F
Q.46 : Health Risk Rating For Cigarette Smoking

	TOTAL	INCOME (100,000	INCOME 100,000+	SMOKING FREQ. 2YR MORE	SMOKING FREQ. 2YR LESS	SMOKING FREQ. 2YR SAME	#YRS SMOKE CIGARS 2 or LESS	#YRS SMOKE CIGARS 3-5	#YRS SMOKE CIGARS)5	AGE 18-34	AGE 35-44	AGE 45-54	AGE 55+
BASE - Total Respondents	364	279	40	99	56	207	59	84	221	122	91	56	91
TOP TWO BOX	195 53.6	141 50.5	29 72.5	49 49.5	39 69.6	107 51.7	30 50.8	50 59.5	115 52.0	58 47.5	54 59.3	29 51.8	52 57.1
(10) TEN (EXTREME HEALTH RISK)	148 40.7	104 37.3	24 60.0	40 40.4	28 50.0	80 38.6	23 39.0	38 45.2	87 39.4	45 36.9	41 45.1	20 35.7	41 45.1
(9) NINE	47 12.9	37 13.3	5 12.5	9 9.1	11 19.6	27 13.0	7 11.9	12 14.3	28 12.7	13 10.7	13 14.3	9 16.1	11 12.1
(8) EIGHT	62 17.0	55 19.7	2 5.0	22 22.2	8 14.3	31 15.0	15 25.4	13 15.5	34 15.4	23 18.9	17 18.7	12 21.4	10 11.0
(7) SEVEN	34 9.3	28 10.0	3 7.5	9 9.1	3 5.4	21 10.1	6 10.2	8 9.5	20 9.0	16 13.1	4 4.4	6 10.7	8 8.8
(6) SIX	19 5.2	15 5.4	- -	6 6.1	2 3.6	11 5.3	1 1.7	4 4.8	14 6.3	8 6.6	3 3.3	2 3.6	5 5.5
(5) FIVE	28 7.7	24 8.6	4 10.0	6 6.1	3 5.4	19 9.2	4 6.8	8 9.5	16 7.2	10 8.2	11 12.1	3 5.4	3 3.3
(4) FOUR	4 1.1	3 1.1	1 2.5	3 3.0	- -	1 0.5	2 3.4	- -	2 0.9	2 1.6	- -	2 3.6	- -
(3) THREE	5 1.4	4 1.4	- -	2 2.0	- -	3 1.4	- -	1 1.2	4 1.8	3 2.5	1 1.1	- -	1 1.1
BOTTOM TWO BOX	9 2.5	7 2.5	1 2.5	2 2.0	1 1.8	6 2.9	1 1.7	- -	8 3.6	2 1.6	1 1.1	2 3.6	4 4.4
(2) TWO	1 0.3	- -	1 2.5	- -	- -	1 0.5	1 1.7	- -	- -	- -	- -	1 1.8	- -
(1) ONE (NO HEALTH RISK)	8 2.2	7 2.5	- -	2 2.0	1 1.8	5 2.4	- -	- -	8 3.6	2 1.6	1 1.1	1 1.8	4 4.4
DON'T KNOW	8 2.2	2 0.7	- -	- -	- -	8 3.9	- -	- -	8 3.6	- -	- -	- -	8 8.8
TOTAL	364 100.0	279 100.0	40 100.0	99 100.0	56 100.0	207 100.0	59 100.0	84 100.0	221 100.0	122 100.0	91 100.0	56 100.0	91 100.0
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mean	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

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1996 Premium Cigar Tables
Banner 2

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 1
Q.1 : Do you smoke cigars only or do you also use other tobacco products?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
CIGARS ONLY	224	36	3	-	31	12	84	28	43	131	86
	61.5	70.6	100.0	-	58.5	85.7	67.7	77.8	75.4	64.9	73.5
OTHER PRODUCTS	140	15	-	2	22	2	40	8	14	71	31
	38.5	29.4	-	100.0	41.5	14.3	32.3	22.2	24.6	35.1	26.5
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 2
Q.2 : What other products do you use?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Use Other Products	140	15	-	2	22	2	40	8	14	71	31
CHEWING TOBACCO	12	-	-	-	1	-	1	-	-	3	-
	8.6	-	-	-	4.5	-	2.5	-	-	4.2	-
CIGARETTES	89	6	-	2	17	2	22	7	7	48	20
	63.6	40.0	-	100.0	77.3	100.0	55.0	87.5	50.0	67.6	64.5
DIP/SNUFF	9	1	-	-	-	-	1	-	1	3	-
	6.4	6.7	-	-	-	-	2.5	-	7.1	4.2	-
PIPE	53	9	-	-	10	1	18	3	6	29	14
	37.9	60.0	-	-	45.5	50.0	45.0	37.5	42.9	40.8	45.2
TOTAL	163	16	-	2	28	3	42	10	14	83	34
	116.4	106.7	-	100.0	127.3	150.0	105.0	125.0	100.0	116.9	109.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TASTE/FLAVOR (NET)	196 53.8	32 62.7	3 100.0	1 50.0	24 45.3	11 78.6	72 58.1	20 55.6	34 59.6	105 52.0	71 60.7
LIKE/GOOD TASTE/ FLAVOR (NS)	124 34.1	26 51.0	2 66.7	1 50.0	11 20.8	9 64.3	53 42.7	15 41.7	26 45.6	72 35.6	52 44.4
TASTE/FLAVOR ATTRIBUTES (SUB-NET)	55 15.1	3 5.9	- -	- -	9 17.0	1 7.1	11 8.9	4 11.1	7 12.3	26 12.9	15 12.8
SMOOTH TASTE/ FLAVOR/NOT HARSH	15 4.1	1 2.0	- -	- -	3 5.7	1 7.1	3 2.4	- -	1 1.8	8 4.0	3 2.6
MILD TASTE/ FLAVOR/NOT TOO STRONG	14 3.8	- -	- -	- -	2 3.8	- -	3 2.4	1 2.8	2 3.5	8 4.0	6 5.1
SWEET TASTE/ FLAVOR	13 3.6	2 3.9	- -	- -	1 1.9	- -	3 2.4	- -	2 3.5	4 2.0	1 0.9
RELAXING TASTE/ FLAVOR	8 2.2	- -	- -	- -	1 1.9	- -	1 0.8	1 2.8	1 1.8	2 1.0	3 2.6
STRONG TASTE/ FLAVOR	3 0.8	- -	- -	- -	- -	- -	2 1.6	- -	- -	3 1.5	1 0.9
FLAVORFUL/MORE FLAVORFUL	3 0.8	- -	- -	- -	2 3.8	- -	- -	1 2.8	1 1.8	2 1.0	- -
RICH TASTE/FLAVOR	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
UNIQUE TASTE/ FLAVOR (NS)	2 0.5	- -	- -	- -	- -	- -	- -	1 2.8	- -	1 0.5	1 0.9
ROBUST/FULL-FLAVORED	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	2 3.5	2 1.0	2 1.7
NOT BITTER	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
GOOD TOBACCO TASTE/ FLAVOR	17 4.7	1 2.0	1 33.3	- -	4 7.5	- -	5 4.0	2 5.6	1 1.8	8 4.0	3 2.6
TASTE BETTER THAN/ PREFER TO CIGARETTES	13 3.6	2 3.9	- -	- -	3 5.7	- -	4 3.2	- -	3 5.3	9 4.5	2 1.7
NON-TOBACCO TASTE/ FLAVOR (SUB-NET)	10 2.7	2 3.9	- -	- -	1 1.9	1 7.1	5 4.0	1 2.8	3 5.3	4 2.0	4 3.4
SPICY TASTE/ FLAVOR	4 1.1	- -	- -	- -	- -	1 7.1	2 1.6	- -	2 3.5	1 0.5	2 1.7
NUTTY TASTE/ FLAVOR	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	2 1.0	2 1.7
COFFEE TASTE/ FLAVOR	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	1 0.5	1 0.9
WALNUT TASTE/ FLAVOR	1 0.3	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
CHOCOLATE TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER NON-TOBACCO TASTE/FLAVOR COMMENTS	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
TASTE LONG LASTING/ LASTS FOR A WHILE	6 1.6	2 3.9	- -	- -	1 1.9	- -	3 2.4	2 5.6	2 3.5	5 2.5	2 1.7
NOT BURN MOUTH/ THROAT	5 1.4	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
MILD/MELLOW AFTERTASTE	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	3 1.5	2 1.7
NOT TASTE LIKE AN ASHTRY	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -

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SIRS #96-156

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BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
NO AFTERTASTE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
MEDIUM TASTE/NOT HARD OR SOFT	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
MISCELLANEOUS (NET)	196 53.8	27 52.9	2 66.7	2 100.0	25 47.2	9 64.3	72 58.1	21 58.3	36 63.2	114 56.4	71 60.7
SOOTHING/RELAXING/ STRESS RELIEVING	88 24.2	15 29.4	1 33.3	1 50.0	9 17.0	4 28.6	34 27.4	12 33.3	16 28.1	53 26.2	39 33.3
ENJOYABLE TO SMOKE (NS)	82 22.5	8 15.7	2 66.7	- -	9 17.0	5 35.7	33 26.6	14 38.9	19 33.3	48 23.8	36 30.8
HABIT	27 7.4	2 3.9	- -	1 50.0	4 7.5	2 14.3	12 9.7	3 8.3	4 7.0	18 8.9	11 9.4
PLEASURE TO SMOKE (NS)	17 4.7	3 5.9	- -	1 50.0	3 5.7	- -	5 4.0	- -	4 7.0	10 5.0	4 3.4
SMOKE WITH A DRINK/ ALCOHO	12 3.3	3 5.9	- -	- -	1 1.9	1 7.1	5 4.0	- -	2 3.5	6 3.0	4 3.4
ENJOY NICOTENE/ TOBACCO HIGH	10 2.7	1 2.0	- -	- -	2 3.8	1 7.1	2 1.6	- -	1 1.8	8 4.0	2 1.7
CHANGE OF PACE/DO SOMETHING DIFFERENT	7 1.9	2 3.9	- -	- -	2 3.8	- -	3 2.4	- -	1 1.8	7 3.5	2 1.7
LIKE (NS)	5 1.4	2 3.9	- -	- -	1 1.9	- -	2 1.6	- -	- -	2 1.0	1 0.9
SIMILAR TO DRINKING A FINE WINE	4 1.1	2 3.9	- -	- -	1 1.9	- -	3 2.4	2 5.6	1 1.8	3 1.5	2 1.7
KEEPS BUGS AWAY	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -

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SIRS #96-156

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BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
HOBBY/COLLECTOR'S HOBBY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WAS SELLING CIGARS	1 0.3	- -	- -	- -	- -	1 7.1	1 0.8	- -	- -	1 0.5	1 0.9
AROMA (NET)	56 15.4	9 17.6	- -	- -	11 20.8	4 28.6	18 14.5	5 13.9	11 19.3	37 18.3	25 21.4
LIKE THE SMELL/ AROMA (NS)	51 14.0	9 17.6	- -	- -	10 18.9	3 21.4	17 13.7	4 11.1	10 17.5	35 17.3	23 19.7
SWEET SMELL/AROMA	3 0.8	- -	- -	- -	1 1.9	1 7.1	- -	- -	- -	2 1.0	1 0.9
AROMA NOT OFFENSIVE TO OTHERS	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	1 0.5	- -
AROMA LINGERS/LASTS FOR A LONG TIME	2 0.5	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	- -	1 0.9
ATTITUDE (NET)	46 12.6	8 15.7	- -	- -	8 15.1	1 7.1	17 13.7	5 13.9	9 15.8	29 14.4	14 12.0
SOCIAL (SUB-NET)	42 11.5	7 13.7	- -	- -	7 13.2	1 7.1	14 11.3	5 13.9	9 15.8	27 13.4	13 11.1
SOCIALIZATION/ SMOKE WITH FRIENDS	13 3.6	2 3.9	- -	- -	3 5.7	- -	5 4.0	2 5.6	3 5.3	9 4.5	5 4.3
SMOKE AFTER A MEAL	12 3.3	2 3.9	- -	- -	1 1.9	1 7.1	4 3.2	2 5.6	2 3.5	8 4.0	3 2.6
SMOKE WHILE PLAYING GOLF	7 1.9	- -	- -	- -	2 3.8	- -	3 2.4	1 2.8	1 1.8	5 2.5	3 2.6
SMOKE ON SPECIAL OCCASIONS/ CELEBRATIONS	7 1.9	2 3.9	- -	- -	1 1.9	- -	3 2.4	1 2.8	1 1.8	4 2.0	2 1.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SMOKE WHILE PLAYING CARDS	4 1.1	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	3 1.5	1 0.9
RITUAL OF SMOKING A CIGAR	3 0.8	1 2.0	- -	- -	- -	- -	2 1.6	- -	2 3.5	2 1.0	1 0.9
FUN (NS)	3 0.8	- -	- -	- -	2 3.8	- -	1 0.8	- -	- -	3 1.5	- -
LIKE THE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SMOKE WHILE FISHING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
POPULAR/SOCIABLE	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	- -
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR	3 0.8	1 2.0	- -	- -	1 1.9	- -	3 2.4	- -	- -	2 1.0	1 0.9
HIGH/UPPER CLASS	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
HEALTH (NET)	36 9.9	2 3.9	- -	- -	6 11.3	1 7.1	12 9.7	4 11.1	5 8.8	21 10.4	11 9.4
TO CUT BACK/QUIT SMOKING CIGARETTES	18 4.9	- -	- -	- -	4 7.5	- -	5 4.0	- -	3 5.3	11 5.4	5 4.3
HEALTHIER THAN CIGARRETTES/NOT INHALE	15 4.1	2 3.9	- -	- -	3 5.7	- -	6 4.8	3 8.3	2 3.5	9 4.5	3 2.6
NOT CHOKE WHEN INHALE	4 1.1	- -	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	2 1.0	1 0.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
CIGARS NOT UNHEALTHY/LEAST HARFUL TOBACCO	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CIGARS NOT ADDICITVE/NOT AS ADDICTIVE AS CIGARETTES	1 0.3	- -	- -	- -	- -	- -	- -	1 2.8	- -	1 0.5	1 0.9
SMOKE TO KEEP FROM EATING	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.9
QUALITY (NET)	16 4.4	2 3.9	- -	- -	1 1.9	- -	4 3.2	1 2.8	1 1.8	8 4.0	5 4.3
LASTS LONGER/BURNS A LONG TIME	9 2.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	4 2.0	1 0.9
LIKE INGREDIENTS/ QUALITY INGREDIENTS	4 1.1	1 2.0	- -	- -	1 1.9	- -	2 1.6	1 2.8	1 1.8	3 1.5	3 2.6
CONSTRUCTION (SUB-NET)	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
PACKED WELL/ PACKED EVENLY	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
WELL MADE/GOOD QUALITY/ CONSTRUCTION (NS)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BURNS/SMOKES WELL/ EVENLY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GOOD AMOUNT OF SMOKE	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
EASY TO DRAW	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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GC 015500

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SMOKE DOWN TO END	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
INFLUENCE (NET)	16 4.4	4 7.8	- -	1 50.0	2 3.8	1 7.1	7 5.6	1 2.8	1 1.8	9 4.5	6 5.1
RELATIVE SMOKED/ INFLUENCE	8 2.2	2 3.9	- -	1 50.0	- -	- -	2 1.6	- -	1 1.8	3 1.5	1 0.9
STARTED WITH FRIENDS AND CO-WORKERS	4 1.1	1 2.0	- -	- -	1 1.9	- -	2 1.6	1 2.8	- -	3 1.5	2 1.7
SMOKED/STARTED SMOKING CIGARETTES	3 0.8	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	2 1.0	2 1.7
STARTED IN SCHOOL/ MILITARY	2 0.5	1 2.0	- -	- -	- -	1 7.1	2 1.6	- -	- -	1 0.5	1 0.9
TEXTURE (NET)	10 2.7	- -	- -	- -	- -	2 14.3	2 1.6	2 5.6	1 1.8	6 3.0	5 4.3
ENJOY THE FEEL OF CIGAR IN HAND	7 1.9	- -	- -	- -	- -	1 7.1	- -	- -	- -	4 2.0	3 2.6
LIKE THE FEEL OF CIGAR IN MOUTH/ORAL SATISFACTION	3 0.8	- -	- -	- -	- -	2 14.3	2 1.6	2 5.6	1 1.8	2 1.0	3 2.6
FEELS SMOOTH/SMOOTH WRAPPER	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
VARIETY/SELECTION (NET)	10 2.7	3 5.9	- -	- -	- -	- -	6 4.8	1 2.8	1 1.8	4 2.0	4 3.4
LIKE/GOOD VARIETY OF FLAVORS	10 2.7	3 5.9	- -	- -	- -	- -	6 4.8	1 2.8	1 1.8	4 2.0	4 3.4
STYLE/DESIGN (NET)	10 2.7	3 5.9	- -	- -	- -	2 14.3	4 3.2	1 2.8	4 7.0	3 1.5	4 3.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
WRAPPER (SUB-NET)	4 1.1	2 3.9	- -	- -	- -	- -	2 1.6	- -	1 1.8	1 0.5	1 0.9
MADURO WRAPPER	3 0.8	2 3.9	- -	- -	- -	- -	2 1.6	- -	- -	- -	- -
LIKE THE WRAPPER (NS)	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	1 0.9
SIZE (SUB-NET)	4 1.1	- -	- -	- -	- -	1 7.1	1 0.8	1 2.8	2 3.5	2 1.0	2 1.7
LIKE THE SIZE	3 0.8	- -	- -	- -	- -	1 7.1	1 0.8	1 2.8	2 3.5	2 1.0	2 1.7
LIKE LARGER SIZE/ LARGER RING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
FULL BODIED	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	1 1.8	- -	1 0.9
TOBACCO/FILLERS AGED	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
ALTERNATIVE (NET)	5 1.4	- -	- -	- -	- -	- -	- -	- -	- -	2 1.0	- -
ALTERNATIVE TO CIGARETTES	4 1.1	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
ALTERNATIVE TO A PIPE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
ALTERNATIVE TO CHEWING TOBACCO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE (NET)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015502

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 3
Q.3 : Why do you smoke cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -Total Respondents	364	51	3	2	53	14	124	36	57	202	117
EASIER/MORE CONVENIENT THAN A PIPE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	12 3.3	1 2.0	- -	- -	2 3.8	- -	3 2.4	1 2.8	2 3.5	6 3.0	2 1.7
NOTHING/NO REASON	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	747 205.2	112 219.6	6 200.0	5 250.0	99 186.8	37 264.3	269 216.9	78 216.7	131 229.8	431 213.4	268 229.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 4
Q.4 : How many years have you been smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
LESS THAN ONE YEAR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ONE - TWO YEARS	58 15.9	9 17.6	1 33.3	- -	7 13.2	2 14.3	21 16.9	8 22.2	13 22.8	34 16.8	25 21.4
TWO - THREE YEARS	31 8.5	9 17.6	1 33.3	- -	5 9.4	- -	17 13.7	5 13.9	5 8.8	18 8.9	11 9.4
THREE - FOUR YEARS	19 5.2	4 7.8	- -	- -	5 9.4	1 7.1	7 5.6	1 2.8	5 8.8	13 6.4	8 6.8
FOUR - FIVE YEARS	34 9.3	5 9.8	- -	1 50.0	5 9.4	- -	13 10.5	8 22.2	6 10.5	19 9.4	9 7.7
FIVE - SIX YEARS	4 1.1	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	2 1.7
SIX - SEVEN YEARS	10 2.7	1 2.0	- -	- -	2 3.8	- -	5 4.0	- -	3 5.3	6 3.0	3 2.6
SEVEN - EIGHT YEARS	9 2.5	2 3.9	- -	- -	2 3.8	1 7.1	4 3.2	1 2.8	3 5.3	4 2.0	4 3.4
EIGHT - NINE YEARS	4 1.1	- -	- -	- -	- -	1 7.1	1 0.8	1 2.8	- -	3 1.5	2 1.7
NINE - TEN YEARS	35 9.6	2 3.9	- -	- -	8 15.1	2 14.3	7 5.6	2 5.6	4 7.0	24 11.9	9 7.7
TEN - FIFTEEN YEARS	36 9.9	7 13.7	1 33.3	- -	3 5.7	2 14.3	15 12.1	4 11.1	5 8.8	19 9.4	9 7.7
FIFTEEN - TWENTY YEARS	27 7.4	3 5.9	- -	- -	4 7.5	1 7.1	11 8.9	3 8.3	2 3.5	14 6.9	10 8.5
TWENTY - TWENTY-FIVE YEARS	15 4.1	1 2.0	- -	- -	2 3.8	1 7.1	4 3.2	1 2.8	3 5.3	9 4.5	4 3.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 4
Q.4 : How many years have you been smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TWENTY-FIVE - THIRTY YEARS	27 7.4	2 3.9	- -	1 50.0	4 7.5	- -	4 3.2	- -	1 1.8	15 7.4	1 0.9
THIRTY - THIRTY-FIVE YEARS	14 3.8	1 2.0	- -	- -	2 3.8	- -	5 4.0	2 5.6	1 1.8	7 3.5	4 3.4
THIRTY-FIVE - FOURTY YEARS	12 3.3	1 2.0	- -	- -	- -	1 7.1	2 1.6	- -	- -	4 2.0	3 2.6
FOURTY - FOURTY-FIVE YEARS	6 1.6	2 3.9	- -	- -	- -	1 7.1	4 3.2	- -	- -	3 1.5	2 1.7
FOURTY-FIVE - FIFTY YEARS	11 3.0	- -	- -	- -	2 3.8	1 7.1	- -	- -	4 7.0	4 2.0	6 5.1
MORE THAN FIFTY YEARS	11 3.0	2 3.9	- -	- -	2 3.8	- -	2 1.6	- -	1 1.8	4 2.0	5 4.3
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 5
Q.5 : How often do you currently smoke a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
THREE OR MORE TIMES A DAY	44 12.1	8 15.7	- -	- -	2 3.8	1 7.1	16 12.9	4 11.1	9 15.8	20 9.9	16 13.7
ONE TO TWO TIMES A DAY	88 24.2	10 19.6	- -	1 50.0	9 17.0	2 14.3	34 27.4	8 22.2	13 22.8	53 26.2	29 24.8
FOUR TO SIX TIMES A WEEK	35 9.6	4 7.8	1 33.3	- -	4 7.5	1 7.1	14 11.3	5 13.9	8 14.0	20 9.9	13 11.1
TWO TO THREE TIMES A WEEK	75 20.6	10 19.6	1 33.3	- -	10 18.9	3 21.4	29 23.4	10 27.8	14 24.6	47 23.3	26 22.2
ONCE A WEEK	47 12.9	10 19.6	- -	1 50.0	10 18.9	3 21.4	13 10.5	6 16.7	6 10.5	23 11.4	19 16.2
ONE TO THREE TIMES A MONTH	58 15.9	5 9.8	1 33.3	- -	15 28.3	3 21.4	13 10.5	3 8.3	6 10.5	34 16.8	12 10.3
ONE TO TWO TIMES A QUARTER	9 2.5	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	3 1.5	1 0.9
ONE TO THREE TIMES A YEAR	6 1.6	3 5.9	- -	- -	2 3.8	- -	3 2.4	- -	1 1.8	2 1.0	- -
LESS THAN ONE TIME A YEAR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DK/REFUSED	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 6
Q.6 : Are you currently smoking more, less or about the same amount of cigars as you were two years ago?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MORE	99	19	3	-	11	1	40	17	20	57	39
	27.2	37.3	100.0	-	20.8	7.1	32.3	47.2	35.1	28.2	33.3
LESS	56	11	-	-	6	5	20	6	9	24	15
	15.4	21.6	-	-	11.3	35.7	16.1	16.7	15.8	11.9	12.8
ABOUT THE SAME	207	21	-	2	35	8	63	13	27	119	62
	56.9	41.2	-	100.0	66.0	57.1	50.8	36.1	47.4	58.9	53.0
DON'T KNOW/REFUSED	2	-	-	-	1	-	1	-	1	2	1
	0.5	-	-	-	1.9	-	0.8	-	1.8	1.0	0.9
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 7
Q.7 : How often were you smoking a cigar two years ago?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Smoking More Or Less Than Two Years Ago	155	30	3	-	17	6	60	23	29	81	54
THREE OR MORE TIMES A DAY	22 14.2	4 13.3	- -	- -	- -	1 16.7	8 13.3	2 8.7	2 6.9	8 9.9	7 13.0
ONE TO TWO TIMES A DAY	20 12.9	5 16.7	- -	- -	2 11.8	1 16.7	9 15.0	3 13.0	6 20.7	10 12.3	5 9.3
FOUR TO SIX TIMES A WEEK	3 1.9	- -	- -	- -	1 5.9	- -	- -	- -	- -	1 1.2	1 1.9
TWO TO THREE TIMES A WEEK	23 14.8	5 16.7	- -	- -	3 17.6	2 33.3	12 20.0	5 21.7	6 20.7	15 18.5	10 18.5
ONCE A WEEK	18 11.6	3 10.0	1 33.3	- -	1 5.9	2 33.3	10 16.7	2 8.7	3 10.3	9 11.1	11 20.4
ONE TO THREE TIMES A MONTH	30 19.4	5 16.7	1 33.3	- -	6 35.3	- -	10 16.7	6 26.1	4 13.8	20 24.7	10 18.5
ONE TO TWO TIMES A QUARTER	8 5.2	2 6.7	- -	- -	1 5.9	- -	2 3.3	- -	2 6.9	3 3.7	3 5.6
ONE TO THREE TIMES A YEAR	11 7.1	3 10.0	- -	- -	1 5.9	- -	5 8.3	1 4.3	- -	3 3.7	2 3.7
LESS THAN ONE TIME A YEAR	5 3.2	- -	- -	- -	1 5.9	- -	- -	1 4.3	1 3.4	3 3.7	1 1.9
NONE/WAS NOT SMOKING 2 YEARS AGO	12 7.7	3 10.0	1 33.3	- -	1 5.9	- -	4 6.7	3 13.0	4 13.8	7 8.6	4 7.4
DK/REFUSED	3 1.9	- -	- -	- -	- -	- -	- -	- -	1 3.4	2 2.5	- -
TOTAL	155 100.0	30 100.0	3 100.0	- -	17 100.0	6 100.0	60 100.0	23 100.0	29 100.0	81 100.0	54 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MACANUDO	68 18.7	3 5.9	1 33.3	- -	36 67.9	3 21.4	18 14.5	9 25.0	13 22.8	68 33.7	35 29.9
ARTURO FUENTE	34 9.3	25 49.0	- -	- -	- -	- -	34 27.4	5 13.9	6 10.5	18 8.9	14 12.0
TE-AMO	17 4.7	1 2.0	- -	- -	4 7.5	- -	6 4.8	1 2.8	- -	15 7.4	5 4.3
PARTAGAS	16 4.4	2 3.9	- -	- -	1 1.9	6 42.9	10 8.1	2 5.6	3 5.3	10 5.0	16 13.7
SWISHER SWEETS	14 3.8	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
DUNHILL	13 3.6	1 2.0	- -	1 50.0	- -	- -	4 3.2	1 2.8	2 3.5	10 5.0	3 2.6
GARCIA Y VEGA	11 3.0	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	2 1.0	1 0.9
WHITE OWL	11 3.0	1 2.0	- -	- -	1 1.9	1 7.1	2 1.6	- -	1 1.8	4 2.0	2 1.7
DUTCH MASTERS	10 2.7	1 2.0	- -	- -	1 1.9	- -	3 2.4	- -	- -	6 3.0	1 0.9
ROYAL JAMICA	10 2.7	- -	- -	- -	1 1.9	- -	- -	1 2.8	2 3.5	7 3.5	2 1.7
PUNCH	9 2.5	4 7.8	- -	- -	- -	- -	5 4.0	3 8.3	1 1.8	3 1.5	3 2.6
PHILLIES	9 2.5	- -	- -	- -	3 5.7	1 7.1	- -	- -	1 1.8	4 2.0	2 1.7
THOMPSON	7 1.9	- -	- -	- -	- -	- -	3 2.4	- -	1 1.8	1 0.5	2 1.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
H. UPMANN	7 1.9	3 5.9	- -	- -	- -	- -	5 4.0	1 2.8	2 3.5	5 2.5	3 2.6
CUESTA REY	7 1.9	- -	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	3 1.5	2 1.7
MONTE CRISTO	6 1.6	- -	- -	- -	- -	- -	1 0.8	1 2.8	3 5.3	3 1.5	1 0.9
ANTONIO & CLEOPATRA	5 1.4	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
HOYO DE MONTERREY	5 1.4	- -	- -	- -	- -	1 7.1	2 1.6	- -	- -	4 2.0	3 2.6
COHIBA	5 1.4	2 3.9	- -	- -	- -	- -	5 4.0	2 5.6	2 3.5	5 2.5	3 2.6
EL PRODUCTO	4 1.1	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	- -
ASHTON	3 0.8	1 2.0	- -	- -	- -	- -	2 1.6	- -	2 3.5	2 1.0	1 0.9
DAVIDOFF	3 0.8	- -	1 33.3	1 50.0	- -	- -	1 0.8	2 5.6	3 5.3	2 1.0	2 1.7
DON DIEGO	3 0.8	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
LA GLORIA CUBANA	3 0.8	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	2 1.7
ROMEO Y JULIETA	3 0.8	1 2.0	- -	- -	- -	- -	3 2.4	3 8.3	2 3.5	3 1.5	2 1.7
HAVA TAMPA	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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GC 015509

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TIPARILLO	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
BACCARAT	2 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	1 0.9
LICINCIADOS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MUNI MAKERS	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.9
ONYX	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
AVO	1 0.3	- -	1 33.3	- -	- -	- -	- -	1 2.8	1 1.8	1 0.5	- -
PRIMO DEL REY	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
CROOKS	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	- -
CUBAN (UNSPECIFIED)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	58 15.9	4 7.8	- -	- -	3 5.7	1 7.1	10 8.1	3 8.3	6 10.5	14 6.9	6 5.1
DON'T KNOW	7 1.9	- -	- -	- -	- -	- -	1 0.8	- -	- -	2 1.0	1 0.9
NONE	3 0.8	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	1 0.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	203 100.5	117 100.0

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UNDER PROTECTIVE ORDER
GC 015510

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 9
Q.8B : What other brands of cigars can you think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MACANUDO	70 19.2	9 17.6	2 66.7	1 50.0	8 15.1	4 28.6	34 27.4	13 36.1	15 26.3	70 34.7	35 29.9
H. UPMANN	54 14.8	13 25.5	1 33.3	- -	8 15.1	5 35.7	36 29.0	9 25.0	14 24.6	41 20.3	37 31.6
PARTAGAS	53 14.6	13 25.5	2 66.7	- -	5 9.4	6 42.9	32 25.8	14 38.9	18 31.6	43 21.3	53 45.3
PUNCH	40 11.0	6 11.8	- -	- -	6 11.3	1 7.1	22 17.7	6 16.7	8 14.0	32 15.8	19 16.2
DUNHILL	38 10.4	11 21.6	1 33.3	- -	6 11.3	2 14.3	22 17.7	9 25.0	14 24.6	30 14.9	19 16.2
ARTURO FUENTE	36 9.9	10 19.6	1 33.3	- -	4 7.5	1 7.1	36 29.0	9 25.0	10 17.5	29 14.4	19 16.2
HOYO DE MONTERREY	31 8.5	7 13.7	- -	- -	2 3.8	1 7.1	19 15.3	10 27.8	10 17.5	20 9.9	19 16.2
GARCIA Y VEGA	22 6.0	4 7.8	- -	- -	6 11.3	1 7.1	5 4.0	1 2.8	3 5.3	13 6.4	5 4.3
SWISHER SWEETS	22 6.0	2 3.9	- -	- -	5 9.4	- -	3 2.4	- -	1 1.8	9 4.5	2 1.7
ROYAL JAMICA	19 5.2	3 5.9	- -	- -	3 5.7	2 14.3	9 7.3	1 2.8	3 5.3	16 7.9	11 9.4
DAVIDOFF	18 4.9	1 2.0	1 33.3	1 50.0	2 3.8	1 7.1	10 8.1	2 5.6	18 31.6	13 6.4	10 8.5
DUTCH MASTERS	17 4.7	2 3.9	- -	1 50.0	3 5.7	- -	3 2.4	- -	1 1.8	5 2.5	2 1.7
TE-AMO	16 4.4	4 7.8	- -	- -	1 1.9	- -	7 5.6	3 8.3	6 10.5	12 5.9	10 8.5

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UNDER PROTECTIVE ORDER
GC 015511

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 9
Q.8B : What other brands of cigars can you think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
WHITE OWL	16 4.4	2 3.9	- -	1 50.0	1 1.9	- -	4 3.2	- -	2 3.5	4 2.0	3 2.6
DON DIEGO	15 4.1	2 3.9	- -	- -	3 5.7	1 7.1	8 6.5	- -	3 5.3	11 5.4	9 7.7
ROMEO Y JULIETA	15 4.1	2 3.9	- -	- -	4 7.5	1 7.1	6 4.8	1 2.8	4 7.0	11 5.4	7 6.0
MONTE CRISTO	14 3.8	1 2.0	- -	- -	1 1.9	1 7.1	7 5.6	2 5.6	9 15.8	8 4.0	7 6.0
BERING	14 3.8	- -	- -	- -	1 1.9	- -	5 4.0	1 2.8	3 5.3	10 5.0	6 5.1
AVO	13 3.6	2 3.9	2 66.7	- -	- -	- -	9 7.3	13 36.1	4 7.0	10 5.0	9 7.7
COHIBA	13 3.6	1 2.0	- -	- -	1 1.9	2 14.3	7 5.6	4 11.1	5 8.8	11 5.4	10 8.5
CUESTA REY	13 3.6	1 2.0	1 33.3	- -	2 3.8	1 7.1	5 4.0	3 8.3	2 3.5	10 5.0	7 6.0
ANTONIO & CLEOPATRA	13 3.6	3 5.9	- -	- -	2 3.8	- -	5 4.0	- -	4 7.0	7 3.5	6 5.1
BACCARAT	11 3.0	2 3.9	- -	- -	2 3.8	- -	4 3.2	- -	2 3.5	9 4.5	6 5.1
ASHTON	10 2.7	1 2.0	- -	- -	1 1.9	- -	6 4.8	1 2.8	4 7.0	8 4.0	6 5.1
LA GLORIA CUBANA	9 2.5	2 3.9	1 33.3	- -	1 1.9	- -	7 5.6	5 13.9	3 5.3	7 3.5	7 6.0
THOMPSON	9 2.5	1 2.0	- -	- -	2 3.8	- -	2 1.6	- -	- -	3 1.5	1 0.9

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UNDER PROTECTIVE ORDER
GC 015512

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 9
Q.8B : What other brands of cigars can you think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
EL PRODUCTO	9 2.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	2 1.0	1 0.9
KING EDWARDS	8 2.2	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	2 1.0	2 1.7
MONTECRUZ	7 1.9	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	4 2.0	4 3.4
PHILLIES	6 1.6	- -	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	2 1.0	1 0.9
J.R.	6 1.6	- -	- -	- -	- -	- -	3 2.4	1 2.8	- -	3 1.5	1 0.9
HAVA TAMPA	5 1.4	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
ONYX	5 1.4	1 2.0	1 33.3	- -	- -	- -	5 4.0	1 2.8	2 3.5	5 2.5	4 3.4
DON THOMAS	5 1.4	1 2.0	- -	- -	- -	- -	2 1.6	1 2.8	- -	4 2.0	1 0.9
ZINO	4 1.1	- -	- -	- -	- -	1 7.1	2 1.6	1 2.8	3 5.3	2 1.0	3 2.6
CASABLANCA	4 1.1	1 2.0	- -	- -	- -	- -	3 2.4	- -	- -	4 2.0	2 1.7
TIPARILLO	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
GRIFFINS	3 0.8	- -	1 33.3	- -	- -	- -	2 1.6	2 5.6	2 3.5	3 1.5	3 2.6
PRIMO DEL REY	3 0.8	- -	- -	- -	- -	- -	2 1.6	1 2.8	1 1.8	3 1.5	2 1.7

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GC 015513

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 3
Q.8B : What other brands of cigars can you think of?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
CUBAN (UNSPECIFIED)	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	2 1.7
PLEIADES	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	1 2.8	- -	2 1.0	2 1.7
TEMPLE HALL	2 0.5	- -	1 33.3	- -	- -	- -	1 0.8	2 5.6	1 1.8	2 1.0	2 1.7
CROOKS	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LICINIADOS	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	- -
RAMON ALLONES	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA UNICA	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	1 0.5	1 0.9
ROBERT BURNS	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
OTHER	94 25.8	9 17.6	- -	- -	15 28.3	4 28.6	30 24.2	7 19.4	16 28.1	54 26.7	20 17.1
DON'T KNOW	14 3.8	2 3.9	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	1 0.9
NONE	25 6.9	4 7.8	- -	- -	3 5.7	- -	4 3.2	- -	- -	6 3.0	- -
TOTAL	814 223.6	127 249.0	15 500.0	4 200.0	103 194.3	35 250.0	382 308.1	126 350.0	195 342.1	548 271.3	378 323.1

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PREMIUM CIGAR USAGE AND ATTITUDES
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10A
Q.9 : Have you heard of Arturo Fuente?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	294	16	2	2	49	13	54	22	41	155	84
YES	184 62.6	15 93.8	1 50.0	1 50.0	30 61.2	10 76.9	53 98.1	19 86.4	32 78.0	116 74.8	75 89.3
NO	110 37.4	1 6.3	1 50.0	1 50.0	19 38.8	3 23.1	1 1.9	3 13.6	9 22.0	39 25.2	9 10.7
TOTAL	294 100.0	16 100.0	2 100.0	2 100.0	49 100.0	13 100.0	54 100.0	22 100.0	41 100.0	155 100.0	84 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10B
Q.9 : Have you heard of Ashton?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	351	49	3	2	52	14	116	35	51	192	110
YES	171	27	2	1	24	11	80	28	34	111	78
	48.7	55.1	66.7	50.0	46.2	78.6	69.0	80.0	66.7	57.8	70.9
NO	180	22	1	1	28	3	36	7	17	81	32
	51.3	44.9	33.3	50.0	53.8	21.4	31.0	20.0	33.3	42.2	29.1
TOTAL	351	49	3	2	52	14	116	35	51	192	110
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10C
Q.9 : Have you heard of Avo?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	350	49	-	2	53	14	115	22	52	191	108
YES	95	20	-	2	13	5	53	21	25	59	49
	27.1	40.8	-	100.0	24.5	35.7	46.1	95.5	48.1	30.9	45.4
NO	255	29	-	-	40	9	62	1	27	132	59
	72.9	59.2	-	-	75.5	64.3	53.9	4.5	51.9	69.1	54.6
TOTAL	350	49	-	2	53	14	115	22	52	191	108
	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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UNDER PROTECTIVE ORDER
GC 015517

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10D
Q.9 : Have you heard of Davidoff?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	343	50	1	-	51	13	113	32	36	187	105
YES	154	29	1	-	22	6	68	27	36	109	73
	44.9	58.0	100.0	-	43.1	46.2	60.2	84.4	100.0	58.3	69.5
NO	189	21	-	-	29	7	45	5	-	78	32
	55.1	42.0	-	-	56.9	53.8	39.8	15.6	-	41.7	30.5
TOTAL	343	50	1	-	51	13	113	32	36	187	105
	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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GC 015518

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10E
Q.9 : Have you heard of Dunhill?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	313	39	2	1	47	12	98	26	41	162	95
YES	262	33	2	1	39	12	91	25	39	148	91
	83.7	84.6	100.0	100.0	83.0	100.0	92.9	96.2	95.1	91.4	95.8
NO	51	6	-	-	8	-	7	1	2	14	4
	16.3	15.4	-	-	17.0	-	7.1	3.8	4.9	8.6	4.2
TOTAL	313	39	2	1	47	12	98	26	41	162	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10F
Q.9 : Have you heard of H. Upmann?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	303	35	2	2	45	9	83	26	41	156	77
YES	181 59.7	20 57.1	1 50.0	2 100.0	26 57.8	7 77.8	64 77.1	20 76.9	35 85.4	109 69.9	61 79.2
NO	122 40.3	15 42.9	1 50.0	- -	19 42.2	2 22.2	19 22.9	6 23.1	6 14.6	47 30.1	16 20.8
TOTAL	303 100.0	35 100.0	2 100.0	2 100.0	45 100.0	9 100.0	83 100.0	26 100.0	41 100.0	156 100.0	77 100.0

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GC 015520

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 106
Q.9 : Have you heard of Hoyo De Monterey?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	328	44	3	2	51	12	103	26	47	178	95
YES	203	32	2	1	30	10	83	21	38	128	78
	61.9	72.7	66.7	50.0	58.8	83.3	80.6	80.8	80.9	71.9	82.1
NO	125	12	1	1	21	2	20	5	9	50	17
	38.1	27.3	33.3	50.0	41.2	16.7	19.4	19.2	19.1	28.1	17.9
TOTAL	328	44	3	2	51	12	103	26	47	178	95
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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UNDER PROTECTIVE ORDER
GC 015521

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10H
Q.9 : Have you heard of La Gloria Cubana?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	352	49	2	2	52	14	115	31	53	193	108
YES	128	20	-	1	19	9	52	16	22	77	54
	36.4	40.8	-	50.0	36.5	64.3	45.2	51.6	41.5	39.9	50.0
NO	224	29	2	1	33	5	63	15	31	116	54
	63.6	59.2	100.0	50.0	63.5	35.7	54.8	48.4	58.5	60.1	50.0
TOTAL	352	49	2	2	52	14	115	31	53	193	108
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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UNDER PROTECTIVE ORDER
GC 015522

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 101
Q.9 : Have you heard of Macanudo?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	226	39	-	1	9	7	72	14	29	64	47
YES	152	31	-	1	9	5	62	13	28	64	43
	67.3	79.5	-	100.0	100.0	71.4	86.1	92.9	96.6	100.0	91.5
NO	74	8	-	-	-	2	10	1	1	-	4
	32.7	20.5	-	-	-	28.6	13.9	7.1	3.4	-	8.5
TOTAL	226	39	-	1	9	7	72	14	29	64	47
	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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GC 015523

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 10J
Q.9 : Have you heard of Partagas?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Not Aware Of Brands	295	36	1	2	47	2	82	20	36	149	48
YES	162	22	-	2	26	2	61	15	30	105	47
	54.9	61.1	-	100.0	55.3	100.0	74.4	75.0	83.3	70.5	97.9
NO	133	14	1	-	21	-	21	5	6	44	1
	45.1	38.9	100.0	-	44.7	-	25.6	25.0	16.7	29.5	2.1
TOTAL	295	36	1	2	47	2	82	20	36	149	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015524

PREMIUM CIGAR USAGE AND ATTITUDE
STRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
INFLUENCE (NET)	199 54.7	31 60.8	1 33.3	2 100.0	35 66.0	10 71.4	71 57.3	24 66.7	31 54.4	123 60.9	75 64.1
CURIOSITY	65 17.9	13 25.5	- -	1 50.0	9 17.0	3 21.4	26 21.0	8 22.2	9 15.8	38 18.8	22 18.8
RELATIVE SMOKED/ INFLUENCE	56 15.4	6 11.8	1 33.3	1 50.0	9 17.0	4 28.6	16 12.9	7 19.4	6 10.5	31 15.3	20 17.1
STARTED WITH FRIENDS AND CO-WORKERS	52 14.3	10 19.6	- -	- -	9 17.0	2 14.3	20 16.1	10 27.8	7 12.3	31 15.3	17 14.5
CIGAR GIVEN TO ME	36 9.9	3 5.9	- -	- -	9 17.0	2 14.3	14 11.3	8 22.2	9 15.8	23 11.4	15 12.8
STARTED IN SCHOOL / MILITARY	16 4.4	2 3.9	- -	- -	3 5.7	1 7.1	2 1.6	- -	4 7.0	9 4.5	8 6.8
PEER PRESSURE / ACQUAINTANCE	11 3.0	3 5.9	- -	- -	4 7.5	- -	3 2.4	1 2.8	2 3.5	9 4.5	5 4.3
ACTORS SMOKE/SEE IN MEDIA	4 1.1	- -	- -	- -	- -	- -	3 2.4	- -	1 1.8	4 2.0	1 0.9
SMOKED/STARTED SMOKING CIGARETTES	3 0.8	- -	- -	1 50.0	- -	1 7.1	2 1.6	- -	2 3.5	3 1.5	2 1.7
MISCELLANEOUS (NET)	57 15.7	8 15.7	- -	- -	7 13.2	3 21.4	21 16.9	4 11.1	7 12.3	25 12.4	19 16.2
SOOTHING/RELAXING/ STRESS RELIEVING	17 4.7	2 3.9	- -	- -	2 3.8	2 14.3	6 4.8	2 5.6	4 7.0	8 4.0	6 5.1
ENJOYABLE TO SMOKE (NS)	11 3.0	2 3.9	- -	- -	2 3.8	- -	5 4.0	1 2.8	2 3.5	9 4.5	7 6.0
HABIT	10 2.7	- -	- -	- -	1 1.9	- -	2 1.6	- -	- -	3 1.5	2 1.7

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UNDER PROTECTIVE ORDER
GC 015525

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
LIKE TO CHEW ON CIGAR	5 1.4	2 3.9	- -	- -	- -	- -	2 1.6	- -	1 1.8	1 0.5	2 1.7
SMOKE WITH A DRINK/ ALCOHOL	5 1.4	2 3.9	- -	- -	- -	- -	3 2.4	- -	- -	- -	2 1.7
WAS SELLING CIGARS	4 1.1	1 2.0	- -	- -	- -	1 7.1	3 2.4	1 2.8	1 1.8	3 1.5	2 1.7
CHANGE OF PACE/DO SOMETHING DIFFERENT	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
KEEPS BUGS AWAY	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
ANNOYS PEOPLE/ WOMEN/KEEPS AWAY	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
PLEASURE TO SMOKE (NS)	2 0.5	1 2.0	- -	- -	- -	1 7.1	2 1.6	- -	- -	1 0.5	2 1.7
LIKE THE ASH	2 0.5	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
SIMILAR TO DRINKING A FINE WINE	1 0.3	- -	- -	- -	- -	1 7.1	1 0.8	- -	- -	1 0.5	1 0.9
ENJOY NICOTINE/ TOBACCO HIGH	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ATTITUDE (NET)	56 15.4	5 9.8	- -	- -	5 9.4	3 21.4	16 12.9	6 16.7	14 24.6	36 17.8	22 18.8
SOCIAL (SUB-NET)	46 12.6	4 7.8	- -	- -	3 5.7	3 21.4	15 12.1	6 16.7	13 22.8	30 14.9	20 17.1
SMOKE ON SPECIAL OCCASIONS/ CELEBRATIONS	14 3.8	1 2.0	- -	- -	1 1.9	2 14.3	5 4.0	2 5.6	5 8.8	8 4.0	8 6.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015526

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
FUN (NS)	5 1.4	- -	- -	- -	1 1.9	- -	1 0.8	- -	4 7.0	5 2.5	2 1.7
SMOKE AFTER A MEAL	5 1.4	1 2.0	- -	- -	- -	- -	2 1.6	2 5.6	2 3.5	3 1.5	2 1.7
SMOKE WHILE PLAYING CARDS	5 1.4	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	3 1.5	2 1.7
SOCIALIZATION/ SMOKE WITH FRIENDS	5 1.4	2 3.9	- -	- -	1 1.9	1 7.1	2 1.6	1 2.8	- -	3 1.5	2 1.7
SMOKE WHILE FISHING	4 1.1	- -	- -	- -	- -	1 7.1	1 0.8	- -	- -	2 1.0	1 0.9
SMOKE WHILE PLAYING GOLF	4 1.1	- -	- -	- -	- -	- -	1 0.8	1 2.8	2 3.5	3 1.5	3 2.6
POPULAR/SOCIABLE	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	- -	3 1.5	2 1.7
LIKE THE ATMOSPHERE/ FEELING OF PEOPLE SMOKING	3 0.8	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	3 1.5	1 0.9
RITUAL OF SMOKING A CIGAR	2 0.5	- -	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	1 0.5	- -
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR	11 3.0	1 2.0	- -	- -	2 3.8	- -	1 0.8	- -	2 3.5	7 3.5	3 2.6
HEALTH (NET)	47 12.9	5 9.8	- -	- -	6 11.3	1 7.1	20 16.1	4 11.1	8 14.0	29 14.4	19 16.2
TO CUT BACK/QUIT SMOKING CIGARETTES	34 9.3	2 3.9	- -	- -	5 9.4	1 7.1	11 8.9	2 5.6	6 10.5	24 11.9	14 12.0

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UNDER PROTECTIVE ORDER
GC 015527

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
HEALTHIER THAN CIGARRETTES/NOT INHALE	13 3.6	4 7.8	- -	- -	1 1.9	1 7.1	9 7.3	1 2.8	2 3.5	7 3.5	6 5.1
CIGARS NOT ADDICITVE/NOT AS ADDICITVE AS CIGARETTES	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	2 1.0	2 1.7
LOWERS BLOOD PRESSURE	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	- -	- -
CIGARS NOT UNHEALTHY/LEAST HARFUL TOBACCO	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	- -
NOT CHOKE WHEN INHALE	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
TASTE/FLAVOR (NET)	41 11.3	5 9.8	- -	- -	3 5.7	- -	14 11.3	2 5.6	6 10.5	17 8.4	7 6.0
LIKE/GOOD TASTE/ FLAVOR (NS)	20 5.5	1 2.0	- -	- -	3 5.7	- -	7 5.6	2 5.6	3 5.3	8 4.0	3 2.6
TASTE/FLAVOR ATTRIBUTES (SUB-NET)	10 2.7	1 2.0	- -	- -	1 1.9	- -	3 2.4	- -	2 3.5	5 2.5	2 1.7
MILD TASTE/ FLAVOR/NOT TOO STRONG	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
SMOOTH TASTE/ FLAVOR/NOT HARSH	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	- -
RELAXING TASTE/ FLAVOR	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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GC 015528

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SWEET TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NOT BITTER	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
STRONG TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
UNIQUE TASTE/ FLAVOR (NS)	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
GOOD TOBACCO TASTE/ FLAVOR	6 1.6	1 2.0	- -	- -	- -	- -	3 2.4	- -	1 1.8	3 1.5	1 0.9
TASTE BETTER THAN/ PREFER TO CIGARETTES	4 1.1	2 3.9	- -	- -	- -	- -	2 1.6	- -	- -	2 1.0	1 0.9
NON-TOBACCO TASTE/ FLAVOR (SUB-NET)	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SPICY TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
VANILLA TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MEDIUM TASTE/NOT HARD OR SOFT	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALTERNATIVE (NET)	30 8.2	5 9.8	- -	- -	4 7.5	- -	11 8.9	2 5.6	4 7.0	19 9.4	6 5.1
ALTERNATIVE TO CIGARRETTES	21 5.8	4 7.8	- -	- -	4 7.5	- -	7 5.6	2 5.6	3 5.3	12 5.9	6 5.1
ALTERNATIVE TO A PIPE	9 2.5	1 2.0	- -	- -	- -	- -	3 2.4	- -	- -	6 3.0	1 0.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015529

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ALTERNATIVE TO CHEWING TOBACCO	2 0.5	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	- -
AROMA (NET)	22 6.0	6 11.8	- -	- -	2 3.8	1 7.1	9 7.3	3 8.3	3 5.3	11 5.4	8 6.8
LIKE THE SMELL/ AROMA (NS)	17 4.7	3 5.9	- -	- -	2 3.8	1 7.1	6 4.8	3 8.3	3 5.3	10 5.0	7 6.0
SWEET SMELL/AROMA	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
AROMA NOT OFFENSIVE TO OTHERS	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
STRONG SMELL/AROMA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AROMA LINGERS/LASTS FOR A LONG TIME	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
QUALITY (NET)	13 3.6	2 3.9	- -	- -	3 5.7	1 7.1	4 3.2	- -	2 3.5	7 3.5	3 2.6
LASTS LONGER/BURNS A LONG TIME	7 1.9	2 3.9	- -	- -	1 1.9	- -	2 1.6	- -	1 1.8	3 1.5	1 0.9
BURNS/SMOKES WELL/ EVENLY	2 0.5	- -	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	2 1.0	1 0.9
EASY TO DRAW	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
GOOD AMOUNT OF SMOKE	1 0.3	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
DOESN'T FALL APART/ BREAK APART	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015530

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
CONSTRUCTION (SUB-NET)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HAND MADE/ROLLED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE (NET)	7 1.9	2 3.9	- -	- -	1 1.9	- -	4 3.2	- -	2 3.5	3 1.5	- -
EASIER/MORE CONVENIENT THAN A PIPE	7 1.9	2 3.9	- -	- -	1 1.9	- -	4 3.2	- -	2 3.5	3 1.5	- -
TEXTURE (NET)	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
LIKE THE FEEL OF CIGAR IN MOUTH/ORAL SATISFACTION	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
ENJOY THE FEEL OF CIGAR IN HAND	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	1 0.9
STYLE/DESIGN (NET)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SIZE (SUB-NET)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LIKE LARGER SIZE/ LARGER RING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MANUFACTURE (NET)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN MADE/CUBAN MADE CIGAR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVAILABILITY (NET)	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	1 0.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015531

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 16
Q.11 : Why did you start smoking cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	184	36	57	202	117
AVAILABLE/EASY TO FIND	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	1 0.9
VARIETY/SELECTION (NET)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
LIKE/GOOD VARIETY OF FLAVORS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
DON'T KNOW	29 8.0	5 9.8	2 66.7	- -	2 3.8	- -	9 7.3	5 13.9	5 8.8	16 7.9	7 6.0
NOTHING/NO REASON	6 1.6	1 2.0	- -	- -	1 1.9	- -	4 3.2	1 2.8	2 3.5	2 1.0	3 2.6
TOTAL	580 159.3	86 168.6	3 100.0	3 150.0	79 149.1	26 185.7	213 171.8	62 172.2	100 175.4	332 164.4	200 170.9

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UNDER PROTECTIVE ORDER
GC 015532

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SWISHER SWEETS	44 12.1	6 11.8	- -	- -	8 15.1	2 14.3	15 12.1	4 11.1	3 5.3	28 13.9	13 11.1
MACANUDO	31 8.5	3 5.9	1 33.3	1 50.0	11 20.8	2 14.3	12 9.7	7 19.4	10 17.5	31 15.3	16 13.7
GARCIA Y VEGA	18 4.9	3 5.9	- -	- -	3 5.7	1 7.1	5 4.0	- -	3 5.3	12 5.9	7 6.0
DUTCH MASTERS	17 4.7	4 7.8	- -	- -	3 5.7	- -	11 8.9	3 8.3	1 1.8	10 5.0	9 7.7
ARTURO FUENTE	12 3.3	7 13.7	- -	- -	- -	- -	12 9.7	3 8.3	1 1.8	4 2.0	5 4.3
EL PRODUCTO	11 3.0	2 3.9	- -	- -	1 1.9	- -	5 4.0	- -	1 1.8	7 3.5	3 2.6
WHITE OWL	11 3.0	1 2.0	- -	- -	1 1.9	2 14.3	2 1.6	- -	- -	4 2.0	5 4.3
KING EDWARDS	11 3.0	1 2.0	- -	- -	- -	- -	3 2.4	- -	1 1.8	3 1.5	2 1.7
PHILLIES	8 2.2	2 3.9	- -	- -	2 3.8	- -	3 2.4	- -	- -	3 1.5	4 3.4
TE-AMO	7 1.9	- -	- -	- -	3 5.7	- -	3 2.4	1 2.8	1 1.8	7 3.5	2 1.7
HAVA TAMPA	7 1.9	- -	- -	- -	4 7.5	- -	- -	- -	1 1.8	4 2.0	1 0.9
ANTONIO & CLEOPATRA	7 1.9	- -	- -	- -	2 3.8	- -	1 0.8	- -	2 3.5	3 1.5	2 1.7
H. UPMANN	5 1.4	2 3.9	- -	- -	1 1.9	- -	4 3.2	- -	- -	3 1.5	3 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015533

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ROYAL JAMICA	5 1.4	- -	- -	- -	1 1.9	1 7.1	1 0.8	1 2.8	3 5.3	5 2.5	2 1.7
ROBERT BURNS	4 1.1	- -	- -	- -	- -	1 7.1	3 2.4	2 5.6	3 5.3	4 2.0	3 2.6
TIPARILLO	4 1.1	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
HOYO DE MONTERREY	3 0.8	- -	- -	- -	- -	- -	1 0.8	2 5.6	- -	1 0.5	1 0.9
DUNHILL	3 0.8	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	2 1.0	- -
PARTAGAS	3 0.8	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	3 1.5	3 2.6
BACCARAT	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
ROMEO Y JULIETA	2 0.5	2 3.9	- -	- -	- -	- -	2 1.6	1 2.8	1 1.8	1 0.5	2 1.7
DON DIEGO	2 0.5	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	- -	- -
BERING	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	2 1.0	2 1.7
PUNCH	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	1 1.8	1 0.5	- -
CUBAN (UNSPECIFIED)	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
J.R.	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -

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GC 015534

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MUNI MAKERS	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.9
ONYX	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
CROOKS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LA GLORIA CUBANA	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
DON THOMAS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUESTA REY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
DAVIDOFF	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	1 0.5	1 0.9
THOMPSON	1 0.3	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
OTHER	64 17.6	8 15.7	1 33.3	- -	2 3.8	1 7.1	17 13.7	6 16.7	12 21.1	29 14.4	16 13.7
DON'T KNOW	67 18.4	9 17.6	1 33.3	1 50.0	7 13.2	3 21.4	14 11.3	4 11.1	9 15.8	27 13.4	14 12.0
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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GC 015535

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MACANUDO	147 40.4	17 33.3	3 100.0	1 50.0	49 92.5	6 42.9	61 49.2	23 63.9	35 61.4	147 72.8	74 63.2
ARTURO FUENTE	94 25.8	46 90.2	1 33.3	- -	9 17.0	3 21.4	94 75.8	19 52.8	18 31.6	65 32.2	52 44.4
H. UPMANN	84 23.1	13 25.5	1 33.3	2 100.0	8 15.1	3 21.4	41 33.1	9 25.0	22 38.6	57 28.2	42 35.9
PARTAGAS	82 22.5	14 27.5	1 33.3	- -	11 20.8	13 92.9	45 36.3	20 55.6	24 42.1	68 33.7	82 70.1
HOYO DE MONTERREY	50 13.7	10 19.6	1 33.3	1 50.0	4 7.5	2 14.3	35 28.2	11 30.6	15 26.3	37 18.3	27 23.1
DUNHILL	48 13.2	8 15.7	1 33.3	1 50.0	4 7.5	2 14.3	22 17.7	5 13.9	12 21.1	36 17.8	19 16.2
PUNCH	44 12.1	8 15.7	- -	- -	1 1.9	1 7.1	22 17.7	10 27.8	12 21.1	31 15.3	20 17.1
TE-AMO	43 11.8	5 9.8	- -	- -	5 9.4	1 7.1	20 16.1	6 16.7	8 14.0	32 15.8	19 16.2
DAVIDOFF	40 11.0	6 11.8	3 100.0	2 100.0	4 7.5	1 7.1	22 17.7	10 27.8	40 70.2	34 16.8	21 17.9
ROYAL JAMICA	28 7.7	2 3.9	- -	1 50.0	2 3.8	- -	11 8.9	4 11.1	9 15.8	24 11.9	13 11.1
THOMPSON	28 7.7	- -	- -	- -	3 5.7	1 7.1	9 7.3	1 2.8	4 7.0	13 6.4	10 8.5
AVO	27 7.4	9 17.6	2 66.7	- -	3 5.7	1 7.1	22 17.7	27 75.0	10 17.5	22 10.9	21 17.9
GARCIA Y VEGA	26 7.1	4 7.8	- -	- -	5 9.4	- -	5 4.0	1 2.8	3 5.3	11 5.4	5 4.3

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UNDER PROTECTIVE ORDER
GC 015536

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SWISHER SWEETS	21 5.8	2 3.9	- -	- -	5 9.4	2 14.3	2 1.6	- -	2 3.5	8 4.0	4 3.4
DON DIEGO	20 5.5	1 2.0	- -	- -	2 3.8	- -	7 5.6	2 5.6	9 15.8	13 6.4	10 8.5
ASHTON	20 5.5	5 9.8	1 33.3	- -	4 7.5	- -	12 9.7	6 16.7	5 8.8	17 8.4	8 6.8
ROMEO Y JULIETA	19 5.2	5 9.8	- -	- -	2 3.8	1 7.1	12 9.7	6 16.7	5 8.8	15 7.4	13 11.1
MONTE CRISTO	19 5.2	1 2.0	1 33.3	- -	1 1.9	1 7.1	11 8.9	4 11.1	11 19.3	13 6.4	11 9.4
COHIBA	18 4.9	3 5.9	1 33.3	- -	1 1.9	1 7.1	14 11.3	7 19.4	9 15.8	17 8.4	14 12.0
CUESTA REY	17 4.7	1 2.0	- -	- -	2 3.8	1 7.1	5 4.0	2 5.6	4 7.0	11 5.4	8 6.8
BACCARAT	16 4.4	2 3.9	- -	- -	3 5.7	- -	6 4.8	1 2.8	4 7.0	12 5.9	11 9.4
BERING	13 3.6	1 2.0	- -	- -	1 1.9	- -	5 4.0	1 2.8	1 1.8	9 4.5	6 5.1
LA GLORIA CUBANA	13 3.6	1 2.0	1 33.3	- -	2 3.8	- -	8 6.5	5 13.9	3 5.3	11 5.4	9 7.7
J.R.	12 3.3	- -	- -	- -	1 1.9	- -	4 3.2	1 2.8	2 3.5	6 3.0	4 3.4
ONYX	10 2.7	4 7.8	1 33.3	- -	1 1.9	- -	9 7.3	3 8.3	1 1.8	8 4.0	6 5.1
EL PRODUCTO	10 2.7	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	1 1.8	4 2.0	1 0.9

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UNDER PROTECTIVE ORDER
GC 015537

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ANTONIO & CLEOPATRA	9 2.5	3 5.9	- -	- -	- -	- -	4 3.2	- -	1 1.8	2 1.0	3 2.6
DON THOMAS	8 2.2	1 2.0	- -	- -	- -	1 7.1	3 2.4	- -	- -	3 1.5	3 2.6
MONTECRUZ	7 1.9	- -	- -	- -	1 1.9	1 7.1	5 4.0	2 5.6	5 8.8	7 3.5	6 5.1
HAVA TAMPA	6 1.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CUBAN (UNSPECIFIED)	6 1.6	- -	- -	- -	- -	- -	- -	- -	1 1.8	- -	- -
PLEIADES	6 1.6	1 2.0	- -	- -	- -	- -	5 4.0	2 5.6	1 1.8	6 3.0	5 4.3
DUTCH MASTERS	5 1.4	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	1 0.9
EXCALIBAR	5 1.4	- -	- -	- -	1 1.9	- -	2 1.6	1 2.8	1 1.8	4 2.0	1 0.9
PRIMO DEL REY	5 1.4	- -	- -	- -	- -	- -	2 1.6	- -	3 5.3	4 2.0	3 2.6
KING EDWARDS	5 1.4	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
PHILLIES	4 1.1	1 2.0	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
TEMPLE HALL	4 1.1	- -	1 33.3	- -	- -	- -	3 2.4	3 8.3	2 3.5	4 2.0	4 3.4
WHITE OWL	4 1.1	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	1 0.9

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UNDER PROTECTIVE ORDER
GC 015538

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
GRIFFINS	4 1.1	1 2.0	1 33.3	- -	- -	1 7.1	4 3.2	2 5.6	3 5.3	4 2.0	4 3.4
LICINCIADOS	3 0.8	- -	- -	- -	- -	1 7.1	1 0.8	1 2.8	1 1.8	1 0.5	1 0.9
ZINO	3 0.8	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	1 0.5	1 0.9
LA UNICA	3 0.8	- -	- -	- -	- -	- -	3 2.4	- -	- -	3 1.5	1 0.9
ROBERT BURNS	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	1 0.5	2 1.7
JUEN CLEMENTE	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
NAT SHERMAN	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
TIPARILLO	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TROYA	1 0.3	- -	- -	- -	1 1.9	- -	- -	1 2.8	- -	1 0.5	1 0.9
CASABLANCA	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
RAMON ALLONES	1 0.3	- -	- -	- -	- -	1 7.1	- -	- -	- -	1 0.5	1 0.9
OTHER	123 33.8	12 23.5	- -	- -	14 26.4	3 21.4	35 28.2	10 27.8	17 29.8	63 31.2	37 31.6
DON'T KNOW	21 5.8	4 7.8	- -	- -	2 3.8	- -	5 4.0	1 2.8	1 1.8	3 1.5	1 0.9

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UNDER PROTECTIVE ORDER
GC 015539

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
NONE	4	-	-	-	-	-	1	1	-	-	-
	1.1	-	-	-	-	-	0.8	2.8	-	-	-
TOTAL	1192	193	20	8	155	48	586	209	308	837	590
	327.5	378.4	666.7	400.0	292.5	342.9	472.6	580.6	540.4	414.4	504.3

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GC 015540

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SWISHER SWEETS	24 6.6	3 5.9	- -	- -	6 11.3	- -	8 6.5	3 8.3	4 7.0	13 6.4	4 3.4
MACANUDO	22 6.0	4 7.8	- -	- -	1 1.9	- -	11 8.9	1 2.8	3 5.3	22 10.9	8 6.8
DUNHILL	22 6.0	2 3.9	- -	1 50.0	4 7.5	- -	10 8.1	3 8.3	5 8.8	17 8.4	8 6.8
WHITE OWL	19 5.2	1 2.0	- -	1 50.0	3 5.7	- -	10 8.1	2 5.6	5 8.8	13 6.4	6 5.1
DUTCH MASTERS	18 4.9	5 9.8	- -	1 50.0	5 9.4	- -	11 8.9	- -	4 7.0	9 4.5	3 2.6
PUNCH	17 4.7	2 3.9	- -	- -	2 3.8	1 7.1	10 8.1	1 2.8	2 3.5	12 5.9	10 8.5
PARTAGAS	14 3.8	2 3.9	- -	- -	4 7.5	- -	5 4.0	3 8.3	4 7.0	11 5.4	14 12.0
H. UPMANN	13 3.6	2 3.9	1 33.3	- -	2 3.8	- -	8 6.5	3 8.3	5 8.8	12 5.9	9 7.7
PHILLIES	12 3.3	1 2.0	- -	- -	2 3.8	- -	3 2.4	1 2.8	1 1.8	6 3.0	4 3.4
GARCIA Y VEGA	10 2.7	4 7.8	- -	- -	2 3.8	- -	7 5.6	2 5.6	1 1.8	7 3.5	5 4.3
ARTURO FUENTE	9 2.5	- -	- -	- -	1 1.9	- -	9 7.3	2 5.6	5 8.8	7 3.5	5 4.3
EL PRODUCTO	9 2.5	2 3.9	- -	- -	2 3.8	- -	3 2.4	2 5.6	1 1.8	5 2.5	2 1.7
TE-AMO	9 2.5	2 3.9	- -	- -	2 3.8	- -	6 4.8	- -	2 3.5	8 4.0	4 3.4

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UNDER PROTECTIVE ORDER
GC 015541

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ROYAL JAMICA	8 2.2	2 3.9	- -	- -	2 3.8	1 7.1	3 2.4	- -	- -	7 3.5	5 4.3
THOMPSON	8 2.2	1 2.0	- -	- -	3 5.7	- -	2 1.6	- -	1 1.8	5 2.5	2 1.7
CUESTA REY	7 1.9	2 3.9	1 33.3	- -	- -	- -	6 4.8	2 5.6	1 1.8	6 3.0	5 4.3
HOYO DE MONTEREY	7 1.9	3 5.9	- -	- -	1 1.9	- -	4 3.2	2 5.6	- -	6 3.0	6 5.1
DAVIDOFF	6 1.6	- -	- -	- -	2 3.8	- -	3 2.4	2 5.6	6 10.5	6 3.0	5 4.3
AVO	5 1.4	- -	- -	- -	2 3.8	- -	2 1.6	5 13.9	2 3.5	5 2.5	4 3.4
ROMEO Y JULIETA	5 1.4	2 3.9	- -	- -	1 1.9	- -	4 3.2	3 8.3	2 3.5	4 2.0	3 2.6
BERING	5 1.4	1 2.0	- -	- -	- -	- -	3 2.4	- -	2 3.5	4 2.0	3 2.6
HAVA TAMPA	5 1.4	- -	- -	- -	2 3.8	- -	2 1.6	- -	1 1.8	3 1.5	1 0.9
MONTE CRISTO	5 1.4	1 2.0	- -	- -	- -	- -	2 1.6	- -	2 3.5	2 1.0	2 1.7
ASHTON	5 1.4	1 2.0	- -	- -	- -	- -	4 3.2	1 2.8	1 1.8	2 1.0	2 1.7
ANTONIO & CLEOPATRA	5 1.4	1 2.0	- -	- -	1 1.9	1 7.1	2 1.6	1 2.8	1 1.8	4 2.0	3 2.6
BACCARAT	4 1.1	- -	- -	- -	- -	- -	1 0.8	- -	- -	2 1.0	1 0.9

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GC 015542

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
COHIBA	4 1.1	- -	- -	- -	2 3.8	- -	2 1.6	1 2.8	2 3.5	4 2.0	3 2.6
DON DIEGO	4 1.1	- -	- -	- -	- -	1 7.1	1 0.8	- -	1 1.8	3 1.5	3 2.6
LA GLORIA CUBANA	4 1.1	2 3.9	- -	- -	1 1.9	- -	3 2.4	1 2.8	- -	4 2.0	3 2.6
KING EDWARDS	4 1.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ROBERT BURNS	3 0.8	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	2 1.0	- -
DON THOMAS	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	2 1.0	1 0.9
TIPARILLO	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	- -
MONTECRUZ	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	- -	2 1.0	1 0.9
CUBAN (UNSPECIFIED)	3 0.8	1 2.0	- -	1 50.0	- -	- -	1 0.8	- -	1 1.8	2 1.0	- -
GRIFFINS	2 0.5	- -	- -	- -	1 1.9	- -	1 0.8	1 2.8	- -	2 1.0	2 1.7
PRIMO DEL REY	2 0.5	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	2 1.7
LA UNICA	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	2 5.6	1 1.8	1 0.5	1 0.9
ONYX	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	2 3.5	2 1.0	1 0.9

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GC 015543

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
J.R.	2 0.5	- -	- -	- -	- -	- -	1 0.8	2 5.6	- -	2 1.0	2 1.7
CASABLANCA	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
CROOKS	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
RAMON ALLONES	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
HENRI WINTERMANS	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
TROYA	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	- -
MONTE CINO	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
EXCALIBAR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
OTHER	53 14.6	5 9.8	- -	- -	8 15.1	1 7.1	17 13.7	5 13.9	9 15.8	25 12.4	14 12.0
DON'T KNOW	52 14.3	9 17.6	- -	- -	5 9.4	4 28.6	18 14.5	4 11.1	6 10.5	30 14.9	18 15.4
NONE	92 25.3	11 21.6	2 66.7	1 50.0	11 20.8	6 42.9	21 16.9	6 16.7	13 22.8	39 19.3	24 20.5
TOTAL	518 142.3	74 145.1	4 133.3	5 250.0	81 152.8	15 107.1	214 172.6	62 172.2	100 175.4	327 161.9	203 173.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MACANUDO	43 11.8	1 2.0	- -	- -	32 60.4	- -	7 5.6	1 2.8	2 3.5	43 21.3	7 6.0
ARTURO FUENTE	32 8.8	26 51.0	- -	- -	- -	- -	32 25.8	6 16.7	4 7.0	13 6.4	15 12.8
CUBAN (UNSPECIFIED)	22 6.0	1 2.0	- -	2 100.0	- -	1 7.1	3 2.4	- -	3 5.3	6 3.0	3 2.6
PARTAGAS	14 3.8	2 3.9	- -	- -	1 1.9	6 42.9	7 5.6	- -	4 7.0	11 5.4	14 12.0
DUNHILL	13 3.6	2 3.9	- -	- -	3 5.7	1 7.1	4 3.2	1 2.8	1 1.8	10 5.0	4 3.4
COHIBA	13 3.6	3 5.9	- -	- -	3 5.7	2 14.3	6 4.8	4 11.1	6 10.5	12 5.9	9 7.7
H. UPMANN	11 3.0	- -	- -	- -	2 3.8	- -	4 3.2	- -	2 3.5	9 4.5	4 3.4
PUNCH	10 2.7	2 3.9	- -	- -	1 1.9	- -	3 2.4	- -	1 1.8	4 2.0	3 2.6
HOYO DE MONTEREY	10 2.7	- -	- -	- -	- -	- -	8 6.5	4 11.1	2 3.5	9 4.5	6 5.1
MONTE CRISTO	9 2.5	1 2.0	- -	- -	- -	- -	3 2.4	1 2.8	3 5.3	4 2.0	4 3.4
ASHTON	8 2.2	2 3.9	- -	- -	1 1.9	- -	3 2.4	- -	1 1.8	3 1.5	1 0.9
ROMEO Y JULIETA	8 2.2	2 3.9	- -	- -	1 1.9	- -	7 5.6	3 8.3	2 3.5	7 3.5	5 4.3
ROYAL JAMICA	8 2.2	- -	- -	- -	1 1.9	1 7.1	- -	1 2.8	- -	8 4.0	4 3.4

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
DAVIDOFF	8 2.2	- -	1 33.3	- -	2 3.8	- -	3 2.4	2 5.6	8 14.0	7 3.5	5 4.3
THOMPSON	7 1.9	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	1 0.5	2 1.7
AVO	6 1.6	1 2.0	2 66.7	- -	- -	- -	3 2.4	6 16.7	3 5.3	5 2.5	3 2.6
TE-AMO	6 1.6	- -	- -	- -	- -	- -	- -	- -	- -	5 2.5	2 1.7
GARCIA Y VEGA	5 1.4	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
J.R.	4 1.1	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
LA GLORIA CUBANA	4 1.1	- -	- -	- -	1 1.9	- -	2 1.6	- -	1 1.8	3 1.5	1 0.9
CUESTA REY	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
BACCARAT	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
DON DIEGO	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
DON THOMAS	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
EL PRODUCTO	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	2 1.7
ANTONIO & CLEOPATRA	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015546

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
HAVA TAMPA	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
KING EDWARDS	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ALADOS	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
PRIMO DEL REY	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 1.8	- -	- -
BERING	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
LICINCIADOS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
PLEIADES	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
OTHER	65 17.9	3 5.9	- -	- -	2 3.8	2 14.3	15 12.1	5 13.9	10 17.5	23 11.4	14 12.0
DON'T KNOW	27 7.4	2 3.9	- -	- -	2 3.8	1 7.1	3 2.4	1 2.8	1 1.8	7 3.5	3 2.6
NONE	6 1.6	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	3 1.5	1 0.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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UNDER PROTECTIVE ORDER
GC 015547

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 21
Q.16 : Is that the brand you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents Minus None/Dk	331	49	3	2	50	13	120	35	56	192	113
YES	167 50.5	26 53.1	2 66.7	- -	32 64.0	6 46.2	57 47.5	13 37.1	19 33.9	88 45.8	43 38.1
NO	164 49.5	23 46.9	1 33.3	2 100.0	18 36.0	7 53.8	63 52.5	22 62.9	37 66.1	104 54.2	70 61.9
TOTAL	331 100.0	49 100.0	3 100.0	2 100.0	50 100.0	13 100.0	120 100.0	35 100.0	56 100.0	192 100.0	113 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 22
Q.16A : Why is the best brand you ever smoked not the brand you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Not Smoke Best Brand Most Often	164	23	1	2	18	7	63	22	37	104	70
AVAILABILITY (NET)	82 50.0	14 60.9	- -	2 100.0	7 38.9	5 71.4	40 63.5	15 68.2	24 64.9	49 47.1	37 52.9
ILLEGAL IN U.S./ CUBAN CIGARS ILLEGAL TO IMPORT	47 28.7	9 39.1	- -	2 100.0	5 27.8	5 71.4	23 36.5	8 36.4	13 35.1	28 26.9	22 31.4
LIMITED AVAILABILITY/HARD TO FIND	30 18.3	5 21.7	- -	- -	2 11.1	2 28.6	19 30.2	7 31.8	10 27.0	18 17.3	19 27.1
NOT AVAILABLE AT LOCAL STORES	12 7.3	1 4.3	- -	- -	1 5.6	- -	2 3.2	2 9.1	1 2.7	5 4.8	2 2.9
HAVE TO ORDER BY MAIL	3 1.8	1 4.3	- -	- -	- -	- -	2 3.2	1 4.5	1 2.7	2 1.9	2 2.9
SELLS OUT FAST	1 0.6	1 4.3	- -	- -	- -	- -	1 1.6	- -	- -	1 1.0	- -
TOBACCO/CIGAR STORES RARE/SPARSE	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
WENT OUT OF BUSINESS	1 0.6	- -	- -	- -	- -	- -	- -	- -	1 2.7	- -	- -
PRICE/VALUE (NET)	66 40.2	10 43.5	1 100.0	- -	8 44.4	3 42.9	26 41.3	7 31.8	13 35.1	43 41.3	28 40.0
TOO EXPENSIVE/CAN'T AFFORD	56 34.1	10 43.5	1 100.0	- -	7 38.9	- -	21 33.3	4 18.2	12 32.4	38 36.5	22 31.4
$1 TO $5 A PIECE	10 6.1	2 8.7	- -	- -	3 16.7	- -	3 4.8	- -	- -	6 5.8	5 7.1
$6 TO $10 PIECE	10 6.1	2 8.7	- -	- -	3 16.7	- -	4 6.3	1 4.5	1 2.7	7 6.7	4 5.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 22
Q.16A : Why is the best brand you ever smoked not the brand you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Not Smoke Best Brand Most Often	164	23	1	2	18	7	63	22	37	104	70
$11 TO $15 A PIECE	5 3.0	1 4.3	- -	- -	- -	1 14.3	3 4.8	2 9.1	1 2.7	2 1.9	4 5.7
$20 TO $30 A PIECE	2 1.2	- -	- -	- -	- -	1 14.3	1 1.6	1 4.5	- -	1 1.0	2 2.9
FAIR PRICE/NOT OUTLANDISH	2 1.2	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	2 1.9	1 1.4
$30 A PIECE	1 0.6	- -	- -	- -	1 5.6	- -	- -	- -	- -	1 1.0	- -
$40 A PIECE	1 0.6	1 4.3	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	- -
PRICE (UNSPECIFIED)	1 0.6	- -	- -	- -	- -	- -	1 1.6	- -	- -	- -	1 1.4
CAN BUY SEVERAL CHEAPER CIGARS FOR THE PRICE OF A GOOD ONE	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
$16 TO $20 A PIECE	1 0.6	- -	- -	- -	- -	1 14.3	- -	- -	- -	- -	1 1.4
MISCELLANEOUS (NET)	31 18.9	3 13.0	- -	- -	3 16.7	1 14.3	8 12.7	3 13.6	5 13.5	20 19.2	14 20.0
NO USUAL BRAND	11 6.7	- -	- -	- -	- -	- -	2 3.2	1 4.5	1 2.7	5 4.8	4 5.7
NOT WHAT THEY USED TO BE/CHANGED TOBACCO	5 3.0	1 4.3	- -	- -	1 5.6	- -	1 1.6	1 4.5	1 2.7	3 2.9	3 4.3
SAVE FOR SPECIAL OCCASSIONS	3 1.8	- -	- -	- -	- -	- -	1 1.6	1 4.5	1 2.7	2 1.9	2 2.9

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UNDER PROTECTIVE ORDER
GC 015550

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 22
Q.16A : Why is the best brand you ever smoked not the brand you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Not Smoke Best Brand Most Often	164	23	1	2	18	7	63	22	37	104	70
SMOKE WHAT'S GIVEN TO ME/WHAT'S ON HAND	3 1.8	2 8.7	- -	- -	- -	- -	2 3.2	- -	- -	3 2.9	1 1.4
PREFER SMALLER/ SHORTER CIGARS	2 1.2	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	1 1.4
NOT LIKE STRONG CIGARS	2 1.2	- -	- -	- -	1 5.6	1 14.3	1 1.6	- -	- -	2 1.9	2 2.9
SMOKE MY USUAL BRAND	2 1.2	- -	- -	- -	- -	- -	- -	- -	1 2.7	1 1.0	1 1.4
NOT SMOKE CIGARS THAT FREQUENTLY	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
PREFER MACANUDA	1 0.6	- -	- -	- -	1 5.6	- -	- -	- -	- -	1 1.0	- -
SOMEONE PURCHASES THEM FOR ME/NOT PURCHASE THOSE	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
DON'T KNOW	1 0.6	1 4.3	- -	- -	- -	- -	1 1.6	1 4.5	- -	1 1.0	- -
NOTHING	1 0.6	- -	- -	- -	1 5.6	- -	- -	- -	- -	1 1.0	1 1.4
TOTAL	218 132.9	37 160.9	1 100.0	2 100.0	26 144.4	11 157.1	91 144.4	30 136.4	47 127.0	136 130.8	100 142.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 23
Q.17 : What brand do you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Not Smoke Best Brand Most Often	164	23	1	2	18	7	63	22	37	104	70
ARTURO FUENTE	23 14.0	23 100.0	- -	- -	- -	- -	23 36.5	5 22.7	3 8.1	15 14.4	11 15.7
MACANUDO	18 11.0	- -	- -	- -	18 100.0	- -	4 6.3	3 13.6	6 16.2	18 17.3	10 14.3
TE-AMO	13 7.9	- -	- -	- -	- -	- -	4 6.3	1 4.5	1 2.7	10 9.6	4 5.7
THOMPSON	9 5.5	- -	- -	- -	- -	- -	4 6.3	- -	2 5.4	5 4.8	5 7.1
PARTAGAS	7 4.3	- -	- -	- -	- -	7 100.0	2 3.2	1 4.5	1 2.7	4 3.8	7 10.0
PUNCH	4 2.4	- -	- -	- -	- -	- -	2 3.2	3 13.6	2 5.4	2 1.9	1 1.4
ROYAL JAMICA	4 2.4	- -	- -	- -	- -	- -	- -	- -	2 5.4	1 1.0	- -
DUNHILL	3 1.8	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	3 2.9	1 1.4
H. UPMANN	3 1.8	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	2 2.9
CUESTA REY	3 1.8	- -	- -	- -	- -	- -	- -	- -	1 2.7	2 1.9	2 2.9
DON DIEGO	3 1.8	- -	- -	- -	- -	- -	1 1.6	1 4.5	1 2.7	3 2.9	2 2.9
SWISHER SWEETS	3 1.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DAVIDOFF	2 1.2	- -	- -	2 100.0	- -	- -	- -	- -	2 5.4	2 1.9	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 23
Q.17 : What brand do you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Not Smoke Best Brand Most Often	164	23	1	2	18	7	63	22	37	104	70
MONTE CRISTO	2 1.2	- -	- -	- -	- -	- -	- -	- -	2 5.4	1 1.0	1 1.4
BACCARAT	2 1.2	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	1 1.4
ANTONIO & CLEOPATRA	2 1.2	- -	- -	- -	- -	- -	1 1.6	- -	- -	- -	- -
EL PRODUCTO	2 1.2	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
J.R.	2 1.2	- -	- -	- -	- -	- -	1 1.6	1 4.5	- -	1 1.0	1 1.4
ASHTON	1 0.6	- -	- -	- -	- -	- -	- -	- -	1 2.7	1 1.0	1 1.4
LA GLORIA CUBANA	1 0.6	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	1 1.4
DON THOMAS	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	1 1.4
DUTCH MASTERS	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
AVO	1 0.6	- -	1 100.0	- -	- -	- -	1 1.6	1 4.5	1 2.7	1 1.0	1 1.4
GARCIA Y VEGA	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NAT SHERMAN	1 0.6	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	1 1.4
ONYX	1 0.6	- -	- -	- -	- -	- -	1 1.6	- -	- -	1 1.0	1 1.4

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GC 015553

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 23
Q.17 : What brand do you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Not Smoke Best Brand Most Often	164	23	1	2	18	7	63	22	37	104	70
HOYO DE MONTERREY	1 0.6	- -	- -	- -	- -	- -	1 1.6	- -	1 2.7	1 1.0	1 1.4
TROYA	1 0.6	- -	- -	- -	- -	- -	- -	- -	1 2.7	1 1.0	- -
OTHER	29 17.7	- -	- -	- -	- -	- -	8 12.7	5 22.7	5 13.5	17 16.3	9 12.9
DON'T KNOW	7 4.3	- -	- -	- -	- -	- -	1 1.6	- -	- -	2 1.9	- -
NONE	13 7.9	- -	- -	- -	- -	- -	4 6.3	1 4.5	- -	7 6.7	6 8.6
TOTAL	164 100.0	23 100.0	1 100.0	2 100.0	18 100.0	7 100.0	63 100.0	22 100.0	37 100.0	104 100.0	70 100.0

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GC 015554

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TASTE/FLAVOR (NET)	223 61.3	32 62.7	1 33.3	1 50.0	42 79.2	9 64.3	77 62.1	23 63.9	34 59.6	128 63.4	69 59.0
TASTE/FLAVOR ATTRIBUTES (SUB-NET)	144 39.6	20 39.2	- -	- -	31 58.5	6 42.9	48 38.7	13 36.1	22 38.6	82 40.6	45 38.5
MILD TASTE/FLAVOR/NOT TOO STRONG	64 17.6	7 13.7	- -	- -	14 26.4	2 14.3	22 17.7	6 16.7	11 19.3	37 18.3	21 17.9
SMOOTH TASTE/FLAVOR/NOT HARSH	57 15.7	11 21.6	- -	- -	17 32.1	3 21.4	22 17.7	4 11.1	7 12.3	37 18.3	17 14.5
NOT BITTER	16 4.4	4 7.8	- -	- -	4 7.5	1 7.1	4 3.2	- -	1 1.8	7 3.5	2 1.7
SWEET TASTE/FLAVOR	15 4.1	1 2.0	- -	- -	2 3.8	1 7.1	4 3.2	- -	3 5.3	7 3.5	5 4.3
NOT HOT TASTE (NS)	8 2.2	2 3.9	- -	- -	1 1.9	- -	3 2.4	- -	1 1.8	3 1.5	2 1.7
STRONG TASTE/FLAVOR	6 1.6	- -	- -	- -	- -	- -	3 2.4	- -	3 5.3	3 1.5	2 1.7
CONSISTENT TASTE/FLAVOR/TASTE STAYS THE SAME	6 1.6	1 2.0	- -	- -	- -	- -	2 1.6	- -	2 3.5	2 1.0	1 0.9
RICH TASTE/FLAVOR	5 1.4	- -	- -	- -	1 1.9	1 7.1	1 0.8	1 2.8	1 1.8	3 1.5	2 1.7
ROBUST/FULL-FLAVORED	4 1.1	- -	- -	- -	1 1.9	- -	2 1.6	2 5.6	- -	3 1.5	1 0.9
SOFT FLAVOR	1 0.3	- -	- -	- -	1 1.9	- -	- -	1 2.8	- -	1 0.5	1 0.9

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GC 015555

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
NOT SWEET TASTE/ FLAVOR	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
RELAXING TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
SILK TASTE/FLAVOR	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
UNIQUE TASTE/ FLAVOR (NS)	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
LIKE/GOOD TASTE/ FLAVOR (NS)	47 12.9	8 15.7	1 33.3	- -	6 11.3	3 21.4	17 13.7	7 19.4	8 14.0	29 14.4	17 14.5
NOT BURN MOUTH/ THROAT	43 11.8	6 11.8	- -	- -	12 22.6	- -	17 13.7	5 13.9	5 8.8	23 11.4	12 10.3
NO AFTERTASTE	13 3.6	3 5.9	- -	- -	3 5.7	- -	4 3.2	- -	1 1.8	6 3.0	3 2.6
GOOD TOBACCO TASTE/ FLAVOR	10 2.7	- -	- -	- -	- -	- -	4 3.2	2 5.6	1 1.8	4 2.0	2 1.7
LIKE FRESHNESS	9 2.5	- -	- -	- -	4 7.5	- -	1 0.8	- -	1 1.8	5 2.5	3 2.6
NON-TOBACCO TASTE/ FLAVOR (SUB-NET)	8 2.2	1 2.0	- -	1 50.0	1 1.9	- -	5 4.0	2 5.6	2 3.5	5 2.5	3 2.6
VANILLA TASTE/ FLAVOR	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
NUTTY TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
CHOCOLATE TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	1 0.5	1 0.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SPICY TASTE/ FLAVOR	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
WALNUT TASTE/ FLAVOR	1 0.3	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
FRUITY TASTE/ FLAVOR	1 0.3	- -	- -	1 50.0	- -	- -	- -	- -	1 1.8	1 0.5	- -
MEDIUM TASTE/NOT HARD OR SOFT	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	2 1.0	1 0.9
NOT TASTE LIKE AN ASHTRY	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
MILD/MELLOW AFTERTASTE	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	1 0.9
QUALITY (NET)	108 29.7	20 39.2	- -	- -	11 20.8	4 28.6	47 37.9	11 30.6	22 38.6	60 29.7	38 32.5
BURNS/SMOKES WELL/ EVENLY	30 8.2	9 17.6	- -	- -	2 3.8	4 28.6	14 11.3	2 5.6	9 15.8	15 7.4	12 10.3
EASY TO DRAW	21 5.8	4 7.8	- -	- -	3 5.7	1 7.1	9 7.3	2 5.6	6 10.5	13 6.4	9 7.7
CONSTRUCTION (SUB-NET)	21 5.8	5 9.8	- -	- -	2 3.8	1 7.1	11 8.9	5 13.9	4 7.0	13 6.4	12 10.3
WELL MADE/GOOD QUALITY/ CONSTRUCTION (NS)	7 1.9	2 3.9	- -	- -	- -	- -	5 4.0	2 5.6	1 1.8	2 1.0	5 4.3
HAND MADE/ROLLED	7 1.9	3 5.9	- -	- -	- -	- -	4 3.2	1 2.8	1 1.8	6 3.0	4 3.4
PACKED WELL/ PACKED EVENLY	5 1.4	- -	- -	- -	2 3.8	- -	1 0.8	- -	- -	3 1.5	2 1.7

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UNDER PROTECTIVE ORDER
GC 015557

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
WELL ROLLED/ WRAPPED	5 1.4	- -	- -	- -	- -	1 7.1	2 1.6	2 5.6	2 3.5	4 2.0	3 2.6
LASTS LONGER/BURNS A LONG TIME	19 5.2	3 5.9	- -	- -	1 1.9	- -	10 8.1	- -	3 5.3	7 3.5	3 2.6
CONSISTENT QUALITY/ ALWAYS MADE THE SAME	16 4.4	4 7.8	- -	- -	- -	- -	9 7.3	- -	5 8.8	10 5.0	8 6.8
DOESN'T FALL APART/ BREAK APART	12 3.3	- -	- -	- -	1 1.9	- -	5 4.0	2 5.6	- -	10 5.0	3 2.6
HIGH GRADE TOBACCO/ BLEND OF TOBACCO	8 2.2	2 3.9	- -	- -	2 3.8	- -	3 2.4	- -	2 3.5	5 2.5	4 3.4
GOOD QUALITY (NS)	7 1.9	1 2.0	- -	- -	1 1.9	- -	2 1.6	2 5.6	- -	4 2.0	2 1.7
LIKE INGREDIENTS/ QUALITY INGREDIENTS	4 1.1	- -	- -	- -	1 1.9	- -	2 1.6	- -	2 3.5	3 1.5	2 1.7
LIGHTS WELL/EASY TO LIGHT	3 0.8	- -	- -	- -	- -	- -	2 1.6	- -	- -	1 0.5	1 0.9
GOOD AMOUNT OF SMOKE	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
COMFORTABLE TO HANDLE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SMOKE DOWN TO END	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
STYLE/DESIGN (NET)	63 17.3	6 11.8	- -	- -	10 18.9	4 28.6	22 17.7	4 11.1	12 21.1	39 19.3	27 23.1
SIZE (SUB-NET)	41 11.3	2 3.9	- -	- -	8 15.1	3 21.4	13 10.5	4 11.1	9 15.8	26 12.9	17 14.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015558

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
LIKE LARGER SIZE/ LARGER RING	18 4.9	1 2.0	- -	- -	3 5.7	- -	7 5.6	3 8.3	5 8.8	11 5.4	7 6.0
SMALLER SIZE/ SMALLER RING SIZE	11 3.0	- -	- -	- -	3 5.7	2 14.3	3 2.4	- -	1 1.8	7 3.5	3 2.6
LIKE THE SIZE	9 2.5	- -	- -	- -	1 1.9	1 7.1	3 2.4	1 2.8	3 5.3	7 3.5	6 5.1
RIGHT SIZE/NOT TOO BIG OR TOO SMALL	5 1.4	1 2.0	- -	- -	1 1.9	1 7.1	1 0.8	- -	- -	2 1.0	3 2.6
WRAPPER (SUB-NET)	18 4.9	2 3.9	- -	- -	1 1.9	- -	7 5.6	- -	3 5.3	11 5.4	9 7.7
MADURO WRAPPER	7 1.9	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	5 2.5	4 3.4
NATURAL WRAPPER	5 1.4	2 3.9	- -	- -	- -	- -	3 2.4	- -	- -	1 0.5	2 1.7
DARK WRAPPER/ CIGAR	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	3 1.5	1 0.9
WRAPPERS DON'T PEEL/PEEL AS MUCH AS OTHERS	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
LIKE THE WRAPPER (NS)	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
FULL BODIED	3 0.8	- -	- -	- -	- -	1 7.1	1 0.8	- -	1 1.8	1 0.5	2 1.7
MEDIUM BODIED	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
MORE TOBACCO/LESS PAPER IN CIGAR	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015559

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
LIKE COLOR	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	2 1.0	1 0.9
WRAPPED TIGHT	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
LIKE SHAPE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
PRICE/VALUE (NET)	49 13.5	11 21.6	- -	- -	8 15.1	1 7.1	24 19.4	8 22.2	9 15.8	29 14.4	21 17.9
GOOD/REASONABLE PRICE	15 4.1	4 7.8	- -	- -	3 5.7	- -	8 6.5	4 11.1	2 3.5	10 5.0	10 8.5
$1 TO $5 A PIECE	15 4.1	1 2.0	- -	- -	4 7.5	- -	6 4.8	2 5.6	- -	10 5.0	5 4.3
LESS EXPENSIVE/NOT EXPENSIVE	14 3.8	3 5.9	- -	- -	- -	1 7.1	7 5.6	3 8.3	5 8.8	7 3.5	4 3.4
GOOD VALUE FOR THE MONEY	6 1.6	3 5.9	- -	- -	1 1.9	- -	4 3.2	- -	2 3.5	3 1.5	3 2.6
AROMA (NET)	33 9.1	4 7.8	- -	- -	6 11.3	2 14.3	11 8.9	3 8.3	2 3.5	15 7.4	8 6.8
LIKE THE SMELL/ AROMA (NS)	17 4.7	2 3.9	- -	- -	3 5.7	1 7.1	6 4.8	- -	1 1.8	6 3.0	4 3.4
AROMA NOT OFFENSIVE TO OTHERS	3 0.8	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	2 1.0	1 0.9
SWEET SMELL/AROMA	3 0.8	1 2.0	- -	- -	2 3.8	- -	1 0.8	1 2.8	- -	2 1.0	1 0.9
STRONG SMELL/AROMA	3 0.8	- -	- -	- -	- -	1 7.1	1 0.8	1 2.8	- -	3 1.5	2 1.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015560

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	AR-TURO FU-ENTE	AVO	DAVID OFF	MACA-NUDO	PAR-TAGAS	AR-TURO FU-ENTE	AVO	DAVID OFF	MACA-NUDO	PAR-TAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
AROMA LINGERS/LASTS FOR A LONG TIME	2 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.8	- -	- -
COLOGNE SMELL/AROMA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NOT SMELL LIKE AN ASHTRAY	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
WALNUT SMELL/AROMA	1 0.3	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
NOT STALE SMELL/ AROMA	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
WET LEATHER SMELL/ AROMA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CEDAR SMELL/AROMA	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
MISCELLANEOUS (NET)	24 6.6	5 9.8	- -	- -	1 1.9	3 21.4	11 8.9	4 11.1	5 8.8	13 6.4	9 7.7
LIKE THE ASH	7 1.9	2 3.9	- -	- -	- -	- -	5 4.0	- -	1 1.8	5 2.5	3 2.6
SOOTHING/RELAXING/ STRESS RELIEVING	4 1.1	1 2.0	- -	- -	1 1.9	1 7.1	2 1.6	2 5.6	2 3.5	1 0.5	1 0.9
SMOKE WITH A DRINK/ ALCOHOL	3 0.8	- -	- -	- -	- -	1 7.1	1 0.8	- -	- -	1 0.5	1 0.9
NO PROBLEMS/BAD EXPERIENCE	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
SIMILAR TO DRINKING A FINE WINE	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	2 1.0	1 0.9

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UNDER PROTECTIVE ORDER
GC 015561

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
LIKE (NS)	2 0.5	- -	- -	- -	- -	1 7.1	- -	- -	1 1.8	1 0.5	1 0.9
ENJOY NICOTINE/ TOBACCO HIGH	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
WOOD/CEDAR BOX	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
PLEASURE TO SMOKE (NS)	1 0.3	- -	- -	- -	- -	- -	- -	1 2.8	1 1.8	- -	1 0.9
ENJOYABLE TO SMOKE (NS)	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
AVAILABILITY (NET)	15 4.1	- -	- -	- -	4 7.5	- -	5 4.0	1 2.8	5 8.8	11 5.4	6 5.1
AVAILABLE/EASY TO FIND	13 3.6	- -	- -	- -	4 7.5	- -	5 4.0	1 2.8	5 8.8	10 5.0	6 5.1
OTHER AVAILABILITY COMMENTS	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
TEXTURE (NET)	12 3.3	2 3.9	- -	- -	1 1.9	- -	5 4.0	2 5.6	2 3.5	5 2.5	3 2.6
FEELS SMOOTH/SMOOTH WRAPPER	4 1.1	1 2.0	- -	- -	- -	- -	3 2.4	1 2.8	1 1.8	3 1.5	3 2.6
LIKE THE TEXTURE	3 0.8	1 2.0	- -	- -	- -	- -	2 1.6	1 2.8	1 1.8	1 0.5	- -
LIKE THE FEEL OF CIGAR IN MOUTH/ORAL SATISFACTION	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ENJOY THE FEEL OF CIGAR IN HAND	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -

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UNDER PROTECTIVE ORDER
GC 015562

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SOFTNESS/FEELS SOFT	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HEALTH (NET)	8 2.2	1 2.0	- -	- -	1 1.9	- -	3 2.4	2 5.6	1 1.8	5 2.5	3 2.6
NOT CHOKE WHEN INHALE	4 1.1	- -	- -	- -	1 1.9	- -	1 0.8	1 2.8	- -	3 1.5	2 1.7
NOT MAKE YOU SICK	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
WON'T GIVE YOU CANCER QUICKLY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CIGARS NOT UNHEALTHY/LEAST HARFUL TOBACCO	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
LOWERS BLOOD PRESSURE	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	- -	- -
VARIETY/SELECTION (NET)	5 1.4	3 5.9	- -	- -	- -	- -	4 3.2	1 2.8	1 1.8	3 1.5	3 2.6
LIKE/GOOD VARIETY OF SIZES	3 0.8	1 2.0	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	2 1.7
LIKE/GOOD VARIETY OF FLAVORS	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	1 0.9
LIKE/GOOD VARIETY OF CIGARS (NS)	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
MANUFACTURE (NET)	4 1.1	1 2.0	- -	1 50.0	- -	- -	2 1.6	- -	2 3.5	3 1.5	1 0.9
DOMINICAN MADE	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	- -

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GC 015563

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
NAME BRAND RECOGNITION	1 0.3	- -	- -	1 50.0	- -	- -	- -	- -	1 1.8	1 0.5	- -
SIMILAR TO CUBAN CIGAR	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
OTHER MANUFACTURE COMMENTS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
INFLUENCE (NET)	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
RELATIVE SMOKED/ INFLUENCE	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
CURIOSITY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ATTITUDE (NET)	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	2 1.0	1 0.9
SOCIAL (SUB-NET)	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
SMOKE AFTER A MEAL	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
POPULAR/SOCIABLE	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
FEEL IMPORTANT/ SOPHISTICATED/ SUPERIOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
DON'T KNOW	11 3.0	2 3.9	1 33.3	- -	- -	- -	3 2.4	2 5.6	3 5.3	4 2.0	2 1.7
NOTHING/NO REASON	3 0.8	- -	1 33.3	- -	- -	1 7.1	1 0.8	1 2.8	1 1.8	3 1.5	2 1.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 24
Q.18A : What do you like about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	715	113	3	2	112	29	282	75	123	407	250
	196.4	221.6	100.0	100.0	211.3	207.1	227.4	208.3	215.8	201.5	213.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
PRICE/VALUE (NET)	86 23.6	14 27.5	1 33.3	1 50.0	15 28.3	7 50.0	30 24.2	8 22.2	14 24.6	56 27.7	26 22.2
LOWER/REDUCE PRICE	79 21.7	12 23.5	1 33.3	1 50.0	14 26.4	6 42.9	26 21.0	7 19.4	14 24.6	52 25.7	25 21.4
CONSTANT PRICE/STAY THE SAME/STOP GOING UP	5 1.4	- -	- -	- -	1 1.9	1 7.1	3 2.4	1 2.8	1 1.8	4 2.0	1 0.9
BETTER VALUE FOR THE MONEY	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
COMPETITIVE PRICE	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
AVAILABILITY (NET)	60 16.5	21 41.2	- -	- -	9 17.0	3 21.4	38 30.6	13 36.1	17 29.8	36 17.8	34 29.1
MORE AVAILABLE/ EASIER TO GET/FIND IN AREA/STORES	22 6.0	11 21.6	- -	- -	5 9.4	1 7.1	16 12.9	7 19.4	7 12.3	14 6.9	14 12.0
MORE STOCK IN STORES/STORES RUN OUT/SHORTAGE OF THEM	22 6.0	8 15.7	- -	- -	4 7.5	2 14.3	14 11.3	7 19.4	7 12.3	12 5.9	13 11.1
MAKE MORE AVAILABLE (NS)	12 3.3	3 5.9	- -	- -	1 1.9	- -	9 7.3	1 2.8	3 5.3	8 4.0	6 5.1
MAKE AVAILABLE IN U.S./NOT ILLEGAL	7 1.9	1 2.0	- -	- -	- -	1 7.1	2 1.6	1 2.8	2 3.5	3 1.5	3 2.6
NOT ON BACK ORDER	3 0.8	3 5.9	- -	- -	- -	- -	3 2.4	- -	- -	3 1.5	3 2.6
DELIVER TO HOME	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
AVAILABLE IN MORE STORES/NOT JUST SPECIALTY STORES	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	23 6.3	2 3.9	- -	- -	4 7.5	1 7.1	7 5.6	1 2.8	4 7.0	16 7.9	6 5.1
IMPROVE WAY CIGAR BURNS/EVEN BURN	3 0.8	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	2 1.0	1 0.9
MORE CONSISTENT FLAVOR	3 0.8	- -	- -	- -	- -	- -	- -	- -	1 1.8	2 1.0	1 0.9
BETTER QUALITY CONSTRUCTION/NOT FALL APART	3 0.8	- -	- -	- -	- -	1 7.1	2 1.6	- -	- -	3 1.5	2 1.7
ROLL TIGHT/TIGHTER	2 0.5	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	2 1.0	- -
WRAPPERS NOT PEEL APART	2 0.5	- -	- -	- -	1 1.9	- -	- -	1 2.8	1 1.8	2 1.0	- -
NATURAL TOBACCO/NO PESTICIDES	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
STORED IN A HUMIDIFIER	2 0.5	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	1 0.9
BETTER/GOOD DRAW	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	- -
ALL TOBACCO FILLERS	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
MOIST/NOT DRY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
NO HOLES IN LEAVES	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
BETTER TOBACCO INSIDE (NS)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
NOT EASILY UNRAVELED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
LESS ITEMS IN TOBACCO (NS)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SWEET AND STICKY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
IMPROVE QUALITY OF TOBACCO	1 0.3	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	1 0.9
STYLE/DESIGN (NET)	18 4.9	2 3.9	- -	- -	1 1.9	- -	7 5.6	1 2.8	2 3.5	10 5.0	10 8.5
LONGER IN LENGTH/ LARGER RING	7 1.9	1 2.0	- -	- -	- -	- -	3 2.4	- -	1 1.8	5 2.5	4 3.4
FIRM WRAPPER/NOT SOFT	3 0.8	- -	- -	- -	1 1.9	- -	1 0.8	1 2.8	- -	3 1.5	2 1.7
LARGER/BIGGER SIZE	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
MUDURO WRAPPER/DARK MUDURO COLOR	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
WRAPPERS COLORED THE SAME/CONSISTEN COLOR	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	2 1.7
LARGER PACK (NS)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LARGER HOLD (NS)	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	1 0.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
BOX SEALED	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	1 0.9
PRE-PUNCHED/CHOP OFF THE END	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TASTE/FLAVOR (NET)	11 3.0	1 2.0	- -	- -	3 5.7	- -	2 1.6	1 2.8	3 5.3	6 3.0	2 1.7
SMOOTH TASTE/FLAVOR	4 1.1	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	2 1.0	- -
FRESHER (NS)	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	- -
MILDER TASTE/ FLAVOR/NOT AS STRONG	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
MODERATE TASTE/ FLAVOR (NS)	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NOT BITTER TASTE/ FLAVOR	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
NOT SOUR TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MORE SPICY TASTE/ FLAVOR	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	1 0.5	1 0.9
INCREASE/STRONGER TASTE/FLAVOR	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	1 0.5	1 0.9
VARIETY/SELECTION (NET)	4 1.1	- -	- -	1 50.0	2 3.8	- -	- -	- -	2 3.5	3 1.5	1 0.9
DIFFERENT SIZE PACKAGES	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	1 0.5	1 0.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 25
Q.18B : What would you like to see improved about the cigar you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
DIFFERENT FLAVORS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MORE/LARGER VARIETY/SELECTION (NS)	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	- -
LARGER SELECTION OF RING SIZES	1 0.3	- -	- -	1 50.0	- -	- -	- -	- -	1 1.8	1 0.5	- -
MISCELLANEOUS (NET)	4 1.1	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	1 1.8	3 1.5	2 1.7
MORE IN A BOX/25 INSTEAD OF 10	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	1 0.5	1 0.9
CIGARETTE SMOKERS SWITCHING TO CIGARS	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
OTHER MISCELLANEOUS COMMENTS	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
DON'T KNOW	17 4.7	1 2.0	1 33.3	- -	1 1.9	- -	2 1.6	2 5.6	3 5.3	8 4.0	5 4.3
SATISFIED WITH CIGAR/ NO CHANGES/COMPLAINTS	50 13.7	5 9.8	- -	- -	6 11.3	2 14.3	13 10.5	3 8.3	5 8.8	24 11.9	12 10.3
NOTHING	89 24.5	6 11.8	1 33.3	- -	16 30.2	3 21.4	29 23.4	8 22.2	13 22.8	47 23.3	24 20.5
REFUSED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
TOTAL	382 104.9	59 115.7	3 100.0	2 100.0	60 113.2	17 121.4	142 114.5	40 111.1	67 117.5	221 109.4	131 112.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 26
Q.19 : What size cigar do you smoke most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
CHURCHILL	45 12.4	6 11.8	1 33.3	- -	3 5.7	2 14.3	16 12.9	7 19.4	10 17.5	23 11.4	20 17.1
DOUBLE CORONA	52 14.3	9 17.6	- -	- -	8 15.1	2 14.3	23 18.5	7 19.4	8 14.0	34 16.8	23 19.7
CORONA	100 27.5	16 31.4	- -	- -	11 20.8	8 57.1	41 33.1	10 27.8	19 33.3	64 31.7	40 34.2
ROBUSTO	41 11.3	9 17.6	1 33.3	1 50.0	9 17.0	1 7.1	17 13.7	7 19.4	6 10.5	25 12.4	13 11.1
PETIT CORONA	41 11.3	4 7.8	- -	- -	9 17.0	- -	8 6.5	1 2.8	3 5.3	20 9.9	9 7.7
LONSDALE#1	15 4.1	1 2.0	1 33.3	- -	4 7.5	- -	4 3.2	1 2.8	3 5.3	8 4.0	2 1.7
PANATELLA	24 6.6	2 3.9	- -	- -	4 7.5	- -	4 3.2	- -	4 7.0	9 4.5	1 0.9
CIGARILLO	15 4.1	- -	- -	1 50.0	3 5.7	- -	- -	- -	2 3.5	6 3.0	- -
DON'T KNOW	31 8.5	4 7.8	- -	- -	2 3.8	1 7.1	11 8.9	3 8.3	2 3.5	13 6.4	9 7.7
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 27
Q.20 : Is the brand you smoke most often now, different than the one you smoked most often two years ago?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Smoking More Than Two Years	340	47	2	2	51	14	117	31	49	190	107
YES	130	26	1	2	12	2	58	20	22	79	43
	38.2	55.3	50.0	100.0	23.5	14.3	49.6	64.5	44.9	41.6	40.2
NO	210	21	1	-	39	12	59	11	27	111	64
	61.8	44.7	50.0	-	76.5	85.7	50.4	35.5	55.1	58.4	59.8
TOTAL	340	47	2	2	51	14	117	31	49	190	107
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	26	1	2	12	2	58	20	22	79	43
MACANUDO	14 10.8	1 3.8	1 100.0	- -	- -	- -	6 10.3	6 30.0	3 13.6	14 17.7	9 20.9
SWISHER SWEETS	10 7.7	- -	- -	- -	2 16.7	- -	1 1.7	- -	- -	5 6.3	- -
GARCIA Y VEGA	7 5.4	3 11.5	- -	- -	1 8.3	- -	3 5.2	- -	- -	2 2.5	1 2.3
ARTURO FUENTE	7 5.4	1 3.8	- -	- -	- -	- -	7 12.1	1 5.0	- -	7 8.9	3 7.0
HOYO DE MONTERREY	5 3.8	- -	- -	- -	- -	- -	4 6.9	3 15.0	1 4.5	2 2.5	2 4.7
ROYAL JAMICA	4 3.1	- -	- -	1 50.0	1 8.3	1 50.0	2 3.4	1 5.0	2 9.1	4 5.1	2 4.7
EL PRODUCTO	4 3.1	1 3.8	- -	- -	- -	- -	2 3.4	- -	- -	1 1.3	1 2.3
ANTONIO & CLEOPATRA	3 2.3	- -	- -	- -	1 8.3	- -	1 1.7	- -	- -	2 2.5	2 4.7
H. UPMANN	3 2.3	1 3.8	- -	- -	- -	- -	2 3.4	- -	- -	2 2.5	2 4.7
CUBAN (UNSPECIFIED)	2 1.5	1 3.8	- -	- -	- -	- -	2 3.4	- -	1 4.5	- -	- -
TE-AMO	2 1.5	1 3.8	- -	- -	1 8.3	- -	2 3.4	1 5.0	- -	2 2.5	1 2.3
THOMPSON	2 1.5	1 3.8	- -	- -	- -	1 50.0	1 1.7	- -	- -	1 1.3	1 2.3
PARTAGAS	2 1.5	- -	- -	- -	1 8.3	- -	- -	1 5.0	- -	2 2.5	2 4.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	26	1	2	12	2	58	20	22	79	43
KING EDWARDS	2 1.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
ASHTON	1 0.8	1 3.8	- -	- -	- -	- -	1 1.7	- -	- -	1 1.3	- -
BACCARAT	1 0.8	- -	- -	- -	1 8.3	- -	- -	- -	- -	1 1.3	- -
DAVIDOFF	1 0.8	- -	- -	- -	- -	- -	- -	- -	1 4.5	- -	- -
DON DIEGO	1 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DUTCH MASTERS	1 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRIMO DEL REY	1 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUNCH	1 0.8	1 3.8	- -	- -	- -	- -	1 1.7	1 5.0	- -	1 1.3	1 2.3
LA UNICA	1 0.8	1 3.8	- -	- -	- -	- -	1 1.7	1 5.0	- -	1 1.3	- -
PHILLIES	1 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.3
ROBERT BURNS	1 0.8	- -	- -	- -	- -	- -	1 1.7	- -	1 4.5	1 1.3	1 2.3
ROMEO Y JULIETA	1 0.8	1 3.8	- -	- -	- -	- -	1 1.7	1 5.0	1 4.5	1 1.3	1 2.3
WHITE OWL	1 0.8	- -	- -	- -	1 8.3	- -	- -	1 5.0	1 4.5	1 1.3	- -

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GC 015574

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	26	1	2	12	2	58	20	22	79	43
DUNHILL	1	-	-	1	-	-	-	-	1	1	-
	0.8	-	-	50.0	-	-	-	-	4.5	1.3	-
OTHER	29	7	-	-	-	-	14	2	8	14	5
	22.3	26.9	-	-	-	-	24.1	10.0	36.4	17.7	11.6
DON'T KNOW	12	4	-	-	-	-	4	-	-	7	5
	9.2	15.4	-	-	-	-	6.9	-	-	8.9	11.6
NONE	9	1	-	-	3	-	2	1	2	6	3
	6.9	3.8	-	-	25.0	-	3.4	5.0	9.1	7.6	7.0
TOTAL	130	26	1	2	12	2	58	20	22	79	43
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 29
Q.22A : The next time you purchase cigars, if your brand was not available in the store where you usually purchase cigars, would you ...?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
PURCHASE THE SAME BRAND, DIFFERENT SIZE	85 23.4	11 21.6	2 66.7	- -	14 26.4	6 42.9	33 26.6	12 33.3	17 29.8	56 27.7	32 27.4
PURCHASE A DIFFERENT BRAND, SAME SIZE	156 42.9	23 45.1	1 33.3	1 50.0	26 49.1	5 35.7	53 42.7	18 50.0	27 47.4	93 46.0	53 45.3
GO TO A DIFFERENT STORE	36 9.9	3 5.9	- -	- -	3 5.7	1 7.1	9 7.3	4 11.1	3 5.3	14 6.9	10 8.5
ORDER IT	32 8.8	4 7.8	- -	- -	2 3.8	- -	13 10.5	- -	6 10.5	18 8.9	9 7.7
NOT MAKE A PURCHASE	25 6.9	4 7.8	- -	- -	5 9.4	- -	7 5.6	1 2.8	1 1.8	9 4.5	6 5.1
PURCHASE A DIFFERENT BRAND, DIFFERENT SIZE	3 0.8	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	2 1.0	1 0.9
TRY A NEW CIGAR/ SOMETHING ELSE	4 1.1	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	2 1.0	- -
HAVE TOBBACONIST/ CLERK RECOMMEND SOMETHING	5 1.4	- -	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	1 0.9
WAIT UNTIL THEY HAVE IT	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
SMOKE PIPE UNTIL THEY HAVE IT	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
FAMILY MEMBER PURCHASES	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
NOT STICK TO ONE BRAND/WILL TRY ANYTHING	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	1 2.8	1 1.8	2 1.0	2 1.7

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 29
Q.22A : The next time you purchase cigars, if your brand was not available in the store where you usually purchase cigars, would you ...?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
OTHER	2 0.5	2 3.9	- -	- -	- -	- -	2 1.6	- -	- -	1 0.5	- -
DON'T KNOW	9 2.5	- -	- -	1 50.0	- -	2 14.3	1 0.8	- -	2 3.5	3 1.5	2 1.7
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 30
Q.23 : Of the last ten times you've purchased cigars, how many times did you purchase your usual brand?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ONE	7 1.9	- -	- -	- -	1 1.9	- -	2 1.6	- -	2 3.5	3 1.5	3 2.6
TWO	20 5.5	4 7.8	- -	- -	3 5.7	- -	6 4.8	2 5.6	2 3.5	12 5.9	4 3.4
THREE	15 4.1	4 7.8	1 33.3	- -	2 3.8	- -	9 7.3	4 11.1	3 5.3	9 4.5	6 5.1
FOUR	18 4.9	4 7.8	- -	- -	2 3.8	- -	10 8.1	4 11.1	1 1.8	10 5.0	7 6.0
FIVE	35 9.6	5 9.8	- -	- -	3 5.7	3 21.4	16 12.9	4 11.1	5 8.8	21 10.4	16 13.7
SIX	26 7.1	6 11.8	- -	- -	4 7.5	2 14.3	14 11.3	4 11.1	6 10.5	19 9.4	15 12.8
SEVEN	35 9.6	7 13.7	1 33.3	- -	6 11.3	- -	18 14.5	7 19.4	10 17.5	26 12.9	17 14.5
EIGHT	39 10.7	7 13.7	1 33.3	1 50.0	9 17.0	- -	12 9.7	2 5.6	5 8.8	24 11.9	7 6.0
NINE	29 8.0	1 2.0	- -	- -	9 17.0	2 14.3	6 4.8	2 5.6	5 8.8	19 9.4	7 6.0
TEN	124 34.1	11 21.6	- -	1 50.0	13 24.5	7 50.0	27 21.8	6 16.7	15 26.3	53 26.2	31 26.5
DON'T KNOW	16 4.4	2 3.9	- -	- -	1 1.9	- -	4 3.2	1 2.8	3 5.3	6 3.0	4 3.4
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 31A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
A GOOD VALUE	318 46.3	54 49.5	1 11.1	3 60.0	46 47.4	11 37.9	152 49.8	39 37.1	59 37.6	212 44.4	130 41.0
A MILD TASTE	459 66.8	66 60.6	5 55.6	2 40.0	64 66.0	19 65.5	201 65.9	60 57.1	94 59.9	312 65.4	209 65.9
A FULL-BODIED TASTE	494 71.9	82 75.2	3 33.3	3 60.0	64 66.0	20 69.0	228 74.8	72 68.6	111 70.7	340 71.3	230 72.6
CONSISTENCY OF CRAFTSMANSHIP	575 83.7	93 85.3	8 88.9	3 60.0	83 85.6	29 100.0	263 86.2	88 83.8	136 86.6	408 85.5	274 86.4
AVAILABILITY	289 42.1	34 31.2	4 44.4	2 40.0	44 45.4	16 55.2	119 39.0	34 32.4	67 42.7	215 45.1	138 43.5
FRESHNESS	526 76.6	93 85.3	7 77.8	3 60.0	78 80.4	19 65.5	258 84.6	85 81.0	125 79.6	372 78.0	254 80.1
EASY TO DRAW	549 79.9	87 79.8	5 55.6	5 100.0	79 81.4	23 79.3	252 82.6	90 85.7	128 81.5	388 81.3	259 81.7
AROMA	535 77.9	89 81.7	5 55.6	5 100.0	74 76.3	24 82.8	250 82.0	86 81.9	128 81.5	373 78.2	257 81.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 31B
Q.24A : Attribute Ratings - Summary Of Means

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
GOOD VALUE	3.4	3.4	2.7	3.6	3.6	3.2	3.4	3.2	3.2	3.4	3.4
MILD TASTE	4.0	3.8	3.4	3.6	4.0	4.1	3.9	3.8	3.9	3.9	4.0
FULL-BODIED TASTE	4.1	4.1	3.1	4.0	4.0	3.9	4.1	3.9	4.1	4.0	4.1
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.5	4.3	4.0	4.5	4.5	4.4	4.4	4.5	4.4	4.4
AVAILABILITY	3.1	2.8	3.0	2.6	3.3	3.0	3.0	2.8	3.2	3.2	3.1
FRESHNESS	4.2	4.4	3.8	4.0	4.4	4.2	4.3	4.2	4.3	4.3	4.3
EASY TO DRAW	4.3	4.3	3.8	4.4	4.4	4.2	4.3	4.4	4.4	4.3	4.3
AROMA	4.3	4.3	3.9	4.8	4.3	4.2	4.3	4.3	4.4	4.2	4.3

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 310
Q.24A : Attribute Ratings - Good Value

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	318 46.3	54 49.5	1 11.1	3 60.0	46 47.4	11 37.9	152 49.8	39 37.1	59 37.6	212 44.4	130 41.0
(5) EXCELLENT	157 22.9	29 26.6	- -	1 20.0	23 23.7	3 10.3	70 23.0	17 16.2	27 17.2	98 20.5	69 21.8
(4) VERY GOOD	161 23.4	25 22.9	1 11.1	2 40.0	23 23.7	8 27.6	82 26.9	22 21.0	32 20.4	114 23.9	61 19.2
(3) GOOD	223 32.5	29 26.6	5 55.6	1 20.0	36 37.1	13 44.8	84 27.5	39 37.1	54 34.4	165 34.6	117 36.9
(2) FAIR	85 12.4	14 12.8	2 22.2	1 20.0	11 11.3	3 10.3	40 13.1	12 11.4	26 16.6	62 13.0	36 11.4
(1) POOR	48 7.0	11 10.1	1 11.1	- -	2 2.1	2 6.9	25 8.2	12 11.4	14 8.9	31 6.5	26 8.2
DON'T KNOW/ REFUSED	13 1.9	1 0.9	- -	- -	2 2.1	- -	4 1.3	3 2.9	4 2.5	7 1.5	8 2.5
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	3.4	3.4	2.7	3.6	3.6	3.2	3.4	3.2	3.2	3.4	3.4
Std.Dev.	1.18	1.29	0.87	1.14	1.05	1.02	1.22	1.20	1.19	1.15	1.19
Std.Err.	0.05	0.12	0.29	0.51	0.11	0.19	0.07	0.12	0.10	0.05	0.07

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 31D
Q.24A : Attribute Ratings - Mild Taste

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	459 66.8	66 60.6	5 55.6	2 40.0	64 66.0	19 65.5	201 65.9	60 57.1	94 59.9	312 65.4	209 65.9
(5) EXCELLENT	254 37.0	37 33.9	1 11.1	1 20.0	37 38.1	11 37.9	115 37.7	37 35.2	57 36.3	172 36.1	113 35.6
(4) VERY GOOD	205 29.8	29 26.6	4 44.4	1 20.0	27 27.8	8 27.6	86 28.2	23 21.9	37 23.6	140 29.4	96 30.3
(3) GOOD	145 21.1	23 21.1	3 33.3	3 60.0	24 24.7	7 24.1	64 21.0	25 23.8	38 24.2	100 21.0	68 21.5
(2) FAIR	46 6.7	8 7.3	- -	- -	5 5.2	1 3.4	22 7.2	9 8.6	14 8.9	36 7.5	21 6.6
(1) POOR	14 2.0	5 4.6	1 11.1	- -	2 2.1	- -	8 2.6	5 4.8	3 1.9	12 2.5	6 1.9
DON'T KNOW/ REFUSED	23 3.3	7 6.4	- -	- -	2 2.1	2 6.9	10 3.3	6 5.7	8 5.1	17 3.6	13 4.1
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	4.0	3.8	3.4	3.6	4.0	4.1	3.9	3.8	3.9	3.9	4.0
Std.Dev.	1.03	1.15	1.13	0.89	1.03	0.92	1.07	1.19	1.09	1.07	1.02
Std.Err.	0.04	0.11	0.38	0.40	0.11	0.18	0.06	0.12	0.09	0.05	0.06

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 31E
Q.24A : Attribute Ratings - Full-Bodied Taste

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	494 71.9	82 75.2	3 33.3	3 60.0	64 66.0	20 69.0	228 74.8	72 68.6	111 70.7	340 71.3	230 72.6
(5) EXCELLENT	268 39.0	46 42.2	1 11.1	2 40.0	34 35.1	9 31.0	122 40.0	39 37.1	62 39.5	183 38.4	121 38.2
(4) VERY GOOD	226 32.9	36 33.0	2 22.2	1 20.0	30 30.9	11 37.9	106 34.8	33 31.4	49 31.2	157 32.9	109 34.4
(3) GOOD	144 21.0	17 15.6	4 44.4	2 40.0	27 27.8	7 24.1	53 17.4	20 19.0	33 21.0	105 22.0	63 19.9
(2) FAIR	26 3.8	7 6.4	1 11.1	- -	2 2.1	2 6.9	13 4.3	5 4.8	7 4.5	16 3.4	13 4.1
(1) POOR	9 1.3	3 2.8	1 11.1	- -	- -	- -	7 2.3	5 4.8	2 1.3	8 1.7	3 0.9
DON'T KNOW/ REFUSED	14 2.0	- -	- -	- -	4 4.1	- -	4 1.3	3 2.9	4 2.5	8 1.7	8 2.5
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	4.1	4.1	3.1	4.0	4.0	3.9	4.1	3.9	4.1	4.0	4.1
Std.Dev.	0.94	1.04	1.17	1.00	0.87	0.92	0.98	1.11	0.96	0.95	0.92
Std.Err.	0.04	0.10	0.39	0.45	0.09	0.17	0.06	0.11	0.08	0.04	0.05

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 31F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	575 83.7	93 85.3	8 88.9	3 60.0	83 85.6	29 100.0	263 86.2	88 83.8	136 86.6	408 85.5	274 86.4
(5) EXCELLENT	365 53.1	68 62.4	4 44.4	2 40.0	59 60.8	15 51.7	174 57.0	61 58.1	88 56.1	262 54.9	171 53.9
(4) VERY GOOD	210 30.6	25 22.9	4 44.4	1 20.0	24 24.7	14 48.3	89 29.2	27 25.7	48 30.6	146 30.6	103 32.5
(3) GOOD	79 11.5	14 12.8	1 11.1	2 40.0	10 10.3	- -	33 10.8	10 9.5	16 10.2	47 9.9	30 9.5
(2) FAIR	19 2.8	1 0.9	- -	- -	2 2.1	- -	5 1.6	2 1.9	- -	13 2.7	4 1.3
(1) POOR	4 0.6	- -	- -	- -	- -	- -	1 0.3	2 1.9	- -	2 0.4	1 0.3
DON'T KNOW/ REFUSED	10 1.5	1 0.9	- -	- -	2 2.1	- -	3 1.0	3 2.9	5 3.2	7 1.5	8 2.5
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	4.3	4.5	4.3	4.0	4.5	4.5	4.4	4.4	4.5	4.4	4.4
Std.Dev.	0.84	0.75	0.71	1.00	0.77	0.51	0.78	0.89	0.68	0.81	0.75
Std.Err.	0.03	0.07	0.24	0.45	0.08	0.09	0.04	0.09	0.06	0.04	0.04

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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TABLE 31G
Q.24A : Attribute Ratings - Availability

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	289 42.1	34 31.2	4 44.4	2 40.0	44 45.4	16 55.2	119 39.0	34 32.4	67 42.7	215 45.1	138 43.5
(5) EXCELLENT	153 22.3	16 14.7	1 11.1	- -	26 26.8	2 6.9	61 20.0	14 13.3	34 21.7	118 24.7	74 23.3
(4) VERY GOOD	136 19.8	18 16.5	3 33.3	2 40.0	18 18.6	14 48.3	58 19.0	20 19.0	33 21.0	97 20.3	64 20.2
(3) GOOD	141 20.5	25 22.9	2 22.2	1 20.0	22 22.7	3 10.3	57 18.7	20 19.0	31 19.7	98 20.5	52 16.4
(2) FAIR	101 14.7	23 21.1	1 11.1	- -	17 17.5	3 10.3	54 17.7	23 21.9	24 15.3	70 14.7	54 17.0
(1) POOR	138 20.1	25 22.9	2 22.2	2 40.0	11 11.3	7 24.1	68 22.3	25 23.8	27 17.2	82 17.2	64 20.2
DON'T KNOW/ REFUSED	18 2.6	2 1.8	- -	- -	3 3.1	- -	7 2.3	3 2.9	8 5.1	12 2.5	9 2.8
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	3.1	2.8	3.0	2.6	3.3	3.0	3.0	2.8	3.2	3.2	3.1
Std.Dev.	1.44	1.37	1.41	1.52	1.36	1.38	1.45	1.38	1.42	1.43	1.47
Std.Err.	0.06	0.13	0.47	0.68	0.14	0.26	0.08	0.14	0.12	0.07	0.08

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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TABLE 31H
Q.24A : Attribute Ratings - Freshness

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	526 76.6	93 85.3	7 77.8	3 60.0	78 80.4	19 65.5	258 84.6	85 81.0	125 79.6	372 78.0	254 80.1
(5) EXCELLENT	330 48.0	56 51.4	2 22.2	2 40.0	59 60.8	13 44.8	153 50.2	50 47.6	79 50.3	242 50.7	166 52.4
(4) VERY GOOD	196 28.5	37 33.9	5 55.6	1 20.0	19 19.6	6 20.7	105 34.4	35 33.3	46 29.3	130 27.3	88 27.8
(3) GOOD	117 17.0	10 9.2	1 11.1	2 40.0	14 14.4	7 24.1	32 10.5	11 10.5	19 12.1	80 16.8	43 13.6
(2) FAIR	17 2.5	4 3.7	- -	- -	2 2.1	- -	9 3.0	4 3.8	3 1.9	10 2.1	7 2.2
(1) POOR	6 0.9	- -	1 11.1	- -	- -	- -	2 0.7	2 1.9	1 0.6	3 0.6	1 0.3
DON'T KNOW/ REFUSED	21 3.1	2 1.8	- -	- -	3 3.1	3 10.3	4 1.3	3 2.9	9 5.7	12 2.5	12 3.8
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	4.2	4.4	3.8	4.0	4.4	4.2	4.3	4.2	4.3	4.3	4.3
Std.Dev.	0.89	0.80	1.20	1.00	0.82	0.86	0.83	0.94	0.83	0.87	0.83
Std.Err.	0.03	0.08	0.40	0.45	0.08	0.17	0.05	0.09	0.07	0.04	0.05

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TABLE 31I
Q.24A : Attribute Ratings - Easy To Draw

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	549 79.9	87 79.8	5 55.6	5 100.0	79 81.4	23 79.3	252 82.6	90 85.7	128 81.5	388 81.3	259 81.7
(5) EXCELLENT	338 49.2	56 51.4	2 22.2	2 40.0	55 56.7	13 44.8	162 53.1	54 51.4	79 50.3	241 50.5	162 51.1
(4) VERY GOOD	211 30.7	31 28.4	3 33.3	3 60.0	24 24.7	10 34.5	90 29.5	36 34.3	49 31.2	147 30.8	97 30.6
(3) GOOD	103 15.0	17 15.6	4 44.4	- -	11 11.3	5 17.2	37 12.1	10 9.5	20 12.7	65 13.6	40 12.6
(2) FAIR	19 2.8	3 2.8	- -	- -	4 4.1	1 3.4	11 3.6	2 1.9	2 1.3	13 2.7	8 2.5
(1) POOR	3 0.4	1 0.9	- -	- -	- -	- -	1 0.3	- -	- -	1 0.2	- -
DON'T KNOW/ REFUSED	13 1.9	1 0.9	- -	- -	3 3.1	- -	4 1.3	3 2.9	7 4.5	10 2.1	10 3.2
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	4.3	4.3	3.8	4.4	4.4	4.2	4.3	4.4	4.4	4.3	4.3
Std.Dev.	0.85	0.89	0.83	0.55	0.86	0.86	0.85	0.75	0.76	0.83	0.80
Std.Err.	0.03	0.09	0.28	0.24	0.09	0.16	0.05	0.07	0.06	0.04	0.05

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TABLE 31J
Q.24A : Attribute Ratings - Aroma

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	687	109	9	5	97	29	305	105	157	477	317
TOP TWO BOX	535 77.9	89 81.7	5 55.6	5 100.0	74 76.3	24 82.8	250 82.0	86 81.9	128 81.5	373 78.2	257 81.1
(5) EXCELLENT	338 49.2	56 51.4	3 33.3	4 80.0	47 48.5	12 41.4	158 51.8	55 52.4	87 55.4	230 48.2	157 49.5
(4) VERY GOOD	197 28.7	33 30.3	2 22.2	1 20.0	27 27.8	12 41.4	92 30.2	31 29.5	41 26.1	143 30.0	100 31.5
(3) GOOD	115 16.7	16 14.7	4 44.4	- -	15 15.5	5 17.2	41 13.4	11 10.5	20 12.7	78 16.4	42 13.2
(2) FAIR	19 2.8	2 1.8	- -	- -	4 4.1	- -	7 2.3	4 3.8	2 1.3	15 3.1	7 2.2
(1) POOR	3 0.4	1 0.9	- -	- -	- -	- -	2 0.7	1 1.0	- -	2 0.4	- -
DON'T KNOW/ REFUSED	15 2.2	1 0.9	- -	- -	4 4.1	- -	5 1.6	3 2.9	7 4.5	9 1.9	11 3.5
TOTAL	687 100.0	109 100.0	9 100.0	5 100.0	97 100.0	29 100.0	305 100.0	105 100.0	157 100.0	477 100.0	317 100.0
Mean	4.3	4.3	3.9	4.8	4.3	4.2	4.3	4.3	4.4	4.2	4.3
Std.Dev.	0.87	0.86	0.93	0.45	0.88	0.74	0.85	0.89	0.77	0.87	0.80
Std.Err.	0.03	0.08	0.31	0.20	0.09	0.14	0.05	0.09	0.06	0.04	0.05

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TABLE 33A
Q.25 : Characteristic Rating - Summary Of Top 2 Box

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
PRICE	150 41.2	19 37.3	1 33.3	1 50.0	15 28.3	6 42.9	53 42.7	11 30.6	24 42.1	76 37.6	48 41.0
BRAND IMAGE	65 17.9	11 21.6	- -	1 50.0	12 22.6	3 21.4	22 17.7	8 22.2	4 7.0	30 14.9	20 17.1
TASTE	351 96.4	48 94.1	3 100.0	2 100.0	52 98.1	14 100.0	121 97.6	36 100.0	56 98.2	196 97.0	116 99.1
FULL-BODIED	274 75.3	43 84.3	2 66.7	1 50.0	39 73.6	12 85.7	99 79.8	29 80.6	40 70.2	154 76.2	90 76.9
MILDNESS	240 65.9	32 62.7	1 33.3	- -	40 75.5	8 57.1	75 60.5	19 52.8	30 52.6	122 60.4	69 59.0
THE CIGAR LENGTH	146 40.1	25 49.0	1 33.3	2 100.0	14 26.4	7 50.0	59 47.6	16 44.4	19 33.3	89 44.1	55 47.0
THE CIGAR DIAMETER	190 52.2	27 52.9	1 33.3	1 50.0	25 47.2	10 71.4	72 58.1	22 61.1	28 49.1	117 57.9	71 60.7
AROMA	276 75.8	38 74.5	3 100.0	1 50.0	41 77.4	13 92.9	99 79.8	27 75.0	48 84.2	155 76.7	95 81.2
LIGHT BROWN COLOR OF CIGAR	108 29.7	17 33.3	1 33.3	- -	18 34.0	5 35.7	35 28.2	11 30.6	23 40.4	62 30.7	34 29.1
DARK BROWN COLOR OF CIGAR	114 31.3	19 37.3	- -	- -	13 24.5	3 21.4	47 37.9	13 36.1	15 26.3	66 32.7	44 37.6
GREEN COLOR OF CIGAR	76 20.9	10 19.6	- -	- -	10 18.9	3 21.4	25 20.2	8 22.2	8 14.0	48 23.8	22 18.8

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PREMIUM CIGAR USAGE AND ATTITUDE
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BANNER 2

TABLE 33A
Q.25 : Characteristic Rating - Summary Of Top 2 Box

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MADURA COLOR OF CIGAR	137 37.6	22 43.1	- -	- -	18 34.0	7 50.0	53 42.7	14 38.9	20 35.1	76 37.6	52 44.4
RECOMMENDATION BY FRIEND	139 38.2	21 41.2	- -	1 50.0	22 41.5	7 50.0	51 41.1	11 30.6	25 43.9	87 43.1	49 41.9
RECOMMENDATION BY TOBACCONIST	126 34.6	16 31.4	1 33.3	- -	19 35.8	4 28.6	48 38.7	15 41.7	17 29.8	75 37.1	42 35.9
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	152 41.8	24 47.1	2 66.7	- -	18 34.0	7 50.0	66 53.2	20 55.6	29 50.9	92 45.5	66 56.4

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TABLE 33B
Q.25 : Characteristic Rating - Summary Of Means

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
PRICE	46.9	46.7	45.3	34.0	41.4	50.9	49.2	41.6	47.0	47.1	49.0
BRAND IMAGE	28.0	31.5	36.0	34.0	29.5	34.6	28.9	32.1	22.6	26.7	29.0
TASTE	79.2	78.2	88.0	82.0	79.1	87.1	79.7	85.0	81.8	80.9	83.1
FULL-BODIED	65.4	67.0	66.7	50.0	65.7	70.3	65.8	72.0	65.3	66.2	67.5
MILDNESS	59.4	54.7	34.7	36.0	64.3	54.6	55.1	48.4	52.1	56.5	54.7
THE CIGAR LENGTH	44.5	49.2	38.7	64.0	39.5	50.0	48.1	42.3	42.2	46.5	47.3
THE CIGAR DIAMETER	51.5	50.8	45.3	50.0	51.8	61.4	54.2	53.8	52.9	55.0	56.0
AROMA	64.5	62.6	76.0	50.0	67.1	75.1	64.4	60.3	65.7	66.0	64.4
LIGHT BROWN COLOR OF CIGAR	36.7	39.4	34.7	26.0	41.4	36.6	35.3	33.6	43.2	38.4	37.7
DARK BROWN COLOR OF CIGAR	37.8	40.8	18.7	26.0	36.2	28.3	40.8	35.2	37.9	38.6	39.9
GREEN COLOR OF CIGAR	28.7	25.1	4.0	10.0	29.1	28.3	26.4	28.9	22.8	31.5	26.6
MADURA COLOR OF CIGAR	43.1	46.3	25.3	26.0	43.4	48.3	46.6	44.0	40.1	45.3	46.6
RECOMMENDATION BY FRIEND	41.7	45.0	36.0	50.0	43.9	46.6	44.1	42.2	44.8	45.5	44.4
RECOMMENDATION BY TOBACCONIST	40.8	42.7	45.3	36.0	40.2	34.0	45.1	45.9	39.7	42.2	41.5
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	43.7	50.0	66.7	36.0	39.8	43.7	50.6	50.6	50.9	46.5	51.6

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PREMIUM CIGAR USAGE AND ATTITUDE
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BANNER 2

TABLE 33C
Q.25 : How important is price to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	150 41.2	19 37.3	1 33.3	1 50.0	15 28.3	6 42.9	53 42.7	11 30.6	24 42.1	76 37.6	48 41.0
(100) EXTREMELY IMPORTANT	35 9.6	4 7.8	- -	- -	4 7.5	2 14.3	15 12.1	1 2.8	5 8.8	23 11.4	15 12.8
(64) VERY IMPORTANT	115 31.6	15 29.4	1 33.3	1 50.0	11 20.8	4 28.6	38 30.6	10 27.8	19 33.3	53 26.2	33 28.2
(36) SOMEWHAT IMPORTANT	156 42.9	26 51.0	2 66.7	- -	27 50.9	7 50.0	56 45.2	19 52.8	23 40.4	98 48.5	55 47.0
(16) NOT VERY IMPORTANT	29 8.0	5 9.8	- -	- -	6 11.3	- -	8 6.5	4 11.1	8 14.0	15 7.4	7 6.0
(4) NOT AT ALL IMPORTANT	29 8.0	1 2.0	- -	1 50.0	5 9.4	1 7.1	7 5.6	2 5.6	2 3.5	13 6.4	7 6.0
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	46.9	46.7	45.3	34.0	41.4	50.9	49.2	41.6	47.0	47.1	49.0
Std.Dev.	25.28	22.52	16.17	42.43	24.42	26.69	25.49	20.33	24.53	25.45	25.85
Std.Err.	1.32	3.15	9.33	30.00	3.35	7.13	2.29	3.39	3.25	1.79	2.39

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TABLE 33D
Q.25 : How important is brand image to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	65 17.9	11 21.6	- -	1 50.0	12 22.6	3 21.4	22 17.7	8 22.2	4 7.0	30 14.9	20 17.1
(100) EXTREMELY IMPORTANT	16 4.4	4 7.8	- -	- -	1 1.9	2 14.3	7 5.6	3 8.3	1 1.8	8 4.0	8 6.8
(64) VERY IMPORTANT	49 13.5	7 13.7	- -	1 50.0	11 20.8	1 7.1	15 12.1	5 13.9	3 5.3	22 10.9	12 10.3
(36) SOMEWHAT IMPORTANT	97 26.6	12 23.5	3 100.0	- -	13 24.5	4 28.6	33 26.6	11 30.6	20 35.1	56 27.7	32 27.4
(16) NOT VERY IMPORTANT	91 25.0	18 35.3	- -	- -	15 28.3	4 28.6	38 30.6	6 16.7	12 21.1	58 28.7	34 29.1
(4) NOT AT ALL IMPORTANT	109 29.9	10 19.6	- -	1 50.0	13 24.5	3 21.4	31 25.0	11 30.6	21 36.8	58 28.7	31 26.5
DON'T KNOW/ REFUSED	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean Std.Dev. Std.Err.	28.0 25.16 1.32	31.5 27.67 3.88	36.0 0.00 0.00	34.0 42.43 30.00	29.5 23.94 3.29	34.6 32.37 8.65	28.9 25.67 2.31	32.1 28.95 4.82	22.6 20.05 2.66	26.7 23.92 1.68	29.0 26.54 2.45

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TABLE 33E
Q.25 : How important is taste to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	351 96.4	48 94.1	3 100.0	2 100.0	52 98.1	14 100.0	121 97.6	36 100.0	56 98.2	196 97.0	116 99.1
(100) EXTREMELY IMPORTANT	164 45.1	23 45.1	2 66.7	1 50.0	23 43.4	9 64.3	57 46.0	21 58.3	29 50.9	100 49.5	63 53.8
(64) VERY IMPORTANT	187 51.4	25 49.0	1 33.3	1 50.0	29 54.7	5 35.7	64 51.6	15 41.7	27 47.4	96 47.5	53 45.3
(36) SOMEWHAT IMPORTANT	10 2.7	2 3.9	- -	- -	1 1.9	- -	2 1.6	- -	1 1.8	5 2.5	1 0.9
(16) NOT VERY IMPORTANT	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
(4) NOT AT ALL IMPORTANT	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW/ REFUSED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	79.2	78.2	88.0	82.0	79.1	87.1	79.7	85.0	81.8	80.9	83.1
Std.Dev.	19.84	21.63	20.78	25.46	18.87	17.90	19.58	18.00	19.02	19.72	18.46
Std.Err.	1.04	3.03	12.00	18.00	2.59	4.78	1.76	3.00	2.52	1.39	1.71

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TABLE 33F
Q.25 : How important is full-bodied to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	274 75.3	43 84.3	2 66.7	1 50.0	39 73.6	12 85.7	99 79.8	29 80.6	40 70.2	154 76.2	90 76.9
(100) EXTREMELY IMPORTANT	91 25.0	11 21.6	1 33.3	- -	14 26.4	4 28.6	28 22.6	14 38.9	15 26.3	52 25.7	34 29.1
(64) VERY IMPORTANT	183 50.3	32 62.7	1 33.3	1 50.0	25 47.2	8 57.1	71 57.3	15 41.7	25 43.9	102 50.5	56 47.9
(36) SOMEWHAT IMPORTANT	70 19.2	7 13.7	1 33.3	1 50.0	13 24.5	2 14.3	21 16.9	6 16.7	15 26.3	42 20.8	24 20.5
(16) NOT VERY IMPORTANT	13 3.6	1 2.0	- -	- -	1 1.9	- -	4 3.2	1 2.8	1 1.8	4 2.0	3 2.6
(4) NOT AT ALL IMPORTANT	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
DON'T KNOW/ REFUSED	4 1.1	- -	- -	- -	- -	- -	- -	- -	1 1.8	1 0.5	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	65.4	67.0	66.7	50.0	65.7	70.3	65.8	72.0	65.3	66.2	67.5
Std.Dev.	24.35	20.78	32.08	19.80	24.21	21.84	22.37	25.55	24.65	23.68	24.28
Std.Err.	1.28	2.91	18.52	14.00	3.33	5.84	2.01	4.26	3.29	1.67	2.24

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TABLE 336
Q.25 : How important is mildness to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	240 65.9	32 62.7	1 33.3	- -	40 75.5	8 57.1	75 60.5	19 52.8	30 52.6	122 60.4	69 59.0
(100) EXTREMELY IMPORTANT	76 20.9	5 9.8	- -	- -	12 22.6	3 21.4	19 15.3	4 11.1	9 15.8	37 18.3	19 16.2
(64) VERY IMPORTANT	164 45.1	27 52.9	1 33.3	- -	28 52.8	5 35.7	56 45.2	15 41.7	21 36.8	85 42.1	50 42.7
(36) SOMEWHAT IMPORTANT	84 23.1	14 27.5	1 33.3	2 100.0	11 20.8	3 21.4	32 25.8	8 22.2	17 29.8	54 26.7	31 26.5
(16) NOT VERY IMPORTANT	25 6.9	3 5.9	- -	- -	1 1.9	2 14.3	11 8.9	5 13.9	6 10.5	18 8.9	10 8.5
(4) NOT AT ALL IMPORTANT	14 3.8	2 3.9	1 33.3	- -	1 1.9	1 7.1	6 4.8	4 11.1	4 7.0	8 4.0	7 6.0
DON'T KNOW/ REFUSED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	59.4	54.7	34.7	36.0	64.3	54.6	55.1	48.4	52.1	56.5	54.7
Std.Dev.	27.05	23.29	30.02	0.00	24.05	31.87	26.58	28.62	28.38	27.23	27.41
Std.Err.	1.42	3.26	17.33	0.00	3.30	8.52	2.39	4.77	3.76	1.92	2.53

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GC 015596

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 331I
Q.25 : How important is the cigar length to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	146 40.1	25 49.0	1 33.3	2 100.0	14 26.4	7 50.0	59 47.6	16 44.4	19 33.3	89 44.1	55 47.0
(100) EXTREMELY IMPORTANT	33 9.1	6 11.8	- -	- -	3 5.7	2 14.3	12 9.7	1 2.8	6 10.5	19 9.4	11 9.4
(64) VERY IMPORTANT	113 31.0	19 37.3	1 33.3	2 100.0	11 20.8	5 35.7	47 37.9	15 41.7	13 22.8	70 34.7	44 37.6
(36) SOMEWHAT IMPORTANT	119 32.7	15 29.4	1 33.3	- -	25 47.2	4 28.6	40 32.3	9 25.0	20 35.1	67 33.2	36 30.8
(16) NOT VERY IMPORTANT	74 20.3	9 17.6	1 33.3	- -	11 20.8	2 14.3	18 14.5	8 22.2	15 26.3	34 16.8	18 15.4
(4) NOT AT ALL IMPORTANT	23 6.3	2 3.9	- -	- -	3 5.7	1 7.1	7 5.6	3 8.3	3 5.3	12 5.9	8 6.8
DON'T KNOW/ REFUSED	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	44.5	49.2	38.7	64.0	39.5	50.0	48.1	42.3	42.2	46.5	47.3
Std.Dev.	26.37	26.93	24.11	0.00	23.10	29.34	25.85	24.31	27.28	26.06	26.27
Std.Err.	1.39	3.77	13.92	0.00	3.17	7.84	2.32	4.05	3.61	1.83	2.43

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UNDER PROTECTIVE ORDER
GC 015597

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33I
Q.25 : How important is the cigar diameter to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	190 52.2	27 52.9	1 33.3	1 50.0	25 47.2	10 71.4	72 58.1	22 61.1	28 49.1	117 57.9	71 60.7
(100) EXTREMELY IMPORTANT	43 11.8	4 7.8	- -	- -	8 15.1	3 21.4	15 12.1	3 8.3	9 15.8	30 14.9	18 15.4
(64) VERY IMPORTANT	147 40.4	23 45.1	1 33.3	1 50.0	17 32.1	7 50.0	57 46.0	19 52.8	19 33.3	87 43.1	53 45.3
(36) SOMEWHAT IMPORTANT	121 33.2	18 35.3	2 66.7	1 50.0	21 39.6	3 21.4	40 32.3	11 30.6	23 40.4	63 31.2	35 29.9
(16) NOT VERY IMPORTANT	35 9.6	4 7.8	- -	- -	6 11.3	- -	7 5.6	1 2.8	4 7.0	16 7.9	5 4.3
(4) NOT AT ALL IMPORTANT	17 4.7	2 3.9	- -	- -	1 1.9	1 7.1	5 4.0	2 5.6	2 3.5	6 3.0	6 5.1
DON'T KNOW/ REFUSED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	51.5	50.8	45.3	50.0	51.8	61.4	54.2	53.8	52.9	55.0	56.0
Std.Dev.	25.51	23.18	16.17	19.80	26.43	27.38	24.36	22.84	26.43	25.48	25.67
Std.Err.	1.34	3.25	9.33	14.00	3.63	7.32	2.19	3.81	3.50	1.79	2.37

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UNDER PROTECTIVE ORDER
GC 015598

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33J
Q.25 : How important is aroma to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	276 75.8	38 74.5	3 100.0	1 50.0	41 77.4	13 92.9	99 79.8	27 75.0	48 84.2	155 76.7	95 81.2
(100) EXTREMELY IMPORTANT	91 25.0	13 25.5	1 33.3	- -	17 32.1	6 42.9	28 22.6	8 22.2	12 21.1	59 29.2	27 23.1
(64) VERY IMPORTANT	185 50.8	25 49.0	2 66.7	1 50.0	24 45.3	7 50.0	71 57.3	19 52.8	36 63.2	96 47.5	68 58.1
(36) SOMEWHAT IMPORTANT	55 15.1	6 11.8	- -	1 50.0	7 13.2	- -	15 12.1	3 8.3	6 10.5	30 14.9	11 9.4
(16) NOT VERY IMPORTANT	19 5.2	4 7.8	- -	- -	4 7.5	- -	5 4.0	2 5.6	1 1.8	11 5.4	4 3.4
(4) NOT AT ALL IMPORTANT	11 3.0	3 5.9	- -	- -	1 1.9	1 7.1	5 4.0	4 11.1	2 3.5	6 3.0	7 6.0
DON'T KNOW/ REFUSED	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	64.5	62.6	76.0	50.0	67.1	75.1	64.4	60.3	65.7	66.0	64.4
Std.Dev.	26.05	28.80	20.78	19.80	27.68	27.23	25.11	29.80	22.92	26.97	25.93
Std.Err.	1.37	4.03	12.00	14.00	3.80	7.28	2.25	4.98	3.05	1.90	2.40

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33K
Q.25 : How important is light brown color of cigar to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	108 29.7	17 33.3	1 33.3	- -	18 34.0	5 35.7	35 28.2	11 30.6	23 40.4	62 30.7	34 29.1
(100) EXTREMELY IMPORTANT	28 7.7	4 7.8	- -	- -	5 9.4	- -	6 4.8	1 2.8	6 10.5	18 8.9	10 8.5
(64) VERY IMPORTANT	80 22.0	13 25.5	1 33.3	- -	13 24.5	5 35.7	29 23.4	10 27.8	17 29.8	44 21.8	24 20.5
(36) SOMEWHAT IMPORTANT	102 28.0	14 27.5	1 33.3	1 50.0	18 34.0	3 21.4	34 27.4	7 19.4	15 26.3	61 30.2	36 30.8
(16) NOT VERY IMPORTANT	94 25.8	16 31.4	- -	1 50.0	12 22.6	5 35.7	40 32.3	12 33.3	13 22.8	53 26.2	33 28.2
(4) NOT AT ALL IMPORTANT	59 16.2	4 7.8	1 33.3	- -	5 9.4	1 7.1	15 12.1	6 16.7	6 10.5	26 12.9	14 12.0
DON'T KNOW/ REFUSED	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean Std.Dev. Std.Err.	36.7 27.57 1.45	39.4 27.02 3.78	34.7 30.02 17.33	26.0 14.14 10.00	41.4 27.41 3.77	36.6 23.10 6.17	35.3 25.28 2.27	33.6 25.45 4.24	43.2 28.76 3.81	38.4 27.76 1.95	37.7 27.38 2.53

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33L
Q.25 : How important is dark brown color of cigar to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	114 31.3	19 37.3	- -	- -	13 24.5	3 21.4	47 37.9	13 36.1	15 26.3	66 32.7	44 37.6
(100) EXTREMELY IMPORTANT	35 9.6	5 9.8	- -	- -	3 5.7	- -	14 11.3	2 5.6	7 12.3	19 9.4	12 10.3
(64) VERY IMPORTANT	79 21.7	14 27.5	- -	- -	10 18.9	3 21.4	33 26.6	11 30.6	8 14.0	47 23.3	32 27.4
(36) SOMEWHAT IMPORTANT	90 24.7	11 21.6	1 33.3	1 50.0	20 37.7	2 14.3	23 18.5	4 11.1	18 31.6	53 26.2	21 17.9
(16) NOT VERY IMPORTANT	92 25.3	17 33.3	1 33.3	1 50.0	15 28.3	6 42.9	39 31.5	12 33.3	14 24.6	52 25.7	32 27.4
(4) NOT AT ALL IMPORTANT	62 17.0	4 7.8	1 33.3	- -	5 9.4	2 14.3	14 11.3	7 19.4	9 15.8	30 14.9	18 15.4
DON'T KNOW/ REFUSED	6 1.6	- -	- -	- -	- -	1 7.1	1 0.8	- -	1 1.8	1 0.5	2 1.7
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean Std.Dev. Std.Err.	37.8 29.20 1.54	40.8 28.70 4.02	18.7 16.17 9.33	26.0 14.14 10.00	36.2 24.51 3.37	28.3 22.42 6.22	40.8 30.07 2.71	35.2 28.67 4.78	37.9 30.02 4.01	38.6 28.70 2.02	39.9 30.16 2.81

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GC 015601

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33M
Q.25 : How important is green color of cigar to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	76 20.9	10 19.6	- -	- -	10 18.9	3 21.4	25 20.2	8 22.2	8 14.0	48 23.8	22 18.8
(100) EXTREMELY IMPORTANT	32 8.8	3 5.9	- -	- -	5 9.4	1 7.1	9 7.3	6 16.7	3 5.3	24 11.9	11 9.4
(64) VERY IMPORTANT	44 12.1	7 13.7	- -	- -	5 9.4	2 14.3	16 12.9	2 5.6	5 8.8	24 11.9	11 9.4
(36) SOMEWHAT IMPORTANT	61 16.8	6 11.8	- -	- -	10 18.9	2 14.3	15 12.1	4 11.1	8 14.0	35 17.3	17 14.5
(16) NOT VERY IMPORTANT	98 26.9	11 21.6	- -	1 50.0	19 35.8	3 21.4	32 25.8	6 16.7	16 28.1	48 23.8	26 22.2
(4) NOT AT ALL IMPORTANT	123 33.8	22 43.1	3 100.0	1 50.0	14 26.4	5 35.7	48 38.7	18 50.0	23 40.4	67 33.2	49 41.9
DON'T KNOW/ REFUSED	6 1.6	2 3.9	- -	- -	- -	1 7.1	4 3.2	- -	2 3.5	4 2.0	3 2.6
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean Std.Dev. Std.Err.	28.7 29.54 1.56	25.1 28.45 4.06	4.0 0.00 0.00	10.0 8.49 6.00	29.1 29.02 3.99	28.3 30.57 8.48	26.4 29.03 2.65	28.9 35.92 5.99	22.8 26.04 3.51	31.5 31.93 2.27	26.6 30.35 2.84

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GC 015602

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33N
Q.25 : How important is maduro color of cigar to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	137 37.6	22 43.1	- -	- -	18 34.0	7 50.0	53 42.7	14 38.9	20 35.1	76 37.6	52 44.4
(100) EXTREMELY IMPORTANT	50 13.7	6 11.8	- -	- -	8 15.1	1 7.1	18 14.5	4 11.1	5 8.8	35 17.3	18 15.4
(64) VERY IMPORTANT	87 23.9	16 31.4	- -	- -	10 18.9	6 42.9	35 28.2	10 27.8	15 26.3	41 20.3	34 29.1
(36) SOMEWHAT IMPORTANT	83 22.8	10 19.6	2 66.7	1 50.0	15 28.3	3 21.4	29 23.4	10 27.8	16 28.1	50 24.8	26 22.2
(16) NOT VERY IMPORTANT	69 19.0	11 21.6	- -	1 50.0	10 18.9	2 14.3	23 18.5	8 22.2	11 19.3	35 17.3	21 17.9
(4) NOT AT ALL IMPORTANT	56 15.4	4 7.8	1 33.3	- -	7 13.2	1 7.1	13 10.5	3 8.3	9 15.8	29 14.4	15 12.8
DON'T KNOW/ REFUSED	19 5.2	4 7.8	- -	- -	3 5.7	1 7.1	6 4.8	1 2.8	1 1.8	12 5.9	3 2.6
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean Std.Dev. Std.Err.	43.1 31.45 1.69	46.3 29.72 4.34	25.3 18.48 10.67	26.0 14.14 10.00	43.4 31.64 4.48	48.3 26.86 7.45	46.6 30.71 2.83	44.0 28.83 4.87	40.1 28.57 3.82	45.3 32.76 2.38	46.6 31.40 2.94

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GC 015603

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 330
Q.25 : How important is recommendation by a friend to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	139	21	-	1	22	7	51	11	25	87	49
	38.2	41.2	-	50.0	41.5	50.0	41.1	30.6	43.9	43.1	41.9
(100) EXTREMELY IMPORTANT	31	6	-	-	3	1	11	4	4	24	13
	8.5	11.8	-	-	5.7	7.1	8.9	11.1	7.0	11.9	11.1
(64) VERY IMPORTANT	108	15	-	1	19	6	40	7	21	63	36
	29.7	29.4	-	50.0	35.8	42.9	32.3	19.4	36.8	31.2	30.8
(36) SOMEWHAT IMPORTANT	115	17	3	1	20	4	42	16	21	65	36
	31.6	33.3	100.0	50.0	37.7	28.6	33.9	44.4	36.8	32.2	30.8
(16) NOT VERY IMPORTANT	39	6	-	-	4	1	14	5	1	14	14
	10.7	11.8	-	-	7.5	7.1	11.3	13.9	1.8	6.9	12.0
(4) NOT AT ALL IMPORTANT	68	7	-	-	7	2	17	4	10	35	18
	18.7	13.7	-	-	13.2	14.3	13.7	11.1	17.5	17.3	15.4
DON'T KNOW/ REFUSED	3	-	-	-	-	-	-	-	-	1	-
	0.8	-	-	-	-	-	-	-	-	0.5	-
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	41.7	45.0	36.0	50.0	43.9	46.6	44.1	42.2	44.8	45.5	44.4
Std.Dev.	28.15	28.90	0.00	19.80	25.05	27.29	27.25	27.55	26.40	29.26	28.95
Std.Err.	1.48	4.05	0.00	14.00	3.44	7.29	2.45	4.59	3.50	2.06	2.68

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 33P
Q.25 : How important is recommendation by the tobacconist to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	126 34.6	16 31.4	1 33.3	- -	19 35.8	4 28.6	48 38.7	15 41.7	17 29.8	75 37.1	42 35.9
(100) EXTREMELY IMPORTANT	32 8.8	7 13.7	- -	- -	4 7.5	1 7.1	13 10.5	4 11.1	4 7.0	19 9.4	12 10.3
(64) VERY IMPORTANT	94 25.8	9 17.6	1 33.3	- -	15 28.3	3 21.4	35 28.2	11 30.6	13 22.8	56 27.7	30 25.6
(36) SOMEWHAT IMPORTANT	123 33.8	22 43.1	2 66.7	2 100.0	16 30.2	3 21.4	49 39.5	13 36.1	25 43.9	69 34.2	39 33.3
(16) NOT VERY IMPORTANT	48 13.2	5 9.8	- -	- -	7 13.2	4 28.6	15 12.1	4 11.1	6 10.5	20 9.9	16 13.7
(4) NOT AT ALL IMPORTANT	62 17.0	8 15.7	- -	- -	10 18.9	3 21.4	12 9.7	4 11.1	9 15.8	36 17.8	20 17.1
DON'T KNOW/ REFUSED	5 1.4	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	40.8	42.7	45.3	36.0	40.2	34.0	45.1	45.9	39.7	42.2	41.5
Std.Dev.	27.92	29.53	16.17	0.00	28.11	29.17	26.86	27.87	25.84	28.27	28.76
Std.Err.	1.47	4.13	9.33	0.00	3.90	7.80	2.41	4.64	3.42	2.00	2.66

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 330
Q.25 : How important is the country of origin, excluding cuba to you when selecting a cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	152 41.8	24 47.1	2 66.7	- -	18 34.0	7 50.0	66 53.2	20 55.6	29 50.9	92 45.5	66 56.4
(100) EXTREMELY IMPORTANT	37 10.2	8 15.7	1 33.3	- -	3 5.7	1 7.1	16 12.9	5 13.9	8 14.0	21 10.4	18 15.4
(64) VERY IMPORTANT	115 31.6	16 31.4	1 33.3	- -	15 28.3	6 42.9	50 40.3	15 41.7	21 36.8	71 35.1	48 41.0
(36) SOMEWHAT IMPORTANT	100 27.5	16 31.4	1 33.3	2 100.0	20 37.7	2 14.3	32 25.8	7 19.4	18 31.6	61 30.2	22 18.8
(16) NOT VERY IMPORTANT	53 14.6	9 17.6	- -	- -	6 11.3	3 21.4	18 14.5	6 16.7	6 10.5	27 13.4	17 14.5
(4) NOT AT ALL IMPORTANT	55 15.1	2 3.9	- -	- -	9 17.0	2 14.3	8 6.5	3 8.3	4 7.0	21 10.4	11 9.4
DON'T KNOW/ REFUSED	4 1.1	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	43.7	50.0	66.7	36.0	39.8	43.7	50.6	50.6	50.9	46.5	51.6
Std.Dev.	28.81	28.60	32.08	0.00	25.90	29.37	27.61	29.32	27.71	27.53	29.69
Std.Err.	1.52	4.01	18.52	0.00	3.56	7.85	2.48	4.89	3.67	1.94	2.76

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GC 015606

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 34
Q.25A : Any other characteristics by which you evaluate a cigar other than the ones already mentioned?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
MENTIONED OTHER CHARACTERISTIC	66 18.1	18 35.3	- -	1 50.0	4 7.5	1 7.1	36 29.0	5 13.9	17 29.8	37 18.3	26 22.2
AVAILABILITY	7 1.9	4 7.8	- -	1 50.0	- -	- -	5 4.0	1 2.8	3 5.3	6 3.0	5 4.3
QUALITY OF BURNING/ EVEN BURN	7 1.9	3 5.9	- -	- -	1 1.9	- -	3 2.4	- -	2 3.5	3 1.5	3 2.6
QUALITY OF CONSTRUCTION	7 1.9	2 3.9	- -	- -	- -	- -	7 5.6	2 5.6	3 5.3	4 2.0	3 2.6
FEELS SMOOTH/FIRM/ PACKED TIGHT	9 2.5	2 3.9	- -	- -	- -	- -	3 2.4	- -	1 1.8	4 2.0	4 3.4
DRAW/EVEN DRAW	4 1.1	2 3.9	- -	- -	- -	- -	3 2.4	- -	1 1.8	2 1.0	3 2.6
FRESHNESS	11 3.0	2 3.9	- -	- -	- -	- -	5 4.0	3 8.3	1 1.8	8 4.0	3 2.6
SMELL OF CIGAR UNLIT	2 0.5	- -	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	1 0.9
PACKAGING/WRAPPER CONDITION/DURABILITY	16 4.4	2 3.9	- -	- -	2 3.8	- -	5 4.0	2 5.6	3 5.3	6 3.0	4 3.4
CONDITION OF ASH	2 0.5	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	1 0.9
AFTERTASTE	4 1.1	1 2.0	- -	- -	- -	1 7.1	3 2.4	- -	1 1.8	3 1.5	3 2.6
WORD OF MOUTH	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
HARSH TASTE/BITE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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UNDER PROTECTIVE ORDER
GC 015607

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 34
Q.25A : Any other characteristics by which you evaluate a cigar other than the ones already mentioned?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
PRICE (NS)	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
HOW WELL IT GOES WITH FOOD/DINNER	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	- -
DON'T KNOW	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
NO OTHER CHARACTERISTICS	298 81.9	33 64.7	3 100.0	1 50.0	49 92.5	13 92.9	88 71.0	31 86.1	40 70.2	165 81.7	91 77.8
TOTAL	372 102.2	52 102.0	3 100.0	2 100.0	53 100.0	14 100.0	128 103.2	39 108.3	58 101.8	206 102.0	122 104.3

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GC 015608

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 35
Q.26 : Do you prefer a round headed or a flat headed cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ROUND HEADED	225 61.8	32 62.7	2 66.7	1 50.0	36 67.9	6 42.9	77 62.1	26 72.2	34 59.6	127 62.9	72 61.5
FLAT HEADED	62 17.0	3 5.9	- -	- -	8 15.1	2 14.3	15 12.1	1 2.8	6 10.5	28 13.9	14 12.0
NO PREFERENCE	77 21.2	16 31.4	1 33.3	1 50.0	9 17.0	6 42.9	32 25.8	9 25.0	17 29.8	47 23.3	31 26.5
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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GC 015609

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ARTURO FUENTE											
(5) BEST	87	37	-	-	1	-	59	10	11	41	28
	23.9	72.5	-	-	1.9	-	47.6	27.8	19.3	20.3	23.9
(4)	65	5	-	1	17	4	27	5	13	44	25
	17.9	9.8	-	50.0	32.1	28.6	21.8	13.9	22.8	21.8	21.4
(3)	54	4	1	-	9	3	21	11	11	41	29
	14.8	7.8	33.3	-	17.0	21.4	16.9	30.6	19.3	20.3	24.8
(2)	19	-	1	-	4	1	4	5	6	15	8
	5.2	-	33.3	-	7.5	7.1	3.2	13.9	10.5	7.4	6.8
(1) WORST	13	-	1	1	4	-	5	4	6	11	8
	3.6	-	33.3	50.0	7.5	-	4.0	11.1	10.5	5.4	6.8
MEAN	3.82	4.72	2.00	2.50	3.20	3.38	4.13	3.34	3.36	3.59	3.58
AVO											
(5) BEST	19	2	2	-	1	-	9	13	6	13	9
	5.2	3.9	66.7	-	1.9	-	7.3	36.1	10.5	6.4	7.7
(4)	26	7	1	-	4	2	14	10	8	10	11
	7.1	13.7	33.3	-	7.5	14.3	11.3	27.8	14.0	5.0	9.4
(3)	20	2	-	-	3	-	8	2	2	12	5
	5.5	3.9	-	-	5.7	-	6.5	5.6	3.5	5.9	4.3
(2)	44	8	-	1	9	1	21	4	8	31	20
	12.1	15.7	-	50.0	17.0	7.1	16.9	11.1	14.0	15.3	17.1
(1) WORST	73	14	-	-	12	4	34	6	22	54	36
	20.1	27.5	-	-	22.6	28.6	27.4	16.7	38.6	26.7	30.8
MEAN	2.31	2.24	4.67	2.00	2.07	2.00	2.34	3.57	2.30	2.14	2.22

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
DAVIDOFF											
(5) BEST	36 9.9	2 3.9	1 33.3	2 100.0	5 9.4	2 14.3	13 10.5	4 11.1	24 42.1	25 12.4	15 12.8
(4)	28 7.7	4 7.8	- -	- -	5 9.4	- -	8 6.5	4 11.1	8 14.0	21 10.4	9 7.7
(3)	46 12.6	4 7.8	1 33.3	- -	6 11.3	1 7.1	21 16.9	7 19.4	11 19.3	25 12.4	15 12.8
(2)	46 12.6	12 23.5	- -	- -	5 9.4	3 21.4	26 21.0	8 22.2	10 17.5	34 16.8	25 21.4
(1) WORST	40 11.0	11 21.6	1 33.3	- -	10 18.9	- -	18 14.5	10 27.8	3 5.3	25 12.4	18 15.4
MEAN	2.87	2.21	3.00	5.00	2.68	3.17	2.67	2.52	3.71	2.90	2.73
MACANUDO											
(5) BEST	114 31.3	4 7.8	- -	- -	41 77.4	- -	22 17.7	7 19.4	8 14.0	91 45.0	28 23.9
(4)	74 20.3	16 31.4	2 66.7	1 50.0	6 11.3	7 50.0	36 29.0	4 11.1	18 31.6	50 24.8	32 27.4
(3)	33 9.1	10 19.6	- -	1 50.0	2 3.8	3 21.4	17 13.7	3 8.3	8 14.0	24 11.9	20 17.1
(2)	31 8.5	5 9.8	1 33.3	- -	2 3.8	- -	16 12.9	10 27.8	9 15.8	14 6.9	13 11.1
(1) WORST	26 7.1	5 9.8	- -	- -	- -	2 14.3	20 16.1	11 30.6	10 17.5	18 8.9	16 13.7
MEAN	3.79	3.22	3.33	3.50	4.69	3.25	3.22	2.60	3.09	3.92	3.39

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GC 015611

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
PARTAGAS (5) BEST	50	4	-	-	3	12	19	2	7	28	34
	13.7	7.8	-	-	5.7	85.7	15.3	5.6	12.3	13.9	29.1
(4)	70	11	-	-	8	-	29	12	8	54	36
	19.2	21.6	-	-	15.1	-	23.4	33.3	14.0	26.7	30.8
(3)	63	16	1	1	14	1	35	12	17	51	27
	17.3	31.4	33.3	50.0	26.4	7.1	28.2	33.3	29.8	25.2	23.1
(2)	35	6	1	-	8	1	16	6	12	23	14
	9.6	11.8	33.3	-	15.1	7.1	12.9	16.7	21.1	11.4	12.0
(1) WORST	22	1	1	-	2	-	6	2	4	8	2
	6.0	2.0	33.3	-	3.8	-	4.8	5.6	7.0	4.0	1.7
MEAN	3.38	3.29	2.00	3.00	3.06	4.64	3.37	3.18	3.04	3.43	3.76

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GC 015612

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 37
Q.28 : On which occasion do you smoke cigars most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
AFTER DINNER	69 19.0	9 17.6	- -	1 50.0	10 18.9	2 14.3	23 18.5	6 16.7	13 22.8	43 21.3	19 16.2
AT A SPORTING EVENT	23 6.3	3 5.9	1 33.3	- -	1 1.9	1 7.1	5 4.0	2 5.6	1 1.8	11 5.4	8 6.8
WHILE PLAYING POKER/ CARDS	14 3.8	1 2.0	1 33.3	- -	5 9.4	- -	2 1.6	2 5.6	3 5.3	10 5.0	4 3.4
WHILE DOING PAPERWORK	6 1.6	1 2.0	- -	- -	1 1.9	2 14.3	3 2.4	2 5.6	1 1.8	5 2.5	4 3.4
WHILE READING	8 2.2	1 2.0	- -	- -	2 3.8	- -	4 3.2	1 2.8	1 1.8	5 2.5	3 2.6
AT A SOCIAL GATHERING	40 11.0	6 11.8	1 33.3	- -	10 18.9	2 14.3	13 10.5	3 8.3	5 8.8	23 11.4	11 9.4
WHILE RELAXING	165 45.3	21 41.2	- -	1 50.0	21 39.6	6 42.9	60 48.4	18 50.0	30 52.6	90 44.6	58 49.6
PLAYING GOLF	6 1.6	2 3.9	- -	- -	1 1.9	- -	2 1.6	- -	- -	3 1.5	3 2.6
AT WORK	5 1.4	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	1 0.5	1 0.9
WHILE DRIVING	2 0.5	2 3.9	- -	- -	- -	- -	2 1.6	- -	1 1.8	- -	- -
OTHER	4 1.1	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	- -
NONE/NO PARTICULAR TIME/OCCASSION	22 6.0	4 7.8	- -	- -	1 1.9	1 7.1	7 5.6	2 5.6	2 3.5	10 5.0	6 5.1
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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GC 015613

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 54
Q.41 : Have you ever purchased cigars because of a special promotion?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MOLANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	98	10	-	-	10	6	39	8	16	58	33
	26.9	19.6	-	-	18.9	42.9	31.5	22.2	28.1	28.7	28.2
NO	266	41	3	2	43	8	85	28	41	144	84
	73.1	80.4	100.0	100.0	81.1	57.1	68.5	77.8	71.9	71.3	71.8
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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GC 015614

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 38
Q.29 : Have your cigar smoking patterns changed in the last two years?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	110	17	2	2	14	4	46	15	29	64	43
	30.2	33.3	66.7	100.0	26.4	28.6	37.1	41.7	50.9	31.7	36.8
NO	254	34	1	-	39	10	78	21	28	138	74
	69.8	66.7	33.3	-	73.6	71.4	62.9	58.3	49.1	68.3	63.2
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 39
Q.29A : How have cigar smoking patterns changed in last two years?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Whose Cigar Smoking Patterns Have Changed In Last Two Years	110	17	2	2	14	4	46	15	29	64	43
POSITIVE (NET)	76 69.1	13 76.5	1 50.0	2 100.0	9 64.3	3 75.0	37 80.4	12 80.0	23 79.3	48 75.0	33 76.7
SMOKING MORE	47 42.7	9 52.9	1 50.0	1 50.0	3 21.4	1 25.0	24 52.2	7 46.7	15 51.7	25 39.1	20 46.5
RECENTLY STARTED SMOKING	11 10.0	2 11.8	- -	- -	2 14.3	- -	3 6.5	3 20.0	2 6.9	8 12.5	4 9.3
SMOKE HIGHER QUALITY CIGARS	8 7.3	3 17.6	- -	- -	2 14.3	- -	5 10.9	1 6.7	3 10.3	6 9.4	5 11.6
SMOKE MORE PLACES/ GO WHERE ACCEPTABLE	7 6.4	1 5.9	- -	1 50.0	3 21.4	1 25.0	3 6.5	- -	4 13.8	6 9.4	5 11.6
SMOKING MORE EXPENSIVE CIGARS	5 4.5	1 5.9	- -	- -	1 7.1	- -	4 8.7	1 6.7	1 3.4	4 6.3	2 4.7
LIKE TO TRY DIFFERENT CIGARS/ BRANDS	4 3.6	2 11.8	- -	- -	- -	- -	2 4.3	1 6.7	2 6.9	3 4.7	1 2.3
BETTER EDUCATED/ MORE INFORMED ABOUT CIGARS	4 3.6	2 11.8	- -	- -	- -	- -	3 6.5	- -	- -	1 1.6	2 4.7
ENJOY SMOKING CIGARS MORE	3 2.7	1 5.9	- -	- -	- -	- -	3 6.5	1 6.7	1 3.4	3 4.7	2 4.7
SMOKING TO RELAX	3 2.7	- -	- -	- -	- -	1 25.0	1 2.2	- -	- -	2 3.1	1 2.3
SMOKE WITH FAMILY/ FRIENDS	3 2.7	- -	- -	- -	1 7.1	1 25.0	2 4.3	- -	- -	3 4.7	2 4.7
HABIT	2 1.8	- -	- -	- -	- -	- -	2 4.3	1 6.7	1 3.4	1 1.6	- -

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GC 015616

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 39
Q.29A : How have cigar smoking patterns changed in last two years?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Whose Cigar Smoking Patterns Have Changed In Last Two Years	110	17	2	2	14	4	46	15	29	64	43
SMOKING WITH/AFTER A MEAL	2 1.8	1 5.9	- -	1 50.0	- -	- -	1 2.2	1 6.7	1 3.4	1 1.6	1 2.3
SMOKING LARGER/ HEAVIER BODIED CIGARS	1 0.9	- -	- -	- -	- -	1 25.0	- -	- -	1 3.4	- -	1 2.3
TOBACCO STORE JUST MOVED IN AREA	1 0.9	- -	- -	- -	- -	- -	- -	- -	- -	1 1.6	- -
CHANGED FORM PIPE TO CIGAR	1 0.9	- -	- -	- -	- -	- -	- -	- -	- -	1 1.6	- -
OTHER POSITIVE COMMENTS	1 0.9	1 5.9	- -	- -	- -	- -	1 2.2	1 6.7	- -	1 1.6	1 2.3
NEGATIVE (NET)	33 30.0	3 17.6	- -	- -	6 42.9	1 25.0	9 19.6	3 20.0	7 24.1	16 25.0	10 23.3
SMOKING LESS	21 19.1	2 11.8	- -	- -	4 28.6	1 25.0	4 8.7	2 13.3	4 13.8	6 9.4	4 9.3
SMOKING LESS FOR HEALTH REASONS	3 2.7	1 5.9	- -	- -	- -	- -	1 2.2	- -	1 3.4	2 3.1	- -
SMOKING LESS IN PUBLIC/MORE BY MYSELF	3 2.7	- -	- -	- -	- -	- -	1 2.2	- -	- -	2 3.1	1 2.3
LIMITATIONS/ REGULATIONS AGAINST SMOKING	3 2.7	- -	- -	- -	2 14.3	- -	1 2.2	1 6.7	1 3.4	3 4.7	3 7.0
CHANGED SMOKING LOCATION	3 2.7	- -	- -	- -	- -	1 25.0	1 2.2	- -	1 3.4	2 3.1	2 4.7
CHANGED HOURS SMOKED	1 0.9	- -	- -	- -	- -	- -	1 2.2	- -	- -	1 1.6	1 2.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015617

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 39
Q.29A : How have cigar smoking patterns changed in last two years?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Whose Cigar Smoking Patterns Have Changed In Last Two Years	110	17	2	2	14	4	46	15	29	64	43
HAVE TO TRAVEL FURTHER TO FIND BRAND	1 0.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
STORE HOURS/NOT OPEN LATE ENOUGH	1 0.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CAN'T FIND QUALITY I'M LOOKING FOR	1 0.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.3
PRICES ARE GETTING TOO EXPENSIVE	1 0.9	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2.3
DON'T KNOW	3 2.7	1 5.9	1 50.0	- -	- -	- -	1 2.2	2 13.3	1 3.4	2 3.1	1 2.3
TOTAL	144 130.9	27 158.8	2 100.0	3 150.0	18 128.6	7 175.0	64 139.1	22 146.7	39 134.5	84 131.3	61 141.9

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UNDER PROTECTIVE ORDER
GC 015618

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 41
Q.31 : Do you prefer to purchase cigars which are not wrapped, cigars that are individually wrapped in cellophane, or cigars that come in individual containers?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
NOT WRAPPED	52	2	2	-	8	4	18	10	13	29	17
	14.3	3.9	66.7	-	15.1	28.6	14.5	27.8	22.8	14.4	14.5
WRAPPED IN CELLOPHANE	207	30	1	1	24	7	71	17	26	110	68
	56.9	58.8	33.3	50.0	45.3	50.0	57.3	47.2	45.6	54.5	58.1
INDIVIDUAL CONTAINERS	74	10	-	1	18	2	20	5	13	46	19
	20.3	19.6	-	50.0	34.0	14.3	16.1	13.9	22.8	22.8	16.2
REFUSED	31	9	-	-	3	1	15	4	5	17	13
	8.5	17.6	-	-	5.7	7.1	12.1	11.1	8.8	8.4	11.1
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015619

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 42
Q.32 : Do you purchase cigars from a humidor?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	286 78.6	45 88.2	3 100.0	2 100.0	45 84.9	13 92.9	111 89.5	35 97.2	53 93.0	177 87.6	105 89.7
NO	78 21.4	6 11.8	- -	- -	8 15.1	1 7.1	13 10.5	1 2.8	4 7.0	25 12.4	12 10.3
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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UNDER PROTECTIVE ORDER
GC 015620

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 43
Q.33 : From where do you purchase cigars most frequently?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
DRUG STORE	17 4.7	- -	- -	- -	2 3.8	- -	1 0.8	- -	- -	5 2.5	1 0.9
MAIL ORDER	63 17.3	8 15.7	- -	- -	4 7.5	2 14.3	27 21.8	4 11.1	11 19.3	36 17.8	27 23.1
NEWS STAND	8 2.2	1 2.0	- -	- -	2 3.8	- -	2 1.6	- -	1 1.8	5 2.5	3 2.6
TOBACCO/SMOKE SHOP	236 64.8	40 78.4	3 100.0	2 100.0	42 79.2	11 78.6	86 69.4	31 86.1	39 68.4	142 70.3	79 67.5
BAR/CLUB	1 0.3	- -	- -	- -	1 1.9	- -	- -	- -	1 1.8	1 0.5	1 0.9
CONVENIENCE STORE	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
GROCERY STORE / SUPERMARKET	7 1.9	- -	- -	- -	- -	- -	- -	- -	1 1.8	2 1.0	1 0.9
LIQUOR STORE	5 1.4	- -	- -	- -	1 1.9	1 7.1	1 0.8	- -	1 1.8	3 1.5	1 0.9
MALL	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
RETAIL SHOP/OUTLET	6 1.6	- -	- -	- -	- -	- -	4 3.2	- -	2 3.5	2 1.0	3 2.6
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 1.9	- -	- -	- -	1 1.9	- -	1 0.8	1 2.8	1 1.8	3 1.5	1 0.9
FRIENDS/FAMILY MEMBERS	4 1.1	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	- -	- -
COFFEE SHOP	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015621

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 43
Q.33 : From where do you purchase cigars most frequently?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
GIFT STORE	1	-	-	-	-	-	-	-	-	1	-
	0.3	-	-	-	-	-	-	-	-	0.5	-
BLACK MARKET/CUBA'S BLACK MARKET	1	-	-	-	-	-	-	-	-	-	-
	0.3	-	-	-	-	-	-	-	-	-	-
COMMISSARY	1	-	-	-	-	-	-	-	-	-	-
	0.3	-	-	-	-	-	-	-	-	-	-
OTHER	2	-	-	-	-	-	-	-	-	1	-
	0.5	-	-	-	-	-	-	-	-	0.5	-
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015622

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 44
Q.33A : Why purchase most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
AVAILABILITY (NET)	99 27.2	13 25.5	- -	- -	20 37.7	4 28.6	31 25.0	7 19.4	12 21.1	51 25.2	27 23.1
ONLY PLACE WHERE BRAND IS AVAILABLE	37 10.2	4 7.8	- -	- -	9 17.0	1 7.1	11 8.9	2 5.6	3 5.3	20 9.9	9 7.7
USUAL BRAND IN STOCK	34 9.3	7 13.7	- -	- -	5 9.4	2 14.3	13 10.5	4 11.1	5 8.8	19 9.4	14 12.0
AVAILABILITY/ GUARANTEE AVAILABILITY	14 3.8	3 5.9	- -	- -	1 1.9	- -	6 4.8	3 8.3	2 3.5	8 4.0	5 4.3
NO TOBACCO SHOP IN AREA	11 3.0	- -	- -	- -	3 5.7	1 7.1	2 1.6	- -	1 1.8	4 2.0	2 1.7
CARRIES CIGARS	10 2.7	- -	- -	- -	4 7.5	- -	- -	- -	2 3.5	6 3.0	- -
OTHER AVAILABILITY COMMENTS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CONVENIENCE (NET)	94 25.8	11 21.6	- -	- -	14 26.4	2 14.3	35 28.2	9 25.0	15 26.3	58 28.7	34 29.1
CONVENIENT TO/CLOSE TO HOME	34 9.3	6 11.8	- -	- -	5 9.4	1 7.1	12 9.7	4 11.1	4 7.0	22 10.9	12 10.3
PHONE/MAIL ORDER MORE CONVENIENT	23 6.3	- -	- -	- -	3 5.7	1 7.1	9 7.3	2 5.6	6 10.5	15 7.4	10 8.5
CONVENIENT LOCATION	19 5.2	1 2.0	- -	- -	2 3.8	- -	7 5.6	3 8.3	2 3.5	10 5.0	5 4.3
GET CIGARS WHILE SHOPPING	8 2.2	- -	- -	- -	3 5.7	- -	1 0.8	- -	2 3.5	4 2.0	3 2.6
FAST/QUICK DELIVERY	5 1.4	- -	- -	- -	2 3.8	- -	3 2.4	1 2.8	2 3.5	4 2.0	3 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015623

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 44
Q.33A : Why purchase most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
CONVENIENT (NS)	4 1.1	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	4 2.0	1 0.9
HAVE DELIVERY	3 0.8	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	1 0.5	- -
CONVENIENT TO/CLOSE TO WORK	3 0.8	1 2.0	- -	- -	- -	- -	2 1.6	- -	1 1.8	2 1.0	1 0.9
EASY	2 0.5	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
STORE QUICKER THAN MAIL ORDER	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
OTHER CONVENIENT COMMENTS	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	80 22.0	13 25.5	- -	1 50.0	16 30.2	3 21.4	31 25.0	10 27.8	14 24.6	51 25.2	25 21.4
KEEP CIGARS IN HUMIDOR	56 15.4	10 19.6	- -	1 50.0	11 20.8	2 14.3	22 17.7	7 19.4	9 15.8	36 17.8	18 15.4
HAVE BETTER/QUALITY BRANDS	21 5.8	4 7.8	- -	- -	1 1.9	1 7.1	8 6.5	2 5.6	4 7.0	11 5.4	6 5.1
CIGARS PROPERLY CARED FOR/STORED WELL	17 4.7	2 3.9	- -	- -	5 9.4	- -	10 8.1	4 11.1	4 7.0	11 5.4	6 5.1
VARIETY (NET)	74 20.3	14 27.5	1 33.3	1 50.0	13 24.5	4 28.6	30 24.2	11 30.6	12 21.1	47 23.3	37 31.6
BETTER/LARGER VARIETY	41 11.3	7 13.7	- -	- -	11 20.8	2 14.3	16 12.9	5 13.9	5 8.8	28 13.9	19 16.2
LIKE/GOOD VARIETY	33 9.1	7 13.7	1 33.3	1 50.0	2 3.8	2 14.3	14 11.3	6 16.7	7 12.3	19 9.4	18 15.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015624

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 44
Q.33A : Why purchase most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TASTE/FLAVOR (NET)	54 14.8	13 25.5	- -	- -	11 20.8	4 28.6	23 18.5	6 16.7	8 14.0	33 16.3	16 13.7
FRESHNESS/CIGARS ALWAYS FRESH	53 14.6	13 25.5	- -	- -	11 20.8	4 28.6	23 18.5	6 16.7	8 14.0	33 16.3	16 13.7
MILD/GOOD/SOFT TASTE/FLAVOR	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (NET)	52 14.3	6 11.8	- -	- -	1 1.9	1 7.1	15 12.1	3 8.3	8 14.0	27 13.4	14 12.0
LESS EXPENSIVE/ LOWER PRICE	31 8.5	4 7.8	- -	- -	- -	- -	10 8.1	1 2.8	5 8.8	16 7.9	7 6.0
GOOD/REASONABLE PRICE	12 3.3	1 2.0	- -	- -	1 1.9	1 7.1	3 2.4	2 5.6	3 5.3	6 3.0	4 3.4
DISCOUNT	4 1.1	- -	- -	- -	- -	1 7.1	1 0.8	1 2.8	1 1.8	2 1.0	1 0.9
CHEAPER PRICE THROUGH CLUB	4 1.1	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	3 1.5	2 1.7
NOT PAY TAX/TOBACCO TAX	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	2 3.5	2 1.0	2 1.7
GOOD VALUE FOR THE MONEY	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	1 0.9
SERVICE (NET)	26 7.1	6 11.8	1 33.3	- -	2 3.8	- -	14 11.3	4 11.1	7 12.3	17 8.4	10 8.5
KNOWLEDGEABLE STAFF	19 5.2	5 9.8	1 33.3	- -	1 1.9	- -	11 8.9	3 8.3	6 10.5	13 6.4	8 6.8
FRIENDLY/HELPFUL EMPLOYEES	8 2.2	2 3.9	- -	- -	1 1.9	- -	4 3.2	1 2.8	2 3.5	5 2.5	3 2.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015625

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 44
Q.33A : Why purchase most often?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
GOOD SERVICE	3 0.8	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	1 0.5	2 1.7
MONEY BACK GUARANTEE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	1 0.5	- -
STYLE/DESIGN (NET)	2 0.5	2 3.9	- -	- -	- -	- -	2 1.6	1 2.8	1 1.8	2 1.0	2 1.7
HAVE PREMIUM CIGARS	2 0.5	2 3.9	- -	- -	- -	- -	2 1.6	1 2.8	1 1.8	2 1.0	2 1.7
MISCELLANEOUS (NET)	51 14.0	11 21.6	- -	1 50.0	5 9.4	1 7.1	23 18.5	5 13.9	8 14.0	32 15.8	19 16.2
CIGAR/TOBACCO SPECIALTY SHOP	25 6.9	6 11.8	- -	- -	2 3.8	- -	13 10.5	2 5.6	3 5.3	16 7.9	7 6.0
KNOW/FRIENDS WITH OWNER	10 2.7	- -	- -	- -	2 3.8	- -	3 2.4	3 8.3	2 3.5	7 3.5	4 3.4
HABIT	8 2.2	1 2.0	- -	1 50.0	- -	1 7.1	2 1.6	- -	1 1.8	4 2.0	3 2.6
CAN BROWSE/CHECK CIGARS	7 1.9	3 5.9	- -	- -	- -	- -	6 4.8	1 2.8	2 3.5	5 2.5	5 4.3
ENJOYABLE PLACE TO SHOP	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
CAN BUY JUST ONE/ NOT HAVE TO BUY BOX	3 0.8	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	1 1.8	2 1.0	1 0.9
DON'T KNOW	7 1.9	1 2.0	1 33.3	- -	- -	- -	1 0.8	2 5.6	1 1.8	2 1.0	1 0.9
TOTAL	584 160.4	96 188.2	3 100.0	3 150.0	87 164.2	20 142.9	225 181.5	67 186.1	99 173.7	348 172.3	204 174.4

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UNDER PROTECTIVE ORDER
GC 015626

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 45
Q.34 : From where do you purchase cigars second most frequently?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
DRUG STORE	35 9.6	3 5.9	- -	- -	7 13.2	- -	6 4.8	- -	2 3.5	15 7.4	8 6.8
MAIL ORDER	31 8.5	8 15.7	- -	- -	6 11.3	1 7.1	17 13.7	1 2.8	6 10.5	20 9.9	7 6.0
NEWS STAND	12 3.3	3 5.9	- -	- -	2 3.8	2 14.3	6 4.8	4 11.1	1 1.8	8 4.0	7 6.0
RESTAURANT	4 1.1	- -	- -	1 50.0	1 1.9	- -	- -	- -	2 3.5	3 1.5	2 1.7
SPORTING EVENT	4 1.1	1 2.0	1 33.3	- -	1 1.9	- -	1 0.8	1 2.8	1 1.8	3 1.5	3 2.6
TOBACCO/SMOKE SHOP	54 14.8	4 7.8	- -	- -	8 15.1	1 7.1	20 16.1	4 11.1	10 17.5	38 18.8	22 18.8
AIRPORT/DUTY FREE SHOP	4 1.1	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	2 1.0	1 0.9
BAR/CLUB	4 1.1	- -	- -	- -	- -	- -	- -	- -	- -	2 1.0	1 0.9
CONVENIENCE STORE	9 2.5	1 2.0	1 33.3	- -	- -	- -	1 0.8	2 5.6	1 1.8	4 2.0	2 1.7
GROCERY STORE/ SUPERMARKET	11 3.0	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	- -	1 0.9
HOTEL	1 0.3	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	1 0.5	1 0.9
LIQUOR STORE	14 3.8	1 2.0	- -	- -	2 3.8	2 14.3	6 4.8	2 5.6	1 1.8	9 4.5	10 8.5
MALL	2 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.8	- -	- -

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015627

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 45
Q.34 : From where do you purchase cigars second most frequently?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
RETAIL SHOP/OUTLET	18 4.9	1 2.0	- -	1 50.0	1 1.9	1 7.1	5 4.0	- -	3 5.3	11 5.4	2 1.7
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	4 1.1	- -	- -	- -	- -	- -	3 2.4	- -	1 1.8	4 2.0	3 2.6
GAS STATION	1 0.3	1 2.0	- -	- -	- -	- -	1 0.8	- -	1 1.8	- -	- -
FRIENDS/FAMILY MEMBERS	2 0.5	- -	- -	- -	- -	- -	1 0.8	- -	- -	- -	1 0.9
GIFT STORE	2 0.5	- -	- -	- -	- -	- -	- -	- -	1 1.8	- -	- -
COMMISSARY	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER	7 1.9	2 3.9	- -	- -	1 1.9	- -	5 4.0	- -	2 3.5	6 3.0	5 4.3
NOWHERE ELSE	144 39.6	24 47.1	1 33.3	- -	24 45.3	7 50.0	48 38.7	20 55.6	22 38.6	77 38.1	42 35.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	203 100.5	118 100.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015628

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 46
Q.35 : From where did you purchase your very first cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
DRUG STORE	76 20.9	12 23.5	1 33.3	2 100.0	8 15.1	3 21.4	28 22.6	7 19.4	9 15.8	46 22.8	22 18.8
MAIL ORDER	5 1.4	2 3.9	- -	- -	- -	- -	2 1.6	- -	1 1.8	- -	- -
NEWS STAND	9 2.5	2 3.9	- -	- -	3 5.7	- -	6 4.8	2 5.6	1 1.8	5 2.5	5 4.3
RESTAURANT	3 0.8	1 2.0	- -	- -	- -	- -	3 2.4	2 5.6	2 3.5	2 1.0	1 0.9
TOBACCO/SMOKE SHOP	108 29.7	17 33.3	1 33.3	- -	18 34.0	6 42.9	42 33.9	15 41.7	20 35.1	72 35.6	39 33.3
BAR/CLUB	3 0.8	- -	- -	- -	2 3.8	- -	1 0.8	- -	1 1.8	2 1.0	2 1.7
CANDY STORE	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 0.9
CONVENIENCE STORE	15 4.1	1 2.0	- -	- -	2 3.8	- -	1 0.8	- -	1 1.8	7 3.5	4 3.4
GROCERY STORE/ SUPERMARKET	26 7.1	2 3.9	- -	- -	4 7.5	- -	6 4.8	1 2.8	7 12.3	13 6.4	6 5.1
HOTEL	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
LIQUOR STORE	6 1.6	- -	1 33.3	- -	- -	- -	2 1.6	1 2.8	1 1.8	3 1.5	3 2.6
RETAIL SHOP/OUTLET	4 1.1	- -	- -	- -	- -	- -	1 0.8	1 2.8	1 1.8	2 1.0	3 2.6
GAS STATION	6 1.6	1 2.0	- -	- -	2 3.8	- -	2 1.6	- -	- -	3 1.5	1 0.9

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UNDER PROTECTIVE ORDER
GC 015629

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 46
Q.35 : From where did you purchase your very first cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
FRIENDS/FAMILY MEMBERS	11 3.0	- -	- -	- -	3 5.7	- -	1 0.8	1 2.8	1 1.8	4 2.0	2 1.7
COMMISSARY	7 1.9	- -	- -	- -	1 1.9	1 7.1	- -	- -	2 3.5	2 1.0	3 2.6
OTHER	17 4.7	3 5.9	- -	- -	1 1.9	- -	8 6.5	3 8.3	4 7.0	9 4.5	6 5.1
DON'T KNOW	66 18.1	10 19.6	- -	- -	9 17.0	4 28.6	21 16.9	3 8.3	6 10.5	32 15.8	19 16.2
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 47
Q.36 : Where else have you purchased cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
DRUG STORE	38 10.4	3 5.9	- -	- -	6 11.3	2 14.3	10 8.1	1 2.8	7 12.3	17 8.4	11 9.4
MAIL ORDER	30 8.2	5 9.8	- -	- -	6 11.3	1 7.1	18 14.5	5 13.9	7 12.3	24 11.9	16 13.7
NEWS STAND	9 2.5	1 2.0	- -	- -	2 3.8	- -	3 2.4	2 5.6	1 1.8	7 3.5	6 5.1
RESTAURANT	12 3.3	2 3.9	- -	- -	2 3.8	- -	6 4.8	2 5.6	2 3.5	10 5.0	4 3.4
SPORTING EVENT	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	1 0.9
TOBACCO/SMOKE SHOP	69 19.0	12 23.5	- -	1 50.0	7 13.2	2 14.3	29 23.4	4 11.1	9 15.8	36 17.8	22 18.8
AIRPORT/DUTY FREE SHOP	6 1.6	- -	- -	1 50.0	2 3.8	- -	2 1.6	2 5.6	2 3.5	5 2.5	2 1.7
BAR/CLUB	3 0.8	1 2.0	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	- -
CONVENIENCE STORE	8 2.2	1 2.0	- -	- -	2 3.8	- -	1 0.8	- -	- -	3 1.5	1 0.9
GROCERY STORE / SUPERMARKET	26 7.1	2 3.9	- -	- -	1 1.9	- -	9 7.3	1 2.8	2 3.5	9 4.5	7 6.0
HOTEL	6 1.6	1 2.0	- -	- -	1 1.9	- -	3 2.4	2 5.6	- -	3 1.5	2 1.7
LIQUOR STORE	7 1.9	2 3.9	- -	- -	1 1.9	1 7.1	6 4.8	2 5.6	2 3.5	6 3.0	7 6.0
MALL	2 0.5	- -	- -	- -	- -	1 7.1	- -	- -	- -	- -	1 0.9

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UNDER PROTECTIVE ORDER
GC 015631

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 47
Q.36 : Where else have you purchased cigars?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
RETAIL SHOP/OUTLET	11 3.0	1 2.0	- -	- -	1 1.9	- -	4 3.2	- -	4 7.0	5 2.5	6 5.1
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.5	- -	- -	- -	- -	- -	1 0.8	1 2.8	- -	1 0.5	- -
GAS STATION	8 2.2	- -	- -	- -	- -	- -	1 0.8	- -	- -	2 1.0	1 0.9
FRIENDS/FAMILY MEMBERS	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	1 1.8	1 0.5	1 0.9
GIFT STORE	2 0.5	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	1 0.5	- -
COMMISSARY	4 1.1	1 2.0	- -	- -	- -	- -	1 0.8	1 2.8	- -	2 1.0	1 0.9
OTHER	14 3.8	2 3.9	- -	- -	4 7.5	1 7.1	5 4.0	2 5.6	2 3.5	8 4.0	7 6.0
NOWHERE ELSE	166 45.6	25 49.0	3 100.0	- -	26 49.1	8 57.1	52 41.9	17 47.2	22 38.6	98 48.5	49 41.9
TOTAL	427 117.3	60 117.6	3 100.0	2 100.0	62 117.0	16 114.3	155 125.0	42 116.7	62 108.8	241 119.3	145 123.9

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UNDER PROTECTIVE ORDER
GC 015632

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 48
Q.37 : Does the type of retail outlet have an impact on your perception of the quality of the cigar?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	161	28	2	2	22	9	60	18	22	97	52
	44.2	54.9	66.7	100.0	41.5	64.3	48.4	50.0	38.6	48.0	44.4
NO	203	23	1	-	31	5	64	18	35	105	65
	55.8	45.1	33.3	-	58.5	35.7	51.6	50.0	61.4	52.0	55.6
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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GC 015633

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 49
Q.37A : In what way does the retail outlet have impact?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Say Type Of Outlet Has Impact	161	28	2	2	22	9	60	18	22	97	52
QUALITY (NET)	98 60.9	16 57.1	1 50.0	1 50.0	13 59.1	6 66.7	37 61.7	11 61.1	14 63.6	64 66.0	35 67.3
HAVE BETTER QUALITY	22 13.7	3 10.7	1 50.0	- -	5 22.7	- -	5 8.3	3 16.7	5 22.7	15 15.5	3 5.8
KEEP CIGARS IN HUMIDORS/STORED PROPERLY IN HUMIDORS	17 10.6	2 7.1	- -	- -	1 4.5	2 22.2	7 11.7	1 5.6	3 13.6	11 11.3	11 21.2
BETTER QUALITY STORE SELLS BETTER QUALITY CIGAR	17 10.6	4 14.3	- -	- -	1 4.5	- -	8 13.3	1 5.6	4 18.2	10 10.3	4 7.7
HIGH TURNOVER IN TOBACCO SHOP	15 9.3	2 7.1	- -	- -	3 13.6	- -	4 6.7	- -	2 9.1	6 6.2	4 7.7
STOCK GOES STALE/ SITS ON SHELF TO LONG	14 8.7	2 7.1	1 50.0	- -	1 4.5	- -	5 8.3	5 27.8	2 9.1	10 10.3	3 5.8
FRESHER IF KEPT IN HUMIDOR	13 8.1	2 7.1	- -	- -	2 9.1	2 22.2	6 10.0	2 11.1	- -	11 11.3	6 11.5
BETTER QUALITY CIGARS IF KEPT IN HUMIDOR	7 4.3	1 3.6	- -	- -	1 4.5	2 22.2	5 8.3	1 5.6	- -	4 4.1	5 9.6
PROPER HANDLING/ STORAGE	6 3.7	1 3.6	- -	- -	1 4.5	1 11.1	2 3.3	1 5.6	- -	6 6.2	2 3.8
NO HUMIDOR	4 2.5	- -	- -	1 50.0	- -	- -	- -	- -	2 9.1	3 3.1	1 1.9
TASTE/FLAVOR (NET)	42 26.1	6 21.4	1 50.0	- -	4 18.2	3 33.3	16 26.7	2 11.1	7 31.8	23 23.7	15 28.8

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UNDER PROTECTIVE ORDER
GC 015634

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 49
Q.37A : In what way does the retail outlet have impact?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Say Type Of Outlet Has Impact	161	28	2	2	22	9	60	18	22	97	52
TOBACCO/CIGAR STORES FRESH/OTHER STORES NOT FRESH	31 19.3	5 17.9	1 50.0	- -	3 13.6	2 22.2	13 21.7	2 11.1	7 31.8	19 19.6	12 23.1
FRESHNESS/CIGARS ALWAYS FRESH	11 6.8	1 3.6	- -	- -	1 4.5	1 11.1	3 5.0	- -	- -	4 4.1	3 5.8
VARIETY (NET)	21 13.0	3 10.7	- -	1 50.0	3 13.6	- -	6 10.0	1 5.6	4 18.2	8 8.2	4 7.7
GOOD/BETTER VARIETY	21 13.0	3 10.7	- -	1 50.0	3 13.6	- -	6 10.0	1 5.6	4 18.2	8 8.2	4 7.7
SERVICE (NET)	19 11.8	4 14.3	- -	- -	2 9.1	1 11.1	7 11.7	2 11.1	1 4.5	9 9.3	4 7.7
KNOWLEDGEABLE STAFF	16 9.9	2 7.1	- -	- -	2 9.1	1 11.1	5 8.3	1 5.6	- -	7 7.2	3 5.8
STAFF NOT KNOWLEDGEABLE	3 1.9	2 7.1	- -	- -	- -	- -	2 3.3	1 5.6	1 4.5	2 2.1	1 1.9
STYLE/DESIGN (NET)	8 5.0	2 7.1	- -	- -	2 9.1	1 11.1	2 3.3	1 5.6	- -	3 3.1	3 5.8
HAVE PREMIUM BRANDS	8 5.0	2 7.1	- -	- -	2 9.1	1 11.1	2 3.3	1 5.6	- -	3 3.1	3 5.8
PRICE/VALUE (NET)	5 3.1	1 3.6	- -	- -	1 4.5	- -	1 1.7	1 5.6	- -	5 5.2	1 1.9
EXPENSIVE/MORE EXPENSIVE	3 1.9	- -	- -	- -	1 4.5	- -	- -	1 5.6	- -	3 3.1	1 1.9
GOOD VALUE FOR THE MONEY	2 1.2	1 3.6	- -	- -	- -	- -	1 1.7	- -	- -	2 2.1	- -
AVAILABILITY (NET)	4 2.5	- -	- -	1 50.0	1 4.5	- -	- -	- -	1 4.5	3 3.1	- -

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UNDER PROTECTIVE ORDER
GC 015635

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 49
Q.37A : In what way does the retail outlet have impact?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Say Type Of Outlet Has Impact	161	28	2	2	22	9	60	18	22	97	52
USUAL BRAND IN STOCK	4 2.5	- -	- -	1 50.0	1 4.5	- -	- -	- -	1 4.5	3 3.1	- -
MISCELLANEOUS (NET)	47 29.2	11 39.3	- -	- -	5 22.7	1 11.1	20 33.3	6 33.3	4 18.2	29 29.9	17 32.7
STORE SPECIALIZES IN CIGARS/TOBACCO	33 20.5	7 25.0	- -	- -	4 18.2	1 11.1	13 21.7	5 27.8	2 9.1	20 20.6	15 28.8
OTHER TYPE STORES NOT CARRY QUALITY CIGARS	7 4.3	3 10.7	- -	- -	1 4.5	- -	4 6.7	- -	- -	3 3.1	1 1.9
CLEAN STORE/NOT MESSY	4 2.5	1 3.6	- -	- -	- -	- -	2 3.3	- -	1 4.5	4 4.1	- -
STORE WELL KNOWN/ GOOD REPUTATION	3 1.9	- -	- -	- -	1 4.5	- -	- -	- -	- -	2 2.1	- -
STORE NOT LOOK CHEAP	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
STORE LOCATION IMPORTANT	1 0.6	- -	- -	- -	- -	- -	1 1.7	1 5.6	1 4.5	1 1.0	1 1.9
DON'T KNOW	4 2.5	2 7.1	1 50.0	- -	- -	- -	2 3.3	2 11.1	1 4.5	2 2.1	1 1.9
NOTHING	2 1.2	2 7.1	- -	- -	- -	- -	2 3.3	- -	- -	1 1.0	1 1.9
TOTAL	269 167.1	48 171.4	4 200.0	3 150.0	34 154.5	13 144.4	98 163.3	29 161.1	36 163.6	161 166.0	85 163.5

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 50
Q.38 : Are you aware you can purchase cigars through mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Not Mentioning Mail Order	252	32	3	2	39	10	70	27	34	134	74
YES	225	30	3	2	37	8	66	26	33	127	71
	89.3	93.8	100.0	100.0	94.9	80.0	94.3	96.3	97.1	94.8	95.9
NO	27	2	-	-	2	2	4	1	1	7	3
	10.7	6.3	-	-	5.1	20.0	5.7	3.7	2.9	5.2	4.1
TOTAL	252	32	3	2	39	10	70	27	34	134	74
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 51
Q.39 : Have you ever purchased cigars through mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Not Mentioning Mail Order And Aware You Can Purchase Through Mail	225	30	3	2	37	8	66	26	33	127	71
YES	67	7	-	-	10	4	19	3	5	32	19
	29.8	23.3	-	-	27.0	50.0	28.8	11.5	15.2	25.2	26.8
NO	158	23	3	2	27	4	47	23	28	95	52
	70.2	76.7	100.0	100.0	73.0	50.0	71.2	88.5	84.8	74.8	73.2
TOTAL	225	30	3	2	37	8	66	26	33	127	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 52
Q.40A : What do you like about using mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Use Mail Order	179	26	-	-	24	8	73	12	28	100	62
CONVENIENCE (NET)	92 51.4	13 50.0	- -	- -	13 54.2	6 75.0	45 61.6	7 58.3	17 60.7	56 56.0	36 58.1
HOME DELIVERY	50 27.9	9 34.6	- -	- -	8 33.3	3 37.5	25 34.2	3 25.0	9 32.1	32 32.0	19 30.6
ORDER BY PHONE	22 12.3	4 15.4	- -	- -	2 8.3	- -	14 19.2	4 33.3	5 17.9	13 13.0	12 19.4
FAST/PROMPT/ON TIME DELIVERY	20 11.2	3 11.5	- -	- -	4 16.7	1 12.5	12 16.4	2 16.7	5 17.9	13 13.0	12 19.4
CONVENIENT (NS)	12 6.7	- -	- -	- -	3 12.5	1 12.5	3 4.1	1 8.3	4 14.3	10 10.0	4 6.5
EASY	7 3.9	1 3.8	- -	- -	1 4.2	- -	5 6.8	1 8.3	4 14.3	7 7.0	5 8.1
PAYMENT BY CREDIT CARD	4 2.2	- -	- -	- -	- -	1 12.5	- -	- -	- -	1 1.0	1 1.6
CAN GET THEM WHEN I WANT	3 1.7	1 3.8	- -	- -	- -	- -	2 2.7	- -	- -	1 1.0	1 1.6
PAYMENT BY CHECK	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CAN JOIN A CLUB/GET CIGARS WHEN REQUEST THEM	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DESIGNATE HOW OFTEN YOU WANT CIGARS SHIPPED	1 0.6	- -	- -	- -	- -	- -	1 1.4	- -	- -	- -	- -
DON'T HAVE TO DRIVE FAR TO GET THEM	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PRICE/VALUE (NET)	54 30.2	9 34.6	- -	- -	8 33.3	3 37.5	24 32.9	5 41.7	9 32.1	37 37.0	26 41.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 52
Q.40A : What do you like about using mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Use Mail Order	179	26	-	-	24	8	73	12	28	100	62
LESS EXPENSIVE/ LOWER PRICE	33 18.4	6 23.1	- -	- -	3 12.5	1 12.5	14 19.2	3 25.0	7 25.0	21 21.0	14 22.6
BULK DISCOUNT/ CHEAPER BY THE BOX	7 3.9	- -	- -	- -	1 4.2	1 12.5	2 2.7	1 8.3	- -	5 5.0	4 6.5
GOOD/REASONABLE PRICE	6 3.4	1 3.8	- -	- -	2 8.3	- -	1 1.4	- -	- -	4 4.0	2 3.2
PAY LESS TAXES/ TOBACCO TAXES	4 2.2	1 3.8	- -	- -	1 4.2	1 12.5	3 4.1	1 8.3	1 3.6	3 3.0	2 3.2
PRICE (UNSPECIFIED)	3 1.7	1 3.8	- -	- -	- -	- -	3 4.1	- -	1 3.6	3 3.0	2 3.2
DISCOUNT	2 1.1	- -	- -	- -	1 4.2	- -	1 1.4	- -	- -	1 1.0	1 1.6
GOOD VALUE FOR THE MONEY	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
COUPONS	1 0.6	- -	- -	- -	1 4.2	- -	- -	- -	- -	1 1.0	1 1.6
NOT HAVE TO PAY SHIPPING	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
CHEAPER THROUGH MAIL THAN RETAIL STORE	1 0.6	- -	- -	- -	- -	- -	1 1.4	- -	- -	1 1.0	1 1.6
VARIETY (NET)	29 16.2	5 19.2	- -	- -	3 12.5	1 12.5	14 19.2	3 25.0	5 17.9	17 17.0	13 21.0
LIKE/GOOD VARIETY	15 8.4	3 11.5	- -	- -	2 8.3	1 12.5	7 9.6	1 8.3	2 7.1	8 8.0	7 11.3
BETTER/LARGER VARIETY	14 7.8	2 7.7	- -	- -	1 4.2	- -	7 9.6	2 16.7	3 10.7	9 9.0	6 9.7

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 52
Q.40A : What do you like about using mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Use Mail Order	179	26	-	-	24	8	73	12	28	100	62
AVAILABILITY (NET)	22 12.3	5 19.2	- -	- -	- -	1 12.5	14 19.2	3 25.0	3 10.7	11 11.0	9 14.5
AVAILABILITY/NOT AVAILABLE IN RETAIL STORES	13 7.3	3 11.5	- -	- -	- -	- -	10 13.7	2 16.7	1 3.6	7 7.0	6 9.7
USUAL BRAND IN STOCK	6 3.4	1 3.8	- -	- -	- -	1 12.5	1 1.4	- -	- -	2 2.0	1 1.6
ONLY PLACE WHERE BRAND IS AVAILABLE	5 2.8	1 3.8	- -	- -	- -	- -	3 4.1	1 8.3	2 7.1	3 3.0	2 3.2
TASTE/FLAVOR (NET)	9 5.0	1 3.8	- -	- -	3 12.5	- -	2 2.7	1 8.3	1 3.6	6 6.0	4 6.5
FRESH	8 4.5	1 3.8	- -	- -	2 8.3	- -	2 2.7	1 8.3	1 3.6	5 5.0	4 6.5
HARSH/STRONG TASTE	1 0.6	- -	- -	- -	1 4.2	- -	- -	- -	- -	1 1.0	- -
QUALITY (NET)	5 2.8	1 3.8	- -	- -	- -	- -	3 4.1	- -	1 3.6	3 3.0	2 3.2
GOOD QUALITY	2 1.1	1 3.8	- -	- -	- -	- -	2 2.7	- -	- -	2 2.0	1 1.6
GUARANTEE/QUALITY GUARANTEE	2 1.1	- -	- -	- -	- -	- -	1 1.4	- -	1 3.6	1 1.0	1 1.6
ARRIVED IN GOOD CONDITION	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
MISCELLANEOUS (NET)	10 5.6	1 3.8	- -	- -	- -	- -	3 4.1	2 16.7	1 3.6	4 4.0	2 3.2
ENJOY CIGAR CATALOGS	4 2.2	1 3.8	- -	- -	- -	- -	3 4.1	2 16.7	1 3.6	2 2.0	2 3.2

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 52
Q.40A : What do you like about using mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Use Mail Order	179	26	-	-	24	8	73	12	28	100	62
CAN BUY BY THE BOX/ BUNDLE	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
CAN GET EXACTLY WHAT YOU WANT	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SMOKE MORE	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
NOT USE	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER MISCELLANEOUS COMMENTS	2 1.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	7 3.9	1 3.8	- -	- -	- -	- -	3 4.1	- -	1 3.6	3 3.0	1 1.6
TOTAL	265 148.0	41 157.7	- -	- -	33 137.5	11 137.5	126 172.6	25 208.3	48 171.4	161 161.0	112 180.6

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 53
Q.40B : What do you not like about using mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Use Mail Order	179	26	-	-	24	8	73	12	28	100	62
CONVENIENCE (NET)	50 27.9	6 23.1	- -	- -	10 41.7	1 12.5	23 31.5	3 25.0	9 32.1	28 28.0	17 27.4
NOT LIKE TO WAIT/ LENGTH OF TIME FOR DELIVERY	44 24.6	4 15.4	- -	- -	10 41.7	- -	18 24.7	3 25.0	7 25.0	25 25.0	14 22.6
HAVE TO BUY QUANTITY/IN BULK/BY THE BOX	5 2.8	2 7.7	- -	- -	- -	1 12.5	5 6.8	- -	2 7.1	3 3.0	3 4.8
HAVING TO STAY CLOSE TO HOME FOR DELIVERY	1 0.6	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
QUALITY (NET)	40 22.3	9 34.6	- -	- -	3 12.5	2 25.0	22 30.1	2 16.7	10 35.7	22 22.0	15 24.2
CANNOT SEE/FEEL/ SMELL CIGAR BEFORE PURCHASE	17 9.5	5 19.2	- -	- -	- -	1 12.5	11 15.1	1 8.3	4 14.3	11 11.0	8 12.9
POOR SHIPPING CONDITIONS/DAMAGED/ DRIED OUT IN SHIPPING	15 8.4	1 3.8	- -	- -	1 4.2	1 12.5	5 6.8	1 8.3	2 7.1	5 5.0	4 6.5
CANNOT INSPECT FOR FRESHNESS BEFORE PURCHASE	11 6.1	3 11.5	- -	- -	2 8.3	- -	8 11.0	- -	7 25.0	9 9.0	5 8.1
TASTE/FLAVOR (NET)	12 6.7	3 11.5	- -	- -	1 4.2	- -	5 6.8	- -	2 7.1	7 7.0	3 4.8
NOT FRESH	12 6.7	3 11.5	- -	- -	1 4.2	- -	5 6.8	- -	2 7.1	7 7.0	3 4.8
AVAILABILITY (NET)	10 5.6	- -	- -	- -	1 4.2	1 12.5	4 5.5	3 25.0	4 14.3	7 7.0	3 4.8

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UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 53
Q.40B : What do you not like about using mail order?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Use Mail Order	179	26	-	-	24	8	73	12	28	100	62
LOW AVAILABILITY/ OUT OF STOCK	10 5.6	- -	- -	- -	1 4.2	1 12.5	4 5.5	3 25.0	4 14.3	7 7.0	3 4.8
PRICE/VALUE (NET)	10 5.6	3 11.5	- -	- -	3 12.5	- -	5 6.8	- -	1 3.6	8 8.0	3 4.8
MUST PAY POSTAGE AND HANDLING	10 5.6	3 11.5	- -	- -	3 12.5	- -	5 6.8	- -	1 3.6	8 8.0	3 4.8
SERVICE (NET)	3 1.7	1 3.8	- -	- -	- -	- -	1 1.4	- -	- -	1 1.0	1 1.6
DIFFICULT TO HANDLE PROBLEMS THROUGH MAIL ORDER	3 1.7	1 3.8	- -	- -	- -	- -	1 1.4	- -	- -	1 1.0	1 1.6
MISCELLANEOUS (NET)	5 2.8	- -	- -	- -	- -	1 12.5	- -	- -	1 3.6	2 2.0	1 1.6
NOT LIKE CATALOG	3 1.7	- -	- -	- -	- -	- -	- -	- -	- -	1 1.0	- -
HAVE TO KNOW EXACTLY WHAT YOU WANT	2 1.1	- -	- -	- -	- -	1 12.5	- -	- -	1 3.6	1 1.0	1 1.6
DON'T KNOW	3 1.7	1 3.8	- -	- -	- -	- -	1 1.4	- -	1 3.6	2 2.0	1 1.6
NOTHING	55 30.7	7 26.9	- -	- -	5 20.8	3 37.5	21 28.8	6 50.0	4 14.3	29 29.0	20 32.3
TOTAL	191 106.7	30 115.4	- -	- -	23 95.8	8 100.0	84 115.1	14 116.7	35 125.0	109 109.0	66 106.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 54
Q.41 : Have you ever purchased cigars because of a special promotion?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	99	10	-	-	10	6	39	8	16	58	33
	27.2	19.6	-	-	18.9	42.9	31.5	22.2	28.1	28.7	28.2
NO	265	41	3	2	43	8	85	28	41	144	84
	72.8	80.4	100.0	100.0	81.1	57.1	68.5	77.8	71.9	71.3	71.8
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

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BANNER 2

TABLE 55
Q.42 : What type of promotion?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Have Purchased Because Of Promotion	98	10	-	-	10	6	39	8	16	58	33
BUY A CIGAR, GET A CUTTER	7 7.1	- -	- -	- -	- -	1 16.7	4 10.3	- -	4 25.0	5 8.6	4 12.1
BUY EIGHT, GET TWO FREE	12 12.2	2 20.0	- -	- -	- -	3 50.0	5 12.8	- -	1 6.3	5 8.6	3 9.1
SPECIAL SAMPLER PACKETS	25 25.5	1 10.0	- -	- -	3 30.0	2 33.3	5 12.8	- -	4 25.0	16 27.6	7 21.2
SALE/DISCOUNT ON CIGARS	17 17.3	3 30.0	- -	- -	3 30.0	- -	13 33.3	3 37.5	1 6.3	10 17.2	6 18.2
SALE/DISCOUNT ON BOX/ PACKAGE	5 5.1	- -	- -	- -	- -	- -	2 5.1	- -	2 12.5	1 1.7	1 3.0
12 CIGARS FOR $10	1 1.0	- -	- -	- -	1 10.0	- -	- -	- -	- -	1 1.7	- -
BUY THROUGH ADVERTISEMENT	5 5.1	2 20.0	- -	- -	- -	- -	3 7.7	- -	- -	2 3.4	1 3.0
BUY BOXES/BUNDLES ,GET A BOX/BUNDLE FREE	2 2.0	1 10.0	- -	- -	- -	- -	2 5.1	2 25.0	2 12.5	2 3.4	2 6.1
BUY CIGARS, GET CIGARS FREE	10 10.2	2 20.0	- -	- -	- -	1 16.7	3 7.7	1 12.5	2 12.5	4 6.9	4 12.1
BUY CIGARS, GET A HUMIDOR FREE	5 5.1	- -	- -	- -	1 10.0	- -	2 5.1	1 12.5	1 6.3	3 5.2	3 9.1
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	4 4.1	- -	- -	- -	2 20.0	- -	- -	- -	- -	3 5.2	1 3.0
10 CIGARS FOR $10	1 1.0	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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GC 015646

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 55
Q.42 : What type of promotion?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Have Purchased Because Of Promotion	98	10	-	-	10	6	39	8	16	58	33
PROMOTING A NEW BRAND	2 2.0	- -	- -	- -	- -	- -	2 5.1	1 12.5	- -	1 1.7	1 3.0
TRIED A FREE SAMPLE	1 1.0	- -	- -	- -	- -	- -	- -	- -	- -	1 1.7	- -
OTHER	2 2.0	- -	- -	- -	- -	1 16.7	1 2.6	- -	1 6.3	2 3.4	2 6.1
DON'T RECALL	4 4.1	- -	- -	- -	- -	- -	- -	1 12.5	1 6.3	3 5.2	2 6.1
TOTAL	103 105.1	11 110.0	- -	- -	10 100.0	8 133.3	42 107.7	9 112.5	19 118.8	59 101.7	37 112.1

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 56
Q.43A : Has your attitude toward cigar smoking changed in the past two years?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	87 23.9	18 35.3	2 66.7	1 50.0	10 18.9	3 21.4	40 32.3	13 36.1	17 29.8	51 25.2	39 33.3
NO	277 76.1	33 64.7	1 33.3	1 50.0	43 81.1	11 78.6	84 67.7	23 63.9	40 70.2	151 74.8	78 66.7
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 57
Q.43B : How has your attitude toward cigar smoking changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Whose Attitude Toward Cigar Smoking Has Changed	87	18	2	1	10	3	40	13	17	51	39
POSITIVE (NET)	75 86.2	15 83.3	1 50.0	1 100.0	8 80.0	3 100.0	34 85.0	12 92.3	16 94.1	45 88.2	37 94.9
QUALITY (SUB-NET)	5 5.7	- -	- -	- -	- -	- -	2 5.0	2 15.4	2 11.8	2 3.9	1 2.6
BUYING BETTER QUALITY CIGARS	5 5.7	- -	- -	- -	- -	- -	2 5.0	2 15.4	2 11.8	2 3.9	1 2.6
TASTE/FLAVOR (SUB-NET)	2 2.3	- -	- -	- -	- -	- -	- -	- -	1 5.9	- -	- -
ACQUIRED TASTE/ MATURE TASTE	2 2.3	- -	- -	- -	- -	- -	- -	- -	1 5.9	- -	- -
VARIETY (SUB-NET)	1 1.1	1 5.6	- -	- -	- -	- -	1 2.5	1 7.7	- -	- -	1 2.6
TRYING MORE VARIETIES	1 1.1	1 5.6	- -	- -	- -	- -	1 2.5	1 7.7	- -	- -	1 2.6
PRICE/VALUE (SUB-NET)	1 1.1	1 5.6	- -	- -	- -	- -	1 2.5	- -	- -	1 2.0	1 2.6
SMOKING MORE EXPENSIVE CIGARS	1 1.1	1 5.6	- -	- -	- -	- -	1 2.5	- -	- -	1 2.0	1 2.6
MISCELLANEOUS (SUB-NET)	69 79.3	13 72.2	1 50.0	1 100.0	8 80.0	3 100.0	31 77.5	10 76.9	14 82.4	43 84.3	34 87.2
MORE ACCEPTABLE/ ACCEPTED IN PUBLIC	33 37.9	8 44.4	1 50.0	1 100.0	3 30.0	2 66.7	18 45.0	2 15.4	9 52.9	21 41.2	17 43.6
SMOKING MORE	16 18.4	5 27.8	1 50.0	- -	2 20.0	- -	7 17.5	2 15.4	3 17.6	10 19.6	8 20.5

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 57
Q.43B : How has your attitude toward cigar smoking changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Whose Attitude Toward Cigar Smoking Has Changed	87	18	2	1	10	3	40	13	17	51	39
MORE KNOWLEDGE/ EDUCATION ABOUT CIGARS	12 13.8	4 22.2	- -	- -	- -	1 33.3	6 15.0	2 15.4	1 5.9	4 7.8	5 12.8
MORE ENJOYABLE	7 8.0	- -	- -	- -	- -	- -	3 7.5	1 7.7	1 5.9	5 9.8	5 12.8
NEW SMOKER	5 5.7	- -	- -	- -	2 20.0	- -	1 2.5	3 23.1	1 5.9	3 5.9	2 5.1
NOT CARE WHAT PUBLIC THINKS	3 3.4	1 5.6	- -	- -	- -	- -	1 2.5	- -	1 5.9	2 3.9	2 5.1
RESPECT SMOKERS MORE/MORE PRO SMOKING	3 3.4	- -	- -	- -	2 20.0	- -	- -	1 7.7	- -	2 3.9	1 2.6
HOBBY	2 2.3	1 5.6	- -	- -	- -	- -	2 5.0	1 7.7	- -	2 3.9	2 5.1
MORE PLEASUREABLE	2 2.3	1 5.6	- -	- -	- -	- -	2 5.0	- -	1 5.9	- -	- -
LIKE MORE (NS)	1 1.1	- -	- -	- -	- -	- -	- -	- -	1 5.9	1 2.0	1 2.6
NEGATIVE (NET)	11 12.6	2 11.1	- -	- -	2 20.0	1 33.3	6 15.0	- -	- -	6 11.8	2 5.1
HEALTH (SUB-NET)	3 3.4	1 5.6	- -	- -	1 10.0	- -	2 5.0	- -	- -	1 2.0	- -
CONCERNED ABOUT HEALTH ISSUES	2 2.3	- -	- -	- -	1 10.0	- -	1 2.5	- -	- -	1 2.0	- -
OTHER HEALTH COMMENTS	1 1.1	1 5.6	- -	- -	- -	- -	1 2.5	- -	- -	- -	- -

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 57
Q.43B : How has your attitude toward cigar smoking changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Whose Attitude Toward Cigar Smoking Has Changed	87	18	2	1	10	3	40	13	17	51	39
PRICE/VALUE (SUBNET)	1 1.1	- -	- -	- -	- -	1 33.3	1 2.5	- -	- -	1 2.0	1 2.6
PRICES DRIVEN UP/ COST MORE	1 1.1	- -	- -	- -	- -	1 33.3	1 2.5	- -	- -	1 2.0	1 2.6
MISCELLANEOUS (SUBNET)	8 9.2	1 5.6	- -	- -	1 10.0	- -	4 10.0	- -	- -	4 7.8	1 2.6
NOT SMOKE AROUND NON-SMOKERS/SMOKE LESS AROUND NON-SMOKERS	6 6.9	- -	- -	- -	1 10.0	- -	3 7.5	- -	- -	3 5.9	1 2.6
UNFAIR RESTAURANT REGULATIONS/ LIMITATIONS	1 1.1	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
PUBLIC AGAINST SMOKING	1 1.1	- -	- -	- -	1 10.0	- -	1 2.5	- -	- -	1 2.0	- -
BRAND UNAVAILABLE	1 1.1	1 5.6	- -	- -	- -	- -	1 2.5	- -	- -	1 2.0	- -
DON'T KNOW	2 2.3	1 5.6	1 50.0	- -	- -	- -	1 2.5	1 7.7	1 5.9	1 2.0	1 2.6
TOTAL	108 124.1	25 138.9	3 150.0	1 100.0	12 120.0	4 133.3	53 132.5	16 123.1	22 129.4	61 119.6	49 125.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015651

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 58
Q.44A : Do you feel the public's attitude has changed toward cigar smoking in the past two years?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	271 74.5	36 70.6	2 66.7	2 100.0	38 71.7	11 78.6	94 75.8	27 75.0	44 77.2	156 77.2	96 82.1
NO	93 25.5	15 29.4	1 33.3	- -	15 28.3	3 21.4	30 24.2	9 25.0	13 22.8	46 22.8	21 17.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015652

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 59
Q.44B : How has the public's attitude changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Say Public's Attitude Has Changed	271	36	2	2	38	11	94	27	44	156	96
POSITIVE (NET)	185 68.3	30 83.3	1 50.0	1 50.0	28 73.7	6 54.5	78 83.0	22 81.5	32 72.7	119 76.3	79 82.3
HEALTH (SUB-NET)	8 3.0	1 2.8	- -	- -	1 2.6	- -	3 3.2	1 3.7	- -	4 2.6	- -
NOT A HEALTH RISK/NOT UNHEALTHY	5 1.8	1 2.8	- -	- -	- -	- -	3 3.2	1 3.7	- -	2 1.3	- -
OTHER HEALTH COMMENTS	3 1.1	- -	- -	- -	1 2.6	- -	- -	- -	- -	2 1.3	- -
MISCELLANEOUS (SUB-NET)	179 66.1	30 83.3	1 50.0	1 50.0	27 71.1	6 54.5	76 80.9	21 77.8	32 72.7	116 74.4	79 82.3
PUBLIC ACCEPTING/ POSITIVE VIEW OF CIGAR SMOKING	116 42.8	21 58.3	1 50.0	- -	14 36.8	4 36.4	56 59.6	12 44.4	19 43.2	77 49.4	52 54.2
MORE POPULAR WITH WOMEN	48 17.7	7 19.4	- -	1 50.0	5 13.2	3 27.3	17 18.1	5 18.5	8 18.2	25 16.0	22 22.9
CIGARS MORE POPULAR	27 10.0	4 11.1	- -	- -	2 5.3	1 9.1	10 10.6	5 18.5	6 13.6	18 11.5	14 14.6
MORE PLACES ACCEPTING OF CIGAR SMOKING	23 8.5	3 8.3	- -	- -	3 7.9	- -	11 11.7	3 11.1	5 11.4	15 9.6	11 11.5
MORE ACCEPTABLE AT RESTAURANTS	12 4.4	2 5.6	- -	- -	4 10.5	- -	5 5.3	2 7.4	2 4.5	10 6.4	5 5.2
ACCEPTABLE WITH FAMOUS PEOPLE SMOKING CIGARS	12 4.4	2 5.6	- -	- -	1 2.6	- -	4 4.3	1 3.7	2 4.5	6 3.8	5 5.2
PUBLIC MORE AWARE OF CIGAR SMOKING	11 4.1	3 8.3	- -	- -	1 2.6	- -	6 6.4	1 3.7	3 6.8	7 4.5	8 8.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015653

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 59
Q.44B : How has the public's attitude changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Say Public's Attitude Has Changed	271	36	2	2	38	11	94	27	44	156	96
STATUS/POWER/ MONEY SYMBOL	9 3.3	1 2.8	- -	- -	3 7.9	1 9.1	3 3.2	2 7.4	2 4.5	7 4.5	4 4.2
MORE POPULAR WITH YOUNG PEOPLE	8 3.0	3 8.3	- -	- -	2 5.3	1 9.1	5 5.3	2 7.4	1 2.3	5 3.2	6 6.3
MORE POPULAR WITH UPPER CLASS/ YUPPIES	8 3.0	1 2.8	- -	- -	2 5.3	1 9.1	3 3.2	- -	- -	6 3.8	4 4.2
MORE ACCEPTABLE THAN CIGARETTES	4 1.5	- -	- -	- -	- -	- -	2 2.1	- -	- -	3 1.9	2 2.1
CIGARS SMOKERS MORE POPULAR	3 1.1	- -	- -	- -	2 5.3	- -	2 2.1	1 3.7	- -	2 1.3	3 3.1
SMOKE BETTER QUALITY CIGARS	2 0.7	1 2.8	- -	- -	- -	- -	2 2.1	- -	2 4.5	2 1.3	1 1.0
OTHER MISCELLANEOUS COMMENTS	5 1.8	- -	- -	- -	- -	1 9.1	- -	1 3.7	- -	2 1.3	2 2.1
NEGATIVE (NET)	73 26.9	5 13.9	- -	- -	10 26.3	5 45.5	14 14.9	3 11.1	6 13.6	32 20.5	14 14.6
HEALTH (SUB-NET)	9 3.3	- -	- -	- -	4 10.5	1 9.1	- -	- -	1 2.3	5 3.2	1 1.0
SECOND HAND SMOKE VIEWED AS HEALTH RISK	5 1.8	- -	- -	- -	3 7.9	- -	- -	- -	- -	3 1.9	- -
BAD FOR HEALTH	4 1.5	- -	- -	- -	1 2.6	1 9.1	- -	- -	1 2.3	2 1.3	1 1.0
MISCELLANEOUS (SUB-NET)	67 24.7	5 13.9	- -	- -	7 18.4	4 36.4	14 14.9	3 11.1	5 11.4	28 17.9	13 13.5

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UNDER PROTECTIVE ORDER
GC 015654

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 59
Q.44B : How has the public's attitude changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Say Public's Attitude Has Changed	271	36	2	2	38	11	94	27	44	156	96
SMOKING RESTRICTED/HAVE TO GO OUTSIDE	31 11.4	1 2.8	- -	- -	1 2.6	1 9.1	3 3.2	2 7.4	2 4.5	9 5.8	4 4.2
PUBLIC LESS TOLERANT OF SMOKING	27 10.0	2 5.6	- -	- -	2 5.3	1 9.1	6 6.4	1 3.7	4 9.1	9 5.8	5 5.2
PUBLIC NOT LIKE SMELL	12 4.4	1 2.8	- -	- -	3 7.9	1 9.1	4 4.3	- -	- -	5 3.2	3 3.1
PUBLIC LESS TOLERANT OF CIGAR SMOKING	7 2.6	1 2.8	- -	- -	- -	1 9.1	2 2.1	- -	- -	3 1.9	2 2.1
NEGATIVE ADVERTISING/MEDIA IMAGE	4 1.5	- -	- -	- -	1 2.6	1 9.1	- -	- -	1 2.3	4 2.6	2 2.1
PLACES ALLOW CIGARETTES NOT CIGARS	3 1.1	- -	- -	- -	- -	- -	1 1.1	- -	- -	1 0.6	- -
OUTCASTS/SECOND CLASS CITIZENS SMOKE CIGARS	1 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
OTHER MISCELLANEOUS COMMENTS	4 1.5	- -	- -	- -	1 2.6	- -	- -	- -	- -	3 1.9	- -
NEUTRAL (NET)	1 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
SOME ACCEPT/SOME DON'T	1 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
DON'T KNOW	5 1.8	- -	1 50.0	- -	- -	- -	1 1.1	2 7.4	1 2.3	2 1.3	2 2.1

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UNDER PROTECTIVE ORDER
GC 015655

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 59
Q.44B : How has the public's attitude changed?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Say Public's Attitude Has Changed	271	36	2	2	38	11	94	27	44	156	96
TOTAL	400	54	2	1	52	18	146	41	59	230	158
	147.6	150.0	100.0	50.0	136.8	163.6	155.3	151.9	134.1	147.4	164.6

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UNDER PROTECTIVE ORDER
GC 015656

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 60
Q.45 : How has this affected your smoking habits?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Who Say Public's Attitude Has Changed	271	36	2	2	38	11	94	27	44	156	96
NO EFFECT	182 67.2	22 61.1	- -	- -	29 76.3	8 72.7	53 56.4	14 51.9	24 54.5	106 67.9	54 56.3
MORE APT TO SMOKE IN PUBLIC/LESS INHIBITED	20 7.4	5 13.9	1 50.0	1 50.0	2 5.3	1 9.1	13 13.8	5 18.5	6 13.6	12 7.7	11 11.5
NOT SMOKE IN PUBLIC/ SMOKE LESS IN PUBLIC	16 5.9	2 5.6	- -	- -	1 2.6	1 9.1	7 7.4	1 3.7	3 6.8	7 4.5	7 7.3
SMOKING MORE	13 4.8	3 8.3	- -	- -	2 5.3	- -	7 7.4	1 3.7	2 4.5	8 5.1	8 8.3
CIGARS HARDER TO GET/ LESS AVAILABLE DUE TO POPULARITY	9 3.3	4 11.1	- -	- -	- -	- -	7 7.4	3 11.1	2 4.5	8 5.1	7 7.3
CONSIDERATE TOWARDS OTHERS/NON-SMOKERS	7 2.6	- -	- -	- -	1 2.6	- -	2 2.1	- -	1 2.3	4 2.6	2 2.1
ONLY GO TO RESTAURANTS THAT ALLOW CIGAR SMOKING	7 2.6	- -	- -	2 100.0	2 5.3	- -	2 2.1	1 3.7	3 6.8	4 2.6	2 2.1
LIMITS/RESTRICTS PLACES I CAN SMOKE	5 1.8	- -	- -	- -	1 2.6	- -	1 1.1	- -	- -	1 0.6	1 1.0
ONLY SMOKE AT HOME	4 1.5	- -	- -	- -	1 2.6	- -	1 1.1	- -	1 2.3	2 1.3	1 1.0
ONLY SMOKE OUTSIDE	4 1.5	- -	- -	- -	- -	1 9.1	1 1.1	- -	1 2.3	- -	1 1.0
SMOKE MORE CIGARS/ LESS CIGARETTES	4 1.5	- -	- -	- -	- -	- -	1 1.1	- -	1 2.3	3 1.9	1 1.0
SMOKE MORE EXPENSIVE/ HIGHER QUALITY CIGARS	2 0.7	- -	- -	- -	- -	- -	- -	- -	- -	2 1.3	1 1.0

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UNDER PROTECTIVE ORDER
GC 015657

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 60
0.45 : How has this affected your smoking habits?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Who Say Public's Attitude Has Changed	271	36	2	2	38	11	94	27	44	156	96
SMOKING LESS	2 0.7	- -	- -	- -	- -	- -	- -	- -	- -	1 0.6	- -
ONLY SMOKE IN CAR	2 0.7	- -	- -	- -	- -	- -	1 1.1	1 3.7	1 2.3	1 0.6	1 1.0
STARTED SMOKING/ STARTED SMOKING AGAIN	1 0.4	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
GET TOGETHER WITH OTHER CIGAR SMOKERS	1 0.4	- -	- -	- -	- -	- -	1 1.1	- -	1 2.3	1 0.6	1 1.0
DON'T KNOW	7 2.6	1 2.8	1 50.0	- -	1 2.6	- -	4 4.3	3 11.1	2 4.5	5 3.2	4 4.2
TOTAL	286 105.5	37 102.8	2 100.0	3 150.0	40 105.3	11 100.0	101 107.4	29 107.4	48 109.1	165 105.8	102 106.3

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UNDER PROTECTIVE ORDER
GC 015658

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61A
Q.46 : Health Risk Rating - Summary Of Top 2 Box

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ALCOHOL CONSUMPTION	48 13.2	4 7.8	- -	- -	5 9.4	1 7.1	16 12.9	5 13.9	7 12.3	27 13.4	11 9.4
CIGAR SMOKING	20 5.5	3 5.9	- -	- -	6 11.3	- -	5 4.0	2 5.6	2 3.5	12 5.9	4 3.4
CIGARETTE SMOKING	195 53.6	33 64.7	2 66.7	- -	26 49.1	9 64.3	74 59.7	22 61.1	32 56.1	110 54.5	68 58.1
FAT IN DIET	76 20.9	13 25.5	- -	- -	8 15.1	4 28.6	29 23.4	8 22.2	11 19.3	42 20.8	20 17.1
SECOND HAND SMOKE	39 10.7	9 17.6	- -	- -	5 9.4	2 14.3	13 10.5	2 5.6	2 3.5	18 8.9	9 7.7
SUN EXPOSURE	55 15.1	5 9.8	- -	- -	6 11.3	3 21.4	15 12.1	4 11.1	7 12.3	24 11.9	14 12.0

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GC 015659

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61B
Q.46 : Health Risk Rating - Summary Of Bottom 2 Box

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ALCOHOL CONSUMPTION	40 11.0	6 11.8	1 33.3	- -	4 7.5	- -	15 12.1	7 19.4	8 14.0	23 11.4	17 14.5
CIGAR SMOKING	69 19.0	13 25.5	1 33.3	- -	6 11.3	2 14.3	28 22.6	8 22.2	7 12.3	39 19.3	27 23.1
CIGARETTE SMOKING	9 2.5	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	5 2.5	2 1.7
FAT IN DIET	27 7.4	1 2.0	- -	- -	2 3.8	- -	4 3.2	1 2.8	1 1.8	11 5.4	8 6.8
SECOND HAND SMOKE	97 26.6	12 23.5	1 33.3	2 100.0	16 30.2	4 28.6	26 21.0	8 22.2	12 21.1	54 26.7	26 22.2
SUN EXPOSURE	36 9.9	5 9.8	- -	1 50.0	7 13.2	- -	10 8.1	2 5.6	3 5.3	23 11.4	9 7.7

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GC 015660

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61C
Q.46 : Health Risk Rating - Summary Of Means

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
ALCOHOL CONSUMPTION	5.6	5.0	4.7	5.0	5.5	5.7	5.4	5.5	5.7	5.6	5.1
CIGAR SMOKING	4.4	3.8	3.7	5.5	5.0	4.5	4.0	4.1	4.4	4.3	4.0
CIGARETTE SMOKING	8.2	8.6	9.0	5.5	8.1	9.2	8.5	8.8	8.7	8.4	8.6
FAT IN DIET	6.6	7.0	6.0	7.5	6.4	7.4	6.9	7.2	6.9	6.8	6.6
SECOND HAND SMOKE	4.7	5.1	5.7	1.0	4.4	5.2	4.8	4.7	4.8	4.7	4.8
SUN EXPOSURE	5.8	5.6	5.7	2.0	5.4	6.9	5.9	5.8	5.7	5.6	5.7

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UNDER PROTECTIVE ORDER
GC 015661

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61D
Q.46 : Health Risk Rating For Alcohol Consumption

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	48 13.2	4 7.8	- -	- -	5 9.4	1 7.1	16 12.9	5 13.9	7 12.3	27 13.4	11 9.4
(10) TEN (EXTREME HEALTH RISK)	44 12.1	4 7.8	- -	- -	5 9.4	1 7.1	15 12.1	5 13.9	7 12.3	24 11.9	11 9.4
(9) NINE	4 1.1	- -	- -	- -	- -	- -	1 0.8	- -	- -	3 1.5	- -
(8) EIGHT	35 9.6	4 7.8	1 33.3	- -	6 11.3	2 14.3	10 8.1	5 13.9	11 19.3	19 9.4	11 9.4
(7) SEVEN	29 8.0	3 5.9	- -	1 50.0	3 5.7	1 7.1	9 7.3	3 8.3	6 10.5	20 9.9	9 7.7
(6) SIX	28 7.7	5 9.8	- -	- -	5 9.4	1 7.1	11 8.9	3 8.3	1 1.8	16 7.9	8 6.8
(5) FIVE	105 28.8	15 29.4	1 33.3	- -	17 32.1	3 21.4	36 29.0	9 25.0	14 24.6	59 29.2	31 26.5
(4) FOUR	24 6.6	3 5.9	- -	- -	3 5.7	2 14.3	10 8.1	2 5.6	2 3.5	14 6.9	10 8.5
(3) THREE	32 8.8	8 15.7	- -	1 50.0	6 11.3	2 14.3	12 9.7	2 5.6	5 8.8	15 7.4	14 12.0
BOTTOM TWO BOX	40 11.0	6 11.8	1 33.3	- -	4 7.5	- -	15 12.1	7 19.4	8 14.0	23 11.4	17 14.5
(2) TWO	12 3.3	2 3.9	- -	- -	1 1.9	- -	6 4.8	2 5.6	1 1.8	8 4.0	6 5.1
(1) ONE (NO HEALTH RISK)	28 7.7	4 7.8	1 33.3	- -	3 5.7	- -	9 7.3	5 13.9	7 12.3	15 7.4	11 9.4
DON'T KNOW	23 6.3	3 5.9	- -	- -	4 7.5	2 14.3	5 4.0	- -	3 5.3	9 4.5	6 5.1

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UNDER PROTECTIVE ORDER
GC 015662

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61D
Q.46 : Health Risk Rating For Alcohol Consumption

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	5.6	5.0	4.7	5.0	5.5	5.7	5.4	5.5	5.7	5.6	5.1
Std.Dev	2.56	2.40	3.51	2.83	2.36	2.19	2.54	2.85	2.80	2.53	2.54
Std.Err	0.14	0.35	2.03	2.00	0.34	0.63	0.23	0.48	0.38	0.18	0.24

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61E
Q.46 : Health Risk Rating For Cigar Smoking

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	20 5.5	3 5.9	- -	- -	6 11.3	- -	5 4.0	2 5.6	2 3.5	12 5.9	4 3.4
(10) TEN (EXTREME HEALTH RISK)	11 3.0	2 3.9	- -	- -	3 5.7	- -	2 1.6	1 2.8	- -	5 2.5	1 0.9
(9) NINE	9 2.5	1 2.0	- -	- -	3 5.7	- -	3 2.4	1 2.8	2 3.5	7 3.5	3 2.6
(8) EIGHT	15 4.1	- -	- -	1 50.0	1 1.9	2 14.3	1 0.8	1 2.8	2 3.5	7 3.5	3 2.6
(7) SEVEN	20 5.5	3 5.9	- -	- -	2 3.8	- -	8 6.5	1 2.8	3 5.3	9 4.5	6 5.1
(6) SIX	26 7.1	- -	1 33.3	- -	6 11.3	- -	5 4.0	2 5.6	5 8.8	15 7.4	6 5.1
(5) FIVE	91 25.0	11 21.6	- -	- -	16 30.2	4 28.6	29 23.4	7 19.4	15 26.3	50 24.8	28 23.9
(4) FOUR	47 12.9	5 9.8	- -	- -	12 22.6	2 14.3	17 13.7	10 27.8	9 15.8	32 15.8	19 16.2
(3) THREE	68 18.7	15 29.4	1 33.3	1 50.0	4 7.5	2 14.3	30 24.2	5 13.9	14 24.6	37 18.3	21 17.9
BOTTOM TWO BOX	69 19.0	13 25.5	1 33.3	- -	6 11.3	2 14.3	28 22.6	8 22.2	7 12.3	39 19.3	27 23.1
(2) TWO	39 10.7	8 15.7	1 33.3	- -	4 7.5	2 14.3	18 14.5	4 11.1	5 8.8	24 11.9	16 13.7
(1) ONE (NO HEALTH RISK)	30 8.2	5 9.8	- -	- -	2 3.8	- -	10 8.1	4 11.1	2 3.5	15 7.4	11 9.4
DON'T KNOW	8 2.2	1 2.0	- -	- -	- -	2 14.3	1 0.8	- -	- -	1 0.5	3 2.6

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GC 015664

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61E
Q.46 : Health Risk Rating For Cigar Smoking

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	4.4	3.8	3.7	5.5	5.0	4.5	4.0	4.1	4.4	4.3	4.0
Std.Dev	2.17	2.14	2.08	3.54	2.16	1.98	1.98	2.12	1.83	2.12	1.99
Std.Err	0.12	0.30	1.20	2.50	0.30	0.57	0.18	0.35	0.24	0.15	0.19

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PREMIUM CIGAR USAGE AND ATTITUDE
SIKS #96-156

16 Sep 96

BANNER 2

TABLE 61F
Q.46 : Health Risk Rating For Cigarette Smoking

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	195 53.6	33 64.7	2 66.7	- -	26 49.1	9 64.3	74 59.7	22 61.1	32 56.1	110 54.5	68 58.1
(10) TEN (EXTREME HEALTH RISK)	148 40.7	23 45.1	1 33.3	- -	21 39.6	7 50.0	52 41.9	16 44.4	28 49.1	86 42.6	49 41.9
(9) NINE	47 12.9	10 19.6	1 33.3	- -	5 9.4	2 14.3	22 17.7	6 16.7	4 7.0	24 11.9	19 16.2
(8) EIGHT	62 17.0	7 13.7	1 33.3	- -	9 17.0	4 28.6	21 16.9	10 27.8	12 21.1	41 20.3	26 22.2
(7) SEVEN	34 9.3	3 5.9	- -	- -	7 13.2	- -	12 9.7	2 5.6	7 12.3	19 9.4	9 7.7
(6) SIX	19 5.2	3 5.9	- -	1 50.0	3 5.7	- -	6 4.8	1 2.8	3 5.3	8 4.0	5 4.3
(5) FIVE	28 7.7	3 5.9	- -	1 50.0	4 7.5	- -	7 5.6	- -	3 5.3	13 6.4	3 2.6
(4) FOUR	4 1.1	- -	- -	- -	1 1.9	- -	1 0.8	1 2.8	- -	2 1.0	2 1.7
(3) THREE	5 1.4	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	- -
BOTTOM TWO BOX	9 2.5	1 2.0	- -	- -	1 1.9	- -	2 1.6	- -	- -	5 2.5	2 1.7
(2) TWO	1 0.3	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
(1) ONE (NO HEALTH RISK)	8 2.2	1 2.0	- -	- -	1 1.9	- -	1 0.8	- -	- -	4 2.0	1 0.9
DON'T KNOW	8 2.2	1 2.0	- -	- -	1 1.9	1 7.1	1 0.8	- -	- -	2 1.0	2 1.7

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GC 015666

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61F
Q.46 : Health Risk Rating For Cigarette Smoking

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	364	51	3	2	53	14	124	36	57	202	117
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	8.2	8.6	9.0	5.5	8.1	9.2	8.5	8.8	8.7	8.4	8.6
Std.Dev	2.12	1.88	1.00	0.71	2.14	0.93	1.80	1.38	1.56	2.04	1.75
Std.Err	0.11	0.27	0.58	0.50	0.30	0.26	0.16	0.23	0.21	0.14	0.16

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UNDER PROTECTIVE ORDER
GC 015667

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 616
Q.46 : Health Risk Rating For Fat In The Diet

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE -- Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	76 20.9	13 25.5	- -	- -	8 15.1	4 28.6	29 23.4	8 22.2	11 19.3	42 20.8	20 17.1
(10) TEN (EXTREME HEALTH RISK)	49 13.5	9 17.6	- -	- -	7 13.2	1 7.1	18 14.5	5 13.9	6 10.5	27 13.4	11 9.4
(9) NINE	27 7.4	4 7.8	- -	- -	1 1.9	3 21.4	11 8.9	3 8.3	5 8.8	15 7.4	9 7.7
(8) EIGHT	69 19.0	10 19.6	1 33.3	1 50.0	8 15.1	4 28.6	26 21.0	12 33.3	14 24.6	41 20.3	24 20.5
(7) SEVEN	44 12.1	5 9.8	- -	1 50.0	5 9.4	1 7.1	17 13.7	2 5.6	8 14.0	30 14.9	17 14.5
(6) SIX	38 10.4	7 13.7	- -	- -	13 24.5	- -	17 13.7	5 13.9	9 15.8	26 12.9	21 17.9
(5) FIVE	65 17.9	8 15.7	2 66.7	- -	12 22.6	2 14.3	21 16.9	5 13.9	8 14.0	36 17.8	15 12.8
(4) FOUR	8 2.2	2 3.9	- -	- -	2 3.8	- -	3 2.4	2 5.6	1 1.8	4 2.0	2 1.7
(3) THREE	18 4.9	3 5.9	- -	- -	2 3.8	1 7.1	5 4.0	- -	3 5.3	7 3.5	4 3.4
BOTTOM TWO BOX	27 7.4	1 2.0	- -	- -	2 3.8	- -	4 3.2	1 2.8	1 1.8	11 5.4	8 6.8
(2) TWO	10 2.7	- -	- -	- -	1 1.9	- -	2 1.6	- -	- -	6 3.0	2 1.7
(1) ONE (NO HEALTH RISK)	17 4.7	1 2.0	- -	- -	1 1.9	- -	2 1.6	1 2.8	1 1.8	5 2.5	6 5.1
DON'T KNOW	19 5.2	2 3.9	- -	- -	1 1.9	2 14.3	2 1.6	1 2.8	2 3.5	5 2.5	6 5.1

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UNDER PROTECTIVE ORDER
GC 015668

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 616
Q.46 : Health Risk Rating For Fat In The Diet

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	6.6	7.0	6.0	7.5	6.4	7.4	6.9	7.2	6.9	6.8	6.6
Std.Dev	2.46	2.27	1.73	0.71	2.12	2.07	2.15	2.08	2.03	2.24	2.28
Std.Err	0.13	0.32	1.00	0.50	0.29	0.60	0.20	0.35	0.27	0.16	0.22

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UNDER PROTECTIVE ORDER
GC 015669

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 6111
Q.46 : Health Risk Rating For Second Hand Smoke

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	39 10.7	9 17.6	- -	- -	5 9.4	2 14.3	13 10.5	2 5.6	2 3.5	18 8.9	9 7.7
(10) TEN (EXTREME HEALTH RISK)	21 5.8	4 7.8	- -	- -	4 7.5	1 7.1	6 4.8	1 2.8	1 1.8	11 5.4	5 4.3
(9) NINE	18 4.9	5 9.8	- -	- -	1 1.9	1 7.1	7 5.6	1 2.8	1 1.8	7 3.5	4 3.4
(8) EIGHT	29 8.0	2 3.9	1 33.3	- -	4 7.5	1 7.1	9 7.3	3 8.3	7 12.3	21 10.4	10 8.5
(7) SEVEN	31 8.5	8 15.7	1 33.3	- -	3 5.7	2 14.3	12 9.7	4 11.1	8 14.0	19 9.4	13 11.1
(6) SIX	27 7.4	2 3.9	- -	- -	6 11.3	1 7.1	7 5.6	1 2.8	4 7.0	18 8.9	8 6.8
(5) FIVE	67 18.4	8 15.7	- -	- -	6 11.3	1 7.1	26 21.0	10 27.8	12 21.1	31 15.3	21 17.9
(4) FOUR	30 8.2	4 7.8	- -	- -	5 9.4	1 7.1	17 13.7	5 13.9	4 7.0	19 9.4	12 10.3
(3) THREE	33 9.1	5 9.8	- -	- -	7 13.2	- -	11 8.9	2 5.6	7 12.3	19 9.4	13 11.1
BOTTOM TWO BOX	97 26.6	12 23.5	1 33.3	2 100.0	16 30.2	4 28.6	26 21.0	8 22.2	12 21.1	54 26.7	26 22.2
(2) TWO	35 9.6	1 2.0	1 33.3	- -	5 9.4	2 14.3	7 5.6	3 8.3	3 5.3	20 9.9	11 9.4
(1) ONE (NO HEALTH RISK)	62 17.0	11 21.6	- -	2 100.0	11 20.8	2 14.3	19 15.3	5 13.9	9 15.8	34 16.8	15 12.8
DON'T KNOW	11 3.0	1 2.0	- -	- -	1 1.9	2 14.3	3 2.4	1 2.8	1 1.8	3 1.5	5 4.3

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UNDER PROTECTIVE ORDER
GC 015670

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 6111
Q.46 : Health Risk Rating For Second Hand Smoke

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	4.7	5.1	5.7	1.0	4.4	5.2	4.8	4.7	4.8	4.7	4.8
Std.Dev	2.75	3.00	3.21	0.00	2.82	3.16	2.62	2.43	2.49	2.73	2.57
Std.Err	0.15	0.42	1.86	0.00	0.39	0.91	0.24	0.41	0.33	0.19	0.24

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UNDER PROTECTIVE ORDER
GC 015671

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61I
Q.46 : Health Risk Rating For Sun Exposure

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOP TWO BOX	55 15.1	5 9.8	- -	- -	6 11.3	3 21.4	15 12.1	4 11.1	7 12.3	24 11.9	14 12.0
(10) TEN (EXTREME HEALTH RISK)	34 9.3	4 7.8	- -	- -	5 9.4	- -	11 8.9	1 2.8	4 7.0	16 7.9	7 6.0
(9) NINE	21 5.8	1 2.0	- -	- -	1 1.9	3 21.4	4 3.2	3 8.3	3 5.3	8 4.0	7 6.0
(8) EIGHT	37 10.2	5 9.8	1 33.3	- -	5 9.4	3 21.4	16 12.9	3 8.3	6 10.5	23 11.4	10 8.5
(7) SEVEN	41 11.3	7 13.7	- -	- -	4 7.5	- -	16 12.9	8 22.2	6 10.5	22 10.9	15 12.8
(6) SIX	45 12.4	5 9.8	- -	- -	6 11.3	2 14.3	18 14.5	4 11.1	8 14.0	31 15.3	21 17.9
(5) FIVE	77 21.2	13 25.5	1 33.3	- -	13 24.5	2 14.3	28 22.6	7 19.4	13 22.8	40 19.8	21 17.9
(4) FOUR	32 8.8	5 9.8	1 33.3	- -	8 15.1	- -	9 7.3	5 13.9	4 7.0	16 7.9	8 6.8
(3) THREE	29 8.0	5 9.8	- -	1 50.0	3 5.7	1 7.1	11 8.9	3 8.3	9 15.8	19 9.4	14 12.0
BOTTOM TWO BOX	36 9.9	5 9.8	- -	1 50.0	7 13.2	- -	10 8.1	2 5.6	3 5.3	23 11.4	9 7.7
(2) TWO	19 5.2	5 9.8	- -	- -	4 7.5	- -	8 6.5	- -	1 1.8	12 5.9	4 3.4
(1) ONE (NO HEALTH RISK)	17 4.7	- -	- -	1 50.0	3 5.7	- -	2 1.6	2 5.6	2 3.5	11 5.4	5 4.3
DON'T KNOW	12 3.3	1 2.0	- -	- -	1 1.9	3 21.4	1 0.8	- -	1 1.8	4 2.0	5 4.3

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GC 015672

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 61I
Q.46 : Health Risk Rating For Sun Exposure

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0
Mean	5.8	5.6	5.7	2.0	5.4	6.9	5.9	5.8	5.7	5.6	5.7
Std.Dev	2.45	2.25	2.08	1.41	2.44	2.02	2.27	2.17	2.30	2.42	2.30
Std.Err	0.13	0.32	1.20	1.00	0.34	0.61	0.21	0.36	0.31	0.17	0.22

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UNDER PROTECTIVE ORDER
GC 015673

PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 62
Q.47 : Do you own a humidor in your home?

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
YES	158 43.4	24 47.1	1 33.3	1 50.0	18 34.0	6 42.9	72 58.1	22 61.1	37 64.9	101 50.0	70 59.8
NO	206 56.6	27 52.9	2 66.7	1 50.0	35 66.0	8 57.1	52 41.9	14 38.9	20 35.1	101 50.0	47 40.2
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 63
Q.48 : Age

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
18 - 24	21 5.8	5 9.8	1 33.3	- -	2 3.8	- -	9 7.3	4 11.1	4 7.0	9 4.5	4 3.4
25 - 34	101 27.7	19 37.3	2 66.7	1 50.0	18 34.0	3 21.4	37 29.8	13 36.1	19 33.3	65 32.2	39 33.3
35 - 44	91 25.0	10 19.6	- -	1 50.0	18 34.0	5 35.7	32 25.8	13 36.1	18 31.6	58 28.7	31 26.5
45 - 54	56 15.4	7 13.7	- -	- -	8 15.1	2 14.3	22 17.7	4 11.1	6 10.5	32 15.8	18 15.4
55 - 64	44 12.1	6 11.8	- -	- -	4 7.5	- -	15 12.1	2 5.6	5 8.8	20 9.9	11 9.4
65 - over	47 12.9	4 7.8	- -	- -	3 5.7	3 21.4	7 5.6	- -	5 8.8	16 7.9	12 10.3
REFUSED	4 1.1	- -	- -	- -	- -	1 7.1	2 1.6	- -	- -	2 1.0	2 1.7
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 64
Q.49 : Marital Status

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
SINGLE	75 20.6	11 21.6	2 66.7	1 50.0	13 24.5	3 21.4	17 13.7	9 25.0	8 14.0	39 19.3	23 19.7
MARRIED	268 73.6	39 76.5	1 33.3	1 50.0	36 67.9	8 57.1	101 81.5	27 75.0	47 82.5	151 74.8	83 70.9
DIVORCED	11 3.0	1 2.0	- -	- -	3 5.7	1 7.1	4 3.2	- -	- -	9 4.5	6 5.1
SEPARATED	2 0.5	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WIDOWED	6 1.6	- -	- -	- -	1 1.9	1 7.1	1 0.8	- -	2 3.5	2 1.0	4 3.4
REFUSED	2 0.5	- -	- -	- -	- -	1 7.1	1 0.8	- -	- -	1 0.5	1 0.9
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 65
Q.50 : Occupation

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVID OFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
WHITE COLLAR (NET)	192 52.7	31 60.8	2 66.7	1 50.0	34 64.2	7 50.0	78 62.9	27 75.0	41 71.9	123 60.9	67 57.3
PROFESSIONAL/ TECHNICAL	100 27.5	17 33.3	1 33.3	- -	23 43.4	4 28.6	41 33.1	17 47.2	20 35.1	70 34.7	32 27.4
MANAGERS/ ADMINISTRATORS	45 12.4	6 11.8	1 33.3	1 50.0	3 5.7	1 7.1	18 14.5	5 13.9	12 21.1	25 12.4	18 15.4
CLERICAL	15 4.1	1 2.0	- -	- -	1 1.9	1 7.1	5 4.0	1 2.8	3 5.3	9 4.5	4 3.4
SALES WORKERS	32 8.8	7 13.7	- -	- -	7 13.2	1 7.1	14 11.3	4 11.1	6 10.5	19 9.4	13 11.1
BLUE COLLAR (NET)	59 16.2	8 15.7	- -	1 50.0	7 13.2	1 7.1	15 12.1	4 11.1	7 12.3	28 13.9	18 15.4
CRAFTSMEN	13 3.6	- -	- -	1 50.0	- -	1 7.1	3 2.4	- -	2 3.5	7 3.5	3 2.6
TRANSPORT EQUIPMENT OPERATIVES	6 1.6	1 2.0	- -	- -	- -	- -	4 3.2	- -	3 5.3	4 2.0	3 2.6
LABORERS	20 5.5	3 5.9	- -	- -	5 9.4	- -	3 2.4	3 8.3	- -	10 5.0	4 3.4
SERVICE WORKERS	20 5.5	4 7.8	- -	- -	2 3.8	- -	5 4.0	1 2.8	2 3.5	7 3.5	8 6.8
OTHER (NET)	113 31.0	12 23.5	1 33.3	- -	12 22.6	6 42.9	32 25.8	5 13.9	9 15.8	51 25.2	33 28.2
OTHER	6 1.6	1 2.0	- -	- -	- -	- -	2 1.6	- -	- -	4 2.0	2 1.7
STUDENT	12 3.3	2 3.9	1 33.3	- -	3 5.7	- -	3 2.4	3 8.3	2 3.5	8 4.0	3 2.6

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 65
Q.50 : Occupation

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
HOUSEWIFE	5 1.4	- -	- -	- -	3 5.7	- -	3 2.4	- -	1 1.8	4 2.0	2 1.7
RETIRED	65 17.9	6 11.8	- -	- -	4 7.5	3 21.4	16 12.9	2 5.6	5 8.8	25 12.4	18 15.4
REFUSED	3 0.8	- -	- -	- -	- -	2 14.3	1 0.8	- -	- -	2 1.0	2 1.7
SELF-EMPLOYED	16 4.4	3 5.9	- -	- -	2 3.8	1 7.1	6 4.8	- -	1 1.8	7 3.5	5 4.3
DISABLED	3 0.8	- -	- -	- -	- -	- -	1 0.8	- -	- -	1 0.5	1 0.9
UNEMPLOYED	3 0.8	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	125 100.8	36 100.0	57 100.0	202 100.0	118 100.9

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 66
Q.51 : Income

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
UNDER $65,000	179 49.2	29 56.9	2 66.7	1 50.0	25 47.2	6 42.9	57 46.0	19 52.8	20 35.1	85 42.1	49 41.9
$65,000 -$99,999	100 27.5	12 23.5	1 33.3	- -	13 24.5	4 28.6	39 31.5	13 36.1	22 38.6	65 32.2	38 32.5
$100,000 - $199,999	38 10.4	6 11.8	- -	- -	7 13.2	1 7.1	18 14.5	4 11.1	10 17.5	25 12.4	15 12.8
$200,000 - OVER	2 0.5	- -	- -	- -	1 1.9	- -	- -	- -	- -	2 1.0	1 0.9
DON'T KNOW/REFUSED	45 12.4	4 7.8	- -	1 50.0	7 13.2	3 21.4	10 8.1	- -	5 8.8	25 12.4	14 12.0
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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PREMIUM CIGAR USAGE AND ATTITUDE
SIRS #96-156

16 Sep 96

BANNER 2

TABLE 67
Q.52 : Race

		BRANDS USED MOST OFTEN					BRANDS MENTIONED				
	TOTAL	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS	ARTURO FUENTE	AVO	DAVIDOFF	MACANUDO	PARTAGAS
BASE - Total Respondents	364	51	3	2	53	14	124	36	57	202	117
AFRO-AMERICAN	1 0.3	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
WHITE	334 91.8	48 94.1	3 100.0	2 100.0	51 96.2	11 78.6	114 91.9	34 94.4	55 96.5	191 94.6	109 93.2
HISPANIC	6 1.6	1 2.0	- -	- -	1 1.9	1 7.1	3 2.4	1 2.8	- -	1 0.5	2 1.7
AMERICAN INDIAN	3 0.8	- -	- -	- -	1 1.9	- -	- -	- -	- -	1 0.5	1 0.9
ANOTHER RACE	11 3.0	2 3.9	- -	- -	- -	- -	4 3.2	1 2.8	1 1.8	4 2.0	2 1.7
REFUSED	9 2.5	- -	- -	- -	- -	2 14.3	3 2.4	- -	1 1.8	5 2.5	3 2.6
TOTAL	364 100.0	51 100.0	3 100.0	2 100.0	53 100.0	14 100.0	124 100.0	36 100.0	57 100.0	202 100.0	117 100.0

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 8

GENERAL CIGAR CO., INC.

SECOND QUARTER

MARKETING RESEARCH SUMMARY

Blumberg No. 5114
DEFENDANT'S
EXHIBIT
D8

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Hoyo de Monterrey

Perceptual Research of Hoyo de Monterrey Consumers

April 1999

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GC 015704

Punch

Perceptual Research of Punch Consumers

April 1999

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Partagas

Perceptual Research of Partagas Consumers

April 1999

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MASS MARKET CIGARS

Attitudes & Usage Study Summary

October 1998

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PREMIUM CIGAR MARKET

Attitudes & Usage Study Summary

May 1999

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Table of Contents

I. Attitudes & Usage Survey Overview

II. Consumer Definition

III. Consumer Awareness

IV. Consumer Usage Trends

V. Consumer Purchase Behavior

VI. Attribute Ratings

VII. Standard Demographics

VIII. Summary of Key Findings

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Attitudes and Usage Survey

- Methodology
  - Conducted by *The NPD Group, Inc.*, and independent research supplier.
  - Means of survey is a phone interview conducted from an established survey instrument. Approximate interview time of the March 99 survey was 21 - 23 minutes.

- Sample Size
  - March 99 - 1200 respondents (375 premium)
  - October 98 - 1200 respondents (451 premium)
  - March 98 - 1199 respondents (409 premium)
  - July 97 - 957 respondents (341 premium)
  - July 96 - 364 respondents (all premium, studies done separately)

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Consumer Definition

- Smoking Tenure
  - The percentage of new smokers in the premium category continues to be high, representing about a fifth of the market.
  - It appears we will continue to see the "boom" consumer mature and move through the tenure groupings through the year 2000.
- Smoking Frequency
  - Average monthly smoking frequency is steady at approximately 15 cigars per month and shows no statistically significant shifts going back to 1997.

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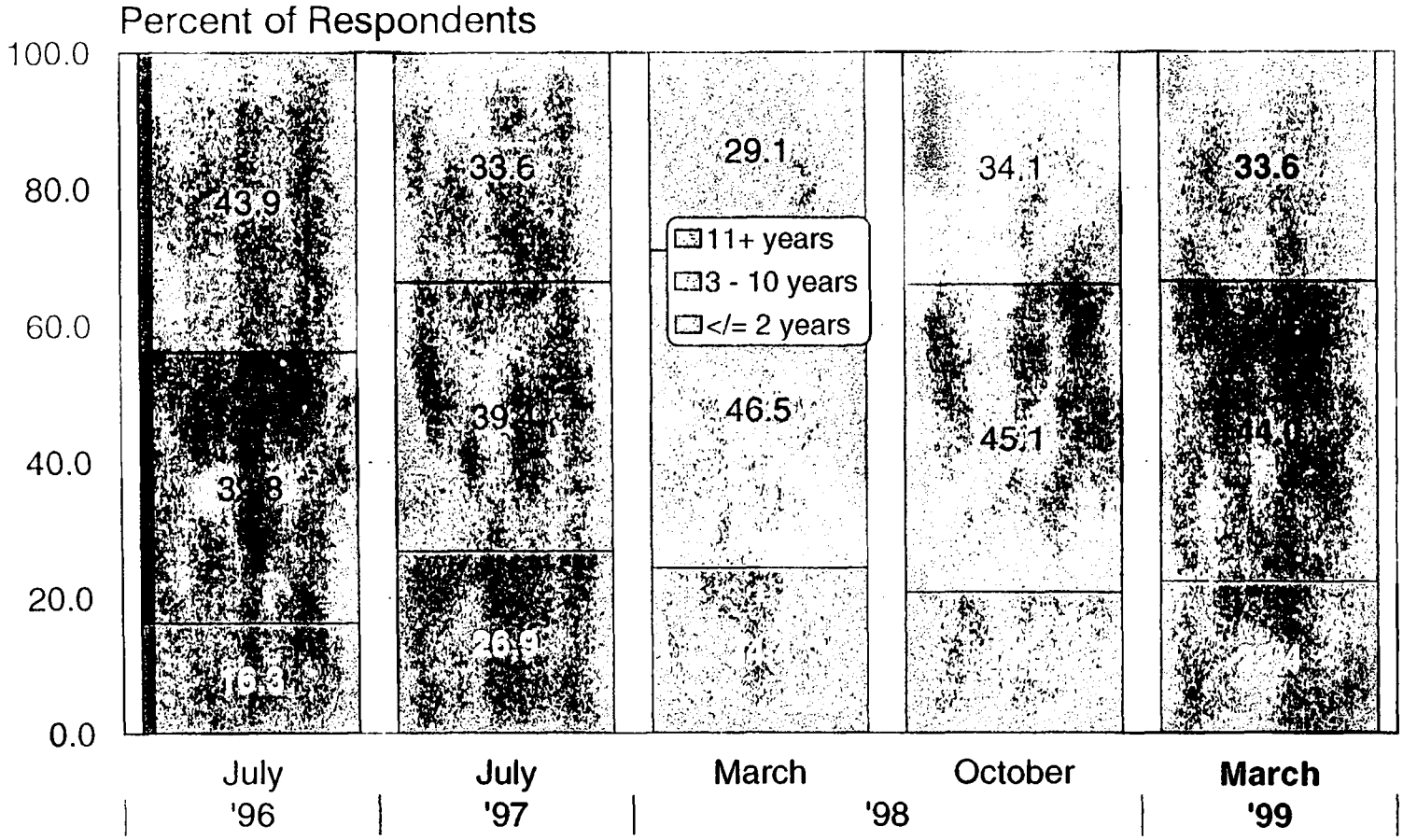
Premium

Smoking Tenure Tracking



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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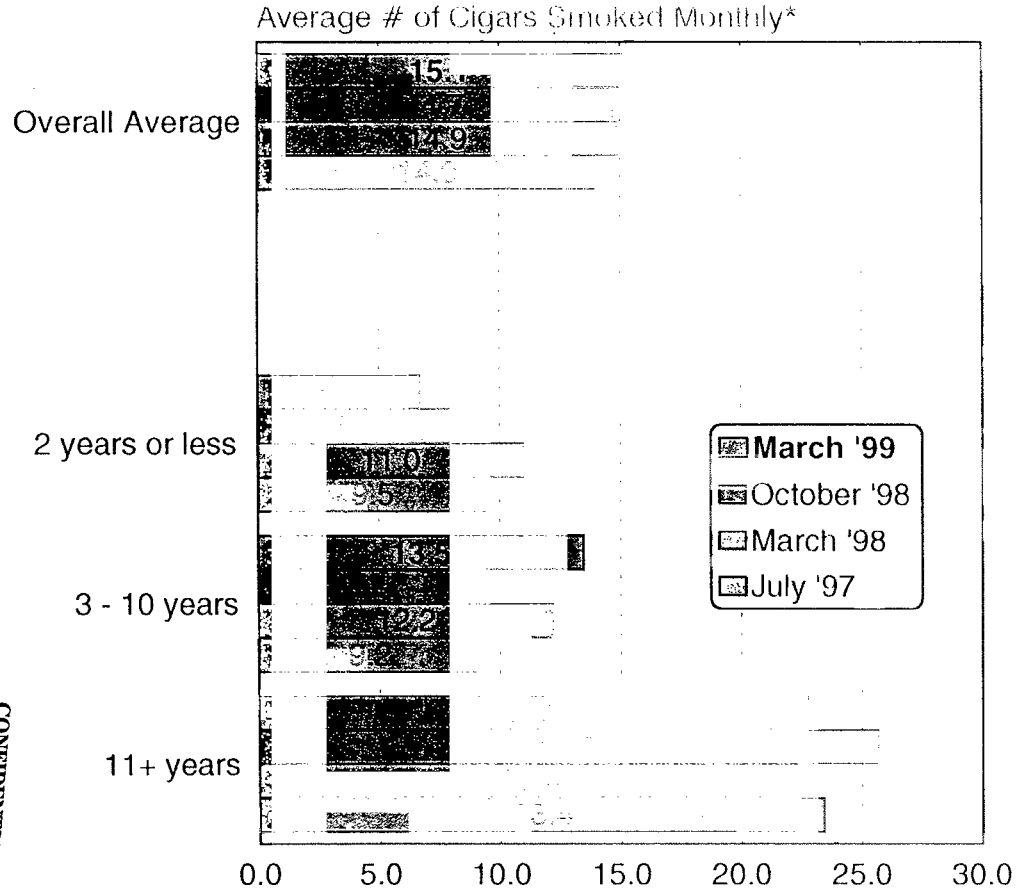
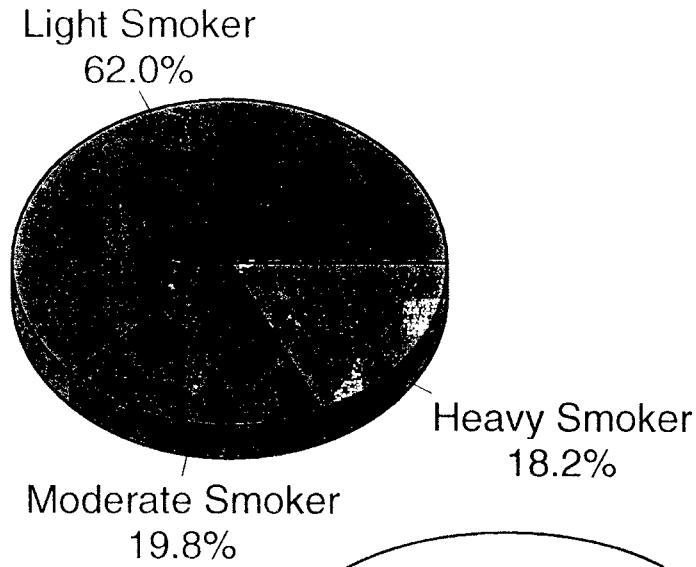
Average Monthly Smoking Frequency Tracking





Approximately 20% of premium consumers are heavy smokers (20+ cigars per month)

* Adjusted for seasonality

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Definition

- Motivational Consumer Segments
  - The Consumer Segmentation Study performed by *The Cambridge Group* identified 8 motivational segments among all cigar consumers.
  - We cannot directly compare the relative size of these segments from the initial study to the subsequent results in this A&U Study due to a different means of data collection.
  - The A&U benchmark, in this study, will be directly comparable to all subsequent A&U Studies, providing there are not changes to the methodology.
  - The confidence levels* for identifying each segment varies, but all are between 61 and 83 percent.

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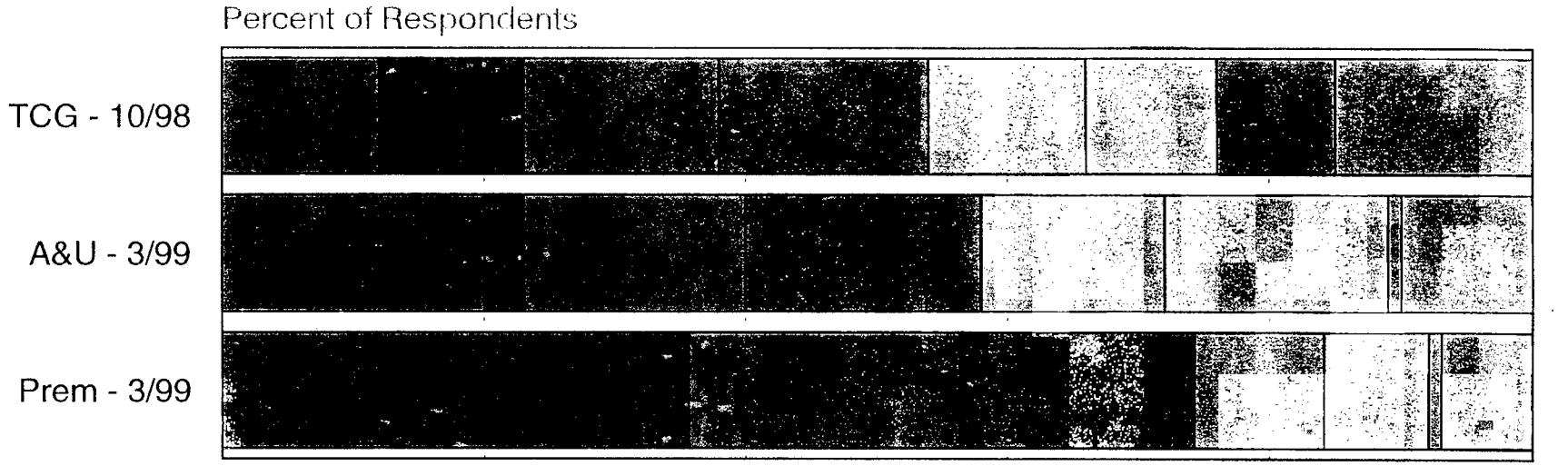
The Eight Motivational Segments

As Identified by The Cambridge Group



	TCG - 10/98	A&U - 3/99	Prem - 3/99
Relationship Driven	12	20	30
Savvy Self-Reliants	11	3	6
Emerging Enthusiasts	15	17	21
Casual Enjoyers	16	18	18
Special Occasion	12	14	10
Established Loyalists	10	17	8
Constrained Seekers	9	1	1
Functionalists	15	10	7

Different Methods of Data Collection Prohibit Direct Comparison between TCG and A&U data.

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99; The Cambridge Group, Consumer Segmentation Study, 9/98

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Consumer Definition

- Purchase Frequency
  - Premium consumers make approximately 2 purchases per month on average.
  - There is a direct relationship between purchase frequency and tenure, purchase channel, and type of purchase. More tenured, mail-order/catalog, and box purchasers all make significantly higher number of purchases than their counterparts.
- Number of Cigars per Purchase
  - Premium consumers indicate they purchase approximately 9 cigars per transaction
  - Based on incidence data and a basic understanding of approximate market size, it appears that these consumers significantly overstate their cigars per purchase.

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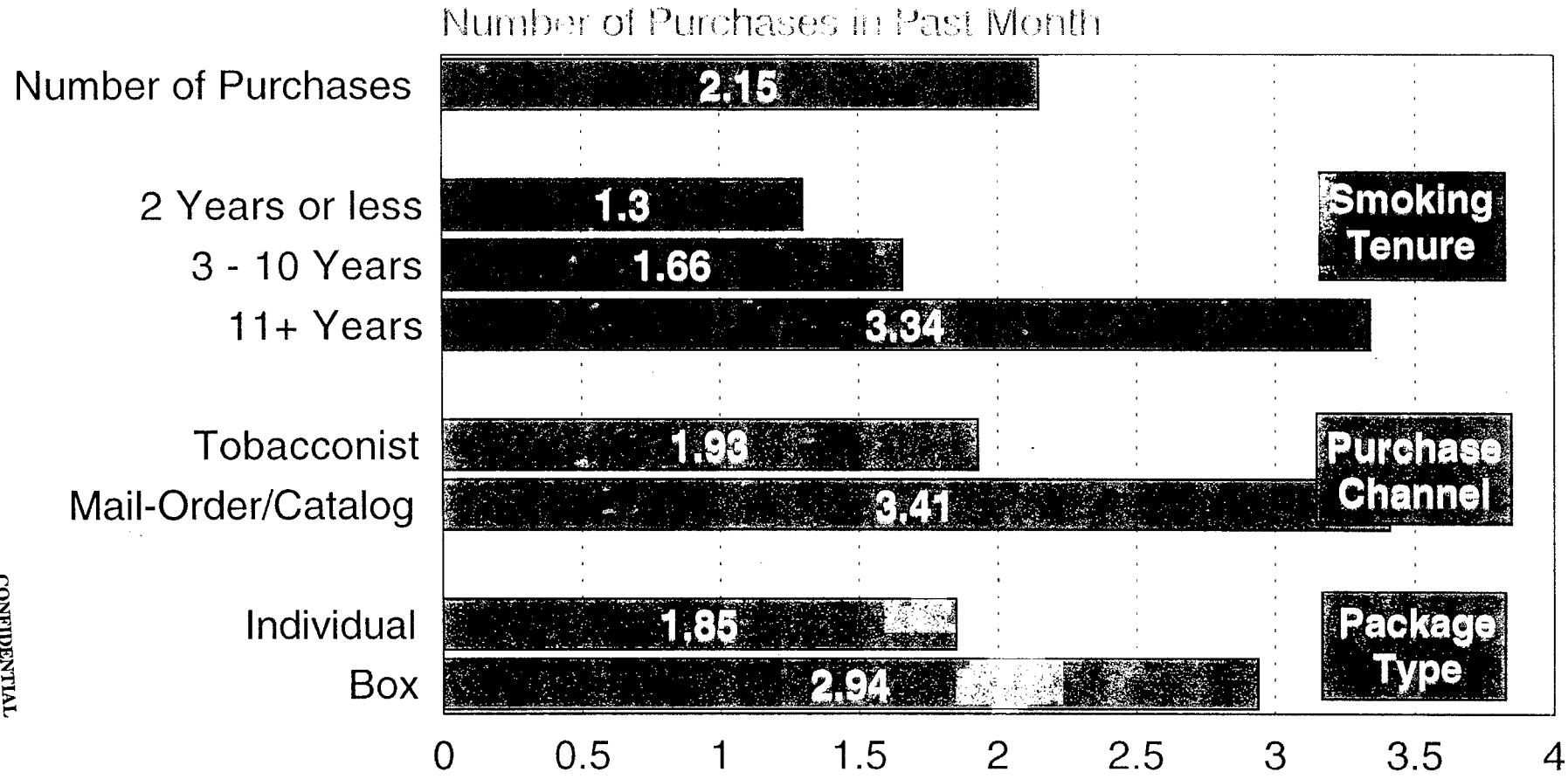
Purchase Frequency

Premium Only Smokers



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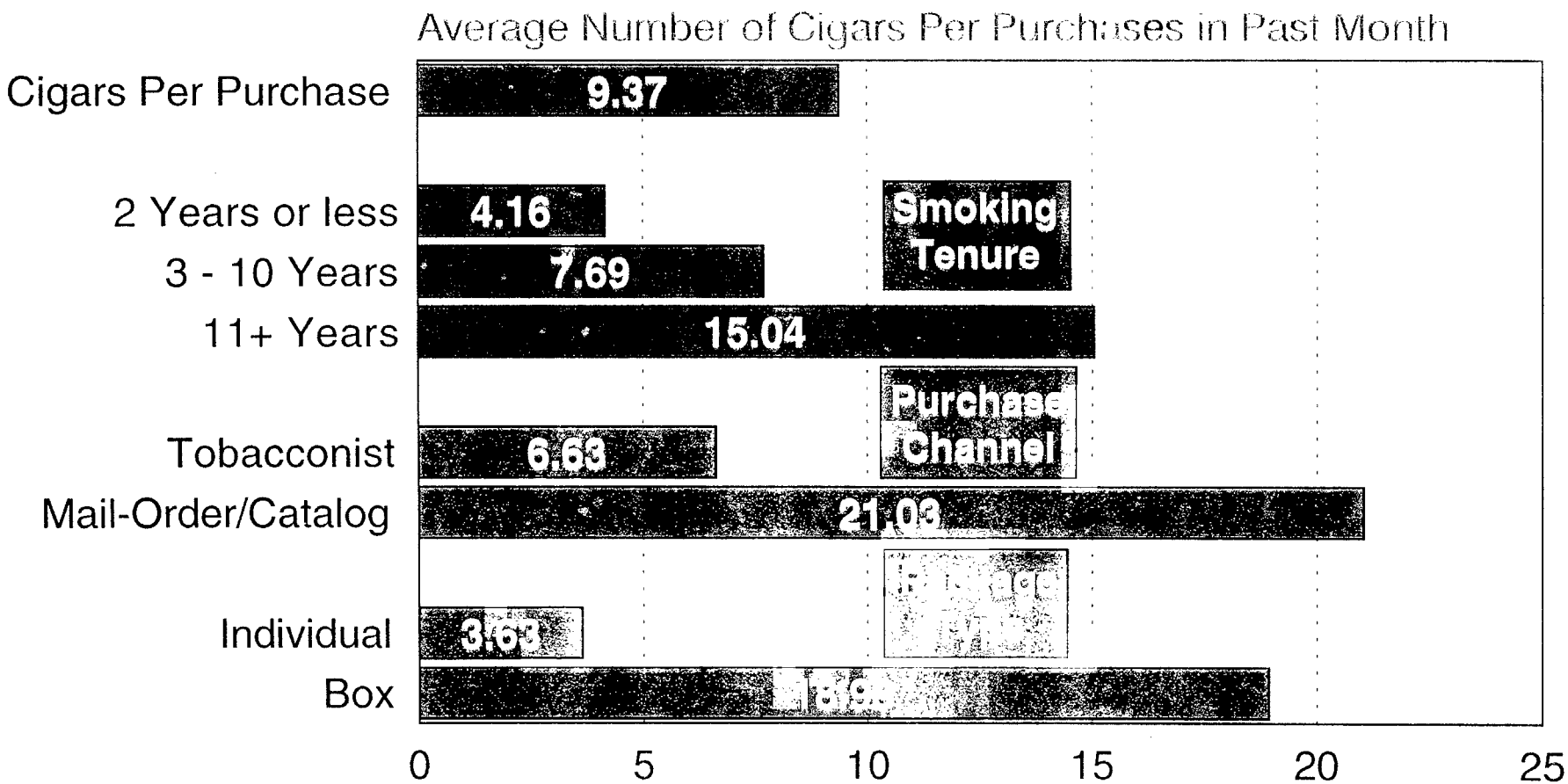
Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

Number of Cigars Per Purchase

Premium Only Smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Definition

- Size Preference
  - More than half of all premium consumers prefer a cigar that is longer than 5" and has a ring gauge larger than 42.
- Smoking Activities/Need States
  - Premium smokers' activities appear to be affected by seasonality, similar to smoking frequency. More consumers claim to smoke during recreational activities after the summer months than after the winter. These recreational activities likely involve outdoor activities that are more widely practiced in the summer.
  - Almost 1/3 of premium consumers are socializing with others while smoking cigars

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Overall Size Preference

Percent of Respondents

* Range of specific size overlaps more than one category

Length: <=5" Ring: <42 **11.4%** Short Panatella Small Panatella Cigarillo *Petit Corona	**25.3%** **Length: <=5" Ring: >=42** *Petit Corona Robusto *Corona Extra
7.6% Panatela *Corona Long Panatela *Lonsdale *Long Corona **Length: >5" Ring: <42**	**55.4%** Giant Double Corona Churchill Toro Grand Corona *Corona Extra Giant Corona *Lonsdale *Long Corona *Corona **Length: >5" Ring: >=42**

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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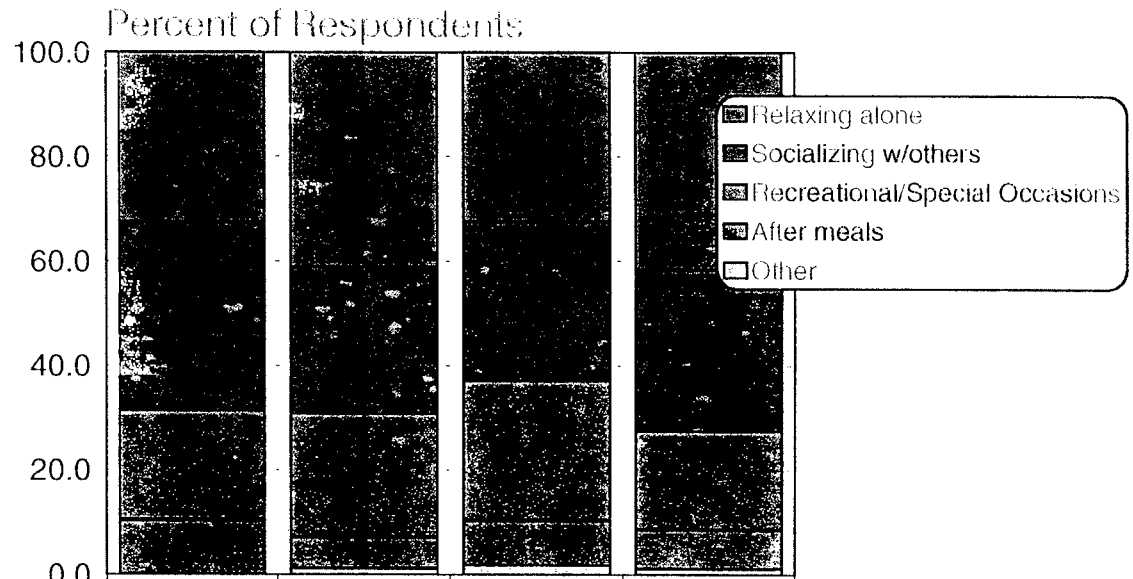
Smoking Activities Tracking

Activity Done Most Often While Smoking



	July '97	March '98	**October '98**	March '99
Relaxing alone	32.6	41.1	**32.6**	41.6
Socializing w/others	36.0	28.1	**30.4**	30.9
Recreational/Special Occasions	21.1	23.7	**26.8**	18.9
After meals	10.2	5.9	**8.5**	7.5
Other	0.1	1.2	**1.8**	1.1

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Definition

- Sources of Cigar Information
  - The primary sources of information for premium smokers continues to be peers and tobacconists with about 2/3 of all consumers.
  - The number of consumers that utilize tobacconists as a source of cigar information increased significantly.
  - Books/Guides have also increased as a source for cigar information among premium consumers.

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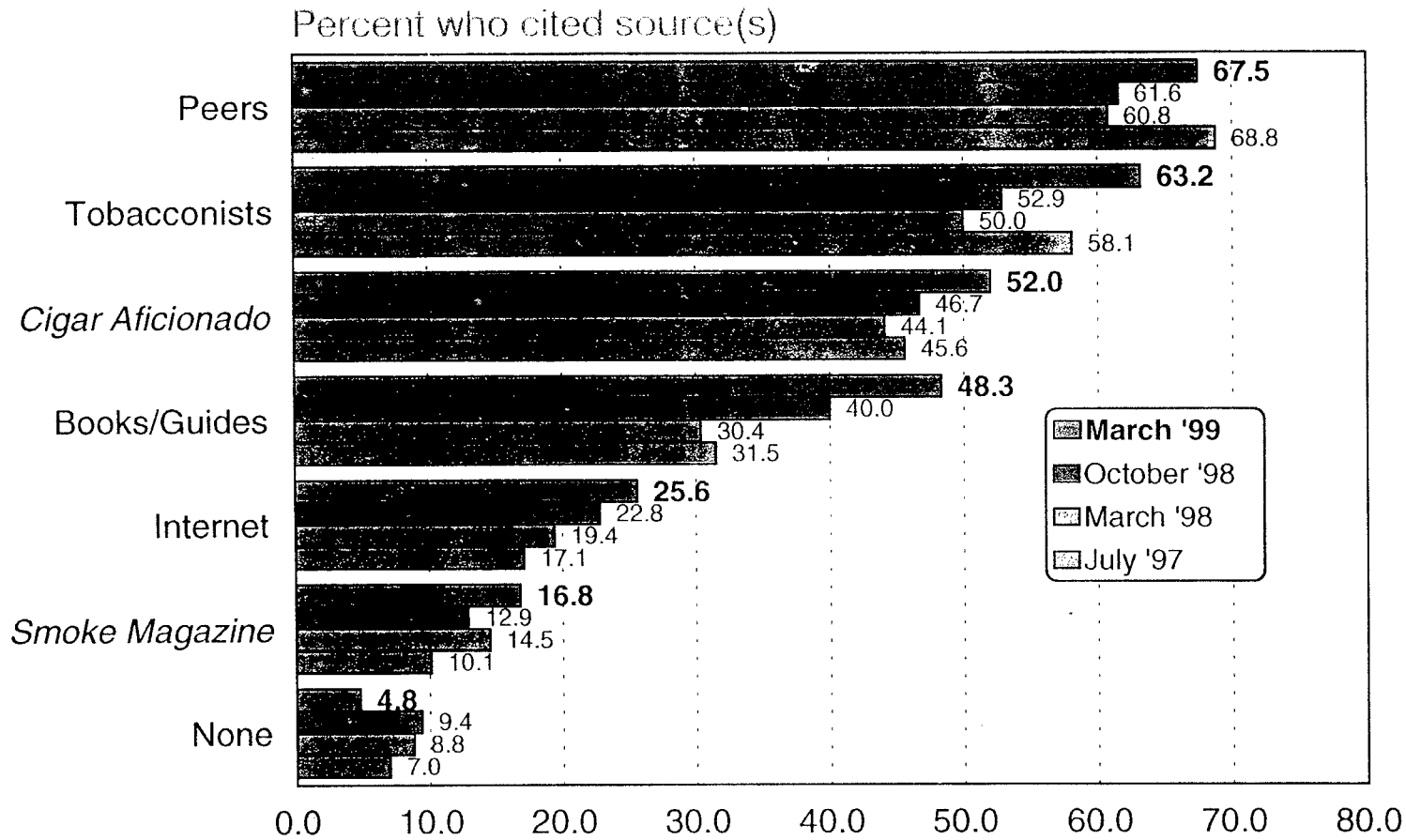
Sources of Cigar Information



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Definition

- Smoker Attitudes
  - Several attitudinal statements were included in the A&U Study to track the consumer segments identified by *The Cambridge Group*.
- Attitudes Regarding Tobacconists
  - The majority of premium consumers continue to indicate the tobacconist is their favorite place to purchase cigars, a primary place to receive cigar information or recommendations, and a passionate part of their cigar smoking.

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Attitudes Regarding Tobacconists

1=Disagree Completely, 2=Agree Completely

	Disagree - Bottom 2-Box	Agree - Top 2-Box	Mean
Tobacconists are the best place to buy cigars	18%	**63%**	4.44
When I go to the tobacconist, I feel like a kid in a candy store	26%	**57%**	4.02
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	**46%**	**33%**	3.17
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	27%	**53%**	4.01

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Definition

- Attitudes Regarding Tobacconists
  - Most premium smokers indicate they smoke cigars on an occasional and social basis, but it is not limited or dependent on that subsequent activity, as the vast majority of premium consumers indicate changes in their peers' behavior would not effect their own.
- Attitudes Regarding Cigar Involvement
  - The majority of premium consumers agree that they "wish (they) knew more about cigars"
  - Almost 1/4 of all premium consumers agree that they "don't know much about cigars".

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Attitudes Regarding Smoking Cigars

1=Disagree Completely, 2=Agree Completely

	Disagree - Bottom 2-Box	Agree - Top 2-Box	Mean
I generally smoke cigars with friends/other people	22%	57%	4.24
I only smoke cigars when someone gives me one	**83%**	7%	1.64
I like cigars but only on an occasional basis	24%	58%	4.22
If my friends stopped smoking cigars, I probably would too	**80%**	5%	1.68
I smoke cigars throughout the day	74%	14%	2.02
I smoke cigars on an everyday basis	72%	18%	2.2
I'm extremely interested in going to cigar bars	49%	26%	2.89

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Attitudes Regarding Cigar Involvement

1=Disagree Completely, 2=Agree Completely

	Disagree - Bottom 2-Box	Agree - Top 2-Box	Mean
I really don't know much about cigars	48%	**22%**	2.91
Cigars make the moment last longer	26%	45%	3.87
I'm still relatively new to cigars	**47%**	**30%**	3.02
Cigars are prestigious	29%	41%	3.61
I wish I knew more about cigars	18%	**54%**	4.19
Cigar smoking isn't that important to me	27%	36%	3.62
I really enjoy owning a humidor	22%	**63%**	4.45

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Definition

- Attitudes Regarding Price
  - The majority of premium consumers agree that their "preferences have evolved towards more expensive cigars" over time.
- Cigar Knowledge Rating
  - Approximately 60% of premium consumers place themselves in the middle of the scale of a cigar knowledgeability rating.

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Attitudes Regarding Price

1=Disagree Completely, 2=Agree Completely

	Disagree - Bottom 2-Box	Agree - Top 2-Box	Mean
My preferences have evolved over time to more expensive cigars	17%	**59%**	4.39
My preferences have evolved over time towards less expensive cigars	**65%**	16%	2.31

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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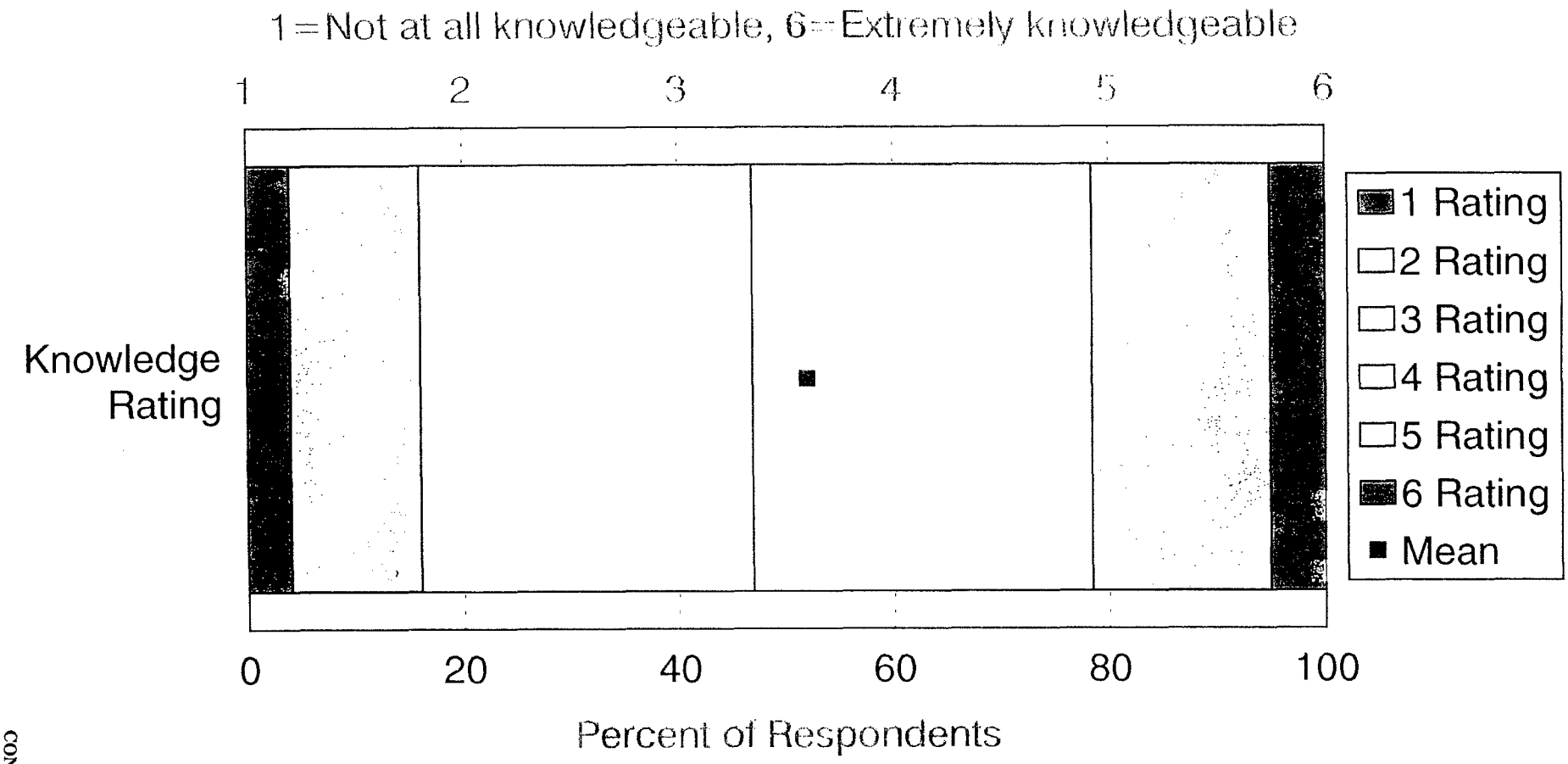
Cigar Knowledge Rating

Consumers' Ratings of their Cigar Knowledge



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Awareness

- Top-of-Mind Awareness
  - Top-of-mind awareness is consistent across the premium category.
  - Macanudo has the highest top-of-mind awareness. Arturo Fuente is second.
  - The proliferation of brands in the premium category declined for the first time since 1996, when benchmarked.
- Unaided Awareness
  - Unaided Awareness levels are consistent from October '98.
  - Macanudo continues to have significantly higher unaided awareness than all other premium brands.
  - Macanudo, Partagas, Cohiba, Punch, and Hoyo de Monterrey are all among the top 10 brands among premium consumers.

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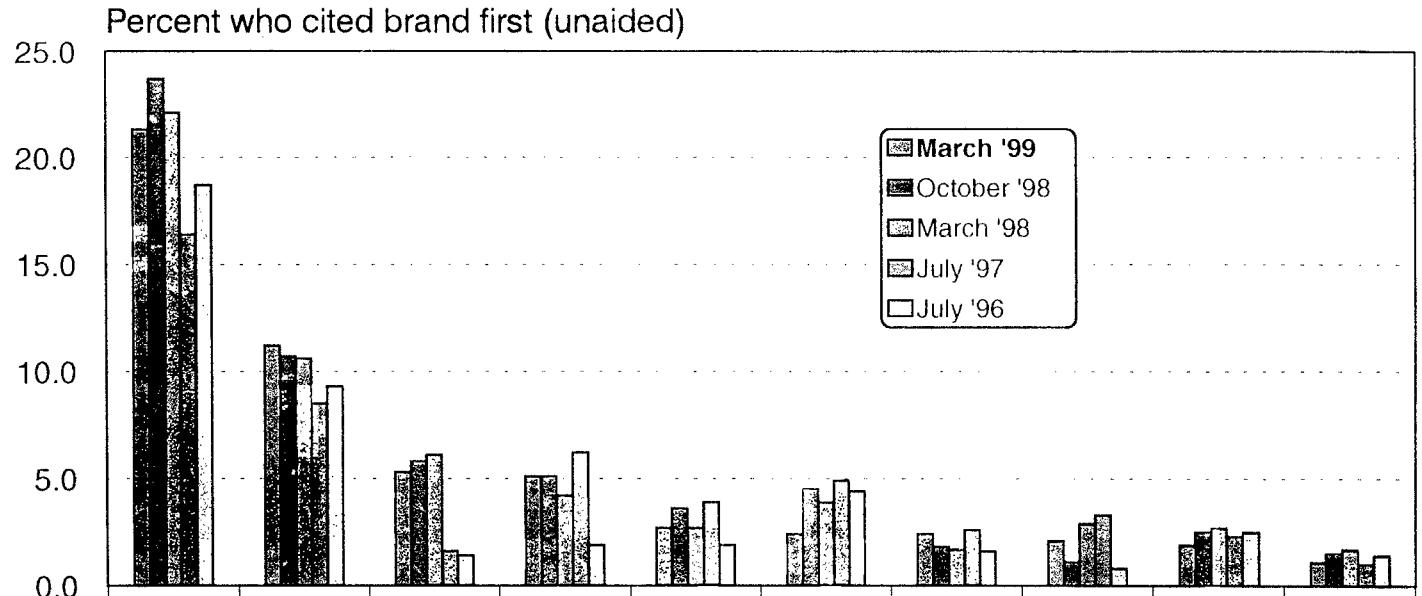
Top-of-Mind Awareness



	Macanudo	A. Fuente	Cohiba	H. Upmann	Thompson	Partagas	Montecristo	Don Diego	Punch	Hoyo/Mont.
March '99	**21.3**	**11.2**	**5.3**	**5.1**	**2.7**	**2.4**	**2.4**	**2.1**	**1.9**	**1.1**
October '98	23.7	10.7	5.8	5.1	3.6	4.5	1.8	1.1	2.5	1.5
March '98	22.1	10.6	6.1	4.2	2.7	3.9	1.7	2.9	2.7	1.7
July '97	16.4	8.5	1.6	6.2	3.9	4.9	2.6	3.3	2.3	1.0
July '96	18.7	9.3	1.4	1.9	1.9	4.4	1.6	0.8	2.5	1.4

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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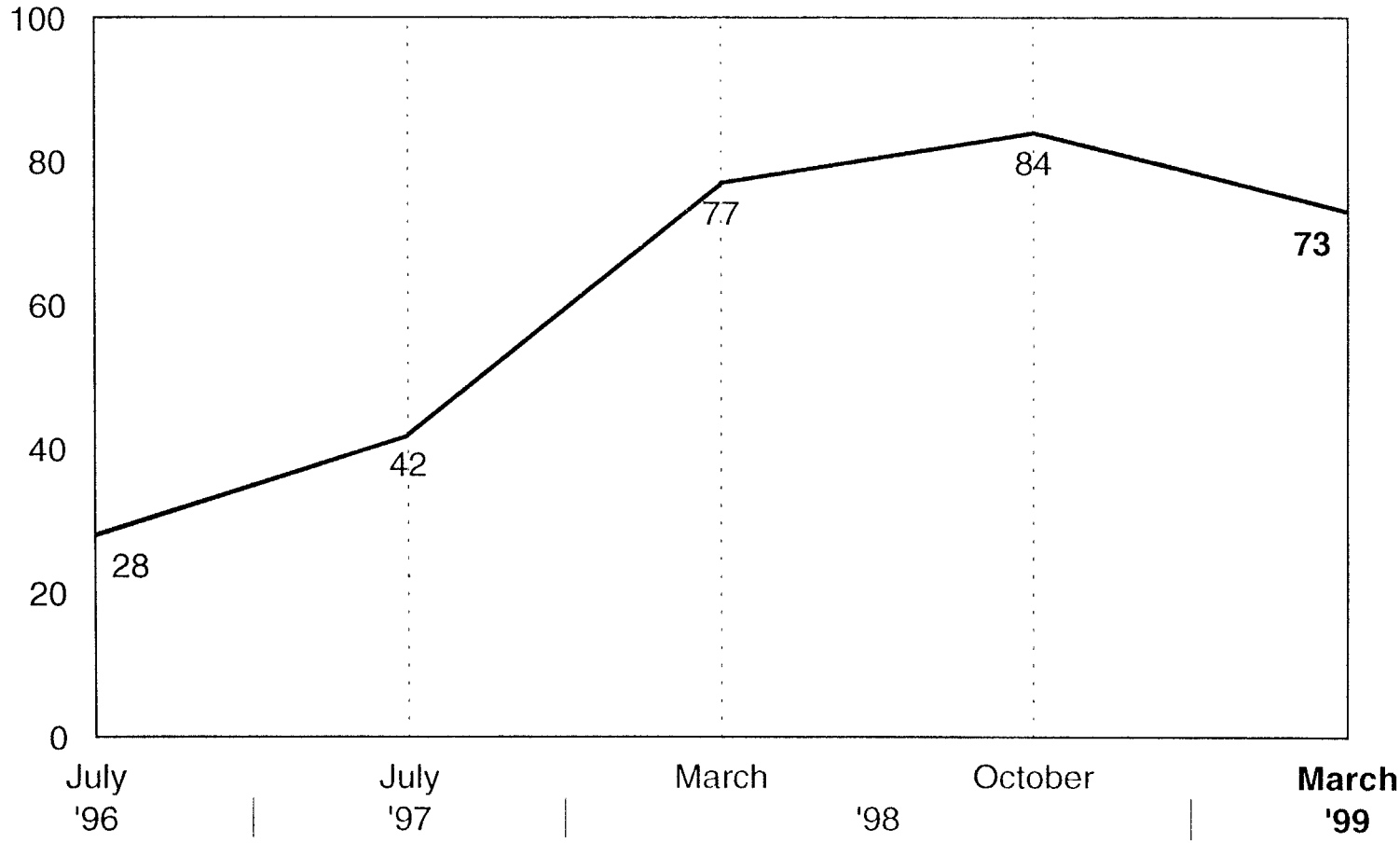
Brand Proliferation Tracking

Number of Different Top-of-Mind Brands



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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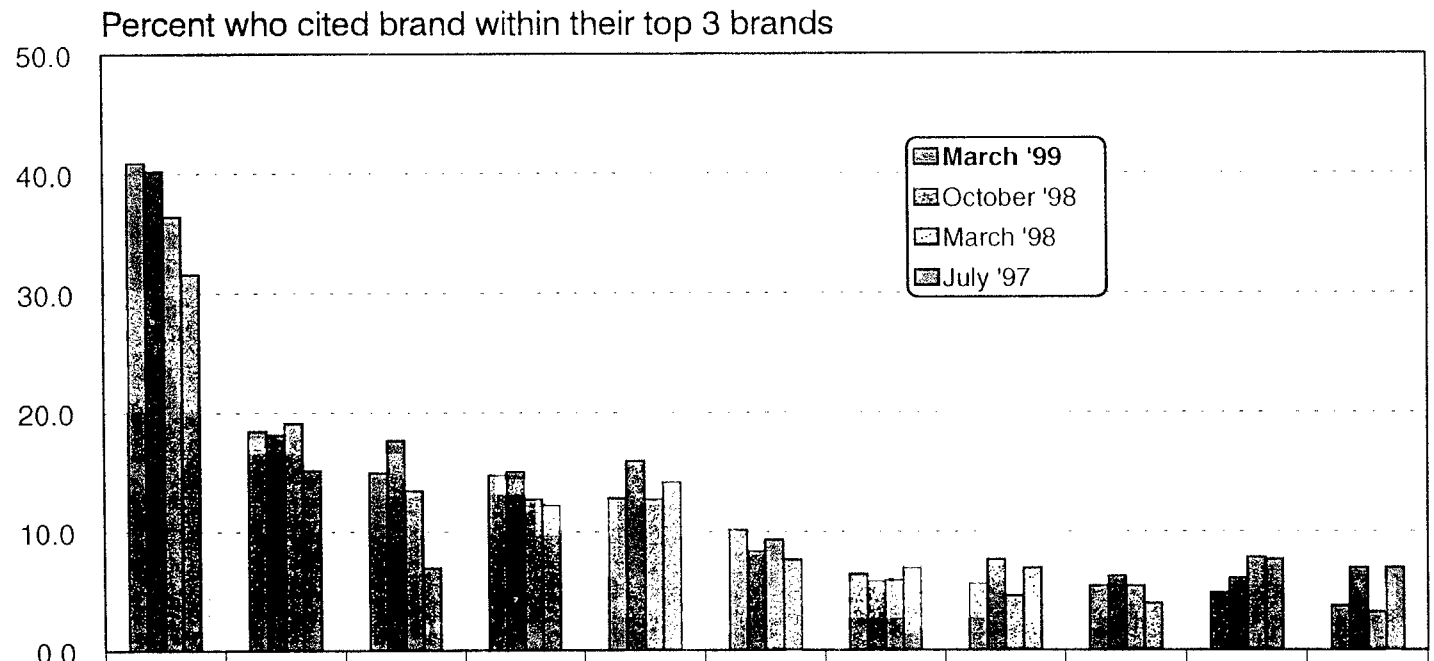
Unaided Awareness



	Macanudo	A. Fuente	Cohiba	Partagas	H.Upmann	Punch	Montecristo	Garcia y Vega	Hoyo/Mont.	Dunhill	Thompson
March '99	**40.9**	**18.4**	**14.9**	**14.7**	**12.8**	**10.1**	**6.4**	**5.6**	**5.4**	**4.8**	**3.7**
October '98	40.2	18.1	17.6	15.0	15.9	8.3	5.8	7.6	6.2	6.0	6.9
March '98	36.4	19.1	13.4	12.7	12.7	9.3	5.9	4.6	5.4	7.8	3.2
July '97	31.6	15.1	6.9	12.2	14.1	7.6	6.9	6.9	3.9	7.6	6.9

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Awareness

- Awareness and Trial of Shaped Cigars
  - Approximately 80% of all premium consumers indicate they are aware of shaped cigars.
  - Subsequently, approximately 65% of these consumers indicate they have tried a shaped cigar, with approximately 14% indicating they smoke shaped cigars regularly.
- Promotional Awareness
  - Special shelf displays have the highest awareness ratings of any predominant promotion among premium consumers.
  - Approximately 17% of promotion-aware consumers indicate they responded to the promotion with a subsequent purchase of the promoted brand. And of those, almost half indicated it was the brand they originally intended to purchase.

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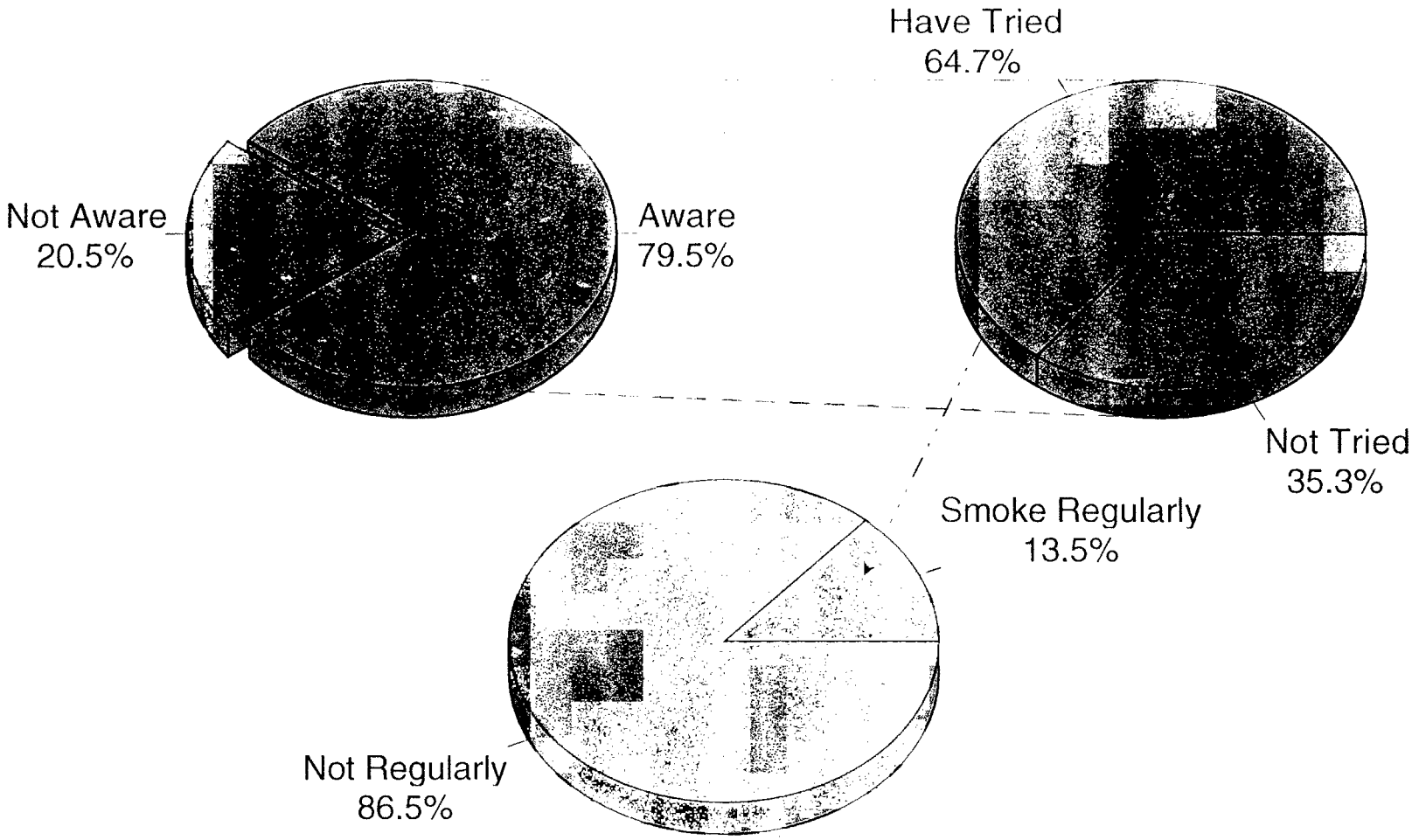
Awareness and Trial of Shaped Cigars



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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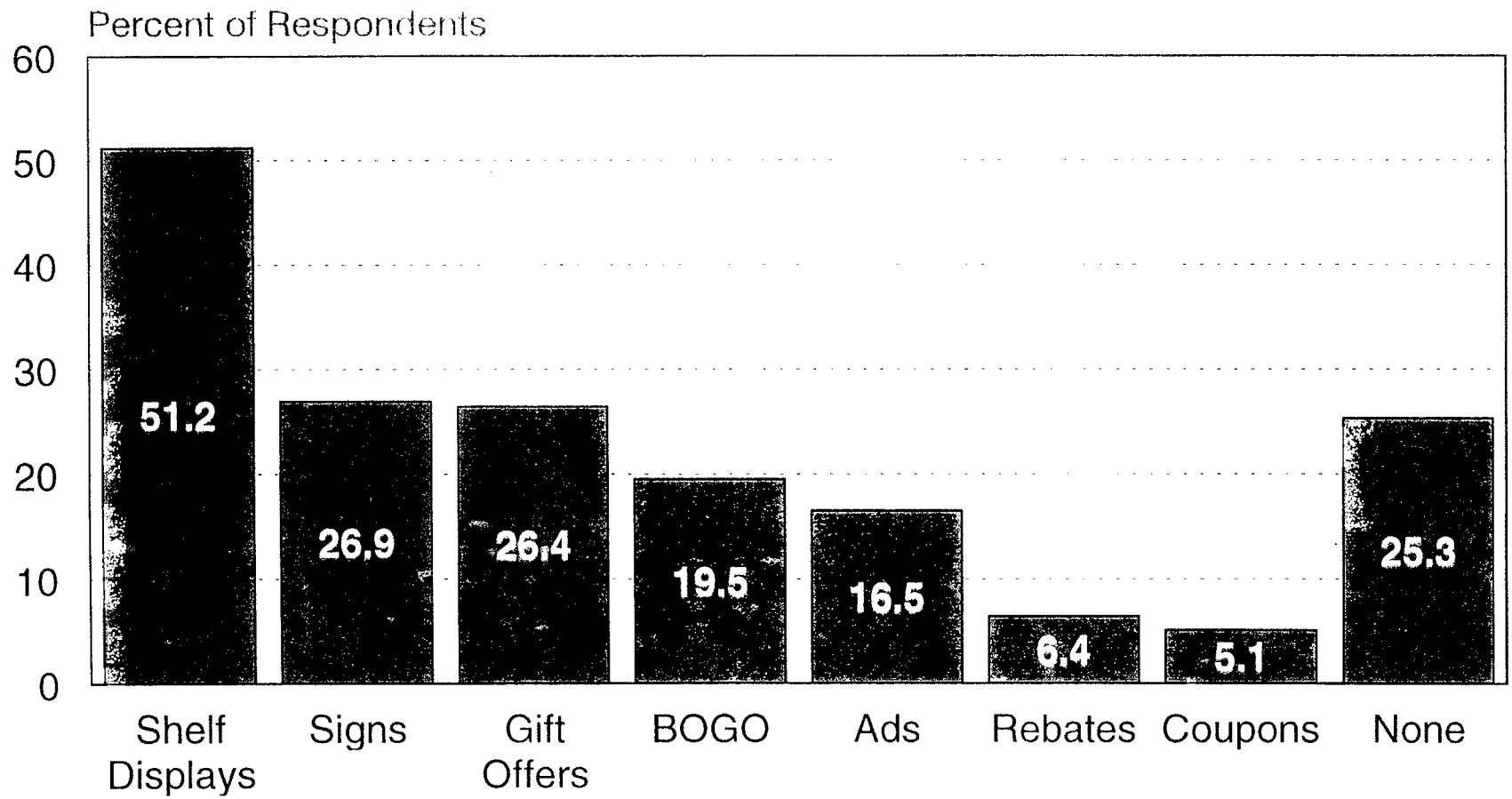
Promotional Awareness

Types of Promotions Seen at Last Purchase



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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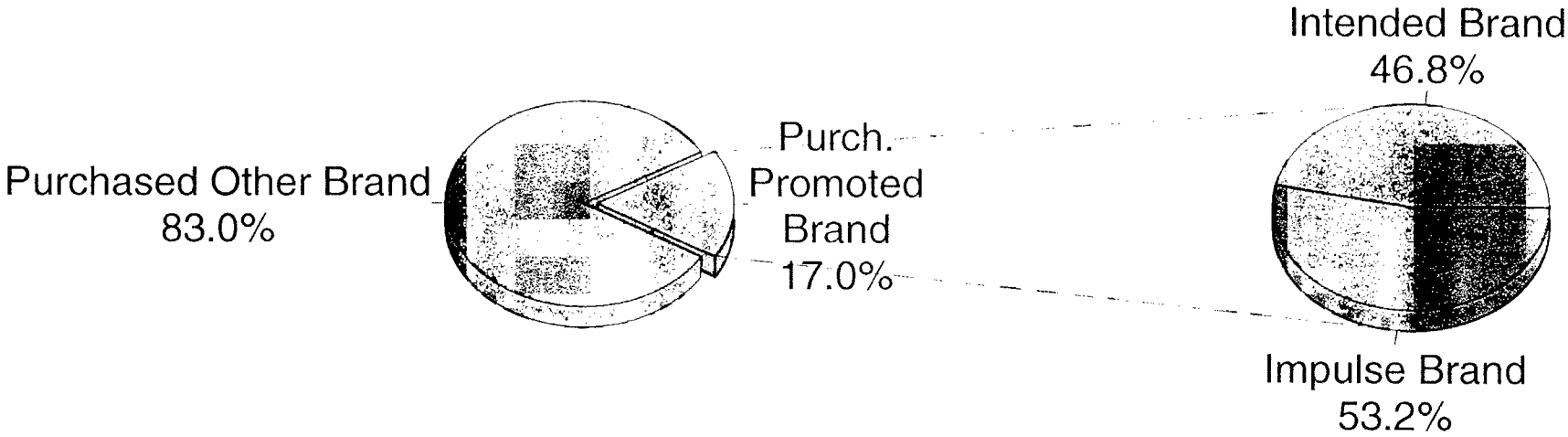
Response to Promotion

Consumers that Purchase Brand because of a Promotion



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Usage Trends

- Number of Brands Smoked Regularly
  - On average, premium smokers have four different brands that comprise their brand set. They smoke all of these brands on a regular basis. This remains consistent from its benchmark in 1997.
- Cross-Over Behavior
  - Approximately 29% of premium consumers indicate that another brand (in their brand set) is a mass-market brand.
  - Swisher Sweets and Garcia Y Vega are the most used mass-market brands among premium consumers.
  - Antonio Y Cleopatra and Black and Mild are also used by a significant group of premium consumers.

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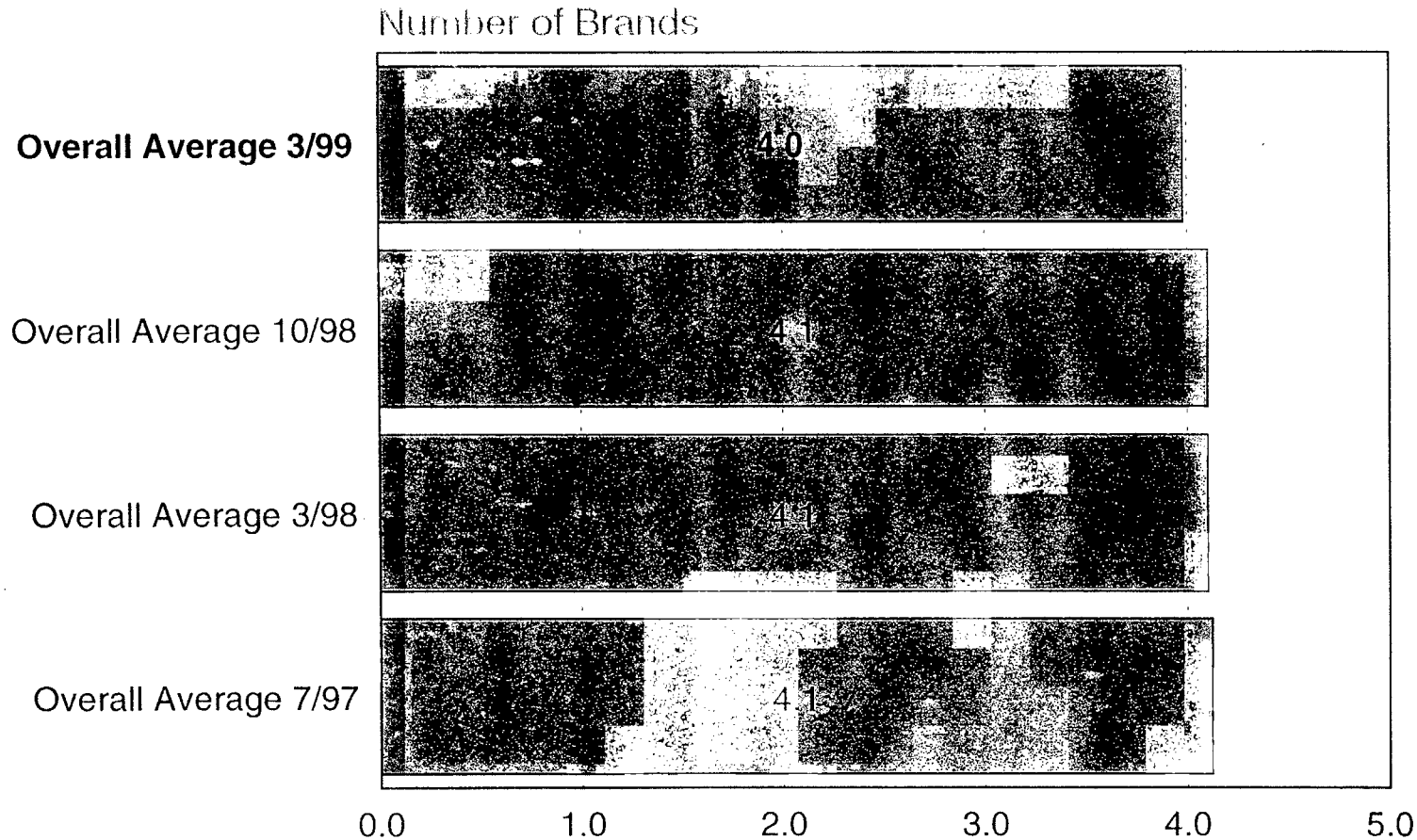
Different Brands Smoked Regularly



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Cross-Over Behavior

Among Respondents whose Primary Brand is Premium

- Swisher Sweet
- Garcia Y Vega
- AyC
- Black and Mild

Mass-Market Brand 16.0%

Percent of respondents in which at least 1 of other 3 brands smoked regularly is a mass-market brand

Premium Brand 84.0%

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Usage Trends

- Progression of Brand Usage
  - The perception that Macanudo is a starter cigar is not apparent in this data.
    - Over 50% of Macanudo's primary brand share came from consumers who smoked a different brand as their first ever smoke.
    - About 40% of Macanudo's primary brand share came from consumers who smoked a different brand as their first primary brand.
- Brand Usage
  - Overall, primary brand share remains consistent since July '96.
  - Macanudo's primary brand share and overall usage remains dominant.
  - Partagas, Fuente, and H. Upmann follow Macanudo as the top brands, in terms of share of consumer in the premium market.

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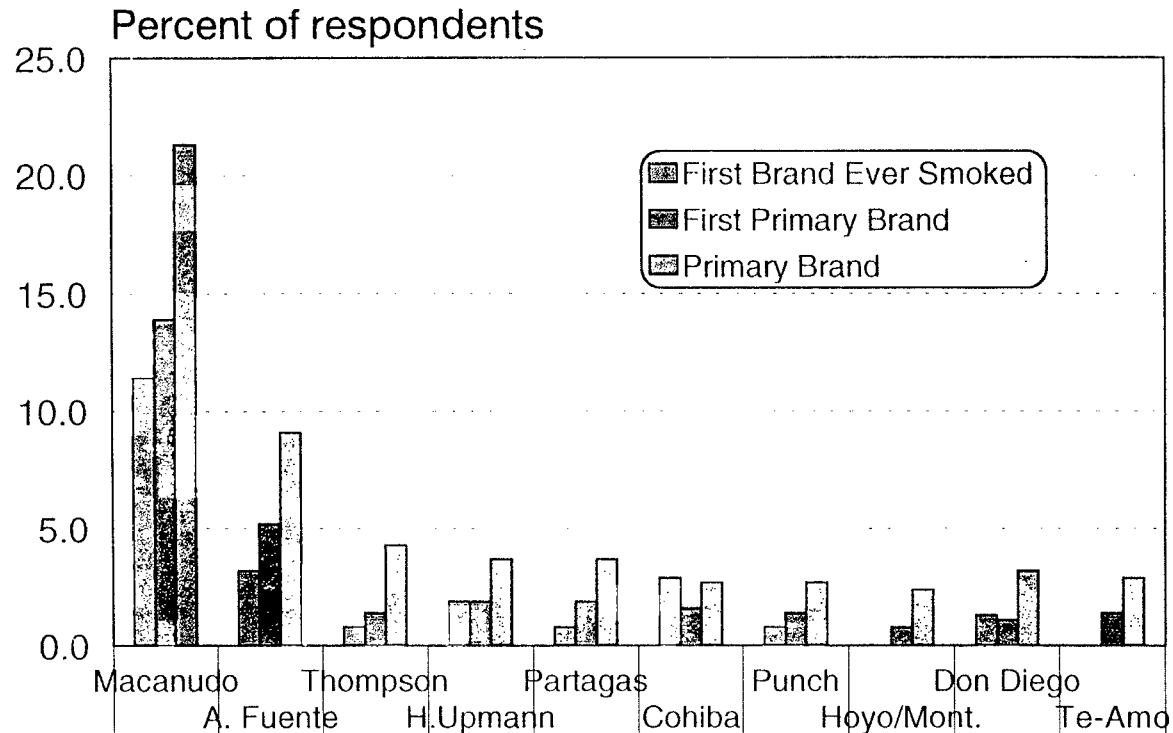
Progression of Brand Usage



	Macanudo	A. Fuente	Thompson	H.Upmann	Partagas	Cohiba	Punch	Hoyo/Mont.	Don Diego	Te-Amo
First Brand Ever Smoked	11.4	3.2	0.8	1.9	0.8	2.9	0.8	0.0	1.3	0.0
First Primary Brand	13.9	5.2	1.4	1.9	1.9	1.6	1.4	0.8	1.1	1.4
Primary Brand	21.3	9.1	4.3	3.7	3.7	2.7	2.7	2.4	3.2	2.9

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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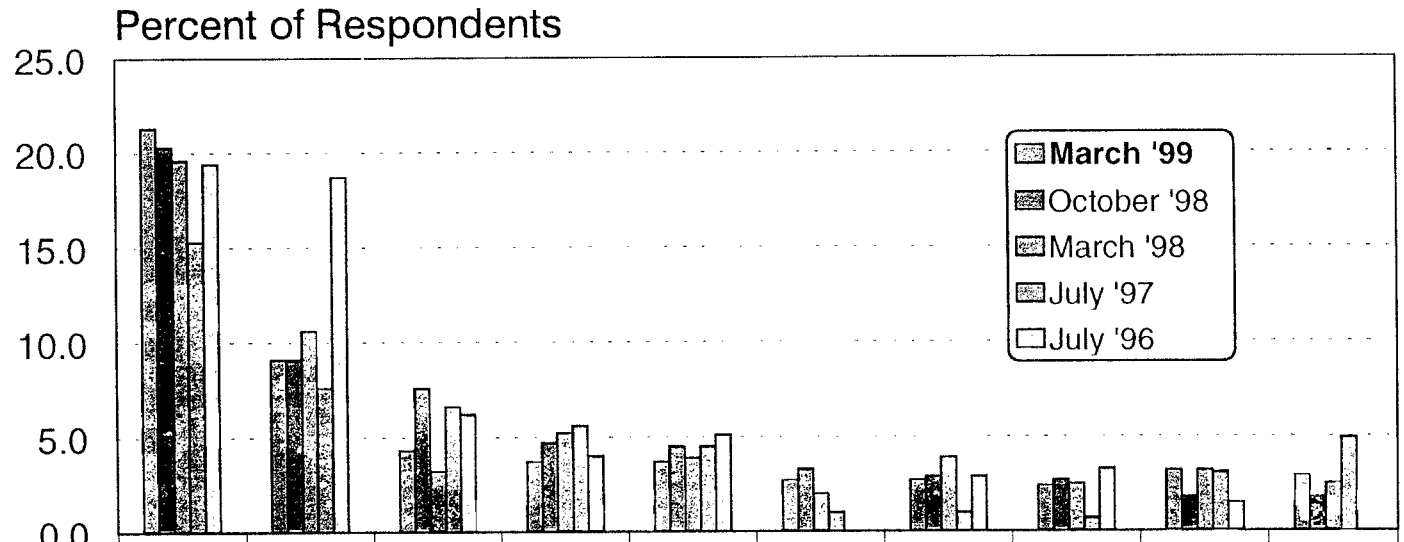
Primary Brand Share

Brand Smoked Most Often



	Macanudo	A. Fuente	Thompson	H.Upmann	Partagas	Cohiba	Punch	Hoyo/Mont.	Don Diego	Te-Amo
March '99	**21.3**	**9.1**	**4.3**	**3.7**	**3.7**	**2.7**	**2.7**	**2.4**	**3.2**	**2.9**
October '98	20.3	9.1	7.6	4.7	4.5	3.3	2.9	2.7	1.8	1.8
March '98	19.6	10.6	3.2	5.2	3.9	2.0	3.9	2.5	3.2	2.5
July '97	15.3	7.6	6.6	5.6	4.5	1.0	1.0	0.7	3.1	4.9
July '96	19.4	18.7	6.2	4.0	5.1		2.9	3.3	1.5	

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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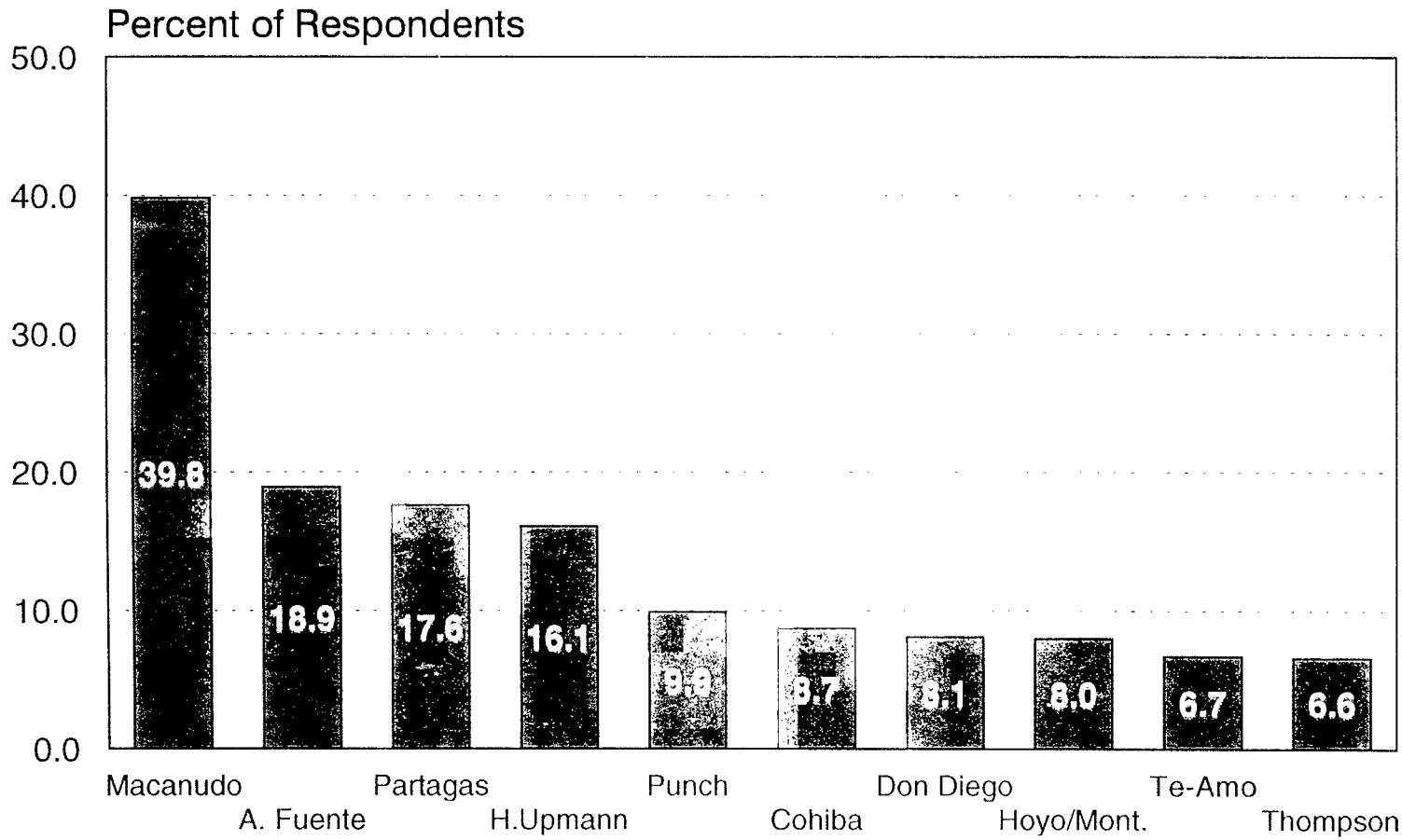
Overall Brand Usage

Primary Brand or Smoked Regularly



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Usage Trends

- Primary Brand Loyalty
  - Consumers' loyalty to their primary brand stabilizes in 1999 after the recent change in 1998.
  - A genuine preference for the brand they switched to are the primary reasons why consumers changed their primary brand.
  - Consumers' substitute behavior is unchanged since the benchmark measurement in July '97.
    - About half of premium consumers will attempt to stay with their primary brand if their cigar (brand and size) is not available.
    - Approximately 40% of all premium consumers will turn to another brand if their primary cigar is not available in their primary size.

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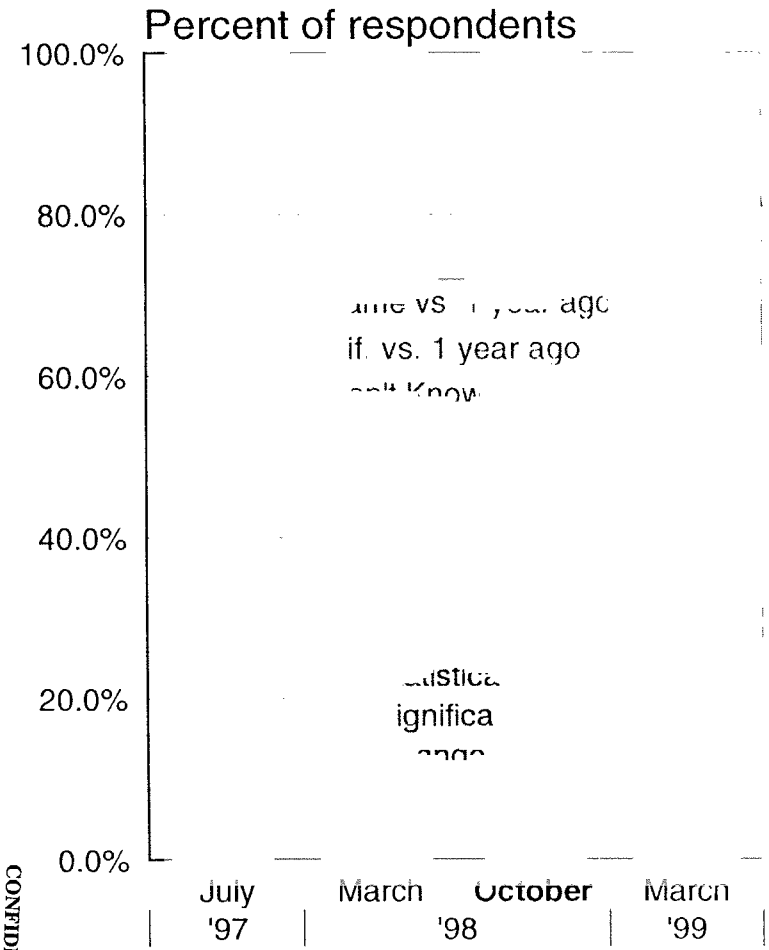
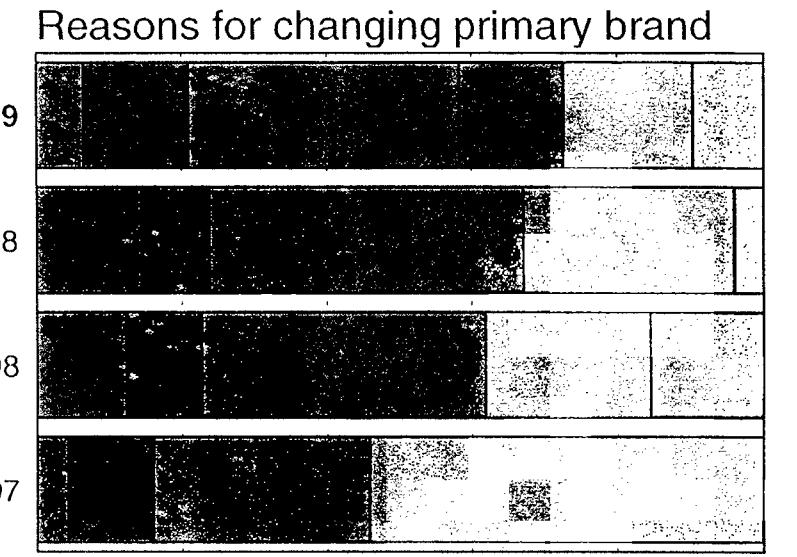
Primary Brand vs. One Year Ago





	March '99	October '98	March '98	July '97
High Price	**6.5**	14.5	12.4	4.3
Availability	**14.5**	9.2	10.3	11.7
Prefer Current Brand	**37.4**	43.4	39.2	29.8
Variety	**14.5**			
Other	**17.7**	28.9	22.7	54.2
Don't Know	9.7	3.9	15.5	0

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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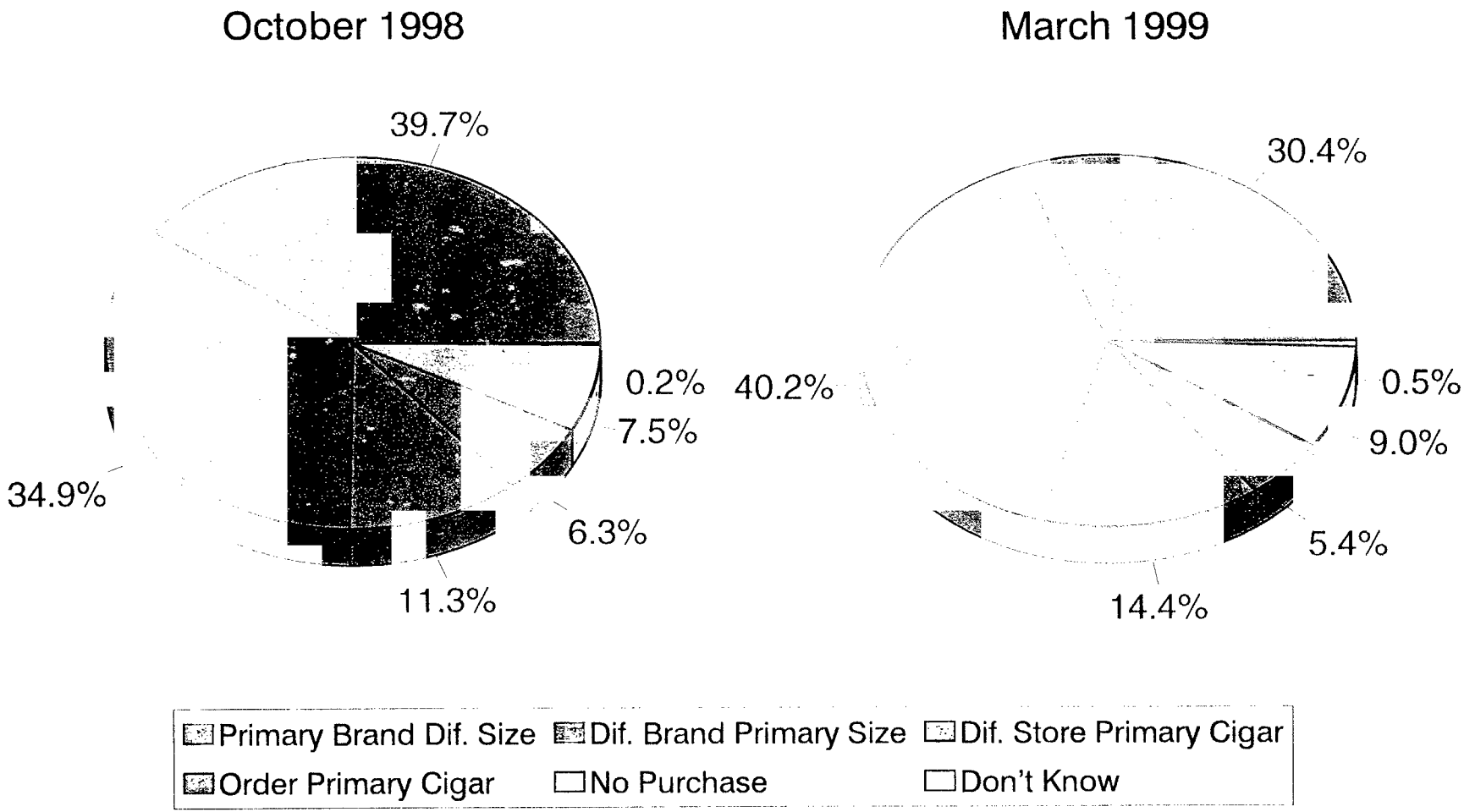
Substitute Behavior



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Usage Trends

- Best Brand Ever Smoked
  - Cohiba (Brand - Cuban or Dominican) and Macanudo are the top two brands in terms of best perceived smoke among premium consumers.
  - The percent of consumers that claim they smoke their best cigar most-often has increased versus 1998.
    - High prices and the lack of availability of their best brand are the two prominent reasons premium consumers do not smoke their perceived best brand most-often.

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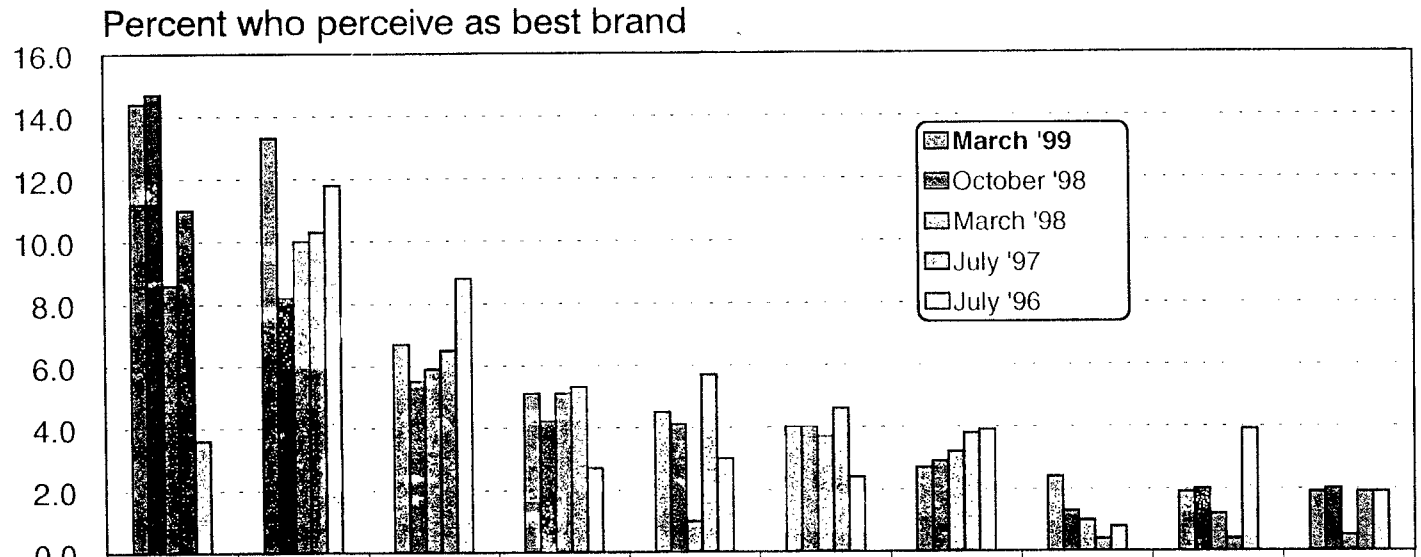
Best Brand Ever Smoked



	Cohiba	Macanudo	A. Fuente	Monte Cristo	H. Upmann	Romeo y Julieta	Partagas	Don Diego	Dunhill	Thompson
March '99	**14.4**	**13.3**	**6.7**	**5.1**	**4.5**	**4.0**	**2.7**	**2.4**	**1.9**	**1.9**
October '98	14.7	8.2	5.5	4.2	4.1	4.0	2.9	1.3	2.0	2.0
March '98	8.6	10.0	5.9	5.1	1.0	3.7	3.2	1.0	1.2	0.5
July '97	11.0	10.3	6.5	5.3	5.7	4.6	3.8	0.4	0.4	1.9
July '96	3.6	11.8	8.8	2.7	3.0	2.4	3.9	0.8	3.9	1.9

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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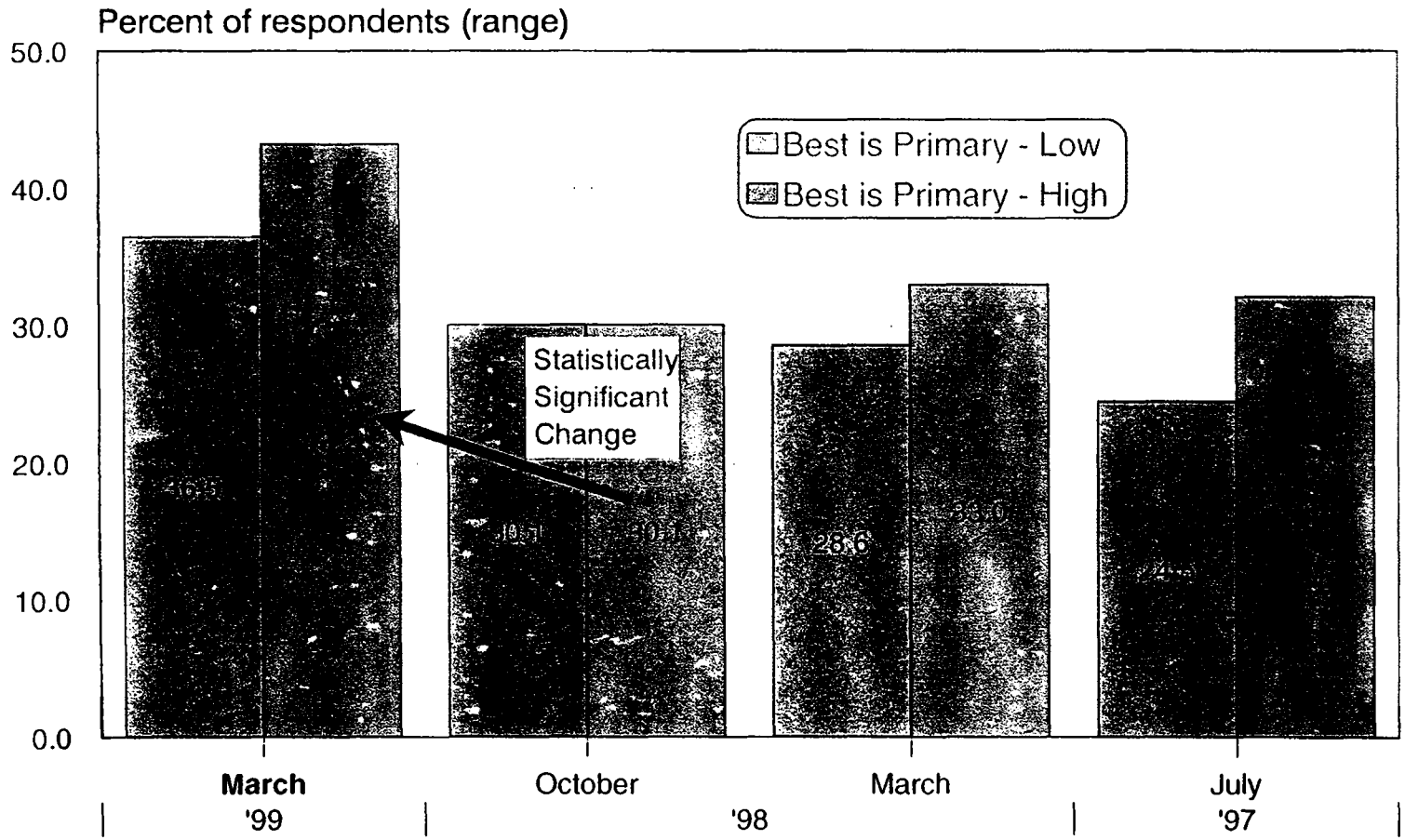
Best Brand is Primary Brand



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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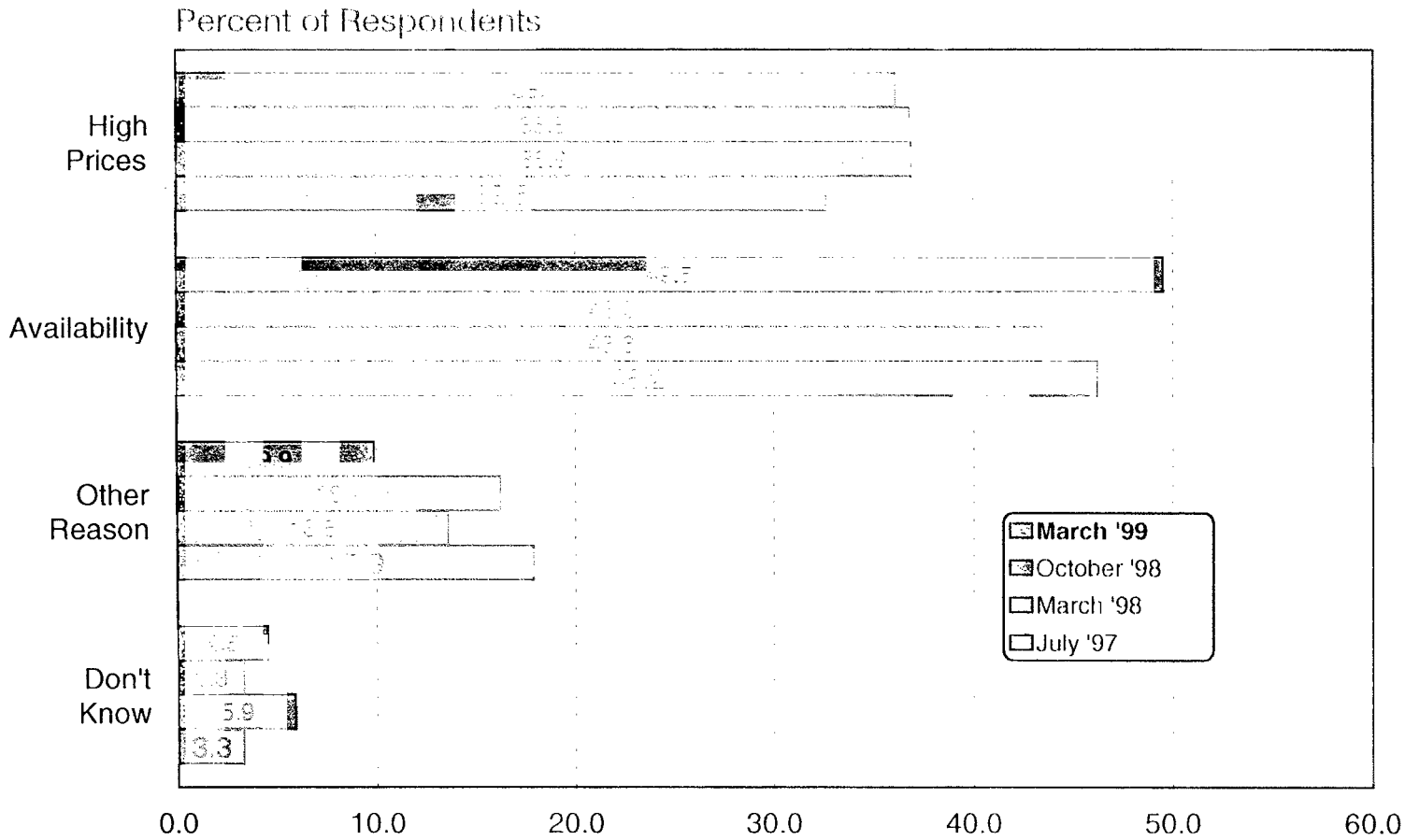
Premium

Reason for not Smoking Best Brand Regularly



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Purchase Behavior

- How Cigars are Purchased
  - About 50% of premium consumers by their cigars individually.
  - Following the recent change in 1998, the apparent number of box purchasers stabilizes in 1999 at about 1/3 of all premium consumers.
  - Premium consumers that purchase their cigars by the box continue to smoke about three times the number of cigars per month on average than individual purchasers.

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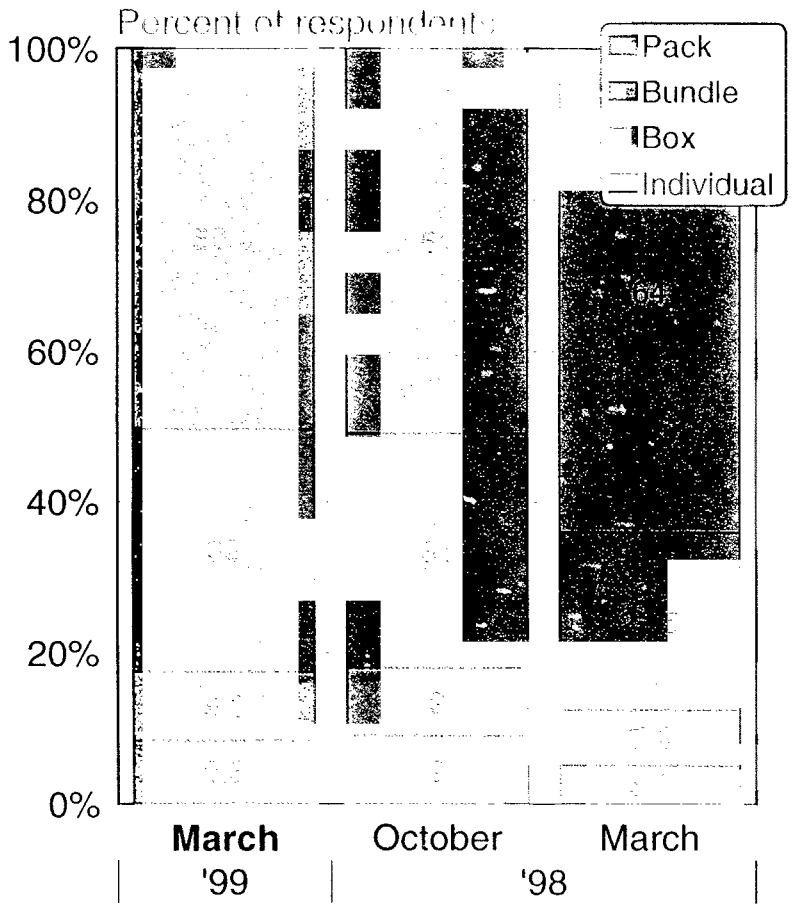
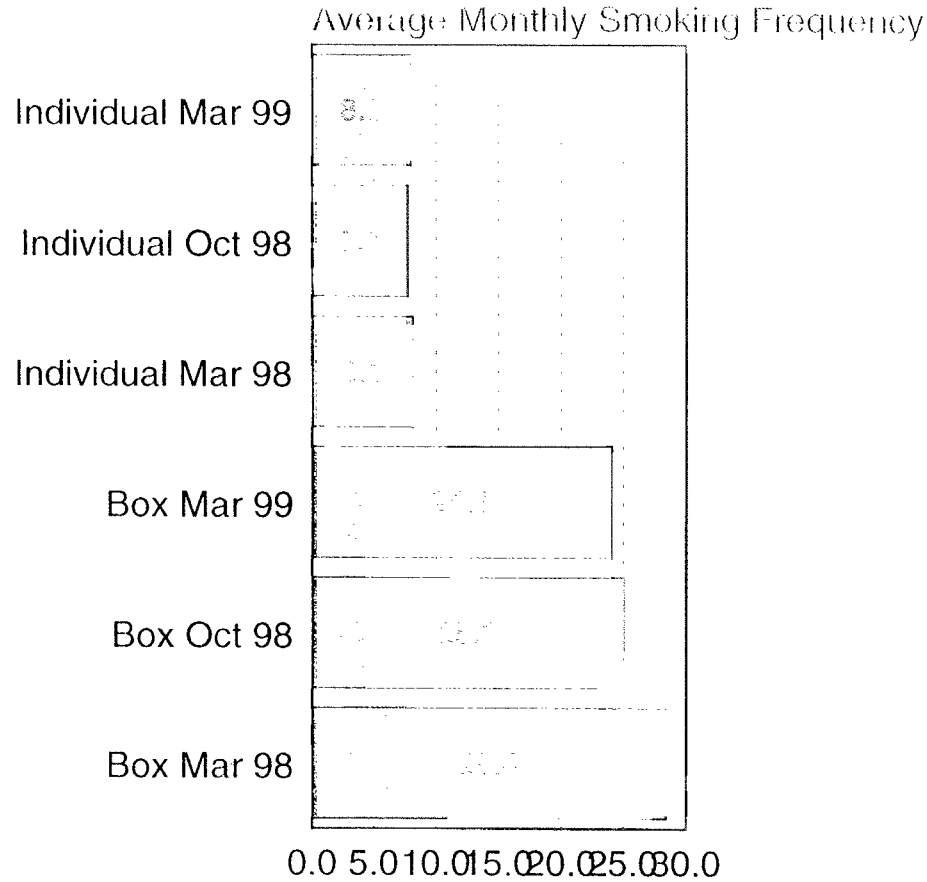
Individual, Pack, Box, & Bundle Purchases





* Small sub-sample sizes; interpret with caution

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Purchase Behavior

Price Paid for Cigars and Price Sensitivity

The average price paid per cigar, when purchased individually, is about $6.12.

Individual purchasers of cigars continue to be less price sensitive than in early 1998 after a significant change.

The average price paid per box of cigar is $76.64.

The purchase tolerance-range for box purchasers has expanded to its prior levels in early 1998, while the low end of the range maintains its late 1998 level.

Almost half of box purchasers indicate they are spending below the range defined in the price sensitivity analysis, while only one-quarter of box purchasers indicate they purchase within the defined price range.

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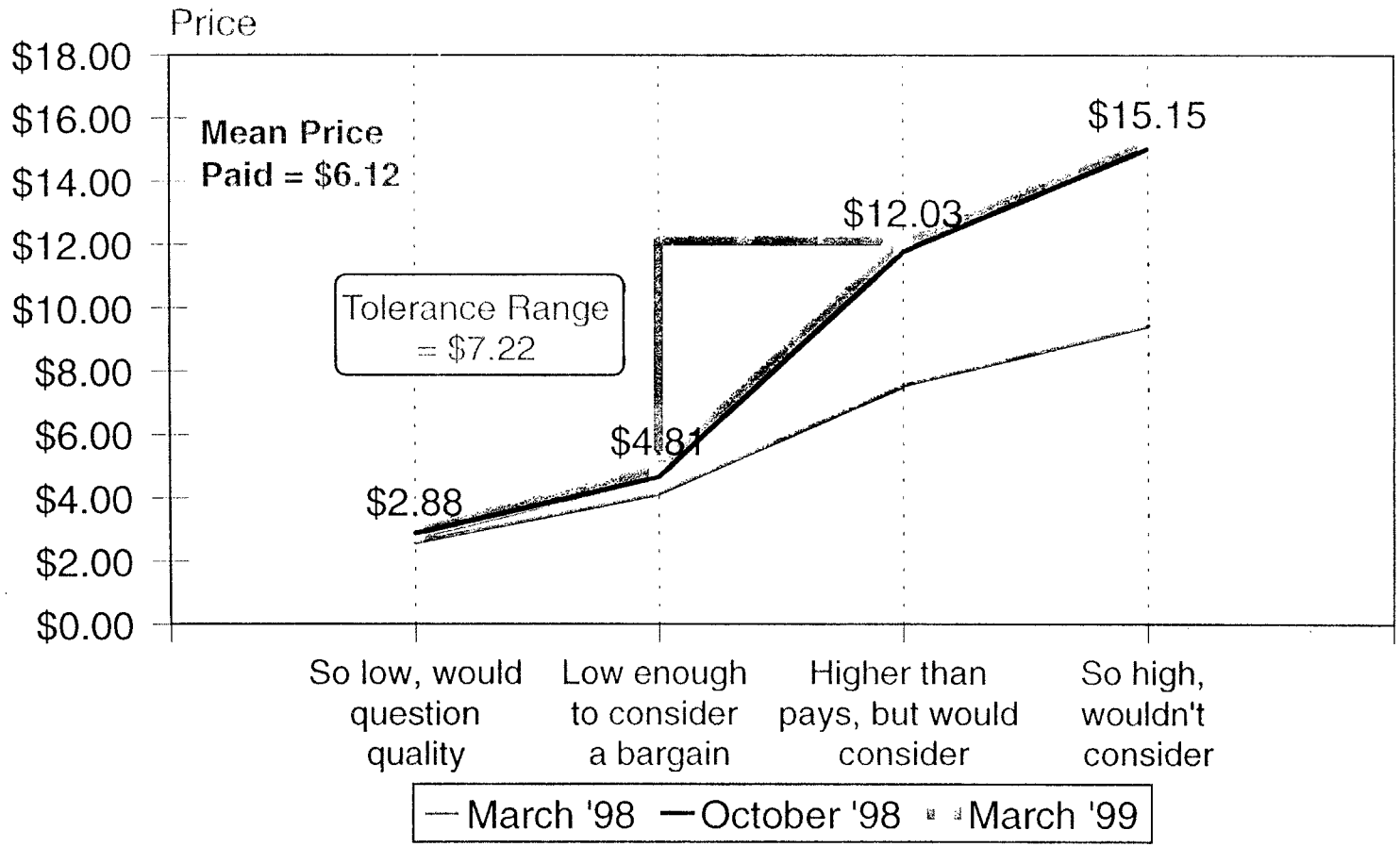
Individual Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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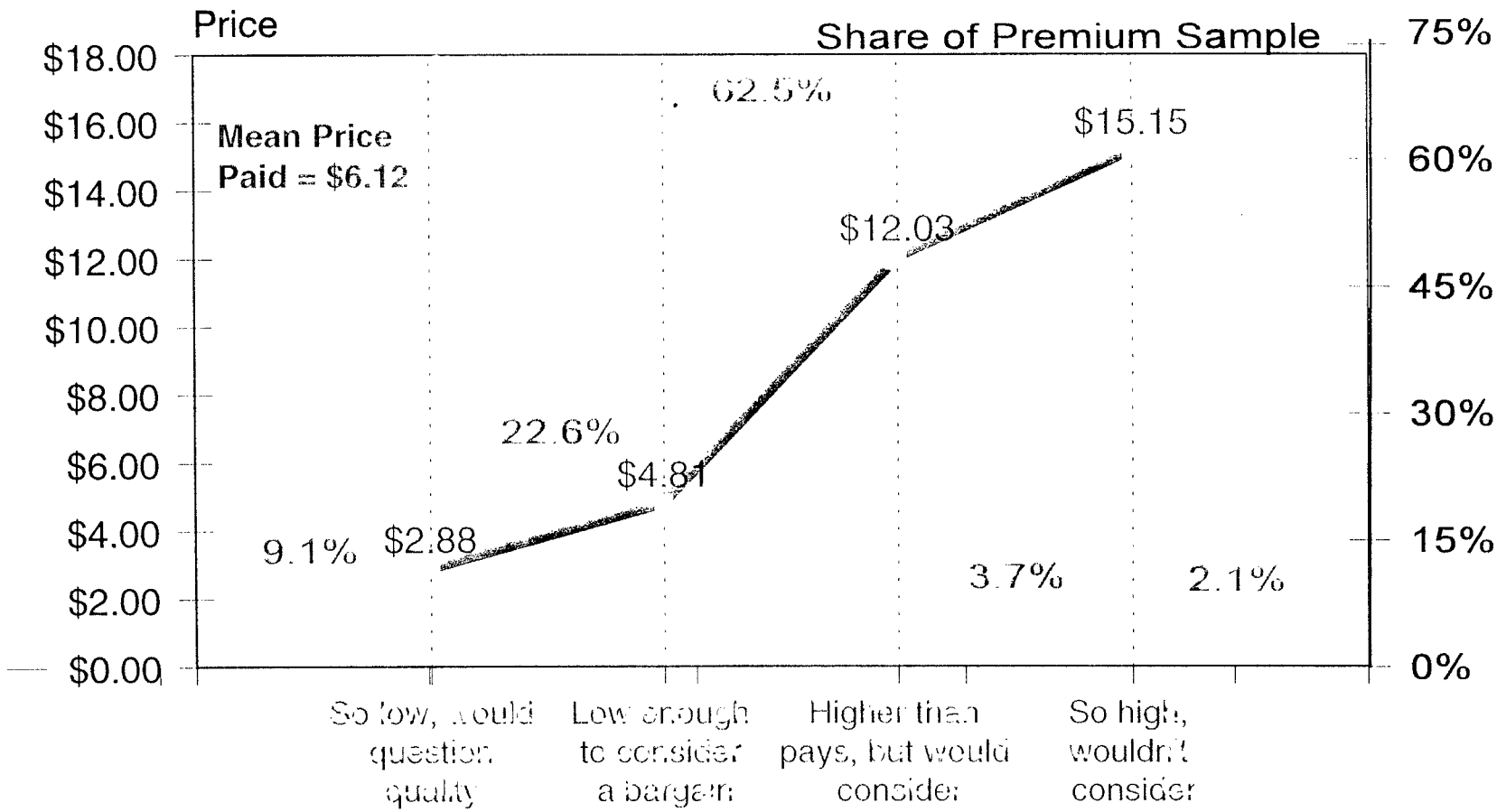
Individual Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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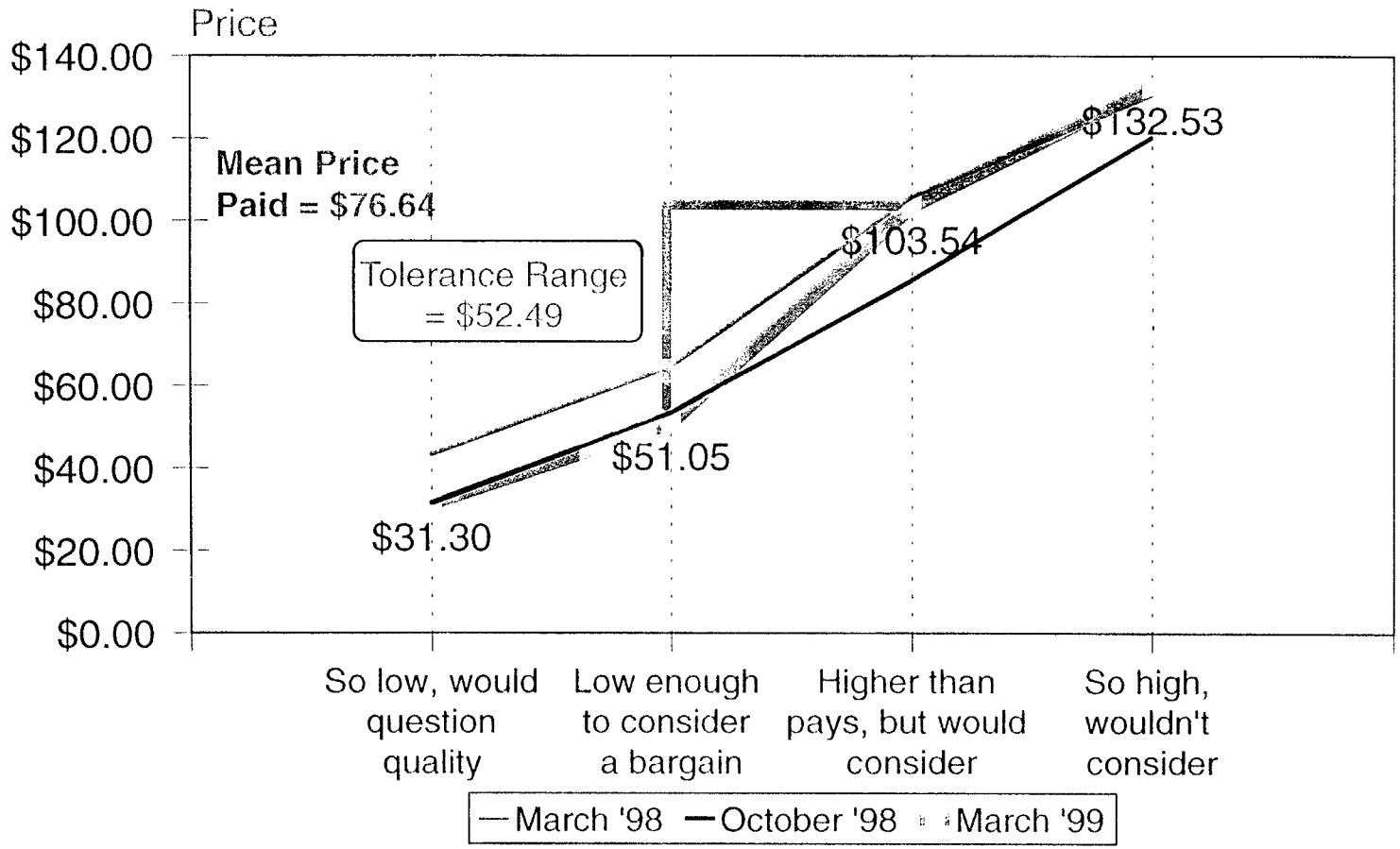
Box Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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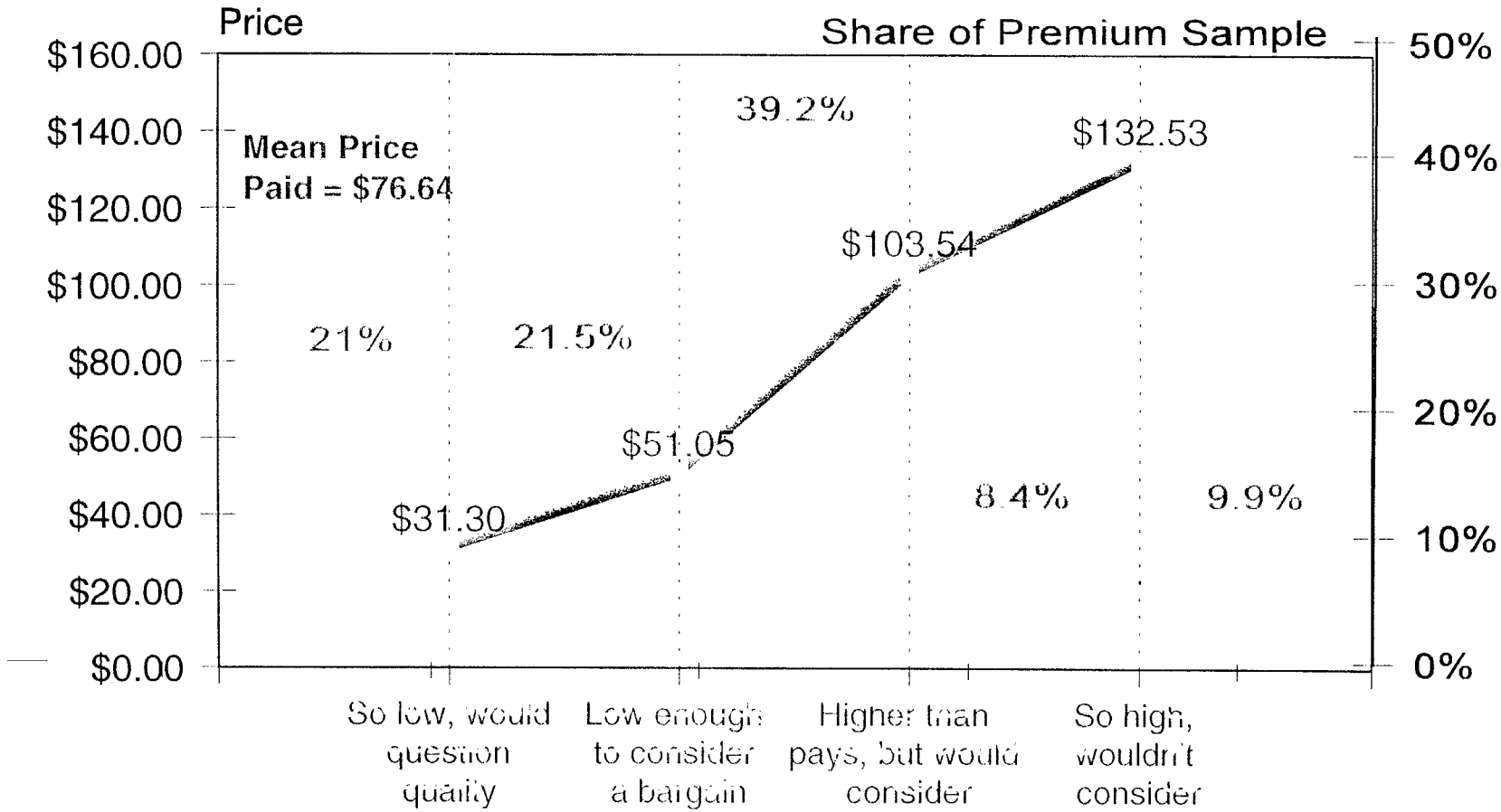
Box Purchase Price Sensitivity



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Purchase Behavior

- Purchase Channels
  - The tobacconist continues to be the dominant channel among premium consumers.
    - About 70% of premium consumers indicate they shop at the tobacconist most-often. This remains consistent from data in 1997.
      - Approximately 80% of tobacconist most-often consumers indicate the shop that they use is a "traditional tobacconist", as defined in the survey instrument.
  - Mail order/catalog maintains a 15 - 20% share of consumer.

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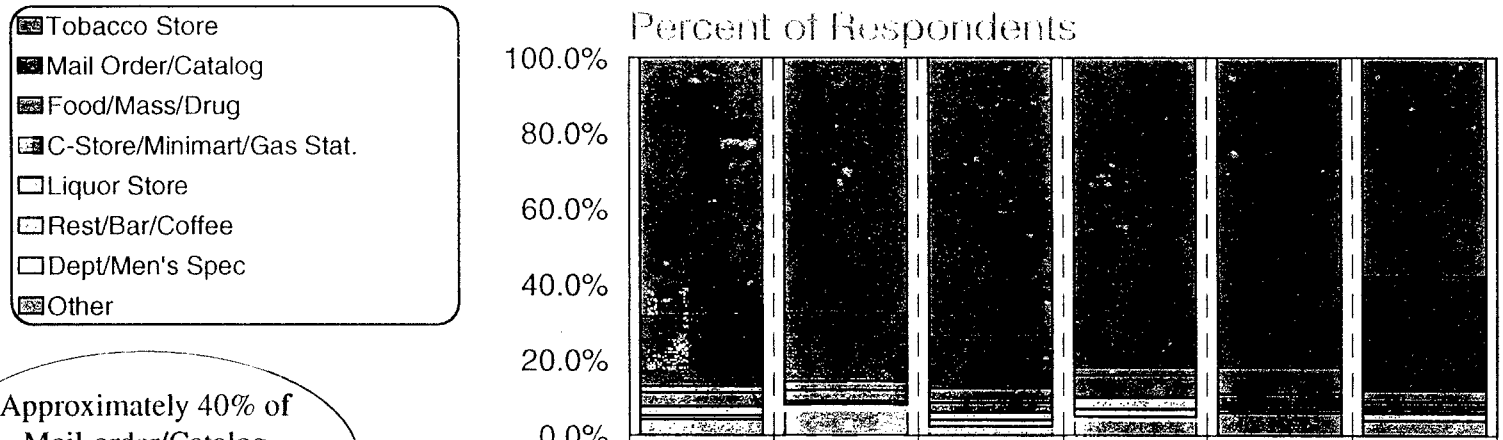
Primary Store Tracking



Approximately 40% of Mail-order/Catalog purchasers have smoked cigars for 11+ years.

	March '99	October '98	March '98	July '97	July '96	July '95
Tobacco Store	**68.5**	67.6	74.2	69.0	65.0	58.0
Mail Order/Catalog	**18.4**	17.9	13.3	13.0	17.0	30.0
Food/Mass/Drug	**1.7**	2.3	3.9	2.0	7.0	3.0
C-Store/Minimart/Gas Stat.	**3.7**	2.9	2.5	6.0	3.0	3.0
Liquor Store	2.4		2.0	3.0	1.0	2.0
Rest/Bar/Coffee	**1.0**	0.9	1.7	2.0	1.0	
Dept/Men's Spec		1.6	1.2	1.0		
Other	**4.2**	6.5	1.2	4.0	6.0	4.0

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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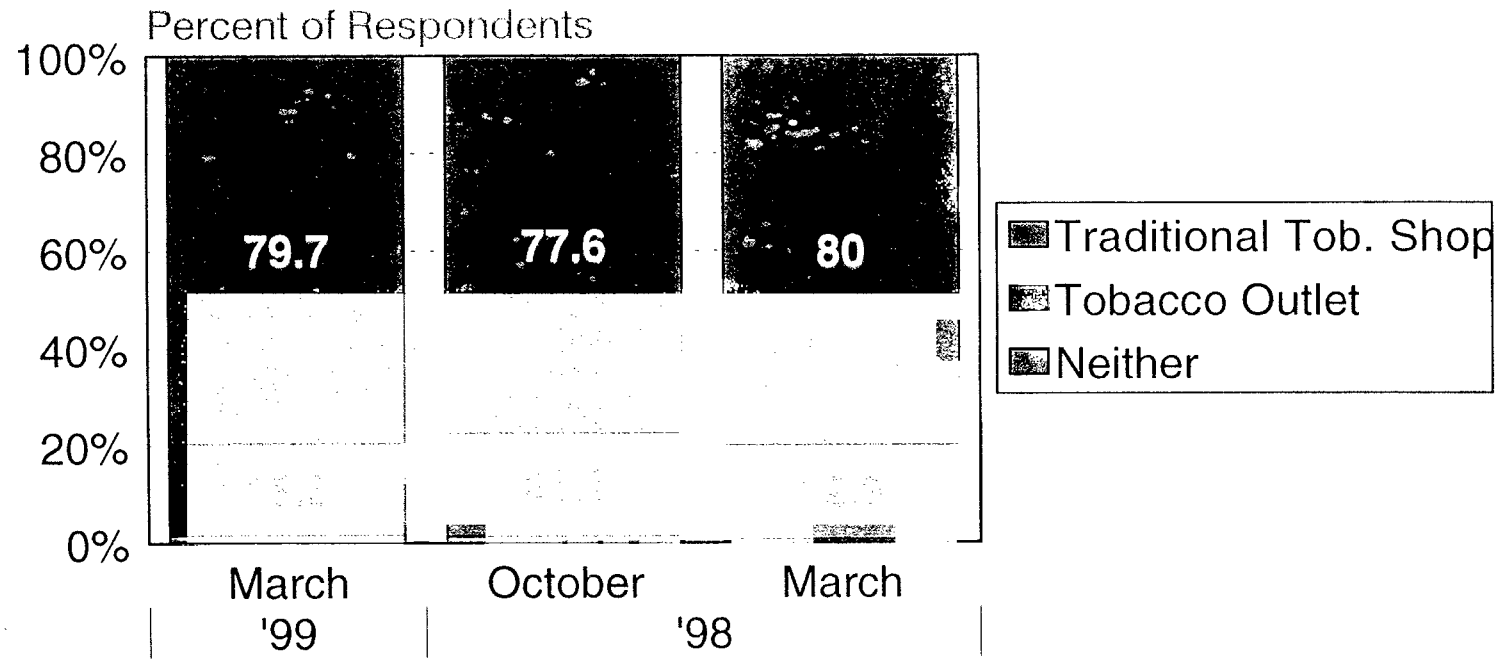
Type of Tobacco Shop



Traditional Tobacconist = A store that is smaller, traditional-style tobacconist which specializes in cigar and pipe products and other premium tobacco products.

Tobacco Outlet = A store that sells all types of tobacco products, including cigarettes, at discounted prices.

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Purchase Behavior

- Cigars as Gifts
  - The most popular occasion in which cigars smokers receive cigars as gifts is "no occasion"
  - Christmas and birthdays are the other top occasions in which cigars are given as gifts.
- Friends are the primary purchasers of cigars as gifts for premium consumers, as almost 75% of premium consumers claim to have received cigars as gifts from friends.
- Approximately 85% of premium consumers indicate they received individual cigars as gifts.

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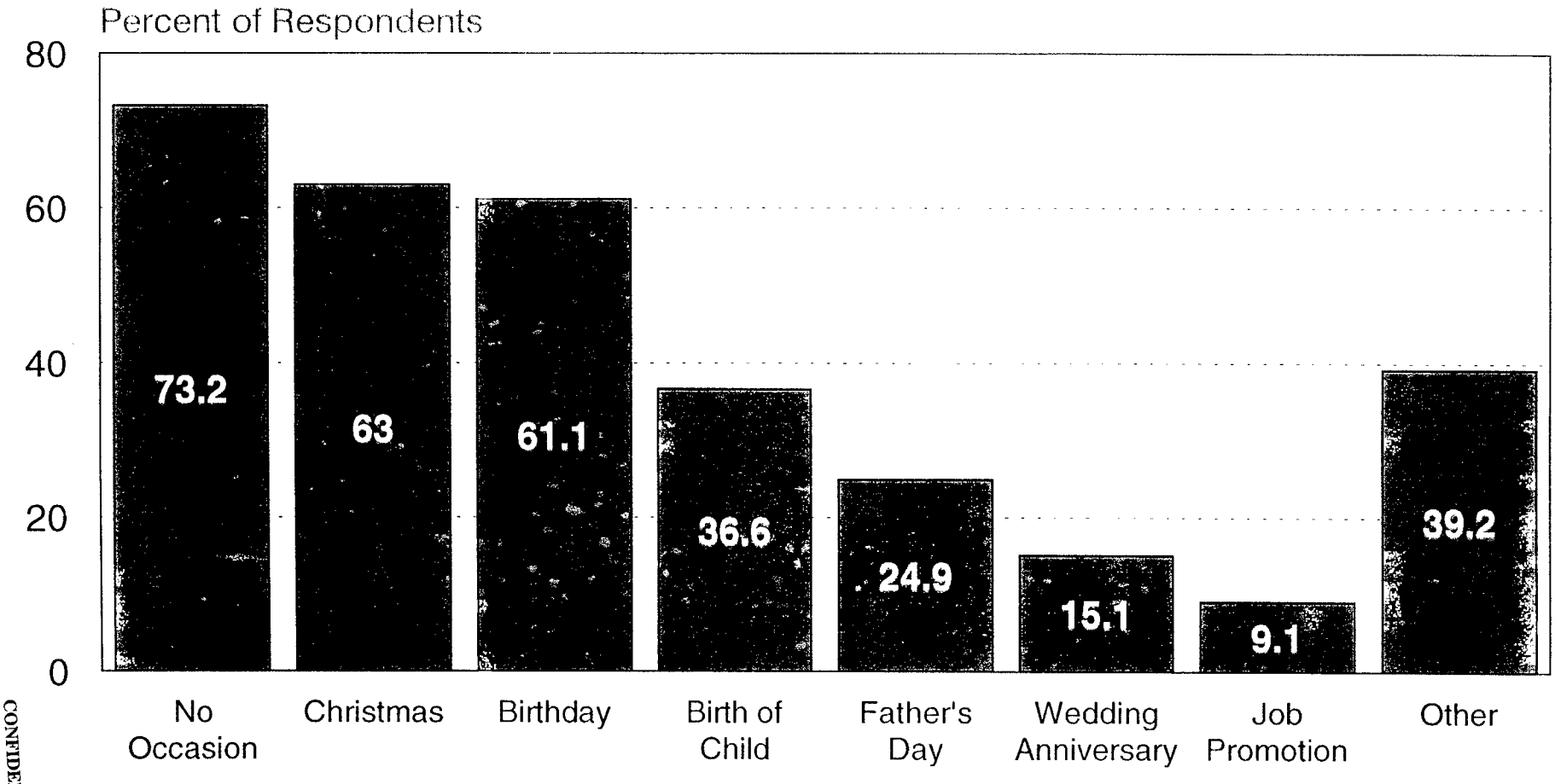
Occasions in Which Cigars are Gifts



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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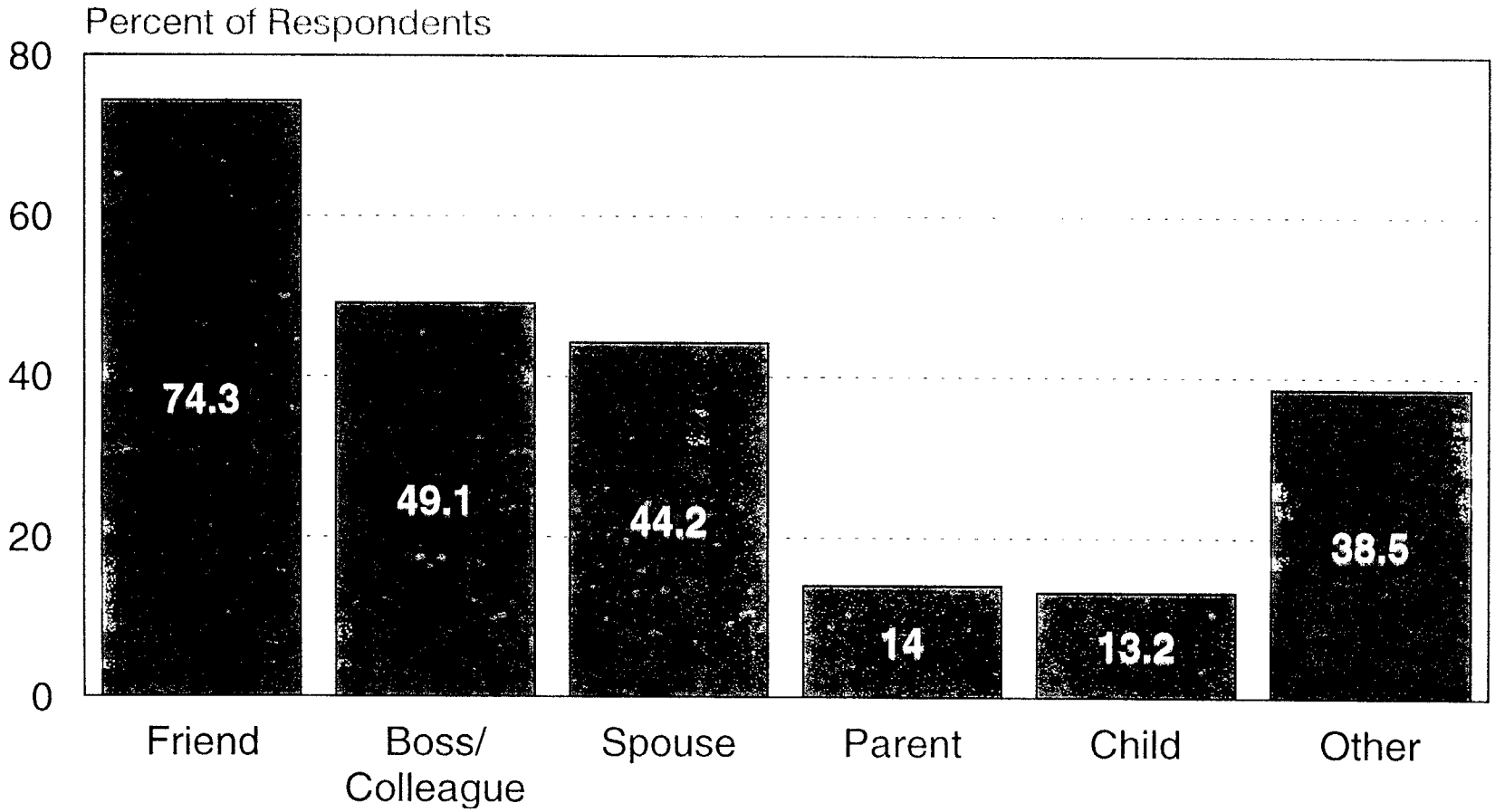
Person who Buys Cigars as Gifts



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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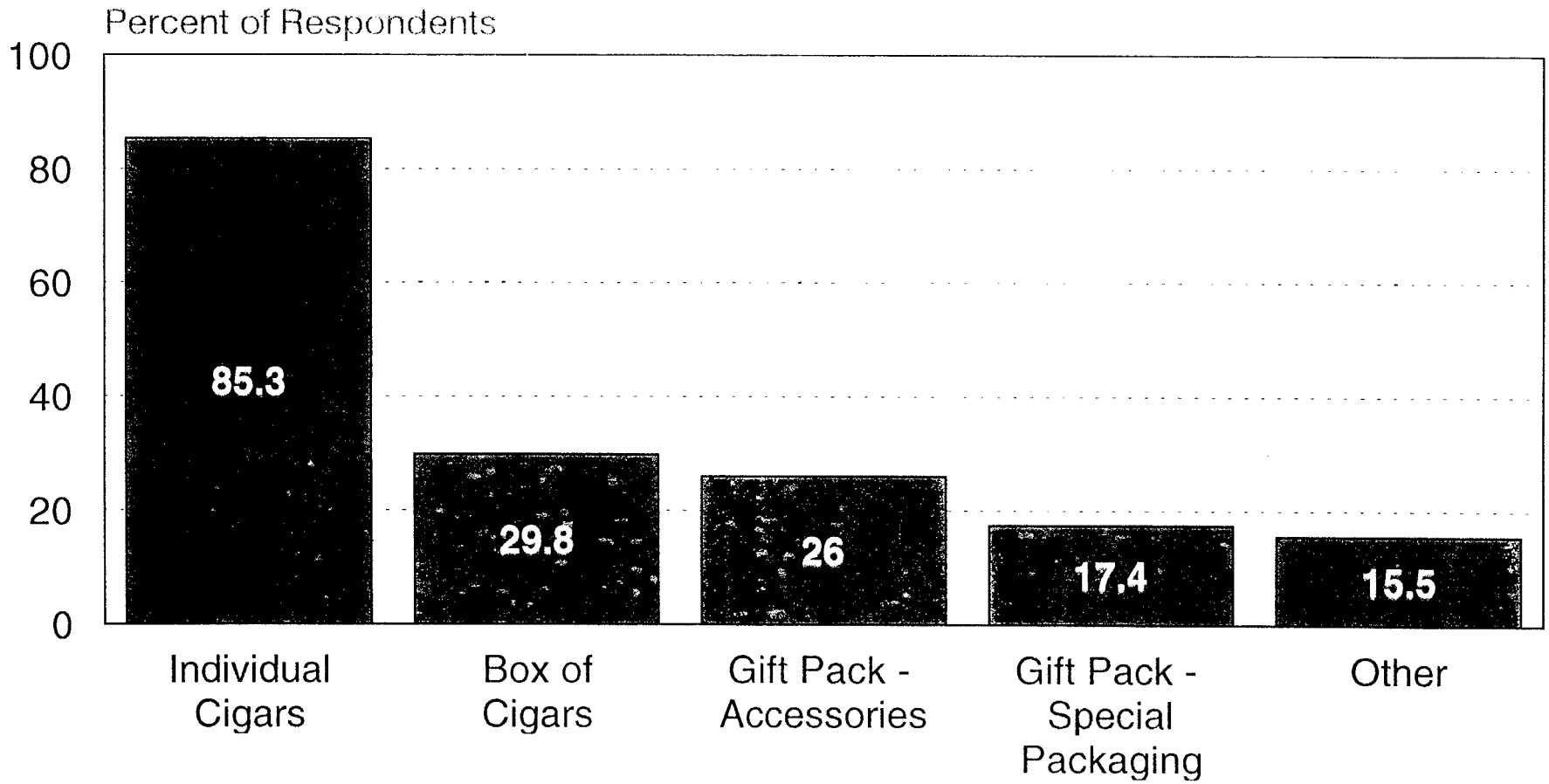
Types of Cigar Gifts



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Attribute Ratings

Relative Importance and Satisfaction

- Relative Importance of Quality, Price, and Size
  - Relative to price and size, quality is the most important attribute in choosing a cigar.
- Satisfaction with Quality of Ingredients, Quality of Construction, Price, and Taste
  - Satisfaction with the quality of ingredients, quality of construction, and price of their primary brand among premium smokers all remain consistent from March '98 measurements.
  - Premium consumers are extremely satisfied with the taste of their primary brand.

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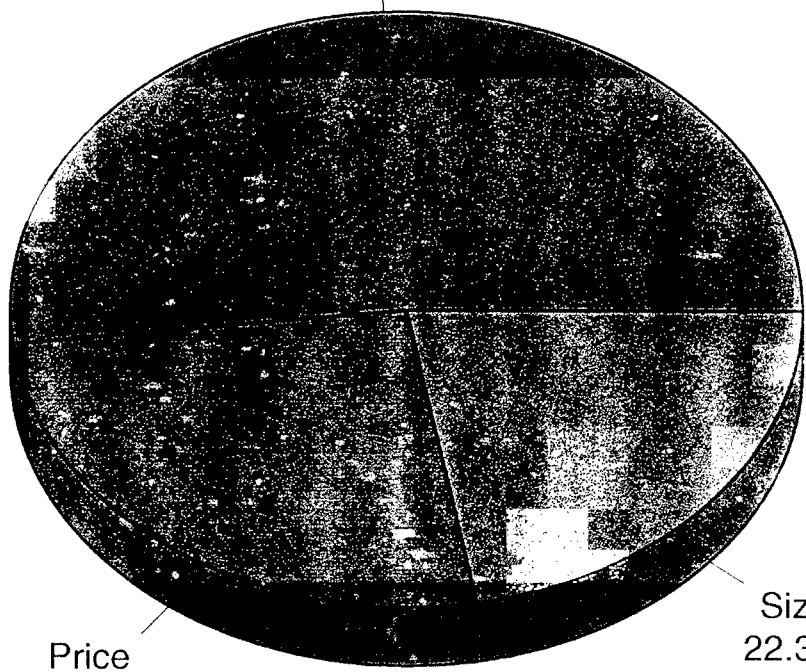
Relative Importance of Quality, Price, and Size



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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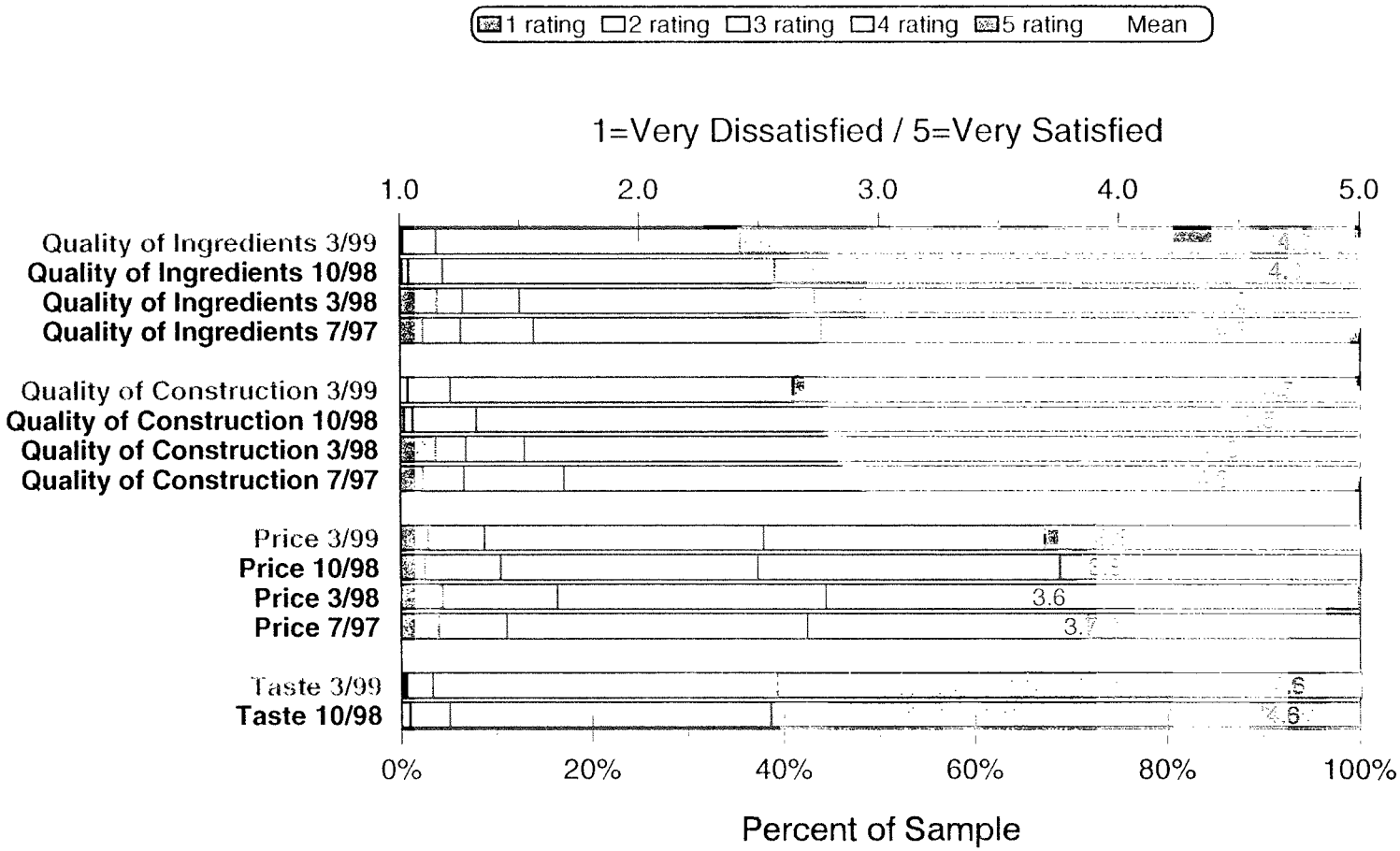
Premium

Satisfaction with Quality, Price, Taste



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Consumer Demographics

- Standard Demographics
  - The age of premium consumers remains relatively consistent from July '97.
  - The weighted average age of premium consumers is about 40 years.
  - Total household income for premium consumers is consistent from July '97.
- Access to Computers
  - More than 80% of premium consumers use computers either at work, at home, or both.
  - About 3 out of 4 premium consumers have access to the internet and almost 90% of those that use computers.

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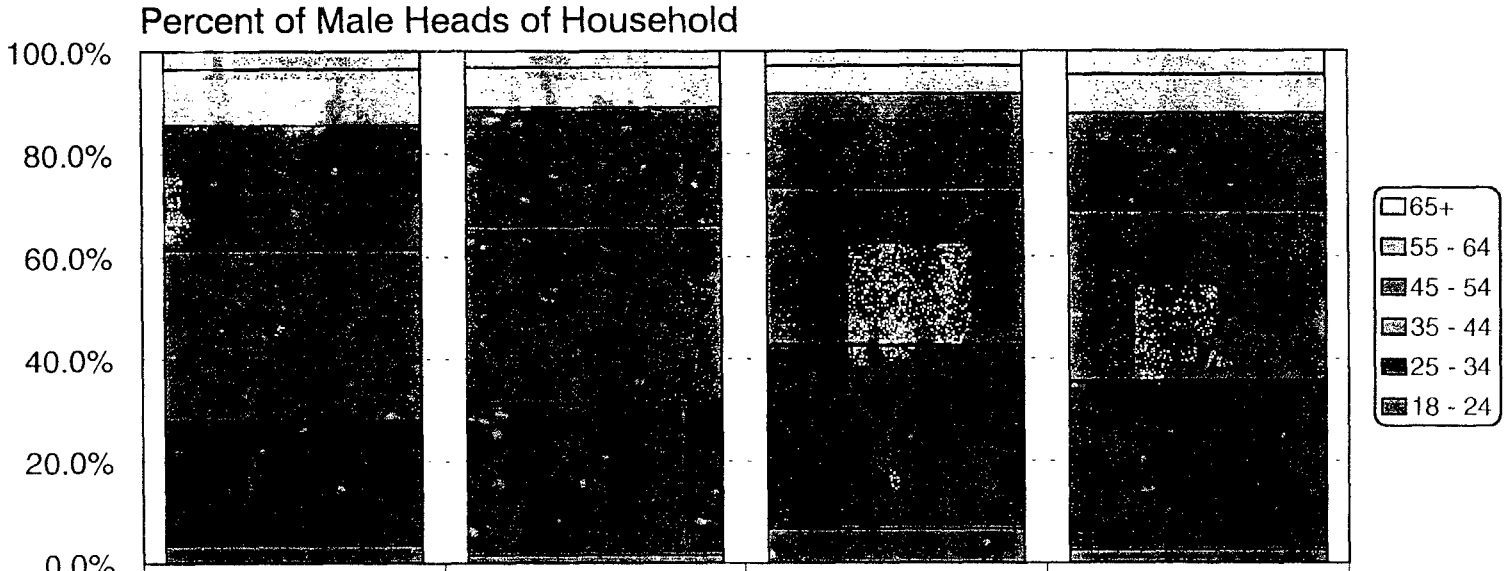
Age of Premium Smokers



	March '99	October '98	March '98	July '97
65+	**3.5**	3.2	2.9	4.6
55 - 64	**10.9**	7.8	5.4	7.6
45 - 54	**24.2**	23.0	18.3	18.9
35 - 44	**33.6**	35.0	30.8	33.4
25 - 34	**24.2**	29.5	35.9	32.8
18 - 24	**3.5**	1.6	6.7	2.6

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

* = Weighted Average

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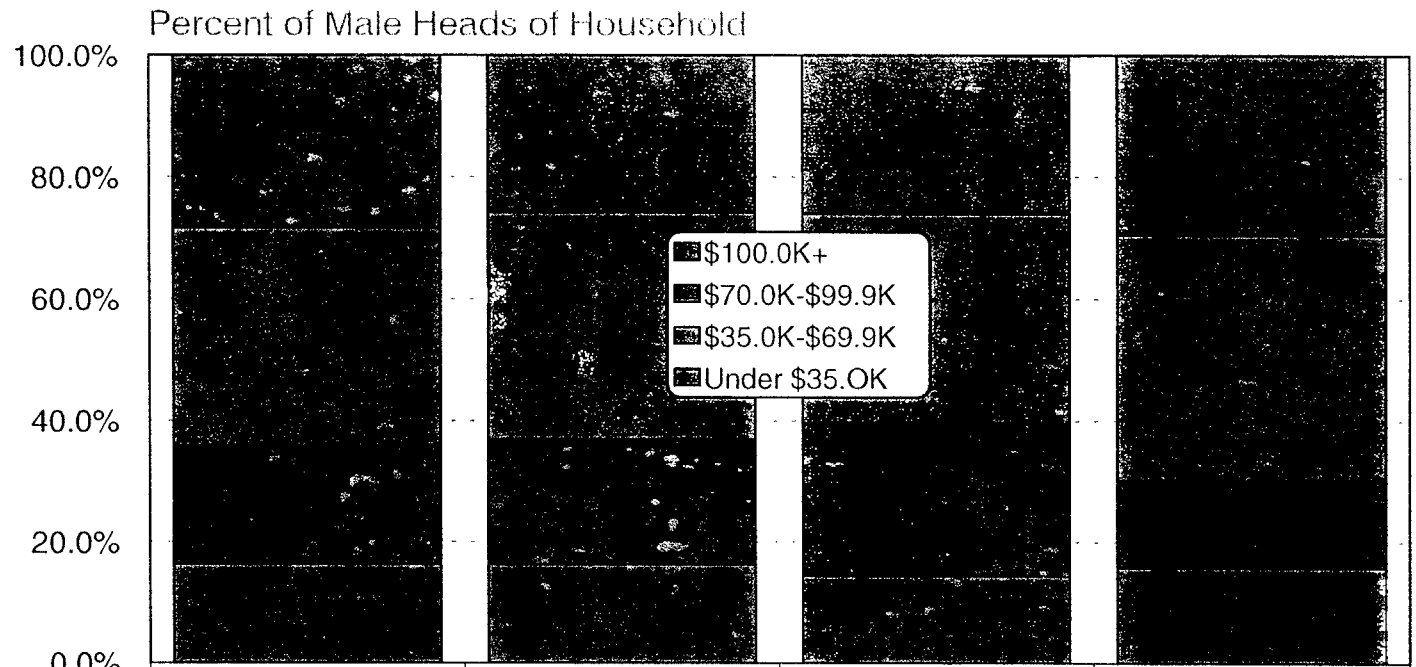
GC 015772

HH Income of Premium Smokers



	March '99	October '98	March '98	July '97
Under $35.OK	**28.3**	25.7	25.9	29.4
$35.0K-$69.9K	**36.0**	37.4	34.5	40.4
$70.0K-$99.9K	**19.4**	20.5	25.1	14.4
$100.0K+	**16.3**	16.3	14.4	15.8

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Demographic Summary

Education and Occupation

Demographic	Percent of Male Heads of Household
Education	
Graduated College	31.6
Some College	25.5
High School Grad	22.1
Post-College Grad	18.4
Occupation	
Proprietors/Managers	27.4
Professional	19.9
Skilled Worker	10.8
Retired/Unemployed	10.2
Sales	9.9
Semi-skilled Worker	6.9
Service Workers	5.7

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Summary of Key Findings

Consumer Definition and Awareness

- Smoking tenure, smoking frequency, and smokers' activities while smoking cigars all remain consistent, indicating stability among consumers.
- Premium consumers average just over 2 purchases per month. There are correlations between smoking tenure, purchase channel, and type of product purchased to purchase frequency.
- Premium consumers claim to purchase approximately 10 cigars per purchase.
- The majority of premium consumers prefer cigars that are greater than 5 inches long and have a ring gauge larger than 42.
- More premium consumers depend on the tobacconist as a source for cigar information.

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Summary of Key Findings

Consumer Definition and Awareness

- Premium consumers' attitudes regarding the tobacconist continue to be positive, as they depend on the tobacconist for recommendations and is an enjoyable part of their cigar smoking.
- The attitudes of premium consumers suggest continued maturation into the category and enhanced involvement with their cigar smoking.
- Macanudo continues to dominate all premium brands in all facets of consumer awareness.
- The vast majority of premium consumers are aware of shaped cigars, while only a small percentage smoke them on a regular basis.
- Premium consumers claim to be aware of promotions, however, few claim to respond to these promotions.

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Summary of Key Findings

Consumer Usage Trends and Purchase Behavior

- Approximately 16% of consumers that smoke a premium brand most-often regularly indicate a mass-market brand is in their regular set of brands.
- Macanudo continues to dominate share of consumer in the premium cigar market.
- Half of all premium consumers purchase their cigars individually, while approximately 1/3 indicate they primarily purchase by the box.
- Price sensitivity has stabilized among premium consumers after changing significantly in 1998.
- No (particular) occasion is the most-common occasion in which cigar smokers receive cigars as gifts and these gifts are most-often purchased by a friend and are individual cigars.

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GC 015777

Summary of Key Findings

Consumer Usage Trends and Purchase Behavior

- The tobacconist continues to dominate share of consumer in the premium market, as approximately 70% of premium consumers indicate they purchase at the tobacconist most-often.

- Approximately 20% of premium consumers indicate that their tobacconist is a tobacco outlet vs. a traditional tobacconist.

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Swedish Match

Upright Program

SWEDISH MATCH

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GC 015779

Market Size Estimates

Mass-Market and Premium

May 1999

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GC 015780

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 9

Premium Cigar Market

Segmenting Consumers by Consumption

Research

May 1999

Blumberg No. 5114
DEFENDANT'S EXHIBIT
D9

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GC 015868

Overview

- In the Attitudes and Usage Study, we found that approximately 40% of premium consumers consume more than 10 cigars per month on average.

- These consumers are categorized as Moderate/Heavy Smokers and are segmented in this report to understand volumetric implications and behavioral patterns that correlate with smoking frequency.

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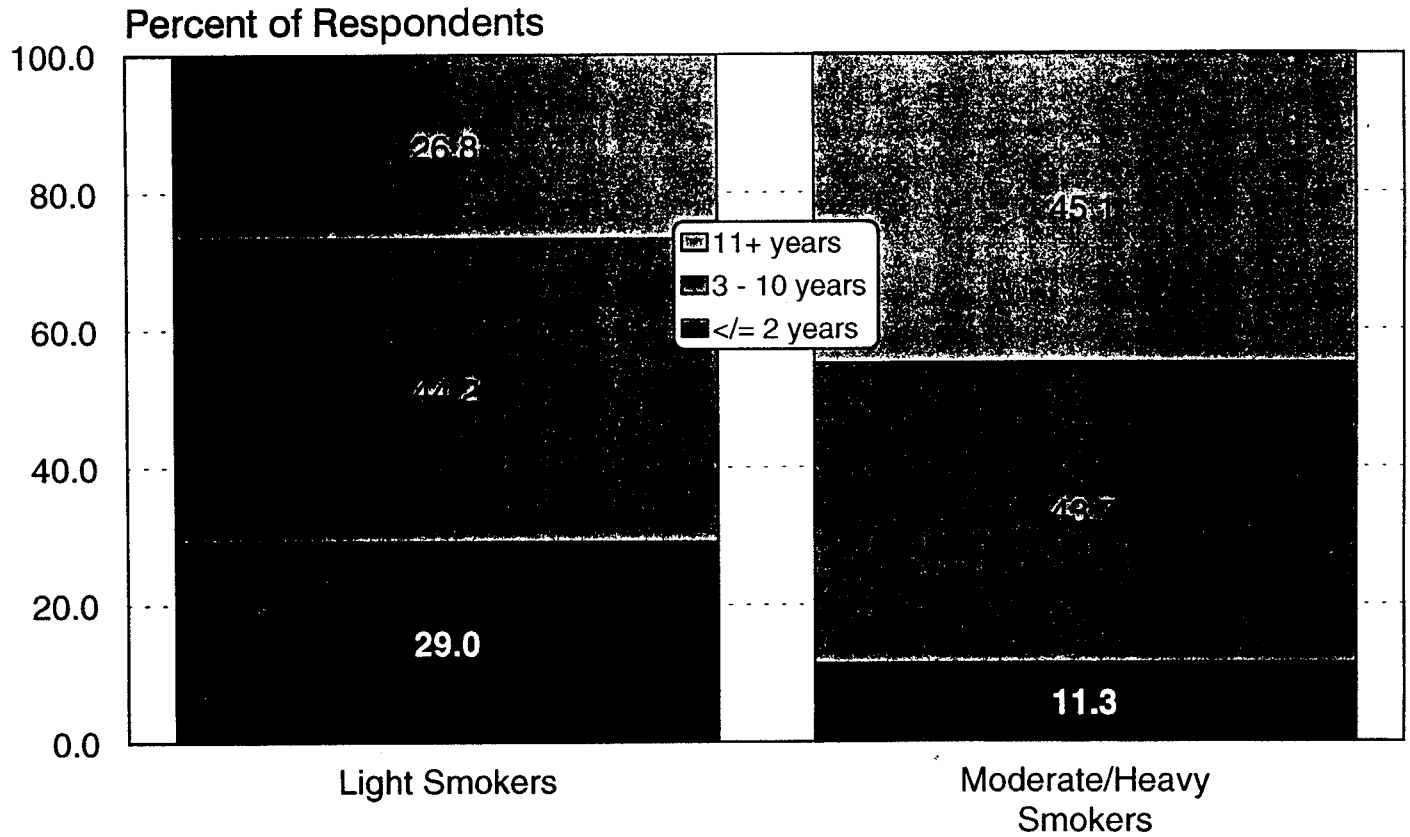
Moderate/Heavy smokers skew towards longer smoking tenure than light smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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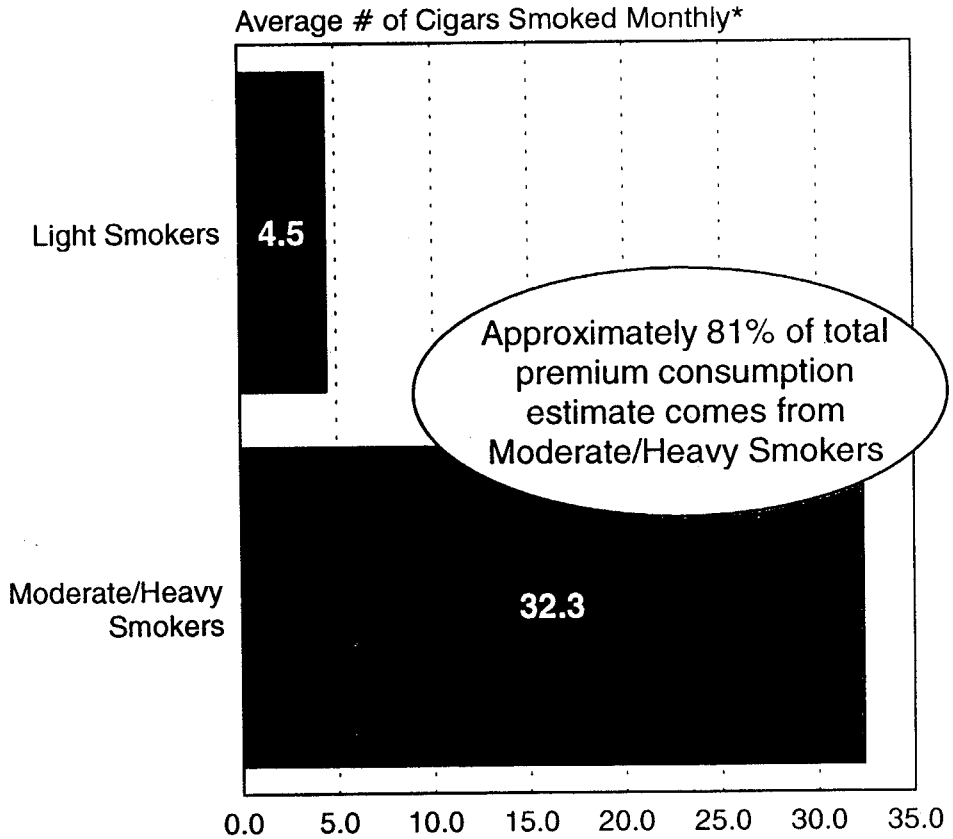
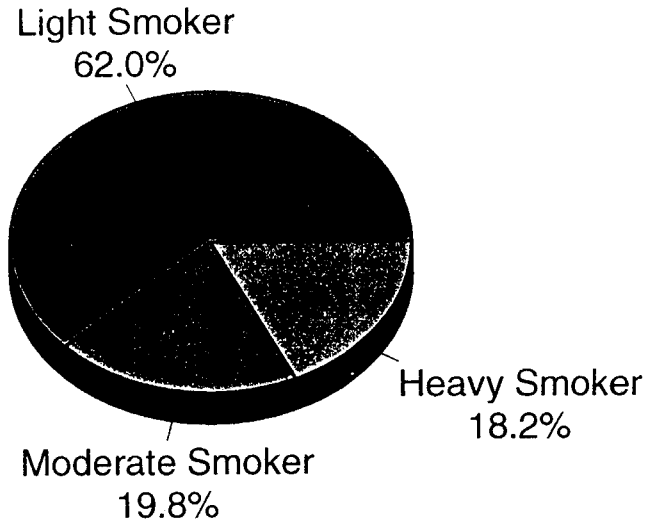
Moderate/Heavy Smokers consume and estimated 81% of all premium consumption





* Adjusted for seasonality

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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The majority of all consumers prefer cigars that are longer than 5 inches, with a ring size larger than 42

Percent of Respondents

* Range of specific size overlaps more than one category

Length: <=5" Ring: <42 **12/10%** Light/Heavy Short Panatella Small Panatella Cigarillo *Petit Corona	**30/18%** **Length: <=5" Ring: >=42** *Petit Corona Robusto *Corona Extra
6/10% Panatela *Corona Long Panatela *Lonsdale *Long Corona **Length: >5" Ring: <42**	**51/62%** Giant Double Corona Churchill Toro Grand Corona *Corona Extra Giant Corona *Lonsdale *Long Corona *Corona **Length: >5" Ring: >=42**

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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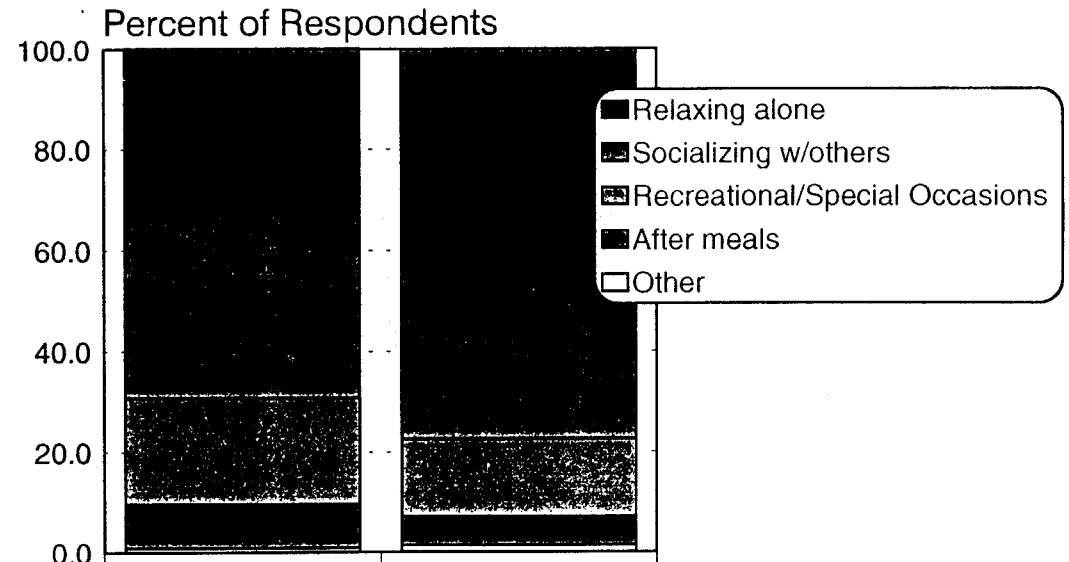
Moderate/Heavy smokers tend to consume cigars alone than light smokers



	Light Smokers	Moderate/Heavy Smokers
Relaxing alone	34.2	53.5
Socializing w/others	35.1	23.9
Recreational/Special Occasions	21.2	15.5
After meals	8.7	5.6
Other	0.9	1.4

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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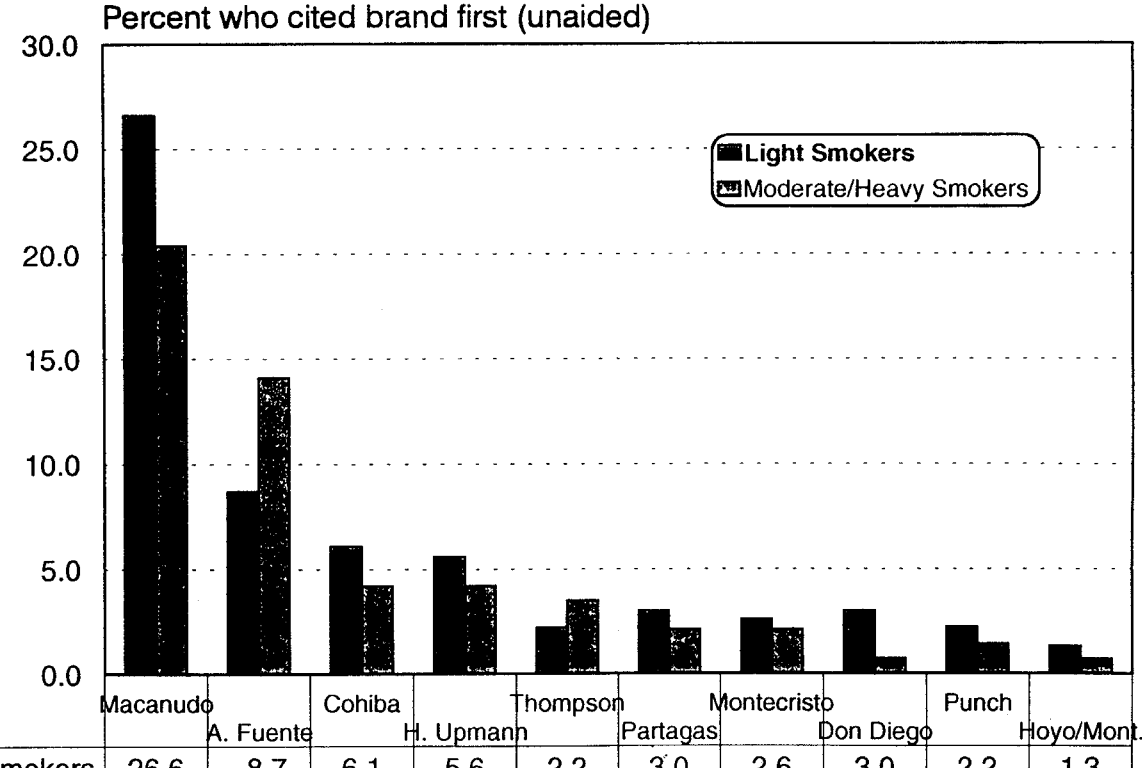
GC 015873

Macanudo and Cohiba have higher awareness levels among light smokers than they do among moderate/heavy smokers.



	Macanudo	A. Fuente	Cohiba	H. Upmann	Thompson	Partagas	Montecristo	Don Diego	Punch	Hoyo/Mont.
Light Smokers	26.6	8.7	6.1	5.6	2.2	3.0	2.6	3.0	2.2	1.3
Moderate/Heavy Smokers	20.4	14.1	4.2	4.2	3.5	2.1	2.1	0.7	1.4	0.7

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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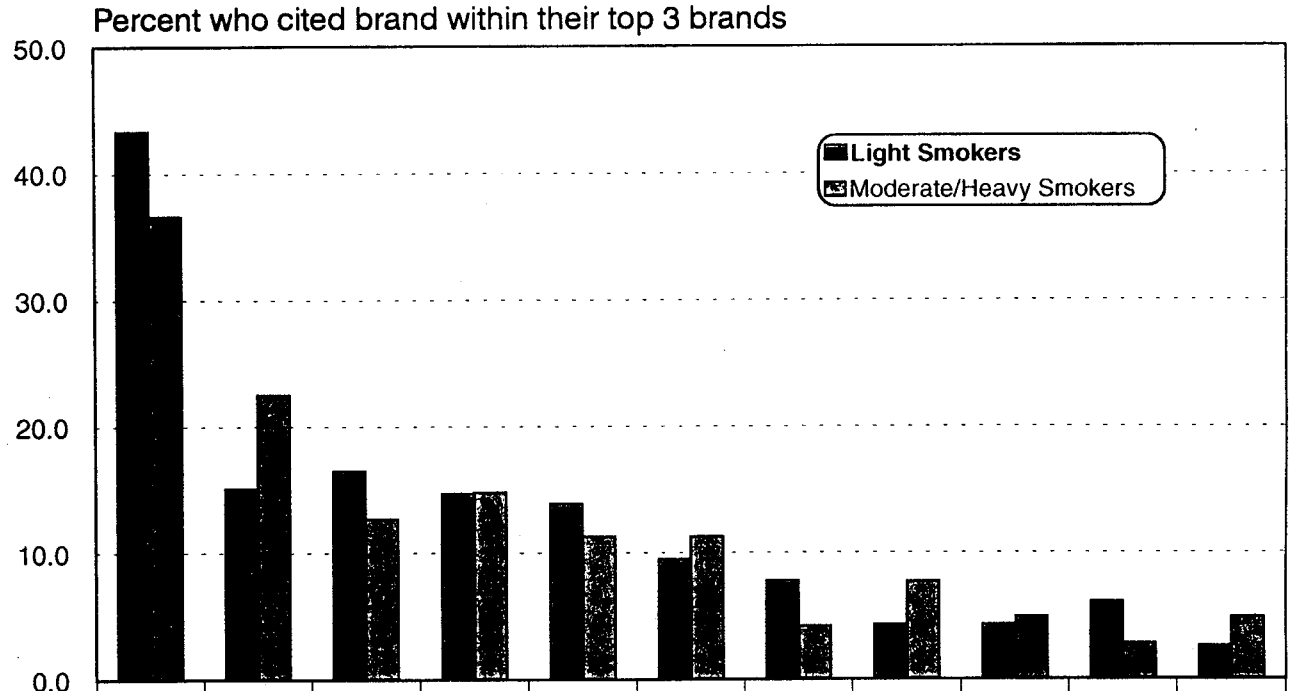
Arturo Fuente and Thompson have higher awareness levels among moderate/heavy smokers than they do among light smokers.



	Macanudo	A. Fuente	Cohiba	Partagas	H.Upmann	Punch	Montecristo	Garcia y Vega	Hoyo/Mont.	Dunhill	Thompson
Light Smokers	43.3	15.1	16.5	14.7	13.9	9.5	7.8	4.3	4.3	6.1	2.6
Moderate/Heavy Smokers	36.6	22.5	12.7	14.8	11.3	11.3	4.2	7.7	4.9	2.8	4.9

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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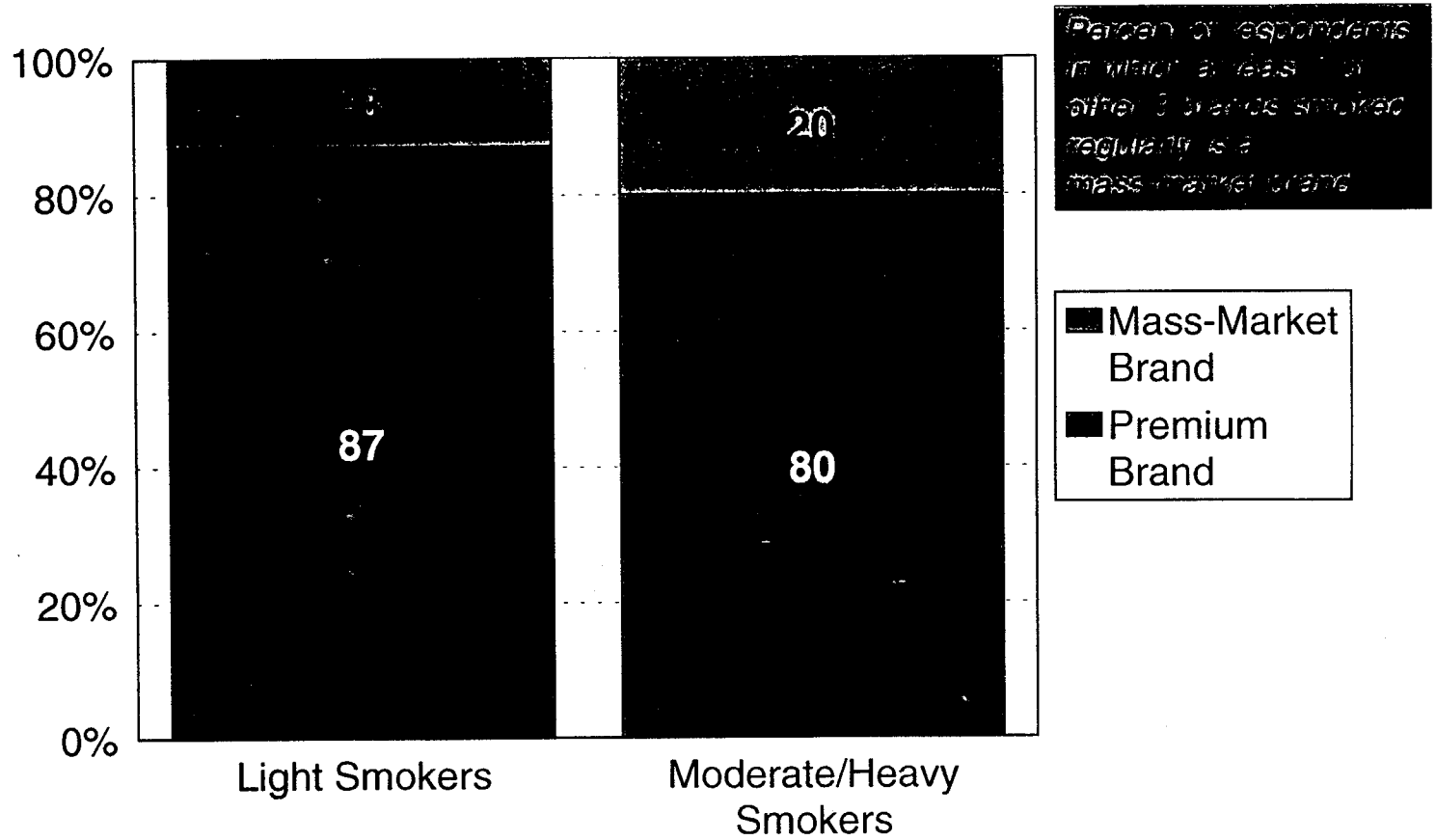
Crossover behavior is more prevalent among moderate/heavy smokers than it is among light smokers.



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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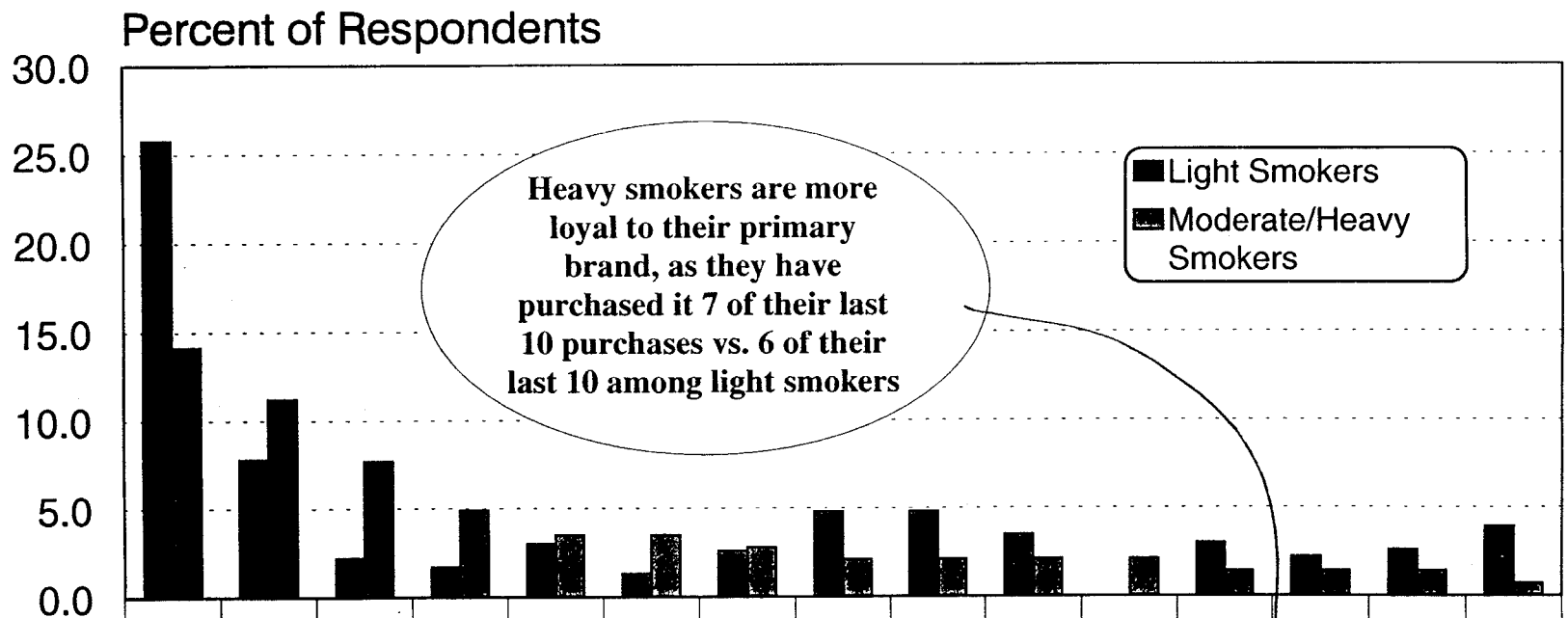
Moderate/Heavy smokers are more brand loyal than light smokers.



	Macanudo	A. Fuente	Thompson	Te-Amo	Don Diego	J.R. Cigars	Punch	H.Upmann	Partagas	Montecristo	Roy Jam	Hoyo/Mont.	RYJ	Don Tomas	Cohiba
Light Smokers	25.8	7.8	2.2	1.7	3.0	1.3	2.6	4.8	4.8	3.5	0.0	3.0	2.2	2.6	3.9
Moderate/Heavy Smokers	14.1	11.2	7.7	4.9	3.5	3.5	2.8	2.1	2.1	2.1	2.1	1.4	1.4	1.4	0.7

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

How Here by Brand?

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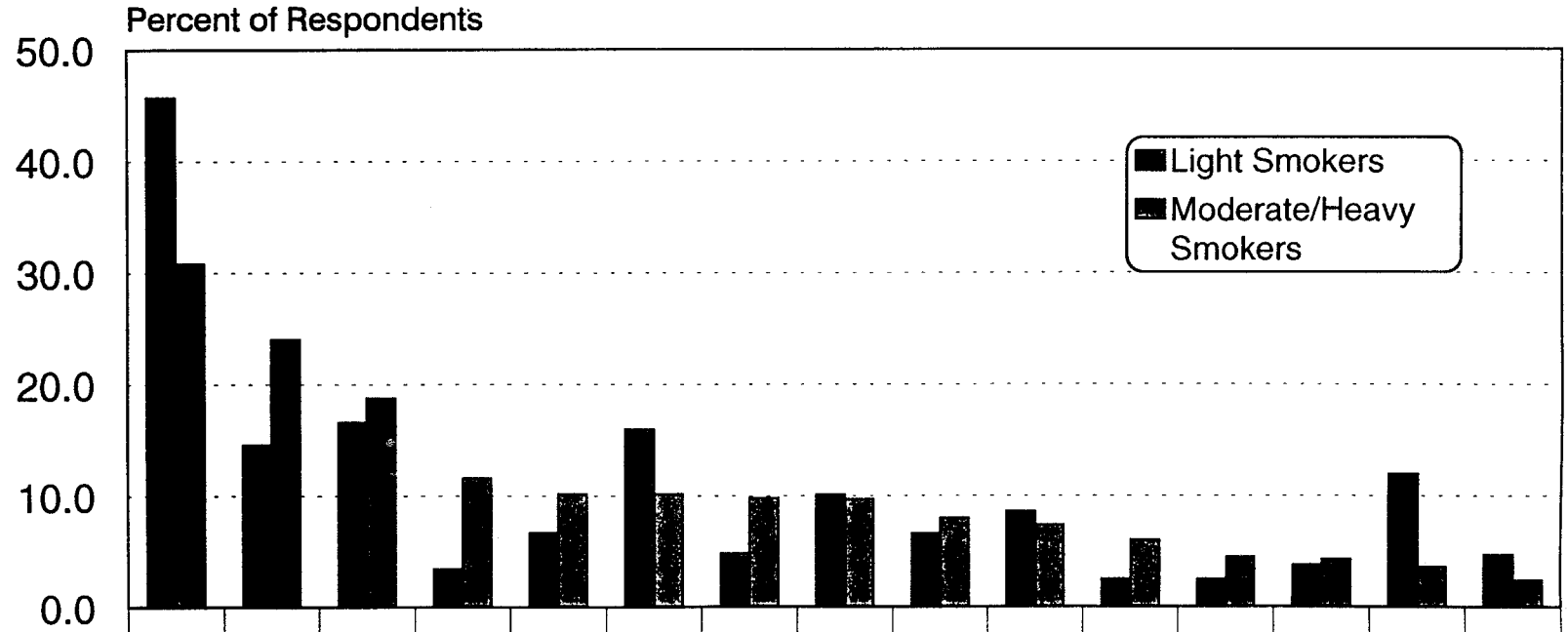
GC 015877

Fuente has higher usage among moderate/heavy smokers. However, Macanudo has the highest usage in both groups.



	Macanudo	A. Fuente	Partagas	Thompson	Hoyo/Mont.	H.Upmann	Te-Amo	Punch	Montecristo	Don Diego	Roy Jam	J.R. Cigars	Don Tomas	Cohiba	RYJ
Light Smokers	45.7	14.6	16.6	3.4	6.7	16.0	4.8	10.1	6.6	8.6	2.5	2.5	3.8	12.0	4.7
Moderate/Heavy Smokers	30.8	24.0	18.8	11.6	10.2	10.2	9.8	9.7	8.0	7.4	6.0	4.5	4.3	3.6	2.4

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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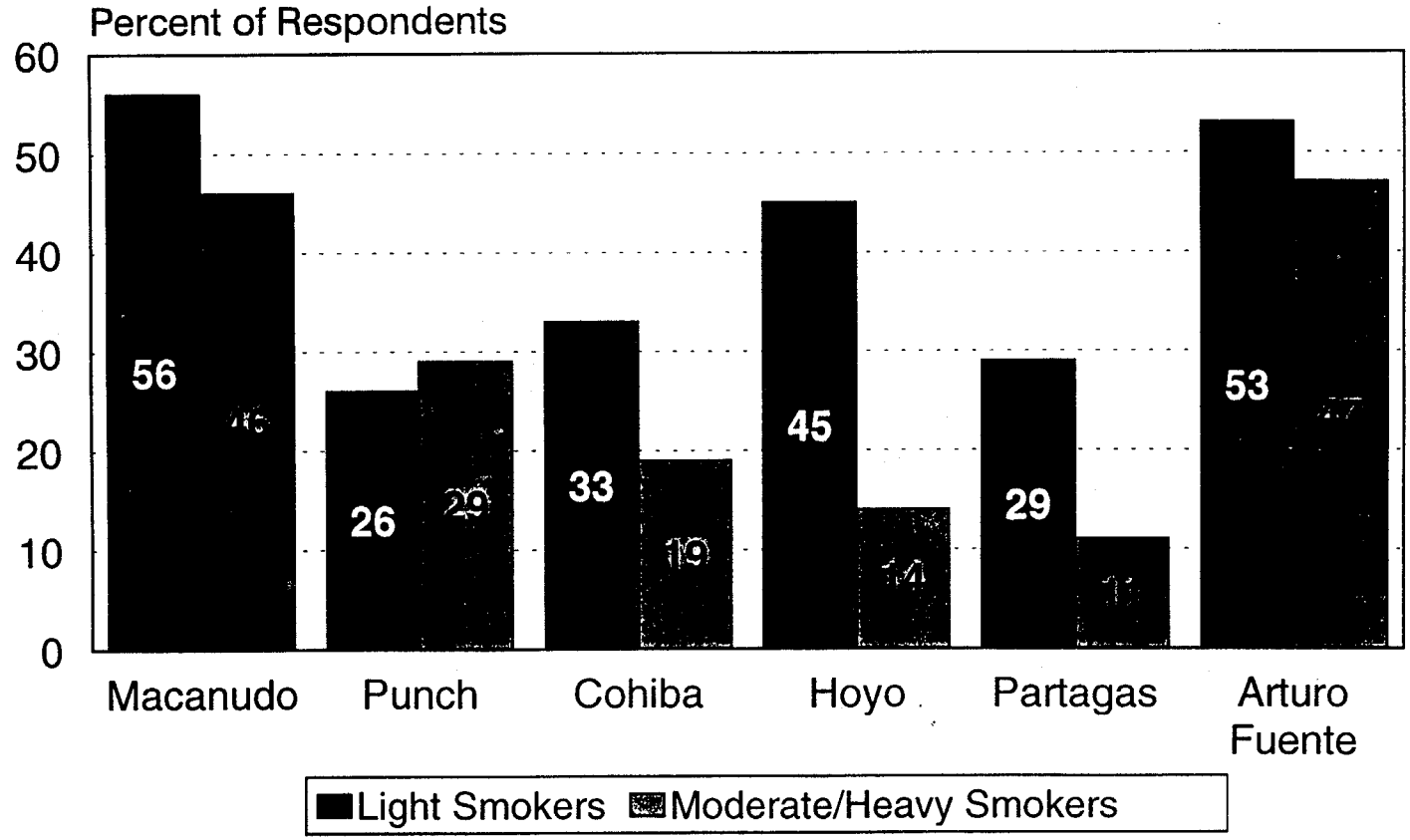
With the exception of Macanudo, the majority of the usage of our brands is subsequent to the use of another brand

Primary Brand Share as a Percent of Overall Brand Usage



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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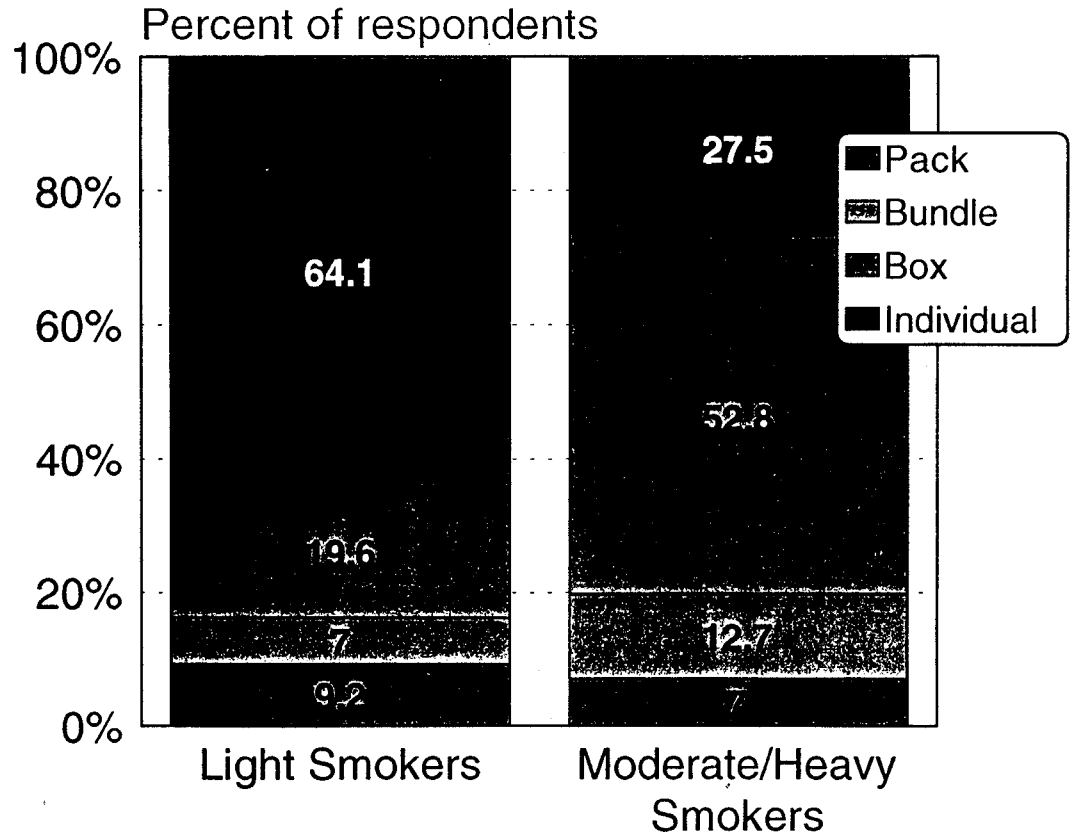
The majority of Moderate/Heavy smokers purchase their cigars primarily by the box



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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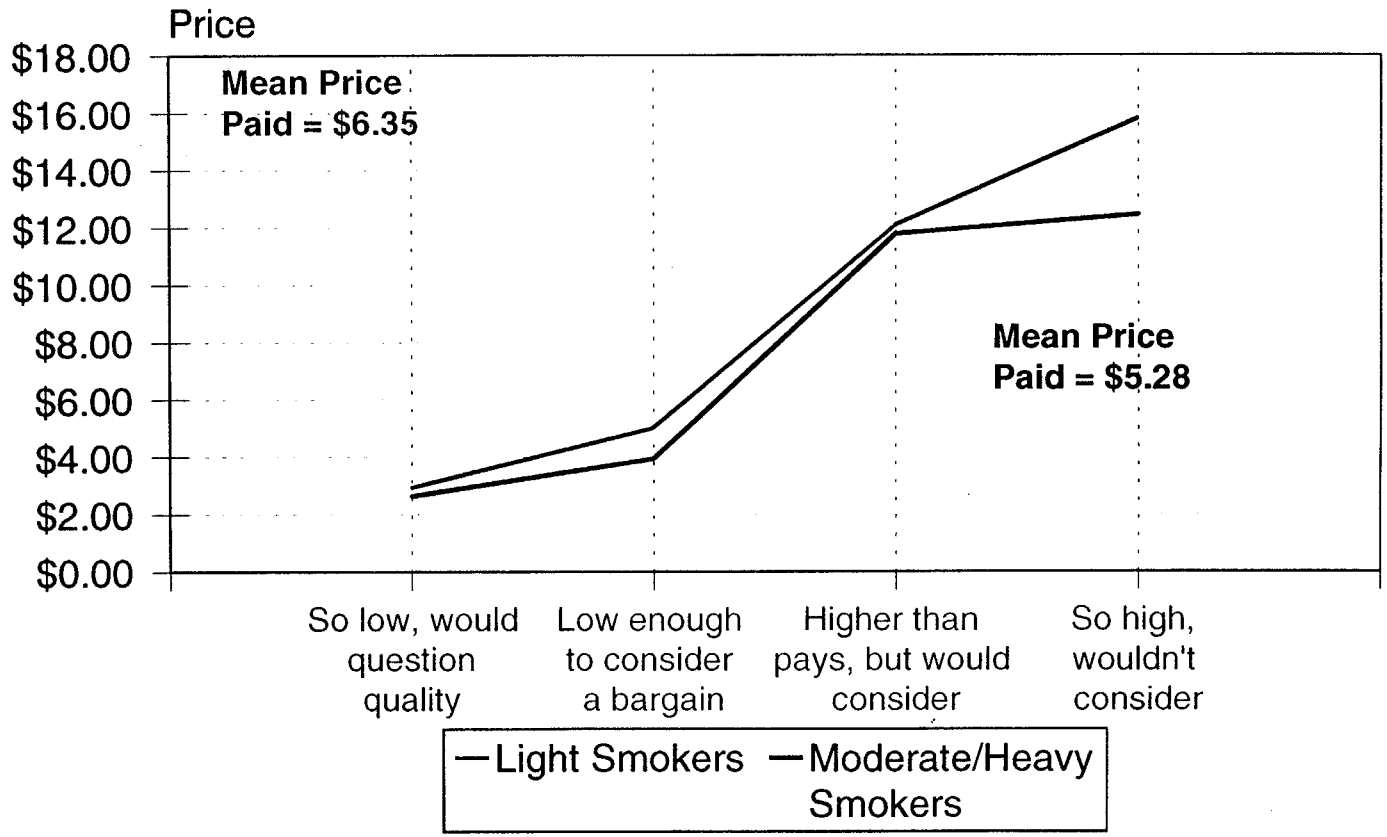
Price sensitivity and average price paid is consistent for all consumers

Primary Individual Cigar Purchasers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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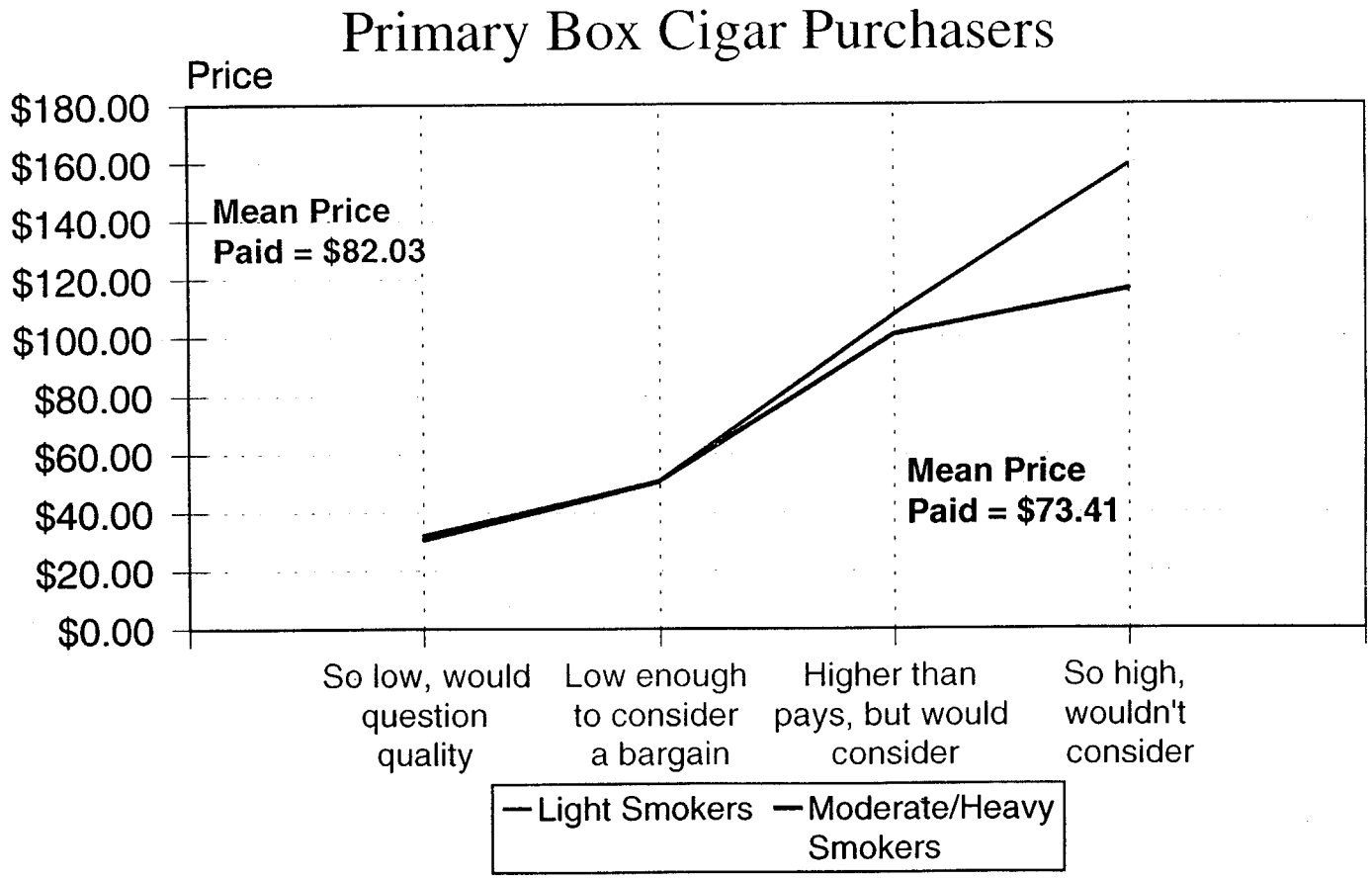
GC 015881

Price sensitivity and average price paid is consistent for all consumers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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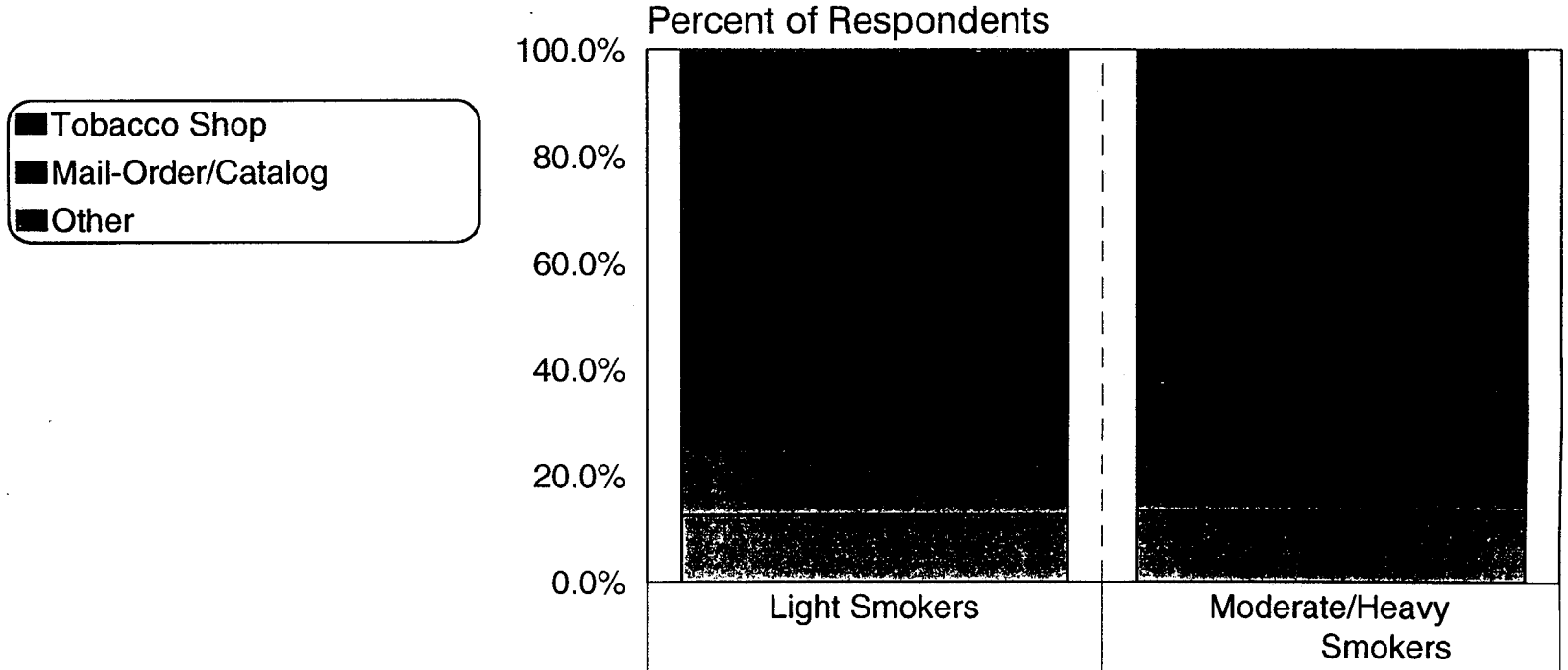
Moderate/Heavy Smokers skew towards catalog purchasing than light smokers



	Light Smokers	Moderate/Heavy Smokers
Tobacco Shop	75.8	57.0
Mail-Order/Catalog	11.7	29.6
Other	12.6	13.4

Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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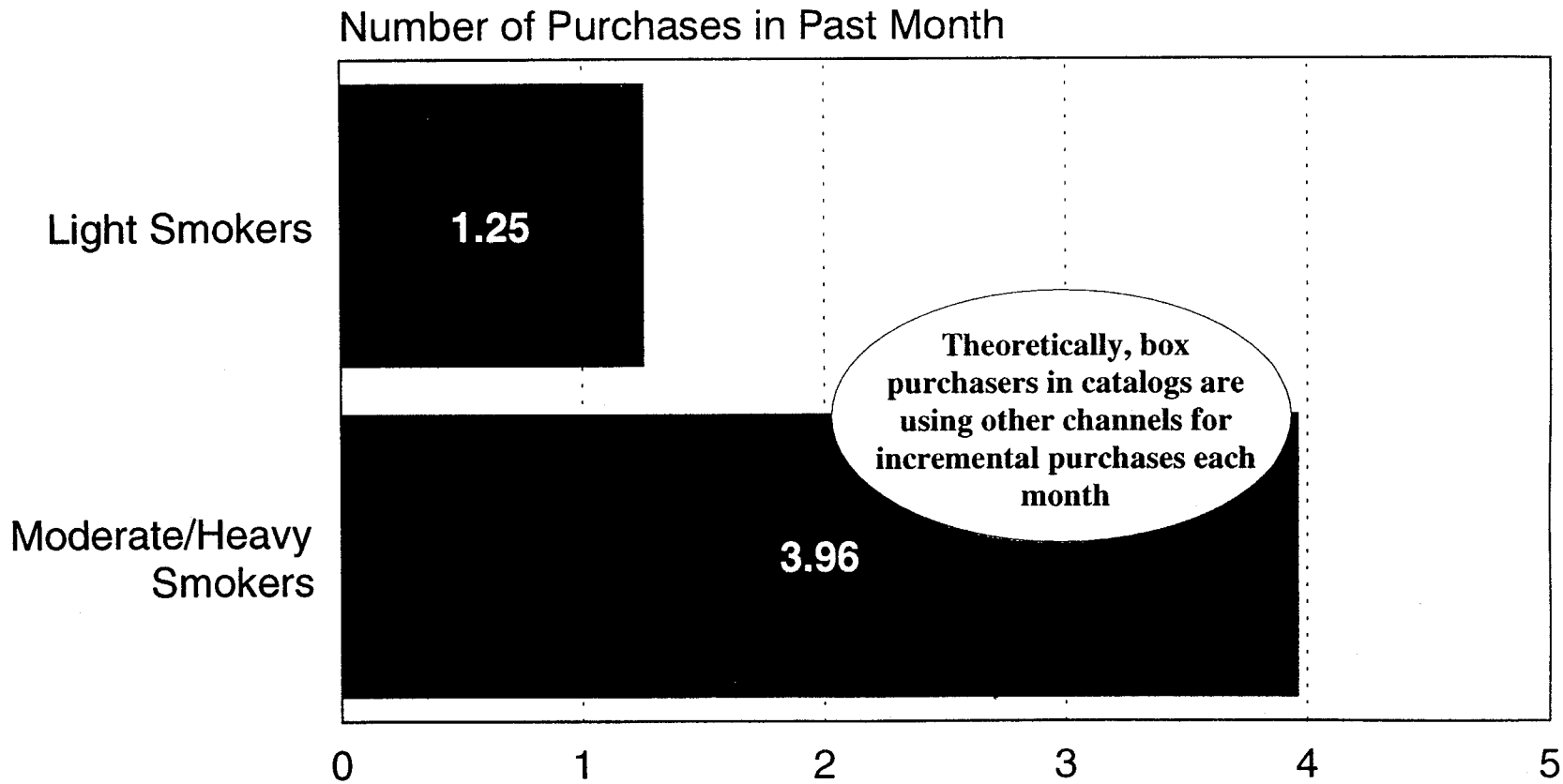
Moderate/Heavy smokers make more purchases per month than light smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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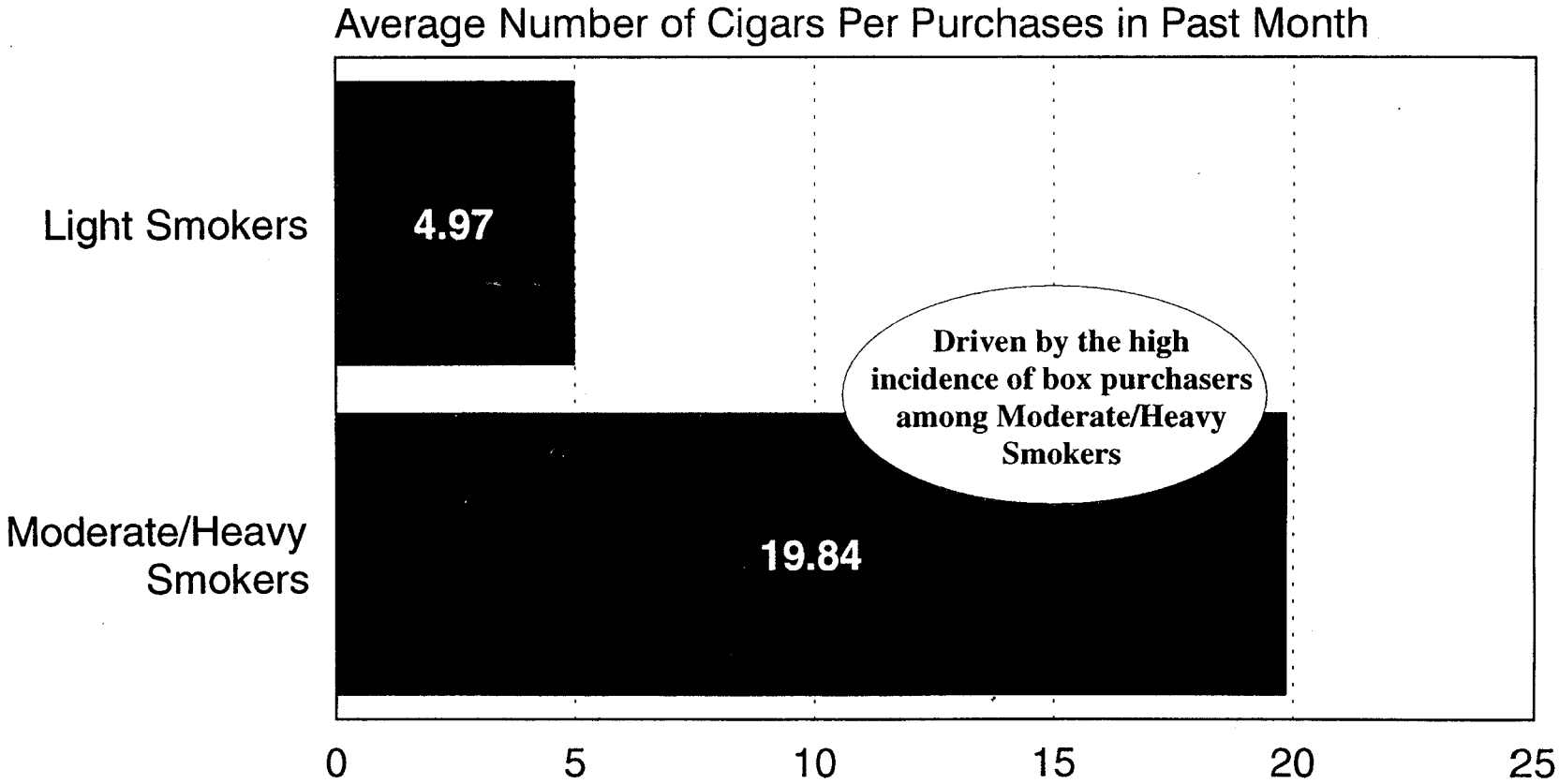
Moderate/Heavy smokers purchase more cigars per transaction than light smokers



Source: The NPD Group, Inc., Attitudes and Usage Survey, 3/99

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Summary of Key Findings

- There are a significant number of skews among moderate/heavy premium cigar smokers. These include:
  - Longer tenure
  - Box purchasers
  - Catalog purchasers
  - Primarily smoke cigars alone
  - More brand loyal
  - Higher purchase frequency
  - More cigars per purchase

- Macanudo and Cohiba have higher awareness and usage levels among light smokers than they do among moderate/heavy smokers. However, Macanudo has the highest awareness and usage levels in both groups.

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Summary of Key Findings

- Arturo Fuente and Thompson have higher awareness levels among moderate/heavy smokers than they do among light smokers. Fuente also has higher usage levels among moderate/heavy smokers.

- Moderate/Heavy smokers are more brand loyal than light smokers.

- Moderate/Heavy smokers, while only about 40% of all premium consumers, account for approximately 81% of our premium consumption estimate.

- Crossover behavior is more prevalent among moderate/heavy smokers than it is among light smokers.

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Conclusions

- For the purpose of this analysis, *brand passion* is defined as that which not only drives a consumer to use a product, but to remain loyal and maintain ownership of the brand and its inherent identity. (i.e. I'm a Fuente smoker!)

- With the exception of Macanudo, this data indirectly supports qualitative learnings that indicate *brand passion* is stronger among some of our competitors' brands than with our own.
  - Excluding Macanudo, primary brand share as a percent of overall brand usage is low relative to Arturo Fuente.
    - This may be problematic as moderate/heavy smokers indicate they have purchased their primary brand 7 of their last 10 purchases, suggesting that subsequent brands are not a significant share of a consumer's requirements.
    - The Consumer Behavior Tracking Study will quantify share of requirements between primary and other brands smoked.
  - What drives consumers to make a brand their primary brand?

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What drives consumers to make a brand their primary brand?

Passion Drivers

IF → • Product Attributes
- Hierarchy of brand attributes established in The Cambridge Group research.
  - Antes (Freshness, Great Taste, High Quality)
  - Drivers (Highest Quality, Sensory Qualities, Flavor)
  - Identify Niche Product Opportunities

THEN → • Research Activity
- Brand Attribute, Imagery, and Perceptual Research (Quantitative)
- Perceptual Mapping Exercises

NEXT → • Marketing Activity
- Develop new products and/or line extensions to satisfy identified niches in the product market

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What drives consumers to make a brand their primary brand?

Passion Drivers

IF → • Intagible Properties
- Storyline (Tradition, Family, etc.)
- Tobacconist Recommendations
- Peer Recommendations

THEN → • Research Activity
- Qualitative Research to Explore Passion-Drivers among premium consumers
  - What do we communicate to consumers to develop brand passion?

NEXT → • Marketing Activity
- Develop positioning strategy to communicate the most compelling message to our target users and increase *brand passion*

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GC 015890

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 10

NPD

Blumberg No. 5114

DEFENDANT'S
EXHIBIT
D10

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NPD

Cigar Attitude & Usage Study

Prepared for:
General Cigar

PREMIUM

October, 1998

NPD Job#: Y4VX013-1

THE NPD GROUP

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THE NPD GROUP, INC.

The NPD Group, Inc.
900 West Shore Road
Port Washington, NY 11050
Telephone: 516.625.0700

CIGAR ATTITUDE & USAGE STUDY

PREMIUM BRAND USERS

Banner 1

Prepared for:
General Cigar

Prepared by:
The NPD Group, Inc.

October, 1998

NPD Job#: Y4VX013-1

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GC 015894

THE NPD GROUP, INC.

The NPD Group, Inc.
900 West Shore Road
Port Washington, NY 11050
Telephone: 516.625.0700

Cigar Attitude & Usage Study
Methodology

Background and Objectives:

The objectives of this study were to develop an in-depth understanding of the dynamics of the changing cigar market and to track consumer behavior over time to determine any trends or market shifts within premium and mass market cigar brand markets.

Methodology and Sample:

The survey was conducted via telephone, using computer assisted telephone interviewing (CATI) among 1,200 cigar smokers. Because incidence of cigar smoking is low, the sample was pre-screened utilizing Insta-Vue, The NPD Group's monthly omnibus mailer, to pinpoint adults who smoke at least one cigar per month. The Insta-Vue was mailed to 65,000 nationally representative households in August, 1998.

Key areas of questioning included:
- Smoking behavior
- Brand awareness and usage
- Shopping behavior
- Brand characteristics and perceptions
- Attitudes toward cigars and cigar smoking
- Sources of information about cigars
- Advertising awareness
- Cigar accessories owned

Data Processing:

Two banners of tabulations were run filtered by Premium vs. Domestic most often brand users.

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PREMIUM

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NPD Custom Research

Project Y4VX013-1 - GENERAL CIGAR ATTITUDE AND USAGE

Page	Table	Title	Base	Total
1	1	Q.1 SEC.A Approximately How Many Years Have You Been Smoking Cigars?		451
3	2	Q.2 SEC.A Does The Amount Of Cigar Smoking You Do Vary By The Season Of The Year?		451
4	3	Q.3a/3b SEC.A In A Typical Week, How Many Cigars Do You Smoke?		246
6	4	Q.4a1/4a2 SEC.A Typically, During The Warmer Weather, How Many Cigars Do You Smoke Per Week?		205
8	5	Q.4b1/4b2 SEC.A How Many Do You Smoke Per Week In Colder Weather?		205
10	6	Q.6a SEC.A How Were You First Introduced To Cigars?		451
12	7	Q.7 SEC.A Which Activity Are You Participating In Most Often While Smoking Cigars?		451
14	8	Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?		451
17	9	Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?		451
30	10	Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind		451
49	11	Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?		451
61	12	Q.2 SEC.B How Many Different Cigar Brands Do You Smoke On A Regular Basis?		451
63	13	Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?		451
75	14	Q.3b SEC.B What Brand Do You Smoke Second-Most Often?		451
87	15	Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Primary Brand?		451

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GC 015897

NPD Custom Research

Project Y4VX013-1 - GENERAL CIGAR ATTITUDE AND USAGE

Page	Table	Title	Base	Total
89	16	Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Secondary Brand?		342
91	17	Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Other Brands?		451
93	18	Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars		451
105	19	Q.4b SEC.B Compared To When You Smoked That Brand Of Cigars, Are You Now Smoking More Often, Less Often Or About The Same Amount?		155
106	20	Q.4c SEC.B How Many Years Ago Did You Switch To A Premium Imported Type Of Cigar?		155
108	21	Q.5 SEC.B How Many Different Cigar Sizes Do You Smoke On A Regular Basis?		451
110	22	Q.6a SEC.B What Size Of Your Primary Brand Do You Smoke Most Often?		451
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112	24	Q.7 SEC.B Which Of the Following Would You Be More Likely To Do If Your Primary Brand And Size Weren't Available?		444
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Table 1
Q.1 SEC.A Approximately How Many Years Have You Been Smoking Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Two years or less	91	91	-	-	27	17	8	12	3	6	37	10	39	49	3	49	15	7	1	11
	20.2	100.0	-	-	24.5	26.6	11.6	14.8	15.8	25.0	21.4	18.5	28.1	18.7	6.0	20.8	23.4	22.6	20.0	13.8
	100.0	100.0	-	-	29.7	18.7	8.8	13.2	3.3	6.6	40.7	11.0	42.9	53.8	3.3	53.8	16.5	7.7	1.1	12.1
3-10 Years (Net)	203	-	203	-	62	32	22	41	8	10	78	25	92	104	7	115	31	12	2	27
	45.0	-	100.0	-	56.4	50.0	31.9	50.6	42.1	41.7	45.1	46.3	66.2	39.7	14.0	48.7	48.4	38.7	40.0	33.8
	100.0	-	100.0	-	30.5	15.8	10.8	20.2	3.9	4.9	38.4	12.3	45.3	51.2	3.4	56.7	15.3	5.9	1.0	13.3
3-5 years	119	-	119	-	42	15	11	20	4	7	48	18	51	63	5	69	18	6	-	16
	26.4	-	58.6	-	38.2	23.4	15.9	24.7	21.1	29.2	27.7	33.3	36.7	24.0	10.0	29.2	28.1	19.4	-	20.0
	100.0	-	100.0	-	35.3	12.6	9.2	16.8	3.4	5.9	40.3	15.1	42.9	52.9	4.2	58.0	15.1	5.0	-	13.4
6-10 years	84	-	84	-	20	17	11	21	4	3	30	7	41	41	2	46	13	6	2	11
	18.6	-	41.4	-	18.2	26.6	15.9	25.9	21.1	12.5	17.3	13.0	29.5	15.6	4.0	19.5	20.3	19.4	40.0	13.8
	100.0	-	100.0	-	23.8	20.2	13.1	25.0	4.8	3.6	35.7	8.3	48.8	48.8	2.4	54.8	15.5	7.1	2.4	13.1
11+ Years (Net)	155	-	-	155	21	14	39	28	8	8	56	18	8	107	40	71	18	12	2	41
	34.4	-	-	100.0	19.1	21.9	56.5	34.6	42.1	33.3	32.4	33.3	5.8	40.8	80.0	30.1	28.1	38.7	40.0	51.3
	100.0	-	-	100.0	13.5	9.0	25.2	18.1	5.2	5.2	36.1	11.6	5.2	69.0	25.8	45.8	11.6	7.7	1.3	26.5
11-14 years	12	-	-	12	1	1	3	2	1	-	5	2	6	6	-	9	1	-	-	1
	2.7	-	-	7.7	0.9	1.6	4.3	2.5	5.3	-	2.9	3.7	4.3	2.3	-	3.8	1.6	-	-	1.3
	100.0	-	-	100.0	8.3	8.3	25.0	16.7	8.3	-	41.7	16.7	50.0	50.0	-	75.0	8.3	-	-	8.3
15-19 years	28	-	-	28	2	-	8	7	1	1	8	4	2	22	4	12	6	2	-	6
	6.2	-	-	18.1	1.8	-	11.6	8.6	5.3	4.2	4.6	7.4	1.4	8.4	8.0	5.1	9.4	6.5	-	7.5
	100.0	-	-	100.0	7.1	-	28.6	25.0	3.6	3.6	28.6	14.3	7.1	78.6	14.3	42.9	21.4	7.1	-	21.4

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Table 1
Q.1 SEC.A Approximately How Many Years Have You Been Smoking Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
20+ years	115	-	-	115	18	13	28	19	6	7	43	12	-	79	36	50	11	10	2	34
	25.5	-	-	74.2	16.4	20.3	40.6	23.5	31.6	29.2	24.9	22.2	-	30.2	72.0	21.2	17.2	32.3	40.0	42.5
	100.0	-	-	100.0	15.7	11.3	24.3	16.5	5.2	6.1	37.4	10.4	-	68.7	31.3	43.5	9.6	8.7	1.7	29.6
Don't know	2	-	-	-	-	1	-	-	-	-	2	1	-	2	-	1	-	-	-	1
	0.4	-	-	-	-	1.6	-	-	-	-	1.2	1.9	-	0.8	-	0.4	-	-	-	1.3
	100.0	-	-	-	-	50.0	-	-	-	-	100.0	50.0	-	100.0	-	50.0	-	-	-	50.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	91	203	155	110	63	69	81	19	24	171	53	139	260	50	235	64	31	5	79
Mean	11.36	1.64	5.95	24.15	8.64	9.60	16.59	11.32	12.58	11.29	11.07	10.38	5.14	11.69	26.90	10.02	8.69	13.39	16.00	17.04
Standard Deviation	11.01	0.55	2.70	9.17	10.70	10.72	12.49	9.66	11.75	11.35	11.44	10.05	3.52	9.57	15.29	9.52	8.02	12.25	14.90	14.66
Standard Error	0.52	0.06	0.19	0.74	1.02	1.35	1.50	1.07	2.70	2.32	0.87	1.38	0.30	0.59	2.16	0.62	1.00	2.20	6.66	1.65

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Table 2
Q.2 SEC.A Does The Amount Of Cigar Smoking You Do Vary By The Season Of The Year?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
	45.5	41.8	41.9	52.3	-	-	-	51.9	42.1	50.0	47.4	50.0	49.6	45.4	34.0	49.2	42.2	35.5	40.0	40.0
	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
No	243	51	118	73	109	64	68	39	11	12	91	27	69	141	33	118	36	20	3	48
	53.9	56.0	58.1	47.1	99.1	100.0	98.6	48.1	57.9	50.0	52.6	50.0	49.6	53.8	66.0	50.0	56.3	64.5	60.0	60.0
	100.0	21.0	48.6	30.0	44.9	26.3	28.0	16.0	4.5	4.9	37.4	11.1	28.4	58.0	13.6	48.6	14.8	8.2	1.2	19.8
Don't know	3	2	-	1	1	-	1	-	-	-	-	-	1	2	-	2	1	-	-	-
	0.7	2.2	-	0.6	0.9	-	1.4	-	-	-	-	-	0.7	0.8	-	0.8	1.6	-	-	-
	100.0	66.7	-	33.3	33.3	-	33.3	-	-	-	-	-	33.3	66.7	-	66.7	33.3	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 3
Q.3a/3b SEC.A In A Typical Week, How Many Cigars Do You Smoke?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Amount Of Cigar Smoking	246	53	118	74	110	64	69	39	11	12	91	27	70	143	33	120	37	20	3	48
Does Not/Don't Know If Vary By	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The Season Of Year	100.0	21.5	48.0	30.1	44.7	26.0	28.0	15.9	4.5	4.9	37.0	11.0	28.5	58.1	13.4	48.8	15.0	8.1	1.2	19.5
Less than 1 cigar	2	-	2	-	2	-	-	-	-	-	1	1	-	2	-	1	1	-	-	-
	0.8	-	1.7	-	1.8	-	-	-	-	-	1.1	3.7	-	1.4	-	0.8	2.7	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	50.0	50.0	-	100.0	-	50.0	50.0	-	-	-
1 cigar	108	27	60	21	108	-	-	17	7	2	36	14	37	62	9	61	16	10	-	9
	43.9	50.9	50.8	28.4	98.2	-	-	43.6	63.6	16.7	39.6	51.9	52.9	43.4	27.3	50.8	43.2	50.0	-	18.8
	100.0	25.0	55.6	19.4	100.0	-	-	15.7	6.5	1.9	33.3	13.0	34.3	57.4	8.3	56.5	14.8	9.3	-	8.3
2-3 cigars	64	17	32	14	-	64	-	13	3	3	26	3	23	35	6	30	10	3	1	14
	26.0	32.1	27.1	18.9	-	100.0	-	33.3	27.3	25.0	28.6	11.1	32.9	24.5	18.2	25.0	27.0	15.0	33.3	29.2
	100.0	26.6	50.0	21.9	-	100.0	-	20.3	4.7	4.7	40.6	4.7	35.9	54.7	9.4	46.9	15.6	4.7	1.6	21.9
4+ Cigars (Net)	69	8	22	39	-	-	69	8	1	7	28	9	9	42	18	25	10	7	2	25
	28.0	15.1	18.6	52.7	-	-	100.0	20.5	9.1	58.3	30.8	33.3	12.9	29.4	54.5	20.8	27.0	35.0	66.7	52.1
	100.0	11.6	31.9	56.5	-	-	100.0	11.6	1.4	10.1	40.6	13.0	13.0	60.9	26.1	36.2	14.5	10.1	2.9	36.2
4-5 cigars	25	4	12	9	-	-	25	2	1	7	8	2	8	13	4	9	5	3	-	8
	10.2	7.5	10.2	12.2	-	-	36.2	5.1	9.1	58.3	8.8	7.4	11.4	9.1	12.1	7.5	13.5	15.0	-	16.7
	100.0	16.0	48.0	36.0	-	-	100.0	8.0	4.0	28.0	32.0	8.0	32.0	52.0	16.0	36.0	20.0	12.0	-	32.0
6-10 cigars	24	4	6	14	-	-	24	3	-	-	12	4	-	18	6	10	2	1	1	10
	9.8	7.5	5.1	18.9	-	-	34.8	7.7	-	-	13.2	14.8	-	12.6	18.2	8.3	5.4	5.0	33.3	20.8
	100.0	16.7	25.0	58.3	-	-	100.0	12.5	-	-	50.0	16.7	-	75.0	25.0	41.7	8.3	4.2	4.2	41.7
11-20 cigars	13	-	4	9	-	-	13	1	-	-	6	2	1	8	4	5	1	1	1	5
	5.3	-	3.4	12.2	-	-	18.8	2.6	-	-	6.6	7.4	1.4	5.6	12.1	4.2	2.7	5.0	33.3	10.4
	100.0	-	30.8	69.2	-	-	100.0	7.7	-	-	46.2	15.4	7.7	61.5	30.8	38.5	7.7	7.7	7.7	38.5

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Table 3
Q.3a/3b SEC.A In A Typical Week, How Many Cigars Do You Smoke?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Amount Of Cigar Smoking	246	53	118	74	110	64	69	39	11	12	91	27	70	143	33	120	37	20	3	48
Does Not/Don't Know If Vary By	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
The Season Of Year	100.0	21.5	48.0	30.1	44.7	26.0	28.0	15.9	4.5	4.9	37.0	11.0	28.5	58.1	13.4	48.8	15.0	8.1	1.2	19.5
21+ cigars	7	-	-	7	-	-	7	2	-	-	2	1	-	3	4	1	2	2	-	2
	2.8	-	-	9.5	-	-	10.1	5.1	-	-	2.2	3.7	-	2.1	12.1	0.8	5.4	10.0	-	4.2
	100.0	-	-	100.0	-	-	100.0	28.6	-	-	28.6	14.3	-	42.9	57.1	14.3	28.6	28.6	-	28.6
Don't know	3	1	2	-	-	-	-	1	-	-	-	-	1	2	-	3	-	-	-	-
	1.2	1.9	1.7	-	-	-	-	2.6	-	-	-	-	1.4	1.4	-	2.5	-	-	-	-
	100.0	33.3	66.7	-	-	-	-	33.3	-	-	-	-	33.3	66.7	-	100.0	-	-	-	-
Sigma	246	53	118	74	110	64	69	39	11	12	91	27	70	143	33	120	37	20	3	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.5	48.0	30.1	44.7	26.0	28.0	15.9	4.5	4.9	37.0	11.0	28.5	58.1	13.4	48.8	15.0	8.1	1.2	19.5
Mean Base	243	52	116	74	110	64	69	38	11	12	91	27	69	141	33	117	37	20	3	48
Mean	4.21	2.38	2.49	8.22	0.98	2.39	11.04	3.82	1.91	3.33	4.35	4.26	2.06	3.89	10.06	2.97	5.35	5.05	8.67	6.79
Standard Deviation	7.55	2.30	2.88	12.20	0.13	0.49	11.63	5.82	1.38	1.50	6.59	5.76	1.96	5.02	16.35	3.90	13.46	7.01	6.11	8.92
Standard Error	0.48	0.32	0.27	1.42	0.01	0.06	1.40	0.94	0.41	0.43	0.69	1.11	0.24	0.42	2.85	0.36	2.21	1.57	3.53	1.29

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Table 4
Q.4a1/4a2 SEC.A Typically, During The Warmer Weather, How Many Cigars Do You Smoke Per Week?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Amount Of Cigar Smoking Does Vary By The Season Of Year	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
0 cigars	4	1	2	1	-	-	-	2	-	-	2	2	3	1	-	3	-	-	1	-
	2.0	2.6	2.4	1.2	-	-	-	4.8	-	-	2.4	7.4	4.3	0.8	-	2.6	-	-	50.0	-
	100.0	25.0	50.0	25.0	-	-	-	50.0	-	-	50.0	50.0	75.0	25.0	-	75.0	-	-	25.0	-
1 cigar	95	20	40	35	-	-	-	17	5	5	36	10	41	48	6	55	15	6	-	10
	46.3	52.6	47.1	43.2	-	-	-	40.5	62.5	41.7	43.9	37.0	59.4	40.3	35.3	47.4	55.6	54.5	-	31.3
	100.0	21.1	42.1	36.8	-	-	-	17.9	5.3	5.3	37.9	10.5	43.2	50.5	6.3	57.9	15.8	6.3	-	10.5
2 cigars	38	9	16	13	-	-	-	7	2	2	14	4	10	27	1	20	6	3	1	4
	18.5	23.7	18.8	16.0	-	-	-	16.7	25.0	16.7	17.1	14.8	14.5	22.7	5.9	17.2	22.2	27.3	50.0	12.5
	100.0	23.7	42.1	34.2	-	-	-	18.4	5.3	5.3	36.8	10.5	26.3	71.1	2.6	52.6	15.8	7.9	2.6	10.5
3-5 cigars	41	8	21	12	-	-	-	10	1	4	19	5	11	22	8	24	5	-	-	9
	20.0	21.1	24.7	14.8	-	-	-	23.8	12.5	33.3	23.2	18.5	15.9	18.5	47.1	20.7	18.5	-	-	28.1
	100.0	19.5	51.2	29.3	-	-	-	24.4	2.4	9.8	46.3	12.2	26.8	53.7	19.5	58.5	12.2	-	-	22.0
6-10 cigars	18	-	4	14	-	-	-	6	-	-	6	3	2	15	1	10	-	1	-	6
	8.8	-	4.7	17.3	-	-	-	14.3	-	-	7.3	11.1	2.9	12.6	5.9	8.6	-	9.1	-	18.8
	100.0	-	22.2	77.8	-	-	-	33.3	-	-	33.3	16.7	11.1	83.3	5.6	55.6	-	5.6	-	33.3
11+ cigars	6	-	-	6	-	-	-	-	-	-	3	2	1	4	1	2	-	1	-	3
	2.9	-	-	7.4	-	-	-	-	-	-	3.7	7.4	1.4	3.4	5.9	1.7	-	9.1	-	9.4
	100.0	-	-	100.0	-	-	-	-	-	-	50.0	33.3	16.7	66.7	16.7	33.3	-	16.7	-	50.0
Don't know	3	-	2	-	-	-	-	-	-	1	2	1	1	2	-	2	1	-	-	-
	1.5	-	2.4	-	-	-	-	-	-	8.3	2.4	3.7	1.4	1.7	-	1.7	3.7	-	-	-
	100.0	-	66.7	-	-	-	-	-	-	33.3	66.7	33.3	33.3	66.7	-	66.7	33.3	-	-	-

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Table 4
Q.4a1/4a2 SEC.A Typically, During The Warmer Weather, How Many Cigars Do You Smoke Per Week?

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Amount Of Cigar Smoking Does Vary By The Season Of Year	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
Sigma	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
Mean Base	202	38	83	81	-	-	-	42	8	11	80	26	68	117	17	114	26	11	2	32
Mean	2.91	1.76	2.14	4.23	-	-	-	2.62	1.50	2.09	2.92	3.77	1.87	3.18	5.24	2.68	1.73	3.36	1.00	5.13
Standard Deviation	4.31	1.15	1.82	6.30	-	-	-	2.24	0.76	1.30	3.76	5.38	2.12	3.63	10.40	4.52	1.08	4.67	1.41	5.43
Standard Error	0.30	0.19	0.20	0.70	-	-	-	0.35	0.27	0.39	0.42	1.06	0.26	0.34	2.52	0.42	0.21	1.41	1.00	0.96

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Table 5
Q.4b1/4b2 SEC.A How Many Do You Smoke Per Week In Colder Weather?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Amount Of Cigar Smoking Does Vary By The Season Of Year	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
0 cigars	8	4	2	2	-	-	-	1	-	-	4	-	2	6	-	3	2	-	-	2
	3.9	10.5	2.4	2.5	-	-	-	2.4	-	-	4.9	-	2.9	5.0	-	2.6	7.4	-	-	6.3
	100.0	50.0	25.0	25.0	-	-	-	12.5	-	-	50.0	-	25.0	75.0	-	37.5	25.0	-	-	25.0
1 cigar	100	22	48	30	-	-	-	20	4	10	46	19	37	56	7	58	14	5	2	12
	48.8	57.9	56.5	37.0	-	-	-	47.6	50.0	83.3	56.1	70.4	53.6	47.1	41.2	50.0	51.9	45.5	100.0	37.5
	100.0	22.0	48.0	30.0	-	-	-	20.0	4.0	10.0	46.0	19.0	37.0	56.0	7.0	58.0	14.0	5.0	2.0	12.0
2 cigars	38	6	12	20	-	-	-	7	2	2	13	3	14	18	6	17	6	4	-	7
	18.5	15.8	14.1	24.7	-	-	-	16.7	25.0	16.7	15.9	11.1	20.3	15.1	35.3	14.7	22.2	36.4	-	21.9
	100.0	15.8	31.6	52.6	-	-	-	18.4	5.3	5.3	34.2	7.9	36.8	47.4	15.8	44.7	15.8	10.5	-	18.4
3-5 cigars	38	5	17	16	-	-	-	10	2	-	10	2	11	25	2	26	4	-	-	6
	18.5	13.2	20.0	19.8	-	-	-	23.8	25.0	-	12.2	7.4	15.9	21.0	11.8	22.4	14.8	-	-	18.8
	100.0	13.2	44.7	42.1	-	-	-	26.3	5.3	-	26.3	5.3	28.9	65.8	5.3	68.4	10.5	-	-	15.8
6-10 cigars	11	-	4	7	-	-	-	1	-	-	6	2	3	7	1	7	1	1	-	2
	5.4	-	4.7	8.6	-	-	-	2.4	-	-	7.3	7.4	4.3	5.9	5.9	6.0	3.7	9.1	-	6.3
	100.0	-	36.4	63.6	-	-	-	9.1	-	-	54.5	18.2	27.3	63.6	9.1	63.6	9.1	9.1	-	18.2
11+ cigars	8	-	2	6	-	-	-	3	-	-	2	-	2	5	1	3	-	1	-	3
	3.9	-	2.4	7.4	-	-	-	7.1	-	-	2.4	-	2.9	4.2	5.9	2.6	-	9.1	-	9.4
	100.0	-	25.0	75.0	-	-	-	37.5	-	-	25.0	-	25.0	62.5	12.5	37.5	-	12.5	-	37.5
Don't know	2	1	-	-	-	-	-	-	-	-	1	1	-	2	-	2	-	-	-	-
	1.0	2.6	-	-	-	-	-	-	-	-	1.2	3.7	-	1.7	-	1.7	-	-	-	-
	100.0	50.0	-	-	-	-	-	-	-	-	50.0	50.0	-	100.0	-	100.0	-	-	-	-

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Table 5
Q.4b1/4b2 SEC.A How Many Do You Smoke Per Week In Colder Weather?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Amount Of Cigar Smoking	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
Does Vary By The Season Of	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Year	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
Sigma	205	38	85	81	-	-	-	42	8	12	82	27	69	119	17	116	27	11	2	32
	100.0	100.0	100.0	100.0	-	-	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.5	41.5	39.5	-	-	-	20.5	3.9	5.9	40.0	13.2	33.7	58.0	8.3	56.6	13.2	5.4	1.0	15.6
Mean Base	203	37	85	81	-	-	-	42	8	12	81	26	69	117	17	114	27	11	2	32
Mean	2.75	1.38	2.32	3.83	-	-	-	3.05	1.88	1.17	2.26	1.92	2.28	2.79	4.35	2.67	1.74	4.64	1.00	3.63
Standard Deviation	4.22	1.01	2.76	5.85	-	-	-	3.98	1.13	0.39	2.76	2.23	2.90	4.02	8.23	4.05	1.40	8.65	0.00	4.78
Standard Error	0.30	0.17	0.30	0.65	-	-	-	0.61	0.40	0.11	0.31	0.44	0.35	0.37	2.00	0.38	0.27	2.61	0.00	0.84

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Table 6
Q.6a SEC.A How Were You First Introduced To Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
By your father	65	6	35	24	12	10	12	11	5	4	27	8	22	40	3	37	10	6	1	8
	14.4	6.6	17.2	15.5	10.9	15.6	17.4	13.6	26.3	16.7	15.6	14.8	15.8	15.3	6.0	15.7	15.6	19.4	20.0	10.0
	100.0	9.2	53.8	36.9	18.5	15.4	18.5	16.9	7.7	6.2	41.5	12.3	33.8	61.5	4.6	56.9	15.4	9.2	1.5	12.3
By a family member other than your father	79	14	36	29	15	9	11	20	1	4	36	13	20	53	6	47	8	8	1	10
	17.5	15.4	17.7	18.7	13.6	14.1	15.9	24.7	5.3	16.7	20.8	24.1	14.4	20.2	12.0	19.9	12.5	25.8	20.0	12.5
	100.0	17.7	45.6	36.7	19.0	11.4	13.9	25.3	1.3	5.1	45.6	16.5	25.3	67.1	7.6	59.5	10.1	10.1	1.3	12.7
By your friends	221	56	99	66	63	26	27	39	11	11	80	25	81	123	17	115	34	13	1	40
	49.0	61.5	48.8	42.6	57.3	40.6	39.1	48.1	57.9	45.8	46.2	46.3	58.3	46.9	34.0	48.7	53.1	41.9	20.0	50.0
	100.0	25.3	44.8	29.9	28.5	11.8	12.2	17.6	5.0	5.0	36.2	11.3	36.7	55.7	7.7	52.0	15.4	5.9	0.5	18.1
By a business associate	60	12	32	15	15	9	5	7	1	5	24	9	20	37	3	32	7	3	1	14
	13.3	13.2	15.8	9.7	13.6	14.1	7.2	8.6	5.3	20.8	13.9	16.7	14.4	14.1	6.0	13.6	10.9	9.7	20.0	17.5
	100.0	20.0	53.3	25.0	25.0	15.0	8.3	11.7	1.7	8.3	40.0	15.0	33.3	61.7	5.0	53.3	11.7	5.0	1.7	23.3
When playing golf	33	6	22	5	14	3	3	8	2	1	14	6	14	18	1	17	4	2	1	7
	7.3	6.6	10.8	3.2	12.7	4.7	4.3	9.9	10.5	4.2	8.1	11.1	10.1	6.9	2.0	7.2	6.3	6.5	20.0	8.8
	100.0	18.2	66.7	15.2	42.4	9.1	9.1	24.2	6.1	3.0	42.4	18.2	42.4	54.5	3.0	51.5	12.1	6.1	3.0	21.2
Some other way	86	14	34	38	24	13	17	16	4	4	29	12	14	53	19	36	14	10	1	17
	19.1	15.4	16.7	24.5	21.8	20.3	24.6	19.8	21.1	16.7	16.8	22.2	10.1	20.2	38.0	15.3	21.9	32.3	20.0	21.3
	100.0	16.3	39.5	44.2	27.9	15.1	19.8	18.6	4.7	4.7	33.7	14.0	16.3	61.6	22.1	41.9	16.3	11.6	1.2	19.8
Don't know	13	1	5	6	2	6	3	2	-	-	6	-	2	7	4	6	-	-	-	7
	2.9	1.1	2.5	3.9	1.8	9.4	4.3	2.5	-	-	3.5	-	1.4	2.7	8.0	2.5	-	-	-	8.8
	100.0	7.7	38.5	46.2	15.4	46.2	23.1	15.4	-	-	46.2	-	15.4	53.8	30.8	46.2	-	-	-	53.8

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Table 6
Q.6a SEC.A How Were You First Introduced To Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	557	109	263	183	145	76	78	103	24	29	216	73	173	331	53	290	77	42	6	103
	123.5	119.8	129.6	118.1	131.8	118.8	113.0	127.2	126.3	120.8	124.9	135.2	124.5	126.3	106.0	122.9	120.3	135.5	120.0	128.8
	100.0	19.6	47.2	32.9	26.0	13.6	14.0	18.5	4.3	5.2	38.8	13.1	31.1	59.4	9.5	52.1	13.8	7.5	1.1	18.5

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Table 7
Q.7 SEC.A Which Activity Are You Participating In Most Often While Smoking Cigars?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Relaxing alone	117	22	50	44	21	20	21	19	6	11	41	10	24	69	24	53	17	9	1	29
	25.9	24.2	24.6	28.4	19.1	31.3	30.4	23.5	31.6	45.8	23.7	18.5	17.3	26.3	48.0	22.5	26.6	29.0	20.0	36.3
	100.0	18.8	42.7	37.6	17.9	17.1	17.9	16.2	5.1	9.4	35.0	8.5	20.5	59.0	20.5	45.3	14.5	7.7	0.9	24.8
Driving	30	3	10	17	1	5	14	6	-	1	9	4	2	19	9	13	2	1	-	13
	6.7	3.3	4.9	11.0	0.9	7.8	20.3	7.4	-	4.2	5.2	7.4	1.4	7.3	18.0	5.5	3.1	3.2	-	16.3
	100.0	10.0	33.3	56.7	3.3	16.7	46.7	20.0	-	3.3	30.0	13.3	6.7	63.3	30.0	43.3	6.7	3.3	-	43.3
Socializing with others	138	38	67	32	42	16	17	25	7	8	54	19	63	72	3	83	24	10	2	9
	30.6	41.8	33.0	20.6	38.2	25.0	24.6	30.9	36.8	33.3	31.2	35.2	45.3	27.5	6.0	35.2	37.5	32.3	40.0	11.3
	100.0	27.5	48.6	23.2	30.4	11.6	12.3	18.1	5.1	5.8	39.1	13.8	45.7	52.2	2.2	60.1	17.4	7.2	1.4	6.5
Recreational activities or sports	84	14	45	25	22	6	7	17	-	2	36	11	25	53	6	37	12	4	1	21
	18.6	15.4	22.2	16.1	20.0	9.4	10.1	21.0	-	8.3	20.8	20.4	18.0	20.2	12.0	15.7	18.8	12.9	20.0	26.3
	100.0	16.7	53.6	29.8	26.2	7.1	8.3	20.2	-	2.4	42.9	13.1	29.8	63.1	7.1	44.0	14.3	4.8	1.2	25.0
After meals	38	7	12	19	10	9	5	5	4	1	18	6	9	23	6	21	4	3	-	5
	8.4	7.7	5.9	12.3	9.1	14.1	7.2	6.2	21.1	4.2	10.4	11.1	6.5	8.8	12.0	8.9	6.3	9.7	-	6.3
	100.0	18.4	31.6	50.0	26.3	23.7	13.2	13.2	10.5	2.6	47.4	15.8	23.7	60.5	15.8	55.3	10.5	7.9	-	13.2
On special occasions	36	6	16	14	13	6	2	9	2	-	12	3	14	21	1	22	5	4	1	3
	8.0	6.6	7.9	9.0	11.8	9.4	2.9	11.1	10.5	-	6.9	5.6	10.1	8.0	2.0	9.3	7.8	12.9	20.0	3.8
	100.0	16.7	44.4	38.9	36.1	16.7	5.6	25.0	5.6	-	33.3	8.3	38.9	58.3	2.8	61.1	13.9	11.1	2.8	8.3
Don't know/None of the above	8	1	3	4	1	2	3	-	-	1	3	1	2	5	1	7	-	-	-	-
	1.8	1.1	1.5	2.6	0.9	3.1	4.3	-	-	4.2	1.7	1.9	1.4	1.9	2.0	3.0	-	-	-	-
	100.0	12.5	37.5	50.0	12.5	25.0	37.5	-	-	12.5	37.5	12.5	25.0	62.5	12.5	87.5	-	-	-	-

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Table 7
Q.7 SEC.A Which Activity Are You Participating In Most Often While Smoking Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 8
Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0 percent	110	24	43	42	29	17	21	20	4	5	32	9	29	58	23	43	18	11	1	26
	24.4	26.4	21.2	27.1	26.4	26.6	30.4	24.7	21.1	20.8	18.5	16.7	20.9	22.1	46.0	18.2	28.1	35.5	20.0	32.5
	100.0	21.8	39.1	38.2	26.4	15.5	19.1	18.2	3.6	4.5	29.1	8.2	26.4	52.7	20.9	39.1	16.4	10.0	0.9	23.6
1-5 percent	105	12	40	52	18	11	28	12	2	4	40	17	26	62	17	49	13	6	2	26
	23.3	13.2	19.7	33.5	16.4	17.2	40.6	14.8	10.5	16.7	23.1	31.5	18.7	23.7	34.0	20.8	20.3	19.4	40.0	32.5
	100.0	11.4	38.1	49.5	17.1	10.5	26.7	11.4	1.9	3.8	38.1	16.2	24.8	59.0	16.2	46.7	12.4	5.7	1.9	24.8
6-10 percent	82	15	43	24	19	12	12	18	3	7	37	7	26	51	5	50	9	9	-	11
	18.2	16.5	21.2	15.5	17.3	18.8	17.4	22.2	15.8	29.2	21.4	13.0	18.7	19.5	10.0	21.2	14.1	29.0	-	13.8
	100.0	18.3	52.4	29.3	23.2	14.6	14.6	22.0	3.7	8.5	45.1	8.5	31.7	62.2	6.1	61.0	11.0	11.0	-	13.4
11-20 percent	28	5	15	8	6	5	2	6	2	2	10	3	12	15	1	17	6	1	-	2
	6.2	5.5	7.4	5.2	5.5	7.8	2.9	7.4	10.5	8.3	5.8	5.6	8.6	5.7	2.0	7.2	9.4	3.2	-	2.5
	100.0	17.9	53.6	28.6	21.4	17.9	7.1	21.4	7.1	7.1	35.7	10.7	42.9	53.6	3.6	60.7	21.4	3.6	-	7.1
21-30 percent	45	6	25	14	12	7	3	11	3	2	20	7	18	25	2	33	5	-	1	4
	10.0	6.6	12.3	9.0	10.9	10.9	4.3	13.6	15.8	8.3	11.6	13.0	12.9	9.5	4.0	14.0	7.8	-	20.0	5.0
	100.0	13.3	55.6	31.1	26.7	15.6	6.7	24.4	6.7	4.4	44.4	15.6	40.0	55.6	4.4	73.3	11.1	-	2.2	8.9
31-40 percent	7	2	4	1	3	1	-	2	-	-	2	-	2	5	-	4	1	-	-	2
	1.6	2.2	2.0	0.6	2.7	1.6	-	2.5	-	-	1.2	-	1.4	1.9	-	1.7	1.6	-	-	2.5
	100.0	28.6	57.1	14.3	42.9	14.3	-	28.6	-	-	28.6	-	28.6	71.4	-	57.1	14.3	-	-	28.6
41-50 percent	52	22	21	9	16	11	2	8	4	1	24	9	17	33	2	28	9	2	-	7
	11.5	24.2	10.3	5.8	14.5	17.2	2.9	9.9	21.1	4.2	13.9	16.7	12.2	12.6	4.0	11.9	14.1	6.5	-	8.8
	100.0	42.3	40.4	17.3	30.8	21.2	3.8	15.4	7.7	1.9	46.2	17.3	32.7	63.5	3.8	53.8	17.3	3.8	-	13.5

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Table 8
Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
51-60 percent	2	-	1	1	1	-	1	-	-	1	1	-	-	2	-	1	-	-	-	1
	0.4	-	0.5	0.6	0.9	-	1.4	-	-	4.2	0.6	-	-	0.8	-	0.4	-	-	-	1.3
	100.0	-	50.0	50.0	50.0	-	50.0	-	-	50.0	50.0	-	-	100.0	-	50.0	-	-	-	50.0
61-70 percent	2	1	1	-	1	-	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
71-80 percent	6	1	3	2	1	-	-	2	-	-	1	-	4	2	-	2	2	1	-	1
	1.3	1.1	1.5	1.3	0.9	-	-	2.5	-	-	0.6	-	2.9	0.8	-	0.8	3.1	3.2	-	1.3
	100.0	16.7	50.0	33.3	16.7	-	-	33.3	-	-	16.7	-	66.7	33.3	-	33.3	33.3	16.7	-	16.7
81-90 percent	7	1	4	2	2	-	-	1	1	2	3	1	3	4	-	3	1	-	1	-
	1.6	1.1	2.0	1.3	1.8	-	-	1.2	5.3	8.3	1.7	1.9	2.2	1.5	-	1.3	1.6	-	20.0	-
	100.0	14.3	57.1	28.6	28.6	-	-	14.3	14.3	28.6	42.9	14.3	42.9	57.1	-	42.9	14.3	-	14.3	-
91-100 percent	5	2	3	-	2	-	-	1	-	-	2	-	1	4	-	4	-	1	-	-
	1.1	2.2	1.5	-	1.8	-	-	1.2	-	-	1.2	-	0.7	1.5	-	1.7	-	3.2	-	-
	100.0	40.0	60.0	-	40.0	-	-	20.0	-	-	40.0	-	20.0	80.0	-	80.0	-	20.0	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
Mean	16.75	22.46	18.23	11.68	19.60	16.00	7.12	17.38	23.68	19.08	18.29	18.35	19.50	17.45	5.48	18.66	17.14	13.16	23.60	11.25
Standard Deviation	22.03	25.27	22.58	18.04	24.00	18.18	11.73	21.64	23.74	26.24	22.16	21.68	23.08	22.45	10.96	21.88	22.55	23.99	38.55	17.59

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Table 8
Q.8 SEC.A What Percent Of The Cigars You Smoke Are Given To You As Gifts?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Standard Error	1.04	2.65	1.58	1.45	2.29	2.27	1.41	2.40	5.45	5.36	1.68	2.95	1.96	1.39	1.55	1.42	2.82	4.31	17.24	1.97

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Domestic Brands (Net)	45	2	22	21	8	2	11	7	1	1	9	2	11	27	7	16	6	8	-	11
	10.0	2.2	10.8	13.5	7.3	3.1	15.9	8.6	5.3	4.2	5.2	3.7	7.9	10.3	14.0	6.8	9.4	25.8	-	13.8
	100.0	4.4	48.9	46.7	17.8	4.4	24.4	15.6	2.2	2.2	20.0	4.4	24.4	60.0	15.6	35.6	13.3	17.8	-	24.4
Antonio y Cleopatra	3	-	1	2	1	-	-	1	-	1	-	-	-	1	2	2	-	1	-	-
	0.7	-	0.5	1.3	0.9	-	-	1.2	-	4.2	-	-	-	0.4	4.0	0.8	-	3.2	-	-
	100.0	-	33.3	66.7	33.3	-	-	33.3	-	33.3	-	-	-	33.3	66.7	66.7	-	33.3	-	-
Backwoods Smokes	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Bering (Domestic)	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Black & Mild	2	-	2	-	-	-	1	1	-	-	-	-	2	-	-	1	1	-	-	-
	0.4	-	1.0	-	-	-	1.4	1.2	-	-	-	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	-	50.0	50.0	-	-	-	-	100.0	-	-	50.0	50.0	-	-	-
Dutch Masters	3	-	1	2	-	1	1	-	-	-	1	1	-	2	1	1	-	1	-	-
	0.7	-	0.5	1.3	-	1.6	1.4	-	-	-	0.6	1.9	-	0.8	2.0	0.4	-	3.2	-	-
	100.0	-	33.3	66.7	-	33.3	33.3	-	-	-	33.3	33.3	-	66.7	33.3	33.3	-	33.3	-	-
El Producto	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Garcia y Vega/Whiffs	7	-	5	2	2	-	2	4	-	-	1	-	2	5	-	3	1	2	-	1
	1.6	-	2.5	1.3	1.8	-	2.9	4.9	-	-	0.6	-	1.4	1.9	-	1.3	1.6	6.5	-	1.3
	100.0	-	71.4	28.6	28.6	-	28.6	57.1	-	-	14.3	-	28.6	71.4	-	42.9	14.3	28.6	-	14.3
Hav-a-Tampa/Jewels	5	-	2	3	1	-	1	1	1	-	-	-	1	3	1	1	2	2	-	-
	1.1	-	1.0	1.9	0.9	-	1.4	1.2	5.3	-	-	-	0.7	1.1	2.0	0.4	3.1	6.5	-	-
	100.0	-	40.0	60.0	20.0	-	20.0	20.0	20.0	-	-	-	20.0	60.0	20.0	20.0	40.0	40.0	-	-
King Edward	3	-	1	2	-	1	-	-	-	-	-	-	-	2	1	1	-	-	-	2
	0.7	-	0.5	1.3	-	1.6	-	-	-	-	-	-	-	0.8	2.0	0.4	-	-	-	2.5
	100.0	-	33.3	66.7	-	33.3	-	-	-	-	-	-	-	66.7	33.3	33.3	-	-	-	66.7
Muriel	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Phillies	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Robert Burns	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Roi-Tan	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	PARTAGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	TOBACCO OUTLET	DRUG/GROCERY/CONVENIENCE/DISCOUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
	PREMIUM																			
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Swisher/Sweets	9	1	7	1	-	-	2	-	-	-	5	1	5	4	-	1	1	2	-	3
	2.0	1.1	3.4	0.6	-	-	2.9	-	-	-	2.9	1.9	3.6	1.5	-	0.4	1.6	6.5	-	3.8
	100.0	11.1	77.8	11.1	-	-	22.2	-	-	-	55.6	11.1	55.6	44.4	-	11.1	11.1	22.2	-	33.3
Tampa Nuggets	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-	-	100.0
Tiparillo	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
White Owl	4	1	-	3	1	-	1	-	-	-	1	-	1	3	-	1	-	-	-	2
	0.9	1.1	-	1.9	0.9	-	1.4	-	-	-	0.6	-	0.7	1.1	-	0.4	-	-	-	2.5
	100.0	25.0	-	75.0	25.0	-	25.0	-	-	-	25.0	-	25.0	75.0	-	25.0	-	-	-	50.0
Premium Brands (Net)	365	80	167	116	91	56	50	73	18	23	155	52	114	216	35	204	51	16	5	64
	80.9	87.9	82.3	74.8	82.7	87.5	72.5	90.1	94.7	95.8	89.6	96.3	82.0	82.4	70.0	86.4	79.7	51.6	100.0	80.0
	100.0	21.9	45.8	31.8	24.9	15.3	13.7	20.0	4.9	6.3	42.5	14.2	31.2	59.2	9.6	55.9	14.0	4.4	1.4	17.5
Arturo Fuente	28	8	11	9	5	3	7	2	-	18	13	3	9	16	3	15	4	-	-	7
	6.2	8.8	5.4	5.8	4.5	4.7	10.1	2.5	-	75.0	7.5	5.6	6.5	6.1	6.0	6.4	6.3	-	-	8.8
	100.0	28.6	39.3	32.1	17.9	10.7	25.0	7.1	-	64.3	46.4	10.7	32.1	57.1	10.7	53.6	14.3	-	-	25.0
Ashton	2	2	-	-	1	-	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	2.2	-	-	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	100.0	-	-	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Avo	3	-	2	1	1	-	1	-	-	-	2	1	-	2	1	3	-	-	-	-
	0.7	-	1.0	0.6	0.9	-	1.4	-	-	-	1.2	1.9	-	0.8	2.0	1.3	-	-	-	-
	100.0	-	66.7	33.3	33.3	-	33.3	-	-	-	66.7	33.3	-	66.7	33.3	100.0	-	-	-	-
Baccarat	4	-	2	2	-	1	-	-	-	-	3	2	2	1	1	1	-	-	-	3
	0.9	-	1.0	1.3	-	1.6	-	-	-	-	1.7	3.7	1.4	0.4	2.0	0.4	-	-	-	3.8
	100.0	-	50.0	50.0	-	25.0	-	-	-	-	75.0	50.0	50.0	25.0	25.0	25.0	-	-	-	75.0
Bahia	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Bering (Premium)	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Butera Royal	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Canaria d'Oro	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Carrington	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Casa Blanca	3	1	1	1	-	1	-	-	-	-	1	-	1	2	-	1	-	1	-	1
	0.7	1.1	0.5	0.6	-	1.6	-	-	-	-	0.6	-	0.7	0.8	-	0.4	-	3.2	-	1.3
	100.0	33.3	33.3	33.3	-	33.3	-	-	-	-	33.3	-	33.3	66.7	-	33.3	-	33.3	-	33.3
Cifuentes	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
Cohiba	26	5	13	8	11	1	6	2	2	1	12	4	10	14	2	14	1	1	2	3
	5.8	5.5	6.4	5.2	10.0	1.6	8.7	2.5	10.5	4.2	6.9	7.4	7.2	5.3	4.0	5.9	1.6	3.2	40.0	3.8
	100.0	19.2	50.0	30.8	42.3	3.8	23.1	7.7	7.7	3.8	46.2	15.4	38.5	53.8	7.7	53.8	3.8	3.8	7.7	11.5
Cuesta Rey	2	-	2	-	1	-	-	-	-	-	2	1	1	1	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	1.2	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	100.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Davidoff	2	1	1	-	1	1	-	-	-	-	-	-	2	-	-	1	1	-	-	-
	0.4	1.1	0.5	-	0.9	1.6	-	-	-	-	-	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	50.0	50.0	-	50.0	50.0	-	-	-	-	-	-	100.0	-	-	50.0	50.0	-	-	-
Don Diego	4	-	2	2	-	1	-	-	-	-	2	-	2	2	-	2	-	1	-	1
	0.9	-	1.0	1.3	-	1.6	-	-	-	-	1.2	-	1.4	0.8	-	0.8	-	3.2	-	1.3
	100.0	-	50.0	50.0	-	25.0	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	25.0	-	25.0
Don Lino	1	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	-	-

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don Sebastian	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Don Tomas	5	2	2	1	2	1	-	-	-	-	2	-	3	2	-	3	2	-	-	-
	1.1	2.2	1.0	0.6	1.8	1.6	-	-	-	-	1.2	-	2.2	0.8	-	1.3	3.1	-	-	-
	100.0	40.0	40.0	20.0	40.0	20.0	-	-	-	-	40.0	-	60.0	40.0	-	60.0	40.0	-	-	-
Dunhill	8	1	3	4	2	-	-	1	-	-	2	1	3	5	-	5	2	1	-	-
	1.8	1.1	1.5	2.6	1.8	-	-	1.2	-	-	1.2	1.9	2.2	1.9	-	2.1	3.1	3.2	-	-
	100.0	12.5	37.5	50.0	25.0	-	-	12.5	-	-	25.0	12.5	37.5	62.5	-	62.5	25.0	12.5	-	-
Excalibur	2	-	-	2	1	1	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	-	1.3	0.9	1.6	-	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	-	100.0	50.0	50.0	-	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Flor de Cano	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Fonesca	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Fuente	19	4	13	2	4	3	2	1	1	1	8	3	5	12	2	13	2	-	-	4
	4.2	4.4	6.4	1.3	3.6	4.7	2.9	1.2	5.3	4.2	4.6	5.6	3.6	4.6	4.0	5.5	3.1	-	-	5.0
	100.0	21.1	68.4	10.5	21.1	15.8	10.5	5.3	5.3	5.3	42.1	15.8	26.3	63.2	10.5	68.4	10.5	-	-	21.1

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
		PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
H. Upmann	14	6	2	6	2	2	3	-	1	-	6	1	6	6	2	5	2	1	-	5
	3.1	6.6	1.0	3.9	1.8	3.1	4.3	-	5.3	-	3.5	1.9	4.3	2.3	4.0	2.1	3.1	3.2	-	6.3
	100.0	42.9	14.3	42.9	14.3	14.3	21.4	-	7.1	-	42.9	7.1	42.9	42.9	14.3	35.7	14.3	7.1	-	35.7
Habana Gold	3	1	2	-	2	1	-	-	-	-	-	-	3	-	-	2	-	-	1	-
	0.7	1.1	1.0	-	1.8	1.6	-	-	-	-	-	-	2.2	-	-	0.8	-	-	20.0	-
	100.0	33.3	66.7	-	66.7	33.3	-	-	-	-	-	-	100.0	-	-	66.7	-	-	33.3	-
Hamlet	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Henry Clay	2	-	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	-	-	1
	0.4	-	0.5	-	-	1.6	-	-	-	-	0.6	-	0.7	0.4	-	0.4	-	-	-	1.3
	100.0	-	50.0	-	-	50.0	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	-	-	50.0
Hoyo de Monterrey	5	1	3	1	2	1	-	-	-	-	3	1	-	5	-	5	-	-	-	-
	1.1	1.1	1.5	0.6	1.8	1.6	-	-	-	-	1.7	1.9	-	1.9	-	2.1	-	-	-	-
	100.0	20.0	60.0	20.0	40.0	20.0	-	-	-	-	60.0	20.0	-	100.0	-	100.0	-	-	-	-
Hugo Cassar	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
J.R. Ultimate	3	-	-	3	-	-	1	-	-	-	1	-	-	2	1	-	-	-	-	3
	0.7	-	-	1.9	-	-	1.4	-	-	-	0.6	-	-	0.8	2.0	-	-	-	-	3.8
	100.0	-	-	100.0	-	-	33.3	-	-	-	33.3	-	-	66.7	33.3	-	-	-	-	100.0

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Joya de Nicaragua	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Juan Clemente	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
La Gloria Cubana	3	2	1	-	2	-	-	-	-	-	1	-	2	1	-	2	1	-	-	-
	0.7	2.2	0.5	-	1.8	-	-	-	-	-	0.6	-	1.4	0.4	-	0.8	1.6	-	-	-
	100.0	66.7	33.3	-	66.7	-	-	-	-	-	33.3	-	66.7	33.3	-	66.7	33.3	-	-	-
La Hoya/La Hoya Selecta	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
La Reserva	1	-	-	1	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-
La Unica	2	-	2	-	1	-	-	-	-	-	1	-	-	2	-	1	-	1	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	-	0.8	-	0.4	-	3.2	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	-	100.0	-	50.0	-	50.0	-	-
Macanudo	97	21	42	34	16	19	10	63	1	2	42	7	25	62	10	59	18	4	1	9
	21.5	23.1	20.7	21.9	14.5	29.7	14.5	77.8	5.3	8.3	24.3	13.0	18.0	23.7	20.0	25.0	28.1	12.9	20.0	11.3
	100.0	21.6	43.3	35.1	16.5	19.6	10.3	64.9	1.0	2.1	43.3	7.2	25.8	63.9	10.3	60.8	18.6	4.1	1.0	9.3

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Macanudo Robust	3	1	2	-	-	-	-	-	-	-	3	3	2	1	-	3	-	-	-	-
	0.7	1.1	1.0	-	-	-	-	-	-	-	1.7	5.6	1.4	0.4	-	1.3	-	-	-	-
	100.0	33.3	66.7	-	-	-	-	-	-	-	100.0	100.0	66.7	33.3	-	100.0	-	-	-	-
Macanudo Vintage	6	-	4	2	2	1	-	-	-	-	3	2	3	3	-	3	1	-	-	1
	1.3	-	2.0	1.3	1.8	1.6	-	-	-	-	1.7	3.7	2.2	1.1	-	1.3	1.6	-	-	1.3
	100.0	-	66.7	33.3	33.3	16.7	-	-	-	-	50.0	33.3	50.0	50.0	-	50.0	16.7	-	-	16.7
Mi Cubano	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Montecristo	8	2	3	3	1	3	1	-	-	-	4	2	-	8	-	3	3	-	1	-
	1.8	2.2	1.5	1.9	0.9	4.7	1.4	-	-	-	2.3	3.7	-	3.1	-	1.3	4.7	-	20.0	-
	100.0	25.0	37.5	37.5	12.5	37.5	12.5	-	-	-	50.0	25.0	-	100.0	-	37.5	37.5	-	12.5	-
Montecruz	2	-	2	-	-	-	-	-	-	-	-	-	1	1	-	1	1	-	-	-
	0.4	-	1.0	-	-	-	-	-	-	-	-	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	50.0	50.0	-	50.0	50.0	-	-	-
Montesino	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Onyx	4	2	1	1	1	1	-	-	-	-	3	2	2	2	-	3	-	-	-	1
	0.9	2.2	0.5	0.6	0.9	1.6	-	-	-	-	1.7	3.7	1.4	0.8	-	1.3	-	-	-	1.3
	100.0	50.0	25.0	25.0	25.0	25.0	-	-	-	-	75.0	50.0	50.0	50.0	-	75.0	-	-	-	25.0

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Padron	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Partagas	19	3	7	9	4	2	2	1	12	1	9	6	5	14	-	12	1	3	-	2
	4.2	3.3	3.4	5.8	3.6	3.1	2.9	1.2	63.2	4.2	5.2	11.1	3.6	5.3	-	5.1	1.6	9.7	-	2.5
	100.0	15.8	36.8	47.4	21.1	10.5	10.5	5.3	63.2	5.3	47.4	31.6	26.3	73.7	-	63.2	5.3	15.8	-	10.5
Partagas Limited Reserve	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1
	0.2	-	0.5	-	-	1.6	-	-	-	-	0.6	-	0.7	-	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	-	-	-	-	-	-	100.0
Pleiades	1	-	1	-	1	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	5.3	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Primo del Rey	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Punch	11	-	8	2	4	2	3	1	-	-	3	2	3	8	-	7	2	-	-	1
	2.4	-	3.9	1.3	3.6	3.1	4.3	1.2	-	-	1.7	3.7	2.2	3.1	-	3.0	3.1	-	-	1.3
	100.0	-	72.7	18.2	36.4	18.2	27.3	9.1	-	-	27.3	18.2	27.3	72.7	-	63.6	18.2	-	-	9.1
Puros Indios	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	PARTAGAS	ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	TOBACCO OUTLET	DRUG/GROCERY/CONVENIENCE/DISCOUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Ramon Allones	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-
Romeo y Julieta	3	1	2	-	2	-	1	-	-	-	1	1	-	3	-	1	-	-	-	2
	0.7	1.1	1.0	-	1.8	-	1.4	-	-	-	0.6	1.9	-	1.1	-	0.4	-	-	-	2.5
	100.0	33.3	66.7	-	66.7	-	33.3	-	-	-	33.3	33.3	-	100.0	-	33.3	-	-	-	66.7
Royal Jamaica	7	1	2	4	3	-	2	-	-	-	4	2	-	6	1	6	1	-	-	-
	1.6	1.1	1.0	2.6	2.7	-	2.9	-	-	-	2.3	3.7	-	2.3	2.0	2.5	1.6	-	-	-
	100.0	14.3	28.6	57.1	42.9	-	28.6	-	-	-	57.1	28.6	-	85.7	14.3	85.7	14.3	-	-	-
Santa Clara	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	-	2.0	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	100.0	-	-	-
Santa Rosa	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Santiago/Santa Cubano	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Sosa/Sosa Family	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Tamboril	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Te-Amo	5	1	4	-	2	1	-	1	-	-	3	-	3	2	-	2	1	-	-	2
	1.1	1.1	2.0	-	1.8	1.6	-	1.2	-	-	1.7	-	2.2	0.8	-	0.8	1.6	-	-	2.5
	100.0	20.0	80.0	-	40.0	20.0	-	20.0	-	-	60.0	-	60.0	40.0	-	40.0	20.0	-	-	40.0
Thomas Hinds	2	-	1	1	1	-	1	-	-	-	-	-	1	1	-	1	1	-	-	-
	0.4	-	0.5	0.6	0.9	-	1.4	-	-	-	-	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	50.0	-	50.0	50.0	-	-	-
Thompson	16	3	5	8	3	1	6	-	-	-	3	1	3	7	6	2	-	1	-	12
	3.5	3.3	2.5	5.2	2.7	1.6	8.7	-	-	-	1.7	1.9	2.2	2.7	12.0	0.8	-	3.2	-	15.0
	100.0	18.8	31.3	50.0	18.8	6.3	37.5	-	-	-	18.8	6.3	18.8	43.8	37.5	12.5	-	6.3	-	75.0
Top Value	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Upmann	9	1	3	5	2	2	-	1	-	-	3	-	1	5	3	4	2	-	-	3
	2.0	1.1	1.5	3.2	1.8	3.1	-	1.2	-	-	1.7	-	0.7	1.9	6.0	1.7	3.1	-	-	3.8
	100.0	11.1	33.3	55.6	22.2	22.2	-	11.1	-	-	33.3	-	11.1	55.6	33.3	44.4	22.2	-	-	33.3
Zino	3	1	1	1	1	-	1	-	-	-	1	1	1	2	-	1	1	-	-	1
	0.7	1.1	0.5	0.6	0.9	-	1.4	-	-	-	0.6	1.9	0.7	0.8	-	0.4	1.6	-	-	1.3
	100.0	33.3	33.3	33.3	33.3	-	33.3	-	-	-	33.3	33.3	33.3	66.7	-	33.3	33.3	-	-	33.3

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Table 9
Q.1a1 SEC.B What's The First Cigar Brand That Comes To Mind?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Other	29	7	10	12	5	5	6	1	-	-	5	-	10	14	5	13	5	5	-	1
	6.4	7.7	4.9	7.7	4.5	7.8	8.7	1.2	-	-	2.9	-	7.2	5.3	10.0	5.5	7.8	16.1	-	1.3
	100.0	24.1	34.5	41.4	17.2	17.2	20.7	3.4	-	-	17.2	-	34.5	48.3	17.2	44.8	17.2	17.2	-	3.4
Don't know/No Others	12	2	4	6	6	1	2	-	-	-	4	-	4	5	3	3	2	2	-	4
	2.7	2.2	2.0	3.9	5.5	1.6	2.9	-	-	-	2.3	-	2.9	1.9	6.0	1.3	3.1	6.5	-	5.0
	100.0	16.7	33.3	50.0	50.0	8.3	16.7	-	-	-	33.3	-	33.3	41.7	25.0	25.0	16.7	16.7	-	33.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Domestic Brands (Net)	108	9	49	50	29	10	19	24	2	4	30	11	29	58	21	40	17	16	2	25
	23.9	9.9	24.1	32.3	26.4	15.6	27.5	29.6	10.5	16.7	17.3	20.4	20.9	22.1	42.0	16.9	26.6	51.6	40.0	31.3
	100.0	8.3	45.4	46.3	26.9	9.3	17.6	22.2	1.9	3.7	27.8	10.2	26.9	53.7	19.4	37.0	15.7	14.8	1.9	23.1
Antonio y Cleopatra	8	-	2	6	1	-	1	3	-	2	3	2	1	4	3	4	1	1	-	1
	1.8	-	1.0	3.9	0.9	-	1.4	3.7	-	8.3	1.7	3.7	0.7	1.5	6.0	1.7	1.6	3.2	-	1.3
	100.0	-	25.0	75.0	12.5	-	12.5	37.5	-	25.0	37.5	25.0	12.5	50.0	37.5	50.0	12.5	12.5	-	12.5
Backwoods Smokes	4	-	3	1	2	-	-	1	-	-	1	1	1	3	-	2	-	1	-	-
	0.9	-	1.5	0.6	1.8	-	-	1.2	-	-	0.6	1.9	0.7	1.1	-	0.8	-	3.2	-	-
	100.0	-	75.0	25.0	50.0	-	-	25.0	-	-	25.0	25.0	25.0	75.0	-	50.0	-	25.0	-	-
Bering (Domestic)	3	-	-	3	-	-	2	-	-	-	1	-	-	1	2	-	-	-	-	3
	0.7	-	-	1.9	-	-	2.9	-	-	-	0.6	-	-	0.4	4.0	-	-	-	-	3.8
	100.0	-	-	100.0	-	-	66.7	-	-	-	33.3	-	-	33.3	66.7	-	-	-	-	100.0
Black & Mild	2	-	2	-	-	-	1	1	-	-	-	-	2	-	-	1	1	-	-	-
	0.4	-	1.0	-	-	-	1.4	1.2	-	-	-	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	-	50.0	50.0	-	-	-	-	100.0	-	-	50.0	50.0	-	-	-
De Nobili	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	1.2	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Dutch Masters	12	-	4	8	1	2	4	2	-	-	4	2	1	3	8	3	-	2	-	5
	2.7	-	2.0	5.2	0.9	3.1	5.8	2.5	-	-	2.3	3.7	0.7	1.1	16.0	1.3	-	6.5	-	6.3
	100.0	-	33.3	66.7	8.3	16.7	33.3	16.7	-	-	33.3	16.7	8.3	25.0	66.7	25.0	-	16.7	-	41.7

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Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN			
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
El Producto	3	1	-	2	3	-	-	1	-	-	-	-	-	2	1	3	-	-	-	-
	0.7	1.1	-	1.3	2.7	-	-	1.2	-	-	-	-	-	0.8	2.0	1.3	-	-	-	-
	100.0	33.3	-	66.7	100.0	-	-	33.3	-	-	-	-	-	66.7	33.3	100.0	-	-	-	-
Garcia y Vega/Whiffs	32	2	15	15	13	3	4	11	1	1	8	2	9	20	3	16	4	5	1	4
	7.1	2.2	7.4	9.7	11.8	4.7	5.8	13.6	5.3	4.2	4.6	3.7	6.5	7.6	6.0	6.8	6.3	16.1	20.0	5.0
	100.0	6.3	46.9	46.9	40.6	9.4	12.5	34.4	3.1	3.1	25.0	6.3	28.1	62.5	9.4	50.0	12.5	15.6	3.1	12.5
Grenadiers	2	1	-	1	1	-	-	1	-	-	-	-	-	2	-	-	1	-	-	1
	0.4	1.1	-	0.6	0.9	-	-	1.2	-	-	-	-	-	0.8	-	-	1.6	-	-	1.3
	100.0	50.0	-	50.0	50.0	-	-	50.0	-	-	-	-	-	100.0	-	-	50.0	-	-	50.0
Hav-a-Tampa/Jewels	7	-	4	3	2	-	2	1	1	-	-	-	2	4	1	2	3	2	-	-
	1.6	-	2.0	1.9	1.8	-	2.9	1.2	5.3	-	-	-	1.4	1.5	2.0	0.8	4.7	6.5	-	-
	100.0	-	57.1	42.9	28.6	-	28.6	14.3	14.3	-	-	-	28.6	57.1	14.3	28.6	42.9	28.6	-	-
House of Windsor	1	-	1	-	1	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Jamaican Pride	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	4.2	-	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	100.0	100.0	-	-	-	-
King Edward	7	-	3	4	1	1	1	-	-	-	2	-	1	4	2	1	-	3	-	3
	1.6	-	1.5	2.6	0.9	1.6	1.4	-	-	-	1.2	-	0.7	1.5	4.0	0.4	-	9.7	-	3.8
	100.0	-	42.9	57.1	14.3	14.3	14.3	-	-	-	28.6	-	14.3	57.1	28.6	14.3	-	42.9	-	42.9

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Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Marsh Wheeling	2	-	1	1	1	1	-	1	-	-	2	-	-	2	-	1	1	-	-	-
	0.4	-	0.5	0.6	0.9	1.6	-	1.2	-	-	1.2	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	50.0	50.0	-	50.0	-	-	100.0	-	-	100.0	-	50.0	50.0	-	-	-
Muriel	2	-	1	1	-	-	1	-	-	-	-	-	-	2	-	1	1	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	-	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	-	-	-	100.0	-	50.0	50.0	-	-	-
Optimo	3	1	2	-	-	1	1	-	-	-	1	1	2	1	-	1	-	2	-	-
	0.7	1.1	1.0	-	-	1.6	1.4	-	-	-	0.6	1.9	1.4	0.4	-	0.4	-	6.5	-	-
	100.0	33.3	66.7	-	-	33.3	33.3	-	-	-	33.3	33.3	66.7	33.3	-	33.3	-	66.7	-	-
Parodi	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Phillies	8	1	4	3	1	2	2	2	-	-	1	1	2	5	1	-	2	3	-	1
	1.8	1.1	2.0	1.9	0.9	3.1	2.9	2.5	-	-	0.6	1.9	1.4	1.9	2.0	-	3.1	9.7	-	1.3
	100.0	12.5	50.0	37.5	12.5	25.0	25.0	25.0	-	-	12.5	12.5	25.0	62.5	12.5	-	25.0	37.5	-	12.5
Prince Albert	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Robert Burns	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
	PRE-MIUM																			
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Roi-Tan	5	-	-	5	1	-	2	-	-	-	1	-	-	2	3	1	-	-	-	4
	1.1	-	-	3.2	0.9	-	2.9	-	-	-	0.6	-	-	0.8	6.0	0.4	-	-	-	5.0
	100.0	-	-	100.0	20.0	-	40.0	-	-	-	20.0	-	-	40.0	60.0	20.0	-	-	-	80.0
Rustlers	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Swisher/Sweets	30	1	21	8	5	4	3	5	1	-	7	1	16	13	1	8	5	7	1	6
	6.7	1.1	10.3	5.2	4.5	6.3	4.3	6.2	5.3	-	4.0	1.9	11.5	5.0	2.0	3.4	7.8	22.6	20.0	7.5
	100.0	3.3	70.0	26.7	16.7	13.3	10.0	16.7	3.3	-	23.3	3.3	53.3	43.3	3.3	26.7	16.7	23.3	3.3	20.0
Tampa Nuggets	2	-	-	2	-	-	-	-	-	-	1	-	-	-	2	-	-	1	-	1
	0.4	-	-	1.3	-	-	-	-	-	-	0.6	-	-	-	4.0	-	-	3.2	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	50.0	-	-	-	100.0	-	-	50.0	-	50.0
Tijuana Smalls	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Tiparillo	2	-	1	1	1	-	-	1	-	-	-	-	-	2	-	1	1	-	-	-
	0.4	-	0.5	0.6	0.9	-	-	1.2	-	-	-	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	50.0	-	-	50.0	-	-	-	-	-	100.0	-	50.0	50.0	-	-	-
White Owl	15	2	3	10	4	1	2	1	-	1	3	1	1	11	3	5	1	1	-	7
	3.3	2.2	1.5	6.5	3.6	1.6	2.9	1.2	-	4.2	1.7	1.9	0.7	4.2	6.0	2.1	1.6	3.2	-	8.8
	100.0	13.3	20.0	66.7	26.7	6.7	13.3	6.7	-	6.7	20.0	6.7	6.7	73.3	20.0	33.3	6.7	6.7	-	46.7

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Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	CIGAR BRAND SMOKED MOST OFTEN: PARTAGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOBACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/GROCERY/CONVENIENCE/DISCOUNT	STORE PURCHASE CIGARS AT MOST OFTEN: RESTAURANT/CIGAR BAR/SPORT CLUB/EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Wolf Brothers	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	1.2	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Premium Brands (Net)	399	84	183	130	96	57	56	80	19	24	164	54	125	236	38	217	54	22	5	70
	88.5	92.3	90.1	83.9	87.3	89.1	81.2	98.8	100.0	100.0	94.8	100.0	89.9	90.1	76.0	91.9	84.4	71.0	100.0	87.5
	100.0	21.1	45.9	32.6	24.1	14.3	14.0	20.1	4.8	6.0	41.1	13.5	31.3	59.1	9.5	54.4	13.5	5.5	1.3	17.5
Arturo Fuente	45	9	20	16	7	4	10	5	-	21	24	5	14	24	7	24	5	-	-	12
	10.0	9.9	9.9	10.3	6.4	6.3	14.5	6.2	-	87.5	13.9	9.3	10.1	9.2	14.0	10.2	7.8	-	-	15.0
	100.0	20.0	44.4	35.6	15.6	8.9	22.2	11.1	-	46.7	53.3	11.1	31.1	53.3	15.6	53.3	11.1	-	-	26.7
Ashton	8	3	4	1	3	-	1	2	-	1	5	3	3	4	1	6	-	-	-	-
	1.8	3.3	2.0	0.6	2.7	-	1.4	2.5	-	4.2	2.9	5.6	2.2	1.5	2.0	2.5	-	-	-	-
	100.0	37.5	50.0	12.5	37.5	-	12.5	25.0	-	12.5	62.5	37.5	37.5	50.0	12.5	75.0	-	-	-	-
Astral	2	1	1	-	-	-	-	1	-	-	1	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	-	-	1.2	-	-	0.6	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	-	-	50.0	-	-	50.0	-	50.0	50.0	-	100.0	-	-	-	-
Avo	7	-	6	1	3	-	2	1	-	1	4	1	3	3	1	6	1	-	-	-
	1.6	-	3.0	0.6	2.7	-	2.9	1.2	-	4.2	2.3	1.9	2.2	1.1	2.0	2.5	1.6	-	-	-
	100.0	-	85.7	14.3	42.9	-	28.6	14.3	-	14.3	57.1	14.3	42.9	42.9	14.3	85.7	14.3	-	-	-
Baccarat	10	1	5	4	1	1	1	-	1	-	4	2	3	5	2	5	1	-	-	4
	2.2	1.1	2.5	2.6	0.9	1.6	1.4	-	5.3	-	2.3	3.7	2.2	1.9	4.0	2.1	1.6	-	-	5.0
	100.0	10.0	50.0	40.0	10.0	10.0	10.0	-	10.0	-	40.0	20.0	30.0	50.0	20.0	50.0	10.0	-	-	40.0

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GC 015939

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Bahia	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Belinda	2	-	1	1	1	-	-	-	-	-	1	-	-	2	-	2	-	-	-	-
	0.4	-	0.5	0.6	0.9	-	-	-	-	-	0.6	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	50.0	-	-	-	-	-	50.0	-	-	100.0	-	100.0	-	-	-	-
Bering (Premium)	6	3	1	2	-	-	1	-	-	1	3	1	2	2	2	3	1	1	-	1
	1.3	3.3	0.5	1.3	-	-	1.4	-	-	4.2	1.7	1.9	1.4	0.8	4.0	1.3	1.6	3.2	-	1.3
	100.0	50.0	16.7	33.3	-	-	16.7	-	-	16.7	50.0	16.7	33.3	33.3	33.3	50.0	16.7	16.7	-	16.7
Big Butt	2	-	2	-	1	-	-	-	1	-	1	1	2	-	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	5.3	-	0.6	1.9	1.4	-	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	50.0	-	50.0	50.0	100.0	-	-	100.0	-	-	-	-
Butera Royal	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Cabanas	1	-	1	-	-	-	-	-	-	-	1	1	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	-	100.0
Camacho	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0

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GC 015940

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Canaria d'Oro	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Carrington	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Casa Blanca	3	1	1	1	-	1	-	-	-	-	1	-	1	2	-	1	-	1	-	1
	0.7	1.1	0.5	0.6	-	1.6	-	-	-	-	0.6	-	0.7	0.8	-	0.4	-	3.2	-	1.3
	100.0	33.3	33.3	33.3	-	33.3	-	-	-	-	33.3	-	33.3	66.7	-	33.3	-	33.3	-	33.3
Cifuentes	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
Cohiba	78	17	39	21	26	9	11	13	5	6	36	15	23	52	3	48	9	1	2	11
	17.3	18.7	19.2	13.5	23.6	14.1	15.9	16.0	26.3	25.0	20.8	27.8	16.5	19.8	6.0	20.3	14.1	3.2	40.0	13.8
	100.0	21.8	50.0	26.9	33.3	11.5	14.1	16.7	6.4	7.7	46.2	19.2	29.5	66.7	3.8	61.5	11.5	1.3	2.6	14.1
Craftsmen Bench	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Cuba Aliados	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015941

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Cuesta Rey	6	-	4	2	2	1	-	1	-	-	4	1	2	4	-	5	-	1	-	-
	1.3	-	2.0	1.3	1.8	1.6	-	1.2	-	-	2.3	1.9	1.4	1.5	-	2.1	-	3.2	-	-
	100.0	-	66.7	33.3	33.3	16.7	-	16.7	-	-	66.7	16.7	33.3	66.7	-	83.3	-	16.7	-	-
Davidoff	8	1	2	5	1	2	2	2	1	-	3	1	3	5	-	4	1	2	-	1
	1.8	1.1	1.0	3.2	0.9	3.1	2.9	2.5	5.3	-	1.7	1.9	2.2	1.9	-	1.7	1.6	6.5	-	1.3
	100.0	12.5	25.0	62.5	12.5	25.0	25.0	25.0	12.5	-	37.5	12.5	37.5	62.5	-	50.0	12.5	25.0	-	12.5
Don Diego	16	3	9	4	3	3	2	4	-	1	5	1	8	6	2	7	2	2	-	3
	3.5	3.3	4.4	2.6	2.7	4.7	2.9	4.9	-	4.2	2.9	1.9	5.8	2.3	4.0	3.0	3.1	6.5	-	3.8
	100.0	18.8	56.3	25.0	18.8	18.8	12.5	25.0	-	6.3	31.3	6.3	50.0	37.5	12.5	43.8	12.5	12.5	-	18.8
Don Jose	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	5.3	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Don Lino	2	-	2	-	1	-	-	-	-	-	1	1	-	2	-	1	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	1.9	-	0.8	-	0.4	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	50.0	-	100.0	-	50.0	-	-	-	-
Don Ramos	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Don Sebastian	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015942

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don Tomas	19	7	6	6	5	4	3	1	1	1	6	-	7	12	-	11	4	1	-	1
	4.2	7.7	3.0	3.9	4.5	6.3	4.3	1.2	5.3	4.2	3.5	-	5.0	4.6	-	4.7	6.3	3.2	-	1.3
	100.0	36.8	31.6	31.6	26.3	21.1	15.8	5.3	5.3	5.3	31.6	-	36.8	63.2	-	57.9	21.1	5.3	-	5.3
Dunhill	27	4	14	9	8	2	2	6	1	2	9	4	12	14	1	20	4	1	-	2
	6.0	4.4	6.9	5.8	7.3	3.1	2.9	7.4	5.3	8.3	5.2	7.4	8.6	5.3	2.0	8.5	6.3	3.2	-	2.5
	100.0	14.8	51.9	33.3	29.6	7.4	7.4	22.2	3.7	7.4	33.3	14.8	44.4	51.9	3.7	74.1	14.8	3.7	-	7.4
El Rey del Mundo	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
El Sublimado	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
Encanto	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Excalibur	5	1	2	2	1	3	1	-	-	1	2	1	2	3	-	2	-	-	1	2
	1.1	1.1	1.0	1.3	.0.9	4.7	1.4	-	-	4.2	1.2	1.9	1.4	1.1	-	0.8	-	-	20.0	2.5
	100.0	20.0	40.0	40.0	20.0	60.0	20.0	-	-	20.0	40.0	20.0	40.0	60.0	-	40.0	-	-	20.0	40.0
Flor de Cano	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015943

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Flor de Farach	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Fonesca	2	-	2	-	-	-	-	-	-	-	1	-	-	2	-	2	-	-	-	-
	0.4	-	1.0	-	-	-	-	-	-	-	0.6	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	50.0	-	-	100.0	-	100.0	-	-	-	-
Fuente	33	6	22	4	9	5	3	3	3	1	15	5	8	22	3	23	3	1	-	5
	7.3	6.6	10.8	2.6	8.2	7.8	4.3	3.7	15.8	4.2	8.7	9.3	5.8	8.4	6.0	9.7	4.7	3.2	-	6.3
	100.0	18.2	66.7	12.1	27.3	15.2	9.1	9.1	9.1	3.0	45.5	15.2	24.2	66.7	9.1	69.7	9.1	3.0	-	15.2
Gregorio	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	-	-	100.0	100.0	-	-	-	-
H. Upmann	37	10	15	12	9	5	6	3	2	-	14	3	11	21	5	22	6	1	-	5
	8.2	11.0	7.4	7.7	8.2	7.8	8.7	3.7	10.5	-	8.1	5.6	7.9	8.0	10.0	9.3	9.4	3.2	-	6.3
	100.0	27.0	40.5	32.4	24.3	13.5	16.2	8.1	5.4	-	37.8	8.1	29.7	56.8	13.5	59.5	16.2	2.7	-	13.5
Habana Gold	6	1	5	-	4	1	-	-	-	-	1	-	5	1	-	4	1	-	1	-
	1.3	1.1	2.5	-	3.6	1.6	-	-	-	-	0.6	-	3.6	0.4	-	1.7	1.6	-	20.0	-
	100.0	16.7	83.3	-	66.7	16.7	-	-	-	-	16.7	-	83.3	16.7	-	66.7	16.7	-	16.7	-
Hamlet	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015944

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Henry Clay	3	-	2	-	-	1	-	-	-	-	2	1	1	2	-	2	-	-	-	1
	0.7	-	1.0	-	-	1.6	-	-	-	-	1.2	1.9	0.7	0.8	-	0.8	-	-	-	1.3
	100.0	-	66.7	-	-	33.3	-	-	-	-	66.7	33.3	33.3	66.7	-	66.7	-	-	-	33.3
Hoyo de Monterrey	23	4	10	8	5	6	3	3	-	1	13	3	5	16	2	12	4	2	-	5
	5.1	4.4	4.9	5.2	4.5	9.4	4.3	3.7	-	4.2	7.5	5.6	3.6	6.1	4.0	5.1	6.3	6.5	-	6.3
	100.0	17.4	43.5	34.8	21.7	26.1	13.0	13.0	-	4.3	56.5	13.0	21.7	69.6	8.7	52.2	17.4	8.7	-	21.7
Hugo Cassar	2	1	1	-	-	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	-	-	-	-	-	-	-	1.4	-	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
J.R. Ultimate	7	-	1	6	1	-	1	1	-	-	2	-	1	5	1	2	-	1	-	4
	1.6	-	0.5	3.9	0.9	-	1.4	1.2	-	-	1.2	-	0.7	1.9	2.0	0.8	-	3.2	-	5.0
	100.0	-	14.3	85.7	14.3	-	14.3	14.3	-	-	28.6	-	14.3	71.4	14.3	28.6	-	14.3	-	57.1
Jose Marti	2	1	-	1	1	-	1	-	-	1	-	-	-	2	-	-	-	-	-	2
	0.4	1.1	-	0.6	0.9	-	1.4	-	-	4.2	-	-	-	0.8	-	-	-	-	-	2.5
	100.0	50.0	-	50.0	50.0	-	50.0	-	-	50.0	-	-	-	100.0	-	-	-	-	-	100.0
Joya de Nicaragua	3	1	-	2	2	1	-	1	1	-	-	-	-	2	1	3	-	-	-	-
	0.7	1.1	-	1.3	1.8	1.6	-	1.2	5.3	-	-	-	-	0.8	2.0	1.3	-	-	-	-
	100.0	33.3	-	66.7	66.7	33.3	-	33.3	33.3	-	-	-	-	66.7	33.3	100.0	-	-	-	-
Juan Clemente	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015945

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
La Aurora	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
La Finca	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
La Fontana	2	1	-	1	-	-	1	-	-	-	2	1	-	1	1	2	-	-	-	-
	0.4	1.1	-	0.6	-	-	1.4	-	-	-	1.2	1.9	-	0.4	2.0	0.8	-	-	-	-
	100.0	50.0	-	50.0	-	-	50.0	-	-	-	100.0	50.0	-	50.0	50.0	100.0	-	-	-	-
La Gloria Cubana	9	4	3	2	3	2	1	2	-	-	3	1	3	5	1	7	1	-	-	1
	2.0	4.4	1.5	1.3	2.7	3.1	1.4	2.5	-	-	1.7	1.9	2.2	1.9	2.0	3.0	1.6	-	-	1.3
	100.0	44.4	33.3	22.2	33.3	22.2	11.1	22.2	-	-	33.3	11.1	33.3	55.6	11.1	77.8	11.1	-	-	11.1
La Hoya/La Hoya Selecta	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
La Reserva	1	-	-	1	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-
La Unica	3	1	2	-	1	-	-	-	-	-	2	-	1	2	-	2	-	1	-	-
	0.7	1.1	1.0	-	0.9	-	-	-	-	-	1.2	-	0.7	0.8	-	0.8	-	3.2	-	-
	100.0	33.3	66.7	-	33.3	-	-	-	-	-	66.7	-	33.3	66.7	-	66.7	-	33.3	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015946

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Leon Jimenes	2	-	-	2	-	-	-	1	-	-	-	-	-	2	-	1	1	-	-	-
	0.4	-	-	1.3	-	-	-	1.2	-	-	-	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	50.0	-	-	-	-	-	100.0	-	50.0	50.0	-	-	-
Licenciados	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Macanudo	165	31	79	55	34	26	21	76	7	7	67	15	46	104	15	97	27	11	1	20
	36.6	34.1	38.9	35.5	30.9	40.6	30.4	93.8	36.8	29.2	38.7	27.8	33.1	39.7	30.0	41.1	42.2	35.5	20.0	25.0
	100.0	18.8	47.9	33.3	20.6	15.8	12.7	46.1	4.2	4.2	40.6	9.1	27.9	63.0	9.1	58.8	16.4	6.7	0.6	12.1
Macanudo Robust	6	3	3	-	-	2	1	-	-	1	5	3	4	2	-	3	-	1	-	2
	1.3	3.3	1.5	-	-	3.1	1.4	-	-	4.2	2.9	5.6	2.9	0.8	-	1.3	-	3.2	-	2.5
	100.0	50.0	50.0	-	-	33.3	16.7	-	-	16.7	83.3	50.0	66.7	33.3	-	50.0	-	16.7	-	33.3
Macanudo Vintage	7	-	5	2	2	1	-	-	-	-	3	2	4	3	-	4	1	-	-	1
	1.6	-	2.5	1.3	1.8	1.6	-	-	-	-	1.7	3.7	2.9	1.1	-	1.7	1.6	-	-	1.3
	100.0	-	71.4	28.6	28.6	14.3	-	-	-	-	42.9	28.6	57.1	42.9	-	57.1	14.3	-	-	14.3
Matacan	3	1	2	-	1	2	-	1	-	-	2	1	2	1	-	-	1	-	-	1
	0.7	1.1	1.0	-	0.9	3.1	-	1.2	-	-	1.2	1.9	1.4	0.4	-	-	1.6	-	-	1.3
	100.0	33.3	66.7	-	33.3	66.7	-	33.3	-	-	66.7	33.3	66.7	33.3	-	-	33.3	-	-	33.3
Mi Cubano	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015947

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Montecristo	25	6	9	10	6	6	2	3	4	1	12	5	9	15	1	12	4	1	2	2
	5.5	6.6	4.4	6.5	5.5	9.4	2.9	3.7	21.1	4.2	6.9	9.3	6.5	5.7	2.0	5.1	6.3	3.2	40.0	2.5
	100.0	24.0	36.0	40.0	24.0	24.0	8.0	12.0	16.0	4.0	48.0	20.0	36.0	60.0	4.0	48.0	16.0	4.0	8.0	8.0
Montecruz	5	-	4	1	-	-	-	-	-	1	1	-	3	2	-	3	2	-	-	-
	1.1	-	2.0	0.6	-	-	-	-	-	4.2	0.6	-	2.2	0.8	-	1.3	3.1	-	-	-
	100.0	-	80.0	20.0	-	-	-	-	-	20.0	20.0	-	60.0	40.0	-	60.0	40.0	-	-	-
Montesino	3	1	2	-	-	2	-	-	-	1	1	-	1	1	1	2	-	-	-	-
	0.7	1.1	1.0	-	-	3.1	-	-	-	4.2	0.6	-	0.7	0.4	2.0	0.8	-	-	-	-
	100.0	33.3	66.7	-	-	66.7	-	-	-	33.3	33.3	-	33.3	33.3	33.3	66.7	-	-	-	-
Onyx	8	3	4	1	3	2	-	-	-	-	6	3	4	4	-	4	2	-	-	2
	1.8	3.3	2.0	0.6	2.7	3.1	-	-	-	-	3.5	5.6	2.9	1.5	-	1.7	3.1	-	-	2.5
	100.0	37.5	50.0	12.5	37.5	25.0	-	-	-	-	75.0	37.5	50.0	50.0	-	50.0	25.0	-	-	25.0
Ornelas	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Padron	7	2	4	1	2	2	2	-	-	-	1	1	3	4	-	6	1	-	-	-
	1.6	2.2	2.0	0.6	1.8	3.1	2.9	-	-	-	0.6	1.9	2.2	1.5	-	2.5	1.6	-	-	-
	100.0	28.6	57.1	14.3	28.6	28.6	28.6	-	-	-	14.3	14.3	42.9	57.1	-	85.7	14.3	-	-	-
Partagas	60	8	31	21	16	7	11	8	18	5	28	14	13	43	4	35	5	3	-	11
	13.3	8.8	15.3	13.5	14.5	10.9	15.9	9.9	94.7	20.8	16.2	25.9	9.4	16.4	8.0	14.8	7.8	9.7	-	13.8
	100.0	13.3	51.7	35.0	26.7	11.7	18.3	13.3	30.0	8.3	46.7	23.3	21.7	71.7	6.7	58.3	8.3	5.0	-	18.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015948

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Partagas Limited Reserve	4	1	2	1	-	2	-	1	-	-	4	1	2	2	-	2	1	-	-	1
	0.9	1.1	1.0	0.6	-	3.1	-	1.2	-	-	2.3	1.9	1.4	0.8	-	0.8	1.6	-	-	1.3
	100.0	25.0	50.0	25.0	-	50.0	-	25.0	-	-	100.0	25.0	50.0	50.0	-	50.0	25.0	-	-	25.0
Peterson	1	-	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Petrus	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
Pleiades	2	-	2	-	2	-	-	-	1	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	1.0	-	1.8	-	-	-	5.3	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	50.0	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Primo del Rey	3	1	-	2	-	-	1	-	-	-	1	-	1	-	2	1	-	1	-	1
	0.7	1.1	-	1.3	-	-	1.4	-	-	-	0.6	-	0.7	-	4.0	0.4	-	3.2	-	1.3
	100.0	33.3	-	66.7	-	-	33.3	-	-	-	33.3	-	33.3	-	66.7	33.3	-	33.3	-	33.3
Punch	37	9	17	10	7	5	6	8	-	3	13	5	10	27	-	23	9	1	-	3
	8.2	9.9	8.4	6.5	6.4	7.8	8.7	9.9	-	12.5	7.5	9.3	7.2	10.3	-	9.7	14.1	3.2	-	3.8
	100.0	24.3	45.9	27.0	18.9	13.5	16.2	21.6	-	8.1	35.1	13.5	27.0	73.0	-	62.2	24.3	2.7	-	8.1
Puros Indios	2	1	1	-	-	1	-	-	-	-	1	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	1.6	-	-	-	-	0.6	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	50.0	-	50.0	50.0	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015949

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Ramon Allones	3	1	1	1	1	-	1	-	-	-	1	-	-	3	-	1	-	-	-	-
	0.7	1.1	0.5	0.6	0.9	-	1.4	-	-	-	0.6	-	-	1.1	-	0.4	-	-	-	-
	100.0	33.3	33.3	33.3	33.3	-	33.3	-	-	-	33.3	-	-	100.0	-	33.3	-	-	-	-
Romeo y Julieta	18	7	7	4	5	4	2	2	-	-	7	4	5	13	-	14	2	-	-	2
	4.0	7.7	3.4	2.6	4.5	6.3	2.9	2.5	-	-	4.0	7.4	3.6	5.0	-	5.9	3.1	-	-	2.5
	100.0	38.9	38.9	22.2	27.8	22.2	11.1	11.1	-	-	38.9	22.2	27.8	72.2	-	77.8	11.1	-	-	11.1
Royal Jamaica	11	2	4	5	4	1	3	-	-	-	5	2	-	10	1	10	1	-	-	-
	2.4	2.2	2.0	3.2	3.6	1.6	4.3	-	-	-	2.9	3.7	-	3.8	2.0	4.2	1.6	-	-	-
	100.0	18.2	36.4	45.5	36.4	9.1	27.3	-	-	-	45.5	18.2	-	90.9	9.1	90.9	9.1	-	-	-
Santa Clara	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	-	2.0	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	100.0	-	-	-
Santa Damiana	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Santa Rosa	4	1	2	1	3	-	-	1	-	-	1	-	2	2	-	3	1	-	-	-
	0.9	1.1	1.0	0.6	2.7	-	-	1.2	-	-	0.6	-	1.4	0.8	-	1.3	1.6	-	-	-
	100.0	25.0	50.0	25.0	75.0	-	-	25.0	-	-	25.0	-	50.0	50.0	-	75.0	25.0	-	-	-
Santiago/Santa Cubano	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015950

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sosa/Sosa Family	2	2	-	-	1	-	-	-	-	-	1	-	-	2	-	1	-	-	-	1
	0.4	2.2	-	-	0.9	-	-	-	-	-	0.6	-	-	0.8	-	0.4	-	-	-	1.3
	100.0	100.0	-	-	50.0	-	-	-	-	-	50.0	-	-	100.0	-	50.0	-	-	-	50.0
Tamboril	2	1	1	-	1	1	-	-	-	-	-	-	1	1	-	-	2	-	-	-
	0.4	1.1	0.5	-	0.9	1.6	-	-	-	-	-	-	0.7	0.4	-	-	3.1	-	-	-
	100.0	50.0	50.0	-	50.0	50.0	-	-	-	-	-	-	50.0	50.0	-	-	100.0	-	-	-
Te-Amo	18	4	8	6	2	4	4	1	-	2	8	1	6	11	1	6	3	1	-	8
	4.0	4.4	3.9	3.9	1.8	6.3	5.8	1.2	-	8.3	4.6	1.9	4.3	4.2	2.0	2.5	4.7	3.2	-	10.0
	100.0	22.2	44.4	33.3	11.1	22.2	22.2	5.6	-	11.1	44.4	5.6	33.3	61.1	5.6	33.3	16.7	5.6	-	44.4
Temple Hall	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Thomas Hinds	3	-	1	2	1	-	1	-	-	-	-	-	1	2	-	2	1	-	-	-
	0.7	-	0.5	1.3	0.9	-	1.4	-	-	-	-	-	0.7	0.8	-	0.8	1.6	-	-	-
	100.0	-	33.3	66.7	33.3	-	33.3	-	-	-	-	-	33.3	66.7	-	66.7	33.3	-	-	-
Thompson	31	6	10	15	4	1	9	2	-	-	7	3	5	17	9	4	-	3	-	22
	6.9	6.6	4.9	9.7	3.6	1.6	13.0	2.5	-	-	4.0	5.6	3.6	6.5	18.0	1.7	-	9.7	-	27.5
	100.0	19.4	32.3	48.4	12.9	3.2	29.0	6.5	-	-	22.6	9.7	16.1	54.8	29.0	12.9	-	9.7	-	71.0
Tobacco Place	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015951

Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Top Value	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Upmann	33	6	11	16	7	3	5	10	2	-	16	4	7	19	7	21	3	2	-	7
	7.3	6.6	5.4	10.3	6.4	4.7	7.2	12.3	10.5	-	9.2	7.4	5.0	7.3	14.0	8.9	4.7	6.5	-	8.8
	100.0	18.2	33.3	48.5	21.2	9.1	15.2	30.3	6.1	-	48.5	12.1	21.2	57.6	21.2	63.6	9.1	6.1	-	21.2
Victor Sinclair	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	1.2	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Vueltabajo	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Wonder Blend	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-
Zino	3	1	1	1	1	-	1	-	-	-	1	1	1	2	-	1	1	-	-	1
	0.7	1.1	0.5	0.6	0.9	-	1.4	-	-	-	0.6	1.9	0.7	0.8	-	0.4	1.6	-	-	1.3
	100.0	33.3	33.3	33.3	33.3	-	33.3	-	-	-	33.3	33.3	33.3	66.7	-	33.3	33.3	-	-	33.3
Other	71	16	29	26	13	12	16	6	2	2	21	5	22	44	5	38	12	8	-	7
	15.7	17.6	14.3	16.8	11.8	18.8	23.2	7.4	10.5	8.3	12.1	9.3	15.8	16.8	10.0	16.1	18.8	25.8	-	8.8
	100.0	22.5	40.8	36.6	18.3	16.9	22.5	8.5	2.8	2.8	29.6	7.0	31.0	62.0	7.0	53.5	16.9	11.3	-	9.9

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Table 10
Q.1a1/b/c SEC.B Total First/Second/Third Brand That Comes To Mind

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don't know/No Others	12	2	4	6	6	1	2	-	-	-	4	-	4	5	3	3	2	2	-	4
	2.7	2.2	2.0	3.9	5.5	1.6	2.9	-	-	-	2.3	-	2.9	1.9	6.0	1.3	3.1	6.5	-	5.0
	100.0	16.7	33.3	50.0	50.0	8.3	16.7	-	-	-	33.3	-	33.3	41.7	25.0	25.0	16.7	16.7	-	33.3
Sigma	1124	216	515	388	273	158	171	205	54	66	435	139	339	669	116	603	155	82	9	199
	249.2	237.4	253.7	250.3	248.2	246.9	247.8	253.1	284.2	275.0	251.4	257.4	243.9	255.3	232.0	255.5	242.2	264.5	180.0	248.8
	100.0	19.2	45.8	34.5	24.3	14.1	15.2	18.2	4.8	5.9	38.7	12.4	30.2	59.5	10.3	53.6	13.8	7.3	0.8	17.7

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL	SMOKING TENURE: PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Domestic Brands (Net)	194	18	75	101	40	22	31	35	4	14	66	18	44	121	29	87	25	21	3	46
	43.0	19.8	36.9	65.2	36.4	34.4	44.9	43.2	21.1	58.3	38.2	33.3	31.7	46.2	58.0	36.9	39.1	67.7	60.0	57.5
	100.0	9.3	38.7	52.1	20.6	11.3	16.0	18.0	2.1	7.2	34.0	9.3	22.7	62.4	14.9	44.8	12.9	10.8	1.5	23.7
Antonio y Cleopatra	8	-	2	6	1	2	1	1	3	1	1	1	1	4	3	4	1	1	-	2
	1.8	-	1.0	3.9	0.9	3.1	1.4	1.2	15.8	4.2	0.6	1.9	0.7	1.5	6.0	1.7	1.6	3.2	-	2.5
	100.0	-	25.0	75.0	12.5	25.0	12.5	12.5	37.5	12.5	12.5	12.5	12.5	50.0	37.5	50.0	12.5	12.5	-	25.0
Backwoods Smokes	2	-	2	-	1	-	-	1	-	-	1	-	1	1	-	1	1	-	-	-
	0.4	-	1.0	-	0.9	-	-	1.2	-	-	0.6	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	50.0	-	-	50.0	-	-	50.0	-	50.0	50.0	-	50.0	50.0	-	-	-
Bering (Domestic)	3	2	1	-	-	2	-	-	-	1	1	-	1	2	-	2	-	-	-	-
	0.7	2.2	0.5	-	-	3.1	-	-	-	4.2	0.6	-	0.7	0.8	-	0.8	-	-	-	-
	100.0	66.7	33.3	-	-	66.7	-	-	-	33.3	33.3	-	33.3	66.7	-	66.7	-	-	-	-
Black & Mild	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Dutch Masters	16	1	8	7	3	3	1	-	-	1	10	2	3	11	2	9	2	-	-	4
	3.5	1.1	3.9	4.5	2.7	4.7	1.4	-	-	4.2	5.8	3.7	2.2	4.2	4.0	3.8	3.1	-	-	5.0
	100.0	6.3	50.0	43.8	18.8	18.8	6.3	-	-	6.3	62.5	12.5	18.8	68.8	12.5	56.3	12.5	-	-	25.0
El Producto	5	2	1	2	-	-	2	1	-	1	2	-	1	4	-	2	1	1	-	1
	1.1	2.2	0.5	1.3	-	-	2.9	1.2	-	4.2	1.2	-	0.7	1.5	-	0.8	1.6	3.2	-	1.3
	100.0	40.0	20.0	40.0	-	-	40.0	20.0	-	20.0	40.0	-	20.0	80.0	-	40.0	20.0	20.0	-	20.0

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Garcia y Vega/Whiffs	16	2	6	8	8	-	3	3	-	1	6	4	3	10	3	11	-	1	-	3
	3.5	2.2	3.0	5.2	7.3	-	4.3	3.7	-	4.2	3.5	7.4	2.2	3.8	6.0	4.7	-	3.2	-	3.8
	100.0	12.5	37.5	50.0	50.0	-	18.8	18.8	-	6.3	37.5	25.0	18.8	62.5	18.8	68.8	-	6.3	-	18.8
Grenadiers	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Hav-a-Tampa/Jewels	11	1	1	9	2	-	3	2	-	1	4	1	1	8	2	6	1	-	-	3
	2.4	1.1	0.5	5.8	1.8	-	4.3	2.5	-	4.2	2.3	1.9	0.7	3.1	4.0	2.5	1.6	-	-	3.8
	100.0	9.1	9.1	81.8	18.2	-	27.3	18.2	-	9.1	36.4	9.1	9.1	72.7	18.2	54.5	9.1	-	-	27.3
King Edward	7	-	1	6	1	2	1	2	-	2	3	-	-	4	3	2	1	-	-	4
	1.6	-	0.5	3.9	0.9	3.1	1.4	2.5	-	8.3	1.7	-	-	1.5	6.0	0.8	1.6	-	-	5.0
	100.0	-	14.3	85.7	14.3	28.6	14.3	28.6	-	28.6	42.9	-	-	57.1	42.9	28.6	14.3	-	-	57.1
Mark IV	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Marsh Wheeling	2	-	-	2	-	1	1	-	-	-	1	-	-	1	1	-	-	2	-	-
	0.4	-	-	1.3	-	1.6	1.4	-	-	-	0.6	-	-	0.4	2.0	-	-	6.5	-	-
	100.0	-	-	100.0	-	50.0	50.0	-	-	-	50.0	-	-	50.0	50.0	-	-	100.0	-	-
Muriel	2	-	-	2	-	-	1	-	-	1	1	-	-	1	1	-	1	-	-	1
	0.4	-	-	1.3	-	-	1.4	-	-	4.2	0.6	-	-	0.4	2.0	-	1.6	-	-	1.3
	100.0	-	-	100.0	-	-	50.0	-	-	50.0	50.0	-	-	50.0	50.0	-	50.0	-	-	50.0

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Optimo	2	-	-	2	-	-	1	-	-	-	1	-	-	1	1	-	-	-	1	1
	0.4	-	-	1.3	-	-	1.4	-	-	-	0.6	-	-	0.4	2.0	-	-	-	20.0	1.3
	100.0	-	-	100.0	-	-	50.0	-	-	-	50.0	-	-	50.0	50.0	-	-	-	50.0	50.0
Phillies	14	1	7	6	2	2	2	3	-	1	4	2	2	9	3	5	1	4	-	3
	3.1	1.1	3.4	3.9	1.8	3.1	2.9	3.7	-	4.2	2.3	3.7	1.4	3.4	6.0	2.1	1.6	12.9	-	3.8
	100.0	7.1	50.0	42.9	14.3	14.3	14.3	21.4	-	7.1	28.6	14.3	14.3	64.3	21.4	35.7	7.1	28.6	-	21.4
R.G. Dunn	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	100.0	-	-	-
Red Dot	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Robert Burns	3	-	1	2	-	1	-	1	-	-	-	-	-	3	-	2	-	-	-	1
	0.7	-	0.5	1.3	-	1.6	-	1.2	-	-	-	-	-	1.1	-	0.8	-	-	-	1.3
	100.0	-	33.3	66.7	-	33.3	-	33.3	-	-	-	-	-	100.0	-	66.7	-	-	-	33.3
Roi-Tan	3	-	2	1	1	-	1	-	-	-	1	-	-	2	1	1	-	1	-	1
	0.7	-	1.0	0.6	0.9	-	1.4	-	-	-	0.6	-	-	0.8	2.0	0.4	-	3.2	-	1.3
	100.0	-	66.7	33.3	33.3	-	33.3	-	-	-	33.3	-	-	66.7	33.3	33.3	-	33.3	-	33.3
Swisher/Sweets	60	5	34	21	11	7	6	12	1	2	18	6	25	34	1	25	8	9	2	14
	13.3	5.5	16.7	13.5	10.0	10.9	8.7	14.8	5.3	8.3	10.4	11.1	18.0	13.0	2.0	10.6	12.5	29.0	40.0	17.5
	100.0	8.3	56.7	35.0	18.3	11.7	10.0	20.0	1.7	3.3	30.0	10.0	41.7	56.7	1.7	41.7	13.3	15.0	3.3	23.3

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Tampa Nuggets	2	-	-	2	-	-	-	-	-	-	-	-	-	1	1	1	-	1	-	-
	0.4	-	-	1.3	-	-	-	-	-	-	-	-	-	0.4	2.0	0.4	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	50.0	50.0	50.0	-	50.0	-	-
Tampa (non-specific)	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Tijuana Smalls	3	-	1	2	-	-	-	1	-	-	-	-	1	1	1	1	2	-	-	-
	0.7	-	0.5	1.3	-	-	-	1.2	-	-	-	-	0.7	0.4	2.0	0.4	3.1	-	-	-
	100.0	-	33.3	66.7	-	-	-	33.3	-	-	-	-	33.3	33.3	33.3	33.3	66.7	-	-	-
Tiparillo	6	-	-	6	2	-	2	3	-	-	2	1	-	5	1	2	2	1	-	1
	1.3	-	-	3.9	1.8	-	2.9	3.7	-	-	1.2	1.9	-	1.9	2.0	0.8	3.1	3.2	-	1.3
	100.0	-	-	100.0	33.3	-	33.3	50.0	-	-	33.3	16.7	-	83.3	16.7	33.3	33.3	16.7	-	16.7
White Owl	21	2	7	12	7	1	5	3	-	2	8	1	3	15	3	9	3	-	-	5
	4.7	2.2	3.4	7.7	6.4	1.6	7.2	3.7	-	8.3	4.6	1.9	2.2	5.7	6.0	3.8	4.7	-	-	6.3
	100.0	9.5	33.3	57.1	33.3	4.8	23.8	14.3	-	9.5	38.1	4.8	14.3	71.4	14.3	42.9	14.3	-	-	23.8
Winchester	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Wolf Brothers	1	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	1.2	-	-	0.6	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	100.0	-	-	-	-

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GC 015957

Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Premium Brands (Net)	135	49	69	15	38	20	21	25	6	9	61	19	59	69	7	75	22	7	-	16
	29.9	53.8	34.0	9.7	34.5	31.3	30.4	30.9	31.6	37.5	35.3	35.2	42.4	26.3	14.0	31.8	34.4	22.6	-	20.0
	100.0	36.3	51.1	11.1	28.1	14.8	15.6	18.5	4.4	6.7	45.2	14.1	43.7	51.1	5.2	55.6	16.3	5.2	-	11.9
Arturo Fuente	3	1	2	-	2	1	-	-	-	-	-	-	1	2	-	3	-	-	-	-
	0.7	1.1	1.0	-	1.8	1.6	-	-	-	-	-	-	0.7	0.8	-	1.3	-	-	-	-
	100.0	33.3	66.7	-	66.7	33.3	-	-	-	-	-	-	33.3	66.7	-	100.0	-	-	-	-
Ashton	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Astral	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Baccarat	3	-	3	-	1	1	1	-	-	-	2	1	1	2	-	-	1	-	-	2
	0.7	-	1.5	-	0.9	1.6	1.4	-	-	-	1.2	1.9	0.7	0.8	-	-	1.6	-	-	2.5
	100.0	-	100.0	-	33.3	33.3	33.3	-	-	-	66.7	33.3	33.3	66.7	-	-	33.3	-	-	66.7
Bahia	1	1	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Bering (Premium)	1	-	1	-	-	-	1	1	-	-	-	-	-	-	1	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	1.2	-	-	-	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	100.0	-	-	-	-	-	-	100.0	100.0	-	-	-	-

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GC 015958

Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL	SMOKING TENURE: PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Bolivar	1	-	-	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	1.2	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Cohiba	5	-	5	-	2	1	1	2	-	-	3	2	1	3	1	4	-	-	-	-
	1.1	-	2.5	-	1.8	1.6	1.4	2.5	-	-	1.7	3.7	0.7	1.1	2.0	1.7	-	-	-	-
	100.0	-	100.0	-	40.0	20.0	20.0	40.0	-	-	60.0	40.0	20.0	60.0	20.0	80.0	-	-	-	-
Cruz Real	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Cuesta Rey	2	1	1	-	1	-	-	-	-	-	1	-	1	1	-	1	-	1	-	-
	0.4	1.1	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	0.4	-	0.4	-	3.2	-	-
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	50.0	-	-
Don Diego	4	1	3	-	-	1	1	-	-	-	1	-	3	1	-	1	1	1	-	-
	0.9	1.1	1.5	-	-	1.6	1.4	-	-	-	0.6	-	2.2	0.4	-	0.4	1.6	3.2	-	-
	100.0	25.0	75.0	-	-	25.0	25.0	-	-	-	25.0	-	75.0	25.0	-	25.0	25.0	25.0	-	-
Don Lino	1	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	-	-
Don Tomas	4	1	3	-	1	2	-	-	-	1	2	-	2	1	1	3	1	-	-	-
	0.9	1.1	1.5	-	0.9	3.1	-	-	-	4.2	1.2	-	1.4	0.4	2.0	1.3	1.6	-	-	-
	100.0	25.0	75.0	-	25.0	50.0	-	-	-	25.0	50.0	-	50.0	25.0	25.0	75.0	25.0	-	-	-

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GC 015959

Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Dunhill	4	1	2	1	2	-	-	1	-	-	2	1	1	3	-	3	1	-	-	-
	0.9	1.1	1.0	0.6	1.8	-	-	1.2	-	-	1.2	1.9	0.7	1.1	-	1.3	1.6	-	-	-
	100.0	25.0	50.0	25.0	50.0	-	-	25.0	-	-	50.0	25.0	25.0	75.0	-	75.0	25.0	-	-	-
El Rey del Mundo	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
Fonesca	2	1	1	-	-	-	1	-	-	-	-	-	-	2	-	1	1	-	-	-
	0.4	1.1	0.5	-	-	-	1.4	-	-	-	-	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	50.0	50.0	-	-	-	50.0	-	-	-	-	-	-	100.0	-	50.0	50.0	-	-	-
Fuente	5	3	2	-	-	1	1	1	-	-	3	-	3	1	1	3	1	-	-	1
	1.1	3.3	1.0	-	-	1.6	1.4	1.2	-	-	1.7	-	2.2	0.4	2.0	1.3	1.6	-	-	1.3
	100.0	60.0	40.0	-	-	20.0	20.0	20.0	-	-	60.0	-	60.0	20.0	20.0	60.0	20.0	-	-	20.0
Griffin's	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
H. Upmann	5	4	-	1	-	1	-	-	-	-	3	1	4	1	-	3	-	-	-	-
	1.1	4.4	-	0.6	-	1.6	-	-	-	-	1.7	1.9	2.9	0.4	-	1.3	-	-	-	-
	100.0	80.0	-	20.0	-	20.0	-	-	-	-	60.0	20.0	80.0	20.0	-	60.0	-	-	-	-
Habana Gold	2	1	1	-	1	-	-	-	-	1	1	-	2	-	-	2	-	-	-	-
	0.4	1.1	0.5	-	0.9	-	-	-	-	4.2	0.6	-	1.4	-	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	50.0	-	-	-	-	50.0	50.0	-	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015960

Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Hamlet	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Hoyo de Monterrey	3	1	2	-	1	-	-	-	-	1	2	1	1	2	-	1	-	1	-	1
	0.7	1.1	1.0	-	0.9	-	-	-	-	4.2	1.2	1.9	0.7	0.8	-	0.4	-	3.2	-	1.3
	100.0	33.3	66.7	-	33.3	-	-	-	-	33.3	66.7	33.3	33.3	66.7	-	33.3	-	33.3	-	33.3
J.R. Ultimate	2	1	1	-	-	1	1	1	-	-	-	-	-	2	-	1	1	-	-	-
	0.4	1.1	0.5	-	-	1.6	1.4	1.2	-	-	-	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	50.0	50.0	-	-	50.0	50.0	50.0	-	-	-	-	-	100.0	-	50.0	50.0	-	-	-
Juan Clemente	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
La Aurora	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
La Hoya/La Hoya Selecta	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Macanudo	32	10	15	6	9	2	5	14	2	2	13	4	12	20	-	19	7	1	-	4
	7.1	11.0	7.4	3.9	8.2	3.1	7.2	17.3	10.5	8.3	7.5	7.4	8.6	7.6	-	8.1	10.9	3.2	-	5.0
	100.0	31.3	46.9	18.8	28.1	6.3	15.6	43.8	6.3	6.3	40.6	12.5	37.5	62.5	-	59.4	21.9	3.1	-	12.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015961

Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Macanudo Vintage	2	-	2	-	1	-	-	-	-	-	1	1	2	-	-	-	1	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	1.9	1.4	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	50.0	100.0	-	-	-	50.0	-	-	-
Montecristo	3	-	-	2	-	1	1	1	1	-	3	-	1	2	-	1	-	-	-	1
	0.7	-	-	1.3	-	1.6	1.4	1.2	5.3	-	1.7	-	0.7	0.8	-	0.4	-	-	-	1.3
	100.0	-	-	66.7	-	33.3	33.3	33.3	33.3	-	100.0	-	33.3	66.7	-	33.3	-	-	-	33.3
Montecruz	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Montesino	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Onyx	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
Padron	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-
Partagas	9	4	5	-	4	1	1	-	3	1	6	4	5	3	1	7	-	1	-	1
	2.0	4.4	2.5	-	3.6	1.6	1.4	-	15.8	4.2	3.5	7.4	3.6	1.1	2.0	3.0	-	3.2	-	1.3
	100.0	44.4	55.6	-	44.4	11.1	11.1	-	33.3	11.1	66.7	44.4	55.6	33.3	11.1	77.8	-	11.1	-	11.1

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE	TRIED	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	OF MAC -ANUDO ROBUST	MAC -ANUDO ROBUST	18-34	35-54	55+	TRADI -TION -AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Pleiades	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	4.2	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	100.0	-	-	-	-
Punch	5	2	3	-	2	-	3	1	-	1	2	1	2	3	-	2	1	1	-	-
	1.1	2.2	1.5	-	1.8	-	4.3	1.2	-	4.2	1.2	1.9	1.4	1.1	-	0.8	1.6	3.2	-	-
	100.0	40.0	60.0	-	40.0	-	60.0	20.0	-	20.0	40.0	20.0	40.0	60.0	-	40.0	20.0	20.0	-	-
Ramon Allones	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-
Romeo y Julieta	6	3	2	1	2	1	-	1	-	-	3	-	1	5	-	5	-	-	-	1
	1.3	3.3	1.0	0.6	1.8	1.6	-	1.2	-	-	1.7	-	0.7	1.9	-	2.1	-	-	-	1.3
	100.0	50.0	33.3	16.7	33.3	16.7	-	16.7	-	-	50.0	-	16.7	83.3	-	83.3	-	-	-	16.7
Royal Dominicana	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Royal Jamaica	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Sosa/Sosa Family	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Tabacalera	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Te-Amo	3	1	2	-	1	1	-	1	-	-	2	-	2	1	-	2	-	-	-	1
	0.7	1.1	1.0	-	0.9	1.6	-	1.2	-	-	1.2	-	1.4	0.4	-	0.8	-	-	-	1.3
	100.0	33.3	66.7	-	33.3	33.3	-	33.3	-	-	66.7	-	66.7	33.3	-	66.7	-	-	-	33.3
Temple Hall	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Thompson	5	2	3	-	1	2	-	-	-	-	1	-	4	1	-	1	2	-	-	1
	1.1	2.2	1.5	-	0.9	3.1	-	-	-	-	0.6	-	2.9	0.4	-	0.4	3.1	-	-	1.3
	100.0	40.0	60.0	-	20.0	40.0	-	-	-	-	20.0	-	80.0	20.0	-	20.0	40.0	-	-	20.0
Upmann	2	1	1	-	-	-	-	-	-	1	-	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	-	-	-	-	4.2	-	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	-	-	-	-	50.0	-	-	50.0	50.0	-	100.0	-	-	-	-
Other	29	5	13	11	8	6	5	2	1	-	10	2	5	22	2	21	3	-	-	3
	6.4	5.5	6.4	7.1	7.3	9.4	7.2	2.5	5.3	-	5.8	3.7	3.6	8.4	4.0	8.9	4.7	-	-	3.8
	100.0	17.2	44.8	37.9	27.6	20.7	17.2	6.9	3.4	-	34.5	6.9	17.2	75.9	6.9	72.4	10.3	-	-	10.3
Don't know/No Others	93	19	46	28	24	16	12	19	8	1	36	15	31	50	12	53	14	3	2	15
	20.6	20.9	22.7	18.1	21.8	25.0	17.4	23.5	42.1	4.2	20.8	27.8	22.3	19.1	24.0	22.5	21.9	9.7	40.0	18.8
	100.0	20.4	49.5	30.1	25.8	17.2	12.9	20.4	8.6	1.1	38.7	16.1	33.3	53.8	12.9	57.0	15.1	3.2	2.2	16.1

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Table 11
Q.1d SEC.B What Was The The First Brand Of Cigar You Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 12
Q.2 SEC.B How Many Different Cigar Brands Do You Smoke On A Regular Basis?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
None	6	-	2	4	2	1	1	1	-	-	4	1	3	1	2	2	1	-	1	2
	1.3	-	1.0	2.6	1.8	1.6	1.4	1.2	-	-	2.3	1.9	2.2	0.4	4.0	0.8	1.6	-	20.0	2.5
	100.0	-	33.3	66.7	33.3	16.7	16.7	16.7	-	-	66.7	16.7	50.0	16.7	33.3	33.3	16.7	-	16.7	33.3
1 brand	65	16	21	28	13	7	11	9	1	2	20	7	16	33	16	21	8	6	1	21
	14.4	17.6	10.3	18.1	11.8	10.9	15.9	11.1	5.3	8.3	11.6	13.0	11.5	12.6	32.0	8.9	12.5	19.4	20.0	26.3
	100.0	24.6	32.3	43.1	20.0	10.8	16.9	13.8	1.5	3.1	30.8	10.8	24.6	50.8	24.6	32.3	12.3	9.2	1.5	32.3
2 brands	123	21	63	38	31	21	19	29	3	6	43	9	38	68	17	62	22	6	1	23
	27.3	23.1	31.0	24.5	28.2	32.8	27.5	35.8	15.8	25.0	24.9	16.7	27.3	26.0	34.0	26.3	34.4	19.4	20.0	28.8
	100.0	17.1	51.2	30.9	25.2	17.1	15.4	23.6	2.4	4.9	35.0	7.3	30.9	55.3	13.8	50.4	17.9	4.9	0.8	18.7
3-5 brands	172	37	78	57	42	23	26	32	12	6	60	21	53	111	8	99	24	13	2	22
	38.1	40.7	38.4	36.8	38.2	35.9	37.7	39.5	63.2	25.0	34.7	38.9	38.1	42.4	16.0	41.9	37.5	41.9	40.0	27.5
	100.0	21.5	45.3	33.1	24.4	13.4	15.1	18.6	7.0	3.5	34.9	12.2	30.8	64.5	4.7	57.6	14.0	7.6	1.2	12.8
6-10 brands	52	7	30	15	15	7	7	8	3	6	28	9	17	31	4	37	5	2	-	5
	11.5	7.7	14.8	9.7	13.6	10.9	10.1	9.9	15.8	25.0	16.2	16.7	12.2	11.8	8.0	15.7	7.8	6.5	-	6.3
	100.0	13.5	57.7	28.8	28.8	13.5	13.5	15.4	5.8	11.5	53.8	17.3	32.7	59.6	7.7	71.2	9.6	3.8	-	9.6
11+ brands	23	8	7	8	4	5	5	2	-	3	13	4	8	13	2	11	3	1	-	6
	5.1	8.8	3.4	5.2	3.6	7.8	7.2	2.5	-	12.5	7.5	7.4	5.8	5.0	4.0	4.7	4.7	3.2	-	7.5
	100.0	34.8	30.4	34.8	17.4	21.7	21.7	8.7	-	13.0	56.5	17.4	34.8	56.5	8.7	47.8	13.0	4.3	-	26.1
Don't know	10	2	2	5	3	-	-	-	-	1	5	3	4	5	1	4	1	3	-	1
	2.2	2.2	1.0	3.2	2.7	-	-	-	-	4.2	2.9	5.6	2.9	1.9	2.0	1.7	1.6	9.7	-	1.3
	100.0	20.0	20.0	50.0	30.0	-	-	-	-	10.0	50.0	30.0	40.0	50.0	10.0	40.0	10.0	30.0	-	10.0

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Table 12
Q.2 SEC.B How Many Different Cigar Brands Do You Smoke On A Regular Basis?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	441	89	201	150	107	64	69	81	19	23	168	51	135	257	49	232	63	28	5	79
Mean	4.19	4.75	4.28	3.75	4.62	4.41	4.36	3.62	3.89	5.65	4.79	5.04	4.23	4.11	4.53	4.23	3.60	3.61	2.20	4.80
Standard Deviation	6.09	5.81	7.33	4.11	9.70	4.98	4.80	3.76	1.82	4.33	5.28	5.42	4.16	4.21	14.02	3.93	3.44	3.20	1.92	11.72
Standard Error	0.29	0.62	0.52	0.34	0.94	0.62	0.58	0.42	0.42	0.90	0.41	0.76	0.36	0.26	2.00	0.26	0.43	0.60	0.86	1.32

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Premium Brands (Net)	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Arturo Fuente	24	6	10	8	2	3	7	-	-	24	13	1	8	11	5	14	3	-	-	5
	5.3	6.6	4.9	5.2	1.8	4.7	10.1	-	-	100.0	7.5	1.9	5.8	4.2	10.0	5.9	4.7	-	-	6.3
	100.0	25.0	41.7	33.3	8.3	12.5	29.2	-	-	100.0	54.2	4.2	33.3	45.8	20.8	58.3	12.5	-	-	20.8
Ashton	4	2	2	-	2	-	-	-	-	-	2	1	3	1	-	4	-	-	-	-
	0.9	2.2	1.0	-	1.8	-	-	-	-	-	1.2	1.9	2.2	0.4	-	1.7	-	-	-	-
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	25.0	75.0	25.0	-	100.0	-	-	-	-
Astral	2	1	1	-	-	1	-	-	-	-	2	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	1.6	-	-	-	-	1.2	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	100.0	-	50.0	50.0	-	100.0	-	-	-	-
Avo	2	-	1	1	-	-	1	-	-	-	2	1	-	1	1	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	1.2	1.9	-	0.4	2.0	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	100.0	50.0	-	50.0	50.0	100.0	-	-	-	-
Baccarat	6	1	3	2	1	1	-	-	-	-	3	2	2	3	1	2	1	-	-	3
	1.3	1.1	1.5	1.3	0.9	1.6	-	-	-	-	1.7	3.7	1.4	1.1	2.0	0.8	1.6	-	-	3.8
	100.0	16.7	50.0	33.3	16.7	16.7	-	-	-	-	50.0	33.3	33.3	50.0	16.7	33.3	16.7	-	-	50.0
Bering (Premium)	3	1	1	1	-	1	-	-	-	-	1	-	-	2	1	1	1	-	-	1
	0.7	1.1	0.5	0.6	-	1.6	-	-	-	-	0.6	-	-	0.8	2.0	0.4	1.6	-	-	1.3
	100.0	33.3	33.3	33.3	-	33.3	-	-	-	-	33.3	-	-	66.7	33.3	33.3	33.3	-	-	33.3

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Big Butt	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
Canaria d'Oro	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Carrington	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Casa Blanca	4	1	2	1	-	1	-	-	-	-	2	1	1	3	-	1	-	1	-	2
	0.9	1.1	1.0	0.6	-	1.6	-	-	-	-	1.2	1.9	0.7	1.1	-	0.4	-	3.2	-	2.5
	100.0	25.0	50.0	25.0	-	25.0	-	-	-	-	50.0	25.0	25.0	75.0	-	25.0	-	25.0	-	50.0
Cohiba	15	2	10	3	9	-	-	-	-	-	5	2	8	7	-	6	1	2	1	1
	3.3	2.2	4.9	1.9	8.2	-	-	-	-	-	2.9	3.7	5.8	2.7	-	2.5	1.6	6.5	20.0	1.3
	100.0	13.3	66.7	20.0	60.0	-	-	-	-	-	33.3	13.3	53.3	46.7	-	40.0	6.7	13.3	6.7	6.7
Craftsmen Bench	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Cruz Real	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Cuba Aliados	2	1	-	1	2	-	-	-	-	-	1	-	1	1	-	-	-	1	-	-
	0.4	1.1	-	0.6	1.8	-	-	-	-	-	0.6	-	0.7	0.4	-	-	-	3.2	-	-
	100.0	50.0	-	50.0	100.0	-	-	-	-	-	50.0	-	50.0	50.0	-	-	-	50.0	-	-
Cuesta Rey	2	-	2	-	1	-	-	-	-	-	2	1	1	1	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	1.2	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	100.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Davidoff	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Don Carlos	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	20.0	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-
Don Diego	7	-	4	3	-	2	1	-	-	-	1	-	3	3	1	2	2	1	-	1
	1.6	-	2.0	1.9	-	3.1	1.4	-	-	-	0.6	-	2.2	1.1	2.0	0.8	3.1	3.2	-	1.3
	100.0	-	57.1	42.9	-	28.6	14.3	-	-	-	14.3	-	42.9	42.9	14.3	28.6	28.6	14.3	-	14.3
Don Lino	1	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	-	-
Don Sebastian	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don Tomas	9	4	1	4	2	2	2	-	-	-	4	-	3	6	-	4	2	1	-	1
	2.0	4.4	0.5	2.6	1.8	3.1	2.9	-	-	-	2.3	-	2.2	2.3	-	1.7	3.1	3.2	-	1.3
	100.0	44.4	11.1	44.4	22.2	22.2	22.2	-	-	-	44.4	-	33.3	66.7	-	44.4	22.2	11.1	-	11.1
Dunhill	9	2	3	4	4	-	-	-	-	-	2	1	3	6	-	3	4	1	-	-
	2.0	2.2	1.5	2.6	3.6	-	-	-	-	-	1.2	1.9	2.2	2.3	-	1.3	6.3	3.2	-	-
	100.0	22.2	33.3	44.4	44.4	-	-	-	-	-	22.2	11.1	33.3	66.7	-	33.3	44.4	11.1	-	-
Excalibur	3	-	1	2	1	1	1	-	-	-	2	1	1	2	-	2	-	-	1	-
	0.7	-	0.5	1.3	0.9	1.6	1.4	-	-	-	1.2	1.9	0.7	0.8	-	0.8	-	-	20.0	-
	100.0	-	33.3	66.7	33.3	33.3	33.3	-	-	-	66.7	33.3	33.3	66.7	-	66.7	-	-	33.3	-
Fonesca	3	-	3	-	-	-	-	-	-	-	1	-	-	3	-	3	-	-	-	-
	0.7	-	1.5	-	-	-	-	-	-	-	0.6	-	-	1.1	-	1.3	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	33.3	-	-	100.0	-	100.0	-	-	-	-
Fuente	15	5	9	1	3	3	2	-	-	-	7	2	3	12	-	11	2	-	-	2
	3.3	5.5	4.4	0.6	2.7	4.7	2.9	-	-	-	4.0	3.7	2.2	4.6	-	4.7	3.1	-	-	2.5
	100.0	33.3	60.0	6.7	20.0	20.0	13.3	-	-	-	46.7	13.3	20.0	80.0	-	73.3	13.3	-	-	13.3
H. Upmann	12	4	5	3	2	-	2	-	-	-	4	-	6	5	1	6	1	1	-	2
	2.7	4.4	2.5	1.9	1.8	-	2.9	-	-	-	2.3	-	4.3	1.9	2.0	2.5	1.6	3.2	-	2.5
	100.0	33.3	41.7	25.0	16.7	-	16.7	-	-	-	33.3	-	50.0	41.7	8.3	50.0	8.3	8.3	-	16.7
Habana Gold	3	1	2	-	2	1	-	-	-	-	-	-	2	1	-	1	1	-	1	-
	0.7	1.1	1.0	-	1.8	1.6	-	-	-	-	-	-	1.4	0.4	-	0.4	1.6	-	20.0	-
	100.0	33.3	66.7	-	66.7	33.3	-	-	-	-	-	-	66.7	33.3	-	33.3	33.3	-	33.3	-

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Hamlet	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Henry Clay	3	-	2	-	-	1	-	-	-	-	2	1	1	2	-	2	-	-	-	1
	0.7	-	1.0	-	-	1.6	-	-	-	-	1.2	1.9	0.7	0.8	-	0.8	-	-	-	1.3
	100.0	-	66.7	-	-	33.3	-	-	-	-	66.7	33.3	33.3	66.7	-	66.7	-	-	-	33.3
Hoyo de Monterrey	12	3	6	3	4	2	1	-	-	-	5	1	2	10	-	9	1	-	-	2
	2.7	3.3	3.0	1.9	3.6	3.1	1.4	-	-	-	2.9	1.9	1.4	3.8	-	3.8	1.6	-	-	2.5
	100.0	25.0	50.0	25.0	33.3	16.7	8.3	-	-	-	41.7	8.3	16.7	83.3	-	75.0	8.3	-	-	16.7
Hugo Cassar	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
J.R. Ultimate	6	-	1	5	-	-	2	-	-	-	1	-	-	5	1	1	-	-	-	5
	1.3	-	0.5	3.2	-	-	2.9	-	-	-	0.6	-	-	1.9	2.0	0.4	-	-	-	6.3
	100.0	-	16.7	83.3	-	-	33.3	-	-	-	16.7	-	-	83.3	16.7	16.7	-	-	-	83.3
Jose Marti	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
La Aurora	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015972

Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
La Corona Vintage	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
La Fontana	2	1	-	1	-	-	1	-	-	-	2	1	-	1	1	2	-	-	-	-
	0.4	1.1	-	0.6	-	-	1.4	-	-	-	1.2	1.9	-	0.4	2.0	0.8	-	-	-	-
	100.0	50.0	-	50.0	-	-	50.0	-	-	-	100.0	50.0	-	50.0	50.0	100.0	-	-	-	-
La Gloria Cubana	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
La Hoya/La Hoya Selecta	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
La Reserva	1	-	-	1	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-
La Unica	2	-	2	-	1	-	-	-	-	-	1	-	-	2	-	1	-	1	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	-	0.8	-	0.4	-	3.2	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	-	100.0	-	50.0	-	50.0	-	-
Las Cabrillas	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015973

Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Leon Jimenes	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Macanudo	81	12	41	28	17	13	8	81	-	-	33	7	22	51	8	53	16	4	-	3
	18.0	13.2	20.2	18.1	15.5	20.3	11.6	100.0	-	-	19.1	13.0	15.8	19.5	16.0	22.5	25.0	12.9	-	3.8
	100.0	14.8	50.6	34.6	21.0	16.0	9.9	100.0	-	-	40.7	8.6	27.2	63.0	9.9	65.4	19.8	4.9	-	3.7
Macanudo Robust	3	1	2	-	-	-	-	-	-	-	3	3	2	1	-	3	-	-	-	-
	0.7	1.1	1.0	-	-	-	-	-	-	-	1.7	5.6	1.4	0.4	-	1.3	-	-	-	-
	100.0	33.3	66.7	-	-	-	-	-	-	-	100.0	100.0	66.7	33.3	-	100.0	-	-	-	-
Macanudo Vintage	6	-	4	2	2	1	-	-	-	-	2	1	4	2	-	2	3	-	-	-
	1.3	-	2.0	1.3	1.8	1.6	-	-	-	-	1.2	1.9	2.9	0.8	-	0.8	4.7	-	-	-
	100.0	-	66.7	33.3	33.3	16.7	-	-	-	-	33.3	16.7	66.7	33.3	-	33.3	50.0	-	-	-
Matacan	2	1	-	1	-	1	-	-	-	-	-	-	-	2	-	1	-	-	-	1
	0.4	1.1	-	0.6	-	1.6	-	-	-	-	-	-	-	0.8	-	0.4	-	-	-	1.3
	100.0	50.0	-	50.0	-	50.0	-	-	-	-	-	-	-	100.0	-	50.0	-	-	-	50.0
Mi Cubano	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Montecristo	4	-	1	3	-	1	-	-	-	-	2	1	1	3	-	1	-	-	1	1
	0.9	-	0.5	1.9	-	1.6	-	-	-	-	1.2	1.9	0.7	1.1	-	0.4	-	-	20.0	1.3
	100.0	-	25.0	75.0	-	25.0	-	-	-	-	50.0	25.0	25.0	75.0	-	25.0	-	-	25.0	25.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015974

Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Montecruz	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Montesino	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Onyx	3	-	2	1	1	-	-	-	-	-	2	2	1	2	-	2	1	-	-	-
	0.7	-	1.0	0.6	0.9	-	-	-	-	-	1.2	3.7	0.7	0.8	-	0.8	1.6	-	-	-
	100.0	-	66.7	33.3	33.3	-	-	-	-	-	66.7	66.7	33.3	66.7	-	66.7	33.3	-	-	-
Padron	4	2	1	1	1	1	2	-	-	-	1	1	1	3	-	3	1	-	-	-
	0.9	2.2	0.5	0.6	0.9	1.6	2.9	-	-	-	0.6	1.9	0.7	1.1	-	1.3	1.6	-	-	-
	100.0	50.0	25.0	25.0	25.0	25.0	50.0	-	-	-	25.0	25.0	25.0	75.0	-	75.0	25.0	-	-	-
Partagas	19	3	8	8	7	3	1	-	19	-	10	8	8	10	1	15	-	3	-	-
	4.2	3.3	3.9	5.2	6.4	4.7	1.4	-	100.0	-	5.8	14.8	5.8	3.8	2.0	6.4	-	9.7	-	-
	100.0	15.8	42.1	42.1	36.8	15.8	5.3	-	100.0	-	52.6	42.1	42.1	52.6	5.3	78.9	-	15.8	-	-
Partagas Limited Reserve	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	1
	0.2	-	0.5	-	-	1.6	-	-	-	-	0.6	-	0.7	-	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	-	-	-	-	-	-	100.0
Petrus	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015975

Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Primo del Rey	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Punch	13	-	9	3	3	2	5	-	-	-	5	2	3	10	-	9	1	-	-	2
	2.9	-	4.4	1.9	2.7	3.1	7.2	-	-	-	2.9	3.7	2.2	3.8	-	3.8	1.6	-	-	2.5
	100.0	-	69.2	23.1	23.1	15.4	38.5	-	-	-	38.5	15.4	23.1	76.9	-	69.2	7.7	-	-	15.4
Puros Indios	2	1	1	-	-	1	-	-	-	-	1	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	1.6	-	-	-	-	0.6	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	50.0	-	50.0	50.0	-	100.0	-	-	-	-
Ramon Allones	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-
Romeo y Julieta	2	2	-	-	1	-	-	-	-	-	1	1	1	1	-	1	-	-	-	1
	0.4	2.2	-	-	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	0.4	-	-	-	1.3
	100.0	100.0	-	-	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	50.0	-	-	-	50.0
Royal Dominicana	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Royal Jamaica	7	1	3	3	3	-	1	-	-	-	3	1	-	7	-	6	1	-	-	-
	1.6	1.1	1.5	1.9	2.7	-	1.4	-	-	-	1.7	1.9	-	2.7	-	2.5	1.6	-	-	-
	100.0	14.3	42.9	42.9	42.9	-	14.3	-	-	-	42.9	14.3	-	100.0	-	85.7	14.3	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 015976

Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Santa Clara	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	-	2.0	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	100.0	-	-	-
Santa Rosa	3	1	2	-	3	-	-	-	-	-	1	-	2	1	-	2	1	-	-	-
	0.7	1.1	1.0	-	2.7	-	-	-	-	-	0.6	-	1.4	0.4	-	0.8	1.6	-	-	-
	100.0	33.3	66.7	-	100.0	-	-	-	-	-	33.3	-	66.7	33.3	-	66.7	33.3	-	-	-
Santiago/Santa Cubano	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Sosa/Sosa Family	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Tamboril	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Te-Amo	8	3	5	-	1	4	1	-	-	-	4	-	2	6	-	2	3	-	-	3
	1.8	3.3	2.5	-	0.9	6.3	1.4	-	-	-	2.3	-	1.4	2.3	-	0.8	4.7	-	-	3.8
	100.0	37.5	62.5	-	12.5	50.0	12.5	-	-	-	50.0	-	25.0	75.0	-	25.0	37.5	-	-	37.5
Thomas Hinds	2	-	2	-	2	-	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	1.0	-	1.8	-	-	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Thompson	34	5	9	20	5	2	10	-	-	-	10	3	4	17	13	3	1	1	-	28
	7.5	5.5	4.4	12.9	4.5	3.1	14.5	-	-	-	5.8	5.6	2.9	6.5	26.0	1.3	1.6	3.2	-	35.0
	100.0	14.7	26.5	58.8	14.7	5.9	29.4	-	-	-	29.4	8.8	11.8	50.0	38.2	8.8	2.9	2.9	-	82.4
Tobacco Place	2	-	-	2	-	-	1	-	-	-	-	-	-	1	1	-	-	2	-	-
	0.4	-	-	1.3	-	-	1.4	-	-	-	-	-	-	0.4	2.0	-	-	6.5	-	-
	100.0	-	-	100.0	-	-	50.0	-	-	-	-	-	-	50.0	50.0	-	-	100.0	-	-
Top Value	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Upmann	9	2	2	5	1	3	-	-	-	-	5	1	2	5	2	6	1	-	-	2
	2.0	2.2	1.0	3.2	0.9	4.7	-	-	-	-	2.9	1.9	1.4	1.9	4.0	2.5	1.6	-	-	2.5
	100.0	22.2	22.2	55.6	11.1	33.3	-	-	-	-	55.6	11.1	22.2	55.6	22.2	66.7	11.1	-	-	22.2
Wonder Blend	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-
Zino	2	-	1	1	-	-	1	-	-	-	1	1	2	-	-	-	1	-	-	1
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	0.6	1.9	1.4	-	-	-	1.6	-	-	1.3
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	50.0	50.0	100.0	-	-	-	50.0	-	-	50.0
Other Premium Brands	62	12	25	25	16	7	16	-	-	-	12	2	20	34	8	30	10	9	-	7
	13.7	13.2	12.3	16.1	14.5	10.9	23.2	-	-	-	6.9	3.7	14.4	13.0	16.0	12.7	15.6	29.0	-	8.8
	100.0	19.4	40.3	40.3	25.8	11.3	25.8	-	-	-	19.4	3.2	32.3	54.8	12.9	48.4	16.1	14.5	-	11.3

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Table 13
Q.3a/3a2 SEC.B What Brand Of Cigar Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Domestic Brands (Net)	55	6	31	18	14	8	8	14	1	1	13	3	18	30	7	22	8	13	2	4
	12.2	6.6	15.3	11.6	12.7	12.5	11.6	17.3	5.3	4.2	7.5	5.6	12.9	11.5	14.0	9.3	12.5	41.9	40.0	5.0
	100.0	10.9	56.4	32.7	25.5	14.5	14.5	25.5	1.8	1.8	23.6	5.5	32.7	54.5	12.7	40.0	14.5	23.6	3.6	7.3
Antonio y Cleopatra	2	-	-	2	-	1	-	1	-	-	1	-	-	1	1	1	1	-	-	-
	0.4	-	-	1.3	-	1.6	-	1.2	-	-	0.6	-	-	0.4	2.0	0.4	1.6	-	-	-
	100.0	-	-	100.0	-	50.0	-	50.0	-	-	50.0	-	-	50.0	50.0	50.0	50.0	-	-	-
Backwoods Smokes	5	-	5	-	2	-	-	1	-	-	-	-	2	3	-	1	1	2	-	-
	1.1	-	2.5	-	1.8	-	-	1.2	-	-	-	-	1.4	1.1	-	0.4	1.6	6.5	-	-
	100.0	-	100.0	-	40.0	-	-	20.0	-	-	-	-	40.0	60.0	-	20.0	20.0	40.0	-	-
Black & Mild	2	-	2	-	-	-	1	1	-	-	-	-	2	-	-	1	1	-	-	-
	0.4	-	1.0	-	-	-	1.4	1.2	-	-	-	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	-	50.0	50.0	-	-	-	-	100.0	-	-	50.0	50.0	-	-	-
Dutch Masters	3	-	2	1	-	1	-	-	-	-	2	1	2	1	-	1	-	1	-	-
	0.7	-	1.0	0.6	-	1.6	-	-	-	-	1.2	1.9	1.4	0.4	-	0.4	-	3.2	-	-
	100.0	-	66.7	33.3	-	33.3	-	-	-	-	66.7	33.3	66.7	33.3	-	33.3	-	33.3	-	-
El Producto	2	2	-	-	1	-	-	2	-	-	1	-	-	2	-	2	-	-	-	-
	0.4	2.2	-	-	0.9	-	-	2.5	-	-	0.6	-	-	0.8	-	0.8	-	-	-	-
	100.0	100.0	-	-	50.0	-	-	100.0	-	-	50.0	-	-	100.0	-	100.0	-	-	-	-
Garcia y Vega/Whiffs	14	1	8	5	6	2	3	4	-	-	4	1	3	9	2	6	1	5	1	1
	3.1	1.1	3.9	3.2	5.5	3.1	4.3	4.9	-	-	2.3	1.9	2.2	3.4	4.0	2.5	1.6	16.1	20.0	1.3
	100.0	7.1	57.1	35.7	42.9	14.3	21.4	28.6	-	-	28.6	7.1	21.4	64.3	14.3	42.9	7.1	35.7	7.1	7.1

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Hav-a-Tampa/Jewels	2	-	1	1	2	-	-	1	1	-	1	-	1	-	1	2	-	-	-	-
	0.4	-	0.5	0.6	1.8	-	-	1.2	5.3	-	0.6	-	0.7	-	2.0	0.8	-	-	-	-
	100.0	-	50.0	50.0	100.0	-	-	50.0	50.0	-	50.0	-	50.0	-	50.0	100.0	-	-	-	-
Jamaican Pride	1	-	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	4.2	-	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	100.0	100.0	-	-	-	-
King Edward	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Muriel	2	-	1	1	-	-	1	-	-	-	-	-	-	2	-	1	1	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	-	-	-	0.8	-	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	-	-	-	100.0	-	50.0	50.0	-	-	-
Optimo	2	1	1	-	-	1	-	-	-	-	1	1	1	1	-	1	-	1	-	-
	0.4	1.1	0.5	-	-	1.6	-	-	-	-	0.6	1.9	0.7	0.4	-	0.4	-	3.2	-	-
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	50.0	50.0	50.0	50.0	-	50.0	-	50.0	-	-
Phillies	2	-	1	1	-	1	-	1	-	-	-	-	-	1	1	-	-	-	-	-
	0.4	-	0.5	0.6	-	1.6	-	1.2	-	-	-	-	-	0.4	2.0	-	-	-	-	-
	100.0	-	50.0	50.0	-	50.0	-	50.0	-	-	-	-	-	50.0	50.0	-	-	-	-	-
Rustlers	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Swisher/Sweets	10	1	6	3	-	2	2	1	-	-	2	-	4	6	-	1	2	4	1	2
	2.2	1.1	3.0	1.9	-	3.1	2.9	1.2	-	-	1.2	-	2.9	2.3	-	0.4	3.1	12.9	20.0	2.5
	100.0	10.0	60.0	30.0	-	20.0	20.0	10.0	-	-	20.0	-	40.0	60.0	-	10.0	20.0	40.0	10.0	20.0
Tiparillo	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
White Owl	4	1	1	2	2	-	-	1	-	-	-	-	1	2	1	3	-	-	-	-
	0.9	1.1	0.5	1.3	1.8	-	-	1.2	-	-	-	-	0.7	0.8	2.0	1.3	-	-	-	-
	100.0	25.0	25.0	50.0	50.0	-	-	25.0	-	-	-	-	25.0	50.0	25.0	75.0	-	-	-	-
Wolf Brothers	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	1.2	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Premium Brands (Net)	247	50	117	78	59	35	31	50	16	19	105	31	79	146	22	148	37	11	1	37
	54.8	54.9	57.6	50.3	53.6	54.7	44.9	61.7	84.2	79.2	60.7	57.4	56.8	55.7	44.0	62.7	57.8	35.5	20.0	46.3
	100.0	20.2	47.4	31.6	23.9	14.2	12.6	20.2	6.5	7.7	42.5	12.6	32.0	59.1	8.9	59.9	15.0	4.5	0.4	15.0
Arturo Fuente	13	2	6	5	2	1	2	3	-	-	6	3	3	8	2	5	3	-	-	3
	2.9	2.2	3.0	3.2	1.8	1.6	2.9	3.7	-	-	3.5	5.6	2.2	3.1	4.0	2.1	4.7	-	-	3.8
	100.0	15.4	46.2	38.5	15.4	7.7	15.4	23.1	-	-	46.2	23.1	23.1	61.5	15.4	38.5	23.1	-	-	23.1
Ashton	2	1	-	1	-	-	-	1	-	-	1	-	1	1	-	1	-	-	-	-
	0.4	1.1	-	0.6	-	-	-	1.2	-	-	0.6	-	0.7	0.4	-	0.4	-	-	-	-
	100.0	50.0	-	50.0	-	-	-	50.0	-	-	50.0	-	50.0	50.0	-	50.0	-	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Astral	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Avo	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Baccarat	3	-	2	1	-	-	2	1	-	-	2	1	-	2	1	3	-	-	-	-
	0.7	-	1.0	0.6	-	-	2.9	1.2	-	-	1.2	1.9	-	0.8	2.0	1.3	-	-	-	-
	100.0	-	66.7	33.3	-	-	66.7	33.3	-	-	66.7	33.3	-	66.7	33.3	100.0	-	-	-	-
Bahia	1	1	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Belinda	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Bering (Premium)	3	1	-	2	-	-	-	1	-	-	1	1	1	1	1	1	1	-	-	1
	0.7	1.1	-	1.3	-	-	-	1.2	-	-	0.6	1.9	0.7	0.4	2.0	0.4	1.6	-	-	1.3
	100.0	33.3	-	66.7	-	-	-	33.3	-	-	33.3	33.3	33.3	33.3	33.3	33.3	33.3	-	-	33.3
Big Butt	2	-	2	-	1	-	-	-	1	-	1	1	2	-	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	5.3	-	0.6	1.9	1.4	-	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	50.0	-	50.0	50.0	100.0	-	-	100.0	-	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Camacho	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Cohiba	18	4	9	5	6	1	3	2	2	4	10	5	4	13	1	13	3	-	-	1
	4.0	4.4	4.4	3.2	5.5	1.6	4.3	2.5	10.5	16.7	5.8	9.3	2.9	5.0	2.0	5.5	4.7	-	-	1.3
	100.0	22.2	50.0	27.8	33.3	5.6	16.7	11.1	11.1	22.2	55.6	27.8	22.2	72.2	5.6	72.2	16.7	-	-	5.6
Cubita	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
Cuesta Rey	2	-	1	1	1	-	-	1	-	-	-	-	-	2	-	-	1	1	-	-
	0.4	-	0.5	0.6	0.9	-	-	1.2	-	-	-	-	-	0.8	-	-	1.6	3.2	-	-
	100.0	-	50.0	50.0	50.0	-	-	50.0	-	-	-	-	-	100.0	-	-	50.0	50.0	-	-
Davidoff	3	-	1	2	-	-	1	2	-	-	2	1	1	2	-	2	-	-	-	1
	0.7	-	0.5	1.3	-	-	1.4	2.5	-	-	1.2	1.9	0.7	0.8	-	0.8	-	-	-	1.3
	100.0	-	33.3	66.7	-	-	33.3	66.7	-	-	66.7	33.3	33.3	66.7	-	66.7	-	-	-	33.3
Don Diego	5	1	2	2	1	2	1	1	-	-	1	-	2	2	1	1	1	1	-	2
	1.1	1.1	1.0	1.3	0.9	3.1	1.4	1.2	-	-	0.6	-	1.4	0.8	2.0	0.4	1.6	3.2	-	2.5
	100.0	20.0	40.0	40.0	20.0	40.0	20.0	20.0	-	-	20.0	-	40.0	40.0	20.0	20.0	20.0	20.0	-	40.0
Don Tomas	7	2	4	1	2	1	1	1	-	1	1	-	3	4	-	4	2	-	-	-
	1.6	2.2	2.0	0.6	1.8	1.6	1.4	1.2	-	4.2	0.6	-	2.2	1.5	-	1.7	3.1	-	-	-
	100.0	28.6	57.1	14.3	28.6	14.3	14.3	14.3	-	14.3	14.3	-	42.9	57.1	-	57.1	28.6	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Dunhill	10	1	6	3	4	1	-	4	-	1	1	-	6	4	-	7	1	-	-	1
	2.2	1.1	3.0	1.9	3.6	1.6	-	4.9	-	4.2	0.6	-	4.3	1.5	-	3.0	1.6	-	-	1.3
	100.0	10.0	60.0	30.0	40.0	10.0	-	40.0	-	10.0	10.0	-	60.0	40.0	-	70.0	10.0	-	-	10.0
Fonesca	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Fuente	12	1	10	-	6	-	1	-	3	-	4	2	6	5	1	9	1	-	-	1
	2.7	1.1	4.9	-	5.5	-	1.4	-	15.8	-	2.3	3.7	4.3	1.9	2.0	3.8	1.6	-	-	1.3
	100.0	8.3	83.3	-	50.0	-	8.3	-	25.0	-	33.3	16.7	50.0	41.7	8.3	75.0	8.3	-	-	8.3
Gregorio	1	-	1	-	1	-	-	-	-	-	1	-	-	-	1	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	-	-	100.0	100.0	-	-	-	-
H. Upmann	11	2	4	5	1	3	1	1	-	1	5	1	1	8	2	6	2	-	-	3
	2.4	2.2	2.0	3.2	0.9	4.7	1.4	1.2	-	4.2	2.9	1.9	0.7	3.1	4.0	2.5	3.1	-	-	3.8
	100.0	18.2	36.4	45.5	9.1	27.3	9.1	9.1	-	9.1	45.5	9.1	9.1	72.7	18.2	54.5	18.2	-	-	27.3
Habana Gold	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Hoyo de Monterrey	6	1	2	2	2	2	-	-	-	-	5	2	3	2	1	2	1	1	-	2
	1.3	1.1	1.0	1.3	1.8	3.1	-	-	-	-	2.9	3.7	2.2	0.8	2.0	0.8	1.6	3.2	-	2.5
	100.0	16.7	33.3	33.3	33.3	33.3	-	-	-	-	83.3	33.3	50.0	33.3	16.7	33.3	16.7	16.7	-	33.3

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Hugo Cassar	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
J.R. Ultimate	3	1	-	2	2	-	1	1	-	1	1	-	-	3	-	1	-	-	-	2
	0.7	1.1	-	1.3	1.8	-	1.4	1.2	-	4.2	0.6	-	-	1.1	-	0.4	-	-	-	2.5
	100.0	33.3	-	66.7	66.7	-	33.3	33.3	-	33.3	33.3	-	-	100.0	-	33.3	-	-	-	66.7
Jose Marti	2	-	1	1	-	-	1	2	-	-	1	-	1	1	-	-	2	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	2.5	-	-	0.6	-	0.7	0.4	-	-	3.1	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	100.0	-	-	50.0	-	50.0	50.0	-	-	100.0	-	-	-
La Gloria Cubana	3	1	1	1	2	-	1	-	-	-	1	1	1	1	1	1	2	-	-	-
	0.7	1.1	0.5	0.6	1.8	-	1.4	-	-	-	0.6	1.9	0.7	0.4	2.0	0.4	3.1	-	-	-
	100.0	33.3	33.3	33.3	66.7	-	33.3	-	-	-	33.3	33.3	33.3	33.3	33.3	33.3	66.7	-	-	-
La Unica	3	1	2	-	-	1	1	-	-	1	3	-	3	-	-	2	1	-	-	-
	0.7	1.1	1.0	-	-	1.6	1.4	-	-	4.2	1.7	-	2.2	-	-	0.8	1.6	-	-	-
	100.0	33.3	66.7	-	-	33.3	33.3	-	-	33.3	100.0	-	100.0	-	-	66.7	33.3	-	-	-
Las Cabrillas	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	1.2	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Leon Jimenes	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Macanudo	37	10	15	12	9	5	4	-	5	2	14	3	11	25	1	21	4	6	-	5
	8.2	11.0	7.4	7.7	8.2	7.8	5.8	-	26.3	8.3	8.1	5.6	7.9	9.5	2.0	8.9	6.3	19.4	-	6.3
	100.0	27.0	40.5	32.4	24.3	13.5	10.8	-	13.5	5.4	37.8	8.1	29.7	67.6	2.7	56.8	10.8	16.2	-	13.5
Macanudo Robust	3	1	-	2	-	-	2	-	1	1	2	1	1	1	1	2	-	-	-	1
	0.7	1.1	-	1.3	-	-	2.9	-	5.3	4.2	1.2	1.9	0.7	0.4	2.0	0.8	-	-	-	1.3
	100.0	33.3	-	66.7	-	-	66.7	-	33.3	33.3	66.7	33.3	33.3	33.3	33.3	66.7	-	-	-	33.3
Macanudo Vintage	3	-	2	1	1	-	-	-	-	-	2	1	1	2	-	2	-	-	-	1
	0.7	-	1.0	0.6	0.9	-	-	-	-	-	1.2	1.9	0.7	0.8	-	0.8	-	-	-	1.3
	100.0	-	66.7	33.3	33.3	-	-	-	-	-	66.7	33.3	33.3	66.7	-	66.7	-	-	-	33.3
Matacan	1	-	1	-	-	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	1.6	-	1.2	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	100.0	-	100.0	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
Mi Cubano	1	-	-	1	1	-	-	1	-	-	-	-	-	-	1	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	1.2	-	-	-	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	-	-	-	-
Montecristo	4	2	2	-	-	1	-	-	1	-	1	-	2	2	-	2	2	-	-	-
	0.9	2.2	1.0	-	-	1.6	-	-	5.3	-	0.6	-	1.4	0.8	-	0.8	3.1	-	-	-
	100.0	50.0	50.0	-	-	25.0	-	-	25.0	-	25.0	-	50.0	50.0	-	50.0	50.0	-	-	-
Montecruz	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Montesino	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Nat Sherman	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	20.0	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	100.0	-
Onyx	3	1	2	-	1	1	-	-	-	-	3	1	2	1	-	2	-	-	-	1
	0.7	1.1	1.0	-	0.9	1.6	-	-	-	-	1.7	1.9	1.4	0.4	-	0.8	-	-	-	1.3
	100.0	33.3	66.7	-	33.3	33.3	-	-	-	-	100.0	33.3	66.7	33.3	-	66.7	-	-	-	33.3
Padron	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Partagas	21	1	15	5	6	4	1	8	-	3	9	2	6	15	-	12	3	-	-	4
	4.7	1.1	7.4	3.2	5.5	6.3	1.4	9.9	-	12.5	5.2	3.7	4.3	5.7	-	5.1	4.7	-	-	5.0
	100.0	4.8	71.4	23.8	28.6	19.0	4.8	38.1	-	14.3	42.9	9.5	28.6	71.4	-	57.1	14.3	-	-	19.0
Partagas Limited Reserve	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Peterson	1	-	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Pleiades	1	-	1	-	1	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	5.3	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Primo del Rey	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-
Punch	9	2	5	2	1	4	-	4	-	1	3	1	3	6	-	6	2	-	-	1
	2.0	2.2	2.5	1.3	0.9	6.3	-	4.9	-	4.2	1.7	1.9	2.2	2.3	-	2.5	3.1	-	-	1.3
	100.0	22.2	55.6	22.2	11.1	44.4	-	44.4	-	11.1	33.3	11.1	33.3	66.7	-	66.7	22.2	-	-	11.1
Romeo y Julieta	5	2	1	2	1	1	-	1	-	-	4	1	2	3	-	5	-	-	-	-
	1.1	2.2	0.5	1.3	0.9	1.6	-	1.2	-	-	2.3	1.9	1.4	1.1	-	2.1	-	-	-	-
	100.0	40.0	20.0	40.0	20.0	20.0	-	20.0	-	-	80.0	20.0	40.0	60.0	-	100.0	-	-	-	-
Royal Jamaica	4	1	1	2	1	1	1	1	-	-	2	1	-	3	1	3	1	-	-	-
	0.9	1.1	0.5	1.3	0.9	1.6	1.4	1.2	-	-	1.2	1.9	-	1.1	2.0	1.3	1.6	-	-	-
	100.0	25.0	25.0	50.0	25.0	25.0	25.0	25.0	-	-	50.0	25.0	-	75.0	25.0	75.0	25.0	-	-	-
Siglo/Siglo 21	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Te-Amo	3	1	1	1	-	-	-	-	-	1	2	-	2	1	-	1	-	1	-	1
	0.7	1.1	0.5	0.6	-	-	-	-	-	4.2	1.2	-	1.4	0.4	-	0.4	-	3.2	-	1.3
	100.0	33.3	33.3	33.3	-	-	-	-	-	33.3	66.7	-	66.7	33.3	-	33.3	-	33.3	-	33.3

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Temple Hall	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Thompson	6	1	1	4	-	2	1	2	-	-	-	-	-	3	3	2	-	-	-	3
	1.3	1.1	0.5	2.6	-	3.1	1.4	2.5	-	-	-	-	-	1.1	6.0	0.8	-	-	-	3.8
	100.0	16.7	16.7	66.7	-	33.3	16.7	33.3	-	-	-	-	-	50.0	50.0	33.3	-	-	-	50.0
Upmann	14	3	3	8	1	2	1	7	2	1	6	-	3	9	2	10	-	-	-	2
	3.1	3.3	1.5	5.2	0.9	3.1	1.4	8.6	10.5	4.2	3.5	-	2.2	3.4	4.0	4.2	-	-	-	2.5
	100.0	21.4	21.4	57.1	7.1	14.3	7.1	50.0	14.3	7.1	42.9	-	21.4	64.3	14.3	71.4	-	-	-	14.3
Victor Sinclair	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	1.2	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Vueltabajo	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Zino	1	1	-	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	4.2	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	100.0	-	-	-	-
Other	40	12	13	15	7	6	12	1	1	1	16	4	11	28	1	21	6	-	1	9
	8.9	13.2	6.4	9.7	6.4	9.4	17.4	1.2	5.3	4.2	9.2	7.4	7.9	10.7	2.0	8.9	9.4	-	20.0	11.3
	100.0	30.0	32.5	37.5	17.5	15.0	30.0	2.5	2.5	2.5	40.0	10.0	27.5	70.0	2.5	52.5	15.0	-	2.5	22.5

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Table 14
Q.3b SEC.B What Brand Do You Smoke Second-Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don't know/No Others	109	23	42	44	30	15	18	16	1	3	39	16	31	58	20	45	13	7	1	30
	24.2	25.3	20.7	28.4	27.3	23.4	26.1	19.8	5.3	12.5	22.5	29.6	22.3	22.1	40.0	19.1	20.3	22.6	20.0	37.5
	100.0	21.1	38.5	40.4	27.5	13.8	16.5	14.7	0.9	2.8	35.8	14.7	28.4	53.2	18.3	41.3	11.9	6.4	0.9	27.5
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 15
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
3 or less times	56	18	24	14	20	7	6	8	2	4	18	6	20	31	5	28	9	3	-	10
	12.4	19.8	11.8	9.0	18.2	10.9	8.7	9.9	10.5	16.7	10.4	11.1	14.4	11.8	10.0	11.9	14.1	9.7	-	12.5
	100.0	32.1	42.9	25.0	35.7	12.5	10.7	14.3	3.6	7.1	32.1	10.7	35.7	55.4	8.9	50.0	16.1	5.4	-	17.9
4-6 times	162	30	86	45	43	23	24	30	9	9	63	24	51	103	8	95	23	10	1	21
	35.9	33.0	42.4	29.0	39.1	35.9	34.8	37.0	47.4	37.5	36.4	44.4	36.7	39.3	16.0	40.3	35.9	32.3	20.0	26.3
	100.0	18.5	53.1	27.8	26.5	14.2	14.8	18.5	5.6	5.6	38.9	14.8	31.5	63.6	4.9	58.6	14.2	6.2	0.6	13.0
7-9 times	153	29	69	54	32	20	24	30	6	8	59	14	48	86	19	82	21	14	-	27
	33.9	31.9	34.0	34.8	29.1	31.3	34.8	37.0	31.6	33.3	34.1	25.9	34.5	32.8	38.0	34.7	32.8	45.2	-	33.8
	100.0	19.0	45.1	35.3	20.9	13.1	15.7	19.6	3.9	5.2	38.6	9.2	31.4	56.2	12.4	53.6	13.7	9.2	-	17.6
10 times	76	14	24	38	15	13	15	12	2	3	31	8	20	39	17	30	11	3	3	22
	16.9	15.4	11.8	24.5	13.6	20.3	21.7	14.8	10.5	12.5	17.9	14.8	14.4	14.9	34.0	12.7	17.2	9.7	60.0	27.5
	100.0	18.4	31.6	50.0	19.7	17.1	19.7	15.8	2.6	3.9	40.8	10.5	26.3	51.3	22.4	39.5	14.5	3.9	3.9	28.9
Don't know	4	-	-	4	-	1	-	1	-	-	2	2	-	3	1	1	-	1	1	-
	0.9	-	-	2.6	-	1.6	-	1.2	-	-	1.2	3.7	-	1.1	2.0	0.4	-	3.2	20.0	-
	100.0	-	-	100.0	-	25.0	-	25.0	-	-	50.0	50.0	-	75.0	25.0	25.0	-	25.0	25.0	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	447	91	203	151	110	63	69	80	19	24	171	52	139	259	49	235	64	30	4	80
Mean	6.54	6.19	6.29	7.08	6.00	6.86	6.94	6.69	6.16	5.96	6.68	6.33	6.33	6.41	7.78	6.39	6.39	6.30	8.75	7.19
Standard Deviation	2.52	2.74	2.35	2.55	2.62	2.40	2.48	2.34	2.12	2.65	2.48	2.51	2.56	2.45	2.47	2.42	2.58	2.42	2.50	2.56

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Table 15
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Standard Error	0.12	0.29	0.16	0.21	0.25	0.30	0.30	0.26	0.49	0.54	0.19	0.35	0.22	0.15	0.35	0.16	0.32	0.44	1.25	0.29

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Table 16
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Secondary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have A Secondary Brand	342	68	161	111	80	49	51	65	18	21	134	38	108	204	30	191	51	24	4	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.9	47.1	32.5	23.4	14.3	14.9	19.0	5.3	6.1	39.2	11.1	31.6	59.6	8.8	55.8	14.9	7.0	1.2	14.6
0 times	31	4	12	15	7	6	3	7	3	2	14	2	10	17	4	17	5	1	2	6
	9.1	5.9	7.5	13.5	8.8	12.2	5.9	10.8	16.7	9.5	10.4	5.3	9.3	8.3	13.3	8.9	9.8	4.2	50.0	12.0
	100.0	12.9	38.7	48.4	22.6	19.4	9.7	22.6	9.7	6.5	45.2	6.5	32.3	54.8	12.9	54.8	16.1	3.2	6.5	19.4
1-3 times	223	48	113	60	54	30	29	42	10	15	86	24	73	136	14	125	36	15	-	32
	65.2	70.6	70.2	54.1	67.5	61.2	56.9	64.6	55.6	71.4	64.2	63.2	67.6	66.7	46.7	65.4	70.6	62.5	-	64.0
	100.0	21.5	50.7	26.9	24.2	13.5	13.0	18.8	4.5	6.7	38.6	10.8	32.7	61.0	6.3	56.1	16.1	6.7	-	14.3
4-6 times	72	12	31	29	14	10	16	13	5	3	28	9	20	42	10	41	7	6	1	12
	21.1	17.6	19.3	26.1	17.5	20.4	31.4	20.0	27.8	14.3	20.9	23.7	18.5	20.6	33.3	21.5	13.7	25.0	25.0	24.0
	100.0	16.7	43.1	40.3	19.4	13.9	22.2	18.1	6.9	4.2	38.9	12.5	27.8	58.3	13.9	56.9	9.7	8.3	1.4	16.7
7-10 times	10	4	4	2	5	2	1	2	-	-	3	1	4	5	1	6	2	1	-	-
	2.9	5.9	2.5	1.8	6.3	4.1	2.0	3.1	-	-	2.2	2.6	3.7	2.5	3.3	3.1	3.9	4.2	-	-
	100.0	40.0	40.0	20.0	50.0	20.0	10.0	20.0	-	-	30.0	10.0	40.0	50.0	10.0	60.0	20.0	10.0	-	-
Don't know	6	-	1	5	-	1	2	1	-	1	3	2	1	4	1	2	1	1	1	-
	1.8	-	0.6	4.5	-	2.0	3.9	1.5	-	4.8	2.2	5.3	0.9	2.0	3.3	1.0	2.0	4.2	25.0	-
	100.0	-	16.7	83.3	-	16.7	33.3	16.7	-	16.7	50.0	33.3	16.7	66.7	16.7	33.3	16.7	16.7	16.7	-
Sigma	342	68	161	111	80	49	51	65	18	21	134	38	108	204	30	191	51	24	4	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.9	47.1	32.5	23.4	14.3	14.9	19.0	5.3	6.1	39.2	11.1	31.6	59.6	8.8	55.8	14.9	7.0	1.2	14.6
Mean Base	336	68	160	106	80	48	49	64	18	20	131	36	107	200	29	189	50	23	3	50
Mean	2.62	2.81	2.60	2.53	2.74	2.52	2.84	2.50	2.33	2.25	2.49	2.78	2.57	2.63	2.72	2.66	2.48	3.09	1.67	2.24
Standard Deviation	1.72	1.99	1.57	1.76	2.08	1.77	1.72	1.59	1.57	1.41	1.67	1.59	1.66	1.72	1.93	1.73	1.53	2.11	2.89	1.57

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Table 16
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Your Secondary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Have A Secondary Brand	342	68	161	111	80	49	51	65	18	21	134	38	108	204	30	191	51	24	4	50
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.9	47.1	32.5	23.4	14.3	14.9	19.0	5.3	6.1	39.2	11.1	31.6	59.6	8.8	55.8	14.9	7.0	1.2	14.6
Standard Error	0.09	0.24	0.12	0.17	0.23	0.26	0.25	0.20	0.37	0.32	0.15	0.26	0.16	0.12	0.36	0.13	0.22	0.44	1.67	0.22

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Table 17
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Other Brands?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0 times	209	39	89	80	46	26	38	37	7	7	81	19	57	122	30	104	31	14	3	41
	46.3	42.9	43.8	51.6	41.8	40.6	55.1	45.7	36.8	29.2	46.8	35.2	41.0	46.6	60.0	44.1	48.4	45.2	60.0	51.3
	100.0	18.7	42.6	38.3	22.0	12.4	18.2	17.7	3.3	3.3	38.8	9.1	27.3	58.4	14.4	49.8	14.8	6.7	1.4	19.6
1-3 times	166	31	79	55	43	28	22	34	9	12	61	22	58	92	16	94	21	15	-	26
	36.8	34.1	38.9	35.5	39.1	43.8	31.9	42.0	47.4	50.0	35.3	40.7	41.7	35.1	32.0	39.8	32.8	48.4	-	32.5
	100.0	18.7	47.6	33.1	25.9	16.9	13.3	20.5	5.4	7.2	36.7	13.3	34.9	55.4	9.6	56.6	12.7	9.0	-	15.7
4-6 times	52	15	26	11	16	8	6	7	3	3	19	7	16	34	2	28	7	-	-	11
	11.5	16.5	12.8	7.1	14.5	12.5	8.7	8.6	15.8	12.5	11.0	13.0	11.5	13.0	4.0	11.9	10.9	-	-	13.8
	100.0	28.8	50.0	21.2	30.8	15.4	11.5	13.5	5.8	5.8	36.5	13.5	30.8	65.4	3.8	53.8	13.5	-	-	21.2
7-10 times	17	6	7	4	5	1	1	2	-	1	7	3	7	9	1	8	4	1	-	2
	3.8	6.6	3.4	2.6	4.5	1.6	1.4	2.5	-	4.2	4.0	5.6	5.0	3.4	2.0	3.4	6.3	3.2	-	2.5
	100.0	35.3	41.2	23.5	29.4	5.9	5.9	11.8	-	5.9	41.2	17.6	41.2	52.9	5.9	47.1	23.5	5.9	-	11.8
Don't know	7	-	2	5	-	1	2	1	-	1	5	3	1	5	1	2	1	1	2	-
	1.6	-	1.0	3.2	-	1.6	2.9	1.2	-	4.2	2.9	5.6	0.7	1.9	2.0	0.8	1.6	3.2	40.0	-
	100.0	-	28.6	71.4	-	14.3	28.6	14.3	-	14.3	71.4	42.9	14.3	71.4	14.3	28.6	14.3	14.3	28.6	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	444	91	201	150	110	63	67	80	19	23	168	51	138	257	49	234	63	30	3	80
Mean	1.61	1.96	1.71	1.28	1.91	1.43	1.18	1.31	1.63	2.30	1.60	2.02	1.85	1.63	0.86	1.62	1.70	1.33	0.00	1.49
Standard Deviation	2.17	2.38	2.22	1.93	2.25	1.85	1.77	1.89	1.71	2.49	2.24	2.46	2.43	2.11	1.44	2.15	2.41	1.84	0.00	1.91

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Table 17
Q.4 SEC.B Out Of The Last 10 Times You Purchased Cigars, How Many Times Did You Buy Other Brands?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Standard Error	0.10	0.25	0.16	0.16	0.21	0.23	0.22	0.21	0.39	0.52	0.17	0.34	0.21	0.13	0.21	0.14	0.30	0.34	0.00	0.21

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Domestic Brands (Net)	155	7	59	89	33	19	28	34	2	9	48	13	35	94	26	68	20	16	2	39
	34.4	7.7	29.1	57.4	30.0	29.7	40.6	42.0	10.5	37.5	27.7	24.1	25.2	35.9	52.0	28.8	31.3	51.6	40.0	48.8
	100.0	4.5	38.1	57.4	21.3	12.3	18.1	21.9	1.3	5.8	31.0	8.4	22.6	60.6	16.8	43.9	12.9	10.3	1.3	25.2
Antonio y Cleopatra	12	-	3	9	2	1	2	5	-	1	3	2	1	8	3	6	-	1	-	3
	2.7	-	1.5	5.8	1.8	1.6	2.9	6.2	-	4.2	1.7	3.7	0.7	3.1	6.0	2.5	-	3.2	-	3.8
	100.0	-	25.0	75.0	16.7	8.3	16.7	41.7	-	8.3	25.0	16.7	8.3	66.7	25.0	50.0	-	8.3	-	25.0
Backwoods Smokes	3	1	1	1	-	2	-	1	-	-	1	-	2	1	-	3	-	-	-	-
	0.7	1.1	0.5	0.6	-	3.1	-	1.2	-	-	0.6	-	1.4	0.4	-	1.3	-	-	-	-
	100.0	33.3	33.3	33.3	-	66.7	-	33.3	-	-	33.3	-	66.7	33.3	-	100.0	-	-	-	-
Bering (Domestic)	2	-	1	1	-	2	-	1	-	-	-	-	-	1	1	1	-	-	-	-
	0.4	-	0.5	0.6	-	3.1	-	1.2	-	-	-	-	-	0.4	2.0	0.4	-	-	-	-
	100.0	-	50.0	50.0	-	100.0	-	50.0	-	-	-	-	-	50.0	50.0	50.0	-	-	-	-
Black & Mild	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Dutch Masters	13	-	7	6	1	2	4	-	1	1	6	2	2	10	1	8	3	-	-	2
	2.9	-	3.4	3.9	0.9	3.1	5.8	-	5.3	4.2	3.5	3.7	1.4	3.8	2.0	3.4	4.7	-	-	2.5
	100.0	-	53.8	46.2	7.7	15.4	30.8	-	7.7	7.7	46.2	15.4	15.4	76.9	7.7	61.5	23.1	-	-	15.4
Dutch Treat	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
El Producto	4	1	1	2	2	-	1	1	-	-	1	-	1	2	1	3	-	1	-	-
	0.9	1.1	0.5	1.3	1.8	-	1.4	1.2	-	-	0.6	-	0.7	0.8	2.0	1.3	-	3.2	-	-
	100.0	25.0	25.0	50.0	50.0	-	25.0	25.0	-	-	25.0	-	25.0	50.0	25.0	75.0	-	25.0	-	-
Garcia y Vega/Whiffs	20	2	7	11	7	1	4	5	-	1	7	4	2	14	4	13	1	-	-	4
	4.4	2.2	3.4	7.1	6.4	1.6	5.8	6.2	-	4.2	4.0	7.4	1.4	5.3	8.0	5.5	1.6	-	-	5.0
	100.0	10.0	35.0	55.0	35.0	5.0	20.0	25.0	-	5.0	35.0	20.0	10.0	70.0	20.0	65.0	5.0	-	-	20.0
Grenadiers	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Hav-a-Tampa/Jewels	9	-	5	4	4	-	1	-	1	-	3	1	3	6	-	7	-	1	-	1
	2.0	-	2.5	2.6	3.6	-	1.4	-	5.3	-	1.7	1.9	2.2	2.3	-	3.0	-	3.2	-	1.3
	100.0	-	55.6	44.4	44.4	-	11.1	-	11.1	-	33.3	11.1	33.3	66.7	-	77.8	-	11.1	-	11.1
King Edward	7	-	1	6	1	2	-	2	-	1	2	-	-	4	3	1	1	-	-	4
	1.6	-	0.5	3.9	0.9	3.1	-	2.5	-	4.2	1.2	-	-	1.5	6.0	0.4	1.6	-	-	5.0
	100.0	-	14.3	85.7	14.3	28.6	-	28.6	-	14.3	28.6	-	-	57.1	42.9	14.3	14.3	-	-	57.1
Marsh Wheeling	3	-	-	3	-	2	1	1	-	-	2	-	-	2	1	-	1	2	-	-
	0.7	-	-	1.9	-	3.1	1.4	1.2	-	-	1.2	-	-	0.8	2.0	-	1.6	6.5	-	-
	100.0	-	-	100.0	-	66.7	33.3	33.3	-	-	66.7	-	-	66.7	33.3	-	33.3	66.7	-	-
Muriel	2	-	-	2	-	-	1	-	-	1	1	-	-	1	1	-	1	-	-	1
	0.4	-	-	1.3	-	-	1.4	-	-	4.2	0.6	-	-	0.4	2.0	-	1.6	-	-	1.3
	100.0	-	-	100.0	-	-	50.0	-	-	50.0	50.0	-	-	50.0	50.0	-	50.0	-	-	50.0

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Optimo	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	20.0	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-
Phillies	6	-	1	5	-	1	1	2	-	-	1	1	1	3	2	3	1	-	-	1
	1.3	-	0.5	3.2	-	1.6	1.4	2.5	-	-	0.6	1.9	0.7	1.1	4.0	1.3	1.6	-	-	1.3
	100.0	-	16.7	83.3	-	16.7	16.7	33.3	-	-	16.7	16.7	16.7	50.0	33.3	50.0	16.7	-	-	16.7
Red Dot	1	-	-	1	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	4.2	0.6	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0
Robert Burns	2	-	1	1	-	1	-	1	-	-	-	-	-	2	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	1.6	-	1.2	-	-	-	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	50.0	-	50.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Roi-Tan	4	-	1	3	2	-	1	-	-	-	2	-	-	1	3	-	-	1	-	3
	0.9	-	0.5	1.9	1.8	-	1.4	-	-	-	1.2	-	-	0.4	6.0	-	-	3.2	-	3.8
	100.0	-	25.0	75.0	50.0	-	25.0	-	-	-	50.0	-	-	25.0	75.0	-	-	25.0	-	75.0
Swisher/Sweets	44	1	25	18	7	4	6	9	-	2	12	2	19	25	-	12	7	8	1	15
	9.8	1.1	12.3	11.6	6.4	6.3	8.7	11.1	-	8.3	6.9	3.7	13.7	9.5	-	5.1	10.9	25.8	20.0	18.8
	100.0	2.3	56.8	40.9	15.9	9.1	13.6	20.5	-	4.5	27.3	4.5	43.2	56.8	-	27.3	15.9	18.2	2.3	34.1
Tampa Nuggets	2	-	-	2	-	-	-	-	-	-	-	-	-	1	1	1	-	1	-	-
	0.4	-	-	1.3	-	-	-	-	-	-	-	-	-	0.4	2.0	0.4	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	50.0	50.0	50.0	-	50.0	-	-

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Tijuana Smalls	4	-	1	3	1	-	-	1	-	-	1	-	1	2	1	2	2	-	-	-
	0.9	-	0.5	1.9	0.9	-	-	1.2	-	-	0.6	-	0.7	0.8	2.0	0.8	3.1	-	-	-
	100.0	-	25.0	75.0	25.0	-	-	25.0	-	-	25.0	-	25.0	50.0	25.0	50.0	50.0	-	-	-
Tiparillo	2	-	-	2	-	-	1	1	-	-	-	-	-	2	-	-	1	1	-	-
	0.4	-	-	1.3	-	-	1.4	1.2	-	-	-	-	-	0.8	-	-	1.6	3.2	-	-
	100.0	-	-	100.0	-	-	50.0	50.0	-	-	-	-	-	100.0	-	-	50.0	50.0	-	-
White Owl	8	1	3	4	4	-	3	1	-	1	4	1	2	5	1	3	1	-	-	2
	1.8	1.1	1.5	2.6	3.6	-	4.3	1.2	-	4.2	2.3	1.9	1.4	1.9	2.0	1.3	1.6	-	-	2.5
	100.0	12.5	37.5	50.0	50.0	-	37.5	12.5	-	12.5	50.0	12.5	25.0	62.5	12.5	37.5	12.5	-	-	25.0
William Penn	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Wolf Brothers	2	-	-	2	2	-	-	2	-	-	1	-	-	1	1	1	1	-	-	-
	0.4	-	-	1.3	1.8	-	-	2.5	-	-	0.6	-	-	0.4	2.0	0.4	1.6	-	-	-
	100.0	-	-	100.0	100.0	-	-	100.0	-	-	50.0	-	-	50.0	50.0	50.0	50.0	-	-	-
Premium Brands (Net)	184	58	99	26	48	26	26	31	11	11	80	22	76	98	10	101	30	10	2	25
	40.8	63.7	48.8	16.8	43.6	40.6	37.7	38.3	57.9	45.8	46.2	40.7	54.7	37.4	20.0	42.8	46.9	32.3	40.0	31.3
	100.0	31.5	53.8	14.1	26.1	14.1	14.1	16.8	6.0	6.0	43.5	12.0	41.3	53.3	5.4	54.9	16.3	5.4	1.1	13.6
Arturo Fuente	6	2	3	1	2	-	2	-	-	3	4	1	2	4	-	3	2	-	-	1
	1.3	2.2	1.5	0.6	1.8	-	2.9	-	-	12.5	2.3	1.9	1.4	1.5	-	1.3	3.1	-	-	1.3
	100.0	33.3	50.0	16.7	33.3	-	33.3	-	-	50.0	66.7	16.7	33.3	66.7	-	50.0	33.3	-	-	16.7

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Ashton	4	2	2	-	1	-	-	-	-	-	1	-	4	-	-	3	-	-	-	-
	0.9	2.2	1.0	-	0.9	-	-	-	-	-	0.6	-	2.9	-	-	1.3	-	-	-	-
	100.0	50.0	50.0	-	25.0	-	-	-	-	-	25.0	-	100.0	-	-	75.0	-	-	-	-
Baccarat	3	-	2	1	-	1	-	-	1	-	2	2	2	-	1	1	-	-	-	2
	0.7	-	1.0	0.6	-	1.6	-	-	5.3	-	1.2	3.7	1.4	-	2.0	0.4	-	-	-	2.5
	100.0	-	66.7	33.3	-	33.3	-	-	33.3	-	66.7	66.7	66.7	-	33.3	33.3	-	-	-	66.7
Cohiba	5	1	4	-	4	-	-	-	-	-	2	1	2	3	-	2	1	1	-	-
	1.1	1.1	2.0	-	3.6	-	-	-	-	-	1.2	1.9	1.4	1.1	-	0.8	1.6	3.2	-	-
	100.0	20.0	80.0	-	80.0	-	-	-	-	-	40.0	20.0	40.0	60.0	-	40.0	20.0	20.0	-	-
Cruz Real	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Cuesta Rey	3	1	2	-	1	-	-	-	-	-	3	1	2	1	-	3	-	-	-	-
	0.7	1.1	1.0	-	0.9	-	-	-	-	-	1.7	1.9	1.4	0.4	-	1.3	-	-	-	-
	100.0	33.3	66.7	-	33.3	-	-	-	-	-	100.0	33.3	66.7	33.3	-	100.0	-	-	-	-
Don Diego	3	1	2	-	-	1	1	-	-	-	1	-	2	1	-	-	1	1	-	-
	0.7	1.1	1.0	-	-	1.6	1.4	-	-	-	0.6	-	1.4	0.4	-	-	1.6	3.2	-	-
	100.0	33.3	66.7	-	-	33.3	33.3	-	-	-	33.3	-	66.7	33.3	-	-	33.3	33.3	-	-
Don Lino	3	1	2	-	1	1	-	-	-	-	2	1	1	2	-	1	-	-	-	1
	0.7	1.1	1.0	-	0.9	1.6	-	-	-	-	1.2	1.9	0.7	0.8	-	0.4	-	-	-	1.3
	100.0	33.3	66.7	-	33.3	33.3	-	-	-	-	66.7	33.3	33.3	66.7	-	33.3	-	-	-	33.3

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don Tomas	7	4	3	-	3	1	-	-	-	1	3	-	3	3	1	5	1	-	-	-
	1.6	4.4	1.5	-	2.7	1.6	-	-	-	4.2	1.7	-	2.2	1.1	2.0	2.1	1.6	-	-	-
	100.0	57.1	42.9	-	42.9	14.3	-	-	-	14.3	42.9	-	42.9	42.9	14.3	71.4	14.3	-	-	-
Dunhill	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Excalibur	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	1	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	20.0	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	100.0	-
Fonesca	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Fuente	8	5	3	-	1	2	1	-	-	1	2	-	2	5	1	6	2	-	-	-
	1.8	5.5	1.5	-	0.9	3.1	1.4	-	-	4.2	1.2	-	1.4	1.9	2.0	2.5	3.1	-	-	-
	100.0	62.5	37.5	-	12.5	25.0	12.5	-	-	12.5	25.0	-	25.0	62.5	12.5	75.0	25.0	-	-	-
Griffin's	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
H. Upmann	9	3	5	1	1	2	1	1	-	1	4	-	5	4	-	5	1	-	-	2
	2.0	3.3	2.5	0.6	0.9	3.1	1.4	1.2	-	4.2	2.3	-	3.6	1.5	-	2.1	1.6	-	-	2.5
	100.0	33.3	55.6	11.1	11.1	22.2	11.1	11.1	-	11.1	44.4	-	55.6	44.4	-	55.6	11.1	-	-	22.2

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Habana Gold	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Hamlet	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Henri Winterman	1	1	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	1.9	0.7	-	-	-	-	-	20.0	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	100.0	-
Henry Clay	2	-	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	-	-	1
	0.4	-	0.5	-	-	1.6	-	-	-	-	0.6	-	0.7	0.4	-	0.4	-	-	-	1.3
	100.0	-	50.0	-	-	50.0	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	-	-	50.0
Hoyo de Monterrey	2	1	1	-	1	1	-	-	-	-	1	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	0.9	1.6	-	-	-	-	0.6	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	50.0	50.0	-	-	-	-	50.0	-	50.0	50.0	-	100.0	-	-	-	-
Juan Clemente	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
La Aurora	2	-	-	2	-	1	-	-	-	-	1	-	-	1	1	-	-	-	-	1
	0.4	-	-	1.3	-	1.6	-	-	-	-	0.6	-	-	0.4	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	50.0	-	-	-	-	50.0	-	-	50.0	50.0	-	-	-	-	50.0

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
La Finca	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
La Hoya/La Hoya Selecta	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
La Unica	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Macanudo	48	9	30	9	10	5	7	23	2	1	22	4	15	31	2	30	10	3	-	4
	10.6	9.9	14.8	5.8	9.1	7.8	10.1	28.4	10.5	4.2	12.7	7.4	10.8	11.8	4.0	12.7	15.6	9.7	-	5.0
	100.0	18.8	62.5	18.8	20.8	10.4	14.6	47.9	4.2	2.1	45.8	8.3	31.3	64.6	4.2	62.5	20.8	6.3	-	8.3
Macanudo Robust	2	-	1	1	-	-	1	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Macanudo Vintage	3	-	3	-	1	-	-	-	-	-	1	1	3	-	-	1	1	-	-	-
	0.7	-	1.5	-	0.9	-	-	-	-	-	0.6	1.9	2.2	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	33.3	-	-	-	-	-	33.3	33.3	100.0	-	-	33.3	33.3	-	-	-
Matacan	2	1	1	-	-	2	-	1	-	-	1	-	1	1	-	-	1	-	-	1
	0.4	1.1	0.5	-	-	3.1	-	1.2	-	-	0.6	-	0.7	0.4	-	-	1.6	-	-	1.3
	100.0	50.0	50.0	-	-	100.0	-	50.0	-	-	50.0	-	50.0	50.0	-	-	50.0	-	-	50.0

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Montecristo	1	-	-	1	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	1.4	1.2	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	100.0	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Montecruz	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Montesino	1	-	1	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Onyx	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Padron	3	1	2	-	-	1	2	-	-	-	1	-	1	2	-	1	1	-	-	1
	0.7	1.1	1.0	-	-	1.6	2.9	-	-	-	0.6	-	0.7	0.8	-	0.4	1.6	-	-	1.3
	100.0	33.3	66.7	-	-	33.3	66.7	-	-	-	33.3	-	33.3	66.7	-	33.3	33.3	-	-	33.3
Partagas	11	5	3	3	3	2	1	-	7	2	7	4	6	5	-	8	-	1	-	1
	2.4	5.5	1.5	1.9	2.7	3.1	1.4	-	36.8	8.3	4.0	7.4	4.3	1.9	-	3.4	-	3.2	-	1.3
	100.0	45.5	27.3	27.3	27.3	18.2	9.1	-	63.6	18.2	63.6	36.4	54.5	45.5	-	72.7	-	9.1	-	9.1
Partagas Limited Reserve	1	1	-	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Por Larranaga	1	-	-	1	-	-	1	-	-	1	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	4.2	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	100.0	-	-	-	-
Punch	6	3	3	-	3	-	2	-	-	-	2	1	3	3	-	3	1	-	-	1
	1.3	3.3	1.5	-	2.7	-	2.9	-	-	-	1.2	1.9	2.2	1.1	-	1.3	1.6	-	-	1.3
	100.0	50.0	50.0	-	50.0	-	33.3	-	-	-	33.3	16.7	50.0	50.0	-	50.0	16.7	-	-	16.7
Ramon Allones	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-
Romeo y Julieta	3	1	2	-	1	-	-	1	-	-	1	1	2	1	-	3	-	-	-	-
	0.7	1.1	1.0	-	0.9	-	-	1.2	-	-	0.6	1.9	1.4	0.4	-	1.3	-	-	-	-
	100.0	33.3	66.7	-	33.3	-	-	33.3	-	-	33.3	33.3	66.7	33.3	-	100.0	-	-	-	-
Royal Dominicana	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Royal Jamaica	4	2	1	1	2	-	1	-	1	-	-	-	-	4	-	2	1	1	-	-
	0.9	2.2	0.5	0.6	1.8	-	1.4	-	5.3	-	-	-	-	1.5	-	0.8	1.6	3.2	-	-
	100.0	50.0	25.0	25.0	50.0	-	25.0	-	25.0	-	-	-	-	100.0	-	50.0	25.0	25.0	-	-
Santa Rosa	1	-	1	-	-	-	-	-	-	1	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	4.2	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	-	-	-	-

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL	PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sosa/Sosa Family	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Tabacalera	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Tamboril	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Te-Amo	6	1	4	1	2	-	1	1	-	-	5	-	2	3	1	3	1	-	-	2
	1.3	1.1	2.0	0.6	1.8	-	1.4	1.2	-	-	2.9	-	1.4	1.1	2.0	1.3	1.6	-	-	2.5
	100.0	16.7	66.7	16.7	33.3	-	16.7	16.7	-	-	83.3	-	33.3	50.0	16.7	50.0	16.7	-	-	33.3
Temple Hall	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Thompson	7	4	3	-	2	1	1	2	-	-	1	-	2	5	-	1	1	1	-	4
	1.6	4.4	1.5	-	1.8	1.6	1.4	2.5	-	-	0.6	-	1.4	1.9	-	0.4	1.6	3.2	-	5.0
	100.0	57.1	42.9	-	28.6	14.3	14.3	28.6	-	-	14.3	-	28.6	71.4	-	14.3	14.3	14.3	-	57.1
Upmann	6	2	3	1	1	2	-	1	-	-	3	1	2	3	1	3	1	-	-	1
	1.3	2.2	1.5	0.6	0.9	3.1	-	1.2	-	-	1.7	1.9	1.4	1.1	2.0	1.3	1.6	-	-	1.3
	100.0	33.3	50.0	16.7	16.7	33.3	-	16.7	-	-	50.0	16.7	33.3	50.0	16.7	50.0	16.7	-	-	16.7

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Table 18
Q.4a SEC.B Brand Smoked Most Often When You First Started Smoking Cigars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Wonder Blend	1	-	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	100.0	-	-
Other	38	8	16	14	8	9	9	2	1	-	15	4	10	25	3	22	6	1	1	6
	8.4	8.8	7.9	9.0	7.3	14.1	13.0	2.5	5.3	-	8.7	7.4	7.2	9.5	6.0	9.3	9.4	3.2	20.0	7.5
	100.0	21.1	42.1	36.8	21.1	23.7	23.7	5.3	2.6	-	39.5	10.5	26.3	65.8	7.9	57.9	15.8	2.6	2.6	15.8
Don't know/No Others	74	18	29	26	21	10	6	14	5	4	30	15	18	45	11	45	8	4	-	10
	16.4	19.8	14.3	16.8	19.1	15.6	8.7	17.3	26.3	16.7	17.3	27.8	12.9	17.2	22.0	19.1	12.5	12.9	-	12.5
	100.0	24.3	39.2	35.1	28.4	13.5	8.1	18.9	6.8	5.4	40.5	20.3	24.3	60.8	14.9	60.8	10.8	5.4	-	13.5
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 19
Q.4b SEC.B Compared To When You Smoked That Brand Of Cigars, Are You Now Smoking More Often, Less Often Or About The Same Amount?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Smoked A Domestic Brand Most Often When First Started Smoking, Now Smoke A Premium Brand Most Often	155	7	59	89	33	19	28	34	2	9	48	13	35	94	26	68	20	16	2	39
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	4.5	38.1	57.4	21.3	12.3	18.1	21.9	1.3	5.8	31.0	8.4	22.6	60.6	16.8	43.9	12.9	10.3	1.3	25.2
More Often	39	2	16	21	4	2	8	9	1	3	13	3	7	27	5	19	5	2	-	12
	25.2	28.6	27.1	23.6	12.1	10.5	28.6	26.5	50.0	33.3	27.1	23.1	20.0	28.7	19.2	27.9	25.0	12.5	-	30.8
	100.0	5.1	41.0	53.8	10.3	5.1	20.5	23.1	2.6	7.7	33.3	7.7	17.9	69.2	12.8	48.7	12.8	5.1	-	30.8
Less Often	53	1	15	37	16	5	9	8	-	3	18	4	8	36	9	24	6	7	-	13
	34.2	14.3	25.4	41.6	48.5	26.3	32.1	23.5	-	33.3	37.5	30.8	22.9	38.3	34.6	35.3	30.0	43.8	-	33.3
	100.0	1.9	28.3	69.8	30.2	9.4	17.0	15.1	-	5.7	34.0	7.5	15.1	67.9	17.0	45.3	11.3	13.2	-	24.5
Same amount	62	3	28	31	12	12	11	17	1	3	17	6	20	31	11	25	9	7	2	13
	40.0	42.9	47.5	34.8	36.4	63.2	39.3	50.0	50.0	33.3	35.4	46.2	57.1	33.0	42.3	36.8	45.0	43.8	100.0	33.3
	100.0	4.8	45.2	50.0	19.4	19.4	17.7	27.4	1.6	4.8	27.4	9.7	32.3	50.0	17.7	40.3	14.5	11.3	3.2	21.0
Don't know	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.6	14.3	-	-	3.0	-	-	-	-	-	-	-	-	-	3.8	-	-	-	-	2.6
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Sigma	155	7	59	89	33	19	28	34	2	9	48	13	35	94	26	68	20	16	2	39
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	4.5	38.1	57.4	21.3	12.3	18.1	21.9	1.3	5.8	31.0	8.4	22.6	60.6	16.8	43.9	12.9	10.3	1.3	25.2

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Table 20
Q.4c SEC.B How Many Years Ago Did You Switch To A Premium Imported Type Of Cigar?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Smoked A Domestic Brand Most Often When First Started Smoking, Now Smoke A Premium Brand Most Often	155	7	59	89	33	19	28	34	2	9	48	13	35	94	26	68	20	16	2	39
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	4.5	38.1	57.4	21.3	12.3	18.1	21.9	1.3	5.8	31.0	8.4	22.6	60.6	16.8	43.9	12.9	10.3	1.3	25.2
1 year ago or less	16	6	8	2	3	5	2	2	-	-	2	-	7	8	1	5	4	3	-	4
	10.3	85.7	13.6	2.2	9.1	26.3	7.1	5.9	-	-	4.2	-	20.0	8.5	3.8	7.4	20.0	18.8	-	10.3
	100.0	37.5	50.0	12.5	18.8	31.3	12.5	12.5	-	-	12.5	-	43.8	50.0	6.3	31.3	25.0	18.8	-	25.0
2-4 years ago	52	1	32	19	14	4	8	7	1	6	15	4	17	31	4	22	10	5	1	9
	33.5	14.3	54.2	21.3	42.4	21.1	28.6	20.6	50.0	66.7	31.3	30.8	48.6	33.0	15.4	32.4	50.0	31.3	50.0	23.1
	100.0	1.9	61.5	36.5	26.9	7.7	15.4	13.5	1.9	11.5	28.8	7.7	32.7	59.6	7.7	42.3	19.2	9.6	1.9	17.3
5-9 years ago	36	-	18	18	7	5	5	12	1	-	14	4	9	24	3	18	3	4	1	8
	23.2	-	30.5	20.2	21.2	26.3	17.9	35.3	50.0	-	29.2	30.8	25.7	25.5	11.5	26.5	15.0	25.0	50.0	20.5
	100.0	-	50.0	50.0	19.4	13.9	13.9	33.3	2.8	-	38.9	11.1	25.0	66.7	8.3	50.0	8.3	11.1	2.8	22.2
10-14 years ago	26	-	1	25	4	1	7	7	-	2	9	4	2	17	7	12	2	3	-	7
	16.8	-	1.7	28.1	12.1	5.3	25.0	20.6	-	22.2	18.8	30.8	5.7	18.1	26.9	17.6	10.0	18.8	-	17.9
	100.0	-	3.8	96.2	15.4	3.8	26.9	26.9	-	7.7	34.6	15.4	7.7	65.4	26.9	46.2	7.7	11.5	-	26.9
15+ years ago	24	-	-	24	5	3	6	5	-	1	8	1	-	14	10	10	1	1	-	11
	15.5	-	-	27.0	15.2	15.8	21.4	14.7	-	11.1	16.7	7.7	-	14.9	38.5	14.7	5.0	6.3	-	28.2
	100.0	-	-	100.0	20.8	12.5	25.0	20.8	-	4.2	33.3	4.2	-	58.3	41.7	41.7	4.2	4.2	-	45.8
Don't know	1	-	-	1	-	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-
	0.6	-	-	1.1	-	5.3	-	2.9	-	-	-	-	-	-	3.8	1.5	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	100.0	-	-	-	-	-	-	100.0	100.0	-	-	-	-
Sigma	155	7	59	89	33	19	28	34	2	9	48	13	35	94	26	68	20	16	2	39
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	4.5	38.1	57.4	21.3	12.3	18.1	21.9	1.3	5.8	31.0	8.4	22.6	60.6	16.8	43.9	12.9	10.3	1.3	25.2
Mean Base	154	7	59	88	33	18	28	33	2	9	48	13	35	94	25	67	20	16	2	39

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Table 20
Q.4c SEC.B How Many Years Ago Did You Switch To A Premium Imported Type Of Cigar?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Smoked A Domestic Brand Most Often When First Started Smoking, Now Smoke A Premium Brand Most Often	155	7	59	89	33	19	28	34	2	9	48	13	35	94	26	68	20	16	2	39
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	4.5	38.1	57.4	21.3	12.3	18.1	21.9	1.3	5.8	31.0	8.4	22.6	60.6	16.8	43.9	12.9	10.3	1.3	25.2
Mean	7.33	1.14	3.56	10.35	8.06	5.61	9.25	8.42	4.00	6.33	7.38	7.31	3.71	7.11	13.24	7.61	4.80	6.13	5.00	8.92
Standard Deviation	6.94	0.90	1.94	7.76	9.75	5.14	7.61	7.57	1.41	5.20	5.52	3.59	2.54	5.79	10.63	7.63	5.01	7.30	1.41	6.67
Standard Error	0.56	0.34	0.25	0.83	1.70	1.21	1.44	1.32	1.00	1.73	0.80	1.00	0.43	0.60	2.13	0.93	1.12	1.83	1.00	1.07

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Table 21
Q.5 SEC.B How Many Different Cigar Sizes Do You Smoke On A Regular Basis?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
None	4	-	2	2	1	1	1	-	-	-	3	1	1	1	2	2	1	-	-	1
	0.9	-	1.0	1.3	0.9	1.6	1.4	-	-	-	1.7	1.9	0.7	0.4	4.0	0.8	1.6	-	-	1.3
	100.0	-	50.0	50.0	25.0	25.0	25.0	-	-	-	75.0	25.0	25.0	25.0	50.0	50.0	25.0	-	-	25.0
1 size	98	20	35	43	25	11	17	17	3	2	33	7	30	45	23	46	18	5	2	18
	21.7	22.0	17.2	27.7	22.7	17.2	24.6	21.0	15.8	8.3	19.1	13.0	21.6	17.2	46.0	19.5	28.1	16.1	40.0	22.5
	100.0	20.4	35.7	43.9	25.5	11.2	17.3	17.3	3.1	2.0	33.7	7.1	30.6	45.9	23.5	46.9	18.4	5.1	2.0	18.4
2 sizes	176	34	88	53	50	21	22	34	9	8	62	19	55	103	18	91	19	18	1	32
	39.0	37.4	43.3	34.2	45.5	32.8	31.9	42.0	47.4	33.3	35.8	35.2	39.6	39.3	36.0	38.6	29.7	58.1	20.0	40.0
	100.0	19.3	50.0	30.1	28.4	11.9	12.5	19.3	5.1	4.5	35.2	10.8	31.3	58.5	10.2	51.7	10.8	10.2	0.6	18.2
3 sizes	106	23	52	30	21	20	15	17	6	7	45	14	34	70	2	58	20	4	1	19
	23.5	25.3	25.6	19.4	19.1	31.3	21.7	21.0	31.6	29.2	26.0	25.9	24.5	26.7	4.0	24.6	31.3	12.9	20.0	23.8
	100.0	21.7	49.1	28.3	19.8	18.9	14.2	16.0	5.7	6.6	42.5	13.2	32.1	66.0	1.9	54.7	18.9	3.8	0.9	17.9
4+ sizes	52	11	19	22	8	10	13	11	1	6	22	8	14	33	5	29	6	3	-	8
	11.5	12.1	9.4	14.2	7.3	15.6	18.8	13.6	5.3	25.0	12.7	14.8	10.1	12.6	10.0	12.3	9.4	9.7	-	10.0
	100.0	21.2	36.5	42.3	15.4	19.2	25.0	21.2	1.9	11.5	42.3	15.4	26.9	63.5	9.6	55.8	11.5	5.8	-	15.4
Don't know	15	3	7	5	5	1	1	2	-	1	8	5	5	10	-	10	-	1	1	2
	3.3	3.3	3.4	3.2	4.5	1.6	1.4	2.5	-	4.2	4.6	9.3	3.6	3.8	-	4.2	-	3.2	20.0	2.5
	100.0	20.0	46.7	33.3	33.3	6.7	6.7	13.3	-	6.7	53.3	33.3	33.3	66.7	-	66.7	-	6.7	6.7	13.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	436	88	196	150	105	63	68	79	19	23	165	49	134	252	50	226	64	30	4	78

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016013

Table 21
Q.5 SEC.B How Many Different Cigar Sizes Do You Smoke On A Regular Basis?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean	2.42	2.43	2.41	2.43	2.14	2.54	2.72	2.42	2.26	3.17	2.47	2.55	2.43	2.51	1.98	2.44	2.36	2.53	1.75	2.47
Standard Deviation	1.60	1.40	1.42	1.92	1.01	1.22	2.20	1.36	0.81	2.21	1.54	1.29	1.64	1.46	2.06	1.38	1.71	2.21	0.96	1.97
Standard Error	0.08	0.15	0.10	0.16	0.10	0.15	0.27	0.15	0.18	0.46	0.12	0.18	0.14	0.09	0.29	0.09	0.21	0.40	0.48	0.22

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Table 22
Q.6a SEC.B What Size Of Your Primary Brand Do You Smoke Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Small (less than 4 inches)	55	19	20	16	16	9	3	19	3	4	22	6	15	37	3	27	11	5	1	6
	12.2	20.9	9.9	10.3	14.5	14.1	4.3	23.5	15.8	16.7	12.7	11.1	10.8	14.1	6.0	11.4	17.2	16.1	20.0	7.5
	100.0	34.5	36.4	29.1	29.1	16.4	5.5	34.5	5.5	7.3	40.0	10.9	27.3	67.3	5.5	49.1	20.0	9.1	1.8	10.9
Medium (4 to 6 inches)	260	51	126	82	61	32	37	47	12	12	93	30	95	140	25	145	33	18	1	42
	57.6	56.0	62.1	52.9	55.5	50.0	53.6	58.0	63.2	50.0	53.8	55.6	68.3	53.4	50.0	61.4	51.6	58.1	20.0	52.5
	100.0	19.6	48.5	31.5	23.5	12.3	14.2	18.1	4.6	4.6	35.8	11.5	36.5	53.8	9.6	55.8	12.7	6.9	0.4	16.2
Large (more than 6 inches)	129	19	54	55	29	23	28	15	4	8	58	18	25	83	21	62	20	7	2	31
	28.6	20.9	26.6	35.5	26.4	35.9	40.6	18.5	21.1	33.3	33.5	33.3	18.0	31.7	42.0	26.3	31.3	22.6	40.0	38.8
	100.0	14.7	41.9	42.6	22.5	17.8	21.7	11.6	3.1	6.2	45.0	14.0	19.4	64.3	16.3	48.1	15.5	5.4	1.6	24.0
Don't know size	7	2	3	2	4	-	1	-	-	-	-	-	4	2	1	2	-	1	1	1
	1.6	2.2	1.5	1.3	3.6	-	1.4	-	-	-	-	-	2.9	0.8	2.0	0.8	-	3.2	20.0	1.3
	100.0	28.6	42.9	28.6	57.1	-	14.3	-	-	-	-	-	57.1	28.6	14.3	28.6	-	14.3	14.3	14.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 23
Q.6b SEC.B What Is The Ring Gauge Of The Cigar?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Smoke A Particular Size Most Often	444	89	200	153	106	64	68	81	19	24	173	54	135	260	49	234	64	30	4	79
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.0	45.0	34.5	23.9	14.4	15.3	18.2	4.3	5.4	39.0	12.2	30.4	58.6	11.0	52.7	14.4	6.8	0.9	17.8
Less than the size of a dime (44 ring gauge or less)	54	10	17	27	7	13	9	13	2	2	22	4	13	33	8	21	9	2	-	16
	12.2	11.2	8.5	17.6	6.6	20.3	13.2	16.0	10.5	8.3	12.7	7.4	9.6	12.7	16.3	9.0	14.1	6.7	-	20.3
	100.0	18.5	31.5	50.0	13.0	24.1	16.7	24.1	3.7	3.7	40.7	7.4	24.1	61.1	14.8	38.9	16.7	3.7	-	29.6
Approximately the size of a dime (45 ring gauge)	65	19	24	22	17	8	10	17	3	3	25	6	17	39	9	31	6	11	2	11
	14.6	21.3	12.0	14.4	16.0	12.5	14.7	21.0	15.8	12.5	14.5	11.1	12.6	15.0	18.4	13.2	9.4	36.7	50.0	13.9
	100.0	29.2	36.9	33.8	26.2	12.3	15.4	26.2	4.6	4.6	38.5	9.2	26.2	60.0	13.8	47.7	9.2	16.9	3.1	16.9
Approximately the size of a penny (48 ring gauge)	101	12	52	37	22	7	12	16	3	7	39	13	31	58	12	60	14	3	-	18
	22.7	13.5	26.0	24.2	20.8	10.9	17.6	19.8	15.8	29.2	22.5	24.1	23.0	22.3	24.5	25.6	21.9	10.0	-	22.8
	100.0	11.9	51.5	36.6	21.8	6.9	11.9	15.8	3.0	6.9	38.6	12.9	30.7	57.4	11.9	59.4	13.9	3.0	-	17.8
Size of a nickel or larger (52 ring gauge or higher)	216	47	105	62	57	36	34	34	10	12	84	29	73	126	17	118	33	14	2	33
	48.6	52.8	52.5	40.5	53.8	56.3	50.0	42.0	52.6	50.0	48.6	53.7	54.1	48.5	34.7	50.4	51.6	46.7	50.0	41.8
	100.0	21.8	48.6	28.7	26.4	16.7	15.7	15.7	4.6	5.6	38.9	13.4	33.8	58.3	7.9	54.6	15.3	6.5	0.9	15.3
Don't know	8	1	2	5	3	-	3	1	1	-	3	2	1	4	3	4	2	-	-	1
	1.8	1.1	1.0	3.3	2.8	-	4.4	1.2	5.3	-	1.7	3.7	0.7	1.5	6.1	1.7	3.1	-	-	1.3
	100.0	12.5	25.0	62.5	37.5	-	37.5	12.5	12.5	-	37.5	25.0	12.5	50.0	37.5	50.0	25.0	-	-	12.5
Sigma	444	89	200	153	106	64	68	81	19	24	173	54	135	260	49	234	64	30	4	79
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.0	45.0	34.5	23.9	14.4	15.3	18.2	4.3	5.4	39.0	12.2	30.4	58.6	11.0	52.7	14.4	6.8	0.9	17.8

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Table 24
Q.7 SEC.B Which Of the Following Would You Be More Likely To Do
If Your Primary Brand And Size Weren't Available?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN			
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Smoke A Particular Size Most Often	444	89	200	153	106	64	68	81	19	24	173	54	135	260	49	234	64	30	4	79
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.0	45.0	34.5	23.9	14.4	15.3	18.2	4.3	5.4	39.0	12.2	30.4	58.6	11.0	52.7	14.4	6.8	0.9	17.8
Buy primary brand in a different size	175	35	81	59	46	27	27	38	9	8	72	24	56	100	19	92	30	15	-	25
	39.4	39.3	40.5	38.6	43.4	42.2	39.7	46.9	47.4	33.3	41.6	44.4	41.5	38.5	38.8	39.3	46.9	50.0	-	31.6
	100.0	20.0	46.3	33.7	26.3	15.4	15.4	21.7	5.1	4.6	41.1	13.7	32.0	57.1	10.9	52.6	17.1	8.6	-	14.3
Buy a different brand in the same size	156	31	76	48	38	25	17	31	7	11	59	21	52	95	9	94	23	8	2	23
	35.1	34.8	38.0	31.4	35.8	39.1	25.0	38.3	36.8	45.8	34.1	38.9	38.5	36.5	18.4	40.2	35.9	26.7	50.0	29.1
	100.0	19.9	48.7	30.8	24.4	16.0	10.9	19.9	4.5	7.1	37.8	13.5	33.3	60.9	5.8	60.3	14.7	5.1	1.3	14.7
Try to find primary brand and size at a different store	52	12	20	19	9	7	9	7	1	3	20	4	16	32	4	30	9	3	1	6
	11.7	13.5	10.0	12.4	8.5	10.9	13.2	8.6	5.3	12.5	11.6	7.4	11.9	12.3	8.2	12.8	14.1	10.0	25.0	7.6
	100.0	23.1	38.5	36.5	17.3	13.5	17.3	13.5	1.9	5.8	38.5	7.7	30.8	61.5	7.7	57.7	17.3	5.8	1.9	11.5
Try to order it	27	7	8	12	5	2	9	3	-	1	13	-	5	13	9	4	1	1	1	17
	6.1	7.9	4.0	7.8	4.7	3.1	13.2	3.7	-	4.2	7.5	-	3.7	5.0	18.4	1.7	1.6	3.3	25.0	21.5
	100.0	25.9	29.6	44.4	18.5	7.4	33.3	11.1	-	3.7	48.1	-	18.5	48.1	33.3	14.8	3.7	3.7	3.7	63.0
Not make a purchase	33	3	15	15	8	3	6	2	2	1	9	5	5	20	8	14	1	3	-	8
	7.4	3.4	7.5	9.8	7.5	4.7	8.8	2.5	10.5	4.2	5.2	9.3	3.7	7.7	16.3	6.0	1.6	10.0	-	10.1
	100.0	9.1	45.5	45.5	24.2	9.1	18.2	6.1	6.1	3.0	27.3	15.2	15.2	60.6	24.2	42.4	3.0	9.1	-	24.2
Don't know	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Sigma	444	89	200	153	106	64	68	81	19	24	173	54	135	260	49	234	64	30	4	79
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.0	45.0	34.5	23.9	14.4	15.3	18.2	4.3	5.4	39.0	12.2	30.4	58.6	11.0	52.7	14.4	6.8	0.9	17.8

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Table 25
Q.8a SEC.B Were You Smoking Your Primary Brand Most Often A Year Ago?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	376	61	178	135	92	52	60	73	17	20	146	46	115	215	46	194	53	26	4	70
	83.4	67.0	87.7	87.1	83.6	81.3	87.0	90.1	89.5	83.3	84.4	85.2	82.7	82.1	92.0	82.2	82.8	83.9	80.0	87.5
	100.0	16.2	47.3	35.9	24.5	13.8	16.0	19.4	4.5	5.3	38.8	12.2	30.6	57.2	12.2	51.6	14.1	6.9	1.1	18.6
No	72	29	24	19	17	12	8	8	2	4	26	7	24	44	4	41	11	5	-	9
	16.0	31.9	11.8	12.3	15.5	18.8	11.6	9.9	10.5	16.7	15.0	13.0	17.3	16.8	8.0	17.4	17.2	16.1	-	11.3
	100.0	40.3	33.3	26.4	23.6	16.7	11.1	11.1	2.8	5.6	36.1	9.7	33.3	61.1	5.6	56.9	15.3	6.9	-	12.5
Don't know	3	1	1	1	1	-	1	-	-	-	1	1	-	3	-	1	-	-	1	1
	0.7	1.1	0.5	0.6	0.9	-	1.4	-	-	-	0.6	1.9	-	1.1	-	0.4	-	-	20.0	1.3
	100.0	33.3	33.3	33.3	33.3	-	33.3	-	-	-	33.3	33.3	-	100.0	-	33.3	-	-	33.3	33.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 26
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3
Domestic Brands (Net)	7	3	3	1	1	-	1	1	-	-	2	-	4	3	-	2	3	1	-	-
	9.3	10.0	12.0	5.0	5.6	-	11.1	12.5	-	-	7.4	-	16.7	6.4	-	4.8	27.3	20.0	-	-
	100.0	42.9	42.9	14.3	14.3	-	14.3	14.3	-	-	28.6	-	57.1	42.9	-	28.6	42.9	14.3	-	-
Garcia y Vega/Whiffs	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	1.3	3.3	-	-	-	-	-	-	-	-	-	-	4.2	-	-	2.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Hav-a-Tampa/Jewels	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-
	1.3	3.3	-	-	-	-	-	-	-	-	3.7	-	-	2.1	-	-	9.1	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	100.0	-	-	-
Rustlers	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	1.3	-	4.0	-	-	-	-	-	-	-	-	-	4.2	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Swisher/Sweets	3	1	1	1	-	-	1	1	-	-	1	-	2	1	-	-	2	1	-	-
	4.0	3.3	4.0	5.0	-	-	11.1	12.5	-	-	3.7	-	8.3	2.1	-	-	18.2	20.0	-	-
	100.0	33.3	33.3	33.3	-	-	33.3	33.3	-	-	33.3	-	66.7	33.3	-	-	66.7	33.3	-	-
White Owl	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	1.3	-	4.0	-	5.6	-	-	-	-	-	-	-	-	2.1	-	2.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Premium Brands (Net)	42	16	14	12	7	7	5	4	1	3	18	6	15	24	3	19	7	4	1	7
	56.0	53.3	56.0	60.0	38.9	58.3	55.6	50.0	50.0	75.0	66.7	75.0	62.5	51.1	75.0	45.2	63.6	80.0	100.0	70.0
	100.0	38.1	33.3	28.6	16.7	16.7	11.9	9.5	2.4	7.1	42.9	14.3	35.7	57.1	7.1	45.2	16.7	9.5	2.4	16.7

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Table 26
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3
Ashton	2	1	1	-	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	-
	2.7	3.3	4.0	-	5.6	-	-	-	-	-	-	-	4.2	2.1	-	-	9.1	-	-	-
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	-	-	50.0	50.0	-	-	50.0	-	-	-
Avo	1	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-	1	-	-	-
	1.3	-	4.0	-	-	-	-	-	-	25.0	3.7	-	4.2	-	-	-	9.1	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	100.0	-	-	-
Bering (Premium)	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	1.3	-	-	5.0	-	-	-	-	-	-	3.7	-	-	2.1	-	2.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Cohiba	1	-	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-	-	1	-
	1.3	-	-	5.0	-	-	-	-	-	-	3.7	12.5	-	2.1	-	-	-	-	100.0	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	100.0	-
Don Tomas	2	1	1	-	-	-	-	-	-	1	1	-	-	1	1	1	-	-	-	-
	2.7	3.3	4.0	-	-	-	-	-	-	25.0	3.7	-	-	2.1	25.0	2.4	-	-	-	-
	100.0	50.0	50.0	-	-	-	-	-	-	50.0	50.0	-	-	50.0	50.0	50.0	-	-	-	-
Dunhill	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	1.3	-	-	5.0	-	-	-	-	-	-	-	-	4.2	-	-	2.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
El Rey del Mundo	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	1.3	3.3	-	-	-	8.3	-	-	-	-	3.7	-	-	2.1	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-

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Table 26
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3
El Rico Habano	1	-	-	1	-	-	1	1	-	-	-	-	1	-	-	-	1	-	-	-
	1.3	-	-	5.0	-	-	11.1	12.5	-	-	-	-	4.2	-	-	-	9.1	-	-	-
	100.0	-	-	100.0	-	-	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
H. Upmann	3	1	1	1	-	-	-	-	-	-	1	-	2	1	-	-	-	-	-	2
	4.0	3.3	4.0	5.0	-	-	-	-	-	-	3.7	-	8.3	2.1	-	-	-	-	-	20.0
	100.0	33.3	33.3	33.3	-	-	-	-	-	-	33.3	-	66.7	33.3	-	-	-	-	-	66.7
Henry Clay	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	1.3	-	4.0	-	-	8.3	-	-	-	-	-	-	4.2	-	-	2.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Hondura Cuban Tobaccos	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	1.3	-	-	5.0	-	-	-	-	-	-	-	-	-	2.1	-	2.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Hoyo de Monterrey	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	1.3	-	4.0	-	5.6	-	-	-	-	-	3.7	-	4.2	-	-	-	-	20.0	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-
La Aurora	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	1.3	-	-	5.0	-	8.3	-	-	-	-	-	-	-	-	25.0	-	-	-	-	10.0
	100.0	-	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Macanudo	8	3	4	1	2	1	1	-	1	-	4	2	3	5	-	4	3	1	-	-
	10.7	10.0	16.0	5.0	11.1	8.3	11.1	-	50.0	-	14.8	25.0	12.5	10.6	-	9.5	27.3	20.0	-	-
	100.0	37.5	50.0	12.5	25.0	12.5	12.5	-	12.5	-	50.0	25.0	37.5	62.5	-	50.0	37.5	12.5	-	-

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Table 26
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	PARTAGAS	ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	TOBACCO OUTLET	DRUG/GROCERY/CONVENIENCE/DISCOUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3
Montecristo	1	1	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	-	-
	1.3	3.3	-	-	-	-	11.1	-	-	-	3.7	12.5	-	2.1	-	2.4	-	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Padron	2	-	2	-	-	1	1	-	-	-	1	-	1	1	-	1	-	-	-	1
	2.7	-	8.0	-	-	8.3	11.1	-	-	-	3.7	-	4.2	2.1	-	2.4	-	-	-	10.0
	100.0	-	100.0	-	-	50.0	50.0	-	-	-	50.0	-	50.0	50.0	-	50.0	-	-	-	50.0
Partagas	2	1	1	-	-	1	-	-	-	-	1	-	-	2	-	1	-	-	-	1
	2.7	3.3	4.0	-	-	8.3	-	-	-	-	3.7	-	-	4.3	-	2.4	-	-	-	10.0
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	50.0	-	-	100.0	-	50.0	-	-	-	50.0
Punch	3	3	-	-	-	-	1	-	-	1	-	-	1	2	-	2	-	-	-	1
	4.0	10.0	-	-	-	-	11.1	-	-	25.0	-	-	4.2	4.3	-	4.8	-	-	-	10.0
	100.0	100.0	-	-	-	-	33.3	-	-	33.3	-	-	33.3	66.7	-	66.7	-	-	-	33.3
Romeo y Julieta	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	1.3	-	-	5.0	-	-	-	12.5	-	-	-	-	-	2.1	-	2.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Royal Jamaica	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	1.3	3.3	-	-	5.6	-	-	-	-	-	-	-	-	2.1	-	2.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Te-Amo	1	1	-	-	1	-	-	1	-	-	1	1	-	1	-	1	-	-	-	-
	1.3	3.3	-	-	5.6	-	-	12.5	-	-	3.7	12.5	-	2.1	-	2.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	100.0	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-

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Table 26
Q.8b SEC.B What Brand Were You Smoking Most Often A Year Ago?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3
Thompson	3	1	1	1	-	-	-	-	-	-	2	1	2	1	-	-	1	2	-	-
	4.0	3.3	4.0	5.0	-	-	-	-	-	-	7.4	12.5	8.3	2.1	-	-	9.1	40.0	-	-
	100.0	33.3	33.3	33.3	-	-	-	-	-	-	66.7	33.3	66.7	33.3	-	-	33.3	66.7	-	-
Upmann	3	1	-	2	1	1	-	1	-	-	1	-	-	2	1	2	-	-	-	1
	4.0	3.3	-	10.0	5.6	8.3	-	12.5	-	-	3.7	-	-	4.3	25.0	4.8	-	-	-	10.0
	100.0	33.3	-	66.7	33.3	33.3	-	33.3	-	-	33.3	-	-	66.7	33.3	66.7	-	-	-	33.3
Other	6	2	1	3	1	1	1	-	-	-	1	-	1	5	-	5	1	-	-	-
	8.0	6.7	4.0	15.0	5.6	8.3	11.1	-	-	-	3.7	-	4.2	10.6	-	11.9	9.1	-	-	-
	100.0	33.3	16.7	50.0	16.7	16.7	16.7	-	-	-	16.7	-	16.7	83.3	-	83.3	16.7	-	-	-
Don't know/No Others	20	9	7	4	9	4	2	3	1	1	6	2	4	15	1	16	-	-	-	3
	26.7	30.0	28.0	20.0	50.0	33.3	22.2	37.5	50.0	25.0	22.2	25.0	16.7	31.9	25.0	38.1	-	-	-	30.0
	100.0	45.0	35.0	20.0	45.0	20.0	10.0	15.0	5.0	5.0	30.0	10.0	20.0	75.0	5.0	80.0	-	-	-	15.0
Sigma	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3

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Table 27
Q.8c SEC.B Why Don't You Smoke That Brand Most Often Anymore?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Was Not/Don't Know If Smoking Primary Brand A Year Ago	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3
Price too high	11	2	6	3	4	2	3	1	1	-	7	2	5	6	-	5	3	1	-	2
	14.7	6.7	24.0	15.0	22.2	16.7	33.3	12.5	50.0	-	25.9	25.0	20.8	12.8	-	11.9	27.3	20.0	-	20.0
	100.0	18.2	54.5	27.3	36.4	18.2	27.3	9.1	9.1	-	63.6	18.2	45.5	54.5	-	45.5	27.3	9.1	-	18.2
Difficult to find	7	-	2	5	-	-	-	1	-	-	1	-	1	6	-	6	-	-	-	-
	9.3	-	8.0	25.0	-	-	-	12.5	-	-	3.7	-	4.2	12.8	-	14.3	-	-	-	-
	100.0	-	28.6	71.4	-	-	-	14.3	-	-	14.3	-	14.3	85.7	-	85.7	-	-	-	-
Prefer current brand/Like current brand better	32	16	10	6	6	5	3	2	-	4	12	2	12	18	2	18	6	3	-	2
	42.7	53.3	40.0	30.0	33.3	41.7	33.3	25.0	-	100.0	44.4	25.0	50.0	38.3	50.0	42.9	54.5	60.0	-	20.0
	100.0	50.0	31.3	18.8	18.8	15.6	9.4	6.3	-	12.5	37.5	6.3	37.5	56.3	6.3	56.3	18.8	9.4	-	6.3
Other	22	9	7	6	6	5	2	4	1	-	7	4	6	14	2	11	2	1	1	5
	29.3	30.0	28.0	30.0	33.3	41.7	22.2	50.0	50.0	-	25.9	50.0	25.0	29.8	50.0	26.2	18.2	20.0	100.0	50.0
	100.0	40.9	31.8	27.3	27.3	22.7	9.1	18.2	4.5	-	31.8	18.2	27.3	63.6	9.1	50.0	9.1	4.5	4.5	22.7
Don't know	3	3	-	-	2	-	1	-	-	-	-	-	-	3	-	2	-	-	-	1
	4.0	10.0	-	-	11.1	-	11.1	-	-	-	-	-	-	6.4	-	4.8	-	-	-	10.0
	100.0	100.0	-	-	66.7	-	33.3	-	-	-	-	-	-	100.0	-	66.7	-	-	-	33.3
Sigma	75	30	25	20	18	12	9	8	2	4	27	8	24	47	4	42	11	5	1	10
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	40.0	33.3	26.7	24.0	16.0	12.0	10.7	2.7	5.3	36.0	10.7	32.0	62.7	5.3	56.0	14.7	6.7	1.3	13.3

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	PARTAGAS	ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	TOBACCO OUTLET	DRUG/GROCERY/CONVENIENCE/DISCOUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Domestic Brands (Net)	9	2	1	6	2	2	2	-	-	-	2	1	3	4	2	4	1	1	-	1
	2.0	2.2	0.5	3.9	1.8	3.1	2.9	-	-	-	1.2	1.9	2.2	1.5	4.0	1.7	1.6	3.2	-	1.3
	100.0	22.2	11.1	66.7	22.2	22.2	22.2	-	-	-	22.2	11.1	33.3	44.4	22.2	44.4	11.1	11.1	-	11.1
Dutch Masters	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
Garcia y Vega/Whiffs	4	1	-	3	2	-	1	-	-	-	-	-	1	2	1	2	-	-	-	1
	0.9	1.1	-	1.9	1.8	-	1.4	-	-	-	-	-	0.7	0.8	2.0	0.8	-	-	-	1.3
	100.0	25.0	-	75.0	50.0	-	25.0	-	-	-	-	-	25.0	50.0	25.0	50.0	-	-	-	25.0
La Corona	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Optimo	1	1	-	-	-	1	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
Swisher/Sweets	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Topper	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Premium Brands (Net)	308	61	153	93	75	44	46	61	15	18	125	40	92	185	31	165	43	15	3	59
	68.3	67.0	75.4	60.0	68.2	68.8	66.7	75.3	78.9	75.0	72.3	74.1	66.2	70.6	62.0	69.9	67.2	48.4	60.0	73.8
	100.0	19.8	49.7	30.2	24.4	14.3	14.9	19.8	4.9	5.8	40.6	13.0	29.9	60.1	10.1	53.6	14.0	4.9	1.0	19.2
Arturo Fuente	14	6	5	3	2	3	2	1	-	9	10	1	6	5	3	8	3	-	-	3
	3.1	6.6	2.5	1.9	1.8	4.7	2.9	1.2	-	37.5	5.8	1.9	4.3	1.9	6.0	3.4	4.7	-	-	3.8
	100.0	42.9	35.7	21.4	14.3	21.4	14.3	7.1	-	64.3	71.4	7.1	42.9	35.7	21.4	57.1	21.4	-	-	21.4
Ashton	4	-	4	-	1	-	-	-	-	1	1	-	2	1	1	2	2	-	-	-
	0.9	-	2.0	-	0.9	-	-	-	-	4.2	0.6	-	1.4	0.4	2.0	0.8	3.1	-	-	-
	100.0	-	100.0	-	25.0	-	-	-	-	25.0	25.0	-	50.0	25.0	25.0	50.0	50.0	-	-	-
Avo	5	-	4	1	2	-	2	1	-	-	3	1	1	3	1	5	-	-	-	-
	1.1	-	2.0	0.6	1.8	-	2.9	1.2	-	-	1.7	1.9	0.7	1.1	2.0	2.1	-	-	-	-
	100.0	-	80.0	20.0	40.0	-	40.0	20.0	-	-	60.0	20.0	20.0	60.0	20.0	100.0	-	-	-	-
Baccarat	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Bahia	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Bering (Premium)	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	1.2	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Bolivar	2	1	1	-	-	-	2	-	-	1	1	1	-	2	-	1	-	-	-	1
	0.4	1.1	0.5	-	-	-	2.9	-	-	4.2	0.6	1.9	-	0.8	-	0.4	-	-	-	1.3
	100.0	50.0	50.0	-	-	-	100.0	-	-	50.0	50.0	50.0	-	100.0	-	50.0	-	-	-	50.0
Camacho	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Canaria d'Oro	2	2	-	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	1
	0.4	2.2	-	-	0.9	-	1.4	-	-	-	-	-	0.7	0.4	-	0.4	-	-	-	1.3
	100.0	100.0	-	-	50.0	-	50.0	-	-	-	-	-	50.0	50.0	-	50.0	-	-	-	50.0
Carrington	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Casa Blanca	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Cifuentes	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Cohiba	66	7	33	26	20	10	9	12	5	2	33	11	17	46	3	46	5	1	1	10
	14.6	7.7	16.3	16.8	18.2	15.6	13.0	14.8	26.3	8.3	19.1	20.4	12.2	17.6	6.0	19.5	7.8	3.2	20.0	12.5
	100.0	10.6	50.0	39.4	30.3	15.2	13.6	18.2	7.6	3.0	50.0	16.7	25.8	69.7	4.5	69.7	7.6	1.5	1.5	15.2

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Cuba Aliados	4	-	3	1	2	-	-	1	-	-	2	1	-	4	-	2	-	-	-	-
	0.9	-	1.5	0.6	1.8	-	-	1.2	-	-	1.2	1.9	-	1.5	-	0.8	-	-	-	-
	100.0	-	75.0	25.0	50.0	-	-	25.0	-	-	50.0	25.0	-	100.0	-	50.0	-	-	-	-
Cuesta Rey	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
Davidoff	4	-	3	1	-	1	-	3	-	-	-	-	2	2	-	4	-	-	-	-
	0.9	-	1.5	0.6	-	1.6	-	3.7	-	-	-	-	1.4	0.8	-	1.7	-	-	-	-
	100.0	-	75.0	25.0	-	25.0	-	75.0	-	-	-	-	50.0	50.0	-	100.0	-	-	-	-
Don Carlos	1	-	-	1	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-
Don Diego	6	2	2	2	1	1	1	-	-	-	2	-	4	2	-	-	1	3	-	1
	1.3	2.2	1.0	1.3	0.9	1.6	1.4	-	-	-	1.2	-	2.9	0.8	-	-	1.6	9.7	-	1.3
	100.0	33.3	33.3	33.3	16.7	16.7	16.7	-	-	-	33.3	-	66.7	33.3	-	-	16.7	50.0	-	16.7
Don Tomas	2	-	1	1	-	1	-	-	-	-	2	-	1	1	-	1	-	1	-	-
	0.4	-	0.5	0.6	-	1.6	-	-	-	-	1.2	-	0.7	0.4	-	0.4	-	3.2	-	-
	100.0	-	50.0	50.0	-	50.0	-	-	-	-	100.0	-	50.0	50.0	-	50.0	-	50.0	-	-
Dunhill	9	2	3	4	1	-	3	1	-	1	5	-	4	4	1	4	2	-	-	3
	2.0	2.2	1.5	2.6	0.9	-	4.3	1.2	-	4.2	2.9	-	2.9	1.5	2.0	1.7	3.1	-	-	3.8
	100.0	22.2	33.3	44.4	11.1	-	33.3	11.1	-	11.1	55.6	-	44.4	44.4	11.1	44.4	22.2	-	-	33.3

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Excalibur	2	-	-	2	1	1	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	-	1.3	0.9	1.6	-	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	-	100.0	50.0	50.0	-	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
Fonesca	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Fuente	10	4	5	1	2	3	-	2	1	1	4	1	3	6	1	6	2	-	-	2
	2.2	4.4	2.5	0.6	1.8	4.7	-	2.5	5.3	4.2	2.3	1.9	2.2	2.3	2.0	2.5	3.1	-	-	2.5
	100.0	40.0	50.0	10.0	20.0	30.0	-	20.0	10.0	10.0	40.0	10.0	30.0	60.0	10.0	60.0	20.0	-	-	20.0
Griffin's	1	-	-	1	1	-	-	1	-	-	1	-	-	-	1	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	1.2	-	-	0.6	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	100.0	-	-	-	-
H. Upmann	11	3	5	3	1	-	4	1	-	-	4	-	3	6	2	4	-	-	-	6
	2.4	3.3	2.5	1.9	0.9	-	5.8	1.2	-	-	2.3	-	2.2	2.3	4.0	1.7	-	-	-	7.5
	100.0	27.3	45.5	27.3	9.1	-	36.4	9.1	-	-	36.4	-	27.3	54.5	18.2	36.4	-	-	-	54.5
Habana Gold	2	-	1	1	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	-
	0.4	-	0.5	0.6	-	1.6	-	-	-	-	-	-	0.7	-	2.0	-	1.6	-	20.0	-
	100.0	-	50.0	50.0	-	50.0	-	-	-	-	-	-	50.0	-	50.0	-	50.0	-	50.0	-
Hamlet	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Henry Clay	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Hondura Cuban Tobaccos	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Hoyo de Monterrey	6	2	4	-	1	2	1	2	-	-	5	1	2	4	-	2	2	1	-	1
	1.3	2.2	2.0	-	0.9	3.1	1.4	2.5	-	-	2.9	1.9	1.4	1.5	-	0.8	3.1	3.2	-	1.3
	100.0	33.3	66.7	-	16.7	33.3	16.7	33.3	-	-	83.3	16.7	33.3	66.7	-	33.3	33.3	16.7	-	16.7
Hugo Cassar	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Jose Marti	1	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
La Aurora	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	-	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
La Gloria Cubana	2	-	2	-	1	-	-	1	-	-	-	-	1	1	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	1.2	-	-	-	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	50.0	-	-	-	-	50.0	50.0	-	100.0	-	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
La Unica	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Macanudo	32	6	17	9	7	4	5	22	-	1	7	2	5	22	5	14	6	3	1	5
	7.1	6.6	8.4	5.8	6.4	6.3	7.2	27.2	-	4.2	4.0	3.7	3.6	8.4	10.0	5.9	9.4	9.7	20.0	6.3
	100.0	18.8	53.1	28.1	21.9	12.5	15.6	68.8	-	3.1	21.9	6.3	15.6	68.8	15.6	43.8	18.8	9.4	3.1	15.6
Macanudo Robust	2	-	1	1	-	-	-	-	-	-	2	2	1	-	1	1	-	-	-	1
	0.4	-	0.5	0.6	-	-	-	-	-	-	1.2	3.7	0.7	-	2.0	0.4	-	-	-	1.3
	100.0	-	50.0	50.0	-	-	-	-	-	-	100.0	100.0	50.0	-	50.0	50.0	-	-	-	50.0
Macanudo Vintage	3	-	2	1	1	-	-	-	-	-	1	1	2	1	-	-	2	-	-	-
	0.7	-	1.0	0.6	0.9	-	-	-	-	-	0.6	1.9	1.4	0.4	-	-	3.1	-	-	-
	100.0	-	66.7	33.3	33.3	-	-	-	-	-	33.3	33.3	66.7	33.3	-	-	66.7	-	-	-
Montecristo	19	4	7	7	3	4	2	3	2	-	8	2	7	10	2	6	5	1	-	4
	4.2	4.4	3.4	4.5	2.7	6.3	2.9	3.7	10.5	-	4.6	3.7	5.0	3.8	4.0	2.5	7.8	3.2	-	5.0
	100.0	21.1	36.8	36.8	15.8	21.1	10.5	15.8	10.5	-	42.1	10.5	36.8	52.6	10.5	31.6	26.3	5.3	-	21.1
Montecruz	2	-	2	-	-	-	1	-	-	-	-	-	1	1	-	2	-	-	-	-
	0.4	-	1.0	-	-	-	1.4	-	-	-	-	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	100.0	-	-	-	50.0	-	-	-	-	-	50.0	50.0	-	100.0	-	-	-	-
Onyx	2	1	1	-	-	1	-	-	-	-	2	1	-	2	-	-	1	-	-	1
	0.4	1.1	0.5	-	-	1.6	-	-	-	-	1.2	1.9	-	0.8	-	-	1.6	-	-	1.3
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	100.0	50.0	-	100.0	-	-	50.0	-	-	50.0

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Opus	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Padron	2	-	2	-	-	1	-	-	-	-	-	-	2	-	-	2	-	-	-	-
	0.4	-	1.0	-	-	1.6	-	-	-	-	-	-	1.4	-	-	0.8	-	-	-	-
	100.0	-	100.0	-	-	50.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Partagas	11	3	6	2	1	-	1	-	3	1	5	4	2	8	1	5	1	1	-	3
	2.4	3.3	3.0	1.3	0.9	-	1.4	-	15.8	4.2	2.9	7.4	1.4	3.1	2.0	2.1	1.6	3.2	-	3.8
	100.0	27.3	54.5	18.2	9.1	-	9.1	-	27.3	9.1	45.5	36.4	18.2	72.7	9.1	45.5	9.1	9.1	-	27.3
Partagas Limited Reserve	2	-	1	1	-	-	-	-	1	-	2	1	-	2	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	-	-	5.3	-	1.2	1.9	-	0.8	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	-	-	50.0	-	100.0	50.0	-	100.0	-	100.0	-	-	-	-
Peterson	1	-	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
Petrus	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
Pleiades	1	-	1	-	1	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	5.3	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Por Larranaga	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Punch	7	1	3	3	3	1	2	1	-	-	3	1	3	4	-	4	1	-	-	1
	1.6	1.1	1.5	1.9	2.7	1.6	2.9	1.2	-	-	1.7	1.9	2.2	1.5	-	1.7	1.6	-	-	1.3
	100.0	14.3	42.9	42.9	42.9	14.3	28.6	14.3	-	-	42.9	14.3	42.9	57.1	-	57.1	14.3	-	-	14.3
Puros Indios	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Quai d'Orsay	1	1	-	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	1.2	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Ramon Allones	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-
Romeo y Julieta	17	5	6	6	4	1	1	1	2	1	4	3	5	12	-	14	-	-	-	2
	3.8	5.5	3.0	3.9	3.6	1.6	1.4	1.2	10.5	4.2	2.3	5.6	3.6	4.6	-	5.9	-	-	-	2.5
	100.0	29.4	35.3	35.3	23.5	5.9	5.9	5.9	11.8	5.9	23.5	17.6	29.4	70.6	-	82.4	-	-	-	11.8
Royal Jamaica	7	2	3	2	6	-	1	1	-	-	2	1	1	6	-	5	2	-	-	-
	1.6	2.2	1.5	1.3	5.5	-	1.4	1.2	-	-	1.2	1.9	0.7	2.3	-	2.1	3.1	-	-	-
	100.0	28.6	42.9	28.6	85.7	-	14.3	14.3	-	-	28.6	14.3	14.3	85.7	-	71.4	28.6	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Santa Rosa	2	1	1	-	2	-	-	-	-	-	1	-	2	-	-	1	1	-	-	-
	0.4	1.1	0.5	-	1.8	-	-	-	-	-	0.6	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	50.0	50.0	-	100.0	-	-	-	-	-	50.0	-	100.0	-	-	50.0	50.0	-	-	-
Santiago/Santa Cubano	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
Sosa/Sosa Family	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Tabacalera	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Thompson	9	1	4	4	1	1	2	-	-	-	2	1	1	5	3	1	-	1	-	6
	2.0	1.1	2.0	2.6	0.9	1.6	2.9	-	-	-	1.2	1.9	0.7	1.9	6.0	0.4	-	3.2	-	7.5
	100.0	11.1	44.4	44.4	11.1	11.1	22.2	-	-	-	22.2	11.1	11.1	55.6	33.3	11.1	-	11.1	-	66.7
Tobacco Place	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Top Buy	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-

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Table 28
Q.9a SEC.B What Brand Would You Consider To Be The Best Cigar You Have Ever Smoked?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Upmann	7	-	4	3	2	2	1	2	-	-	1	-	1	3	3	4	-	-	-	3
	1.6	-	2.0	1.9	1.8	3.1	1.4	2.5	-	-	0.6	-	0.7	1.1	6.0	1.7	-	-	-	3.8
	100.0	-	57.1	42.9	28.6	28.6	14.3	28.6	-	-	14.3	-	14.3	42.9	42.9	57.1	-	-	-	42.9
Wonder Blend	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-
Zino	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Other	66	12	22	31	16	8	16	5	1	4	21	5	17	40	9	31	8	10	1	10
	14.6	13.2	10.8	20.0	14.5	12.5	23.2	6.2	5.3	16.7	12.1	9.3	12.2	15.3	18.0	13.1	12.5	32.3	20.0	12.5
	100.0	18.2	33.3	47.0	24.2	12.1	24.2	7.6	1.5	6.1	31.8	7.6	25.8	60.6	13.6	47.0	12.1	15.2	1.5	15.2
Don't know/No Others	68	16	27	25	17	10	5	15	3	2	25	8	27	33	8	36	12	5	1	10
	15.1	17.6	13.3	16.1	15.5	15.6	7.2	18.5	15.8	8.3	14.5	14.8	19.4	12.6	16.0	15.3	18.8	16.1	20.0	12.5
	100.0	23.5	39.7	36.8	25.0	14.7	7.4	22.1	4.4	2.9	36.8	11.8	39.7	48.5	11.8	52.9	17.6	7.4	1.5	14.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 29
Q.9b SEC.B Was The Best Cigar You Have Ever Smoked Made In Cuba?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have A Brand You Would Consider To Be The Best Cigar Ever Smoked	383	75	176	130	93	54	64	66	16	22	148	46	112	229	42	200	52	26	4	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.6	46.0	33.9	24.3	14.1	16.7	17.2	4.2	5.7	38.6	12.0	29.2	59.8	11.0	52.2	13.6	6.8	1.0	18.3
Yes	156	21	72	61	40	22	26	25	9	7	63	19	44	99	13	84	18	6	1	30
	40.7	28.0	40.9	46.9	43.0	40.7	40.6	37.9	56.3	31.8	42.6	41.3	39.3	43.2	31.0	42.0	34.6	23.1	25.0	42.9
	100.0	13.5	46.2	39.1	25.6	14.1	16.7	16.0	5.8	4.5	40.4	12.2	28.2	63.5	8.3	53.8	11.5	3.8	0.6	19.2
No	210	49	97	64	48	32	35	36	7	14	80	25	64	119	27	113	30	16	3	35
	54.8	65.3	55.1	49.2	51.6	59.3	54.7	54.5	43.8	63.6	54.1	54.3	57.1	52.0	64.3	56.5	57.7	61.5	75.0	50.0
	100.0	23.3	46.2	30.5	22.9	15.2	16.7	17.1	3.3	6.7	38.1	11.9	30.5	56.7	12.9	53.8	14.3	7.6	1.4	16.7
Don't know	17	5	7	5	5	-	3	5	-	1	5	2	4	11	2	3	4	4	-	5
	4.4	6.7	4.0	3.8	5.4	-	4.7	7.6	-	4.5	3.4	4.3	3.6	4.8	4.8	1.5	7.7	15.4	-	7.1
	100.0	29.4	41.2	29.4	29.4	-	17.6	29.4	-	5.9	29.4	11.8	23.5	64.7	11.8	17.6	23.5	23.5	-	29.4
Sigma	383	75	176	130	93	54	64	66	16	22	148	46	112	229	42	200	52	26	4	70
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.6	46.0	33.9	24.3	14.1	16.7	17.2	4.2	5.7	38.6	12.0	29.2	59.8	11.0	52.2	13.6	6.8	1.0	18.3

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Table 30
Q.9c SEC.B Primary Reason You Don't Smoke This Brand Most Often

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Best Cigar You Have Ever Smoked Is Not Your Primary Brand	275	54	113	106	61	39	51	44	13	13	102	31	70	173	32	146	35	16	3	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.6	41.1	38.5	22.2	14.2	18.5	16.0	4.7	4.7	37.1	11.3	25.5	62.9	11.6	53.1	12.7	5.8	1.1	20.0
High prices	101	23	40	38	16	15	20	12	2	4	34	6	22	66	13	43	19	3	2	28
	36.7	42.6	35.4	35.8	26.2	38.5	39.2	27.3	15.4	30.8	33.3	19.4	31.4	38.2	40.6	29.5	54.3	18.8	66.7	50.9
	100.0	22.8	39.6	37.6	15.8	14.9	19.8	11.9	2.0	4.0	33.7	5.9	21.8	65.3	12.9	42.6	18.8	3.0	2.0	27.7
Lack of availability	121	18	57	44	29	16	18	21	9	9	52	21	33	78	10	73	12	5	1	20
	44.0	33.3	50.4	41.5	47.5	41.0	35.3	47.7	69.2	69.2	51.0	67.7	47.1	45.1	31.3	50.0	34.3	31.3	33.3	36.4
	100.0	14.9	47.1	36.4	24.0	13.2	14.9	17.4	7.4	7.4	43.0	17.4	27.3	64.5	8.3	60.3	9.9	4.1	0.8	16.5
Some other reason	43	11	13	19	14	6	8	10	1	-	15	4	12	26	5	26	3	5	-	6
	15.6	20.4	11.5	17.9	23.0	15.4	15.7	22.7	7.7	-	14.7	12.9	17.1	15.0	15.6	17.8	8.6	31.3	-	10.9
	100.0	25.6	30.2	44.2	32.6	14.0	18.6	23.3	2.3	-	34.9	9.3	27.9	60.5	11.6	60.5	7.0	11.6	-	14.0
Don't know	10	2	3	5	2	2	5	1	1	-	1	-	3	3	4	4	1	3	-	1
	3.6	3.7	2.7	4.7	3.3	5.1	9.8	2.3	7.7	-	1.0	-	4.3	1.7	12.5	2.7	2.9	18.8	-	1.8
	100.0	20.0	30.0	50.0	20.0	20.0	50.0	10.0	10.0	-	10.0	-	30.0	30.0	40.0	40.0	10.0	30.0	-	10.0
Sigma	275	54	113	106	61	39	51	44	13	13	102	31	70	173	32	146	35	16	3	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	19.6	41.1	38.5	22.2	14.2	18.5	16.0	4.7	4.7	37.1	11.3	25.5	62.9	11.6	53.1	12.7	5.8	1.1	20.0

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Table 31
Q.10a SEC. B How Do You Buy Your Cigars Most Often, Individually, By The Pack, By The Box Or In Bundles?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Individually	226	55	113	57	75	24	17	44	11	15	84	29	83	133	10	153	43	9	3	1
	50.1	60.4	55.7	36.8	68.2	37.5	24.6	54.3	57.9	62.5	48.6	53.7	59.7	50.8	20.0	64.8	67.2	29.0	60.0	1.3
	100.0	24.3	50.0	25.2	33.2	10.6	7.5	19.5	4.9	6.6	37.2	12.8	36.7	58.8	4.4	67.7	19.0	4.0	1.3	0.4
By the pack	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
	9.5	11.0	9.4	9.0	5.5	14.1	11.6	14.8	10.5	-	7.5	5.6	11.5	9.9	2.0	7.2	9.4	48.4	-	1.3
	100.0	23.3	44.2	32.6	14.0	20.9	18.6	27.9	4.7	-	30.2	7.0	37.2	60.5	2.3	39.5	14.0	34.9	-	2.3
By the box	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	30.6	17.6	28.6	40.6	23.6	29.7	53.6	23.5	26.3	33.3	31.2	31.5	20.9	29.0	66.0	19.9	17.2	19.4	40.0	81.3
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
By the bundle	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
	9.1	11.0	6.4	11.6	1.8	15.6	10.1	4.9	5.3	4.2	11.6	7.4	7.9	10.3	6.0	7.2	6.3	3.2	-	16.3
	100.0	24.4	31.7	43.9	4.9	24.4	17.1	9.8	2.4	2.4	48.8	9.8	26.8	65.9	7.3	41.5	9.8	2.4	-	31.7
Don't know	3	-	-	3	1	2	-	2	-	-	2	1	-	-	3	2	-	-	-	-
	0.7	-	-	1.9	0.9	3.1	-	2.5	-	-	1.2	1.9	-	-	6.0	0.8	-	-	-	-
	100.0	-	-	100.0	33.3	66.7	-	66.7	-	-	66.7	33.3	-	-	100.0	66.7	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 32
Q.11 SEC.B How Much Do You Pay Individually For These Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars Individually	226	55	113	57	75	24	17	44	11	15	84	29	83	133	10	153	43	9	3	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.3	50.0	25.2	33.2	10.6	7.5	19.5	4.9	6.6	37.2	12.8	36.7	58.8	4.4	67.7	19.0	4.0	1.3	0.4
Less Than $1.00	1	1	-	-	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	0.4	1.8	-	-	-	4.2	-	2.3	-	-	-	-	-	0.8	-	0.7	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
$1.00-$1.99	4	-	3	1	1	-	-	1	-	1	-	-	1	3	-	-	1	-	-	-
	1.8	-	2.7	1.8	1.3	-	-	2.3	-	6.7	-	-	1.2	2.3	-	-	2.3	-	-	-
	100.0	-	75.0	25.0	25.0	-	-	25.0	-	25.0	-	-	25.0	75.0	-	-	25.0	-	-	-
$2.00-$2.99	10	1	3	6	3	1	1	2	-	1	4	1	3	6	1	6	2	-	1	-
	4.4	1.8	2.7	10.5	4.0	4.2	5.9	4.5	-	6.7	4.8	3.4	3.6	4.5	10.0	3.9	4.7	-	33.3	-
	100.0	10.0	30.0	60.0	30.0	10.0	10.0	20.0	-	10.0	40.0	10.0	30.0	60.0	10.0	60.0	20.0	-	10.0	-
$3.00-$3.99	29	12	10	7	9	4	1	8	2	1	8	3	8	20	1	21	4	2	-	-
	12.8	21.8	8.8	12.3	12.0	16.7	5.9	18.2	18.2	6.7	9.5	10.3	9.6	15.0	10.0	13.7	9.3	22.2	-	-
	100.0	41.4	34.5	24.1	31.0	13.8	3.4	27.6	6.9	3.4	27.6	10.3	27.6	69.0	3.4	72.4	13.8	6.9	-	-
$4.00-$4.99	41	8	21	12	9	7	3	7	1	5	17	2	15	24	2	25	6	4	1	-
	18.1	14.5	18.6	21.1	12.0	29.2	17.6	15.9	9.1	33.3	20.2	6.9	18.1	18.0	20.0	16.3	14.0	44.4	33.3	-
	100.0	19.5	51.2	29.3	22.0	17.1	7.3	17.1	2.4	12.2	41.5	4.9	36.6	58.5	4.9	61.0	14.6	9.8	2.4	-
$5.00-$5.99	41	11	20	10	21	2	2	5	2	2	9	2	16	24	1	25	12	1	-	-
	18.1	20.0	17.7	17.5	28.0	8.3	11.8	11.4	18.2	13.3	10.7	6.9	19.3	18.0	10.0	16.3	27.9	11.1	-	-
	100.0	26.8	48.8	24.4	51.2	4.9	4.9	12.2	4.9	4.9	22.0	4.9	39.0	58.5	2.4	61.0	29.3	2.4	-	-
$6.00-$6.99	36	9	20	6	9	4	3	12	1	2	20	7	12	22	2	29	4	1	-	1
	15.9	16.4	17.7	10.5	12.0	16.7	17.6	27.3	9.1	13.3	23.8	24.1	14.5	16.5	20.0	19.0	9.3	11.1	-	100.0
	100.0	25.0	55.6	16.7	25.0	11.1	8.3	33.3	2.8	5.6	55.6	19.4	33.3	61.1	5.6	80.6	11.1	2.8	-	2.8

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Table 32
Q.11 SEC.B How Much Do You Pay Individually For These Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars Individually	226	55	113	57	75	24	17	44	11	15	84	29	83	133	10	153	43	9	3	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.3	50.0	25.2	33.2	10.6	7.5	19.5	4.9	6.6	37.2	12.8	36.7	58.8	4.4	67.7	19.0	4.0	1.3	0.4
$7.00-$7.99	18	3	9	6	8	3	2	3	1	-	7	3	6	11	1	12	4	1	1	-
	8.0	5.5	8.0	10.5	10.7	12.5	11.8	6.8	9.1	-	8.3	10.3	7.2	8.3	10.0	7.8	9.3	11.1	33.3	-
	100.0	16.7	50.0	33.3	44.4	16.7	11.1	16.7	5.6	-	38.9	16.7	33.3	61.1	5.6	66.7	22.2	5.6	5.6	-
$8.00+	45	10	26	9	14	2	5	5	4	3	18	10	21	22	2	33	10	-	-	-
	19.9	18.2	23.0	15.8	18.7	8.3	29.4	11.4	36.4	20.0	21.4	34.5	25.3	16.5	20.0	21.6	23.3	-	-	-
	100.0	22.2	57.8	20.0	31.1	4.4	11.1	11.1	8.9	6.7	40.0	22.2	46.7	48.9	4.4	73.3	22.2	-	-	-
Don't know	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.4	-	0.9	-	1.3	-	-	-	-	-	1.2	3.4	1.2	-	-	0.7	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
Sigma	226	55	113	57	75	24	17	44	11	15	84	29	83	133	10	153	43	9	3	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.3	50.0	25.2	33.2	10.6	7.5	19.5	4.9	6.6	37.2	12.8	36.7	58.8	4.4	67.7	19.0	4.0	1.3	0.4
Mean Base	225	55	112	57	74	24	17	44	11	15	83	28	82	133	10	152	43	9	3	1
Mean	6.01	5.83	6.19	5.83	6.17	5.54	6.65	5.31	6.73	5.20	6.27	7.17	6.65	5.65	5.60	6.25	6.07	4.67	4.50	6.00
Standard Deviation	3.37	3.17	3.10	4.05	3.33	4.48	2.92	2.95	3.13	2.64	3.32	3.52	4.08	2.86	2.55	3.54	2.82	1.37	2.50	-
Standard Error	0.22	0.43	0.29	0.54	0.39	0.91	0.71	0.45	0.94	0.68	0.36	0.66	0.45	0.25	0.81	0.29	0.43	0.46	1.44	-
Median	5.00	5.00	5.74	5.00	5.00	4.50	6.00	5.00	6.50	4.50	6.00	6.72	5.50	5.00	5.50	5.43	5.50	4.50	4.50	6.00

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Table 33
Q.11 SEC.B How Much Do You Pay Per Pack?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Pack	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	23.3	44.2	32.6	14.0	20.9	18.6	27.9	4.7	-	30.2	7.0	37.2	60.5	2.3	39.5	14.0	34.9	-	2.3
Less Than $1.00	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	2.3	-	5.3	-	-	-	-	-	-	-	7.7	-	6.3	-	-	-	-	6.7	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-
$1.00-$1.99	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	2.3	-	-	7.1	-	-	-	-	-	-	-	-	-	3.8	-	-	-	6.7	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
$2.00-$2.99	5	-	4	1	1	2	2	-	-	-	2	-	3	2	-	1	1	2	-	-
	11.6	-	21.1	7.1	16.7	22.2	25.0	-	-	-	15.4	-	18.8	7.7	-	5.9	16.7	13.3	-	-
	100.0	-	80.0	20.0	20.0	40.0	40.0	-	-	-	40.0	-	60.0	40.0	-	20.0	20.0	40.0	-	-
$3.00-$3.99	3	-	2	1	-	-	1	-	-	-	-	-	1	2	-	1	-	2	-	-
	7.0	-	10.5	7.1	-	-	12.5	-	-	-	-	-	6.3	7.7	-	5.9	-	13.3	-	-
	100.0	-	66.7	33.3	-	-	33.3	-	-	-	-	-	33.3	66.7	-	33.3	-	66.7	-	-
$4.00-$4.99	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	2.3	-	5.3	-	16.7	-	-	-	-	-	-	-	6.3	-	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
$5.00-$5.99	2	1	-	1	-	1	-	-	-	-	-	-	-	2	-	1	-	1	-	-
	4.7	10.0	-	7.1	-	11.1	-	-	-	-	-	-	-	7.7	-	5.9	-	6.7	-	-
	100.0	50.0	-	50.0	-	50.0	-	-	-	-	-	-	-	100.0	-	50.0	-	50.0	-	-
$6.00+	29	8	11	10	4	5	5	12	2	-	10	3	9	19	1	14	5	7	-	1
	67.4	80.0	57.9	71.4	66.7	55.6	62.5	100.0	100.0	-	76.9	100.0	56.3	73.1	100.0	82.4	83.3	46.7	-	100.0
	100.0	27.6	37.9	34.5	13.8	17.2	17.2	41.4	6.9	-	34.5	10.3	31.0	65.5	3.4	48.3	17.2	24.1	-	3.4

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Table 33
Q.11 SEC.B How Much Do You Pay Per Pack?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Pack	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	23.3	44.2	32.6	14.0	20.9	18.6	27.9	4.7	-	30.2	7.0	37.2	60.5	2.3	39.5	14.0	34.9	-	2.3
Don't know	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	2.3	10.0	-	-	-	11.1	-	-	-	-	-	-	6.3	-	-	-	-	6.7	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	100.0	-	-
Sigma	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	23.3	44.2	32.6	14.0	20.9	18.6	27.9	4.7	-	30.2	7.0	37.2	60.5	2.3	39.5	14.0	34.9	-	2.3
Mean Base	42	9	19	14	6	8	8	12	2	-	13	3	15	26	1	17	6	14	-	1
Mean	12.63	12.78	12.98	12.06	13.67	13.69	9.90	12.06	14.00	-	11.55	18.00	12.90	12.50	12.00	15.59	13.00	9.04	-	10.00
Standard Deviation	11.30	7.60	14.21	9.34	13.84	16.95	8.37	3.51	8.49	-	10.10	19.08	14.45	9.62	-	13.05	11.70	8.77	-	-
Standard Error	1.74	2.53	3.26	2.50	5.65	5.99	2.96	1.01	6.00	-	2.80	11.02	3.73	1.89	-	3.16	4.77	2.34	-	-
Median	10.00	10.00	10.00	10.75	10.50	8.00	8.00	12.00	14.00	-	10.00	8.00	9.80	10.00	12.00	12.00	10.00	6.50	-	10.00

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Table 34
Q.11 SEC.B How Much Do You Pay Per Box?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Box	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
$9.99 or less	6	1	2	3	1	1	2	1	-	-	4	1	1	4	1	3	1	2	-	-
	4.3	6.3	3.4	4.8	3.8	5.3	5.4	5.3	-	-	7.4	5.9	3.4	5.3	3.0	6.4	9.1	33.3	-	-
	100.0	16.7	33.3	50.0	16.7	16.7	33.3	16.7	-	-	66.7	16.7	16.7	66.7	16.7	50.0	16.7	33.3	-	-
$10.00-$14.99	2	-	1	1	1	-	1	-	-	-	-	-	-	1	1	1	1	-	-	-
	1.4	-	1.7	1.6	3.8	-	2.7	-	-	-	-	-	-	1.3	3.0	2.1	9.1	-	-	-
	100.0	-	50.0	50.0	50.0	-	50.0	-	-	-	-	-	-	50.0	50.0	50.0	50.0	-	-	-
$15.00-$19.99	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$20.00-$29.99	14	2	6	6	2	-	4	3	-	1	4	1	2	6	6	5	2	-	-	6
	10.1	12.5	10.3	9.5	7.7	-	10.8	15.8	-	12.5	7.4	5.9	6.9	7.9	18.2	10.6	18.2	-	-	9.2
	100.0	14.3	42.9	42.9	14.3	-	28.6	21.4	-	7.1	28.6	7.1	14.3	42.9	42.9	35.7	14.3	-	-	42.9
$30.00-$49.99	26	5	6	15	5	4	6	-	2	-	7	3	1	15	10	6	-	1	-	19
	18.8	31.3	10.3	23.8	19.2	21.1	16.2	-	40.0	-	13.0	17.6	3.4	19.7	30.3	12.8	-	16.7	-	29.2
	100.0	19.2	23.1	57.7	19.2	15.4	23.1	-	7.7	-	26.9	11.5	3.8	57.7	38.5	23.1	-	3.8	-	73.1
$50.00-$74.99	37	3	12	21	7	3	8	3	1	3	13	4	9	20	8	8	4	-	-	22
	26.8	18.8	20.7	33.3	26.9	15.8	21.6	15.8	20.0	37.5	24.1	23.5	31.0	26.3	24.2	17.0	36.4	-	-	33.8
	100.0	8.1	32.4	56.8	18.9	8.1	21.6	8.1	2.7	8.1	35.1	10.8	24.3	54.1	21.6	21.6	10.8	-	-	59.5
$75.00-$99.99	15	1	7	7	2	4	5	3	-	2	9	4	4	9	2	6	-	-	1	8
	10.9	6.3	12.1	11.1	7.7	21.1	13.5	15.8	-	25.0	16.7	23.5	13.8	11.8	6.1	12.8	-	-	50.0	12.3
	100.0	6.7	46.7	46.7	13.3	26.7	33.3	20.0	-	13.3	60.0	26.7	26.7	60.0	13.3	40.0	-	-	6.7	53.3

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Table 34
Q.11 SEC.B How Much Do You Pay Per Box?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Box	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
$100.00+	31	4	20	7	7	7	9	8	1	2	13	3	9	18	4	16	3	1	-	8
	22.5	25.0	34.5	11.1	26.9	36.8	24.3	42.1	20.0	25.0	24.1	17.6	31.0	23.7	12.1	34.0	27.3	16.7	-	12.3
	100.0	12.9	64.5	22.6	22.6	22.6	29.0	25.8	3.2	6.5	41.9	9.7	29.0	58.1	12.9	51.6	9.7	3.2	-	25.8
Don't know	7	-	4	3	1	-	2	1	1	-	4	1	3	3	1	2	-	2	1	2
	5.1	-	6.9	4.8	3.8	-	5.4	5.3	20.0	-	7.4	5.9	10.3	3.9	3.0	4.3	-	33.3	50.0	3.1
	100.0	-	57.1	42.9	14.3	-	28.6	14.3	14.3	-	57.1	14.3	42.9	42.9	14.3	28.6	-	28.6	14.3	28.6
Sigma	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
Mean Base	131	16	54	60	25	19	35	18	4	8	50	16	26	73	32	45	11	4	1	63
Mean	69.9	76.8	83.0	56.6	86.4	83.1	65.0	79.6	82.5	78.8	71.4	67.9	86.4	71.6	52.8	75.5	57.7	62.0	80.0	61.4
Standard Deviation	54.91	88.85	58.63	34.59	91.29	48.17	37.52	43.43	78.58	43.65	43.94	34.57	59.59	58.65	35.40	48.72	42.66	93.00	-	46.95
Standard Error	4.80	22.21	7.98	4.47	18.26	11.05	6.34	10.24	39.29	15.43	6.21	8.64	11.69	6.86	6.26	7.26	12.86	46.50	-	5.91
Median	60.0	46.0	76.0	50.0	52.0	80.0	55.0	85.0	47.5	75.0	62.5	65.0	76.0	60.0	41.0	72.0	50.0	22.0	80.0	54.0

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Table 35
Q.11 SEC.B How Much Do You Pay Per Bundle?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Bundle	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	24.4	31.7	43.9	4.9	24.4	17.1	9.8	2.4	2.4	48.8	9.8	26.8	65.9	7.3	41.5	9.8	2.4	-	31.7
$19.99 or less	6	2	1	3	-	1	3	-	-	-	3	-	2	4	-	-	2	-	-	3
	14.6	20.0	7.7	16.7	-	10.0	42.9	-	-	-	15.0	-	18.2	14.8	-	-	50.0	-	-	23.1
	100.0	33.3	16.7	50.0	-	16.7	50.0	-	-	-	50.0	-	33.3	66.7	-	-	33.3	-	-	50.0
$20.00-$49.99	17	2	5	10	2	5	2	3	-	-	6	1	3	12	2	5	-	-	-	7
	41.5	20.0	38.5	55.6	100.0	50.0	28.6	75.0	-	-	30.0	25.0	27.3	44.4	66.7	29.4	-	-	-	53.8
	100.0	11.8	29.4	58.8	11.8	29.4	11.8	17.6	-	-	35.3	5.9	17.6	70.6	11.8	29.4	-	-	-	41.2
$50.00-$74.99	7	3	3	1	-	1	2	-	-	-	5	2	4	2	1	4	1	1	-	1
	17.1	30.0	23.1	5.6	-	10.0	28.6	-	-	-	25.0	50.0	36.4	7.4	33.3	23.5	25.0	100.0	-	7.7
	100.0	42.9	42.9	14.3	-	14.3	28.6	-	-	-	71.4	28.6	57.1	28.6	14.3	57.1	14.3	14.3	-	14.3
$75.00+	9	2	4	3	-	3	-	1	1	1	5	1	2	7	-	7	-	-	-	2
	22.0	20.0	30.8	16.7	-	30.0	-	25.0	100.0	100.0	25.0	25.0	18.2	25.9	-	41.2	-	-	-	15.4
	100.0	22.2	44.4	33.3	-	33.3	-	11.1	11.1	11.1	55.6	11.1	22.2	77.8	-	77.8	-	-	-	22.2
Don't know	2	1	-	1	-	-	-	-	-	-	1	-	-	2	-	1	1	-	-	-
	4.9	10.0	-	5.6	-	-	-	-	-	-	5.0	-	-	7.4	-	5.9	25.0	-	-	-
	100.0	50.0	-	50.0	-	-	-	-	-	-	50.0	-	-	100.0	-	50.0	50.0	-	-	-
Sigma	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	24.4	31.7	43.9	4.9	24.4	17.1	9.8	2.4	2.4	48.8	9.8	26.8	65.9	7.3	41.5	9.8	2.4	-	31.7
Mean Base	39	9	13	17	2	10	7	4	1	1	19	4	11	25	3	16	3	1	-	13
Mean	53.34	46.97	64.58	48.12	33.00	57.60	28.00	56.25	142.55	200.00	62.53	58.75	53.50	55.07	38.33	74.97	27.00	50.00	-	45.37
Standard Deviation	44.81	33.35	44.95	50.43	9.90	45.59	18.79	42.50	-	-	49.70	22.87	38.09	49.97	23.63	48.17	19.92	-	-	45.87

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Table 35
Q.11 SEC.B How Much Do You Pay Per Bundle?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Purchase Cigars By The Bundle	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	24.4	31.7	43.9	4.9	24.4	17.1	9.8	2.4	2.4	48.8	9.8	26.8	65.9	7.3	41.5	9.8	2.4	-	31.7
Standard Error	7.18	11.12	12.47	12.23	7.00	14.42	7.10	21.25	-	-	11.40	11.43	11.49	9.99	13.64	12.04	11.50	-	-	12.72
Median	35.00	50.00	60.00	28.00	33.00	38.50	20.00	35.00	142.55	200.00	50.00	67.50	50.00	35.00	30.00	70.00	16.00	50.00	-	25.00

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Table 36
Q.12 SEC.B How Many Cigars Come In The Pack You Usually Buy?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Pack	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	23.3	44.2	32.6	14.0	20.9	18.6	27.9	4.7	-	30.2	7.0	37.2	60.5	2.3	39.5	14.0	34.9	-	2.3
5 cigars or less	21	5	9	7	2	6	5	2	2	-	3	2	8	12	1	8	2	7	-	1
	48.8	50.0	47.4	50.0	33.3	66.7	62.5	16.7	100.0	-	23.1	66.7	50.0	46.2	100.0	47.1	33.3	46.7	-	100.0
	100.0	23.8	42.9	33.3	9.5	28.6	23.8	9.5	9.5	-	14.3	9.5	38.1	57.1	4.8	38.1	9.5	33.3	-	4.8
6-10 cigars	20	5	8	7	4	3	2	9	-	-	9	1	6	14	-	8	4	7	-	-
	46.5	50.0	42.1	50.0	66.7	33.3	25.0	75.0	-	-	69.2	33.3	37.5	53.8	-	47.1	66.7	46.7	-	-
	100.0	25.0	40.0	35.0	20.0	15.0	10.0	45.0	-	-	45.0	5.0	30.0	70.0	-	40.0	20.0	35.0	-	-
11+ cigars	2	-	2	-	-	-	1	1	-	-	1	-	2	-	-	1	-	1	-	-
	4.7	-	10.5	-	-	-	12.5	8.3	-	-	7.7	-	12.5	-	-	5.9	-	6.7	-	-
	100.0	-	100.0	-	-	-	50.0	50.0	-	-	50.0	-	100.0	-	-	50.0	-	50.0	-	-
Sigma	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	23.3	44.2	32.6	14.0	20.9	18.6	27.9	4.7	-	30.2	7.0	37.2	60.5	2.3	39.5	14.0	34.9	-	2.3
Mean Base	43	10	19	14	6	9	8	12	2	-	13	3	16	26	1	17	6	15	-	1
Mean	6.81	6.70	7.26	6.29	6.83	5.89	7.38	8.50	5.00	-	8.46	5.67	7.69	6.42	3.00	6.47	7.67	7.27	-	4.00
Standard Deviation	3.27	2.58	4.08	2.49	2.23	2.76	5.60	2.07	0.00	-	4.07	2.08	4.27	2.40	-	2.85	2.25	4.23	-	-
Standard Error	0.50	0.82	0.94	0.67	0.91	0.92	1.98	0.60	0.00	-	1.13	1.20	1.07	0.47	-	0.69	0.92	1.09	-	-

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Table 37
Q.12 SEC.B How Many Cigars Come In The Box You Usually Buy?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Box	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
10 cigars or less	18	3	7	8	4	2	3	5	1	1	8	3	5	11	2	11	2	3	1	1
	13.0	18.8	12.1	12.7	15.4	10.5	8.1	26.3	20.0	12.5	14.8	17.6	17.2	14.5	6.1	23.4	18.2	50.0	50.0	1.5
	100.0	16.7	38.9	44.4	22.2	11.1	16.7	27.8	5.6	5.6	44.4	16.7	27.8	61.1	11.1	61.1	11.1	16.7	5.6	5.6
11-20 cigars	23	1	13	9	5	4	5	3	2	1	14	4	8	13	2	9	3	1	1	8
	16.7	6.3	22.4	14.3	19.2	21.1	13.5	15.8	40.0	12.5	25.9	23.5	27.6	17.1	6.1	19.1	27.3	16.7	50.0	12.3
	100.0	4.3	56.5	39.1	21.7	17.4	21.7	13.0	8.7	4.3	60.9	17.4	34.8	56.5	8.7	39.1	13.0	4.3	4.3	34.8
21-30 cigars	64	10	27	26	12	12	15	10	2	4	25	9	12	38	14	23	2	1	-	34
	46.4	62.5	46.6	41.3	46.2	63.2	40.5	52.6	40.0	50.0	46.3	52.9	41.4	50.0	42.4	48.9	18.2	16.7	-	52.3
	100.0	15.6	42.2	40.6	18.8	18.8	23.4	15.6	3.1	6.3	39.1	14.1	18.8	59.4	21.9	35.9	3.1	1.6	-	53.1
31-50 cigars	28	2	7	19	3	1	13	-	-	2	7	1	2	13	13	4	1	1	-	22
	20.3	12.5	12.1	30.2	11.5	5.3	35.1	-	-	25.0	13.0	5.9	6.9	17.1	39.4	8.5	9.1	16.7	-	33.8
	100.0	7.1	25.0	67.9	10.7	3.6	46.4	-	-	7.1	25.0	3.6	7.1	46.4	46.4	14.3	3.6	3.6	-	78.6
51+ cigars	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	0.7	-	1.7	-	-	-	-	5.3	-	-	-	-	3.4	-	-	-	9.1	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Don't know	4	-	3	1	2	-	1	-	-	-	-	-	1	1	2	-	2	-	-	-
	2.9	-	5.2	1.6	7.7	-	2.7	-	-	-	-	-	3.4	1.3	6.1	-	18.2	-	-	-
	100.0	-	75.0	25.0	50.0	-	25.0	-	-	-	-	-	25.0	25.0	50.0	-	50.0	-	-	-
Sigma	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
Mean Base	134	16	55	62	24	19	36	19	5	8	54	17	28	75	31	47	9	6	2	65

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Table 37
Q.12 SEC.B How Many Cigars Come In The Box You Usually Buy?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Purchase Cigars By The Box	138	16	58	63	26	19	37	19	5	8	54	17	29	76	33	47	11	6	2	65
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	11.6	42.0	45.7	18.8	13.8	26.8	13.8	3.6	5.8	39.1	12.3	21.0	55.1	23.9	34.1	8.0	4.3	1.4	47.1
Mean	27.38	25.00	25.69	29.53	24.04	23.37	31.67	23.37	19.00	28.75	24.26	21.82	25.18	25.39	34.19	21.94	30.56	18.33	13.00	32.54
Standard Deviation	14.52	11.97	15.19	14.54	11.26	8.82	14.24	20.09	8.22	14.08	11.84	10.35	17.82	12.51	14.15	9.94	28.88	17.80	9.90	12.96
Standard Error	1.25	2.99	2.05	1.85	2.30	2.02	2.37	4.61	3.67	4.98	1.61	2.51	3.37	1.44	2.54	1.45	9.63	7.26	7.00	1.61

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Table 38
Q.12 SEC.B How Many Cigars Come In The Bundle You Usually Buy?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Purchase Cigars By The Bundle	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	24.4	31.7	43.9	4.9	24.4	17.1	9.8	2.4	2.4	48.8	9.8	26.8	65.9	7.3	41.5	9.8	2.4	-	31.7
10 cigars or less	12	2	4	6	1	3	2	2	-	-	6	2	4	8	-	5	3	-	-	1
	29.3	20.0	30.8	33.3	50.0	30.0	28.6	50.0	-	-	30.0	50.0	36.4	29.6	-	29.4	75.0	-	-	7.7
	100.0	16.7	33.3	50.0	8.3	25.0	16.7	16.7	-	-	50.0	16.7	33.3	66.7	-	41.7	25.0	-	-	8.3
11-25 cigars	26	8	8	10	1	7	4	2	-	-	13	2	6	18	2	10	1	1	-	11
	63.4	80.0	61.5	55.6	50.0	70.0	57.1	50.0	-	-	65.0	50.0	54.5	66.7	66.7	58.8	25.0	100.0	-	84.6
	100.0	30.8	30.8	38.5	3.8	26.9	15.4	7.7	-	-	50.0	7.7	23.1	69.2	7.7	38.5	3.8	3.8	-	42.3
26+ cigars	3	-	1	2	-	-	1	-	1	1	1	-	1	1	1	2	-	-	-	1
	7.3	-	7.7	11.1	-	-	14.3	-	100.0	100.0	5.0	-	9.1	3.7	33.3	11.8	-	-	-	7.7
	100.0	-	33.3	66.7	-	-	33.3	-	33.3	33.3	33.3	-	33.3	33.3	33.3	66.7	-	-	-	33.3
Sigma	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0
	100.0	24.4	31.7	43.9	4.9	24.4	17.1	9.8	2.4	2.4	48.8	9.8	26.8	65.9	7.3	41.5	9.8	2.4	-	31.7
Mean Base	41	10	13	18	2	10	7	4	1	1	20	4	11	27	3	17	4	1	-	13
Mean	19.24	17.70	17.31	21.50	15.00	18.10	18.71	12.25	40.00	80.00	19.10	13.50	16.82	18.85	31.67	19.88	10.75	15.00	-	23.46
Standard Deviation	13.62	6.96	10.23	18.09	7.07	8.06	14.91	8.96	-	-	16.26	7.90	10.68	14.18	16.07	17.74	9.22	-	-	8.99
Standard Error	2.13	2.20	2.84	4.26	5.00	2.55	5.63	4.48	-	-	3.64	3.95	3.22	2.73	9.28	4.30	4.61	-	-	2.49

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Table 39
Q.12a SEC.B What Type Of Store Do You Buy Your Cigars From Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Tobacco Shop/Smoke Shop	304	65	148	90	81	40	35	70	15	17	119	37	104	180	20	236	64	-	-	-
	67.4	71.4	72.9	58.1	73.6	62.5	50.7	86.4	78.9	70.8	68.8	68.5	74.8	68.7	40.0	100.0	100.0	-	-	-
	100.0	21.4	48.7	29.6	26.6	13.2	11.5	23.0	4.9	5.6	39.1	12.2	34.2	59.2	6.6	77.6	21.1	-	-	-
Drug Store	7	1	-	6	1	1	3	1	-	-	2	-	-	5	2	-	-	7	-	-
	1.6	1.1	-	3.9	0.9	1.6	4.3	1.2	-	-	1.2	-	-	1.9	4.0	-	-	22.6	-	-
	100.0	14.3	-	85.7	14.3	14.3	42.9	14.3	-	-	28.6	-	-	71.4	28.6	-	-	100.0	-	-
Grocery Store	3	-	3	-	1	-	1	1	-	-	1	-	2	1	-	-	-	3	-	-
	0.7	-	1.5	-	0.9	-	1.4	1.2	-	-	0.6	-	1.4	0.4	-	-	-	9.7	-	-
	100.0	-	100.0	-	33.3	-	33.3	33.3	-	-	33.3	-	66.7	33.3	-	-	-	100.0	-	-
Discount Department Store	7	3	2	2	1	1	2	-	1	-	4	1	4	3	-	-	-	7	-	-
	1.6	3.3	1.0	1.3	0.9	1.6	2.9	-	5.3	-	2.3	1.9	2.9	1.1	-	-	-	22.6	-	-
	100.0	42.9	28.6	28.6	14.3	14.3	28.6	-	14.3	-	57.1	14.3	57.1	42.9	-	-	-	100.0	-	-
Convenience Store/Mini-Mart/ Newsstand	14	3	7	4	7	1	1	2	2	-	4	2	5	9	-	-	-	14	-	-
	3.1	3.3	3.4	2.6	6.4	1.6	1.4	2.5	10.5	-	2.3	3.7	3.6	3.4	-	-	-	45.2	-	-
	100.0	21.4	50.0	28.6	50.0	7.1	7.1	14.3	14.3	-	28.6	14.3	35.7	64.3	-	-	-	100.0	-	-
Restaurant/Cigar Bar	4	1	2	1	-	1	2	-	-	-	2	1	2	1	1	-	-	-	4	-
	0.9	1.1	1.0	0.6	-	1.6	2.9	-	-	-	1.2	1.9	1.4	0.4	2.0	-	-	-	80.0	-
	100.0	25.0	50.0	25.0	-	25.0	50.0	-	-	-	50.0	25.0	50.0	25.0	25.0	-	-	-	100.0	-
Sport Club/Sporting Event	1	-	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-	-	1	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	-	20.0	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	100.0	-

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Table 39
Q.12a SEC.B What Type Of Store Do You Buy Your Cigars From Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mail Order Service/Catalog	80	11	27	41	9	14	25	3	-	5	32	8	10	47	23	-	-	-	-	80
	17.7	12.1	13.3	26.5	8.2	21.9	36.2	3.7	-	20.8	18.5	14.8	7.2	17.9	46.0	-	-	-	-	100.0
	100.0	13.8	33.8	51.3	11.3	17.5	31.3	3.8	-	6.3	40.0	10.0	12.5	58.8	28.8	-	-	-	-	100.0
Other	30	7	13	10	9	6	-	4	1	2	8	4	11	15	4	-	-	-	-	-
	6.7	7.7	6.4	6.5	8.2	9.4	-	4.9	5.3	8.3	4.6	7.4	7.9	5.7	8.0	-	-	-	-	-
	100.0	23.3	43.3	33.3	30.0	20.0	-	13.3	3.3	6.7	26.7	13.3	36.7	50.0	13.3	-	-	-	-	-
Don't know	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 40
Q.12a1 SEC.B Which Best Describes The Type Of Tobacco Or Smoke Shop You Buy Cigars From Most Often?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Buy Cigars In A Tobacco Shop/Smoke Shop Most Often	304	65	148	90	81	40	35	70	15	17	119	37	104	180	20	236	64	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-
	100.0	21.4	48.7	29.6	26.6	13.2	11.5	23.0	4.9	5.6	39.1	12.2	34.2	59.2	6.6	77.6	21.1	-	-	-
A store that is a smaller, traditional-style tobacconist which specializes in cigar and pipe products and other premium tobacco products	236	49	115	71	62	30	25	53	15	14	102	35	74	145	17	236	-	-	-	-
	77.6	75.4	77.7	78.9	76.5	75.0	71.4	75.7	100.0	82.4	85.7	94.6	71.2	80.6	85.0	100.0	-	-	-	-
	100.0	20.8	48.7	30.1	26.3	12.7	10.6	22.5	6.4	5.9	43.2	14.8	31.4	61.4	7.2	100.0	-	-	-	-
A store that sells all types of tobacco products, including cigarettes, at discounted prices	64	15	31	18	17	10	10	16	-	3	15	1	28	33	3	-	64	-	-	-
	21.1	23.1	20.9	20.0	21.0	25.0	28.6	22.9	-	17.6	12.6	2.7	26.9	18.3	15.0	-	100.0	-	-	-
	100.0	23.4	48.4	28.1	26.6	15.6	15.6	25.0	-	4.7	23.4	1.6	43.8	51.6	4.7	-	100.0	-	-	-
Neither	2	1	-	1	1	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
	0.7	1.5	-	1.1	1.2	-	-	-	-	-	-	-	1.0	0.6	-	-	-	-	-	-
	100.0	50.0	-	50.0	50.0	-	-	-	-	-	-	-	50.0	50.0	-	-	-	-	-	-
Don't know	2	-	2	-	1	-	-	1	-	-	2	1	1	1	-	-	-	-	-	-
	0.7	-	1.4	-	1.2	-	-	1.4	-	-	1.7	2.7	1.0	0.6	-	-	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	50.0	-	-	100.0	50.0	50.0	50.0	-	-	-	-	-	-
Sigma	304	65	148	90	81	40	35	70	15	17	119	37	104	180	20	236	64	-	-	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	-	-
	100.0	21.4	48.7	29.6	26.6	13.2	11.5	23.0	4.9	5.6	39.1	12.2	34.2	59.2	6.6	77.6	21.1	-	-	-

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Table 41
Q.4a SEC.C Out Of 100 Points, How Many Points Would You Give Quality?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0 points	2	-	2	-	1	-	-	-	-	-	1	-	1	1	-	1	-	1	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	0.7	0.4	-	0.4	-	3.2	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	50.0	-	-
1-5 points	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
6-10 points	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
11-20 points	11	3	3	4	1	3	2	2	-	1	3	1	2	8	1	6	-	2	-	3
	2.4	3.3	1.5	2.6	0.9	4.7	2.9	2.5	-	4.2	1.7	1.9	1.4	3.1	2.0	2.5	-	6.5	-	3.8
	100.0	27.3	27.3	36.4	9.1	27.3	18.2	18.2	-	9.1	27.3	9.1	18.2	72.7	9.1	54.5	-	18.2	-	27.3
21-30 points	40	6	18	16	6	7	7	3	-	2	15	3	10	23	7	19	2	2	1	13
	8.9	6.6	8.9	10.3	5.5	10.9	10.1	3.7	-	8.3	8.7	5.6	7.2	8.8	14.0	8.1	3.1	6.5	20.0	16.3
	100.0	15.0	45.0	40.0	15.0	17.5	17.5	7.5	-	5.0	37.5	7.5	25.0	57.5	17.5	47.5	5.0	5.0	2.5	32.5
31-40 points	69	13	36	20	18	11	12	9	3	4	22	10	25	40	4	36	9	6	-	15
	15.3	14.3	17.7	12.9	16.4	17.2	17.4	11.1	15.8	16.7	12.7	18.5	18.0	15.3	8.0	15.3	14.1	19.4	-	18.8
	100.0	18.8	52.2	29.0	26.1	15.9	17.4	13.0	4.3	5.8	31.9	14.5	36.2	58.0	5.8	52.2	13.0	8.7	-	21.7
41-50 points	134	26	58	49	29	21	16	29	5	7	50	11	40	81	13	72	25	8	1	21
	29.7	28.6	28.6	31.6	26.4	32.8	23.2	35.8	26.3	29.2	28.9	20.4	28.8	30.9	26.0	30.5	39.1	25.8	20.0	26.3
	100.0	19.4	43.3	36.6	21.6	15.7	11.9	21.6	3.7	5.2	37.3	8.2	29.9	60.4	9.7	53.7	18.7	6.0	0.7	15.7

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Table 41
Q.4a SEC.C Out Of 100 Points, How Many Points Would You Give Quality?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
51-60 points	80	21	40	19	18	11	14	14	5	4	35	9	28	43	9	44	15	2	1	13
	17.7	23.1	19.7	12.3	16.4	17.2	20.3	17.3	26.3	16.7	20.2	16.7	20.1	16.4	18.0	18.6	23.4	6.5	20.0	16.3
	100.0	26.3	50.0	23.8	22.5	13.8	17.5	17.5	6.3	5.0	43.8	11.3	35.0	53.8	11.3	55.0	18.8	2.5	1.3	16.3
61-70 points	45	13	17	15	14	5	12	9	2	5	20	7	17	22	6	24	7	5	-	5
	10.0	14.3	8.4	9.7	12.7	7.8	17.4	11.1	10.5	20.8	11.6	13.0	12.2	8.4	12.0	10.2	10.9	16.1	-	6.3
	100.0	28.9	37.8	33.3	31.1	11.1	26.7	20.0	4.4	11.1	44.4	15.6	37.8	48.9	13.3	53.3	15.6	11.1	-	11.1
71-80 points	46	7	19	20	16	3	3	13	2	-	18	7	10	30	6	27	5	3	-	6
	10.2	7.7	9.4	12.9	14.5	4.7	4.3	16.0	10.5	-	10.4	13.0	7.2	11.5	12.0	11.4	7.8	9.7	-	7.5
	100.0	15.2	41.3	43.5	34.8	6.5	6.5	28.3	4.3	-	39.1	15.2	21.7	65.2	13.0	58.7	10.9	6.5	-	13.0
81-90 points	11	1	5	5	3	-	1	2	1	1	5	3	3	5	3	4	1	-	1	2
	2.4	1.1	2.5	3.2	2.7	-	1.4	2.5	5.3	4.2	2.9	5.6	2.2	1.9	6.0	1.7	1.6	-	20.0	2.5
	100.0	9.1	45.5	45.5	27.3	-	9.1	18.2	9.1	9.1	45.5	27.3	27.3	45.5	27.3	36.4	9.1	-	9.1	18.2
91-100 points	11	1	5	5	4	3	1	-	1	-	4	3	3	8	-	3	-	1	-	2
	2.4	1.1	2.5	3.2	3.6	4.7	1.4	-	5.3	-	2.3	5.6	2.2	3.1	-	1.3	-	3.2	-	2.5
	100.0	9.1	45.5	45.5	36.4	27.3	9.1	-	9.1	-	36.4	27.3	27.3	72.7	-	27.3	-	9.1	-	18.2
Don't know	2	-	-	2	-	-	1	-	-	-	-	-	-	1	1	-	-	1	1	-
	0.4	-	-	1.3	-	-	1.4	-	-	-	-	-	-	0.4	2.0	-	-	3.2	20.0	-
	100.0	-	-	100.0	-	-	50.0	-	-	-	-	-	-	50.0	50.0	-	-	50.0	50.0	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	91	203	153	110	64	68	81	19	24	173	54	139	261	49	236	64	30	4	80

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Table 41
Q.4a SEC.C Out Of 100 Points, How Many Points Would You Give Quality?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean	53.94	54.18	53.10	55.18	57.32	50.78	52.74	56.57	60.32	52.50	55.25	58.83	53.71	53.80	55.31	53.53	55.03	50.93	56.25	50.41
Standard Deviation	17.79	15.59	17.95	18.65	18.49	17.95	16.56	15.76	17.07	16.68	17.66	19.80	16.73	18.34	17.99	16.91	12.56	21.37	26.89	18.50
Standard Error	0.84	1.63	1.26	1.51	1.76	2.24	2.01	1.75	3.92	3.41	1.34	2.69	1.42	1.14	2.57	1.10	1.57	3.90	13.44	2.07

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Table 42
Q.4b SEC.C Out Of 100 Points, How Many Points Would You Give Price?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0 points	20	3	6	11	6	3	2	2	-	2	8	4	4	14	2	8	2	1	-	3
	4.4	3.3	3.0	7.1	5.5	4.7	2.9	2.5	-	8.3	4.6	7.4	2.9	5.3	4.0	3.4	3.1	3.2	-	3.8
	100.0	15.0	30.0	55.0	30.0	15.0	10.0	10.0	-	10.0	40.0	20.0	20.0	70.0	10.0	40.0	10.0	5.0	-	15.0
1-5 points	19	2	8	9	5	3	5	2	2	1	6	4	5	9	5	10	1	-	1	4
	4.2	2.2	3.9	5.8	4.5	4.7	7.2	2.5	10.5	4.2	3.5	7.4	3.6	3.4	10.0	4.2	1.6	-	20.0	5.0
	100.0	10.5	42.1	47.4	26.3	15.8	26.3	10.5	10.5	5.3	31.6	21.1	26.3	47.4	26.3	52.6	5.3	-	5.3	21.1
6-10 points	54	6	24	24	9	7	6	16	3	2	25	9	12	34	8	30	5	5	-	9
	12.0	6.6	11.8	15.5	8.2	10.9	8.7	19.8	15.8	8.3	14.5	16.7	8.6	13.0	16.0	12.7	7.8	16.1	-	11.3
	100.0	11.1	44.4	44.4	16.7	13.0	11.1	29.6	5.6	3.7	46.3	16.7	22.2	63.0	14.8	55.6	9.3	9.3	-	16.7
11-20 points	98	28	39	31	28	9	23	21	2	3	35	12	34	56	8	60	14	6	2	9
	21.7	30.8	19.2	20.0	25.5	14.1	33.3	25.9	10.5	12.5	20.2	22.2	24.5	21.4	16.0	25.4	21.9	19.4	40.0	11.3
	100.0	28.6	39.8	31.6	28.6	9.2	23.5	21.4	2.0	3.1	35.7	12.2	34.7	57.1	8.2	61.2	14.3	6.1	2.0	9.2
21-30 points	130	29	63	38	40	19	14	23	10	7	50	14	44	74	12	63	31	8	-	22
	28.8	31.9	31.0	24.5	36.4	29.7	20.3	28.4	52.6	29.2	28.9	25.9	31.7	28.2	24.0	26.7	48.4	25.8	-	27.5
	100.0	22.3	48.5	29.2	30.8	14.6	10.8	17.7	7.7	5.4	38.5	10.8	33.8	56.9	9.2	48.5	23.8	6.2	-	16.9
31-40 points	89	16	44	29	17	15	14	12	2	9	30	8	26	51	12	42	9	8	-	24
	19.7	17.6	21.7	18.7	15.5	23.4	20.3	14.8	10.5	37.5	17.3	14.8	18.7	19.5	24.0	17.8	14.1	25.8	-	30.0
	100.0	18.0	49.4	32.6	19.1	16.9	15.7	13.5	2.2	10.1	33.7	9.0	29.2	57.3	13.5	47.2	10.1	9.0	-	27.0
41-50 points	28	5	14	8	3	7	4	5	-	-	13	2	9	17	2	16	2	1	1	7
	6.2	5.5	6.9	5.2	2.7	10.9	5.8	6.2	-	-	7.5	3.7	6.5	6.5	4.0	6.8	3.1	3.2	20.0	8.8
	100.0	17.9	50.0	28.6	10.7	25.0	14.3	17.9	-	-	46.4	7.1	32.1	60.7	7.1	57.1	7.1	3.6	3.6	25.0

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Table 42
Q.4b SEC.C Out Of 100 Points, How Many Points Would You Give Price?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
51-60 points	6	2	2	2	1	-	-	-	-	-	4	-	3	3	-	4	-	-	-	1
	1.3	2.2	1.0	1.3	0.9	-	-	-	-	-	2.3	-	2.2	1.1	-	1.7	-	-	-	1.3
	100.0	33.3	33.3	33.3	16.7	-	-	-	-	-	66.7	-	50.0	50.0	-	66.7	-	-	-	16.7
61-70 points	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
71-80 points	2	-	1	-	-	1	-	-	-	-	1	1	-	2	-	1	-	-	-	1
	0.4	-	0.5	-	-	1.6	-	-	-	-	0.6	1.9	-	0.8	-	0.4	-	-	-	1.3
	100.0	-	50.0	-	-	50.0	-	-	-	-	50.0	50.0	-	100.0	-	50.0	-	-	-	50.0
81-90 points	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100 points	2	-	2	-	1	-	-	-	-	-	1	-	1	1	-	1	-	1	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	0.7	0.4	-	0.4	-	3.2	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	50.0	-	-
Don't know	2	-	-	2	-	-	1	-	-	-	-	-	-	1	1	-	-	1	1	-
	0.4	-	-	1.3	-	-	1.4	-	-	-	-	-	-	0.4	2.0	-	-	3.2	20.0	-
	100.0	-	-	100.0	-	-	50.0	-	-	-	-	-	-	50.0	50.0	-	-	50.0	50.0	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	91	203	153	110	64	68	81	19	24	173	54	139	261	49	236	64	30	4	80

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Table 42
Q.4b SEC.C Out Of 100 Points, How Many Points Would You Give Price?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean	25.90	26.56	27.11	23.38	24.73	27.92	23.75	23.48	23.26	26.04	26.32	22.76	27.46	25.64	22.86	25.89	25.17	27.60	23.75	28.66
Standard Deviation	14.63	12.52	15.04	14.34	14.06	15.00	12.31	12.04	11.11	13.02	15.45	15.33	14.62	14.85	13.06	14.83	10.43	17.38	18.87	14.80
Standard Error	0.69	1.31	1.06	1.16	1.34	1.87	1.49	1.34	2.55	2.66	1.17	2.09	1.24	0.92	1.87	0.97	1.30	3.17	9.44	1.65

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Table 43
Q.4c SEC.C Out Of 100 Points, How Many Points Would You Give Size?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0 points	29	4	14	10	9	5	2	4	3	-	11	6	8	20	1	10	3	2	-	7
	6.4	4.4	6.9	6.5	8.2	7.8	2.9	4.9	15.8	-	6.4	11.1	5.8	7.6	2.0	4.2	4.7	6.5	-	8.8
	100.0	13.8	48.3	34.5	31.0	17.2	6.9	13.8	10.3	-	37.9	20.7	27.6	69.0	3.4	34.5	10.3	6.9	-	24.1
1-5 points	27	4	9	13	10	3	2	5	2	1	11	6	6	15	6	18	2	2	1	3
	6.0	4.4	4.4	8.4	9.1	4.7	2.9	6.2	10.5	4.2	6.4	11.1	4.3	5.7	12.0	7.6	3.1	6.5	20.0	3.8
	100.0	14.8	33.3	48.1	37.0	11.1	7.4	18.5	7.4	3.7	40.7	22.2	22.2	55.6	22.2	66.7	7.4	7.4	3.7	11.1
6-10 points	106	24	53	29	30	11	12	23	4	6	48	11	37	59	10	54	18	5	-	20
	23.5	26.4	26.1	18.7	27.3	17.2	17.4	28.4	21.1	25.0	27.7	20.4	26.6	22.5	20.0	22.9	28.1	16.1	-	25.0
	100.0	22.6	50.0	27.4	28.3	10.4	11.3	21.7	3.8	5.7	45.3	10.4	34.9	55.7	9.4	50.9	17.0	4.7	-	18.9
11-20 points	108	28	48	32	19	20	20	17	2	8	47	12	41	59	8	57	16	6	1	19
	23.9	30.8	23.6	20.6	17.3	31.3	29.0	21.0	10.5	33.3	27.2	22.2	29.5	22.5	16.0	24.2	25.0	19.4	20.0	23.8
	100.0	25.9	44.4	29.6	17.6	18.5	18.5	15.7	1.9	7.4	43.5	11.1	38.0	54.6	7.4	52.8	14.8	5.6	0.9	17.6
21-30 points	111	22	52	37	33	11	18	20	7	5	34	9	34	64	13	59	19	11	2	14
	24.6	24.2	25.6	23.9	30.0	17.2	26.1	24.7	36.8	20.8	19.7	16.7	24.5	24.4	26.0	25.0	29.7	35.5	40.0	17.5
	100.0	19.8	46.8	33.3	29.7	9.9	16.2	18.0	6.3	4.5	30.6	8.1	30.6	57.7	11.7	53.2	17.1	9.9	1.8	12.6
31-40 points	53	8	19	26	7	14	9	9	1	3	21	10	13	30	10	29	5	4	-	12
	11.8	8.8	9.4	16.8	6.4	21.9	13.0	11.1	5.3	12.5	12.1	18.5	9.4	11.5	20.0	12.3	7.8	12.9	-	15.0
	100.0	15.1	35.8	49.1	13.2	26.4	17.0	17.0	1.9	5.7	39.6	18.9	24.5	56.6	18.9	54.7	9.4	7.5	-	22.6
41-50 points	13	1	7	5	2	-	3	3	-	-	1	-	-	12	1	9	1	-	-	3
	2.9	1.1	3.4	3.2	1.8	-	4.3	3.7	-	-	0.6	-	-	4.6	2.0	3.8	1.6	-	-	3.8
	100.0	7.7	53.8	38.5	15.4	-	23.1	23.1	-	-	7.7	-	-	92.3	7.7	69.2	7.7	-	-	23.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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Table 43
Q.4c SEC.C Out Of 100 Points, How Many Points Would You Give Size?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI -TION -AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
51-60 points	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	1.4	-	-	4.2	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0
61-70 points	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
71-80 points	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
81-90 points	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
91-100 points	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	2	-	-	2	-	-	1	-	-	-	-	-	-	1	1	-	-	1	1	-
	0.4	-	-	1.3	-	-	1.4	-	-	-	-	-	-	0.4	2.0	-	-	3.2	20.0	-
	100.0	-	-	100.0	-	-	50.0	-	-	-	-	-	-	50.0	50.0	-	-	50.0	50.0	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	91	203	153	110	64	68	81	19	24	173	54	139	261	49	236	64	30	4	80

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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Table 43
Q.4c SEC.C Out Of 100 Points, How Many Points Would You Give Size?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean	20.14	19.26	19.77	21.38	17.95	20.98	23.81	19.95	16.42	22.29	18.42	18.41	18.69	20.63	21.63	20.56	19.48	21.47	20.00	21.05
Standard Deviation	12.34	10.31	12.09	13.62	11.63	12.10	13.59	12.35	11.86	12.68	11.20	12.99	10.18	13.32	12.41	12.15	10.46	11.57	10.80	14.66
Standard Error	0.58	1.08	0.85	1.10	1.11	1.51	1.65	1.37	2.72	2.59	0.85	1.77	0.86	0.82	1.77	0.79	1.31	2.11	5.40	1.64

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UNDER PROTECTIVE ORDER
GC 016062

Table 44
Q.5a SEC.C Satisfaction With The Quality Of The Ingredients In Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Top 2 Box (Net)	427	87	189	149	97	62	65	80	19	24	164	49	133	245	49	225	62	28	4	77
	94.7	95.6	93.1	96.1	88.2	96.9	94.2	98.8	100.0	100.0	94.8	90.7	95.7	93.5	98.0	95.3	96.9	90.3	80.0	96.3
	100.0	20.4	44.3	34.9	22.7	14.5	15.2	18.7	4.4	5.6	38.4	11.5	31.1	57.4	11.5	52.7	14.5	6.6	0.9	18.0
5 - Very Satisfied	272	49	121	101	54	42	46	52	14	16	104	31	80	159	33	138	41	17	3	51
	60.3	53.8	59.6	65.2	49.1	65.6	66.7	64.2	73.7	66.7	60.1	57.4	57.6	60.7	66.0	58.5	64.1	54.8	60.0	63.8
	100.0	18.0	44.5	37.1	19.9	15.4	16.9	19.1	5.1	5.9	38.2	11.4	29.4	58.5	12.1	50.7	15.1	6.3	1.1	18.8
4	155	38	68	48	43	20	19	28	5	8	60	18	53	86	16	87	21	11	1	26
	34.4	41.8	33.5	31.0	39.1	31.3	27.5	34.6	26.3	33.3	34.7	33.3	38.1	32.8	32.0	36.9	32.8	35.5	20.0	32.5
	100.0	24.5	43.9	31.0	27.7	12.9	12.3	18.1	3.2	5.2	38.7	11.6	34.2	55.5	10.3	56.1	13.5	7.1	0.6	16.8
3	17	2	11	4	9	1	3	1	-	-	5	3	3	13	1	8	1	2	1	3
	3.8	2.2	5.4	2.6	8.2	1.6	4.3	1.2	-	-	2.9	5.6	2.2	5.0	2.0	3.4	1.6	6.5	20.0	3.8
	100.0	11.8	64.7	23.5	52.9	5.9	17.6	5.9	-	-	29.4	17.6	17.6	76.5	5.9	47.1	5.9	11.8	5.9	17.6
Bottom 2 Box (Net)	5	1	2	2	3	-	1	-	-	-	3	1	1	4	-	3	1	-	-	-
	1.1	1.1	1.0	1.3	2.7	-	1.4	-	-	-	1.7	1.9	0.7	1.5	-	1.3	1.6	-	-	-
	100.0	20.0	40.0	40.0	60.0	-	20.0	-	-	-	60.0	20.0	20.0	80.0	-	60.0	20.0	-	-	-
2	4	-	2	2	2	-	1	-	-	-	3	1	1	3	-	2	1	-	-	-
	0.9	-	1.0	1.3	1.8	-	1.4	-	-	-	1.7	1.9	0.7	1.1	-	0.8	1.6	-	-	-
	100.0	-	50.0	50.0	50.0	-	25.0	-	-	-	75.0	25.0	25.0	75.0	-	50.0	25.0	-	-	-
1 - Very Dissatisfied	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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UNDER PROTECTIVE ORDER
GC 016063

Table 44
Q.5a SEC.C Satisfaction With The Quality Of The Ingredients In Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don't know	2	1	1	-	1	1	-	-	-	-	1	1	2	-	-	-	-	1	-	-
	0.4	1.1	0.5	-	0.9	1.6	-	-	-	-	0.6	1.9	1.4	-	-	-	-	3.2	-	-
	100.0	50.0	50.0	-	50.0	50.0	-	-	-	-	50.0	50.0	100.0	-	-	-	-	50.0	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	90	202	155	109	63	69	81	19	24	172	53	137	262	50	236	64	30	5	80
Mean	4.54	4.49	4.52	4.60	4.35	4.65	4.59	4.63	4.74	4.67	4.54	4.49	4.55	4.52	4.64	4.52	4.59	4.50	4.40	4.60
Standard Deviation	0.64	0.66	0.65	0.61	0.79	0.51	0.65	0.51	0.45	0.48	0.64	0.70	0.58	0.68	0.53	0.65	0.61	0.63	0.89	0.56
Standard Error	0.03	0.07	0.05	0.05	0.08	0.06	0.08	0.06	0.10	0.10	0.05	0.10	0.05	0.04	0.07	0.04	0.08	0.11	0.40	0.06

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UNDER PROTECTIVE ORDER
GC 016064

Table 45
Q.5b SEC.C Satisfaction With The Quality Of Construction For Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Top 2 Box (Net)	415	81	185	147	97	59	61	76	19	23	158	52	126	242	47	222	58	29	5	70
	92.0	89.0	91.1	94.8	88.2	92.2	88.4	93.8	100.0	95.8	91.3	96.3	90.6	92.4	94.0	94.1	90.6	93.5	100.0	87.5
	100.0	19.5	44.6	35.4	23.4	14.2	14.7	18.3	4.6	5.5	38.1	12.5	30.4	58.3	11.3	53.5	14.0	7.0	1.2	16.9
5 - Very Satisfied	247	43	110	92	58	34	40	52	13	15	93	28	69	148	30	131	35	16	4	41
	54.8	47.3	54.2	59.4	52.7	53.1	58.0	64.2	68.4	62.5	53.8	51.9	49.6	56.5	60.0	55.5	54.7	51.6	80.0	51.3
	100.0	17.4	44.5	37.2	23.5	13.8	16.2	21.1	5.3	6.1	37.7	11.3	27.9	59.9	12.1	53.0	14.2	6.5	1.6	16.6
4	168	38	75	55	39	25	21	24	6	8	65	24	57	94	17	91	23	13	1	29
	37.3	41.8	36.9	35.5	35.5	39.1	30.4	29.6	31.6	33.3	37.6	44.4	41.0	35.9	34.0	38.6	35.9	41.9	20.0	36.3
	100.0	22.6	44.6	32.7	23.2	14.9	12.5	14.3	3.6	4.8	38.7	14.3	33.9	56.0	10.1	54.2	13.7	7.7	0.6	17.3
3	30	9	14	7	9	5	8	5	-	1	12	2	11	16	3	10	5	2	-	10
	6.7	9.9	6.9	4.5	8.2	7.8	11.6	6.2	-	4.2	6.9	3.7	7.9	6.1	6.0	4.2	7.8	6.5	-	12.5
	100.0	30.0	46.7	23.3	30.0	16.7	26.7	16.7	-	3.3	40.0	6.7	36.7	53.3	10.0	33.3	16.7	6.7	-	33.3
Bottom 2 Box (Net)	6	1	4	1	4	-	-	-	-	-	3	-	2	4	-	4	1	-	-	-
	1.3	1.1	2.0	0.6	3.6	-	-	-	-	-	1.7	-	1.4	1.5	-	1.7	1.6	-	-	-
	100.0	16.7	66.7	16.7	66.7	-	-	-	-	-	50.0	-	33.3	66.7	-	66.7	16.7	-	-	-
2	4	-	3	1	2	-	-	-	-	-	3	-	2	2	-	2	1	-	-	-
	0.9	-	1.5	0.6	1.8	-	-	-	-	-	1.7	-	1.4	0.8	-	0.8	1.6	-	-	-
	100.0	-	75.0	25.0	50.0	-	-	-	-	-	75.0	-	50.0	50.0	-	50.0	25.0	-	-	-
1 - Very Dissatisfied	2	1	1	-	2	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-
	0.4	1.1	0.5	-	1.8	-	-	-	-	-	-	-	-	0.8	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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UNDER PROTECTIVE ORDER
GC 016065

Table 45
Q.5b SEC.C Satisfaction With The Quality Of Construction For Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
Mean	4.45	4.34	4.43	4.54	4.35	4.45	4.46	4.58	4.68	4.58	4.43	4.48	4.39	4.47	4.54	4.47	4.44	4.45	4.80	4.39
Standard Deviation	0.70	0.75	0.73	0.62	0.85	0.64	0.70	0.61	0.48	0.58	0.70	0.57	0.70	0.71	0.61	0.70	0.71	0.62	0.45	0.70
Standard Error	0.03	0.08	0.05	0.05	0.08	0.08	0.08	0.07	0.11	0.12	0.05	0.08	0.06	0.04	0.09	0.05	0.09	0.11	0.20	0.08

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Table 46
Q.5c SEC.C Satisfaction With The Price Of Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Top 2 Box (Net)	283	63	117	101	63	44	41	43	10	10	100	30	82	163	38	141	37	19	4	60
	62.7	69.2	57.6	65.2	57.3	68.8	59.4	53.1	52.6	41.7	57.8	55.6	59.0	62.2	76.0	59.7	57.8	61.3	80.0	75.0
	100.0	22.3	41.3	35.7	22.3	15.5	14.5	15.2	3.5	3.5	35.3	10.6	29.0	57.6	13.4	49.8	13.1	6.7	1.4	21.2
5 - Very Satisfied	141	32	51	57	27	19	28	20	2	4	53	14	34	82	25	67	14	9	3	36
	31.3	35.2	25.1	36.8	24.5	29.7	40.6	24.7	10.5	16.7	30.6	25.9	24.5	31.3	50.0	28.4	21.9	29.0	60.0	45.0
	100.0	22.7	36.2	40.4	19.1	13.5	19.9	14.2	1.4	2.8	37.6	9.9	24.1	58.2	17.7	47.5	9.9	6.4	2.1	25.5
4	142	31	66	44	36	25	13	23	8	6	47	16	48	81	13	74	23	10	1	24
	31.5	34.1	32.5	28.4	32.7	39.1	18.8	28.4	42.1	25.0	27.2	29.6	34.5	30.9	26.0	31.4	35.9	32.3	20.0	30.0
	100.0	21.8	46.5	31.0	25.4	17.6	9.2	16.2	5.6	4.2	33.1	11.3	33.8	57.0	9.2	52.1	16.2	7.0	0.7	16.9
3	121	24	58	39	28	14	21	26	6	11	54	16	41	71	9	67	22	9	1	12
	26.8	26.4	28.6	25.2	25.5	21.9	30.4	32.1	31.6	45.8	31.2	29.6	29.5	27.1	18.0	28.4	34.4	29.0	20.0	15.0
	100.0	19.8	47.9	32.2	23.1	11.6	17.4	21.5	5.0	9.1	44.6	13.2	33.9	58.7	7.4	55.4	18.2	7.4	0.8	9.9
Bottom 2 Box (Net)	47	4	28	15	19	6	7	12	3	3	19	8	16	28	3	28	5	3	-	8
	10.4	4.4	13.8	9.7	17.3	9.4	10.1	14.8	15.8	12.5	11.0	14.8	11.5	10.7	6.0	11.9	7.8	9.7	-	10.0
	100.0	8.5	59.6	31.9	40.4	12.8	14.9	25.5	6.4	6.4	40.4	17.0	34.0	59.6	6.4	59.6	10.6	6.4	-	17.0
2	36	3	23	10	13	6	6	10	3	2	16	6	12	22	2	22	5	3	-	5
	8.0	3.3	11.3	6.5	11.8	9.4	8.7	12.3	15.8	8.3	9.2	11.1	8.6	8.4	4.0	9.3	7.8	9.7	-	6.3
	100.0	8.3	63.9	27.8	36.1	16.7	16.7	27.8	8.3	5.6	44.4	16.7	33.3	61.1	5.6	61.1	13.9	8.3	-	13.9
1 - Very Dissatisfied	11	1	5	5	6	-	1	2	-	1	3	2	4	6	1	6	-	-	-	3
	2.4	1.1	2.5	3.2	5.5	-	1.4	2.5	-	4.2	1.7	3.7	2.9	2.3	2.0	2.5	-	-	-	3.8
	100.0	9.1	45.5	45.5	54.5	-	9.1	18.2	-	9.1	27.3	18.2	36.4	54.5	9.1	54.5	-	-	-	27.3

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Table 46
Q.5c SEC.C Satisfaction With The Price Of Your Primary Brand?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
Mean	3.81	3.99	3.67	3.89	3.59	3.89	3.88	3.60	3.47	3.42	3.76	3.63	3.69	3.81	4.18	3.74	3.72	3.81	4.40	4.06
Standard Deviation	1.04	0.92	1.05	1.08	1.14	0.94	1.09	1.07	0.90	1.02	1.04	1.10	1.03	1.05	1.00	1.05	0.90	0.98	0.89	1.09
Standard Error	0.05	0.10	0.07	0.09	0.11	0.12	0.13	0.12	0.21	0.21	0.08	0.15	0.09	0.06	0.14	0.07	0.11	0.18	0.40	0.12

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Table 47
Q.5d SEC.C Satisfaction With The Taste Of Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Top 2 Box (Net)	427	84	196	145	98	63	67	79	19	24	167	50	131	249	47	224	60	29	5	76
	94.7	92.3	96.6	93.5	89.1	98.4	97.1	97.5	100.0	100.0	96.5	92.6	94.2	95.0	94.0	94.9	93.8	93.5	100.0	95.0
	100.0	19.7	45.9	34.0	23.0	14.8	15.7	18.5	4.4	5.6	39.1	11.7	30.7	58.3	11.0	52.5	14.1	6.8	1.2	17.8
5 - Very Satisfied	276	53	125	96	60	46	45	45	15	15	101	33	87	155	34	147	38	14	4	48
	61.2	58.2	61.6	61.9	54.5	71.9	65.2	55.6	78.9	62.5	58.4	61.1	62.6	59.2	68.0	62.3	59.4	45.2	80.0	60.0
	100.0	19.2	45.3	34.8	21.7	16.7	16.3	16.3	5.4	5.4	36.6	12.0	31.5	56.2	12.3	53.3	13.8	5.1	1.4	17.4
4	151	31	71	49	38	17	22	34	4	9	66	17	44	94	13	77	22	15	1	28
	33.5	34.1	35.0	31.6	34.5	26.6	31.9	42.0	21.1	37.5	38.2	31.5	31.7	35.9	26.0	32.6	34.4	48.4	20.0	35.0
	100.0	20.5	47.0	32.5	25.2	11.3	14.6	22.5	2.6	6.0	43.7	11.3	29.1	62.3	8.6	51.0	14.6	9.9	0.7	18.5
3	19	6	5	8	9	1	1	2	-	-	3	3	7	9	3	9	3	2	-	4
	4.2	6.6	2.5	5.2	8.2	1.6	1.4	2.5	-	-	1.7	5.6	5.0	3.4	6.0	3.8	4.7	6.5	-	5.0
	100.0	31.6	26.3	42.1	47.4	5.3	5.3	10.5	-	-	15.8	15.8	36.8	47.4	15.8	47.4	15.8	10.5	-	21.1
Bottom 2 Box (Net)	5	1	2	2	3	-	1	-	-	-	3	1	1	4	-	3	1	-	-	-
	1.1	1.1	1.0	1.3	2.7	-	1.4	-	-	-	1.7	1.9	0.7	1.5	-	1.3	1.6	-	-	-
	100.0	20.0	40.0	40.0	60.0	-	20.0	-	-	-	60.0	20.0	20.0	80.0	-	60.0	20.0	-	-	-
2	5	1	2	2	3	-	1	-	-	-	3	1	1	4	-	3	1	-	-	-
	1.1	1.1	1.0	1.3	2.7	-	1.4	-	-	-	1.7	1.9	0.7	1.5	-	1.3	1.6	-	-	-
	100.0	20.0	40.0	40.0	60.0	-	20.0	-	-	-	60.0	20.0	20.0	80.0	-	60.0	20.0	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80

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Table 47
Q.5d SEC.C Satisfaction With The Taste Of Your Primary Brand?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean	4.55	4.49	4.57	4.54	4.41	4.70	4.61	4.53	4.79	4.63	4.53	4.52	4.56	4.53	4.62	4.56	4.52	4.39	4.80	4.55
Standard Deviation	0.63	0.67	0.60	0.66	0.76	0.49	0.60	0.55	0.42	0.49	0.62	0.69	0.63	0.64	0.60	0.63	0.67	0.62	0.45	0.59
Standard Error	0.03	0.07	0.04	0.05	0.07	0.06	0.07	0.06	0.10	0.10	0.05	0.09	0.05	0.04	0.09	0.04	0.08	0.11	0.20	0.07

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Table 48
Q.7a SEC.C Price Lower Than You Would Expect To Pay, But Still A Bargain

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Less Than $1.00	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
$1.00-$1.99	15	5	4	6	4	2	1	-	-	2	3	1	3	12	-	8	-	3	-	1
	3.3	5.5	2.0	3.9	3.6	3.1	1.4	-	-	8.3	1.7	1.9	2.2	4.6	-	3.4	-	9.7	-	1.3
	100.0	33.3	26.7	40.0	26.7	13.3	6.7	-	-	13.3	20.0	6.7	20.0	80.0	-	53.3	-	20.0	-	6.7
$2.00-$2.99	43	6	22	15	13	9	4	13	1	3	14	4	13	27	3	27	7	5	-	1
	9.5	6.6	10.8	9.7	11.8	14.1	5.8	16.0	5.3	12.5	8.1	7.4	9.4	10.3	6.0	11.4	10.9	16.1	-	1.3
	100.0	14.0	51.2	34.9	30.2	20.9	9.3	30.2	2.3	7.0	32.6	9.3	30.2	62.8	7.0	62.8	16.3	11.6	-	2.3
$3.00-$3.99	55	18	23	14	18	8	5	13	2	3	23	8	18	31	6	28	11	2	1	2
	12.2	19.8	11.3	9.0	16.4	12.5	7.2	16.0	10.5	12.5	13.3	14.8	12.9	11.8	12.0	11.9	17.2	6.5	20.0	2.5
	100.0	32.7	41.8	25.5	32.7	14.5	9.1	23.6	3.6	5.5	41.8	14.5	32.7	56.4	10.9	50.9	20.0	3.6	1.8	3.6
$4.00-$4.99	42	10	22	10	14	4	5	7	2	5	21	6	18	20	4	30	8	2	-	-
	9.3	11.0	10.8	6.5	12.7	6.3	7.2	8.6	10.5	20.8	12.1	11.1	12.9	7.6	8.0	12.7	12.5	6.5	-	-
	100.0	23.8	52.4	23.8	33.3	9.5	11.9	16.7	4.8	11.9	50.0	14.3	42.9	47.6	9.5	71.4	19.0	4.8	-	-
$5.00-$5.99	51	13	24	13	14	3	3	7	2	2	22	7	17	30	4	36	8	4	1	-
	11.3	14.3	11.8	8.4	12.7	4.7	4.3	8.6	10.5	8.3	12.7	13.0	12.2	11.5	8.0	15.3	12.5	12.9	20.0	-
	100.0	25.5	47.1	25.5	27.5	5.9	5.9	13.7	3.9	3.9	43.1	13.7	33.3	58.8	7.8	70.6	15.7	7.8	2.0	-
$6.00-$6.99	18	6	9	3	4	4	3	3	-	2	7	1	10	8	-	11	7	-	-	-
	4.0	6.6	4.4	1.9	3.6	6.3	4.3	3.7	-	8.3	4.0	1.9	7.2	3.1	-	4.7	10.9	-	-	-
	100.0	33.3	50.0	16.7	22.2	22.2	16.7	16.7	-	11.1	38.9	5.6	55.6	44.4	-	61.1	38.9	-	-	-

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Table 48
Q.7a SEC.C Price Lower Than You Would Expect To Pay, But Still A Bargain

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$7.00-$9.99	33	5	18	10	11	2	5	5	3	-	10	6	12	19	2	23	3	5	-	-
	7.3	5.5	8.9	6.5	10.0	3.1	7.2	6.2	15.8	-	5.8	11.1	8.6	7.3	4.0	9.7	4.7	16.1	-	-
	100.0	15.2	54.5	30.3	33.3	6.1	15.2	15.2	9.1	-	30.3	18.2	36.4	57.6	6.1	69.7	9.1	15.2	-	-
$10.00-$24.99	35	6	16	13	4	5	7	10	1	1	6	3	9	22	4	16	7	2	-	9
	7.8	6.6	7.9	8.4	3.6	7.8	10.1	12.3	5.3	4.2	3.5	5.6	6.5	8.4	8.0	6.8	10.9	6.5	-	11.3
	100.0	17.1	45.7	37.1	11.4	14.3	20.0	28.6	2.9	2.9	17.1	8.6	25.7	62.9	11.4	45.7	20.0	5.7	-	25.7
$25.00-$74.99	99	15	34	50	17	15	24	14	6	5	42	14	24	58	17	34	8	5	1	45
	22.0	16.5	16.7	32.3	15.5	23.4	34.8	17.3	31.6	20.8	24.3	25.9	17.3	22.1	34.0	14.4	12.5	16.1	20.0	56.3
	100.0	15.2	34.3	50.5	17.2	15.2	24.2	14.1	6.1	5.1	42.4	14.1	24.2	58.6	17.2	34.3	8.1	5.1	1.0	45.5
$75.00+	38	3	27	8	7	10	5	6	2	-	16	3	14	20	4	17	3	-	1	15
	8.4	3.3	13.3	5.2	6.4	15.6	7.2	7.4	10.5	-	9.2	5.6	10.1	7.6	8.0	7.2	4.7	-	20.0	18.8
	100.0	7.9	71.1	21.1	18.4	26.3	13.2	15.8	5.3	-	42.1	7.9	36.8	52.6	10.5	44.7	7.9	-	2.6	39.5
Don't know	21	4	4	12	4	2	6	3	-	1	9	1	1	15	5	6	2	3	1	6
	4.7	4.4	2.0	7.7	3.6	3.1	8.7	3.7	-	4.2	5.2	1.9	0.7	5.7	10.0	2.5	3.1	9.7	20.0	7.5
	100.0	19.0	19.0	57.1	19.0	9.5	28.6	14.3	-	4.8	42.9	4.8	4.8	71.4	23.8	28.6	9.5	14.3	4.8	28.6
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	430	87	199	143	106	62	63	78	19	23	164	53	138	247	45	230	62	28	4	74
Mean	23.84	16.49	26.70	24.46	18.65	28.75	27.91	21.07	25.79	13.54	23.93	20.59	25.51	22.30	27.13	20.90	14.42	11.45	27.00	48.22
Standard Deviation	47.01	32.71	59.93	31.20	34.26	33.72	36.99	35.90	33.09	18.69	34.28	25.75	67.84	33.95	27.17	56.75	21.42	14.58	33.51	36.05

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Table 48
Q.7a SEC.C Price Lower Than You Would Expect To Pay, But Still A Bargain

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Standard Error	2.27	3.51	4.25	2.61	3.33	4.28	4.66	4.06	7.59	3.90	2.68	3.54	5.78	2.16	4.05	3.74	2.72	2.75	16.75	4.19
Median	6.00	5.00	6.00	9.99	5.00	8.00	20.00	5.25	8.00	4.00	5.25	6.00	5.50	6.00	20.00	5.00	5.00	5.00	15.00	40.00

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Table 49
Q.7b SEC.C Price So Low That You Would Question The Quality

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Less Than $1.00	17	1	7	9	6	-	3	4	-	1	2	1	2	14	1	8	-	4	-	1
	3.8	1.1	3.4	5.8	5.5	-	4.3	4.9	-	4.2	1.2	1.9	1.4	5.3	2.0	3.4	-	12.9	-	1.3
	100.0	5.9	41.2	52.9	35.3	-	17.6	23.5	-	5.9	11.8	5.9	11.8	82.4	5.9	47.1	-	23.5	-	5.9
$1.00-$1.99	64	17	28	19	14	16	4	14	2	6	25	7	25	35	4	37	14	3	1	3
	14.2	18.7	13.8	12.3	12.7	25.0	5.8	17.3	10.5	25.0	14.5	13.0	18.0	13.4	8.0	15.7	21.9	9.7	20.0	3.8
	100.0	26.6	43.8	29.7	21.9	25.0	6.3	21.9	3.1	9.4	39.1	10.9	39.1	54.7	6.3	57.8	21.9	4.7	1.6	4.7
$2.00-$2.99	66	16	33	17	26	6	6	14	2	6	27	8	23	36	7	35	15	5	-	2
	14.6	17.6	16.3	11.0	23.6	9.4	8.7	17.3	10.5	25.0	15.6	14.8	16.5	13.7	14.0	14.8	23.4	16.1	-	2.5
	100.0	24.2	50.0	25.8	39.4	9.1	9.1	21.2	3.0	9.1	40.9	12.1	34.8	54.5	10.6	53.0	22.7	7.6	-	3.0
$3.00-$3.99	55	14	27	14	17	4	7	5	2	2	23	6	22	29	4	39	10	2	1	1
	12.2	15.4	13.3	9.0	15.5	6.3	10.1	6.2	10.5	8.3	13.3	11.1	15.8	11.1	8.0	16.5	15.6	6.5	20.0	1.3
	100.0	25.5	49.1	25.5	30.9	7.3	12.7	9.1	3.6	3.6	41.8	10.9	40.0	52.7	7.3	70.9	18.2	3.6	1.8	1.8
$4.00-$4.99	31	7	13	11	13	4	2	7	2	1	14	3	8	21	2	26	1	2	-	-
	6.9	7.7	6.4	7.1	11.8	6.3	2.9	8.6	10.5	4.2	8.1	5.6	5.8	8.0	4.0	11.0	1.6	6.5	-	-
	100.0	22.6	41.9	35.5	41.9	12.9	6.5	22.6	6.5	3.2	45.2	9.7	25.8	67.7	6.5	83.9	3.2	6.5	-	-
$5.00-$5.99	35	5	21	8	9	3	3	9	2	1	11	7	13	21	1	18	9	2	-	1
	7.8	5.5	10.3	5.2	8.2	4.7	4.3	11.1	10.5	4.2	6.4	13.0	9.4	8.0	2.0	7.6	14.1	6.5	-	1.3
	100.0	14.3	60.0	22.9	25.7	8.6	8.6	25.7	5.7	2.9	31.4	20.0	37.1	60.0	2.9	51.4	25.7	5.7	-	2.9
$6.00-$6.99	7	2	2	3	-	1	-	4	1	-	4	2	2	4	1	5	-	1	-	1
	1.6	2.2	1.0	1.9	-	1.6	-	4.9	5.3	-	2.3	3.7	1.4	1.5	2.0	2.1	-	3.2	-	1.3
	100.0	28.6	28.6	42.9	-	14.3	-	57.1	14.3	-	57.1	28.6	28.6	57.1	14.3	71.4	-	14.3	-	14.3

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Table 49
Q.7b SEC.C Price So Low That You Would Question The Quality

	TOTAL	SMOKING TENURE: PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$7.00-$9.99	11	5	4	2	1	2	3	2	-	-	1	-	5	5	1	7	1	2	-	1
	2.4	5.5	2.0	1.3	0.9	3.1	4.3	2.5	-	-	0.6	-	3.6	1.9	2.0	3.0	1.6	6.5	-	1.3
	100.0	45.5	36.4	18.2	9.1	18.2	27.3	18.2	-	-	9.1	-	45.5	45.5	9.1	63.6	9.1	18.2	-	9.1
$10.00-$24.99	63	11	22	30	6	8	18	8	5	5	19	6	10	43	10	23	6	5	1	24
	14.0	12.1	10.8	19.4	5.5	12.5	26.1	9.9	26.3	20.8	11.0	11.1	7.2	16.4	20.0	9.7	9.4	16.1	20.0	30.0
	100.0	17.5	34.9	47.6	9.5	12.7	28.6	12.7	7.9	7.9	30.2	9.5	15.9	68.3	15.9	36.5	9.5	7.9	1.6	38.1
$25.00-$74.99	77	9	36	32	13	15	17	11	2	2	34	13	25	37	15	27	7	2	1	38
	17.1	9.9	17.7	20.6	11.8	23.4	24.6	13.6	10.5	8.3	19.7	24.1	18.0	14.1	30.0	11.4	10.9	6.5	20.0	47.5
	100.0	11.7	46.8	41.6	16.9	19.5	22.1	14.3	2.6	2.6	44.2	16.9	32.5	48.1	19.5	35.1	9.1	2.6	1.3	49.4
$75.00+	10	2	5	3	4	1	1	2	1	-	4	-	2	8	-	7	-	-	-	3
	2.2	2.2	2.5	1.9	3.6	1.6	1.4	2.5	5.3	-	2.3	-	1.4	3.1	-	3.0	-	-	-	3.8
	100.0	20.0	50.0	30.0	40.0	10.0	10.0	20.0	10.0	-	40.0	-	20.0	80.0	-	70.0	-	-	-	30.0
Don't know	15	2	5	7	1	4	5	1	-	-	9	1	2	9	4	4	1	3	1	5
	3.3	2.2	2.5	4.5	0.9	6.3	7.2	1.2	-	-	5.2	1.9	1.4	3.4	8.0	1.7	1.6	9.7	20.0	6.3
	100.0	13.3	33.3	46.7	6.7	26.7	33.3	6.7	-	-	60.0	6.7	13.3	60.0	26.7	26.7	6.7	20.0	6.7	33.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	436	89	198	148	109	60	64	80	19	24	164	53	137	253	46	232	63	28	4	75
Mean	13.84	11.62	13.56	15.61	12.38	15.85	18.16	12.68	16.47	8.12	14.31	13.34	12.19	14.24	16.58	11.66	7.88	7.58	16.00	30.85
Standard Deviation	22.49	27.85	19.50	22.72	27.99	20.71	26.67	25.99	25.70	10.56	23.04	16.14	18.60	25.24	16.15	21.59	12.91	8.86	18.13	29.84

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Table 49
Q.7b SEC.C Price So Low That You Would Question The Quality

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Standard Error	1.08	2.95	1.39	1.87	2.68	2.67	3.33	2.91	5.90	2.15	1.80	2.22	1.59	1.59	2.38	1.42	1.63	1.67	9.06	3.45
Median	4.00	3.00	4.00	5.00	3.00	4.50	12.50	4.00	5.00	2.50	4.00	5.00	3.50	4.00	12.50	3.50	3.00	3.50	11.50	25.00

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Table 50
Q.7c SEC.C Price So High That You Would Not Consider Purchasing

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$1.00-$1.99	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
$2.00-$2.99	4	-	3	1	1	-	-	-	-	-	1	-	1	2	1	2	1	1	-	-
	0.9	-	1.5	0.6	0.9	-	-	-	-	-	0.6	-	0.7	0.8	2.0	0.8	1.6	3.2	-	-
	100.0	-	75.0	25.0	25.0	-	-	-	-	-	25.0	-	25.0	50.0	25.0	50.0	25.0	25.0	-	-
$3.00-$3.99	7	1	2	4	2	-	1	1	-	1	2	-	1	6	-	2	-	2	-	1
	1.6	1.1	1.0	2.6	1.8	-	1.4	1.2	-	4.2	1.2	-	0.7	2.3	-	0.8	-	6.5	-	1.3
	100.0	14.3	28.6	57.1	28.6	-	14.3	14.3	-	14.3	28.6	-	14.3	85.7	-	28.6	-	28.6	-	14.3
$4.00-$4.99	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
$5.00-$5.99	15	3	6	6	2	5	2	5	-	1	6	2	5	8	2	9	3	2	-	-
	3.3	3.3	3.0	3.9	1.8	7.8	2.9	6.2	-	4.2	3.5	3.7	3.6	3.1	4.0	3.8	4.7	6.5	-	-
	100.0	20.0	40.0	40.0	13.3	33.3	13.3	33.3	-	6.7	40.0	13.3	33.3	53.3	13.3	60.0	20.0	13.3	-	-
$6.00-$6.99	14	7	6	1	7	1	2	3	-	-	4	-	6	8	-	7	4	-	-	-
	3.1	7.7	3.0	0.6	6.4	1.6	2.9	3.7	-	-	2.3	-	4.3	3.1	-	3.0	6.3	-	-	-
	100.0	50.0	42.9	7.1	50.0	7.1	14.3	21.4	-	-	28.6	-	42.9	57.1	-	50.0	28.6	-	-	-
$7.00-$9.99	53	10	26	17	16	5	3	13	3	2	17	5	21	28	4	36	9	4	1	1
	11.8	11.0	12.8	11.0	14.5	7.8	4.3	16.0	15.8	8.3	9.8	9.3	15.1	10.7	8.0	15.3	14.1	12.9	20.0	1.3
	100.0	18.9	49.1	32.1	30.2	9.4	5.7	24.5	5.7	3.8	32.1	9.4	39.6	52.8	7.5	67.9	17.0	7.5	1.9	1.9

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Table 50
Q.7c SEC.C Price So High That You Would Not Consider Purchasing

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$10.00-$24.99	154	42	72	39	43	21	20	27	5	12	63	22	52	91	11	94	28	13	1	4
	34.1	46.2	35.5	25.2	39.1	32.8	29.0	33.3	26.3	50.0	36.4	40.7	37.4	34.7	22.0	39.8	43.8	41.9	20.0	5.0
	100.0	27.3	46.8	25.3	27.9	13.6	13.0	17.5	3.2	7.8	40.9	14.3	33.8	59.1	7.1	61.0	18.2	8.4	0.6	2.6
$25.00-$74.99	74	11	32	31	16	8	13	13	4	2	26	8	19	43	12	37	8	3	-	19
	16.4	12.1	15.8	20.0	14.5	12.5	18.8	16.0	21.1	8.3	15.0	14.8	13.7	16.4	24.0	15.7	12.5	9.7	-	23.8
	100.0	14.9	43.2	41.9	21.6	10.8	17.6	17.6	5.4	2.7	35.1	10.8	25.7	58.1	16.2	50.0	10.8	4.1	-	25.7
$75.00+	119	17	53	48	23	22	22	19	7	6	49	15	33	71	15	48	11	4	1	50
	26.4	18.7	26.1	31.0	20.9	34.4	31.9	23.5	36.8	25.0	28.3	27.8	23.7	27.1	30.0	20.3	17.2	12.9	20.0	62.5
	100.0	14.3	44.5	40.3	19.3	18.5	18.5	16.0	5.9	5.0	41.2	12.6	27.7	59.7	12.6	40.3	9.2	3.4	0.8	42.0
Don't know	9	-	2	7	-	2	4	-	-	-	5	2	1	4	4	-	-	2	2	4
	2.0	-	1.0	4.5	-	3.1	5.8	-	-	-	2.9	3.7	0.7	1.5	8.0	-	-	6.5	40.0	5.0
	100.0	-	22.2	77.8	-	22.2	44.4	-	-	-	55.6	22.2	11.1	44.4	44.4	-	-	22.2	22.2	44.4
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	442	91	201	148	110	62	65	81	19	24	168	52	138	258	46	236	64	29	3	76
Mean	53.93	45.52	53.67	59.38	44.10	70.58	72.40	52.28	79.37	49.83	59.60	55.87	45.22	59.16	50.74	44.69	33.10	27.85	174.33	109.64
Standard Deviation	81.80	92.09	78.03	80.62	84.11	98.80	93.87	89.39	106.61	66.11	83.36	62.07	63.41	94.24	46.90	72.13	46.74	36.31	282.06	104.53
Standard Error	3.89	9.65	5.50	6.63	8.02	12.55	11.64	9.93	24.46	13.49	6.43	8.61	5.40	5.87	6.91	4.70	5.84	6.74	162.85	11.99
Median	20.00	15.00	18.00	25.00	15.00	20.00	25.00	15.00	30.00	18.50	20.00	20.00	15.00	20.00	42.50	15.00	15.00	12.00	15.00	100.00

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Table 51
Q.7d SEC.C Price Higher Than You Expected, But Would Consider Purchasing It

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$1.00-$1.99	1	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
$2.00-$2.99	4	-	2	2	1	-	-	-	-	1	-	-	-	4	-	1	-	1	-	-
	0.9	-	1.0	1.3	0.9	-	-	-	-	4.2	-	-	-	1.5	-	0.4	-	3.2	-	-
	100.0	-	50.0	50.0	25.0	-	-	-	-	25.0	-	-	-	100.0	-	25.0	-	25.0	-	-
$3.00-$3.99	7	3	2	2	1	2	-	2	-	-	-	-	3	3	1	2	1	1	-	1
	1.6	3.3	1.0	1.3	0.9	3.1	-	2.5	-	-	-	-	2.2	1.1	2.0	0.8	1.6	3.2	-	1.3
	100.0	42.9	28.6	28.6	14.3	28.6	-	28.6	-	-	-	-	42.9	42.9	14.3	28.6	14.3	14.3	-	14.3
$4.00-$4.99	13	3	4	6	3	3	4	3	-	1	9	2	2	10	1	7	2	2	-	-
	2.9	3.3	2.0	3.9	2.7	4.7	5.8	3.7	-	4.2	5.2	3.7	1.4	3.8	2.0	3.0	3.1	6.5	-	-
	100.0	23.1	30.8	46.2	23.1	23.1	30.8	23.1	-	7.7	69.2	15.4	15.4	76.9	7.7	53.8	15.4	15.4	-	-
$5.00-$5.99	21	3	12	6	7	2	1	6	1	-	6	3	8	12	1	13	1	3	-	-
	4.7	3.3	5.9	3.9	6.4	3.1	1.4	7.4	5.3	-	3.5	5.6	5.8	4.6	2.0	5.5	1.6	9.7	-	-
	100.0	14.3	57.1	28.6	33.3	9.5	4.8	28.6	4.8	-	28.6	14.3	38.1	57.1	4.8	61.9	4.8	14.3	-	-
$6.00-$6.99	27	5	12	10	9	4	2	8	1	1	7	1	12	13	2	14	7	3	1	-
	6.0	5.5	5.9	6.5	8.2	6.3	2.9	9.9	5.3	4.2	4.0	1.9	8.6	5.0	4.0	5.9	10.9	9.7	20.0	-
	100.0	18.5	44.4	37.0	33.3	14.8	7.4	29.6	3.7	3.7	25.9	3.7	44.4	48.1	7.4	51.9	25.9	11.1	3.7	-
$7.00-$9.99	73	18	41	14	21	11	6	14	2	4	32	9	29	39	5	50	16	2	-	3
	16.2	19.8	20.2	9.0	19.1	17.2	8.7	17.3	10.5	16.7	18.5	16.7	20.9	14.9	10.0	21.2	25.0	6.5	-	3.8
	100.0	24.7	56.2	19.2	28.8	15.1	8.2	19.2	2.7	5.5	43.8	12.3	39.7	53.4	6.8	68.5	21.9	2.7	-	4.1

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Table 51
Q.7d SEC.C Price Higher Than You Expected, But Would Consider Purchasing It

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$10.00-$24.99	126	36	56	34	36	11	18	21	5	10	50	13	42	76	8	76	25	10	1	4
	27.9	39.6	27.6	21.9	32.7	17.2	26.1	25.9	26.3	41.7	28.9	24.1	30.2	29.0	16.0	32.2	39.1	32.3	20.0	5.0
	100.0	28.6	44.4	27.0	28.6	8.7	14.3	16.7	4.0	7.9	39.7	10.3	33.3	60.3	6.3	60.3	19.8	7.9	0.8	3.2
$25.00-$74.99	77	9	31	36	18	9	11	11	4	-	24	9	18	41	18	34	5	4	-	29
	17.1	9.9	15.3	23.2	16.4	14.1	15.9	13.6	21.1	-	13.9	16.7	12.9	15.6	36.0	14.4	7.8	12.9	-	36.3
	100.0	11.7	40.3	46.8	23.4	11.7	14.3	14.3	5.2	-	31.2	11.7	23.4	53.2	23.4	44.2	6.5	5.2	-	37.7
$75.00+	86	12	39	35	12	18	20	16	6	6	37	15	24	55	7	36	7	3	2	34
	19.1	13.2	19.2	22.6	10.9	28.1	29.0	19.8	31.6	25.0	21.4	27.8	17.3	21.0	14.0	15.3	10.9	9.7	40.0	42.5
	100.0	14.0	45.3	40.7	14.0	20.9	23.3	18.6	7.0	7.0	43.0	17.4	27.9	64.0	8.1	41.9	8.1	3.5	2.3	39.5
Don't know	16	2	4	9	2	4	6	-	-	1	8	2	1	9	6	3	-	2	1	8
	3.5	2.2	2.0	5.8	1.8	6.3	8.7	-	-	4.2	4.6	3.7	0.7	3.4	12.0	1.3	-	6.5	20.0	10.0
	100.0	12.5	25.0	56.3	12.5	25.0	37.5	-	-	6.3	50.0	12.5	6.3	56.3	37.5	18.8	-	12.5	6.3	50.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	435	89	199	146	108	60	63	81	19	23	165	52	138	253	44	233	64	29	4	72
Mean	40.02	30.51	40.48	45.11	32.63	51.36	52.94	39.88	51.79	38.87	42.13	43.98	35.23	41.90	44.20	34.58	26.59	21.22	67.00	81.06
Standard Deviation	55.01	55.97	53.43	56.36	54.96	61.71	60.14	63.91	56.05	51.67	52.61	45.66	49.36	59.36	44.95	53.86	42.73	26.17	70.06	60.87
Standard Error	2.64	5.93	3.79	4.66	5.29	7.97	7.58	7.10	12.86	10.77	4.10	6.33	4.20	3.73	6.78	3.53	5.34	4.86	35.03	7.17
Median	14.00	10.00	13.00	20.00	11.00	14.50	20.00	12.00	25.00	12.00	15.00	20.00	12.00	13.00	32.50	12.00	10.00	10.00	56.00	70.00

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Table 52
Q.1a SEC.D Agreement With Statements About Cigars
- If My Friends Stopped Smoking Cigars, I Probably Would Too -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	41	16	14	11	13	5	2	9	2	-	17	4	19	21	1	25	6	4	-	1
	9.1	17.6	6.9	7.1	11.8	7.8	2.9	11.1	10.5	-	9.8	7.4	13.7	8.0	2.0	10.6	9.4	12.9	-	1.3
	100.0	39.0	34.1	26.8	31.7	12.2	4.9	22.0	4.9	-	41.5	9.8	46.3	51.2	2.4	61.0	14.6	9.8	-	2.4
Agree Strongly (4)	17	8	4	5	5	2	2	5	1	-	8	2	5	11	1	9	4	2	-	1
	3.8	8.8	2.0	3.2	4.5	3.1	2.9	6.2	5.3	-	4.6	3.7	3.6	4.2	2.0	3.8	6.3	6.5	-	1.3
	100.0	47.1	23.5	29.4	29.4	11.8	11.8	29.4	5.9	-	47.1	11.8	29.4	64.7	5.9	52.9	23.5	11.8	-	5.9
Agree Somewhat (3)	24	8	10	6	8	3	-	4	1	-	9	2	14	10	-	16	2	2	-	-
	5.3	8.8	4.9	3.9	7.3	4.7	-	4.9	5.3	-	5.2	3.7	10.1	3.8	-	6.8	3.1	6.5	-	-
	100.0	33.3	41.7	25.0	33.3	12.5	-	16.7	4.2	-	37.5	8.3	58.3	41.7	-	66.7	8.3	8.3	-	-
Disagree Strongly/Somewhat (Net)	408	75	187	144	96	58	67	71	17	24	155	50	118	241	49	211	57	27	5	79
	90.5	82.4	92.1	92.9	87.3	90.6	97.1	87.7	89.5	100.0	89.6	92.6	84.9	92.0	98.0	89.4	89.1	87.1	100.0	98.8
	100.0	18.4	45.8	35.3	23.5	14.2	16.4	17.4	4.2	5.9	38.0	12.3	28.9	59.1	12.0	51.7	14.0	6.6	1.2	19.4
Disagree Somewhat (2)	106	33	55	18	32	13	6	15	2	9	40	7	40	61	5	59	23	5	-	15
	23.5	36.3	27.1	11.6	29.1	20.3	8.7	18.5	10.5	37.5	23.1	13.0	28.8	23.3	10.0	25.0	35.9	16.1	-	18.8
	100.0	31.1	51.9	17.0	30.2	12.3	5.7	14.2	1.9	8.5	37.7	6.6	37.7	57.5	4.7	55.7	21.7	4.7	-	14.2
Disagree Strongly (1)	302	42	132	126	64	45	61	56	15	15	115	43	78	180	44	152	34	22	5	64
	67.0	46.2	65.0	81.3	58.2	70.3	88.4	69.1	78.9	62.5	66.5	79.6	56.1	68.7	88.0	64.4	53.1	71.0	100.0	80.0
	100.0	13.9	43.7	41.7	21.2	14.9	20.2	18.5	5.0	5.0	38.1	14.2	25.8	59.6	14.6	50.3	11.3	7.3	1.7	21.2
Don't know	2	-	2	-	1	1	-	1	-	-	1	-	2	-	-	-	1	-	-	-
	0.4	-	1.0	-	0.9	1.6	-	1.2	-	-	0.6	-	1.4	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	50.0	50.0	-	50.0	-	-	50.0	-	100.0	-	-	-	50.0	-	-	-

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Table 52
Q.1a SEC.D Agreement With Statements About Cigars
- If My Friends Stopped Smoking Cigars, I Probably Would Too -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	91	201	155	109	63	69	80	19	24	172	54	137	262	50	236	63	31	5	80
Mean	1.46	1.80	1.43	1.29	1.58	1.40	1.17	1.48	1.37	1.38	1.48	1.31	1.61	1.44	1.16	1.50	1.62	1.48	1.00	1.23
Standard Deviation	0.76	0.93	0.68	0.69	0.82	0.73	0.57	0.86	0.83	0.49	0.80	0.72	0.82	0.76	0.51	0.79	0.83	0.89	0.00	0.50
Standard Error	0.04	0.10	0.05	0.06	0.08	0.09	0.07	0.10	0.19	0.10	0.06	0.10	0.07	0.05	0.07	0.05	0.10	0.16	0.00	0.06

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Table 53
Q.1b SEC.D Agreement With Statements About Cigars
- I Am Now Smoking Better-Quality Cigars Than I Used To -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	364	70	172	122	93	52	56	66	13	20	141	45	113	213	38	191	56	23	5	62
	80.7	76.9	84.7	78.7	84.5	81.3	81.2	81.5	68.4	83.3	81.5	83.3	81.3	81.3	76.0	80.9	87.5	74.2	100.0	77.5
	100.0	19.2	47.3	33.5	25.5	14.3	15.4	18.1	3.6	5.5	38.7	12.4	31.0	58.5	10.4	52.5	15.4	6.3	1.4	17.0
Agree Strongly (4)	237	43	107	87	54	37	35	37	7	12	98	32	67	145	25	125	33	13	4	45
	52.5	47.3	52.7	56.1	49.1	57.8	50.7	45.7	36.8	50.0	56.6	59.3	48.2	55.3	50.0	53.0	51.6	41.9	80.0	56.3
	100.0	18.1	45.1	36.7	22.8	15.6	14.8	15.6	3.0	5.1	41.4	13.5	28.3	61.2	10.5	52.7	13.9	5.5	1.7	19.0
Agree Somewhat (3)	127	27	65	35	39	15	21	29	6	8	43	13	46	68	13	66	23	10	1	17
	28.2	29.7	32.0	22.6	35.5	23.4	30.4	35.8	31.6	33.3	24.9	24.1	33.1	26.0	26.0	28.0	35.9	32.3	20.0	21.3
	100.0	21.3	51.2	27.6	30.7	11.8	16.5	22.8	4.7	6.3	33.9	10.2	36.2	53.5	10.2	52.0	18.1	7.9	0.8	13.4
Disagree Strongly/Somewhat (Net)	79	20	31	27	15	11	12	14	5	4	28	8	25	43	11	40	8	8	-	17
	17.5	22.0	15.3	17.4	13.6	17.2	17.4	17.3	26.3	16.7	16.2	14.8	18.0	16.4	22.0	16.9	12.5	25.8	-	21.3
	100.0	25.3	39.2	34.2	19.0	13.9	15.2	17.7	6.3	5.1	35.4	10.1	31.6	54.4	13.9	50.6	10.1	10.1	-	21.5
Disagree Somewhat (2)	51	13	21	17	10	7	9	8	3	4	22	7	15	28	8	30	6	2	-	13
	11.3	14.3	10.3	11.0	9.1	10.9	13.0	9.9	15.8	16.7	12.7	13.0	10.8	10.7	16.0	12.7	9.4	6.5	-	16.3
	100.0	25.5	41.2	33.3	19.6	13.7	17.6	15.7	5.9	7.8	43.1	13.7	29.4	54.9	15.7	58.8	11.8	3.9	-	25.5
Disagree Strongly (1)	28	7	10	10	5	4	3	6	2	-	6	1	10	15	3	10	2	6	-	4
	6.2	7.7	4.9	6.5	4.5	6.3	4.3	7.4	10.5	-	3.5	1.9	7.2	5.7	6.0	4.2	3.1	19.4	-	5.0
	100.0	25.0	35.7	35.7	17.9	14.3	10.7	21.4	7.1	-	21.4	3.6	35.7	53.6	10.7	35.7	7.1	21.4	-	14.3
Don't know	8	1	-	6	2	1	1	1	1	-	4	1	1	6	1	5	-	-	-	1
	1.8	1.1	-	3.9	1.8	1.6	1.4	1.2	5.3	-	2.3	1.9	0.7	2.3	2.0	2.1	-	-	-	1.3
	100.0	12.5	-	75.0	25.0	12.5	12.5	12.5	12.5	-	50.0	12.5	12.5	75.0	12.5	62.5	-	-	-	12.5

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Table 53
Q.1b SEC.D Agreement With Statements About Cigars
- I Am Now Smoking Better-Quality Cigars Than I Used To -

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	443	90	203	149	108	63	68	80	18	24	169	53	138	256	49	231	64	31	5	79
Mean	3.29	3.18	3.33	3.34	3.31	3.35	3.29	3.21	3.00	3.33	3.38	3.43	3.23	3.34	3.22	3.32	3.36	2.97	3.80	3.30
Standard Deviation	0.90	0.95	0.85	0.93	0.83	0.92	0.86	0.91	1.03	0.76	0.84	0.80	0.91	0.89	0.94	0.86	0.78	1.14	0.45	0.92
Standard Error	0.04	0.10	0.06	0.08	0.08	0.12	0.10	0.10	0.24	0.16	0.06	0.11	0.08	0.06	0.13	0.06	0.10	0.20	0.20	0.10

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Table 54
Q.1c SEC.D Agreement With Statements About Cigars
- Cigars Have Become Too Expensive, So I'm Now Smoking Less Expensive Brands -

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	135	30	54	50	30	19	27	22	5	9	48	16	34	83	18	62	20	11	-	37
	29.9	33.0	26.6	32.3	27.3	29.7	39.1	27.2	26.3	37.5	27.7	29.6	24.5	31.7	36.0	26.3	31.3	35.5	-	46.3
	100.0	22.2	40.0	37.0	22.2	14.1	20.0	16.3	3.7	6.7	35.6	11.9	25.2	61.5	13.3	45.9	14.8	8.1	-	27.4
Agree Strongly (4)	43	7	17	18	10	6	10	8	-	3	18	5	10	27	6	17	10	4	-	11
	9.5	7.7	8.4	11.6	9.1	9.4	14.5	9.9	-	12.5	10.4	9.3	7.2	10.3	12.0	7.2	15.6	12.9	-	13.8
	100.0	16.3	39.5	41.9	23.3	14.0	23.3	18.6	-	7.0	41.9	11.6	23.3	62.8	14.0	39.5	23.3	9.3	-	25.6
Agree Somewhat (3)	92	23	37	32	20	13	17	14	5	6	30	11	24	56	12	45	10	7	-	26
	20.4	25.3	18.2	20.6	18.2	20.3	24.6	17.3	26.3	25.0	17.3	20.4	17.3	21.4	24.0	19.1	15.6	22.6	-	32.5
	100.0	25.0	40.2	34.8	21.7	14.1	18.5	15.2	5.4	6.5	32.6	12.0	26.1	60.9	13.0	48.9	10.9	7.6	-	28.3
Disagree Strongly/Somewhat (Net)	315	61	148	105	80	44	42	58	14	15	124	38	104	179	32	174	43	20	5	43
	69.8	67.0	72.9	67.7	72.7	68.8	60.9	71.6	73.7	62.5	71.7	70.4	74.8	68.3	64.0	73.7	67.2	64.5	100.0	53.8
	100.0	19.4	47.0	33.3	25.4	14.0	13.3	18.4	4.4	4.8	39.4	12.1	33.0	56.8	10.2	55.2	13.7	6.3	1.6	13.7
Disagree Somewhat (2)	148	32	77	38	36	22	11	30	4	7	59	14	54	86	8	82	20	11	1	19
	32.8	35.2	37.9	24.5	32.7	34.4	15.9	37.0	21.1	29.2	34.1	25.9	38.8	32.8	16.0	34.7	31.3	35.5	20.0	23.8
	100.0	21.6	52.0	25.7	24.3	14.9	7.4	20.3	2.7	4.7	39.9	9.5	36.5	58.1	5.4	55.4	13.5	7.4	0.7	12.8
Disagree Strongly (1)	167	29	71	67	44	22	31	28	10	8	65	24	50	93	24	92	23	9	4	24
	37.0	31.9	35.0	43.2	40.0	34.4	44.9	34.6	52.6	33.3	37.6	44.4	36.0	35.5	48.0	39.0	35.9	29.0	80.0	30.0
	100.0	17.4	42.5	40.1	26.3	13.2	18.6	16.8	6.0	4.8	38.9	14.4	29.9	55.7	14.4	55.1	13.8	5.4	2.4	14.4
Don't know	1	-	1	-	-	1	-	1	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	1.6	-	1.2	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	100.0	-	100.0	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-

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Table 54
Q.1c SEC.D Agreement With Statements About Cigars
- Cigars Have Become Too Expensive, So I'm Now Smoking Less Expensive Brands -

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	450	91	202	155	110	63	69	80	19	24	172	54	138	262	50	236	63	31	5	80
Mean	2.02	2.09	2.00	2.01	1.96	2.05	2.09	2.03	1.74	2.17	2.01	1.94	1.96	2.06	2.00	1.94	2.11	2.19	1.20	2.30
Standard Deviation	0.98	0.94	0.94	1.05	0.98	0.97	1.13	0.97	0.87	1.05	0.99	1.02	0.91	0.99	1.11	0.93	1.08	1.01	0.45	1.05
Standard Error	0.05	0.10	0.07	0.08	0.09	0.12	0.14	0.11	0.20	0.21	0.08	0.14	0.08	0.06	0.16	0.06	0.14	0.18	0.20	0.12

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Table 55
Q.1d SEC.D Agreement With Statements About Cigars
- I Frequent Cigar-Friendly Restaurants And Bars In My Area -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	208	32	105	69	42	35	38	42	12	10	94	30	73	118	17	119	33	10	4	31
	46.1	35.2	51.7	44.5	38.2	54.7	55.1	51.9	63.2	41.7	54.3	55.6	52.5	45.0	34.0	50.4	51.6	32.3	80.0	38.8
	100.0	15.4	50.5	33.2	20.2	16.8	18.3	20.2	5.8	4.8	45.2	14.4	35.1	56.7	8.2	57.2	15.9	4.8	1.9	14.9
Agree Strongly (4)	90	12	39	37	16	14	20	18	3	6	47	16	30	51	9	49	13	6	2	16
	20.0	13.2	19.2	23.9	14.5	21.9	29.0	22.2	15.8	25.0	27.2	29.6	21.6	19.5	18.0	20.8	20.3	19.4	40.0	20.0
	100.0	13.3	43.3	41.1	17.8	15.6	22.2	20.0	3.3	6.7	52.2	17.8	33.3	56.7	10.0	54.4	14.4	6.7	2.2	17.8
Agree Somewhat (3)	118	20	66	32	26	21	18	24	9	4	47	14	43	67	8	70	20	4	2	15
	26.2	22.0	32.5	20.6	23.6	32.8	26.1	29.6	47.4	16.7	27.2	25.9	30.9	25.6	16.0	29.7	31.3	12.9	40.0	18.8
	100.0	16.9	55.9	27.1	22.0	17.8	15.3	20.3	7.6	3.4	39.8	11.9	36.4	56.8	6.8	59.3	16.9	3.4	1.7	12.7
Disagree Strongly/Somewhat (Net)	233	58	94	81	65	27	30	38	7	14	75	21	61	141	31	116	29	19	1	46
	51.7	63.7	46.3	52.3	59.1	42.2	43.5	46.9	36.8	58.3	43.4	38.9	43.9	53.8	62.0	49.2	45.3	61.3	20.0	57.5
	100.0	24.9	40.3	34.8	27.9	11.6	12.9	16.3	3.0	6.0	32.2	9.0	26.2	60.5	13.3	49.8	12.4	8.2	0.4	19.7
Disagree Somewhat (2)	87	21	35	31	26	13	10	15	4	3	27	5	26	55	6	53	9	6	-	13
	19.3	23.1	17.2	20.0	23.6	20.3	14.5	18.5	21.1	12.5	15.6	9.3	18.7	21.0	12.0	22.5	14.1	19.4	-	16.3
	100.0	24.1	40.2	35.6	29.9	14.9	11.5	17.2	4.6	3.4	31.0	5.7	29.9	63.2	6.9	60.9	10.3	6.9	-	14.9
Disagree Strongly (1)	146	37	59	50	39	14	20	23	3	11	48	16	35	86	25	63	20	13	1	33
	32.4	40.7	29.1	32.3	35.5	21.9	29.0	28.4	15.8	45.8	27.7	29.6	25.2	32.8	50.0	26.7	31.3	41.9	20.0	41.3
	100.0	25.3	40.4	34.2	26.7	9.6	13.7	15.8	2.1	7.5	32.9	11.0	24.0	58.9	17.1	43.2	13.7	8.9	0.7	22.6
Don't know	10	1	4	5	3	2	1	1	-	-	4	3	5	3	2	1	2	2	-	3
	2.2	1.1	2.0	3.2	2.7	3.1	1.4	1.2	-	-	2.3	5.6	3.6	1.1	4.0	0.4	3.1	6.5	-	3.8
	100.0	10.0	40.0	50.0	30.0	20.0	10.0	10.0	-	-	40.0	30.0	50.0	30.0	20.0	10.0	20.0	20.0	-	30.0

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Table 55
Q.1d SEC.D Agreement With Statements About Cigars
- I Frequent Cigar-Friendly Restaurants And Bars In My Area -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	441	90	199	150	107	62	68	80	19	24	169	51	134	259	48	235	62	29	5	77
Mean	2.34	2.08	2.43	2.37	2.18	2.56	2.56	2.46	2.63	2.21	2.55	2.59	2.51	2.32	2.02	2.45	2.42	2.10	3.00	2.18
Standard Deviation	1.14	1.08	1.11	1.18	1.09	1.08	1.20	1.14	0.96	1.28	1.17	1.24	1.11	1.13	1.21	1.10	1.15	1.21	1.22	1.20
Standard Error	0.05	0.11	0.08	0.10	0.11	0.14	0.15	0.13	0.22	0.26	0.09	0.17	0.10	0.07	0.17	0.07	0.15	0.22	0.55	0.14

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Table 56
Q.1e SEC.D Agreement With Statements About Cigars
- Cigars Have Become Too Expensive, So I'm Smoking Fewer Cigars Than I Used To -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	191	32	84	73	50	31	27	35	9	8	66	23	55	119	17	97	33	17	-	31
	42.4	35.2	41.4	47.1	45.5	48.4	39.1	43.2	47.4	33.3	38.2	42.6	39.6	45.4	34.0	41.1	51.6	54.8	-	38.8
	100.0	16.8	44.0	38.2	26.2	16.2	14.1	18.3	4.7	4.2	34.6	12.0	28.8	62.3	8.9	50.8	17.3	8.9	-	16.2
Agree Strongly (4)	75	13	30	32	26	10	13	14	5	5	22	7	21	45	9	33	16	8	-	13
	16.6	14.3	14.8	20.6	23.6	15.6	18.8	17.3	26.3	20.8	12.7	13.0	15.1	17.2	18.0	14.0	25.0	25.8	-	16.3
	100.0	17.3	40.0	42.7	34.7	13.3	17.3	18.7	6.7	6.7	29.3	9.3	28.0	60.0	12.0	44.0	21.3	10.7	-	17.3
Agree Somewhat (3)	116	19	54	41	24	21	14	21	4	3	44	16	34	74	8	64	17	9	-	18
	25.7	20.9	26.6	26.5	21.8	32.8	20.3	25.9	21.1	12.5	25.4	29.6	24.5	28.2	16.0	27.1	26.6	29.0	-	22.5
	100.0	16.4	46.6	35.3	20.7	18.1	12.1	18.1	3.4	2.6	37.9	13.8	29.3	63.8	6.9	55.2	14.7	7.8	-	15.5
Disagree Strongly/Somewhat (Net)	257	59	116	82	59	32	42	45	10	16	105	31	82	142	33	138	30	13	5	49
	57.0	64.8	57.1	52.9	53.6	50.0	60.9	55.6	52.6	66.7	60.7	57.4	59.0	54.2	66.0	58.5	46.9	41.9	100.0	61.3
	100.0	23.0	45.1	31.9	23.0	12.5	16.3	17.5	3.9	6.2	40.9	12.1	31.9	55.3	12.8	53.7	11.7	5.1	1.9	19.1
Disagree Somewhat (2)	126	29	64	33	34	12	15	29	4	6	51	15	47	69	10	75	13	7	1	23
	27.9	31.9	31.5	21.3	30.9	18.8	21.7	35.8	21.1	25.0	29.5	27.8	33.8	26.3	20.0	31.8	20.3	22.6	20.0	28.8
	100.0	23.0	50.8	26.2	27.0	9.5	11.9	23.0	3.2	4.8	40.5	11.9	37.3	54.8	7.9	59.5	10.3	5.6	0.8	18.3
Disagree Strongly (1)	131	30	52	49	25	20	27	16	6	10	54	16	35	73	23	63	17	6	4	26
	29.0	33.0	25.6	31.6	22.7	31.3	39.1	19.8	31.6	41.7	31.2	29.6	25.2	27.9	46.0	26.7	26.6	19.4	80.0	32.5
	100.0	22.9	39.7	37.4	19.1	15.3	20.6	12.2	4.6	7.6	41.2	12.2	26.7	55.7	17.6	48.1	13.0	4.6	3.1	19.8
Don't know	3	-	3	-	1	1	-	1	-	-	2	-	2	1	-	1	1	1	-	-
	0.7	-	1.5	-	0.9	1.6	-	1.2	-	-	1.2	-	1.4	0.4	-	0.4	1.6	3.2	-	-
	100.0	-	100.0	-	33.3	33.3	-	33.3	-	-	66.7	-	66.7	33.3	-	33.3	33.3	33.3	-	-

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Table 56
Q.1e SEC.D Agreement With Statements About Cigars
- Cigars Have Become Too Expensive, So I'm Smoking Fewer Cigars Than I Used To -

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	448	91	200	155	109	63	69	80	19	24	171	54	137	261	50	235	63	30	5	80
Mean	2.30	2.16	2.31	2.36	2.47	2.33	2.19	2.41	2.42	2.13	2.20	2.26	2.30	2.35	2.06	2.29	2.51	2.63	1.20	2.22
Standard Deviation	1.06	1.05	1.02	1.13	1.09	1.09	1.15	1.00	1.22	1.19	1.03	1.03	1.02	1.07	1.17	1.01	1.15	1.10	0.45	1.08
Standard Error	0.05	0.11	0.07	0.09	0.10	0.14	0.14	0.11	0.28	0.24	0.08	0.14	0.09	0.07	0.17	0.07	0.14	0.20	0.20	0.12

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Table 57
Q.1f SEC.D Agreement With Statements About Cigars
- I Often Use Cigars As A Means Of Developing Camaraderie With Business Associates -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	195	34	94	66	46	33	23	39	11	11	78	27	75	109	11	113	32	8	3	30
	43.2	37.4	46.3	42.6	41.8	51.6	33.3	48.1	57.9	45.8	45.1	50.0	54.0	41.6	22.0	47.9	50.0	25.8	60.0	37.5
	100.0	17.4	48.2	33.8	23.6	16.9	11.8	20.0	5.6	5.6	40.0	13.8	38.5	55.9	5.6	57.9	16.4	4.1	1.5	15.4
Agree Strongly (4)	55	9	23	23	11	11	8	11	5	2	21	8	15	35	5	31	10	4	-	8
	12.2	9.9	11.3	14.8	10.0	17.2	11.6	13.6	26.3	8.3	12.1	14.8	10.8	13.4	10.0	13.1	15.6	12.9	-	10.0
	100.0	16.4	41.8	41.8	20.0	20.0	14.5	20.0	9.1	3.6	38.2	14.5	27.3	63.6	9.1	56.4	18.2	7.3	-	14.5
Agree Somewhat (3)	140	25	71	43	35	22	15	28	6	9	57	19	60	74	6	82	22	4	3	22
	31.0	27.5	35.0	27.7	31.8	34.4	21.7	34.6	31.6	37.5	32.9	35.2	43.2	28.2	12.0	34.7	34.4	12.9	60.0	27.5
	100.0	17.9	50.7	30.7	25.0	15.7	10.7	20.0	4.3	6.4	40.7	13.6	42.9	52.9	4.3	58.6	15.7	2.9	2.1	15.7
Disagree Strongly/Somewhat (Net)	252	57	108	86	62	30	46	40	8	13	92	27	63	151	38	121	31	23	2	49
	55.9	62.6	53.2	55.5	56.4	46.9	66.7	49.4	42.1	54.2	53.2	50.0	45.3	57.6	76.0	51.3	48.4	74.2	40.0	61.3
	100.0	22.6	42.9	34.1	24.6	11.9	18.3	15.9	3.2	5.2	36.5	10.7	25.0	59.9	15.1	48.0	12.3	9.1	0.8	19.4
Disagree Somewhat (2)	84	17	45	22	26	7	17	7	4	5	33	12	24	51	9	47	10	7	-	12
	18.6	18.7	22.2	14.2	23.6	10.9	24.6	8.6	21.1	20.8	19.1	22.2	17.3	19.5	18.0	19.9	15.6	22.6	-	15.0
	100.0	20.2	53.6	26.2	31.0	8.3	20.2	8.3	4.8	6.0	39.3	14.3	28.6	60.7	10.7	56.0	11.9	8.3	-	14.3
Disagree Strongly (1)	168	40	63	64	36	23	29	33	4	8	59	15	39	100	29	74	21	16	2	37
	37.3	44.0	31.0	41.3	32.7	35.9	42.0	40.7	21.1	33.3	34.1	27.8	28.1	38.2	58.0	31.4	32.8	51.6	40.0	46.3
	100.0	23.8	37.5	38.1	21.4	13.7	17.3	19.6	2.4	4.8	35.1	8.9	23.2	59.5	17.3	44.0	12.5	9.5	1.2	22.0
Don't know	4	-	1	3	2	1	-	2	-	-	3	-	1	2	1	2	1	-	-	1
	0.9	-	0.5	1.9	1.8	1.6	-	2.5	-	-	1.7	-	0.7	0.8	2.0	0.8	1.6	-	-	1.3
	100.0	-	25.0	75.0	50.0	25.0	-	50.0	-	-	75.0	-	25.0	50.0	25.0	50.0	25.0	-	-	25.0

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Table 57
Q.1f SEC.D Agreement With Statements About Cigars
- I Often Use Cigars As A Means Of Developing Camaraderie With Business Associates -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	447	91	202	152	108	63	69	79	19	24	170	54	138	260	49	234	63	31	5	79
Mean	2.18	2.03	2.27	2.16	2.19	2.33	2.03	2.22	2.63	2.21	2.24	2.37	2.37	2.17	1.73	2.30	2.33	1.87	2.20	2.01
Standard Deviation	1.07	1.06	1.03	1.14	1.02	1.15	1.06	1.14	1.12	1.02	1.06	1.05	1.01	1.09	1.04	1.05	1.11	1.09	1.10	1.08
Standard Error	0.05	0.11	0.07	0.09	0.10	0.14	0.13	0.13	0.26	0.21	0.08	0.14	0.09	0.07	0.15	0.07	0.14	0.20	0.49	0.12

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Table 58
Q.1g SEC.D Agreement With Statements About Cigars
- If The Ban On Cuban Cigars In The U.S. Is Lifted, Prices For Premium Cigars Will Fall -

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	320	69	148	102	84	42	51	55	16	15	122	36	104	190	26	165	47	23	5	55
	71.0	75.8	72.9	65.8	76.4	65.6	73.9	67.9	84.2	62.5	70.5	66.7	74.8	72.5	52.0	69.9	73.4	74.2	100.0	68.8
	100.0	21.6	46.3	31.9	26.3	13.1	15.9	17.2	5.0	4.7	38.1	11.3	32.5	59.4	8.1	51.6	14.7	7.2	1.6	17.2
Agree Strongly (4)	161	30	75	55	41	23	28	28	10	5	63	18	51	95	15	77	24	11	2	31
	35.7	33.0	36.9	35.5	37.3	35.9	40.6	34.6	52.6	20.8	36.4	33.3	36.7	36.3	30.0	32.6	37.5	35.5	40.0	38.8
	100.0	18.6	46.6	34.2	25.5	14.3	17.4	17.4	6.2	3.1	39.1	11.2	31.7	59.0	9.3	47.8	14.9	6.8	1.2	19.3
Agree Somewhat (3)	159	39	73	47	43	19	23	27	6	10	59	18	53	95	11	88	23	12	3	24
	35.3	42.9	36.0	30.3	39.1	29.7	33.3	33.3	31.6	41.7	34.1	33.3	38.1	36.3	22.0	37.3	35.9	38.7	60.0	30.0
	100.0	24.5	45.9	29.6	27.0	11.9	14.5	17.0	3.8	6.3	37.1	11.3	33.3	59.7	6.9	55.3	14.5	7.5	1.9	15.1
Disagree Strongly/Somewhat (Net)	120	21	50	48	24	20	16	25	2	9	47	15	32	68	20	67	16	7	-	22
	26.6	23.1	24.6	31.0	21.8	31.3	23.2	30.9	10.5	37.5	27.2	27.8	23.0	26.0	40.0	28.4	25.0	22.6	-	27.5
	100.0	17.5	41.7	40.0	20.0	16.7	13.3	20.8	1.7	7.5	39.2	12.5	26.7	56.7	16.7	55.8	13.3	5.8	-	18.3
Disagree Somewhat (2)	84	17	36	31	20	12	9	20	1	7	32	9	24	49	11	47	13	4	-	13
	18.6	18.7	17.7	20.0	18.2	18.8	13.0	24.7	5.3	29.2	18.5	16.7	17.3	18.7	22.0	19.9	20.3	12.9	-	16.3
	100.0	20.2	42.9	36.9	23.8	14.3	10.7	23.8	1.2	8.3	38.1	10.7	28.6	58.3	13.1	56.0	15.5	4.8	-	15.5
Disagree Strongly (1)	36	4	14	17	4	8	7	5	1	2	15	6	8	19	9	20	3	3	-	9
	8.0	4.4	6.9	11.0	3.6	12.5	10.1	6.2	5.3	8.3	8.7	11.1	5.8	7.3	18.0	8.5	4.7	9.7	-	11.3
	100.0	11.1	38.9	47.2	11.1	22.2	19.4	13.9	2.8	5.6	41.7	16.7	22.2	52.8	25.0	55.6	8.3	8.3	-	25.0
Don't know	11	1	5	5	2	2	2	1	1	-	4	3	3	4	4	4	1	1	-	3
	2.4	1.1	2.5	3.2	1.8	3.1	2.9	1.2	5.3	-	2.3	5.6	2.2	1.5	8.0	1.7	1.6	3.2	-	3.8
	100.0	9.1	45.5	45.5	18.2	18.2	18.2	9.1	9.1	-	36.4	27.3	27.3	36.4	36.4	36.4	9.1	9.1	-	27.3

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Table 58
Q.1g SEC.D Agreement With Statements About Cigars
- If The Ban On Cuban Cigars In The U.S. Is Lifted, Prices For Premium Cigars Will Fall -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	440	90	198	150	108	62	67	80	18	24	169	51	136	258	46	232	63	30	5	77
Mean	3.01	3.06	3.06	2.93	3.12	2.92	3.07	2.97	3.39	2.75	3.01	2.94	3.08	3.03	2.70	2.96	3.08	3.03	3.40	3.00
Standard Deviation	0.94	0.84	0.92	1.01	0.84	1.04	0.99	0.93	0.85	0.90	0.96	1.01	0.89	0.92	1.13	0.94	0.89	0.96	0.55	1.03
Standard Error	0.04	0.09	0.07	0.08	0.08	0.13	0.12	0.10	0.20	0.18	0.07	0.14	0.08	0.06	0.17	0.06	0.11	0.18	0.24	0.12

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Table 59
Q.1h SEC.D Agreement With Statements About Cigars
- No Matter How They're Wrapped, Cigars Will Dry Out Quickly Unless Kept In A Humidor -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	383	75	179	127	97	57	58	72	17	20	151	47	124	220	39	205	58	20	4	64
	84.9	82.4	88.2	81.9	88.2	89.1	84.1	88.9	89.5	83.3	87.3	87.0	89.2	84.0	78.0	86.9	90.6	64.5	80.0	80.0
	100.0	19.6	46.7	33.2	25.3	14.9	15.1	18.8	4.4	5.2	39.4	12.3	32.4	57.4	10.2	53.5	15.1	5.2	1.0	16.7
Agree Strongly (4)	293	62	132	97	70	45	47	49	11	17	122	39	95	171	27	162	37	15	3	52
	65.0	68.1	65.0	62.6	63.6	70.3	68.1	60.5	57.9	70.8	70.5	72.2	68.3	65.3	54.0	68.6	57.8	48.4	60.0	65.0
	100.0	21.2	45.1	33.1	23.9	15.4	16.0	16.7	3.8	5.8	41.6	13.3	32.4	58.4	9.2	55.3	12.6	5.1	1.0	17.7
Agree Somewhat (3)	90	13	47	30	27	12	11	23	6	3	29	8	29	49	12	43	21	5	1	12
	20.0	14.3	23.2	19.4	24.5	18.8	15.9	28.4	31.6	12.5	16.8	14.8	20.9	18.7	24.0	18.2	32.8	16.1	20.0	15.0
	100.0	14.4	52.2	33.3	30.0	13.3	12.2	25.6	6.7	3.3	32.2	8.9	32.2	54.4	13.3	47.8	23.3	5.6	1.1	13.3
Disagree Strongly/Somewhat (Net)	64	16	22	26	12	7	11	8	2	4	21	7	13	41	10	31	5	10	1	14
	14.2	17.6	10.8	16.8	10.9	10.9	15.9	9.9	10.5	16.7	12.1	13.0	9.4	15.6	20.0	13.1	7.8	32.3	20.0	17.5
	100.0	25.0	34.4	40.6	18.8	10.9	17.2	12.5	3.1	6.3	32.8	10.9	20.3	64.1	15.6	48.4	7.8	15.6	1.6	21.9
Disagree Somewhat (2)	49	15	16	18	9	6	9	6	2	4	16	5	10	33	6	26	4	9	-	7
	10.9	16.5	7.9	11.6	8.2	9.4	13.0	7.4	10.5	16.7	9.2	9.3	7.2	12.6	12.0	11.0	6.3	29.0	-	8.8
	100.0	30.6	32.7	36.7	18.4	12.2	18.4	12.2	4.1	8.2	32.7	10.2	20.4	67.3	12.2	53.1	8.2	18.4	-	14.3
Disagree Strongly (1)	15	1	6	8	3	1	2	2	-	-	5	2	3	8	4	5	1	1	1	7
	3.3	1.1	3.0	5.2	2.7	1.6	2.9	2.5	-	-	2.9	3.7	2.2	3.1	8.0	2.1	1.6	3.2	20.0	8.8
	100.0	6.7	40.0	53.3	20.0	6.7	13.3	13.3	-	-	33.3	13.3	20.0	53.3	26.7	33.3	6.7	6.7	6.7	46.7
Don't know	4	-	2	2	1	-	-	1	-	-	1	-	2	1	1	-	1	1	-	2
	0.9	-	1.0	1.3	0.9	-	-	1.2	-	-	0.6	-	1.4	0.4	2.0	-	1.6	3.2	-	2.5
	100.0	-	50.0	50.0	25.0	-	-	25.0	-	-	25.0	-	50.0	25.0	25.0	-	25.0	25.0	-	50.0

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Table 59
Q.1h SEC.D Agreement With Statements About Cigars
- No Matter How They're Wrapped, Cigars Will Dry Out Quickly Unless Kept In A Humidor -

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	447	91	201	153	109	64	69	80	19	24	172	54	137	261	49	236	63	30	5	78
Mean	3.48	3.49	3.52	3.41	3.50	3.58	3.49	3.49	3.47	3.54	3.56	3.56	3.58	3.47	3.27	3.53	3.49	3.13	3.20	3.40
Standard Deviation	0.82	0.81	0.77	0.89	0.77	0.73	0.83	0.75	0.70	0.78	0.78	0.82	0.72	0.83	0.97	0.77	0.69	0.97	1.30	0.98
Standard Error	0.04	0.08	0.05	0.07	0.07	0.09	0.10	0.08	0.16	0.16	0.06	0.11	0.06	0.05	0.14	0.05	0.09	0.18	0.58	0.11

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Table 60
Q.1i SEC.D Agreement With Statements About Cigars
- The Cigars I Buy Are Always Very Fresh And In Top Condition -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	416	85	189	140	99	59	65	77	17	21	164	51	132	239	45	222	59	24	5	75
	92.2	93.4	93.1	90.3	90.0	92.2	94.2	95.1	89.5	87.5	94.8	94.4	95.0	91.2	90.0	94.1	92.2	77.4	100.0	93.8
	100.0	20.4	45.4	33.7	23.8	14.2	15.6	18.5	4.1	5.0	39.4	12.3	31.7	57.5	10.8	53.4	14.2	5.8	1.2	18.0
Agree Strongly (4)	245	57	106	80	57	38	43	31	12	12	92	27	80	135	30	131	29	9	2	50
	54.3	62.6	52.2	51.6	51.8	59.4	62.3	38.3	63.2	50.0	53.2	50.0	57.6	51.5	60.0	55.5	45.3	29.0	40.0	62.5
	100.0	23.3	43.3	32.7	23.3	15.5	17.6	12.7	4.9	4.9	37.6	11.0	32.7	55.1	12.2	53.5	11.8	3.7	0.8	20.4
Agree Somewhat (3)	171	28	83	60	42	21	22	46	5	9	72	24	52	104	15	91	30	15	3	25
	37.9	30.8	40.9	38.7	38.2	32.8	31.9	56.8	26.3	37.5	41.6	44.4	37.4	39.7	30.0	38.6	46.9	48.4	60.0	31.3
	100.0	16.4	48.5	35.1	24.6	12.3	12.9	26.9	2.9	5.3	42.1	14.0	30.4	60.8	8.8	53.2	17.5	8.8	1.8	14.6
Disagree Strongly/Somewhat (Net)	33	6	13	14	11	4	4	4	2	3	9	3	6	23	4	14	5	6	-	5
	7.3	6.6	6.4	9.0	10.0	6.3	5.8	4.9	10.5	12.5	5.2	5.6	4.3	8.8	8.0	5.9	7.8	19.4	-	6.3
	100.0	18.2	39.4	42.4	33.3	12.1	12.1	12.1	6.1	9.1	27.3	9.1	18.2	69.7	12.1	42.4	15.2	18.2	-	15.2
Disagree Somewhat (2)	30	5	12	13	9	4	4	4	2	3	9	3	6	20	4	13	5	5	-	5
	6.7	5.5	5.9	8.4	8.2	6.3	5.8	4.9	10.5	12.5	5.2	5.6	4.3	7.6	8.0	5.5	7.8	16.1	-	6.3
	100.0	16.7	40.0	43.3	30.0	13.3	13.3	13.3	6.7	10.0	30.0	10.0	20.0	66.7	13.3	43.3	16.7	16.7	-	16.7
Disagree Strongly (1)	3	1	1	1	2	-	-	-	-	-	-	-	-	3	-	1	-	1	-	-
	0.7	1.1	0.5	0.6	1.8	-	-	-	-	-	-	-	-	1.1	-	0.4	-	3.2	-	-
	100.0	33.3	33.3	33.3	66.7	-	-	-	-	-	-	-	-	100.0	-	33.3	-	33.3	-	-
Don't know	2	-	1	1	-	1	-	-	-	-	-	-	1	-	1	-	-	1	-	-
	0.4	-	0.5	0.6	-	1.6	-	-	-	-	-	-	0.7	-	2.0	-	-	3.2	-	-
	100.0	-	50.0	50.0	-	50.0	-	-	-	-	-	-	50.0	-	50.0	-	-	50.0	-	-

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Table 60
Q.1i SEC.D Agreement With Statements About Cigars
- The Cigars I Buy Are Always Very Fresh And In Top Condition -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	449	91	202	154	110	63	69	81	19	24	173	54	138	262	49	236	64	30	5	80
Mean	3.47	3.55	3.46	3.42	3.40	3.54	3.57	3.33	3.53	3.38	3.48	3.44	3.54	3.42	3.53	3.49	3.38	3.07	3.40	3.56
Standard Deviation	0.65	0.65	0.63	0.67	0.72	0.62	0.61	0.57	0.70	0.71	0.60	0.60	0.58	0.68	0.65	0.62	0.63	0.78	0.55	0.61
Standard Error	0.03	0.07	0.04	0.05	0.07	0.08	0.07	0.06	0.16	0.15	0.05	0.08	0.05	0.04	0.09	0.04	0.08	0.14	0.24	0.07

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Table 61
Q.1j SEC.D Agreement With Statements About Cigars
- I Don't Smoke Cigars Inside My Home -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	299	68	141	88	74	42	33	50	15	19	116	37	90	186	23	174	39	16	4	49
	66.3	74.7	69.5	56.8	67.3	65.6	47.8	61.7	78.9	79.2	67.1	68.5	64.7	71.0	46.0	73.7	60.9	51.6	80.0	61.3
	100.0	22.7	47.2	29.4	24.7	14.0	11.0	16.7	5.0	6.4	38.8	12.4	30.1	62.2	7.7	58.2	13.0	5.4	1.3	16.4
Agree Strongly (4)	252	59	123	68	64	33	29	44	14	18	97	28	78	153	21	148	33	13	2	43
	55.9	64.8	60.6	43.9	58.2	51.6	42.0	54.3	73.7	75.0	56.1	51.9	56.1	58.4	42.0	62.7	51.6	41.9	40.0	53.8
	100.0	23.4	48.8	27.0	25.4	13.1	11.5	17.5	5.6	7.1	38.5	11.1	31.0	60.7	8.3	58.7	13.1	5.2	0.8	17.1
Agree Somewhat (3)	47	9	18	20	10	9	4	6	1	1	19	9	12	33	2	26	6	3	2	6
	10.4	9.9	8.9	12.9	9.1	14.1	5.8	7.4	5.3	4.2	11.0	16.7	8.6	12.6	4.0	11.0	9.4	9.7	40.0	7.5
	100.0	19.1	38.3	42.6	21.3	19.1	8.5	12.8	2.1	2.1	40.4	19.1	25.5	70.2	4.3	55.3	12.8	6.4	4.3	12.8
Disagree Strongly/Somewhat (Net)	151	23	62	66	36	22	36	31	4	5	56	16	49	76	26	62	25	15	1	30
	33.5	25.3	30.5	42.6	32.7	34.4	52.2	38.3	21.1	20.8	32.4	29.6	35.3	29.0	52.0	26.3	39.1	48.4	20.0	37.5
	100.0	15.2	41.1	43.7	23.8	14.6	23.8	20.5	2.6	3.3	37.1	10.6	32.5	50.3	17.2	41.1	16.6	9.9	0.7	19.9
Disagree Somewhat (2)	41	3	24	14	11	5	7	11	1	1	23	6	17	19	5	17	6	3	-	9
	9.1	3.3	11.8	9.0	10.0	7.8	10.1	13.6	5.3	4.2	13.3	11.1	12.2	7.3	10.0	7.2	9.4	9.7	-	11.3
	100.0	7.3	58.5	34.1	26.8	12.2	17.1	26.8	2.4	2.4	56.1	14.6	41.5	46.3	12.2	41.5	14.6	7.3	-	22.0
Disagree Strongly (1)	110	20	38	52	25	17	29	20	3	4	33	10	32	57	21	45	19	12	1	21
	24.4	22.0	18.7	33.5	22.7	26.6	42.0	24.7	15.8	16.7	19.1	18.5	23.0	21.8	42.0	19.1	29.7	38.7	20.0	26.3
	100.0	18.2	34.5	47.3	22.7	15.5	26.4	18.2	2.7	3.6	30.0	9.1	29.1	51.8	19.1	40.9	17.3	10.9	0.9	19.1
Don't know	1	-	-	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	100.0

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Table 61
Q.1j SEC.D Agreement With Statements About Cigars
- I Don't Smoke Cigars Inside My Home -

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN					AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	450	91	203	154	110	64	69	81	19	24	172	53	139	262	49	236	64	31	5	79
Mean	2.98	3.18	3.11	2.68	3.03	2.91	2.48	2.91	3.37	3.38	3.05	3.04	2.98	3.08	2.47	3.17	2.83	2.55	3.00	2.90
Standard Deviation	1.28	1.24	1.21	1.34	1.27	1.29	1.40	1.30	1.16	1.17	1.21	1.19	1.27	1.24	1.42	1.20	1.34	1.39	1.22	1.32
Standard Error	0.06	0.13	0.09	0.11	0.12	0.16	0.17	0.14	0.27	0.24	0.09	0.16	0.11	0.08	0.20	0.08	0.17	0.25	0.55	0.15

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Table 62
Q.1k SEC.D Agreement With Statements About Cigars
- I Smoke A Premium Hand Rolled Cigar -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Agree Strongly/Somewhat (Net)	397	85	183	128	102	56	60	74	18	24	149	44	125	232	40	215	56	26	5	66
	88.0	93.4	90.1	82.6	92.7	87.5	87.0	91.4	94.7	100.0	86.1	81.5	89.9	88.5	80.0	91.1	87.5	83.9	100.0	82.5
	100.0	21.4	46.1	32.2	25.7	14.1	15.1	18.6	4.5	6.0	37.5	11.1	31.5	58.4	10.1	54.2	14.1	6.5	1.3	16.6
Agree Strongly (4)	267	60	117	89	65	41	44	40	12	17	108	36	83	155	29	149	37	11	4	43
	59.2	65.9	57.6	57.4	59.1	64.1	63.8	49.4	63.2	70.8	62.4	66.7	59.7	59.2	58.0	63.1	57.8	35.5	80.0	53.8
	100.0	22.5	43.8	33.3	24.3	15.4	16.5	15.0	4.5	6.4	40.4	13.5	31.1	58.1	10.9	55.8	13.9	4.1	1.5	16.1
Agree Somewhat (3)	130	25	66	39	37	15	16	34	6	7	41	8	42	77	11	66	19	15	1	23
	28.8	27.5	32.5	25.2	33.6	23.4	23.2	42.0	31.6	29.2	23.7	14.8	30.2	29.4	22.0	28.0	29.7	48.4	20.0	28.8
	100.0	19.2	50.8	30.0	28.5	11.5	12.3	26.2	4.6	5.4	31.5	6.2	32.3	59.2	8.5	50.8	14.6	11.5	0.8	17.7
Disagree Strongly/Somewhat (Net)	48	6	18	23	6	7	8	7	1	-	22	9	12	26	10	18	7	5	-	12
	10.6	6.6	8.9	14.8	5.5	10.9	11.6	8.6	5.3	-	12.7	16.7	8.6	9.9	20.0	7.6	10.9	16.1	-	15.0
	100.0	12.5	37.5	47.9	12.5	14.6	16.7	14.6	2.1	-	45.8	18.8	25.0	54.2	20.8	37.5	14.6	10.4	-	25.0
Disagree Somewhat (2)	32	5	11	16	4	4	4	6	-	-	14	6	5	21	6	10	5	4	-	9
	7.1	5.5	5.4	10.3	3.6	6.3	5.8	7.4	-	-	8.1	11.1	3.6	8.0	12.0	4.2	7.8	12.9	-	11.3
	100.0	15.6	34.4	50.0	12.5	12.5	12.5	18.8	-	-	43.8	18.8	15.6	65.6	18.8	31.3	15.6	12.5	-	28.1
Disagree Strongly (1)	16	1	7	7	2	3	4	1	1	-	8	3	7	5	4	8	2	1	-	3
	3.5	1.1	3.4	4.5	1.8	4.7	5.8	1.2	5.3	-	4.6	5.6	5.0	1.9	8.0	3.4	3.1	3.2	-	3.8
	100.0	6.3	43.8	43.8	12.5	18.8	25.0	6.3	6.3	-	50.0	18.8	43.8	31.3	25.0	50.0	12.5	6.3	-	18.8
Don't know	6	-	2	4	2	1	1	-	-	-	2	1	2	4	-	3	1	-	-	2
	1.3	-	1.0	2.6	1.8	1.6	1.4	-	-	-	1.2	1.9	1.4	1.5	-	1.3	1.6	-	-	2.5
	100.0	-	33.3	66.7	33.3	16.7	16.7	-	-	-	33.3	16.7	33.3	66.7	-	50.0	16.7	-	-	33.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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Table 62
Q.1k SEC.D Agreement With Statements About Cigars
- I Smoke A Premium Hand Rolled Cigar -

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean Base	445	91	201	151	108	63	68	81	19	24	171	53	137	258	50	233	63	31	5	78
Mean	3.46	3.58	3.46	3.39	3.53	3.49	3.47	3.40	3.53	3.71	3.46	3.45	3.47	3.48	3.30	3.53	3.44	3.16	3.80	3.36
Standard Deviation	0.78	0.65	0.75	0.86	0.66	0.82	0.85	0.68	0.77	0.46	0.83	0.91	0.80	0.73	0.97	0.74	0.78	0.78	0.45	0.84
Standard Error	0.04	0.07	0.05	0.07	0.06	0.10	0.10	0.08	0.18	0.09	0.06	0.13	0.07	0.05	0.14	0.05	0.10	0.14	0.20	0.09

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Table 63
Q.2a SEC.D Thinking About The Various Sources Of Information Available About Cigars, Which Of The Following Have You Looked To For Reference?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Cigar books and/or guides	178	40	78	60	48	28	26	33	9	10	78	27	63	96	19	101	23	8	2	31
	39.5	44.0	38.4	38.7	43.6	43.8	37.7	40.7	47.4	41.7	45.1	50.0	45.3	36.6	38.0	42.8	35.9	25.8	40.0	38.8
	100.0	22.5	43.8	33.7	27.0	15.7	14.6	18.5	5.1	5.6	43.8	15.2	35.4	53.9	10.7	56.7	12.9	4.5	1.1	17.4
Magazine (Net)	221	43	105	72	45	36	35	42	16	17	103	36	76	122	23	133	25	11	1	35
	49.0	47.3	51.7	46.5	40.9	56.3	50.7	51.9	84.2	70.8	59.5	66.7	54.7	46.6	46.0	56.4	39.1	35.5	20.0	43.8
	100.0	19.5	47.5	32.6	20.4	16.3	15.8	19.0	7.2	7.7	46.6	16.3	34.4	55.2	10.4	60.2	11.3	5.0	0.5	15.8
Cigar Aficionado Magazine	208	42	96	69	42	34	32	40	14	17	100	34	70	115	23	128	22	10	1	32
	46.1	46.2	47.3	44.5	38.2	53.1	46.4	49.4	73.7	70.8	57.8	63.0	50.4	43.9	46.0	54.2	34.4	32.3	20.0	40.0
	100.0	20.2	46.2	33.2	20.2	16.3	15.4	19.2	6.7	8.2	48.1	16.3	33.7	55.3	11.1	61.5	10.6	4.8	0.5	15.4
Smoke Magazine	58	13	27	18	12	14	12	14	5	4	24	9	17	36	5	33	8	3	1	8
	12.9	14.3	13.3	11.6	10.9	21.9	17.4	17.3	26.3	16.7	13.9	16.7	12.2	13.7	10.0	14.0	12.5	9.7	20.0	10.0
	100.0	22.4	46.6	31.0	20.7	24.1	20.7	24.1	8.6	6.9	41.4	15.5	29.3	62.1	8.6	56.9	13.8	5.2	1.7	13.8
The Internet	102	25	52	25	24	16	14	13	3	8	45	14	36	57	9	59	14	3	1	21
	22.6	27.5	25.6	16.1	21.8	25.0	20.3	16.0	15.8	33.3	26.0	25.9	25.9	21.8	18.0	25.0	21.9	9.7	20.0	26.3
	100.0	24.5	51.0	24.5	23.5	15.7	13.7	12.7	2.9	7.8	44.1	13.7	35.3	55.9	8.8	57.8	13.7	2.9	1.0	20.6
Tobacconists/Smoke shop personnel	237	50	118	67	64	32	32	52	13	8	98	31	89	131	17	155	29	12	2	27
	52.5	54.9	58.1	43.2	58.2	50.0	46.4	64.2	68.4	33.3	56.6	57.4	64.0	50.0	34.0	65.7	45.3	38.7	40.0	33.8
	100.0	21.1	49.8	28.3	27.0	13.5	13.5	21.9	5.5	3.4	41.4	13.1	37.6	55.3	7.2	65.4	12.2	5.1	0.8	11.4
Friends, relatives and/or business associates	276	65	133	78	79	37	31	51	14	13	116	34	100	160	16	155	41	16	2	41
	61.2	71.4	65.5	50.3	71.8	57.8	44.9	63.0	73.7	54.2	67.1	63.0	71.9	61.1	32.0	65.7	64.1	51.6	40.0	51.3
	100.0	23.6	48.2	28.3	28.6	13.4	11.2	18.5	5.1	4.7	42.0	12.3	36.2	58.0	5.8	56.2	14.9	5.8	0.7	14.9

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Table 63
Q.2a SEC.D Thinking About The Various Sources Of Information Available
About Cigars, Which Of The Following Have You Looked To For Reference?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
None of these	44	5	15	24	9	4	9	6	-	2	10	2	6	24	14	14	7	5	1	14
	9.8	5.5	7.4	15.5	8.2	6.3	13.0	7.4	-	8.3	5.8	3.7	4.3	9.2	28.0	5.9	10.9	16.1	20.0	17.5
	100.0	11.4	34.1	54.5	20.5	9.1	20.5	13.6	-	4.5	22.7	4.5	13.6	54.5	31.8	31.8	15.9	11.4	2.3	31.8
Don't know	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Sigma	1104	240	520	341	278	165	156	209	58	62	471	151	381	620	103	646	144	57	10	174
	244.8	263.7	256.2	220.0	252.7	257.8	226.1	258.0	305.3	258.3	272.3	279.6	274.1	236.6	206.0	273.7	225.0	183.9	200.0	217.5
	100.0	21.7	47.1	30.9	25.2	14.9	14.1	18.9	5.3	5.6	42.7	13.7	34.5	56.2	9.3	58.5	13.0	5.2	0.9	15.8

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Table 64
Q.2b-1 SEC.D Do You Currently Subscribe To Cigar Aficionado Magazine?

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Referenced Cigar Aficionado Magazine	208	42	96	69	42	34	32	40	14	17	100	34	70	115	23	128	22	10	1	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	46.2	33.2	20.2	16.3	15.4	19.2	6.7	8.2	48.1	16.3	33.7	55.3	11.1	61.5	10.6	4.8	0.5	15.4
Yes	56	9	21	25	10	8	16	10	3	5	35	13	11	35	10	34	4	2	1	13
	26.9	21.4	21.9	36.2	23.8	23.5	50.0	25.0	21.4	29.4	35.0	38.2	15.7	30.4	43.5	26.6	18.2	20.0	100.0	40.6
	100.0	16.1	37.5	44.6	17.9	14.3	28.6	17.9	5.4	8.9	62.5	23.2	19.6	62.5	17.9	60.7	7.1	3.6	1.8	23.2
No	152	33	75	44	32	26	16	30	11	12	65	21	59	80	13	94	18	8	-	19
	73.1	78.6	78.1	63.8	76.2	76.5	50.0	75.0	78.6	70.6	65.0	61.8	84.3	69.6	56.5	73.4	81.8	80.0	-	59.4
	100.0	21.7	49.3	28.9	21.1	17.1	10.5	19.7	7.2	7.9	42.8	13.8	38.8	52.6	8.6	61.8	11.8	5.3	-	12.5
Sigma	208	42	96	69	42	34	32	40	14	17	100	34	70	115	23	128	22	10	1	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	46.2	33.2	20.2	16.3	15.4	19.2	6.7	8.2	48.1	16.3	33.7	55.3	11.1	61.5	10.6	4.8	0.5	15.4

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Table 65
Q.2b-2 SEC.D Do You Currently Subscribe To Smoke Magazine?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Have Referenced Smoke Magazine	58	13	27	18	12	14	12	14	5	4	24	9	17	36	5	33	8	3	1	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	22.4	46.6	31.0	20.7	24.1	20.7	24.1	8.6	6.9	41.4	15.5	29.3	62.1	8.6	56.9	13.8	5.2	1.7	13.8
Yes	8	2	4	2	2	3	1	-	1	-	5	2	3	4	1	2	-	1	-	2
	13.8	15.4	14.8	11.1	16.7	21.4	8.3	-	20.0	-	20.8	22.2	17.6	11.1	20.0	6.1	-	33.3	-	25.0
	100.0	25.0	50.0	25.0	25.0	37.5	12.5	-	12.5	-	62.5	25.0	37.5	50.0	12.5	25.0	-	12.5	-	25.0
No	50	11	23	16	10	11	11	14	4	4	19	7	14	32	4	31	8	2	1	6
	86.2	84.6	85.2	88.9	83.3	78.6	91.7	100.0	80.0	100.0	79.2	77.8	82.4	88.9	80.0	93.9	100.0	66.7	100.0	75.0
	100.0	22.0	46.0	32.0	20.0	22.0	22.0	28.0	8.0	8.0	38.0	14.0	28.0	64.0	8.0	62.0	16.0	4.0	2.0	12.0
Sigma	58	13	27	18	12	14	12	14	5	4	24	9	17	36	5	33	8	3	1	8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	22.4	46.6	31.0	20.7	24.1	20.7	24.1	8.6	6.9	41.4	15.5	29.3	62.1	8.6	56.9	13.8	5.2	1.7	13.8

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Table 66
Q.2c SEC.D Which Website Has Been The Most Informative And Useful
To You In Obtaining Information About Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Looked On The Internet To Reference Cigars	102	25	52	25	24	16	14	13	3	8	45	14	36	57	9	59	14	3	1	21
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.5	51.0	24.5	23.5	15.7	13.7	12.7	2.9	7.8	44.1	13.7	35.3	55.9	8.8	57.8	13.7	2.9	1.0	20.6
Cigaraficianado.com	24	5	11	8	4	5	6	3	1	3	9	2	4	16	4	17	-	1	-	5
	23.5	20.0	21.2	32.0	16.7	31.3	42.9	23.1	33.3	37.5	20.0	14.3	11.1	28.1	44.4	28.8	-	33.3	-	23.8
	100.0	20.8	45.8	33.3	16.7	20.8	25.0	12.5	4.2	12.5	37.5	8.3	16.7	66.7	16.7	70.8	-	4.2	-	20.8
Cigar(s).com	5	1	3	1	1	1	-	-	-	-	2	1	1	4	-	2	1	-	-	1
	4.9	4.0	5.8	4.0	4.2	6.3	-	-	-	-	4.4	7.1	2.8	7.0	-	3.4	7.1	-	-	4.8
	100.0	20.0	60.0	20.0	20.0	20.0	-	-	-	-	40.0	20.0	20.0	80.0	-	40.0	20.0	-	-	20.0
Fuji's cigar page	4	3	-	1	1	-	-	-	-	1	3	-	2	1	1	2	-	-	-	2
	3.9	12.0	-	4.0	4.2	-	-	-	-	12.5	6.7	-	5.6	1.8	11.1	3.4	-	-	-	9.5
	100.0	75.0	-	25.0	25.0	-	-	-	-	25.0	75.0	-	50.0	25.0	25.0	50.0	-	-	-	50.0
Cigar group/cigar smoker's group (unsp.)	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	1.0	-	1.9	-	-	-	-	-	-	-	2.2	-	-	1.8	-	1.7	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Was just browsing around/used search engine/Yahoo	3	1	1	1	1	-	-	-	1	-	1	1	1	2	-	2	1	-	-	-
	2.9	4.0	1.9	4.0	4.2	-	-	-	33.3	-	2.2	7.1	2.8	3.5	-	3.4	7.1	-	-	-
	100.0	33.3	33.3	33.3	33.3	-	-	-	33.3	-	33.3	33.3	33.3	66.7	-	66.7	33.3	-	-	-
Thompson	2	-	1	1	1	-	-	-	-	-	1	1	-	2	-	1	-	-	-	1
	2.0	-	1.9	4.0	4.2	-	-	-	-	-	2.2	7.1	-	3.5	-	1.7	-	-	-	4.8
	100.0	-	50.0	50.0	50.0	-	-	-	-	-	50.0	50.0	-	100.0	-	50.0	-	-	-	50.0
All other mentions	18	4	12	2	5	4	2	1	-	2	9	2	8	9	1	7	2	1	-	6
	17.6	16.0	23.1	8.0	20.8	25.0	14.3	7.7	-	25.0	20.0	14.3	22.2	15.8	11.1	11.9	14.3	33.3	-	28.6
	100.0	22.2	66.7	11.1	27.8	22.2	11.1	5.6	-	11.1	50.0	11.1	44.4	50.0	5.6	38.9	11.1	5.6	-	33.3

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Table 66
Q.2c SEC.D Which Website Has Been The Most Informative And Useful
To You In Obtaining Information About Cigars?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Have Looked On The Internet To Reference Cigars	102	25	52	25	24	16	14	13	3	8	45	14	36	57	9	59	14	3	1	21
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.5	51.0	24.5	23.5	15.7	13.7	12.7	2.9	7.8	44.1	13.7	35.3	55.9	8.8	57.8	13.7	2.9	1.0	20.6
Nothing	1	-	-	1	-	-	1	1	-	-	1	1	-	1	-	1	-	-	-	-
	1.0	-	-	4.0	-	-	7.1	7.7	-	-	2.2	7.1	-	1.8	-	1.7	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	100.0	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Don't know/Don't remember	44	11	23	10	11	6	5	8	1	2	18	6	20	21	3	26	10	1	1	6
	43.1	44.0	44.2	40.0	45.8	37.5	35.7	61.5	33.3	25.0	40.0	42.9	55.6	36.8	33.3	44.1	71.4	33.3	100.0	28.6
	100.0	25.0	52.3	22.7	25.0	13.6	11.4	18.2	2.3	4.5	40.9	13.6	45.5	47.7	6.8	59.1	22.7	2.3	2.3	13.6
Sigma	102	25	52	25	24	16	14	13	3	8	45	14	36	57	9	59	14	3	1	21
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	24.5	51.0	24.5	23.5	15.7	13.7	12.7	2.9	7.8	44.1	13.7	35.3	55.9	8.8	57.8	13.7	2.9	1.0	20.6

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Table 67
Q.2d SEC.D Which Information Source Has The Most Reliable Information?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Referenced At Least One Source To Obtain Information About Cigars	406	86	187	131	101	60	60	75	19	22	163	52	133	237	36	221	57	26	4	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.2	46.1	32.3	24.9	14.8	14.8	18.5	4.7	5.4	40.1	12.8	32.8	58.4	8.9	54.4	14.0	6.4	1.0	16.3
Cigar books and/or guides	29	6	8	15	5	7	4	4	3	-	9	3	7	18	4	11	2	1	2	11
	7.1	7.0	4.3	11.5	5.0	11.7	6.7	5.3	15.8	-	5.5	5.8	5.3	7.6	11.1	5.0	3.5	3.8	50.0	16.7
	100.0	20.7	27.6	51.7	17.2	24.1	13.8	13.8	10.3	-	31.0	10.3	24.1	62.1	13.8	37.9	6.9	3.4	6.9	37.9
Magazine (Net)	92	17	45	30	12	17	18	11	6	12	41	12	27	53	12	51	13	5	-	14
	22.7	19.8	24.1	22.9	11.9	28.3	30.0	14.7	31.6	54.5	25.2	23.1	20.3	22.4	33.3	23.1	22.8	19.2	-	21.2
	100.0	18.5	48.9	32.6	13.0	18.5	19.6	12.0	6.5	13.0	44.6	13.0	29.3	57.6	13.0	55.4	14.1	5.4	-	15.2
Cigar Aficionado Magazine	81	15	39	27	11	14	15	9	4	12	38	10	25	44	12	46	11	3	-	12
	20.0	17.4	20.9	20.6	10.9	23.3	25.0	12.0	21.1	54.5	23.3	19.2	18.8	18.6	33.3	20.8	19.3	11.5	-	18.2
	100.0	18.5	48.1	33.3	13.6	17.3	18.5	11.1	4.9	14.8	46.9	12.3	30.9	54.3	14.8	56.8	13.6	3.7	-	14.8
Smoke Magazine	11	2	6	3	1	3	3	2	2	-	3	2	2	9	-	5	2	2	-	2
	2.7	2.3	3.2	2.3	1.0	5.0	5.0	2.7	10.5	-	1.8	3.8	1.5	3.8	-	2.3	3.5	7.7	-	3.0
	100.0	18.2	54.5	27.3	9.1	27.3	27.3	18.2	18.2	-	27.3	18.2	18.2	81.8	-	45.5	18.2	18.2	-	18.2
The Internet	13	2	8	3	1	3	2	1	-	3	5	1	3	9	1	5	1	-	-	5
	3.2	2.3	4.3	2.3	1.0	5.0	3.3	1.3	-	13.6	3.1	1.9	2.3	3.8	2.8	2.3	1.8	-	-	7.6
	100.0	15.4	61.5	23.1	7.7	23.1	15.4	7.7	-	23.1	38.5	7.7	23.1	69.2	7.7	38.5	7.7	-	-	38.5
Tobacconists/Smoke shop personnel	123	25	55	42	39	13	17	29	8	3	49	20	41	69	13	83	10	9	1	14
	30.3	29.1	29.4	32.1	38.6	21.7	28.3	38.7	42.1	13.6	30.1	38.5	30.8	29.1	36.1	37.6	17.5	34.6	25.0	21.2
	100.0	20.3	44.7	34.1	31.7	10.6	13.8	23.6	6.5	2.4	39.8	16.3	33.3	56.1	10.6	67.5	8.1	7.3	0.8	11.4
Friends, relatives and/or business associates	141	33	67	41	39	20	17	29	1	4	54	12	51	84	6	68	30	9	1	22
	34.7	38.4	35.8	31.3	38.6	33.3	28.3	38.7	5.3	18.2	33.1	23.1	38.3	35.4	16.7	30.8	52.6	34.6	25.0	33.3
	100.0	23.4	47.5	29.1	27.7	14.2	12.1	20.6	0.7	2.8	38.3	8.5	36.2	59.6	4.3	48.2	21.3	6.4	0.7	15.6

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Table 67
Q.2d SEC.D Which Information Source Has The Most Reliable Information?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Referenced At Least One Source To Obtain Information About Cigars	406	86	187	131	101	60	60	75	19	22	163	52	133	237	36	221	57	26	4	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.2	46.1	32.3	24.9	14.8	14.8	18.5	4.7	5.4	40.1	12.8	32.8	58.4	8.9	54.4	14.0	6.4	1.0	16.3
None of these	5	1	3	-	3	-	1	1	-	-	3	3	2	3	-	2	-	1	-	-
	1.2	1.2	1.6	-	3.0	-	1.7	1.3	-	-	1.8	5.8	1.5	1.3	-	0.9	-	3.8	-	-
	100.0	20.0	60.0	-	60.0	-	20.0	20.0	-	-	60.0	60.0	40.0	60.0	-	40.0	-	20.0	-	-
Don't know	3	2	1	-	2	-	1	-	1	-	2	1	2	1	-	1	1	1	-	-
	0.7	2.3	0.5	-	2.0	-	1.7	-	5.3	-	1.2	1.9	1.5	0.4	-	0.5	1.8	3.8	-	-
	100.0	66.7	33.3	-	66.7	-	33.3	-	33.3	-	66.7	33.3	66.7	33.3	-	33.3	33.3	33.3	-	-
Sigma	406	86	187	131	101	60	60	75	19	22	163	52	133	237	36	221	57	26	4	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.2	46.1	32.3	24.9	14.8	14.8	18.5	4.7	5.4	40.1	12.8	32.8	58.4	8.9	54.4	14.0	6.4	1.0	16.3

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Table 68
Q.2e SEC.D Which Would You Say Would Be The Second-Most Reliable Source?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Referenced 2 Or More Sources To Obtain Information About Cigars	195	44	92	59	47	29	26	38	12	10	88	30	75	106	14	122	25	7	2	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	22.6	47.2	30.3	24.1	14.9	13.3	19.5	6.2	5.1	45.1	15.4	38.5	54.4	7.2	62.6	12.8	3.6	1.0	14.4
Cigar books and/or guides	24	6	9	9	5	9	4	4	-	1	8	2	6	16	2	12	4	1	-	5
	12.3	13.6	9.8	15.3	10.6	31.0	15.4	10.5	-	10.0	9.1	6.7	8.0	15.1	14.3	9.8	16.0	14.3	-	17.9
	100.0	25.0	37.5	37.5	20.8	37.5	16.7	16.7	-	4.2	33.3	8.3	25.0	66.7	8.3	50.0	16.7	4.2	-	20.8
Magazine (Net)	55	11	29	15	16	5	7	13	5	3	22	9	26	25	4	34	8	3	1	7
	28.2	25.0	31.5	25.4	34.0	17.2	26.9	34.2	41.7	30.0	25.0	30.0	34.7	23.6	28.6	27.9	32.0	42.9	50.0	25.0
	100.0	20.0	52.7	27.3	29.1	9.1	12.7	23.6	9.1	5.5	40.0	16.4	47.3	45.5	7.3	61.8	14.5	5.5	1.8	12.7
Cigar Aficionado Magazine	52	10	28	14	16	5	7	12	5	2	21	9	24	24	4	33	6	3	1	7
	26.7	22.7	30.4	23.7	34.0	17.2	26.9	31.6	41.7	20.0	23.9	30.0	32.0	22.6	28.6	27.0	24.0	42.9	50.0	25.0
	100.0	19.2	53.8	26.9	30.8	9.6	13.5	23.1	9.6	3.8	40.4	17.3	46.2	46.2	7.7	63.5	11.5	5.8	1.9	13.5
Smoke Magazine	3	1	1	1	-	-	-	1	-	1	1	-	2	1	-	1	2	-	-	-
	1.5	2.3	1.1	1.7	-	-	-	2.6	-	10.0	1.1	-	2.7	0.9	-	0.8	8.0	-	-	-
	100.0	33.3	33.3	33.3	-	-	-	33.3	-	33.3	33.3	-	66.7	33.3	-	33.3	66.7	-	-	-
The Internet	7	2	3	2	3	-	1	1	1	1	4	1	3	4	-	4	2	1	-	-
	3.6	4.5	3.3	3.4	6.4	-	3.8	2.6	8.3	10.0	4.5	3.3	4.0	3.8	-	3.3	8.0	14.3	-	-
	100.0	28.6	42.9	28.6	42.9	-	14.3	14.3	14.3	14.3	57.1	14.3	42.9	57.1	-	57.1	28.6	14.3	-	-
Tobacconists/Smoke shop personnel	57	12	29	16	10	8	8	9	1	3	29	7	26	30	1	37	8	-	-	8
	29.2	27.3	31.5	27.1	21.3	27.6	30.8	23.7	8.3	30.0	33.0	23.3	34.7	28.3	7.1	30.3	32.0	-	-	28.6
	100.0	21.1	50.9	28.1	17.5	14.0	14.0	15.8	1.8	5.3	50.9	12.3	45.6	52.6	1.8	64.9	14.0	-	-	14.0
Friends, relatives and/or business associates	48	12	21	15	13	6	4	9	5	2	23	9	14	29	5	33	2	2	1	8
	24.6	27.3	22.8	25.4	27.7	20.7	15.4	23.7	41.7	20.0	26.1	30.0	18.7	27.4	35.7	27.0	8.0	28.6	50.0	28.6
	100.0	25.0	43.8	31.3	27.1	12.5	8.3	18.8	10.4	4.2	47.9	18.8	29.2	60.4	10.4	68.8	4.2	4.2	2.1	16.7

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Table 68
Q.2e SEC.D Which Would You Say Would Be The Second-Most Reliable Source?

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	PARTAGAS	ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	TOBACCO OUTLET	DRUG/GROCERY/CONVENIENCE/DISCOUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Have Referenced 2 Or More Sources To Obtain Information About Cigars	195	44	92	59	47	29	26	38	12	10	88	30	75	106	14	122	25	7	2	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	22.6	47.2	30.3	24.1	14.9	13.3	19.5	6.2	5.1	45.1	15.4	38.5	54.4	7.2	62.6	12.8	3.6	1.0	14.4
None of these	2	-	-	2	-	1	1	1	-	-	1	1	-	1	1	-	1	-	-	-
	1.0	-	-	3.4	-	3.4	3.8	2.6	-	-	1.1	3.3	-	0.9	7.1	-	4.0	-	-	-
	100.0	-	-	100.0	-	50.0	50.0	50.0	-	-	50.0	50.0	-	50.0	50.0	-	50.0	-	-	-
Don't know	2	1	1	-	-	-	1	1	-	-	1	1	-	1	1	2	-	-	-	-
	1.0	2.3	1.1	-	-	-	3.8	2.6	-	-	1.1	3.3	-	0.9	7.1	1.6	-	-	-	-
	100.0	50.0	50.0	-	-	-	50.0	50.0	-	-	50.0	50.0	-	50.0	50.0	100.0	-	-	-	-
Sigma	195	44	92	59	47	29	26	38	12	10	88	30	75	106	14	122	25	7	2	28
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	22.6	47.2	30.3	24.1	14.9	13.3	19.5	6.2	5.1	45.1	15.4	38.5	54.4	7.2	62.6	12.8	3.6	1.0	14.4

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Table 69
Q.3a SEC.D Which Cigar Accessories Do You Currently Own?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Humidor	279	52	124	101	53	47	52	47	12	20	114	31	82	161	36	153	30	10	3	62
	61.9	57.1	61.1	65.2	48.2	73.4	75.4	58.0	63.2	83.3	65.9	57.4	59.0	61.5	72.0	64.8	46.9	32.3	60.0	77.5
	100.0	18.6	44.4	36.2	19.0	16.8	18.6	16.8	4.3	7.2	40.9	11.1	29.4	57.7	12.9	54.8	10.8	3.6	1.1	22.2
Humidification system	144	25	70	47	26	31	26	26	7	10	64	21	47	79	18	77	13	4	1	38
	31.9	27.5	34.5	30.3	23.6	48.4	37.7	32.1	36.8	41.7	37.0	38.9	33.8	30.2	36.0	32.6	20.3	12.9	20.0	47.5
	100.0	17.4	48.6	32.6	18.1	21.5	18.1	18.1	4.9	6.9	44.4	14.6	32.6	54.9	12.5	53.5	9.0	2.8	0.7	26.4
Cigar cutter	404	84	181	137	98	59	65	70	16	23	161	50	120	237	47	216	57	20	5	76
	89.6	92.3	89.2	88.4	89.1	92.2	94.2	86.4	84.2	95.8	93.1	92.6	86.3	90.5	94.0	91.5	89.1	64.5	100.0	95.0
	100.0	20.8	44.8	33.9	24.3	14.6	16.1	17.3	4.0	5.7	39.9	12.4	29.7	58.7	11.6	53.5	14.1	5.0	1.2	18.8
Cigar ashtray	192	28	81	81	33	33	40	30	6	12	77	23	56	106	30	95	28	11	4	41
	42.6	30.8	39.9	52.3	30.0	51.6	58.0	37.0	31.6	50.0	44.5	42.6	40.3	40.5	60.0	40.3	43.8	35.5	80.0	51.3
	100.0	14.6	42.2	42.2	17.2	17.2	20.8	15.6	3.1	6.3	40.1	12.0	29.2	55.2	15.6	49.5	14.6	5.7	2.1	21.4
Cigar lighter	223	43	100	79	49	34	45	36	10	13	92	31	73	126	24	120	28	11	3	45
	49.4	47.3	49.3	51.0	44.5	53.1	65.2	44.4	52.6	54.2	53.2	57.4	52.5	48.1	48.0	50.8	43.8	35.5	60.0	56.3
	100.0	19.3	44.8	35.4	22.0	15.2	20.2	16.1	4.5	5.8	41.3	13.9	32.7	56.5	10.8	53.8	12.6	4.9	1.3	20.2
Cigar holder	80	14	37	29	19	16	15	8	5	7	36	11	28	45	7	41	8	3	2	18
	17.7	15.4	18.2	18.7	17.3	25.0	21.7	9.9	26.3	29.2	20.8	20.4	20.1	17.2	14.0	17.4	12.5	9.7	40.0	22.5
	100.0	17.5	46.3	36.3	23.8	20.0	18.8	10.0	6.3	8.8	45.0	13.8	35.0	56.3	8.8	51.3	10.0	3.8	2.5	22.5
Travel humidor	110	22	49	38	15	17	27	19	4	7	49	20	33	69	8	63	12	2	-	28
	24.4	24.2	24.1	24.5	13.6	26.6	39.1	23.5	21.1	29.2	28.3	37.0	23.7	26.3	16.0	26.7	18.8	6.5	-	35.0
	100.0	20.0	44.5	34.5	13.6	15.5	24.5	17.3	3.6	6.4	44.5	18.2	30.0	62.7	7.3	57.3	10.9	1.8	-	25.5

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Table 69
Q.3a SEC.D Which Cigar Accessories Do You Currently Own?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Don't know	23	4	11	8	6	3	1	7	-	-	4	1	9	14	-	10	2	7	-	-
	5.1	4.4	5.4	5.2	5.5	4.7	1.4	8.6	-	-	2.3	1.9	6.5	5.3	-	4.2	3.1	22.6	-	-
	100.0	17.4	47.8	34.8	26.1	13.0	4.3	30.4	-	-	17.4	4.3	39.1	60.9	-	43.5	8.7	30.4	-	-
Sigma	1455	272	653	520	299	240	271	243	60	92	597	188	448	837	170	775	178	68	18	308
	322.6	298.9	321.7	335.5	271.8	375.0	392.8	300.0	315.8	383.3	345.1	348.1	322.3	319.5	340.0	328.4	278.1	219.4	360.0	385.0
	100.0	18.7	44.9	35.7	20.5	16.5	18.6	16.7	4.1	6.3	41.0	12.9	30.8	57.5	11.7	53.3	12.2	4.7	1.2	21.2

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Table 70
Q.4a SEC.D Do You Remember Seeing Or Hearing Any Advertising For Cigars In The Past 2 Months?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	52.3	47.3	52.7	54.2	60.0	54.7	52.2	54.3	47.4	66.7	56.1	61.1	46.8	55.3	52.0	54.7	48.4	38.7	20.0	60.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
No	214	48	95	71	43	29	33	37	10	8	76	21	74	116	24	107	33	18	4	32
	47.5	52.7	46.8	45.8	39.1	45.3	47.8	45.7	52.6	33.3	43.9	38.9	53.2	44.3	48.0	45.3	51.6	58.1	80.0	40.0
	100.0	22.4	44.4	33.2	20.1	13.6	15.4	17.3	4.7	3.7	35.5	9.8	34.6	54.2	11.2	50.0	15.4	8.4	1.9	15.0
Don't know	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 71
Q.4b SEC.D Where Did You See Or Hear The Cigar Advertising In The Past 2 Months?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Newspaper	27	4	11	12	6	1	7	6	-	2	12	6	5	19	3	11	6	1	-	8
	11.4	9.3	10.3	14.3	9.1	2.9	19.4	13.6	-	12.5	12.4	18.2	7.7	13.1	11.5	8.5	19.4	8.3	-	16.7
	100.0	14.8	40.7	44.4	22.2	3.7	25.9	22.2	-	7.4	44.4	22.2	18.5	70.4	11.1	40.7	22.2	3.7	-	29.6
TV	6	1	4	1	-	1	1	1	-	1	2	-	2	4	-	4	-	-	-	-
	2.5	2.3	3.7	1.2	-	2.9	2.8	2.3	-	6.3	2.1	-	3.1	2.8	-	3.1	-	-	-	-
	100.0	16.7	66.7	16.7	-	16.7	16.7	16.7	-	16.7	33.3	-	33.3	66.7	-	66.7	-	-	-	-
Radio	24	7	7	10	8	1	4	6	-	2	11	4	8	14	2	11	2	3	-	4
	10.2	16.3	6.5	11.9	12.1	2.9	11.1	13.6	-	12.5	11.3	12.1	12.3	9.7	7.7	8.5	6.5	25.0	-	8.3
	100.0	29.2	29.2	41.7	33.3	4.2	16.7	25.0	-	8.3	45.8	16.7	33.3	58.3	8.3	45.8	8.3	12.5	-	16.7
Magazine (Net)	155	25	72	58	38	28	27	29	7	13	60	20	39	97	19	87	21	5	1	32
	65.7	58.1	67.3	69.0	57.6	80.0	75.0	65.9	77.8	81.3	61.9	60.6	60.0	66.9	73.1	67.4	67.7	41.7	100.0	66.7
	100.0	16.1	46.5	37.4	24.5	18.1	17.4	18.7	4.5	8.4	38.7	12.9	25.2	62.6	12.3	56.1	13.5	3.2	0.6	20.6
Trade Magazine	104	16	47	41	24	20	19	16	4	11	46	13	25	65	14	58	12	3	1	23
	44.1	37.2	43.9	48.8	36.4	57.1	52.8	36.4	44.4	68.8	47.4	39.4	38.5	44.8	53.8	45.0	38.7	25.0	100.0	47.9
	100.0	15.4	45.2	39.4	23.1	19.2	18.3	15.4	3.8	10.6	44.2	12.5	24.0	62.5	13.5	55.8	11.5	2.9	1.0	22.1
News Magazine	57	9	24	24	13	8	10	15	5	2	18	7	12	39	6	35	7	2	-	10
	24.2	20.9	22.4	28.6	19.7	22.9	27.8	34.1	55.6	12.5	18.6	21.2	18.5	26.9	23.1	27.1	22.6	16.7	-	20.8
	100.0	15.8	42.1	42.1	22.8	14.0	17.5	26.3	8.8	3.5	31.6	12.3	21.1	68.4	10.5	61.4	12.3	3.5	-	17.5
Fashion Magazine	22	1	14	7	7	4	1	6	-	1	7	2	10	11	1	13	5	-	-	4
	9.3	2.3	13.1	8.3	10.6	11.4	2.8	13.6	-	6.3	7.2	6.1	15.4	7.6	3.8	10.1	16.1	-	-	8.3
	100.0	4.5	63.6	31.8	31.8	18.2	4.5	27.3	-	4.5	31.8	9.1	45.5	50.0	4.5	59.1	22.7	-	-	18.2

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Table 71
Q.4b SEC.D Where Did You See Or Hear The Cigar Advertising In The Past 2 Months?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Billboards	11	1	7	3	1	2	2	2	-	1	7	2	4	6	1	6	1	-	-	4
	4.7	2.3	6.5	3.6	1.5	5.7	5.6	4.5	-	6.3	7.2	6.1	6.2	4.1	3.8	4.7	3.2	-	-	8.3
	100.0	9.1	63.6	27.3	9.1	18.2	18.2	18.2	-	9.1	63.6	18.2	36.4	54.5	9.1	54.5	9.1	-	-	36.4
Bar/Pub	28	2	16	10	9	3	4	5	1	3	11	6	11	17	-	16	4	1	-	7
	11.9	4.7	15.0	11.9	13.6	8.6	11.1	11.4	11.1	18.8	11.3	18.2	16.9	11.7	-	12.4	12.9	8.3	-	14.6
	100.0	7.1	57.1	35.7	32.1	10.7	14.3	17.9	3.6	10.7	39.3	21.4	39.3	60.7	-	57.1	14.3	3.6	-	25.0
Other	68	15	30	21	20	11	10	11	2	3	28	11	21	41	6	35	11	5	-	13
	28.8	34.9	28.0	25.0	30.3	31.4	27.8	25.0	22.2	18.8	28.9	33.3	32.3	28.3	23.1	27.1	35.5	41.7	-	27.1
	100.0	22.1	44.1	30.9	29.4	16.2	14.7	16.2	2.9	4.4	41.2	16.2	30.9	60.3	8.8	51.5	16.2	7.4	-	19.1
Don't know	5	-	2	3	2	-	-	-	-	1	1	-	1	4	-	2	-	1	-	1
	2.1	-	1.9	3.6	3.0	-	-	-	-	6.3	1.0	-	1.5	2.8	-	1.6	-	8.3	-	2.1
	100.0	-	40.0	60.0	40.0	-	-	-	-	20.0	20.0	-	20.0	80.0	-	40.0	-	20.0	-	20.0
Sigma	352	56	162	132	90	51	58	68	12	27	143	51	99	220	33	191	48	16	1	74
	149.2	130.2	151.4	157.1	136.4	145.7	161.1	154.5	133.3	168.8	147.4	154.5	152.3	151.7	126.9	148.1	154.8	133.3	100.0	154.2
	100.0	15.9	46.0	37.5	25.6	14.5	16.5	19.3	3.4	7.7	40.6	14.5	28.1	62.5	9.4	54.3	13.6	4.5	0.3	21.0

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
Advertising For Cigars In The	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Past 2 Months	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Domestic Brands (Net)	14	1	9	4	4	3	1	2	-	-	6	3	4	7	3	4	3	1	-	6
	5.9	2.3	8.4	4.8	6.1	8.6	2.8	4.5	-	-	6.2	9.1	6.2	4.8	11.5	3.1	9.7	8.3	-	12.5
	100.0	7.1	64.3	28.6	28.6	21.4	7.1	14.3	-	-	42.9	21.4	28.6	50.0	21.4	28.6	21.4	7.1	-	42.9
Antonio y Cleopatra	1	-	-	1	-	-	1	1	-	-	1	1	-	1	-	1	-	-	-	-
	0.4	-	-	1.2	-	-	2.8	2.3	-	-	1.0	3.0	-	0.7	-	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	100.0	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Backwoods Smokes	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.4	-	0.9	-	-	2.9	-	-	-	-	-	-	1.5	-	-	-	3.2	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Bering (Domestic)	3	1	-	2	1	-	-	-	-	-	-	-	1	1	1	1	1	-	-	1
	1.3	2.3	-	2.4	1.5	-	-	-	-	-	-	-	1.5	0.7	3.8	0.8	3.2	-	-	2.1
	100.0	33.3	-	66.7	33.3	-	-	-	-	-	-	-	33.3	33.3	33.3	33.3	33.3	-	-	33.3
Dutch Masters	2	-	1	1	-	1	-	-	-	-	1	1	-	1	1	-	-	-	-	2
	0.8	-	0.9	1.2	-	2.9	-	-	-	-	1.0	3.0	-	0.7	3.8	-	-	-	-	4.2
	100.0	-	50.0	50.0	-	50.0	-	-	-	-	50.0	50.0	-	50.0	50.0	-	-	-	-	100.0
Garcia y Vega/Whiffs	2	-	1	1	1	-	1	1	-	-	2	2	-	2	-	2	-	-	-	-
	0.8	-	0.9	1.2	1.5	-	2.8	2.3	-	-	2.1	6.1	-	1.4	-	1.6	-	-	-	-
	100.0	-	50.0	50.0	50.0	-	50.0	50.0	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Hav-a-Tampa/Jewels	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.4	-	0.9	-	-	-	-	-	-	-	1.0	-	-	0.7	-	0.8	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Roi-Tan	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.4	-	0.9	-	-	-	-	-	-	-	-	-	-	0.7	-	-	3.2	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
Rustlers	1	-	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.4	-	0.9	-	1.5	-	-	-	-	-	-	-	-	-	3.8	-	-	-	-	2.1
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Swisher/Sweets	3	-	2	1	-	2	-	1	-	-	1	-	1	2	-	-	-	-	-	3
	1.3	-	1.9	1.2	-	5.7	-	2.3	-	-	1.0	-	1.5	1.4	-	-	-	-	-	6.3
	100.0	-	66.7	33.3	-	66.7	-	33.3	-	-	33.3	-	33.3	66.7	-	-	-	-	-	100.0
White Owl	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	0.4	-	0.9	-	1.5	-	-	-	-	-	1.0	-	1.5	-	-	-	-	8.3	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-
Premium Brands (Net)	98	18	44	34	21	19	16	12	5	11	46	14	22	64	12	45	11	5	-	31
	41.5	41.9	41.1	40.5	31.8	54.3	44.4	27.3	55.6	68.8	47.4	42.4	33.8	44.1	46.2	34.9	35.5	41.7	-	64.6
	100.0	18.4	44.9	34.7	21.4	19.4	16.3	12.2	5.1	11.2	46.9	14.3	22.4	65.3	12.2	45.9	11.2	5.1	-	31.6
Arturo Fuente	11	1	6	4	2	2	1	2	-	5	7	2	2	8	1	7	-	-	-	1
	4.7	2.3	5.6	4.8	3.0	5.7	2.8	4.5	-	31.3	7.2	6.1	3.1	5.5	3.8	5.4	-	-	-	2.1
	100.0	9.1	54.5	36.4	18.2	18.2	9.1	18.2	-	45.5	63.6	18.2	18.2	72.7	9.1	63.6	-	-	-	9.1
Ashton	3	-	2	1	1	-	1	-	-	2	2	1	-	3	-	2	-	-	-	-
	1.3	-	1.9	1.2	1.5	-	2.8	-	-	12.5	2.1	3.0	-	2.1	-	1.6	-	-	-	-
	100.0	-	66.7	33.3	33.3	-	33.3	-	-	66.7	66.7	33.3	-	100.0	-	66.7	-	-	-	-

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Have Seen Or Heard	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
Advertising For Cigars In The	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Past 2 Months	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Astral	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.4	2.3	-	-	1.5	-	-	-	-	-	-	-	1.5	-	-	-	3.2	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Avo	2	-	1	1	-	-	1	-	-	-	2	1	-	1	1	2	-	-	-	-
	0.8	-	0.9	1.2	-	-	2.8	-	-	-	2.1	3.0	-	0.7	3.8	1.6	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	100.0	50.0	-	50.0	50.0	100.0	-	-	-	-
Bahia	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.4	-	0.9	-	-	-	2.8	-	-	-	1.0	-	-	0.7	-	-	-	-	-	2.1
	100.0	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
Bauza	2	-	1	1	-	-	2	-	-	1	1	-	-	2	-	1	-	-	-	1
	0.8	-	0.9	1.2	-	-	5.6	-	-	6.3	1.0	-	-	1.4	-	0.8	-	-	-	2.1
	100.0	-	50.0	50.0	-	-	100.0	-	-	50.0	50.0	-	-	100.0	-	50.0	-	-	-	50.0
C.A.O	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.4	2.3	-	-	-	-	2.8	-	-	-	-	-	-	0.7	-	-	-	-	-	2.1
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Cohiba	14	3	7	4	3	2	3	1	2	1	8	2	5	8	1	6	1	1	-	5
	5.9	7.0	6.5	4.8	4.5	5.7	8.3	2.3	22.2	6.3	8.2	6.1	7.7	5.5	3.8	4.7	3.2	8.3	-	10.4
	100.0	21.4	50.0	28.6	21.4	14.3	21.4	7.1	14.3	7.1	57.1	14.3	35.7	57.1	7.1	42.9	7.1	7.1	-	35.7
Cuesta Rey	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.4	-	0.9	-	-	-	-	-	-	-	1.0	-	-	0.7	-	0.8	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Davidoff	2	1	-	1	1	-	-	-	-	-	-	-	1	1	-	1	1	-	-	-
	0.8	2.3	-	1.2	1.5	-	-	-	-	-	-	-	1.5	0.7	-	0.8	3.2	-	-	-
	100.0	50.0	-	50.0	50.0	-	-	-	-	-	-	-	50.0	50.0	-	50.0	50.0	-	-	-
Don Diego	18	4	9	4	3	6	1	2	-	2	8	2	5	11	2	9	1	2	-	5
	7.6	9.3	8.4	4.8	4.5	17.1	2.8	4.5	-	12.5	8.2	6.1	7.7	7.6	7.7	7.0	3.2	16.7	-	10.4
	100.0	22.2	50.0	22.2	16.7	33.3	5.6	11.1	-	11.1	44.4	11.1	27.8	61.1	11.1	50.0	5.6	11.1	-	27.8
Don Jose	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.4	-	-	1.2	-	-	-	-	11.1	-	1.0	3.0	-	0.7	-	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
Don Lino	3	-	1	2	-	2	-	1	-	-	2	-	-	3	-	3	-	-	-	-
	1.3	-	0.9	2.4	-	5.7	-	2.3	-	-	2.1	-	-	2.1	-	2.3	-	-	-	-
	100.0	-	33.3	66.7	-	66.7	-	33.3	-	-	66.7	-	-	100.0	-	100.0	-	-	-	-
Don Seville	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.4	-	-	1.2	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	2.1
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Don Tomas	5	1	2	2	-	4	-	1	1	-	2	1	2	3	-	2	1	-	-	2
	2.1	2.3	1.9	2.4	-	11.4	-	2.3	11.1	-	2.1	3.0	3.1	2.1	-	1.6	3.2	-	-	4.2
	100.0	20.0	40.0	40.0	-	80.0	-	20.0	20.0	-	40.0	20.0	40.0	60.0	-	40.0	20.0	-	-	40.0
Dunhill	11	3	4	4	2	4	1	1	2	2	3	1	3	8	-	8	1	-	-	2
	4.7	7.0	3.7	4.8	3.0	11.4	2.8	2.3	22.2	12.5	3.1	3.0	4.6	5.5	-	6.2	3.2	-	-	4.2
	100.0	27.3	36.4	36.4	18.2	36.4	9.1	9.1	18.2	18.2	27.3	9.1	27.3	72.7	-	72.7	9.1	-	-	18.2

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Excalibur	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.4	-	0.9	-	-	-	2.8	-	-	-	1.0	-	-	0.7	-	-	-	-	-	2.1
	100.0	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
Fuente	12	2	6	3	3	2	2	1	1	1	8	2	-	10	2	6	1	-	-	4
	5.1	4.7	5.6	3.6	4.5	5.7	5.6	2.3	11.1	6.3	8.2	6.1	-	6.9	7.7	4.7	3.2	-	-	8.3
	100.0	16.7	50.0	25.0	25.0	16.7	16.7	8.3	8.3	8.3	66.7	16.7	-	83.3	16.7	50.0	8.3	-	-	33.3
H. Upmann	4	1	3	-	1	1	1	-	-	1	1	-	1	3	-	1	1	-	-	2
	1.7	2.3	2.8	-	1.5	2.9	2.8	-	-	6.3	1.0	-	1.5	2.1	-	0.8	3.2	-	-	4.2
	100.0	25.0	75.0	-	25.0	25.0	25.0	-	-	25.0	25.0	-	25.0	75.0	-	25.0	25.0	-	-	50.0
Hondura Cuban Tobaccos	1	-	1	-	1	-	-	-	-	-	1	1	-	1	-	-	-	-	-	-
	0.4	-	0.9	-	1.5	-	-	-	-	-	1.0	3.0	-	0.7	-	-	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	-	-
Hoyo de Monterrey	4	1	2	1	2	1	1	-	-	-	3	-	1	3	-	3	-	-	-	1
	1.7	2.3	1.9	1.2	3.0	2.9	2.8	-	-	-	3.1	-	1.5	2.1	-	2.3	-	-	-	2.1
	100.0	25.0	50.0	25.0	50.0	25.0	25.0	-	-	-	75.0	-	25.0	75.0	-	75.0	-	-	-	25.0
J.R. Ultimate	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.4	-	-	1.2	-	-	2.8	-	-	-	-	-	-	0.7	-	-	-	-	-	2.1
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
Juan Clemente	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.4	-	-	1.2	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	2.1
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
La Aurora	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.4	-	-	1.2	-	-	-	-	-	-	-	-	-	0.7	-	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
La Gloria Cubana	4	-	2	2	1	-	1	-	-	-	2	1	-	3	1	3	1	-	-	-
	1.7	-	1.9	2.4	1.5	-	2.8	-	-	-	2.1	3.0	-	2.1	3.8	2.3	3.2	-	-	-
	100.0	-	50.0	50.0	25.0	-	25.0	-	-	-	50.0	25.0	-	75.0	25.0	75.0	25.0	-	-	-
La Unica	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.4	-	-	1.2	-	-	-	-	-	-	-	-	-	0.7	-	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Leon Jimenes	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-
	0.4	2.3	-	-	-	2.9	-	-	-	-	1.0	-	-	0.7	-	-	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-	-	-
Macanudo	30	6	11	13	6	6	5	7	1	1	14	4	7	18	5	12	4	1	-	12
	12.7	14.0	10.3	15.5	9.1	17.1	13.9	15.9	11.1	6.3	14.4	12.1	10.8	12.4	19.2	9.3	12.9	8.3	-	25.0
	100.0	20.0	36.7	43.3	20.0	20.0	16.7	23.3	3.3	3.3	46.7	13.3	23.3	60.0	16.7	40.0	13.3	3.3	-	40.0
Macanudo Robust	2	1	-	1	-	-	1	-	-	2	2	-	1	-	1	1	-	-	-	1
	0.8	2.3	-	1.2	-	-	2.8	-	-	12.5	2.1	-	1.5	-	3.8	0.8	-	-	-	2.1
	100.0	50.0	-	50.0	-	-	50.0	-	-	100.0	100.0	-	50.0	-	50.0	50.0	-	-	-	50.0
Macanudo Vintage	1	-	1	-	1	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.4	-	0.9	-	1.5	-	-	-	-	-	1.0	3.0	-	0.7	-	0.8	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Montecristo	6	1	2	3	1	1	1	1	-	1	1	-	1	4	1	4	1	-	-	1
	2.5	2.3	1.9	3.6	1.5	2.9	2.8	2.3	-	6.3	1.0	-	1.5	2.8	3.8	3.1	3.2	-	-	2.1
	100.0	16.7	33.3	50.0	16.7	16.7	16.7	16.7	-	16.7	16.7	-	16.7	66.7	16.7	66.7	16.7	-	-	16.7
Montesino	2	-	2	-	-	-	-	-	-	-	1	1	-	1	1	-	-	-	-	1
	0.8	-	1.9	-	-	-	-	-	-	-	1.0	3.0	-	0.7	3.8	-	-	-	-	2.1
	100.0	-	100.0	-	-	-	-	-	-	-	50.0	50.0	-	50.0	50.0	-	-	-	-	50.0
Nat Sherman	1	1	-	-	-	-	-	-	-	1	1	-	1	-	-	1	-	-	-	-
	0.4	2.3	-	-	-	-	-	-	-	6.3	1.0	-	1.5	-	-	0.8	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	-	-	-	-
Onyx	2	1	1	-	-	1	-	-	-	-	2	-	-	2	-	1	-	-	-	-
	0.8	2.3	0.9	-	-	2.9	-	-	-	-	2.1	-	-	1.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	100.0	-	-	100.0	-	50.0	-	-	-	-
Partagas	13	1	7	5	1	3	3	1	3	1	7	3	1	11	1	10	-	-	-	3
	5.5	2.3	6.5	6.0	1.5	8.6	8.3	2.3	33.3	6.3	7.2	9.1	1.5	7.6	3.8	7.8	-	-	-	6.3
	100.0	7.7	53.8	38.5	7.7	23.1	23.1	7.7	23.1	7.7	53.8	23.1	7.7	84.6	7.7	76.9	-	-	-	23.1
Partagas Limited Reserve	2	-	1	1	-	-	1	-	-	1	-	-	-	1	1	1	-	-	-	-
	0.8	-	0.9	1.2	-	-	2.8	-	-	6.3	-	-	-	0.7	3.8	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	50.0	-	-	-	50.0	50.0	50.0	-	-	-	-
Punch	11	3	2	6	3	1	2	1	-	1	3	1	2	8	1	8	2	-	-	1
	4.7	7.0	1.9	7.1	4.5	2.9	5.6	2.3	-	6.3	3.1	3.0	3.1	5.5	3.8	6.2	6.5	-	-	2.1
	100.0	27.3	18.2	54.5	27.3	9.1	18.2	9.1	-	9.1	27.3	9.1	18.2	72.7	9.1	72.7	18.2	-	-	9.1

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Seen Or Heard Advertising For Cigars In The Past 2 Months	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Romeo y Julieta	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.4	2.3	-	-	-	-	-	-	-	-	1.0	-	-	0.7	-	0.8	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
Royal Jamaica	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.4	-	0.9	-	-	-	-	-	-	-	-	-	-	0.7	-	0.8	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
Te-Amo	4	-	2	2	-	1	1	-	-	-	2	-	1	2	1	2	-	-	-	2
	1.7	-	1.9	2.4	-	2.9	2.8	-	-	-	2.1	-	1.5	1.4	3.8	1.6	-	-	-	4.2
	100.0	-	50.0	50.0	-	25.0	25.0	-	-	-	50.0	-	25.0	50.0	25.0	50.0	-	-	-	50.0
Thompson	9	1	4	3	1	3	-	-	-	1	3	-	2	3	4	1	2	-	-	5
	3.8	2.3	3.7	3.6	1.5	8.6	-	-	-	6.3	3.1	-	3.1	2.1	15.4	0.8	6.5	-	-	10.4
	100.0	11.1	44.4	33.3	11.1	33.3	-	-	-	11.1	33.3	-	22.2	33.3	44.4	11.1	22.2	-	-	55.6
Upmann	6	1	3	2	-	-	1	2	-	-	3	1	-	5	1	3	-	-	-	3
	2.5	2.3	2.8	2.4	-	-	2.8	4.5	-	-	3.1	3.0	-	3.4	3.8	2.3	-	-	-	6.3
	100.0	16.7	50.0	33.3	-	-	16.7	33.3	-	-	50.0	16.7	-	83.3	16.7	50.0	-	-	-	50.0
Vueltabajo	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-
	0.4	-	-	1.2	1.5	-	-	-	-	-	1.0	-	-	0.7	-	-	-	8.3	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-
Other	25	6	11	8	5	6	4	6	-	2	11	2	8	15	2	12	4	1	-	8
	10.6	14.0	10.3	9.5	7.6	17.1	11.1	13.6	-	12.5	11.3	6.1	12.3	10.3	7.7	9.3	12.9	8.3	-	16.7
	100.0	24.0	44.0	32.0	20.0	24.0	16.0	24.0	-	8.0	44.0	8.0	32.0	60.0	8.0	48.0	16.0	4.0	-	32.0

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Table 72
Q.4c SEC.D Can You Remember What Brand(s) Were Being Advertised?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Have Seen Or Heard	236	43	107	84	66	35	36	44	9	16	97	33	65	145	26	129	31	12	1	48
Advertising For Cigars In The	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Past 2 Months	100.0	18.2	45.3	35.6	28.0	14.8	15.3	18.6	3.8	6.8	41.1	14.0	27.5	61.4	11.0	54.7	13.1	5.1	0.4	20.3
Don't know/No Others	121	21	56	44	41	14	16	29	4	4	43	15	37	72	12	75	15	7	1	14
	51.3	48.8	52.3	52.4	62.1	40.0	44.4	65.9	44.4	25.0	44.3	45.5	56.9	49.7	46.2	58.1	48.4	58.3	100.0	29.2
	100.0	17.4	46.3	36.4	33.9	11.6	13.2	24.0	3.3	3.3	35.5	12.4	30.6	59.5	9.9	62.0	12.4	5.8	0.8	11.6
Sigma	362	65	163	131	85	65	56	59	15	30	158	47	86	234	42	197	40	14	1	87
	153.4	151.2	152.3	156.0	128.8	185.7	155.6	134.1	166.7	187.5	162.9	142.4	132.3	161.4	161.5	152.7	129.0	116.7	100.0	181.3
	100.0	18.0	45.0	36.2	23.5	18.0	15.5	16.3	4.1	8.3	43.6	13.0	23.8	64.6	11.6	54.4	11.0	3.9	0.3	24.0

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Table 73
Q.5 SEC.D Have You Recently Heard Of A Cigar Club Called "Club Macanudo"?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	119	25	53	41	29	12	19	13	6	8	57	13	33	72	14	67	13	8	1	22
	26.4	27.5	26.1	26.5	26.4	18.8	27.5	16.0	31.6	33.3	32.9	24.1	23.7	27.5	28.0	28.4	20.3	25.8	20.0	27.5
	100.0	21.0	44.5	34.5	24.4	10.1	16.0	10.9	5.0	6.7	47.9	10.9	27.7	60.5	11.8	56.3	10.9	6.7	0.8	18.5
No	327	65	148	112	81	51	48	67	13	16	113	40	104	189	34	167	50	23	4	56
	72.5	71.4	72.9	72.3	73.6	79.7	69.6	82.7	68.4	66.7	65.3	74.1	74.8	72.1	68.0	70.8	78.1	74.2	80.0	70.0
	100.0	19.9	45.3	34.3	24.8	15.6	14.7	20.5	4.0	4.9	34.6	12.2	31.8	57.8	10.4	51.1	15.3	7.0	1.2	17.1
Don't know	5	1	2	2	-	1	2	1	-	-	3	1	2	1	2	2	1	-	-	2
	1.1	1.1	1.0	1.3	-	1.6	2.9	1.2	-	-	1.7	1.9	1.4	0.4	4.0	0.8	1.6	-	-	2.5
	100.0	20.0	40.0	40.0	-	20.0	40.0	20.0	-	-	60.0	20.0	40.0	20.0	40.0	40.0	20.0	-	-	40.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 74
Q.6a SEC.D Have You Ever Heard Of A Cigar Called Macanudo Robust?

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
Yes	173	37	78	56	37	26	28	33	10	13	173	54	56	97	20	102	15	11	3	32
	53.9	66.1	52.7	48.7	50.7	63.4	60.9	54.1	62.5	65.0	100.0	100.0	55.4	53.6	51.3	58.6	40.5	45.8	75.0	57.1
	100.0	21.4	45.1	32.4	21.4	15.0	16.2	19.1	5.8	7.5	100.0	31.2	32.4	56.1	11.6	59.0	8.7	6.4	1.7	18.5
No	139	17	67	55	34	14	17	25	6	6	-	-	43	81	15	69	22	12	1	21
	43.3	30.4	45.3	47.8	46.6	34.1	37.0	41.0	37.5	30.0	-	-	42.6	44.8	38.5	39.7	59.5	50.0	25.0	37.5
	100.0	12.2	48.2	39.6	24.5	10.1	12.2	18.0	4.3	4.3	-	-	30.9	58.3	10.8	49.6	15.8	8.6	0.7	15.1
Don't know	9	2	3	4	2	1	1	3	-	1	-	-	2	3	4	3	-	1	-	3
	2.8	3.6	2.0	3.5	2.7	2.4	2.2	4.9	-	5.0	-	-	2.0	1.7	10.3	1.7	-	4.2	-	5.4
	100.0	22.2	33.3	44.4	22.2	11.1	11.1	33.3	-	11.1	-	-	22.2	33.3	44.4	33.3	-	11.1	-	33.3
Sigma	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4

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Table 75
Q.6b SEC.D Have You Ever Heard Of A Cigar Called Don Sebastian?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
Yes	169	25	75	67	40	20	22	31	12	7	91	33	50	100	19	85	18	14	1	35
	52.6	44.6	50.7	58.3	54.8	48.8	47.8	50.8	75.0	35.0	52.6	61.1	49.5	55.2	48.7	48.9	48.6	58.3	25.0	62.5
	100.0	14.8	44.4	39.6	23.7	11.8	13.0	18.3	7.1	4.1	53.8	19.5	29.6	59.2	11.2	50.3	10.7	8.3	0.6	20.7
No	147	31	71	45	30	21	24	28	4	13	82	21	51	77	19	87	18	9	3	21
	45.8	55.4	48.0	39.1	41.1	51.2	52.2	45.9	25.0	65.0	47.4	38.9	50.5	42.5	48.7	50.0	48.6	37.5	75.0	37.5
	100.0	21.1	48.3	30.6	20.4	14.3	16.3	19.0	2.7	8.8	55.8	14.3	34.7	52.4	12.9	59.2	12.2	6.1	2.0	14.3
Don't know	5	-	2	3	3	-	-	2	-	-	-	-	-	4	1	2	1	1	-	-
	1.6	-	1.4	2.6	4.1	-	-	3.3	-	-	-	-	-	2.2	2.6	1.1	2.7	4.2	-	-
	100.0	-	40.0	60.0	60.0	-	-	40.0	-	-	-	-	-	80.0	20.0	40.0	20.0	20.0	-	-
Sigma	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4

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Table 76
Q.7 SEC.D Have You Tried Macanudo Robust?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Heard Of Macanudo Robust	173	37	78	56	37	26	28	33	10	13	173	54	56	97	20	102	15	11	3	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.4	45.1	32.4	21.4	15.0	16.2	19.1	5.8	7.5	100.0	31.2	32.4	56.1	11.6	59.0	8.7	6.4	1.7	18.5
Yes	54	10	25	18	15	3	9	7	8	1	54	54	16	31	7	35	1	3	2	8
	31.2	27.0	32.1	32.1	40.5	11.5	32.1	21.2	80.0	7.7	31.2	100.0	28.6	32.0	35.0	34.3	6.7	27.3	66.7	25.0
	100.0	18.5	46.3	33.3	27.8	5.6	16.7	13.0	14.8	1.9	100.0	100.0	29.6	57.4	13.0	64.8	1.9	5.6	3.7	14.8
No	109	24	49	35	21	21	17	23	2	10	109	-	36	60	13	62	10	8	1	23
	63.0	64.9	62.8	62.5	56.8	80.8	60.7	69.7	20.0	76.9	63.0	-	64.3	61.9	65.0	60.8	66.7	72.7	33.3	71.9
	100.0	22.0	45.0	32.1	19.3	19.3	15.6	21.1	1.8	9.2	100.0	-	33.0	55.0	11.9	56.9	9.2	7.3	0.9	21.1
Don't know	10	3	4	3	1	2	2	3	-	2	10	-	4	6	-	5	4	-	-	1
	5.8	8.1	5.1	5.4	2.7	7.7	7.1	9.1	-	15.4	5.8	-	7.1	6.2	-	4.9	26.7	-	-	3.1
	100.0	30.0	40.0	30.0	10.0	20.0	20.0	30.0	-	20.0	100.0	-	40.0	60.0	-	50.0	40.0	-	-	10.0
Sigma	173	37	78	56	37	26	28	33	10	13	173	54	56	97	20	102	15	11	3	32
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	21.4	45.1	32.4	21.4	15.0	16.2	19.1	5.8	7.5	100.0	31.2	32.4	56.1	11.6	59.0	8.7	6.4	1.7	18.5

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Table 77
Q.7 SEC.D Have You Tried Don Sebastian?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Have Heard Of Don Sebastian	169	25	75	67	40	20	22	31	12	7	91	33	50	100	19	85	18	14	1	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	14.8	44.4	39.6	23.7	11.8	13.0	18.3	7.1	4.1	53.8	19.5	29.6	59.2	11.2	50.3	10.7	8.3	0.6	20.7
Yes	35	3	14	18	8	4	4	12	4	1	22	11	11	22	2	21	4	3	-	4
	20.7	12.0	18.7	26.9	20.0	20.0	18.2	38.7	33.3	14.3	24.2	33.3	22.0	22.0	10.5	24.7	22.2	21.4	-	11.4
	100.0	8.6	40.0	51.4	22.9	11.4	11.4	34.3	11.4	2.9	62.9	31.4	31.4	62.9	5.7	60.0	11.4	8.6	-	11.4
No	131	21	59	49	32	15	18	17	8	6	66	22	38	76	17	61	14	11	1	31
	77.5	84.0	78.7	73.1	80.0	75.0	81.8	54.8	66.7	85.7	72.5	66.7	76.0	76.0	89.5	71.8	77.8	78.6	100.0	88.6
	100.0	16.0	45.0	37.4	24.4	11.5	13.7	13.0	6.1	4.6	50.4	16.8	29.0	58.0	13.0	46.6	10.7	8.4	0.8	23.7
Don't know	3	1	2	-	-	1	-	2	-	-	3	-	1	2	-	3	-	-	-	-
	1.8	4.0	2.7	-	-	5.0	-	6.5	-	-	3.3	-	2.0	2.0	-	3.5	-	-	-	-
	100.0	33.3	66.7	-	-	33.3	-	66.7	-	-	100.0	-	33.3	66.7	-	100.0	-	-	-	-
Sigma	169	25	75	67	40	20	22	31	12	7	91	33	50	100	19	85	18	14	1	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	14.8	44.4	39.6	23.7	11.8	13.0	18.3	7.1	4.1	53.8	19.5	29.6	59.2	11.2	50.3	10.7	8.3	0.6	20.7

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Table 78
Q.8 SEC.D What Magazines Do You Personally Subscribe To?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
PLAYBOY	31	3	17	10	6	3	4	6	-	3	12	3	11	18	2	16	3	2	1	6
	6.9	3.3	8.4	6.5	5.5	4.7	5.8	7.4	-	12.5	6.9	5.6	7.9	6.9	4.0	6.8	4.7	6.5	20.0	7.5
	100.0	9.7	54.8	32.3	19.4	9.7	12.9	19.4	-	9.7	38.7	9.7	35.5	58.1	6.5	51.6	9.7	6.5	3.2	19.4
CIGAR AFICIONADO	30	6	14	10	6	5	5	8	-	1	22	8	7	19	4	19	2	-	1	6
	6.7	6.6	6.9	6.5	5.5	7.8	7.2	9.9	-	4.2	12.7	14.8	5.0	7.3	8.0	8.1	3.1	-	20.0	7.5
	100.0	20.0	46.7	33.3	20.0	16.7	16.7	26.7	-	3.3	73.3	26.7	23.3	63.3	13.3	63.3	6.7	-	3.3	20.0
NATIONAL GEOGRAPHIC	26	-	9	17	6	1	5	3	1	-	12	4	5	16	5	15	2	1	1	4
	5.8	-	4.4	11.0	5.5	1.6	7.2	3.7	5.3	-	6.9	7.4	3.6	6.1	10.0	6.4	3.1	3.2	20.0	5.0
	100.0	-	34.6	65.4	23.1	3.8	19.2	11.5	3.8	-	46.2	15.4	19.2	61.5	19.2	57.7	7.7	3.8	3.8	15.4
NEWSWEEK	21	2	9	10	5	-	2	5	3	1	10	6	7	10	4	13	2	2	1	2
	4.7	2.2	4.4	6.5	4.5	-	2.9	6.2	15.8	4.2	5.8	11.1	5.0	3.8	8.0	5.5	3.1	6.5	20.0	2.5
	100.0	9.5	42.9	47.6	23.8	-	9.5	23.8	14.3	4.8	47.6	28.6	33.3	47.6	19.0	61.9	9.5	9.5	4.8	9.5
TIME	21	2	10	9	3	-	2	7	3	-	7	4	7	11	3	12	1	1	-	5
	4.7	2.2	4.9	5.8	2.7	-	2.9	8.6	15.8	-	4.0	7.4	5.0	4.2	6.0	5.1	1.6	3.2	-	6.3
	100.0	9.5	47.6	42.9	14.3	-	9.5	33.3	14.3	-	33.3	19.0	33.3	52.4	14.3	57.1	4.8	4.8	-	23.8
SPORTS ILLUSTRATED	18	-	8	10	2	1	3	5	1	-	7	6	6	9	3	8	1	2	-	6
	4.0	-	3.9	6.5	1.8	1.6	4.3	6.2	5.3	-	4.0	11.1	4.3	3.4	6.0	3.4	1.6	6.5	-	7.5
	100.0	-	44.4	55.6	11.1	5.6	16.7	27.8	5.6	-	38.9	33.3	33.3	50.0	16.7	44.4	5.6	11.1	-	33.3
READER'S DIGEST	16	-	7	9	5	1	3	3	-	1	5	1	-	10	6	5	1	2	-	5
	3.5	-	3.4	5.8	4.5	1.6	4.3	3.7	-	4.2	2.9	1.9	-	3.8	12.0	2.1	1.6	6.5	-	6.3
	100.0	-	43.8	56.3	31.3	6.3	18.8	18.8	-	6.3	31.3	6.3	-	62.5	37.5	31.3	6.3	12.5	-	31.3

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Table 78
Q.8 SEC.D What Magazines Do You Personally Subscribe To?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
US NEWS AND WORLD REPORT	15	1	7	7	2	1	3	5	2	1	6	3	4	7	4	10	-	1	-	4
	3.3	1.1	3.4	4.5	1.8	1.6	4.3	6.2	10.5	4.2	3.5	5.6	2.9	2.7	8.0	4.2	-	3.2	-	5.0
	100.0	6.7	46.7	46.7	13.3	6.7	20.0	33.3	13.3	6.7	40.0	20.0	26.7	46.7	26.7	66.7	-	6.7	-	26.7
POPULAR MECHANICS	11	3	2	6	-	2	1	2	2	-	7	4	5	5	1	9	-	1	1	-
	2.4	3.3	1.0	3.9	-	3.1	1.4	2.5	10.5	-	4.0	7.4	3.6	1.9	2.0	3.8	-	3.2	20.0	-
	100.0	27.3	18.2	54.5	-	18.2	9.1	18.2	18.2	-	63.6	36.4	45.5	45.5	9.1	81.8	-	9.1	9.1	-
MEN'S HEALTH	10	3	4	3	3	2	1	2	1	1	4	2	4	6	-	6	1	-	-	2
	2.2	3.3	2.0	1.9	2.7	3.1	1.4	2.5	5.3	4.2	2.3	3.7	2.9	2.3	-	2.5	1.6	-	-	2.5
	100.0	30.0	40.0	30.0	30.0	20.0	10.0	20.0	10.0	10.0	40.0	20.0	40.0	60.0	-	60.0	10.0	-	-	20.0
GOLF DIGEST	10	2	6	2	1	1	1	-	-	1	7	-	4	5	1	4	-	1	-	4
	2.2	2.2	3.0	1.3	0.9	1.6	1.4	-	-	4.2	4.0	-	2.9	1.9	2.0	1.7	-	3.2	-	5.0
	100.0	20.0	60.0	20.0	10.0	10.0	10.0	-	-	10.0	70.0	-	40.0	50.0	10.0	40.0	-	10.0	-	40.0
TV GUIDE	10	1	5	4	1	3	1	2	-	1	3	-	3	5	2	4	1	2	-	3
	2.2	1.1	2.5	2.6	0.9	4.7	1.4	2.5	-	4.2	1.7	-	2.2	1.9	4.0	1.7	1.6	6.5	-	3.8
	100.0	10.0	50.0	40.0	10.0	30.0	10.0	20.0	-	10.0	30.0	-	30.0	50.0	20.0	40.0	10.0	20.0	-	30.0
SMITHSONIAN	10	-	1	9	2	1	2	3	-	-	5	3	-	6	4	5	-	-	-	3
	2.2	-	0.5	5.8	1.8	1.6	2.9	3.7	-	-	2.9	5.6	-	2.3	8.0	2.1	-	-	-	3.8
	100.0	-	10.0	90.0	20.0	10.0	20.0	30.0	-	-	50.0	30.0	-	60.0	40.0	50.0	-	-	-	30.0
LIFE	9	-	4	5	1	-	3	2	1	2	4	2	2	6	1	3	1	2	-	3
	2.0	-	2.0	3.2	0.9	-	4.3	2.5	5.3	8.3	2.3	3.7	1.4	2.3	2.0	1.3	1.6	6.5	-	3.8
	100.0	-	44.4	55.6	11.1	-	33.3	22.2	11.1	22.2	44.4	22.2	22.2	66.7	11.1	33.3	11.1	22.2	-	33.3

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Table 78
Q.8 SEC.D What Magazines Do You Personally Subscribe To?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
FIELD AND STREAM	9	2	2	5	2	-	3	-	-	1	5	1	3	5	1	3	1	3	-	2
	2.0	2.2	1.0	3.2	1.8	-	4.3	-	-	4.2	2.9	1.9	2.2	1.9	2.0	1.3	1.6	9.7	-	2.5
	100.0	22.2	22.2	55.6	22.2	-	33.3	-	-	11.1	55.6	11.1	33.3	55.6	11.1	33.3	11.1	33.3	-	22.2
CAR & DRIVER	8	1	2	5	4	-	-	4	1	-	4	1	2	6	-	5	-	1	-	2
	1.8	1.1	1.0	3.2	3.6	-	-	4.9	5.3	-	2.3	1.9	1.4	2.3	-	2.1	-	3.2	-	2.5
	100.0	12.5	25.0	62.5	50.0	-	-	50.0	12.5	-	50.0	12.5	25.0	75.0	-	62.5	-	12.5	-	25.0
SMOKE	8	3	3	2	2	3	2	1	-	-	6	1	3	4	1	3	1	-	-	2
	1.8	3.3	1.5	1.3	1.8	4.7	2.9	1.2	-	-	3.5	1.9	2.2	1.5	2.0	1.3	1.6	-	-	2.5
	100.0	37.5	37.5	25.0	25.0	37.5	25.0	12.5	-	-	75.0	12.5	37.5	50.0	12.5	37.5	12.5	-	-	25.0
POPULAR SCIENCE	7	2	1	4	1	1	-	-	1	-	2	1	4	3	-	4	1	-	-	1
	1.6	2.2	0.5	2.6	0.9	1.6	-	-	5.3	-	1.2	1.9	2.9	1.1	-	1.7	1.6	-	-	1.3
	100.0	28.6	14.3	57.1	14.3	14.3	-	-	14.3	-	28.6	14.3	57.1	42.9	-	57.1	14.3	-	-	14.3
PEOPLE WEEKLY	7	1	4	2	2	1	1	2	-	1	3	1	1	5	1	5	-	-	-	2
	1.6	1.1	2.0	1.3	1.8	1.6	1.4	2.5	-	4.2	1.7	1.9	0.7	1.9	2.0	2.1	-	-	-	2.5
	100.0	14.3	57.1	28.6	28.6	14.3	14.3	28.6	-	14.3	42.9	14.3	14.3	71.4	14.3	71.4	-	-	-	28.6
MOTOR TREND	7	2	1	4	2	1	-	1	-	-	5	2	3	3	1	2	1	2	-	1
	1.6	2.2	0.5	2.6	1.8	1.6	-	1.2	-	-	2.9	3.7	2.2	1.1	2.0	0.8	1.6	6.5	-	1.3
	100.0	28.6	14.3	57.1	28.6	14.3	-	14.3	-	-	71.4	28.6	42.9	42.9	14.3	28.6	14.3	28.6	-	14.3
PC WORLD	7	3	1	3	1	1	1	5	-	1	3	1	-	5	2	6	-	1	-	-
	1.6	3.3	0.5	1.9	0.9	1.6	1.4	6.2	-	4.2	1.7	1.9	-	1.9	4.0	2.5	-	3.2	-	-
	100.0	42.9	14.3	42.9	14.3	14.3	14.3	71.4	-	14.3	42.9	14.3	-	71.4	28.6	85.7	-	14.3	-	-

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Table 78
Q.8 SEC.D What Magazines Do You Personally Subscribe To?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
MONEY	6	-	3	3	1	-	-	2	1	-	4	3	1	4	1	4	1	-	-	-
	1.3	-	1.5	1.9	0.9	-	-	2.5	5.3	-	2.3	5.6	0.7	1.5	2.0	1.7	1.6	-	-	-
	100.0	-	50.0	50.0	16.7	-	-	33.3	16.7	-	66.7	50.0	16.7	66.7	16.7	66.7	16.7	-	-	-
ROLLING STONE	6	-	5	1	2	-	2	1	-	-	3	-	4	2	-	5	-	-	-	1
	1.3	-	2.5	0.6	1.8	-	2.9	1.2	-	-	1.7	-	2.9	0.8	-	2.1	-	-	-	1.3
	100.0	-	83.3	16.7	33.3	-	33.3	16.7	-	-	50.0	-	66.7	33.3	-	83.3	-	-	-	16.7
DISCOVER	6	2	-	4	-	1	1	1	1	-	3	1	3	2	1	3	-	-	-	2
	1.3	2.2	-	2.6	-	1.6	1.4	1.2	5.3	-	1.7	1.9	2.2	0.8	2.0	1.3	-	-	-	2.5
	100.0	33.3	-	66.7	-	16.7	16.7	16.7	16.7	-	50.0	16.7	50.0	33.3	16.7	50.0	-	-	-	33.3
MEN'S JOURNAL	6	3	-	3	1	-	1	-	-	1	4	1	1	4	1	4	1	-	-	1
	1.3	3.3	-	1.9	0.9	-	1.4	-	-	4.2	2.3	1.9	0.7	1.5	2.0	1.7	1.6	-	-	1.3
	100.0	50.0	-	50.0	16.7	-	16.7	-	-	16.7	66.7	16.7	16.7	66.7	16.7	66.7	16.7	-	-	16.7
GQ	5	2	2	-	1	1	-	2	1	-	3	2	4	1	-	4	1	-	-	-
	1.1	2.2	1.0	-	0.9	1.6	-	2.5	5.3	-	1.7	3.7	2.9	0.4	-	1.7	1.6	-	-	-
	100.0	40.0	40.0	-	20.0	20.0	-	40.0	20.0	-	60.0	40.0	80.0	20.0	-	80.0	20.0	-	-	-
PENTHOUSE	5	-	2	3	-	1	3	-	-	-	2	2	3	1	1	2	-	-	1	2
	1.1	-	1.0	1.9	-	1.6	4.3	-	-	-	1.2	3.7	2.2	0.4	2.0	0.8	-	-	20.0	2.5
	100.0	-	40.0	60.0	-	20.0	60.0	-	-	-	40.0	40.0	60.0	20.0	20.0	40.0	-	-	20.0	40.0
ESQUIRE	5	1	3	1	1	2	-	-	2	1	1	1	3	2	-	2	1	1	-	1
	1.1	1.1	1.5	0.6	0.9	3.1	-	-	10.5	4.2	0.6	1.9	2.2	0.8	-	0.8	1.6	3.2	-	1.3
	100.0	20.0	60.0	20.0	20.0	40.0	-	-	40.0	20.0	20.0	20.0	60.0	40.0	-	40.0	20.0	20.0	-	20.0

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
NEW YORKER	5	-	-	5	-	1	1	2	-	-	2	-	1	3	1	5	-	-	-	-
	1.1	-	-	3.2	-	1.6	1.4	2.5	-	-	1.2	-	0.7	1.1	2.0	2.1	-	-	-	-
	100.0	-	-	100.0	-	20.0	20.0	40.0	-	-	40.0	-	20.0	60.0	20.0	100.0	-	-	-	-
BUSINESS WEEK	5	-	2	3	-	-	-	1	-	-	1	-	3	2	-	2	2	-	-	1
	1.1	-	1.0	1.9	-	-	-	1.2	-	-	0.6	-	2.2	0.8	-	0.8	3.1	-	-	1.3
	100.0	-	40.0	60.0	-	-	-	20.0	-	-	20.0	-	60.0	40.0	-	40.0	40.0	-	-	20.0
TRAVEL AND LEISURE	5	-	1	4	2	2	-	2	1	-	2	1	1	1	3	4	-	-	-	-
	1.1	-	0.5	2.6	1.8	3.1	-	2.5	5.3	-	1.2	1.9	0.7	0.4	6.0	1.7	-	-	-	-
	100.0	-	20.0	80.0	40.0	40.0	-	40.0	20.0	-	40.0	20.0	20.0	20.0	60.0	80.0	-	-	-	-
OUTDOOR LIFE	5	3	-	2	-	-	-	-	1	1	3	1	2	1	2	2	1	-	-	2
	1.1	3.3	-	1.3	-	-	-	-	5.3	4.2	1.7	1.9	1.4	0.4	4.0	0.8	1.6	-	-	2.5
	100.0	60.0	-	40.0	-	-	-	-	20.0	20.0	60.0	20.0	40.0	20.0	40.0	40.0	20.0	-	-	40.0
PC MAGAZINE	5	-	2	3	2	1	1	1	1	-	4	2	1	3	1	3	-	-	-	1
	1.1	-	1.0	1.9	1.8	1.6	1.4	1.2	5.3	-	2.3	3.7	0.7	1.1	2.0	1.3	-	-	-	1.3
	100.0	-	40.0	60.0	40.0	20.0	20.0	20.0	20.0	-	80.0	40.0	20.0	60.0	20.0	60.0	-	-	-	20.0
FOOD AND WINE	4	-	2	2	-	2	1	2	-	-	2	-	1	1	2	3	-	-	1	-
	0.9	-	1.0	1.3	-	3.1	1.4	2.5	-	-	1.2	-	0.7	0.4	4.0	1.3	-	-	20.0	-
	100.0	-	50.0	50.0	-	50.0	25.0	50.0	-	-	50.0	-	25.0	25.0	50.0	75.0	-	-	25.0	-
GUNS AND AMMO	4	-	-	4	-	1	1	1	-	-	2	1	-	3	1	2	1	-	-	-
	0.9	-	-	2.6	-	1.6	1.4	1.2	-	-	1.2	1.9	-	1.1	2.0	0.8	1.6	-	-	-
	100.0	-	-	100.0	-	25.0	25.0	25.0	-	-	50.0	25.0	-	75.0	25.0	50.0	25.0	-	-	-

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Table 78
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
HOT ROD	4	1	2	1	1	1	1	-	-	1	2	1	2	1	1	2	1	1	-	-
	0.9	1.1	1.0	0.6	0.9	1.6	1.4	-	-	4.2	1.2	1.9	1.4	0.4	2.0	0.8	1.6	3.2	-	-
	100.0	25.0	50.0	25.0	25.0	25.0	25.0	-	-	25.0	50.0	25.0	50.0	25.0	25.0	50.0	25.0	25.0	-	-
SPORTING NEWS	4	1	2	1	-	-	-	1	-	-	-	-	2	2	-	2	1	-	-	-
	0.9	1.1	1.0	0.6	-	-	-	1.2	-	-	-	-	1.4	0.8	-	0.8	1.6	-	-	-
	100.0	25.0	50.0	25.0	-	-	-	25.0	-	-	-	-	50.0	50.0	-	50.0	25.0	-	-	-
FORBES	4	1	3	-	1	-	-	1	1	-	2	1	1	3	-	3	1	-	-	-
	0.9	1.1	1.5	-	0.9	-	-	1.2	5.3	-	1.2	1.9	0.7	1.1	-	1.3	1.6	-	-	-
	100.0	25.0	75.0	-	25.0	-	-	25.0	25.0	-	50.0	25.0	25.0	75.0	-	75.0	25.0	-	-	-
FORTUNE	4	-	1	3	1	1	-	-	1	-	2	1	-	3	1	1	-	-	-	3
	0.9	-	0.5	1.9	0.9	1.6	-	-	5.3	-	1.2	1.9	-	1.1	2.0	0.4	-	-	-	3.8
	100.0	-	25.0	75.0	25.0	25.0	-	-	25.0	-	50.0	25.0	-	75.0	25.0	25.0	-	-	-	75.0
NORTH AMERICAN FISHERMAN	4	-	3	1	1	3	-	-	-	-	3	-	1	3	-	2	1	-	-	1
	0.9	-	1.5	0.6	0.9	4.7	-	-	-	-	1.7	-	0.7	1.1	-	0.8	1.6	-	-	1.3
	100.0	-	75.0	25.0	25.0	75.0	-	-	-	-	75.0	-	25.0	75.0	-	50.0	25.0	-	-	25.0
ENTERTAINMENT WEEKLY	4	-	2	2	-	1	-	-	-	-	1	-	1	3	-	2	1	-	-	1
	0.9	-	1.0	1.3	-	1.6	-	-	-	-	0.6	-	0.7	1.1	-	0.8	1.6	-	-	1.3
	100.0	-	50.0	50.0	-	25.0	-	-	-	-	25.0	-	25.0	75.0	-	50.0	25.0	-	-	25.0
PC COMPUTING	4	-	3	1	2	-	1	1	-	-	1	-	-	4	-	1	1	1	-	1
	0.9	-	1.5	0.6	1.8	-	1.4	1.2	-	-	0.6	-	-	1.5	-	0.4	1.6	3.2	-	1.3
	100.0	-	75.0	25.0	50.0	-	25.0	25.0	-	-	25.0	-	-	100.0	-	25.0	25.0	25.0	-	25.0

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Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
DETAILS	3	-	3	-	1	1	-	-	1	-	-	-	2	1	-	2	-	-	-	1
	0.7	-	1.5	-	0.9	1.6	-	-	5.3	-	-	-	1.4	0.4	-	0.8	-	-	-	1.3
	100.0	-	100.0	-	33.3	33.3	-	-	33.3	-	-	-	66.7	33.3	-	66.7	-	-	-	33.3
SPORT	3	-	2	1	-	-	1	-	-	-	1	1	-	2	1	2	1	-	-	-
	0.7	-	1.0	0.6	-	-	1.4	-	-	-	0.6	1.9	-	0.8	2.0	0.8	1.6	-	-	-
	100.0	-	66.7	33.3	-	-	33.3	-	-	-	33.3	33.3	-	66.7	33.3	66.7	33.3	-	-	-
HOME	3	-	-	3	1	-	-	1	1	-	3	1	1	2	-	2	-	-	-	-
	0.7	-	-	1.9	0.9	-	-	1.2	5.3	-	1.7	1.9	0.7	0.8	-	0.8	-	-	-	-
	100.0	-	-	100.0	33.3	-	-	33.3	33.3	-	100.0	33.3	33.3	66.7	-	66.7	-	-	-	-
AMERICAN RIFLEMAN	3	-	2	-	-	1	-	-	-	-	1	-	1	2	-	2	-	-	-	1
	0.7	-	1.0	-	-	1.6	-	-	-	-	0.6	-	0.7	0.8	-	0.8	-	-	-	1.3
	100.0	-	66.7	-	-	33.3	-	-	-	-	33.3	-	33.3	66.7	-	66.7	-	-	-	33.3
ROAD AND TRACK	3	1	1	1	3	-	-	1	-	-	2	1	-	3	-	2	-	-	-	-
	0.7	1.1	0.5	0.6	2.7	-	-	1.2	-	-	1.2	1.9	-	1.1	-	0.8	-	-	-	-
	100.0	33.3	33.3	33.3	100.0	-	-	33.3	-	-	66.7	33.3	-	100.0	-	66.7	-	-	-	-
INC	3	1	-	2	2	-	-	-	1	-	2	1	1	1	1	2	-	1	-	-
	0.7	1.1	-	1.3	1.8	-	-	-	5.3	-	1.2	1.9	0.7	0.4	2.0	0.8	-	3.2	-	-
	100.0	33.3	-	66.7	66.7	-	-	-	33.3	-	66.7	33.3	33.3	33.3	33.3	66.7	-	33.3	-	-
SMART MONEY	3	-	1	2	-	-	-	-	-	1	2	-	1	1	1	1	2	-	-	-
	0.7	-	0.5	1.3	-	-	-	-	-	4.2	1.2	-	0.7	0.4	2.0	0.4	3.1	-	-	-
	100.0	-	33.3	66.7	-	-	-	-	-	33.3	66.7	-	33.3	33.3	33.3	33.3	66.7	-	-	-

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Table 78
Q.8 SEC.D What Magazines Do You Personally Subscribe To?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
GOLF MAGAZINE	3	-	3	-	1	2	-	1	-	-	3	1	1	2	-	2	-	-	-	1
	0.7	-	1.5	-	0.9	3.1	-	1.2	-	-	1.7	1.9	0.7	0.8	-	0.8	-	-	-	1.3
	100.0	-	100.0	-	33.3	66.7	-	33.3	-	-	100.0	33.3	33.3	66.7	-	66.7	-	-	-	33.3
CAR CRAFT	2	-	-	2	-	-	-	1	-	1	-	-	-	1	1	2	-	-	-	-
	0.4	-	-	1.3	-	-	-	1.2	-	4.2	-	-	-	0.4	2.0	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	-	50.0	-	50.0	-	-	-	50.0	50.0	100.0	-	-	-	-
FAMILY HANDYMAN	2	-	1	1	-	-	-	-	1	-	1	1	1	-	1	1	-	-	-	1
	0.4	-	0.5	0.6	-	-	-	-	5.3	-	0.6	1.9	0.7	-	2.0	0.4	-	-	-	1.3
	100.0	-	50.0	50.0	-	-	-	-	50.0	-	50.0	50.0	50.0	-	50.0	50.0	-	-	-	50.0
SPIN	2	-	2	-	1	-	-	-	-	-	2	-	2	-	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	1.2	-	1.4	-	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
AUTOMOBILE	2	-	-	2	-	-	1	-	-	-	1	1	-	1	1	1	-	-	-	1
	0.4	-	-	1.3	-	-	1.4	-	-	-	0.6	1.9	-	0.4	2.0	0.4	-	-	-	1.3
	100.0	-	-	100.0	-	-	50.0	-	-	-	50.0	50.0	-	50.0	50.0	50.0	-	-	-	50.0
OUTSIDE	2	1	-	1	2	-	-	1	-	-	-	-	1	1	-	2	-	-	-	-
	0.4	1.1	-	0.6	1.8	-	-	1.2	-	-	-	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	-	50.0	100.0	-	-	50.0	-	-	-	-	50.0	50.0	-	100.0	-	-	-	-
PREMIERE	2	2	-	-	1	-	-	-	-	-	-	-	2	-	-	2	-	-	-	-
	0.4	2.2	-	-	0.9	-	-	-	-	-	-	-	1.4	-	-	0.8	-	-	-	-
	100.0	100.0	-	-	50.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-

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Table 78
Q.8 SEC.D What Magazines Do You Personally Subscribe To?

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Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
FLYING	2	1	-	1	-	-	-	1	-	-	1	-	-	2	-	2	-	-	-	-
	0.4	1.1	-	0.6	-	-	-	1.2	-	-	0.6	-	-	0.8	-	0.8	-	-	-	-
	100.0	50.0	-	50.0	-	-	-	50.0	-	-	50.0	-	-	100.0	-	100.0	-	-	-	-
KIPLINGER'S PERSONAL FINANCE	2	1	1	-	2	-	-	-	-	-	1	-	1	-	1	-	-	1	-	1
	0.4	1.1	0.5	-	1.8	-	-	-	-	-	0.6	-	0.7	-	2.0	-	-	3.2	-	1.3
	100.0	50.0	50.0	-	100.0	-	-	-	-	-	50.0	-	50.0	-	50.0	-	-	50.0	-	50.0
NEW YORK MAGAZINE	2	-	1	1	-	1	-	1	-	1	1	-	1	-	1	1	1	-	-	-
	0.4	-	0.5	0.6	-	1.6	-	1.2	-	4.2	0.6	-	0.7	-	2.0	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	-	50.0	-	50.0	-	50.0	50.0	-	50.0	-	50.0	50.0	50.0	-	-	-
AMERICAN HUNTER	2	1	-	1	-	-	1	-	-	1	1	-	1	-	1	-	-	-	-	1
	0.4	1.1	-	0.6	-	-	1.4	-	-	4.2	0.6	-	0.7	-	2.0	-	-	-	-	1.3
	100.0	50.0	-	50.0	-	-	50.0	-	-	50.0	50.0	-	50.0	-	50.0	-	-	-	-	50.0
YANKEE	2	-	-	2	-	-	1	-	-	-	-	-	-	2	-	-	1	-	-	1
	0.4	-	-	1.3	-	-	1.4	-	-	-	-	-	-	0.8	-	-	1.6	-	-	1.3
	100.0	-	-	100.0	-	-	50.0	-	-	-	-	-	-	100.0	-	-	50.0	-	-	50.0
MODERN MATURITY	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
BASSMASTER	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-

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Q.8 SEC.D What Magazines Do You Personally Subscribe To?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
GEORGE	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	-	100.0
MUSCLE AND FITNESS	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
ATLANTIC MONTHLY	1	-	-	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
NATIONAL GEOGRAPHIC TRAVELER	1	-	-	1	1	-	-	-	1	-	1	1	-	-	1	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	5.3	-	0.6	1.9	-	-	2.0	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	100.0	-	100.0	100.0	-	-	100.0	100.0	-	-	-	-
NATURAL HISTORY	1	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	-	-	0.6	-	-	-	1.2	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	-	-	-	-
POPULAR	1	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
ENTREPRENEUR	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-

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Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
TODAY'S HOMEOWNER	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
LOS ANGELES MAGAZINE	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
MEN'S FITNESS	1	1	-	-	1	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
COMPUTER SHOPPER	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
VFW	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	-	-	-	-	-
WORKBENCH	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	1.6	-	1.2	-	-	0.6	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	100.0	-	100.0	-	-	100.0	-	-	100.0	-	-	100.0	-	-	-
ARCHITECTURAL DIGEST	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
OTHER	171	35	68	68	39	21	24	33	7	12	92	30	45	106	20	92	19	14	3	30
	37.9	38.5	33.5	43.9	35.5	32.8	34.8	40.7	36.8	50.0	53.2	55.6	32.4	40.5	40.0	39.0	29.7	45.2	60.0	37.5
	100.0	20.5	39.8	39.8	22.8	12.3	14.0	19.3	4.1	7.0	53.8	17.5	26.3	62.0	11.7	53.8	11.1	8.2	1.8	17.5
NONE	56	7	33	16	15	8	7	9	3	3	37	10	21	30	5	33	8	4	-	8
	12.4	7.7	16.3	10.3	13.6	12.5	10.1	11.1	15.8	12.5	21.4	18.5	15.1	11.5	10.0	14.0	12.5	12.9	-	10.0
	100.0	12.5	58.9	28.6	26.8	14.3	12.5	16.1	5.4	5.4	66.1	17.9	37.5	53.6	8.9	58.9	14.3	7.1	-	14.3
Sigma	680	104	276	297	145	81	93	136	41	38	342	121	201	380	99	377	66	48	10	129
	150.8	114.3	136.0	191.6	131.8	126.6	134.8	167.9	215.8	158.3	197.7	224.1	144.6	145.0	198.0	159.7	103.1	154.8	200.0	161.3
	100.0	15.3	40.6	43.7	21.3	11.9	13.7	20.0	6.0	5.6	50.3	17.8	29.6	55.9	14.6	55.4	9.7	7.1	1.5	19.0

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Table 79
Q.9 SEC.D What Types Of Magazines Do You Read Regularly?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
Read Any (Net)	294	52	135	105	69	37	43	58	14	18	157	50	90	168	36	161	36	21	4	50
	91.6	92.9	91.2	91.3	94.5	90.2	93.5	95.1	87.5	90.0	90.8	92.6	89.1	92.8	92.3	92.5	97.3	87.5	100.0	89.3
	100.0	17.7	45.9	35.7	23.5	12.6	14.6	19.7	4.8	6.1	53.4	17.0	30.6	57.1	12.2	54.8	12.2	7.1	1.4	17.0
Sports magazines	158	26	78	52	35	14	23	28	5	11	78	25	57	86	15	85	17	13	1	28
	49.2	46.4	52.7	45.2	47.9	34.1	50.0	45.9	31.3	55.0	45.1	46.3	56.4	47.5	38.5	48.9	45.9	54.2	25.0	50.0
	100.0	16.5	49.4	32.9	22.2	8.9	14.6	17.7	3.2	7.0	49.4	15.8	36.1	54.4	9.5	53.8	10.8	8.2	0.6	17.7
Business magazines	117	14	58	44	25	13	18	27	7	10	63	20	33	71	13	78	7	4	2	19
	36.4	25.0	39.2	38.3	34.2	31.7	39.1	44.3	43.8	50.0	36.4	37.0	32.7	39.2	33.3	44.8	18.9	16.7	50.0	33.9
	100.0	12.0	49.6	37.6	21.4	11.1	15.4	23.1	6.0	8.5	53.8	17.1	28.2	60.7	11.1	66.7	6.0	3.4	1.7	16.2
Computer magazines	93	19	45	28	23	8	13	23	7	7	47	23	33	53	7	57	8	7	2	11
	29.0	33.9	30.4	24.3	31.5	19.5	28.3	37.7	43.8	35.0	27.2	42.6	32.7	29.3	17.9	32.8	21.6	29.2	50.0	19.6
	100.0	20.4	48.4	30.1	24.7	8.6	14.0	24.7	7.5	7.5	50.5	24.7	35.5	57.0	7.5	61.3	8.6	7.5	2.2	11.8
Health magazines	83	17	41	24	19	14	11	13	3	8	44	15	28	49	6	51	7	4	-	15
	25.9	30.4	27.7	20.9	26.0	34.1	23.9	21.3	18.8	40.0	25.4	27.8	27.7	27.1	15.4	29.3	18.9	16.7	-	26.8
	100.0	20.5	49.4	28.9	22.9	16.9	13.3	15.7	3.6	9.6	53.0	18.1	33.7	59.0	7.2	61.4	8.4	4.8	-	18.1
News magazines	173	25	82	65	42	19	26	37	10	12	88	32	54	98	21	101	13	12	3	28
	53.9	44.6	55.4	56.5	57.5	46.3	56.5	60.7	62.5	60.0	50.9	59.3	53.5	54.1	53.8	58.0	35.1	50.0	75.0	50.0
	100.0	14.5	47.4	37.6	24.3	11.0	15.0	21.4	5.8	6.9	50.9	18.5	31.2	56.6	12.1	58.4	7.5	6.9	1.7	16.2
General magazines	134	17	65	52	33	18	21	25	7	8	66	22	35	77	22	64	20	16	1	24
	41.7	30.4	43.9	45.2	45.2	43.9	45.7	41.0	43.8	40.0	38.2	40.7	34.7	42.5	56.4	36.8	54.1	66.7	25.0	42.9
	100.0	12.7	48.5	38.8	24.6	13.4	15.7	18.7	5.2	6.0	49.3	16.4	26.1	57.5	16.4	47.8	14.9	11.9	0.7	17.9

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Table 79
Q.9 SEC.D What Types Of Magazines Do You Read Regularly?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
In flight Airline magazines	112	20	57	35	35	9	13	31	4	9	61	19	35	65	12	72	11	6	4	13
	34.9	35.7	38.5	30.4	47.9	22.0	28.3	50.8	25.0	45.0	35.3	35.2	34.7	35.9	30.8	41.4	29.7	25.0	100.0	23.2
	100.0	17.9	50.9	31.3	31.3	8.0	11.6	27.7	3.6	8.0	54.5	17.0	31.3	58.0	10.7	64.3	9.8	5.4	3.6	11.6
Political and Social Opinion magazines	40	5	21	14	10	7	2	11	2	2	17	3	11	24	5	23	4	3	-	6
	12.5	8.9	14.2	12.2	13.7	17.1	4.3	18.0	12.5	10.0	9.8	5.6	10.9	13.3	12.8	13.2	10.8	12.5	-	10.7
	100.0	12.5	52.5	35.0	25.0	17.5	5.0	27.5	5.0	5.0	42.5	7.5	27.5	60.0	12.5	57.5	10.0	7.5	-	15.0
Mature magazines	25	3	5	17	6	2	8	4	1	1	16	5	1	10	14	12	-	2	-	10
	7.8	5.4	3.4	14.8	8.2	4.9	17.4	6.6	6.3	5.0	9.2	9.3	1.0	5.5	35.9	6.9	-	8.3	-	17.9
	100.0	12.0	20.0	68.0	24.0	8.0	32.0	16.0	4.0	4.0	64.0	20.0	4.0	40.0	56.0	48.0	-	8.0	-	40.0
Entertainment magazines	85	14	45	26	18	11	12	15	4	8	37	11	29	51	5	52	7	6	1	13
	26.5	25.0	30.4	22.6	24.7	26.8	26.1	24.6	25.0	40.0	21.4	20.4	28.7	28.2	12.8	29.9	18.9	25.0	25.0	23.2
	100.0	16.5	52.9	30.6	21.2	12.9	14.1	17.6	4.7	9.4	43.5	12.9	34.1	60.0	5.9	61.2	8.2	7.1	1.2	15.3
Home Improvement magazines	74	13	31	30	15	10	12	14	2	7	42	17	24	38	12	39	10	9	-	12
	23.1	23.2	20.9	26.1	20.5	24.4	26.1	23.0	12.5	35.0	24.3	31.5	23.8	21.0	30.8	22.4	27.0	37.5	-	21.4
	100.0	17.6	41.9	40.5	20.3	13.5	16.2	18.9	2.7	9.5	56.8	23.0	32.4	51.4	16.2	52.7	13.5	12.2	-	16.2
Science magazines	76	11	29	35	14	8	13	12	5	5	42	16	25	41	10	44	7	5	2	13
	23.7	19.6	19.6	30.4	19.2	19.5	28.3	19.7	31.3	25.0	24.3	29.6	24.8	22.7	25.6	25.3	18.9	20.8	50.0	23.2
	100.0	14.5	38.2	46.1	18.4	10.5	17.1	15.8	6.6	6.6	55.3	21.1	32.9	53.9	13.2	57.9	9.2	6.6	2.6	17.1
Men's Fashion magazines	40	7	22	10	9	6	4	11	4	4	24	8	19	19	2	31	4	2	-	1
	12.5	12.5	14.9	8.7	12.3	14.6	8.7	18.0	25.0	20.0	13.9	14.8	18.8	10.5	5.1	17.8	10.8	8.3	-	1.8
	100.0	17.5	55.0	25.0	22.5	15.0	10.0	27.5	10.0	10.0	60.0	20.0	47.5	47.5	5.0	77.5	10.0	5.0	-	2.5

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Table 79
Q.9 SEC.D What Types Of Magazines Do You Read Regularly?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
Men's General Interest magazines	104	17	50	36	22	11	19	15	5	7	57	16	37	58	9	59	11	7	2	16
	32.4	30.4	33.8	31.3	30.1	26.8	41.3	24.6	31.3	35.0	32.9	29.6	36.6	32.0	23.1	33.9	29.7	29.2	50.0	28.6
	100.0	16.3	48.1	34.6	21.2	10.6	18.3	14.4	4.8	6.7	54.8	15.4	35.6	55.8	8.7	56.7	10.6	6.7	1.9	15.4
Auto magazines	77	13	33	31	21	12	14	16	4	5	43	16	25	47	5	42	8	8	2	12
	24.0	23.2	22.3	27.0	28.8	29.3	30.4	26.2	25.0	25.0	24.9	29.6	24.8	26.0	12.8	24.1	21.6	33.3	50.0	21.4
	100.0	16.9	42.9	40.3	27.3	15.6	18.2	20.8	5.2	6.5	55.8	20.8	32.5	61.0	6.5	54.5	10.4	10.4	2.6	15.6
Cigar magazines	127	22	64	40	21	19	25	26	8	13	80	26	41	71	15	80	9	4	1	23
	39.6	39.3	43.2	34.8	28.8	46.3	54.3	42.6	50.0	65.0	46.2	48.1	40.6	39.2	38.5	46.0	24.3	16.7	25.0	41.1
	100.0	17.3	50.4	31.5	16.5	15.0	19.7	20.5	6.3	10.2	63.0	20.5	32.3	55.9	11.8	63.0	7.1	3.1	0.8	18.1
Consumer magazines	132	22	63	46	39	16	21	23	6	9	74	21	35	85	12	80	8	10	1	22
	41.1	39.3	42.6	40.0	53.4	39.0	45.7	37.7	37.5	45.0	42.8	38.9	34.7	47.0	30.8	46.0	21.6	41.7	25.0	39.3
	100.0	16.7	47.7	34.8	29.5	12.1	15.9	17.4	4.5	6.8	56.1	15.9	26.5	64.4	9.1	60.6	6.1	7.6	0.8	16.7
Money/Finance magazines	106	13	55	37	25	12	16	28	7	8	57	19	28	64	14	66	11	8	1	12
	33.0	23.2	37.2	32.2	34.2	29.3	34.8	45.9	43.8	40.0	32.9	35.2	27.7	35.4	35.9	37.9	29.7	33.3	25.0	21.4
	100.0	12.3	51.9	34.9	23.6	11.3	15.1	26.4	6.6	7.5	53.8	17.9	26.4	60.4	13.2	62.3	10.4	7.5	0.9	11.3
Do Not Read Any (Net)	21	2	12	7	2	3	2	3	2	1	13	3	8	11	2	10	1	2	-	6
	6.5	3.6	8.1	6.1	2.7	7.3	4.3	4.9	12.5	5.0	7.5	5.6	7.9	6.1	5.1	5.7	2.7	8.3	-	10.7
	100.0	9.5	57.1	33.3	9.5	14.3	9.5	14.3	9.5	4.8	61.9	14.3	38.1	52.4	9.5	47.6	4.8	9.5	-	28.6
Don't know	6	2	1	3	2	1	1	-	-	1	3	1	3	2	1	3	-	1	-	-
	1.9	3.6	0.7	2.6	2.7	2.4	2.2	-	-	5.0	1.7	1.9	3.0	1.1	2.6	1.7	-	4.2	-	-
	100.0	33.3	16.7	50.0	33.3	16.7	16.7	-	-	16.7	50.0	16.7	50.0	33.3	16.7	50.0	-	16.7	-	-

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Table 79
Q.9 SEC.D What Types Of Magazines Do You Read Regularly?

		SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN					AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	TOTAL PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	18-34	35-54	55+	TRADI -TION -AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
Sigma	2077	334	992	737	485	250	317	420	107	154	1109	368	651	1188	238	1210	199	150	27	334
	647.0	596.4	670.3	640.9	664.4	609.8	689.1	688.5	668.8	770.0	641.0	681.5	644.6	656.4	610.3	695.4	537.8	625.0	675.0	596.4
	100.0	16.1	47.8	35.5	23.4	12.0	15.3	20.2	5.2	7.4	53.4	17.7	31.3	57.2	11.5	58.3	9.6	7.2	1.3	16.1

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Table 80
Q.10 SEC.D Where Do You Use A Computer?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
At Work/Home (Net)	271	54	129	86	65	34	36	55	15	17	146	46	88	158	25	158	31	16	3	41
	84.4	96.4	87.2	74.8	89.0	82.9	78.3	90.2	93.8	85.0	84.4	85.2	87.1	87.3	64.1	90.8	83.8	66.7	75.0	73.2
	100.0	19.9	47.6	31.7	24.0	12.5	13.3	20.3	5.5	6.3	53.9	17.0	32.5	58.3	9.2	58.3	11.4	5.9	1.1	15.1
At work	52	16	21	15	16	5	6	8	2	3	27	5	19	29	4	29	5	3	1	8
	16.2	28.6	14.2	13.0	21.9	12.2	13.0	13.1	12.5	15.0	15.6	9.3	18.8	16.0	10.3	16.7	13.5	12.5	25.0	14.3
	100.0	30.8	40.4	28.8	30.8	9.6	11.5	15.4	3.8	5.8	51.9	9.6	36.5	55.8	7.7	55.8	9.6	5.8	1.9	15.4
At home	49	8	24	17	9	7	8	9	4	1	25	9	16	24	9	22	9	6	-	8
	15.3	14.3	16.2	14.8	12.3	17.1	17.4	14.8	25.0	5.0	14.5	16.7	15.8	13.3	23.1	12.6	24.3	25.0	-	14.3
	100.0	16.3	49.0	34.7	18.4	14.3	16.3	18.4	8.2	2.0	51.0	18.4	32.7	49.0	18.4	44.9	18.4	12.2	-	16.3
Both at work and at home	170	30	84	54	40	22	22	38	9	13	94	32	53	105	12	107	17	7	2	25
	53.0	53.6	56.8	47.0	54.8	53.7	47.8	62.3	56.3	65.0	54.3	59.3	52.5	58.0	30.8	61.5	45.9	29.2	50.0	44.6
	100.0	17.6	49.4	31.8	23.5	12.9	12.9	22.4	5.3	7.6	55.3	18.8	31.2	61.8	7.1	62.9	10.0	4.1	1.2	14.7
Neither at work nor at home	50	2	19	29	8	7	10	6	1	3	27	8	13	23	14	16	6	8	1	15
	15.6	3.6	12.8	25.2	11.0	17.1	21.7	9.8	6.3	15.0	15.6	14.8	12.9	12.7	35.9	9.2	16.2	33.3	25.0	26.8
	100.0	4.0	38.0	58.0	16.0	14.0	20.0	12.0	2.0	6.0	54.0	16.0	26.0	46.0	28.0	32.0	12.0	16.0	2.0	30.0
Sigma	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4

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Table 81
Q.11 SEC.D Do You Have Access To the Internet?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4
Yes	238	49	111	77	53	29	32	46	15	16	129	42	78	139	21	143	29	14	3	35
	74.1	87.5	75.0	67.0	72.6	70.7	69.6	75.4	93.8	80.0	74.6	77.8	77.2	76.8	53.8	82.2	78.4	58.3	75.0	62.5
	100.0	20.6	46.6	32.4	22.3	12.2	13.4	19.3	6.3	6.7	54.2	17.6	32.8	58.4	8.8	60.1	12.2	5.9	1.3	14.7
No	82	7	37	37	19	12	14	15	1	4	43	12	23	41	18	31	8	9	1	21
	25.5	12.5	25.0	32.2	26.0	29.3	30.4	24.6	6.3	20.0	24.9	22.2	22.8	22.7	46.2	17.8	21.6	37.5	25.0	37.5
	100.0	8.5	45.1	45.1	23.2	14.6	17.1	18.3	1.2	4.9	52.4	14.6	28.0	50.0	22.0	37.8	9.8	11.0	1.2	25.6
Don't know	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-
	0.3	-	-	0.9	1.4	-	-	-	-	-	0.6	-	-	0.6	-	-	-	4.2	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-
Sigma	321	56	148	115	73	41	46	61	16	20	173	54	101	181	39	174	37	24	4	56
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	17.4	46.1	35.8	22.7	12.8	14.3	19.0	5.0	6.2	53.9	16.8	31.5	56.4	12.1	54.2	11.5	7.5	1.2	17.4

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Table 82
Q.1 SEC.E Sex Of Respondent

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Male	428	78	194	154	102	61	68	77	18	24	165	52	129	250	49	224	62	29	5	79
	94.9	85.7	95.6	99.4	92.7	95.3	98.6	95.1	94.7	100.0	95.4	96.3	92.8	95.4	98.0	94.9	96.9	93.5	100.0	98.8
	100.0	18.2	45.3	36.0	23.8	14.3	15.9	18.0	4.2	5.6	38.6	12.1	30.1	58.4	11.4	52.3	14.5	6.8	1.2	18.5
Female	23	13	9	1	8	3	1	4	1	-	8	2	10	12	1	12	2	2	-	1
	5.1	14.3	4.4	0.6	7.3	4.7	1.4	4.9	5.3	-	4.6	3.7	7.2	4.6	2.0	5.1	3.1	6.5	-	1.3
	100.0	56.5	39.1	4.3	34.8	13.0	4.3	17.4	4.3	-	34.8	8.7	43.5	52.2	4.3	52.2	8.7	8.7	-	4.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 83
Q.2 SEC.E Would You Be Considered The Head Of Your Household?

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	447	90	201	154	109	64	69	80	19	24	173	54	137	260	50	236	62	30	5	80
	99.1	98.9	99.0	99.4	99.1	100.0	100.0	98.8	100.0	100.0	100.0	100.0	98.6	99.2	100.0	100.0	96.9	96.8	100.0	100.0
	100.0	20.1	45.0	34.5	24.4	14.3	15.4	17.9	4.3	5.4	38.7	12.1	30.6	58.2	11.2	52.8	13.9	6.7	1.1	17.9
No	4	1	2	1	1	-	-	1	-	-	-	-	2	2	-	-	2	1	-	-
	0.9	1.1	1.0	0.6	0.9	-	-	1.2	-	-	-	-	1.4	0.8	-	-	3.1	3.2	-	-
	100.0	25.0	50.0	25.0	25.0	-	-	25.0	-	-	-	-	50.0	50.0	-	-	50.0	25.0	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 84
Q.3 SEC.E Age Of Respondent

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
18-24 years old	7	-	7	-	3	1	-	-	1	-	2	-	7	-	-	3	3	1	-	-
	1.6	-	3.4	-	2.7	1.6	-	-	5.3	-	1.2	-	5.0	-	-	1.3	4.7	3.2	-	-
	100.0	-	100.0	-	42.9	14.3	-	-	14.3	-	28.6	-	100.0	-	-	42.9	42.9	14.3	-	-
25-34 years old	132	39	85	8	34	22	9	22	7	8	54	16	132	-	-	71	25	10	2	10
	29.3	42.9	41.9	5.2	30.9	34.4	13.0	27.2	36.8	33.3	31.2	29.6	95.0	-	-	30.1	39.1	32.3	40.0	12.5
	100.0	29.5	64.4	6.1	25.8	16.7	6.8	16.7	5.3	6.1	40.9	12.1	100.0	-	-	53.8	18.9	7.6	1.5	7.6
35-44 years old	157	36	71	49	47	22	21	27	7	5	61	21	-	157	-	92	21	8	2	27
	34.8	39.6	35.0	31.6	42.7	34.4	30.4	33.3	36.8	20.8	35.3	38.9	-	59.9	-	39.0	32.8	25.8	40.0	33.8
	100.0	22.9	45.2	31.2	29.9	14.0	13.4	17.2	4.5	3.2	38.9	13.4	-	100.0	-	58.6	13.4	5.1	1.3	17.2
45-54 years old	105	13	33	58	17	13	21	24	3	6	36	10	-	105	-	53	12	10	-	20
	23.3	14.3	16.3	37.4	15.5	20.3	30.4	29.6	15.8	25.0	20.8	18.5	-	40.1	-	22.5	18.8	32.3	-	25.0
	100.0	12.4	31.4	55.2	16.2	12.4	20.0	22.9	2.9	5.7	34.3	9.5	-	100.0	-	50.5	11.4	9.5	-	19.0
55-64 years old	36	3	5	28	7	5	11	7	1	5	14	6	-	-	36	16	3	1	1	11
	8.0	3.3	2.5	18.1	6.4	7.8	15.9	8.6	5.3	20.8	8.1	11.1	-	-	72.0	6.8	4.7	3.2	20.0	13.8
	100.0	8.3	13.9	77.8	19.4	13.9	30.6	19.4	2.8	13.9	38.9	16.7	-	-	100.0	44.4	8.3	2.8	2.8	30.6
65-74 years old	11	-	2	9	1	1	5	1	-	-	3	1	-	-	11	1	-	1	-	9
	2.4	-	1.0	5.8	0.9	1.6	7.2	1.2	-	-	1.7	1.9	-	-	22.0	0.4	-	3.2	-	11.3
	100.0	-	18.2	81.8	9.1	9.1	45.5	9.1	-	-	27.3	9.1	-	-	100.0	9.1	-	9.1	-	81.8
75+	3	-	-	3	1	-	2	-	-	-	3	-	-	-	3	-	-	-	-	3
	0.7	-	-	1.9	0.9	-	2.9	-	-	-	1.7	-	-	-	6.0	-	-	-	-	3.8
	100.0	-	-	100.0	33.3	-	66.7	-	-	-	100.0	-	-	-	100.0	-	-	-	-	100.0

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Table 84
Q.3 SEC.E Age Of Respondent

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Answering	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 85
Q.8 SEC.E Is There Another Member Of Your Household Who Smokes At Least One Cigar In A Typical Month?

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	30	10	10	9	5	7	7	5	1	-	16	3	9	19	2	14	6	4	-	6
	6.7	11.0	4.9	5.8	4.5	10.9	10.1	6.2	5.3	-	9.2	5.6	6.5	7.3	4.0	5.9	9.4	12.9	-	7.5
	100.0	33.3	33.3	30.0	16.7	23.3	23.3	16.7	3.3	-	53.3	10.0	30.0	63.3	6.7	46.7	20.0	13.3	-	20.0
No	421	81	193	146	105	57	62	76	18	24	157	51	130	243	48	222	58	27	5	74
	93.3	89.0	95.1	94.2	95.5	89.1	89.9	93.8	94.7	100.0	90.8	94.4	93.5	92.7	96.0	94.1	90.6	87.1	100.0	92.5
	100.0	19.2	45.8	34.7	24.9	13.5	14.7	18.1	4.3	5.7	37.3	12.1	30.9	57.7	11.4	52.7	13.8	6.4	1.2	17.6
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 86
General Cigar Sales Regions

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
New England	50	9	24	17	7	6	10	10	4	2	23	8	14	33	3	27	2	2	2	14
	11.1	9.9	11.8	11.0	6.4	9.4	14.5	12.3	21.1	8.3	13.3	14.8	10.1	12.6	6.0	11.4	3.1	6.5	40.0	17.5
	100.0	18.0	48.0	34.0	14.0	12.0	20.0	20.0	8.0	4.0	46.0	16.0	28.0	66.0	6.0	54.0	4.0	4.0	4.0	28.0
Mid-Atlantic	113	22	46	44	26	12	18	25	2	5	49	16	34	62	17	59	20	8	2	16
	25.1	24.2	22.7	28.4	23.6	18.8	26.1	30.9	10.5	20.8	28.3	29.6	24.5	23.7	34.0	25.0	31.3	25.8	40.0	20.0
	100.0	19.5	40.7	38.9	23.0	10.6	15.9	22.1	1.8	4.4	43.4	14.2	30.1	54.9	15.0	52.2	17.7	7.1	1.8	14.2
Central	85	14	41	29	16	16	12	18	3	5	29	4	27	51	7	43	16	4	-	15
	18.8	15.4	20.2	18.7	14.5	25.0	17.4	22.2	15.8	20.8	16.8	7.4	19.4	19.5	14.0	18.2	25.0	12.9	-	18.8
	100.0	16.5	48.2	34.1	18.8	18.8	14.1	21.2	3.5	5.9	34.1	4.7	31.8	60.0	8.2	50.6	18.8	4.7	-	17.6
Southeast	60	10	29	21	17	12	8	8	3	5	25	7	23	31	6	30	8	7	-	10
	13.3	11.0	14.3	13.5	15.5	18.8	11.6	9.9	15.8	20.8	14.5	13.0	16.5	11.8	12.0	12.7	12.5	22.6	-	12.5
	100.0	16.7	48.3	35.0	28.3	20.0	13.3	13.3	5.0	8.3	41.7	11.7	38.3	51.7	10.0	50.0	13.3	11.7	-	16.7
West	143	36	63	44	44	18	21	20	7	7	47	19	41	85	17	77	18	10	1	25
	31.7	39.6	31.0	28.4	40.0	28.1	30.4	24.7	36.8	29.2	27.2	35.2	29.5	32.4	34.0	32.6	28.1	32.3	20.0	31.3
	100.0	25.2	44.1	30.8	30.8	12.6	14.7	14.0	4.9	4.9	32.9	13.3	28.7	59.4	11.9	53.8	12.6	7.0	0.7	17.5
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 87
IRI InfoScan Standard Regions

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
California	47	13	20	14	17	9	6	5	4	2	16	8	13	29	5	27	5	3	-	9
	10.4	14.3	9.9	9.0	15.5	14.1	8.7	6.2	21.1	8.3	9.2	14.8	9.4	11.1	10.0	11.4	7.8	9.7	-	11.3
	100.0	27.7	42.6	29.8	36.2	19.1	12.8	10.6	8.5	4.3	34.0	17.0	27.7	61.7	10.6	57.4	10.6	6.4	-	19.1
West	57	15	24	18	17	5	7	9	2	3	22	9	12	38	7	29	6	4	-	12
	12.6	16.5	11.8	11.6	15.5	7.8	10.1	11.1	10.5	12.5	12.7	16.7	8.6	14.5	14.0	12.3	9.4	12.9	-	15.0
	100.0	26.3	42.1	31.6	29.8	8.8	12.3	15.8	3.5	5.3	38.6	15.8	21.1	66.7	12.3	50.9	10.5	7.0	-	21.1
Plains	30	4	16	10	4	8	4	8	1	1	12	-	12	18	-	14	8	-	-	4
	6.7	4.4	7.9	6.5	3.6	12.5	5.8	9.9	5.3	4.2	6.9	-	8.6	6.9	-	5.9	12.5	-	-	5.0
	100.0	13.3	53.3	33.3	13.3	26.7	13.3	26.7	3.3	3.3	40.0	-	40.0	60.0	-	46.7	26.7	-	-	13.3
South Central	37	7	18	12	10	3	8	6	1	2	8	2	14	18	5	21	6	3	1	4
	8.2	7.7	8.9	7.7	9.1	4.7	11.6	7.4	5.3	8.3	4.6	3.7	10.1	6.9	10.0	8.9	9.4	9.7	20.0	5.0
	100.0	18.9	48.6	32.4	27.0	8.1	21.6	16.2	2.7	5.4	21.6	5.4	37.8	48.6	13.5	56.8	16.2	8.1	2.7	10.8
Great Lakes	70	18	30	21	18	7	10	11	2	6	23	6	25	36	9	35	13	3	-	13
	15.5	19.8	14.8	13.5	16.4	10.9	14.5	13.6	10.5	25.0	13.3	11.1	18.0	13.7	18.0	14.8	20.3	9.7	-	16.3
	100.0	25.7	42.9	30.0	25.7	10.0	14.3	15.7	2.9	8.6	32.9	8.6	35.7	51.4	12.9	50.0	18.6	4.3	-	18.6
Mid-South	44	7	15	21	8	9	6	8	1	2	19	5	12	27	5	21	5	7	1	8
	9.8	7.7	7.4	13.5	7.3	14.1	8.7	9.9	5.3	8.3	11.0	9.3	8.6	10.3	10.0	8.9	7.8	22.6	20.0	10.0
	100.0	15.9	34.1	47.7	18.2	20.5	13.6	18.2	2.3	4.5	43.2	11.4	27.3	61.4	11.4	47.7	11.4	15.9	2.3	18.2
Southeast	47	8	23	16	14	9	7	6	3	3	17	5	17	25	5	26	5	4	-	9
	10.4	8.8	11.3	10.3	12.7	14.1	10.1	7.4	15.8	12.5	9.8	9.3	12.2	9.5	10.0	11.0	7.8	12.9	-	11.3
	100.0	17.0	48.9	34.0	29.8	19.1	14.9	12.8	6.4	6.4	36.2	10.6	36.2	53.2	10.6	55.3	10.6	8.5	-	19.1

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Table 87
IRI InfoScan Standard Regions

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Northeast	119	19	57	43	22	14	21	28	5	5	56	19	34	71	14	63	16	7	3	21
	26.4	20.9	28.1	27.7	20.0	21.9	30.4	34.6	26.3	20.8	32.4	35.2	24.5	27.1	28.0	26.7	25.0	22.6	60.0	26.3
	100.0	16.0	47.9	36.1	18.5	11.8	17.6	23.5	4.2	4.2	47.1	16.0	28.6	59.7	11.8	52.9	13.4	5.9	2.5	17.6
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 88
Marital Status

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Married	269	53	123	91	58	44	42	50	15	19	112	36	72	163	34	142	38	20	3	48
	59.6	58.2	60.6	58.7	52.7	68.8	60.9	61.7	78.9	79.2	64.7	66.7	51.8	62.2	68.0	60.2	59.4	64.5	60.0	60.0
	100.0	19.7	45.7	33.8	21.6	16.4	15.6	18.6	5.6	7.1	41.6	13.4	26.8	60.6	12.6	52.8	14.1	7.4	1.1	17.8
Not Married	169	36	74	59	50	17	25	30	4	4	57	18	64	91	14	89	23	11	2	29
	37.5	39.6	36.5	38.1	45.5	26.6	36.2	37.0	21.1	16.7	32.9	33.3	46.0	34.7	28.0	37.7	35.9	35.5	40.0	36.3
	100.0	21.3	43.8	34.9	29.6	10.1	14.8	17.8	2.4	2.4	33.7	10.7	37.9	53.8	8.3	52.7	13.6	6.5	1.2	17.2
Widowed	10	-	1	9	2	-	4	1	1	-	5	2	-	4	6	4	-	1	-	5
	2.2	-	0.5	5.8	1.8	-	5.8	1.2	5.3	-	2.9	3.7	-	1.5	12.0	1.7	-	3.2	-	6.3
	100.0	-	10.0	90.0	20.0	-	40.0	10.0	10.0	-	50.0	20.0	-	40.0	60.0	40.0	-	10.0	-	50.0
Divorced/Separated	56	12	17	27	13	10	10	13	1	2	19	8	9	39	8	23	9	4	1	13
	12.4	13.2	8.4	17.4	11.8	15.6	14.5	16.0	5.3	8.3	11.0	14.8	6.5	14.9	16.0	9.7	14.1	12.9	20.0	16.3
	100.0	21.4	30.4	48.2	23.2	17.9	17.9	23.2	1.8	3.6	33.9	14.3	16.1	69.6	14.3	41.1	16.1	7.1	1.8	23.2
Single	103	24	56	23	35	7	11	16	2	2	33	8	55	48	-	62	14	6	1	11
	22.8	26.4	27.6	14.8	31.8	10.9	15.9	19.8	10.5	8.3	19.1	14.8	39.6	18.3	-	26.3	21.9	19.4	20.0	13.8
	100.0	23.3	54.4	22.3	34.0	6.8	10.7	15.5	1.9	1.9	32.0	7.8	53.4	46.6	-	60.2	13.6	5.8	1.0	10.7
Unknown	13	2	6	5	2	3	2	1	-	1	4	-	3	8	2	5	3	-	-	3
	2.9	2.2	3.0	3.2	1.8	4.7	2.9	1.2	-	4.2	2.3	-	2.2	3.1	4.0	2.1	4.7	-	-	3.8
	100.0	15.4	46.2	38.5	15.4	23.1	15.4	7.7	-	7.7	30.8	-	23.1	61.5	15.4	38.5	23.1	-	-	23.1
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 89
Region

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
North East	119	19	57	43	22	14	21	28	5	5	56	19	34	71	14	63	16	7	3	21
	26.4	20.9	28.1	27.7	20.0	21.9	30.4	34.6	26.3	20.8	32.4	35.2	24.5	27.1	28.0	26.7	25.0	22.6	60.0	26.3
	100.0	16.0	47.9	36.1	18.5	11.8	17.6	23.5	4.2	4.2	47.1	16.0	28.6	59.7	11.8	52.9	13.4	5.9	2.5	17.6
New England	29	5	15	9	5	4	6	6	1	1	13	4	7	20	2	17	1	1	1	8
	6.4	5.5	7.4	5.8	4.5	6.3	8.7	7.4	5.3	4.2	7.5	7.4	5.0	7.6	4.0	7.2	1.6	3.2	20.0	10.0
	100.0	17.2	51.7	31.0	17.2	13.8	20.7	20.7	3.4	3.4	44.8	13.8	24.1	69.0	6.9	58.6	3.4	3.4	3.4	27.6
Middle Atlantic	90	14	42	34	17	10	15	22	4	4	43	15	27	51	12	46	15	6	2	13
	20.0	15.4	20.7	21.9	15.5	15.6	21.7	27.2	21.1	16.7	24.9	27.8	19.4	19.5	24.0	19.5	23.4	19.4	40.0	16.3
	100.0	15.6	46.7	37.8	18.9	11.1	16.7	24.4	4.4	4.4	47.8	16.7	30.0	56.7	13.3	51.1	16.7	6.7	2.2	14.4
North Central	100	22	46	31	22	15	14	19	3	7	35	6	37	54	9	49	21	3	-	17
	22.2	24.2	22.7	20.0	20.0	23.4	20.3	23.5	15.8	29.2	20.2	11.1	26.6	20.6	18.0	20.8	32.8	9.7	-	21.3
	100.0	22.0	46.0	31.0	22.0	15.0	14.0	19.0	3.0	7.0	35.0	6.0	37.0	54.0	9.0	49.0	21.0	3.0	-	17.0
East North Central	70	18	30	21	18	7	10	11	2	6	23	6	25	36	9	35	13	3	-	13
	15.5	19.8	14.8	13.5	16.4	10.9	14.5	13.6	10.5	25.0	13.3	11.1	18.0	13.7	18.0	14.8	20.3	9.7	-	16.3
	100.0	25.7	42.9	30.0	25.7	10.0	14.3	15.7	2.9	8.6	32.9	8.6	35.7	51.4	12.9	50.0	18.6	4.3	-	18.6
West North Central	30	4	16	10	4	8	4	8	1	1	12	-	12	18	-	14	8	-	-	4
	6.7	4.4	7.9	6.5	3.6	12.5	5.8	9.9	5.3	4.2	6.9	-	8.6	6.9	-	5.9	12.5	-	-	5.0
	100.0	13.3	53.3	33.3	13.3	26.7	13.3	26.7	3.3	3.3	40.0	-	40.0	60.0	-	46.7	26.7	-	-	13.3
South	128	22	56	49	32	21	21	20	5	7	44	12	43	70	15	68	16	14	2	21
	28.4	24.2	27.6	31.6	29.1	32.8	30.4	24.7	26.3	29.2	25.4	22.2	30.9	26.7	30.0	28.8	25.0	45.2	40.0	26.3
	100.0	17.2	43.8	38.3	25.0	16.4	16.4	15.6	3.9	5.5	34.4	9.4	33.6	54.7	11.7	53.1	12.5	10.9	1.6	16.4

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Table 89
Region

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
South Atlantic	75	14	29	31	20	13	12	9	4	4	28	8	25	41	9	39	8	9	1	15
	16.6	15.4	14.3	20.0	18.2	20.3	17.4	11.1	21.1	16.7	16.2	14.8	18.0	15.6	18.0	16.5	12.5	29.0	20.0	18.8
	100.0	18.7	38.7	41.3	26.7	17.3	16.0	12.0	5.3	5.3	37.3	10.7	33.3	54.7	12.0	52.0	10.7	12.0	1.3	20.0
East South Central	16	1	9	6	2	5	1	5	-	1	8	2	4	11	1	8	2	2	-	2
	3.5	1.1	4.4	3.9	1.8	7.8	1.4	6.2	-	4.2	4.6	3.7	2.9	4.2	2.0	3.4	3.1	6.5	-	2.5
	100.0	6.3	56.3	37.5	12.5	31.3	6.3	31.3	-	6.3	50.0	12.5	25.0	68.8	6.3	50.0	12.5	12.5	-	12.5
West South Central	37	7	18	12	10	3	8	6	1	2	8	2	14	18	5	21	6	3	1	4
	8.2	7.7	8.9	7.7	9.1	4.7	11.6	7.4	5.3	8.3	4.6	3.7	10.1	6.9	10.0	8.9	9.4	9.7	20.0	5.0
	100.0	18.9	48.6	32.4	27.0	8.1	21.6	16.2	2.7	5.4	21.6	5.4	37.8	48.6	13.5	56.8	16.2	8.1	2.7	10.8
West	104	28	44	32	34	14	13	14	6	5	38	17	25	67	12	56	11	7	-	21
	23.1	30.8	21.7	20.6	30.9	21.9	18.8	17.3	31.6	20.8	22.0	31.5	18.0	25.6	24.0	23.7	17.2	22.6	-	26.3
	100.0	26.9	42.3	30.8	32.7	13.5	12.5	13.5	5.8	4.8	36.5	16.3	24.0	64.4	11.5	53.8	10.6	6.7	-	20.2
Mountain	35	4	17	14	10	3	6	5	-	2	12	2	6	24	5	17	3	2	-	9
	7.8	4.4	8.4	9.0	9.1	4.7	8.7	6.2	-	8.3	6.9	3.7	4.3	9.2	10.0	7.2	4.7	6.5	-	11.3
	100.0	11.4	48.6	40.0	28.6	8.6	17.1	14.3	-	5.7	34.3	5.7	17.1	68.6	14.3	48.6	8.6	5.7	-	25.7
Pacific	69	24	27	18	24	11	7	9	6	3	26	15	19	43	7	39	8	5	-	12
	15.3	26.4	13.3	11.6	21.8	17.2	10.1	11.1	31.6	12.5	15.0	27.8	13.7	16.4	14.0	16.5	12.5	16.1	-	15.0
	100.0	34.8	39.1	26.1	34.8	15.9	10.1	13.0	8.7	4.3	37.7	21.7	27.5	62.3	10.1	56.5	11.6	7.2	-	17.4
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 89
Region

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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UNDER PROTECTIVE ORDER
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Table 90
Market Size - MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
2,500,000 and over	150	28	63	59	42	23	24	30	7	2	52	17	34	93	23	77	28	12	1	24
	33.3	30.8	31.0	38.1	38.2	35.9	34.8	37.0	36.8	8.3	30.1	31.5	24.5	35.5	46.0	32.6	43.8	38.7	20.0	30.0
	100.0	18.7	42.0	39.3	28.0	15.3	16.0	20.0	4.7	1.3	34.7	11.3	22.7	62.0	15.3	51.3	18.7	8.0	0.7	16.0
1,000,000 - 2,499,999	127	34	49	42	32	15	18	19	6	8	54	18	41	75	11	68	12	9	2	24
	28.2	37.4	24.1	27.1	29.1	23.4	26.1	23.5	31.6	33.3	31.2	33.3	29.5	28.6	22.0	28.8	18.8	29.0	40.0	30.0
	100.0	26.8	38.6	33.1	25.2	11.8	14.2	15.0	4.7	6.3	42.5	14.2	32.3	59.1	8.7	53.5	9.4	7.1	1.6	18.9
Other MSA	118	21	63	34	26	18	15	19	5	9	47	16	46	65	7	73	13	4	2	15
	26.2	23.1	31.0	21.9	23.6	28.1	21.7	23.5	26.3	37.5	27.2	29.6	33.1	24.8	14.0	30.9	20.3	12.9	40.0	18.8
	100.0	17.8	53.4	28.8	22.0	15.3	12.7	16.1	4.2	7.6	39.8	13.6	39.0	55.1	5.9	61.9	11.0	3.4	1.7	12.7
500,000 - 999,999	45	9	25	11	11	10	4	8	3	4	18	9	16	26	3	29	5	2	1	3
	10.0	9.9	12.3	7.1	10.0	15.6	5.8	9.9	15.8	16.7	10.4	16.7	11.5	9.9	6.0	12.3	7.8	6.5	20.0	3.8
	100.0	20.0	55.6	24.4	24.4	22.2	8.9	17.8	6.7	8.9	40.0	20.0	35.6	57.8	6.7	64.4	11.1	4.4	2.2	6.7
250,000 - 499,999	45	6	25	14	10	3	6	7	2	2	16	4	16	28	1	28	5	1	1	5
	10.0	6.6	12.3	9.0	9.1	4.7	8.7	8.6	10.5	8.3	9.2	7.4	11.5	10.7	2.0	11.9	7.8	3.2	20.0	6.3
	100.0	13.3	55.6	31.1	22.2	6.7	13.3	15.6	4.4	4.4	35.6	8.9	35.6	62.2	2.2	62.2	11.1	2.2	2.2	11.1
50,000 - 249,999	28	6	13	9	5	5	5	4	-	3	13	3	14	11	3	16	3	1	-	7
	6.2	6.6	6.4	5.8	4.5	7.8	7.2	4.9	-	12.5	7.5	5.6	10.1	4.2	6.0	6.8	4.7	3.2	-	8.8
	100.0	21.4	46.4	32.1	17.9	17.9	17.9	14.3	-	10.7	46.4	10.7	50.0	39.3	10.7	57.1	10.7	3.6	-	25.0
Non-MSA	56	8	28	20	10	8	12	13	1	5	20	3	18	29	9	18	11	6	-	17
	12.4	8.8	13.8	12.9	9.1	12.5	17.4	16.0	5.3	20.8	11.6	5.6	12.9	11.1	18.0	7.6	17.2	19.4	-	21.3
	100.0	14.3	50.0	35.7	17.9	14.3	21.4	23.2	1.8	8.9	35.7	5.4	32.1	51.8	16.1	32.1	19.6	10.7	-	30.4

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Table 90
Market Size - MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 91
Nielsen County Codes

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
A	215	48	88	78	58	33	33	43	9	8	80	24	57	129	29	114	36	15	4	32
	47.7	52.7	43.3	50.3	52.7	51.6	47.8	53.1	47.4	33.3	46.2	44.4	41.0	49.2	58.0	48.3	56.3	48.4	80.0	40.0
	100.0	22.3	40.9	36.3	27.0	15.3	15.3	20.0	4.2	3.7	37.2	11.2	26.5	60.0	13.5	53.0	16.7	7.0	1.9	14.9
B	145	29	69	46	35	16	17	19	9	9	58	22	49	89	7	87	13	8	1	21
	32.2	31.9	34.0	29.7	31.8	25.0	24.6	23.5	47.4	37.5	33.5	40.7	35.3	34.0	14.0	36.9	20.3	25.8	20.0	26.3
	100.0	20.0	47.6	31.7	24.1	11.0	11.7	13.1	6.2	6.2	40.0	15.2	33.8	61.4	4.8	60.0	9.0	5.5	0.7	14.5
C	54	11	26	17	9	10	9	12	1	4	23	8	20	25	9	27	6	3	-	14
	12.0	12.1	12.8	11.0	8.2	15.6	13.0	14.8	5.3	16.7	13.3	14.8	14.4	9.5	18.0	11.4	9.4	9.7	-	17.5
	100.0	20.4	48.1	31.5	16.7	18.5	16.7	22.2	1.9	7.4	42.6	14.8	37.0	46.3	16.7	50.0	11.1	5.6	-	25.9
D	37	3	20	14	8	5	10	7	-	3	12	-	13	19	5	8	9	5	-	13
	8.2	3.3	9.9	9.0	7.3	7.8	14.5	8.6	-	12.5	6.9	-	9.4	7.3	10.0	3.4	14.1	16.1	-	16.3
	100.0	8.1	54.1	37.8	21.6	13.5	27.0	18.9	-	8.1	32.4	-	35.1	51.4	13.5	21.6	24.3	13.5	-	35.1
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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UNDER PROTECTIVE ORDER
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Table 92
Panel Codes

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
01	31	6	14	11	4	9	3	7	1	2	12	7	13	15	3	21	3	2	-	3
	6.9	6.6	6.9	7.1	3.6	14.1	4.3	8.6	5.3	8.3	6.9	13.0	9.4	5.7	6.0	8.9	4.7	6.5	-	3.8
	100.0	19.4	45.2	35.5	12.9	29.0	9.7	22.6	3.2	6.5	38.7	22.6	41.9	48.4	9.7	67.7	9.7	6.5	-	9.7
02	13	5	1	7	5	1	2	-	2	-	4	1	1	11	1	7	2	1	-	2
	2.9	5.5	0.5	4.5	4.5	1.6	2.9	-	10.5	-	2.3	1.9	0.7	4.2	2.0	3.0	3.1	3.2	-	2.5
	100.0	38.5	7.7	53.8	38.5	7.7	15.4	-	15.4	-	30.8	7.7	7.7	84.6	7.7	53.8	15.4	7.7	-	15.4
03	13	3	6	4	2	2	3	4	1	2	5	2	3	8	2	7	1	2	-	2
	2.9	3.3	3.0	2.6	1.8	3.1	4.3	4.9	5.3	8.3	2.9	3.7	2.2	3.1	4.0	3.0	1.6	6.5	-	2.5
	100.0	23.1	46.2	30.8	15.4	15.4	23.1	30.8	7.7	15.4	38.5	15.4	23.1	61.5	15.4	53.8	7.7	15.4	-	15.4
04	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
06	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
07	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016165

Table 92
Panel Codes

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
08	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
09	21	6	12	2	3	4	6	3	-	2	10	1	9	12	-	9	4	1	1	5
	4.7	6.6	5.9	1.3	2.7	6.3	8.7	3.7	-	8.3	5.8	1.9	6.5	4.6	-	3.8	6.3	3.2	20.0	6.3
	100.0	28.6	57.1	9.5	14.3	19.0	28.6	14.3	-	9.5	47.6	4.8	42.9	57.1	-	42.9	19.0	4.8	4.8	23.8
10	16	2	8	6	5	2	1	3	-	-	4	2	4	11	1	8	2	-	-	4
	3.5	2.2	3.9	3.9	4.5	3.1	1.4	3.7	-	-	2.3	3.7	2.9	4.2	2.0	3.4	3.1	-	-	5.0
	100.0	12.5	50.0	37.5	31.3	12.5	6.3	18.8	-	-	25.0	12.5	25.0	68.8	6.3	50.0	12.5	-	-	25.0
11	10	2	5	3	3	-	2	1	-	1	7	3	2	5	3	7	-	-	-	3
	2.2	2.2	2.5	1.9	2.7	-	2.9	1.2	-	4.2	4.0	5.6	1.4	1.9	6.0	3.0	-	-	-	3.8
	100.0	20.0	50.0	30.0	30.0	-	20.0	10.0	-	10.0	70.0	30.0	20.0	50.0	30.0	70.0	-	-	-	30.0
12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
14	22	7	10	5	6	4	3	2	-	2	12	2	4	16	2	13	1	1	-	7
	4.9	7.7	4.9	3.2	5.5	6.3	4.3	2.5	-	8.3	6.9	3.7	2.9	6.1	4.0	5.5	1.6	3.2	-	8.8
	100.0	31.8	45.5	22.7	27.3	18.2	13.6	9.1	-	9.1	54.5	9.1	18.2	72.7	9.1	59.1	4.5	4.5	-	31.8

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UNDER PROTECTIVE ORDER
GC 016166

Table 92
Panel Codes

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
15	27	8	6	13	5	3	2	6	-	3	9	3	6	17	4	17	4	1	-	2
	6.0	8.8	3.0	8.4	4.5	4.7	2.9	7.4	-	12.5	5.2	5.6	4.3	6.5	8.0	7.2	6.3	3.2	-	2.5
	100.0	29.6	22.2	48.1	18.5	11.1	7.4	22.2	-	11.1	33.3	11.1	22.2	63.0	14.8	63.0	14.8	3.7	-	7.4
16	22	5	13	4	5	4	1	7	1	-	10	2	9	13	-	11	3	2	-	2
	4.9	5.5	6.4	2.6	4.5	6.3	1.4	8.6	5.3	-	5.8	3.7	6.5	5.0	-	4.7	4.7	6.5	-	2.5
	100.0	22.7	59.1	18.2	22.7	18.2	4.5	31.8	4.5	-	45.5	9.1	40.9	59.1	-	50.0	13.6	9.1	-	9.1
17	3	1	1	1	-	-	1	-	-	-	-	-	1	2	-	3	-	-	-	-
	0.7	1.1	0.5	0.6	-	-	1.4	-	-	-	-	-	0.7	0.8	-	1.3	-	-	-	-
	100.0	33.3	33.3	33.3	-	-	33.3	-	-	-	-	-	33.3	66.7	-	100.0	-	-	-	-
18	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
19	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
20	25	4	11	10	8	1	4	5	2	1	12	2	8	15	2	17	5	-	-	2
	5.5	4.4	5.4	6.5	7.3	1.6	5.8	6.2	10.5	4.2	6.9	3.7	5.8	5.7	4.0	7.2	7.8	-	-	2.5
	100.0	16.0	44.0	40.0	32.0	4.0	16.0	20.0	8.0	4.0	48.0	8.0	32.0	60.0	8.0	68.0	20.0	-	-	8.0
21	20	-	14	6	6	2	4	4	1	-	6	3	9	8	3	7	4	-	-	6
	4.4	-	6.9	3.9	5.5	3.1	5.8	4.9	5.3	-	3.5	5.6	6.5	3.1	6.0	3.0	6.3	-	-	7.5
	100.0	-	70.0	30.0	30.0	10.0	20.0	20.0	5.0	-	30.0	15.0	45.0	40.0	15.0	35.0	20.0	-	-	30.0

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UNDER PROTECTIVE ORDER
GC 016167

Table 92
Panel Codes

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
22	32	5	11	16	9	1	4	3	2	2	15	7	9	17	6	19	4	4	-	4
	7.1	5.5	5.4	10.3	8.2	1.6	5.8	3.7	10.5	8.3	8.7	13.0	6.5	6.5	12.0	8.1	6.3	12.9	-	5.0
	100.0	15.6	34.4	50.0	28.1	3.1	12.5	9.4	6.3	6.3	46.9	21.9	28.1	53.1	18.8	59.4	12.5	12.5	-	12.5
23	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
24	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
25	13	7	2	3	4	3	3	1	-	1	6	2	4	7	2	9	1	-	-	2
	2.9	7.7	1.0	1.9	3.6	4.7	4.3	1.2	-	4.2	3.5	3.7	2.9	2.7	4.0	3.8	1.6	-	-	2.5
	100.0	53.8	15.4	23.1	30.8	23.1	23.1	7.7	-	7.7	46.2	15.4	30.8	53.8	15.4	69.2	7.7	-	-	15.4
26	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
27	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
28	9	1	5	3	2	2	3	4	-	-	2	2	1	6	2	3	3	-	1	2
	2.0	1.1	2.5	1.9	1.8	3.1	4.3	4.9	-	-	1.2	3.7	0.7	2.3	4.0	1.3	4.7	-	20.0	2.5
	100.0	11.1	55.6	33.3	22.2	22.2	33.3	44.4	-	-	22.2	22.2	11.1	66.7	22.2	33.3	33.3	-	11.1	22.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016168

Table 92
Panel Codes

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
29	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
30	28	4	14	10	3	6	2	8	-	1	11	1	11	15	2	15	4	1	-	5
	6.2	4.4	6.9	6.5	2.7	9.4	2.9	9.9	-	4.2	6.4	1.9	7.9	5.7	4.0	6.4	6.3	3.2	-	6.3
	100.0	14.3	50.0	35.7	10.7	21.4	7.1	28.6	-	3.6	39.3	3.6	39.3	53.6	7.1	53.6	14.3	3.6	-	17.9
31	13	1	6	6	4	1	2	2	2	-	4	3	5	6	2	6	-	4	-	1
	2.9	1.1	3.0	3.9	3.6	1.6	2.9	2.5	10.5	-	2.3	5.6	3.6	2.3	4.0	2.5	-	12.9	-	1.3
	100.0	7.7	46.2	46.2	30.8	7.7	15.4	15.4	15.4	-	30.8	23.1	38.5	46.2	15.4	46.2	-	30.8	-	7.7
32	27	7	10	10	9	2	5	3	-	-	11	2	12	11	4	6	5	4	2	7
	6.0	7.7	4.9	6.5	8.2	3.1	7.2	3.7	-	-	6.4	3.7	8.6	4.2	8.0	2.5	7.8	12.9	40.0	8.8
	100.0	25.9	37.0	37.0	33.3	7.4	18.5	11.1	-	-	40.7	7.4	44.4	40.7	14.8	22.2	18.5	14.8	7.4	25.9
33	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
34	9	-	4	5	1	4	2	2	1	1	4	-	1	7	1	4	2	1	-	2
	2.0	-	2.0	3.2	0.9	6.3	2.9	2.5	5.3	4.2	2.3	-	0.7	2.7	2.0	1.7	3.1	3.2	-	2.5
	100.0	-	44.4	55.6	11.1	44.4	22.2	22.2	11.1	11.1	44.4	-	11.1	77.8	11.1	44.4	22.2	11.1	-	22.2
35	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 92
Panel Codes

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
NOT 01-35	97	17	50	30	26	13	16	16	6	6	29	9	27	60	10	47	16	7	1	19
	21.5	18.7	24.6	19.4	23.6	20.3	23.2	19.8	31.6	25.0	16.8	16.7	19.4	22.9	20.0	19.9	25.0	22.6	20.0	23.8
	100.0	17.5	51.5	30.9	26.8	13.4	16.5	16.5	6.2	6.2	29.9	9.3	27.8	61.9	10.3	48.5	16.5	7.2	1.0	19.6
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 93
Age Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Under 30 years	67	22	42	3	20	10	5	12	4	2	28	9	66	1	-	36	14	5	1	4
	14.9	24.2	20.7	1.9	18.2	15.6	7.2	14.8	21.1	8.3	16.2	16.7	47.5	0.4	-	15.3	21.9	16.1	20.0	5.0
	100.0	32.8	62.7	4.5	29.9	14.9	7.5	17.9	6.0	3.0	41.8	13.4	98.5	1.5	-	53.7	20.9	7.5	1.5	6.0
Under 25	9	2	6	1	4	2	1	2	1	-	5	-	9	-	-	4	2	1	-	1
	2.0	2.2	3.0	0.6	3.6	3.1	1.4	2.5	5.3	-	2.9	-	6.5	-	-	1.7	3.1	3.2	-	1.3
	100.0	22.2	66.7	11.1	44.4	22.2	11.1	22.2	11.1	-	55.6	-	100.0	-	-	44.4	22.2	11.1	-	11.1
25 - 29	58	20	36	2	16	8	4	10	3	2	23	9	57	1	-	32	12	4	1	3
	12.9	22.0	17.7	1.3	14.5	12.5	5.8	12.3	15.8	8.3	13.3	16.7	41.0	0.4	-	13.6	18.8	12.9	20.0	3.8
	100.0	34.5	62.1	3.4	27.6	13.8	6.9	17.2	5.2	3.4	39.7	15.5	98.3	1.7	-	55.2	20.7	6.9	1.7	5.2
30 - 44 years	226	48	121	56	63	31	24	38	10	11	88	28	68	158	-	129	35	11	3	33
	50.1	52.7	59.6	36.1	57.3	48.4	34.8	46.9	52.6	45.8	50.9	51.9	48.9	60.3	-	54.7	54.7	35.5	60.0	41.3
	100.0	21.2	53.5	24.8	27.9	13.7	10.6	16.8	4.4	4.9	38.9	12.4	30.1	69.9	-	57.1	15.5	4.9	1.3	14.6
30 - 34	66	14	46	6	18	9	3	9	3	5	25	7	65	1	-	35	14	4	1	6
	14.6	15.4	22.7	3.9	16.4	14.1	4.3	11.1	15.8	20.8	14.5	13.0	46.8	0.4	-	14.8	21.9	12.9	20.0	7.5
	100.0	21.2	69.7	9.1	27.3	13.6	4.5	13.6	4.5	7.6	37.9	10.6	98.5	1.5	-	53.0	21.2	6.1	1.5	9.1
35 - 39	68	13	37	17	18	11	10	14	2	4	23	8	3	65	-	39	10	3	1	10
	15.1	14.3	18.2	11.0	16.4	17.2	14.5	17.3	10.5	16.7	13.3	14.8	2.2	24.8	-	16.5	15.6	9.7	20.0	12.5
	100.0	19.1	54.4	25.0	26.5	16.2	14.7	20.6	2.9	5.9	33.8	11.8	4.4	95.6	-	57.4	14.7	4.4	1.5	14.7
40 - 44	92	21	38	33	27	11	11	15	5	2	40	13	-	92	-	55	11	4	1	17
	20.4	23.1	18.7	21.3	24.5	17.2	15.9	18.5	26.3	8.3	23.1	24.1	-	35.1	-	23.3	17.2	12.9	20.0	21.3
	100.0	22.8	41.3	35.9	29.3	12.0	12.0	16.3	5.4	2.2	43.5	14.1	-	100.0	-	59.8	12.0	4.3	1.1	18.5

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Table 93
Age Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
45 - 64 years	134	17	36	80	22	20	31	26	5	11	48	16	4	96	34	63	14	13	1	30
	29.7	18.7	17.7	51.6	20.0	31.3	44.9	32.1	26.3	45.8	27.7	29.6	2.9	36.6	68.0	26.7	21.9	41.9	20.0	37.5
	100.0	12.7	26.9	59.7	16.4	14.9	23.1	19.4	3.7	8.2	35.8	11.9	3.0	71.6	25.4	47.0	10.4	9.7	0.7	22.4
45 - 49	60	8	18	33	8	8	11	15	-	4	22	5	-	60	-	30	8	4	-	13
	13.3	8.8	8.9	21.3	7.3	12.5	15.9	18.5	-	16.7	12.7	9.3	-	22.9	-	12.7	12.5	12.9	-	16.3
	100.0	13.3	30.0	55.0	13.3	13.3	18.3	25.0	-	6.7	36.7	8.3	-	100.0	-	50.0	13.3	6.7	-	21.7
50 - 54	37	6	9	22	8	5	7	4	3	3	12	5	1	34	2	15	4	7	-	7
	8.2	6.6	4.4	14.2	7.3	7.8	10.1	4.9	15.8	12.5	6.9	9.3	0.7	13.0	4.0	6.4	6.3	22.6	-	8.8
	100.0	16.2	24.3	59.5	21.6	13.5	18.9	10.8	8.1	8.1	32.4	13.5	2.7	91.9	5.4	40.5	10.8	18.9	-	18.9
55 - 59	30	3	7	20	2	5	12	4	1	4	10	3	3	2	25	12	2	2	1	10
	6.7	3.3	3.4	12.9	1.8	7.8	17.4	4.9	5.3	16.7	5.8	5.6	2.2	0.8	50.0	5.1	3.1	6.5	20.0	12.5
	100.0	10.0	23.3	66.7	6.7	16.7	40.0	13.3	3.3	13.3	33.3	10.0	10.0	6.7	83.3	40.0	6.7	6.7	3.3	33.3
60 - 64	7	-	2	5	4	2	1	3	1	-	4	3	-	-	7	6	-	-	-	-
	1.6	-	1.0	3.2	3.6	3.1	1.4	3.7	5.3	-	2.3	5.6	-	-	14.0	2.5	-	-	-	-
	100.0	-	28.6	71.4	57.1	28.6	14.3	42.9	14.3	-	57.1	42.9	-	-	100.0	85.7	-	-	-	-
65 years or older	24	4	4	16	5	3	9	5	-	-	9	1	1	7	16	8	1	2	-	13
	5.3	4.4	2.0	10.3	4.5	4.7	13.0	6.2	-	-	5.2	1.9	0.7	2.7	32.0	3.4	1.6	6.5	-	16.3
	100.0	16.7	16.7	66.7	20.8	12.5	37.5	20.8	-	-	37.5	4.2	4.2	29.2	66.7	33.3	4.2	8.3	-	54.2
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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Table 93
Age Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Median	41.32	38.64	36.81	47.79	39.71	40.90	47.49	41.82	40.49	42.49	41.30	41.14	30.26	43.47	59.59	40.72	36.99	44.37	37.49	46.14

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Table 94
Age Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Under 30 years	49	13	32	4	15	8	4	8	5	3	22	7	46	3	-	30	7	6	1	2
	10.9	14.3	15.8	2.6	13.6	12.5	5.8	9.9	26.3	12.5	12.7	13.0	33.1	1.1	-	12.7	10.9	19.4	20.0	2.5
	100.0	26.5	65.3	8.2	30.6	16.3	8.2	16.3	10.2	6.1	44.9	14.3	93.9	6.1	-	61.2	14.3	12.2	2.0	4.1
Under 25	10	2	8	-	4	2	-	2	1	-	4	1	10	-	-	5	1	2	-	1
	2.2	2.2	3.9	-	3.6	3.1	-	2.5	5.3	-	2.3	1.9	7.2	-	-	2.1	1.6	6.5	-	1.3
	100.0	20.0	80.0	-	40.0	20.0	-	20.0	10.0	-	40.0	10.0	100.0	-	-	50.0	10.0	20.0	-	10.0
25 - 29	39	11	24	4	11	6	4	6	4	3	18	6	36	3	-	25	6	4	1	1
	8.6	12.1	11.8	2.6	10.0	9.4	5.8	7.4	21.1	12.5	10.4	11.1	25.9	1.1	-	10.6	9.4	12.9	20.0	1.3
	100.0	28.2	61.5	10.3	28.2	15.4	10.3	15.4	10.3	7.7	46.2	15.4	92.3	7.7	-	64.1	15.4	10.3	2.6	2.6
30 - 44 years	165	40	85	40	39	25	20	31	7	9	67	24	41	121	3	93	26	8	2	25
	36.6	44.0	41.9	25.8	35.5	39.1	29.0	38.3	36.8	37.5	38.7	44.4	29.5	46.2	6.0	39.4	40.6	25.8	40.0	31.3
	100.0	24.2	51.5	24.2	23.6	15.2	12.1	18.8	4.2	5.5	40.6	14.5	24.8	73.3	1.8	56.4	15.8	4.8	1.2	15.2
30 - 34	53	15	33	5	11	10	4	7	2	6	21	5	33	20	-	27	13	2	-	7
	11.8	16.5	16.3	3.2	10.0	15.6	5.8	8.6	10.5	25.0	12.1	9.3	23.7	7.6	-	11.4	20.3	6.5	-	8.8
	100.0	28.3	62.3	9.4	20.8	18.9	7.5	13.2	3.8	11.3	39.6	9.4	62.3	37.7	-	50.9	24.5	3.8	-	13.2
35 - 39	48	13	21	14	11	7	6	8	-	2	14	6	7	40	1	27	8	-	1	8
	10.6	14.3	10.3	9.0	10.0	10.9	8.7	9.9	-	8.3	8.1	11.1	5.0	15.3	2.0	11.4	12.5	-	20.0	10.0
	100.0	27.1	43.8	29.2	22.9	14.6	12.5	16.7	-	4.2	29.2	12.5	14.6	83.3	2.1	56.3	16.7	-	2.1	16.7
40 - 44	64	12	31	21	17	8	10	16	5	1	32	13	1	61	2	39	5	6	1	10
	14.2	13.2	15.3	13.5	15.5	12.5	14.5	19.8	26.3	4.2	18.5	24.1	0.7	23.3	4.0	16.5	7.8	19.4	20.0	12.5
	100.0	18.8	48.4	32.8	26.6	12.5	15.6	25.0	7.8	1.6	50.0	20.3	1.6	95.3	3.1	60.9	7.8	9.4	1.6	15.6

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Table 94
Age Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
45 - 64 years	87	13	22	50	13	16	21	12	4	8	35	10	4	57	26	39	7	9	-	24
	19.3	14.3	10.8	32.3	11.8	25.0	30.4	14.8	21.1	33.3	20.2	18.5	2.9	21.8	52.0	16.5	10.9	29.0	-	30.0
	100.0	14.9	25.3	57.5	14.9	18.4	24.1	13.8	4.6	9.2	40.2	11.5	4.6	65.5	29.9	44.8	8.0	10.3	-	27.6
45 - 49	32	5	8	18	5	3	8	3	1	3	15	3	-	30	2	14	4	2	-	9
	7.1	5.5	3.9	11.6	4.5	4.7	11.6	3.7	5.3	12.5	8.7	5.6	-	11.5	4.0	5.9	6.3	6.5	-	11.3
	100.0	15.6	25.0	56.3	15.6	9.4	25.0	9.4	3.1	9.4	46.9	9.4	-	93.8	6.3	43.8	12.5	6.3	-	28.1
50 - 54	34	3	10	20	5	9	7	5	3	3	13	5	3	21	10	14	2	5	-	9
	7.5	3.3	4.9	12.9	4.5	14.1	10.1	6.2	15.8	12.5	7.5	9.3	2.2	8.0	20.0	5.9	3.1	16.1	-	11.3
	100.0	8.8	29.4	58.8	14.7	26.5	20.6	14.7	8.8	8.8	38.2	14.7	8.8	61.8	29.4	41.2	5.9	14.7	-	26.5
55 - 59	20	5	4	11	3	4	5	4	-	2	6	2	1	5	14	10	1	2	-	6
	4.4	5.5	2.0	7.1	2.7	6.3	7.2	4.9	-	8.3	3.5	3.7	0.7	1.9	28.0	4.2	1.6	6.5	-	7.5
	100.0	25.0	20.0	55.0	15.0	20.0	25.0	20.0	-	10.0	30.0	10.0	5.0	25.0	70.0	50.0	5.0	10.0	-	30.0
60 - 64	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
65 years or older	10	2	3	5	4	-	5	4	-	-	2	-	1	4	5	5	1	1	-	3
	2.2	2.2	1.5	3.2	3.6	-	7.2	4.9	-	-	1.2	-	0.7	1.5	10.0	2.1	1.6	3.2	-	3.8
	100.0	20.0	30.0	50.0	40.0	-	50.0	40.0	-	-	20.0	-	10.0	40.0	50.0	50.0	10.0	10.0	-	30.0
No female head	140	23	61	56	39	15	19	26	3	4	47	13	47	77	16	69	23	7	2	26
	31.0	25.3	30.0	36.1	35.5	23.4	27.5	32.1	15.8	16.7	27.2	24.1	33.8	29.4	32.0	29.2	35.9	22.6	40.0	32.5
	100.0	16.4	43.6	40.0	27.9	10.7	13.6	18.6	2.1	2.9	33.6	9.3	33.6	55.0	11.4	49.3	16.4	5.0	1.4	18.6

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Table 94
Age Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Median	40.00	37.00	35.00	46.00	39.00	38.00	45.50	41.00	41.00	36.00	40.50	41.00	29.50	41.00	55.00	39.00	36.00	43.50	37.00	44.50

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Table 95
Age Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Under 30 years	56	18	36	2	16	9	4	11	4	1	23	7	56	-	-	28	14	5	1	2
	12.4	19.8	17.7	1.3	14.5	14.1	5.8	13.6	21.1	4.2	13.3	13.0	40.3	-	-	11.9	21.9	16.1	20.0	2.5
	100.0	32.1	64.3	3.6	28.6	16.1	7.1	19.6	7.1	1.8	41.1	12.5	100.0	-	-	50.0	25.0	8.9	1.8	3.6
Under 25	7	1	5	1	4	1	1	2	1	-	4	-	7	-	-	4	2	1	-	-
	1.6	1.1	2.5	0.6	3.6	1.6	1.4	2.5	5.3	-	2.3	-	5.0	-	-	1.7	3.1	3.2	-	-
	100.0	14.3	71.4	14.3	57.1	14.3	14.3	28.6	14.3	-	57.1	-	100.0	-	-	57.1	28.6	14.3	-	-
25 - 29	49	17	31	1	12	8	3	9	3	1	19	7	49	-	-	24	12	4	1	2
	10.9	18.7	15.3	0.6	10.9	12.5	4.3	11.1	15.8	4.2	11.0	13.0	35.3	-	-	10.2	18.8	12.9	20.0	2.5
	100.0	34.7	63.3	2.0	24.5	16.3	6.1	18.4	6.1	2.0	38.8	14.3	100.0	-	-	49.0	24.5	8.2	2.0	4.1
30 - 44 years	208	41	113	53	59	28	23	36	9	11	82	25	60	148	-	118	33	10	3	31
	46.1	45.1	55.7	34.2	53.6	43.8	33.3	44.4	47.4	45.8	47.4	46.3	43.2	56.5	-	50.0	51.6	32.3	60.0	38.8
	100.0	19.7	54.3	25.5	28.4	13.5	11.1	17.3	4.3	5.3	39.4	12.0	28.8	71.2	-	56.7	15.9	4.8	1.4	14.9
30 - 34	59	11	43	5	17	7	3	9	3	5	23	6	58	1	-	32	12	3	1	5
	13.1	12.1	21.2	3.2	15.5	10.9	4.3	11.1	15.8	20.8	13.3	11.1	41.7	0.4	-	13.6	18.8	9.7	20.0	6.3
	100.0	18.6	72.9	8.5	28.8	11.9	5.1	15.3	5.1	8.5	39.0	10.2	98.3	1.7	-	54.2	20.3	5.1	1.7	8.5
35 - 39	63	12	34	16	17	11	9	12	2	4	22	7	2	61	-	36	10	3	1	9
	14.0	13.2	16.7	10.3	15.5	17.2	13.0	14.8	10.5	16.7	12.7	13.0	1.4	23.3	-	15.3	15.6	9.7	20.0	11.3
	100.0	19.0	54.0	25.4	27.0	17.5	14.3	19.0	3.2	6.3	34.9	11.1	3.2	96.8	-	57.1	15.9	4.8	1.6	14.3
40 - 44	86	18	36	32	25	10	11	15	4	2	37	12	-	86	-	50	11	4	1	17
	19.1	19.8	17.7	20.6	22.7	15.6	15.9	18.5	21.1	8.3	21.4	22.2	-	32.8	-	21.2	17.2	12.9	20.0	21.3
	100.0	20.9	41.9	37.2	29.1	11.6	12.8	17.4	4.7	2.3	43.0	14.0	-	100.0	-	58.1	12.8	4.7	1.2	19.8

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Table 95
Age Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
45 - 64 years	123	14	32	76	18	19	27	25	5	11	44	16	3	87	33	58	14	11	1	27
	27.3	15.4	15.8	49.0	16.4	29.7	39.1	30.9	26.3	45.8	25.4	29.6	2.2	33.2	66.0	24.6	21.9	35.5	20.0	33.8
	100.0	11.4	26.0	61.8	14.6	15.4	22.0	20.3	4.1	8.9	35.8	13.0	2.4	70.7	26.8	47.2	11.4	8.9	0.8	22.0
45 - 49	55	6	17	31	6	8	10	15	-	4	20	5	-	55	-	29	8	4	-	10
	12.2	6.6	8.4	20.0	5.5	12.5	14.5	18.5	-	16.7	11.6	9.3	-	21.0	-	12.3	12.5	12.9	-	12.5
	100.0	10.9	30.9	56.4	10.9	14.5	18.2	27.3	-	7.3	36.4	9.1	-	100.0	-	52.7	14.5	7.3	-	18.2
50 - 54	34	5	7	22	6	5	6	4	3	3	11	5	1	31	2	13	4	6	-	7
	7.5	5.5	3.4	14.2	5.5	7.8	8.7	4.9	15.8	12.5	6.4	9.3	0.7	11.8	4.0	5.5	6.3	19.4	-	8.8
	100.0	14.7	20.6	64.7	17.6	14.7	17.6	11.8	8.8	8.8	32.4	14.7	2.9	91.2	5.9	38.2	11.8	17.6	-	20.6
55 - 59	27	3	6	18	2	4	10	3	1	4	9	3	2	1	24	10	2	1	1	10
	6.0	3.3	3.0	11.6	1.8	6.3	14.5	3.7	5.3	16.7	5.2	5.6	1.4	0.4	48.0	4.2	3.1	3.2	20.0	12.5
	100.0	11.1	22.2	66.7	7.4	14.8	37.0	11.1	3.7	14.8	33.3	11.1	7.4	3.7	88.9	37.0	7.4	3.7	3.7	37.0
60 - 64	7	-	2	5	4	2	1	3	1	-	4	3	-	-	7	6	-	-	-	-
	1.6	-	1.0	3.2	3.6	3.1	1.4	3.7	5.3	-	2.3	5.6	-	-	14.0	2.5	-	-	-	-
	100.0	-	28.6	71.4	57.1	28.6	14.3	42.9	14.3	-	57.1	42.9	-	-	100.0	85.7	-	-	-	-
65 years or older	21	3	3	15	4	3	7	4	-	-	9	1	-	5	16	7	-	1	-	13
	4.7	3.3	1.5	9.7	3.6	4.7	10.1	4.9	-	-	5.2	1.9	-	1.9	32.0	3.0	-	3.2	-	16.3
	100.0	14.3	14.3	71.4	19.0	14.3	33.3	19.0	-	-	42.9	4.8	-	23.8	76.2	33.3	-	4.8	-	61.9
No male head	43	15	19	9	13	5	8	5	1	1	15	5	20	22	1	25	3	4	-	7
	9.5	16.5	9.4	5.8	11.8	7.8	11.6	6.2	5.3	4.2	8.7	9.3	14.4	8.4	2.0	10.6	4.7	12.9	-	8.8
	100.0	34.9	44.2	20.9	30.2	11.6	18.6	11.6	2.3	2.3	34.9	11.6	46.5	51.2	2.3	58.1	7.0	9.3	-	16.3

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Table 95
Age Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Median	41.00	37.50	36.00	48.00	39.00	41.00	46.00	41.00	39.50	44.00	41.00	41.00	30.00	43.00	59.00	41.00	36.00	43.00	39.00	45.00

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Table 96
Household Size

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
1-2 Members (Net)	244	56	105	82	65	31	38	44	7	11	89	28	92	121	31	126	36	15	3	41
	54.1	61.5	51.7	52.9	59.1	48.4	55.1	54.3	36.8	45.8	51.4	51.9	66.2	46.2	62.0	53.4	56.3	48.4	60.0	51.3
	100.0	23.0	43.0	33.6	26.6	12.7	15.6	18.0	2.9	4.5	36.5	11.5	37.7	49.6	12.7	51.6	14.8	6.1	1.2	16.8
Single member	111	19	49	43	32	11	18	19	2	4	36	9	35	62	14	50	17	6	2	23
	24.6	20.9	24.1	27.7	29.1	17.2	26.1	23.5	10.5	16.7	20.8	16.7	25.2	23.7	28.0	21.2	26.6	19.4	40.0	28.8
	100.0	17.1	44.1	38.7	28.8	9.9	16.2	17.1	1.8	3.6	32.4	8.1	31.5	55.9	12.6	45.0	15.3	5.4	1.8	20.7
Two members	133	37	56	39	33	20	20	25	5	7	53	19	57	59	17	76	19	9	1	18
	29.5	40.7	27.6	25.2	30.0	31.3	29.0	30.9	26.3	29.2	30.6	35.2	41.0	22.5	34.0	32.2	29.7	29.0	20.0	22.5
	100.0	27.8	42.1	29.3	24.8	15.0	15.0	18.8	3.8	5.3	39.8	14.3	42.9	44.4	12.8	57.1	14.3	6.8	0.8	13.5
3-4 Members (Net)	169	26	83	59	37	27	22	28	9	11	66	21	38	114	17	91	21	11	2	33
	37.5	28.6	40.9	38.1	33.6	42.2	31.9	34.6	47.4	45.8	38.2	38.9	27.3	43.5	34.0	38.6	32.8	35.5	40.0	41.3
	100.0	15.4	49.1	34.9	21.9	16.0	13.0	16.6	5.3	6.5	39.1	12.4	22.5	67.5	10.1	53.8	12.4	6.5	1.2	19.5
Three members	84	13	38	32	13	14	9	14	5	6	34	12	24	49	11	42	12	8	2	16
	18.6	14.3	18.7	20.6	11.8	21.9	13.0	17.3	26.3	25.0	19.7	22.2	17.3	18.7	22.0	17.8	18.8	25.8	40.0	20.0
	100.0	15.5	45.2	38.1	15.5	16.7	10.7	16.7	6.0	7.1	40.5	14.3	28.6	58.3	13.1	50.0	14.3	9.5	2.4	19.0
Four members	85	13	45	27	24	13	13	14	4	5	32	9	14	65	6	49	9	3	-	17
	18.8	14.3	22.2	17.4	21.8	20.3	18.8	17.3	21.1	20.8	18.5	16.7	10.1	24.8	12.0	20.8	14.1	9.7	-	21.3
	100.0	15.3	52.9	31.8	28.2	15.3	15.3	16.5	4.7	5.9	37.6	10.6	16.5	76.5	7.1	57.6	10.6	3.5	-	20.0
Five or more members	38	9	15	14	8	6	9	9	3	2	18	5	9	27	2	19	7	5	-	6
	8.4	9.9	7.4	9.0	7.3	9.4	13.0	11.1	15.8	8.3	10.4	9.3	6.5	10.3	4.0	8.1	10.9	16.1	-	7.5
	100.0	23.7	39.5	36.8	21.1	15.8	23.7	23.7	7.9	5.3	47.4	13.2	23.7	71.1	5.3	50.0	18.4	13.2	-	15.8

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Table 96
Household Size

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean	2.60	2.52	2.63	2.60	2.51	2.75	2.71	2.63	3.16	2.75	2.72	2.69	2.32	2.80	2.30	2.65	2.59	2.81	2.00	2.56
Standard Deviation	1.34	1.25	1.32	1.43	1.38	1.27	1.54	1.35	1.50	1.22	1.39	1.26	1.17	1.43	1.13	1.31	1.47	1.47	1.00	1.31
Standard Error	0.06	0.13	0.09	0.11	0.13	0.16	0.19	0.15	0.34	0.25	0.11	0.17	0.10	0.09	0.16	0.09	0.18	0.26	0.45	0.15

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Table 97
Household Composition

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Family Household (Net)	301	63	132	104	67	51	46	57	16	19	122	40	80	187	34	158	43	23	3	55
	66.7	69.2	65.0	67.1	60.9	79.7	66.7	70.4	84.2	79.2	70.5	74.1	57.6	71.4	68.0	66.9	67.2	74.2	60.0	68.8
	100.0	20.9	43.9	34.6	22.3	16.9	15.3	18.9	5.3	6.3	40.5	13.3	26.6	62.1	11.3	52.5	14.3	7.6	1.0	18.3
Male and female married	268	53	123	90	58	44	42	50	15	19	111	36	72	163	33	142	38	20	3	47
	59.4	58.2	60.6	58.1	52.7	68.8	60.9	61.7	78.9	79.2	64.2	66.7	51.8	62.2	66.0	60.2	59.4	64.5	60.0	58.8
	100.0	19.8	45.9	33.6	21.6	16.4	15.7	18.7	5.6	7.1	41.4	13.4	26.9	60.8	12.3	53.0	14.2	7.5	1.1	17.5
Female head living with others related	13	4	5	4	6	3	3	3	-	-	4	1	5	8	-	6	2	2	-	3
	2.9	4.4	2.5	2.6	5.5	4.7	4.3	3.7	-	-	2.3	1.9	3.6	3.1	-	2.5	3.1	6.5	-	3.8
	100.0	30.8	38.5	30.8	46.2	23.1	23.1	23.1	-	-	30.8	7.7	38.5	61.5	-	46.2	15.4	15.4	-	23.1
Male head living with others related	20	6	4	10	3	4	1	4	1	-	7	3	3	16	1	10	3	1	-	5
	4.4	6.6	2.0	6.5	2.7	6.3	1.4	4.9	5.3	-	4.0	5.6	2.2	6.1	2.0	4.2	4.7	3.2	-	6.3
	100.0	30.0	20.0	50.0	15.0	20.0	5.0	20.0	5.0	-	35.0	15.0	15.0	80.0	5.0	50.0	15.0	5.0	-	25.0
Non-Family Household (Net)	150	28	71	51	43	13	23	24	3	5	51	14	59	75	16	78	21	8	2	25
	33.3	30.8	35.0	32.9	39.1	20.3	33.3	29.6	15.8	20.8	29.5	25.9	42.4	28.6	32.0	33.1	32.8	25.8	40.0	31.3
	100.0	18.7	47.3	34.0	28.7	8.7	15.3	16.0	2.0	3.3	34.0	9.3	39.3	50.0	10.7	52.0	14.0	5.3	1.3	16.7
Female alone	12	7	3	2	3	2	2	-	1	-	5	1	4	8	-	5	-	1	-	3
	2.7	7.7	1.5	1.3	2.7	3.1	2.9	-	5.3	-	2.9	1.9	2.9	3.1	-	2.1	-	3.2	-	3.8
	100.0	58.3	25.0	16.7	25.0	16.7	16.7	-	8.3	-	41.7	8.3	33.3	66.7	-	41.7	-	8.3	-	25.0
Female living with others not related	18	4	11	3	4	-	3	2	-	1	6	3	11	6	1	14	1	1	-	1
	4.0	4.4	5.4	1.9	3.6	-	4.3	2.5	-	4.2	3.5	5.6	7.9	2.3	2.0	5.9	1.6	3.2	-	1.3
	100.0	22.2	61.1	16.7	22.2	-	16.7	11.1	-	5.6	33.3	16.7	61.1	33.3	5.6	77.8	5.6	5.6	-	5.6

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Table 97
Household Composition

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Male alone	99	12	46	41	29	9	16	19	1	4	31	8	31	54	14	45	17	5	2	20
	22.0	13.2	22.7	26.5	26.4	14.1	23.2	23.5	5.3	16.7	17.9	14.8	22.3	20.6	28.0	19.1	26.6	16.1	40.0	25.0
	100.0	12.1	46.5	41.4	29.3	9.1	16.2	19.2	1.0	4.0	31.3	8.1	31.3	54.5	14.1	45.5	17.2	5.1	2.0	20.2
Male living with others not related	21	5	11	5	7	2	2	3	1	-	9	2	13	7	1	14	3	1	-	1
	4.7	5.5	5.4	3.2	6.4	3.1	2.9	3.7	5.3	-	5.2	3.7	9.4	2.7	2.0	5.9	4.7	3.2	-	1.3
	100.0	23.8	52.4	23.8	33.3	9.5	9.5	14.3	4.8	-	42.9	9.5	61.9	33.3	4.8	66.7	14.3	4.8	-	4.8
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 98
Income (Actual)

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Under $15,000 (Net)	23	4	10	9	4	7	2	2	-	-	4	1	9	10	4	7	4	4	1	4
	5.1	4.4	4.9	5.8	3.6	10.9	2.9	2.5	-	-	2.3	1.9	6.5	3.8	8.0	3.0	6.3	12.9	20.0	5.0
	100.0	17.4	43.5	39.1	17.4	30.4	8.7	8.7	-	-	17.4	4.3	39.1	43.5	17.4	30.4	17.4	17.4	4.3	17.4
Under $7,500	8	1	3	4	2	-	2	1	-	-	1	1	3	3	2	4	1	2	-	-
	1.8	1.1	1.5	2.6	1.8	-	2.9	1.2	-	-	0.6	1.9	2.2	1.1	4.0	1.7	1.6	6.5	-	-
	100.0	12.5	37.5	50.0	25.0	-	25.0	12.5	-	-	12.5	12.5	37.5	37.5	25.0	50.0	12.5	25.0	-	-
$7,500 - $9,999	5	2	2	1	-	2	-	1	-	-	1	-	1	4	-	-	2	-	-	1
	1.1	2.2	1.0	0.6	-	3.1	-	1.2	-	-	0.6	-	0.7	1.5	-	-	3.1	-	-	1.3
	100.0	40.0	40.0	20.0	-	40.0	-	20.0	-	-	20.0	-	20.0	80.0	-	-	40.0	-	-	20.0
$10,000 - $12,499	7	1	3	3	1	4	-	-	-	-	1	-	3	3	1	2	1	2	-	2
	1.6	1.1	1.5	1.9	0.9	6.3	-	-	-	-	0.6	-	2.2	1.1	2.0	0.8	1.6	6.5	-	2.5
	100.0	14.3	42.9	42.9	14.3	57.1	-	-	-	-	14.3	-	42.9	42.9	14.3	28.6	14.3	28.6	-	28.6
$12,500 - $14,999	3	-	2	1	1	1	-	-	-	-	1	-	2	-	1	1	-	-	1	1
	0.7	-	1.0	0.6	0.9	1.6	-	-	-	-	0.6	-	1.4	-	2.0	0.4	-	-	20.0	1.3
	100.0	-	66.7	33.3	33.3	33.3	-	-	-	-	33.3	-	66.7	-	33.3	33.3	-	-	33.3	33.3
$15,000 - $34,999 (Net)	93	19	41	33	22	16	19	15	1	3	32	4	39	46	8	41	15	11	1	17
	20.6	20.9	20.2	21.3	20.0	25.0	27.5	18.5	5.3	12.5	18.5	7.4	28.1	17.6	16.0	17.4	23.4	35.5	20.0	21.3
	100.0	20.4	44.1	35.5	23.7	17.2	20.4	16.1	1.1	3.2	34.4	4.3	41.9	49.5	8.6	44.1	16.1	11.8	1.1	18.3
$15,000 - $24,999 (Net)	37	4	19	14	9	5	11	7	-	1	14	3	17	16	4	16	6	4	1	6
	8.2	4.4	9.4	9.0	8.2	7.8	15.9	8.6	-	4.2	8.1	5.6	12.2	6.1	8.0	6.8	9.4	12.9	20.0	7.5
	100.0	10.8	51.4	37.8	24.3	13.5	29.7	18.9	-	2.7	37.8	8.1	45.9	43.2	10.8	43.2	16.2	10.8	2.7	16.2

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Table 98
Income (Actual)

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$15,000 - $19,999	11	2	6	3	4	3	3	2	-	-	4	1	8	2	1	3	2	1	-	2
	2.4	2.2	3.0	1.9	3.6	4.7	4.3	2.5	-	-	2.3	1.9	5.8	0.8	2.0	1.3	3.1	3.2	-	2.5
	100.0	18.2	54.5	27.3	36.4	27.3	27.3	18.2	-	-	36.4	9.1	72.7	18.2	9.1	27.3	18.2	9.1	-	18.2
$20,000 - $24,999	26	2	13	11	5	2	8	5	-	1	10	2	9	14	3	13	4	3	1	4
	5.8	2.2	6.4	7.1	4.5	3.1	11.6	6.2	-	4.2	5.8	3.7	6.5	5.3	6.0	5.5	6.3	9.7	20.0	5.0
	100.0	7.7	50.0	42.3	19.2	7.7	30.8	19.2	-	3.8	38.5	7.7	34.6	53.8	11.5	50.0	15.4	11.5	3.8	15.4
$25,000 - $34,999 (Net)	56	15	22	19	13	11	8	8	1	2	18	1	22	30	4	25	9	7	-	11
	12.4	16.5	10.8	12.3	11.8	17.2	11.6	9.9	5.3	8.3	10.4	1.9	15.8	11.5	8.0	10.6	14.1	22.6	-	13.8
	100.0	26.8	39.3	33.9	23.2	19.6	14.3	14.3	1.8	3.6	32.1	1.8	39.3	53.6	7.1	44.6	16.1	12.5	-	19.6
$25,000 - $29,999	21	5	9	7	6	3	2	4	1	-	6	1	10	10	1	10	5	2	-	4
	4.7	5.5	4.4	4.5	5.5	4.7	2.9	4.9	5.3	-	3.5	1.9	7.2	3.8	2.0	4.2	7.8	6.5	-	5.0
	100.0	23.8	42.9	33.3	28.6	14.3	9.5	19.0	4.8	-	28.6	4.8	47.6	47.6	4.8	47.6	23.8	9.5	-	19.0
$30,000 - $34,999	35	10	13	12	7	8	6	4	-	2	12	-	12	20	3	15	4	5	-	7
	7.8	11.0	6.4	7.7	6.4	12.5	8.7	4.9	-	8.3	6.9	-	8.6	7.6	6.0	6.4	6.3	16.1	-	8.8
	100.0	28.6	37.1	34.3	20.0	22.9	17.1	11.4	-	5.7	34.3	-	34.3	57.1	8.6	42.9	11.4	14.3	-	20.0
$35,000 or more (Net)	335	68	152	113	84	41	48	64	18	21	137	49	91	206	38	188	45	16	3	59
	74.3	74.7	74.9	72.9	76.4	64.1	69.6	79.0	94.7	87.5	79.2	90.7	65.5	78.6	76.0	79.7	70.3	51.6	60.0	73.8
	100.0	20.3	45.4	33.7	25.1	12.2	14.3	19.1	5.4	6.3	40.9	14.6	27.2	61.5	11.3	56.1	13.4	4.8	0.9	17.6
$35,000 - $49,999 (Net)	79	18	40	21	23	8	14	14	7	6	32	8	35	39	5	51	10	5	-	8
	17.5	19.8	19.7	13.5	20.9	12.5	20.3	17.3	36.8	25.0	18.5	14.8	25.2	14.9	10.0	21.6	15.6	16.1	-	10.0
	100.0	22.8	50.6	26.6	29.1	10.1	17.7	17.7	8.9	7.6	40.5	10.1	44.3	49.4	6.3	64.6	12.7	6.3	-	10.1

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Table 98
Income (Actual)

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$35,000 - $39,999	28	4	14	10	8	3	7	6	2	1	9	4	10	15	3	17	3	3	-	3
	6.2	4.4	6.9	6.5	7.3	4.7	10.1	7.4	10.5	4.2	5.2	7.4	7.2	5.7	6.0	7.2	4.7	9.7	-	3.8
	100.0	14.3	50.0	35.7	28.6	10.7	25.0	21.4	7.1	3.6	32.1	14.3	35.7	53.6	10.7	60.7	10.7	10.7	-	10.7
$40,000 - $44,999	32	9	14	9	12	2	4	5	5	2	14	3	16	15	1	20	3	2	-	5
	7.1	9.9	6.9	5.8	10.9	3.1	5.8	6.2	26.3	8.3	8.1	5.6	11.5	5.7	2.0	8.5	4.7	6.5	-	6.3
	100.0	28.1	43.8	28.1	37.5	6.3	12.5	15.6	15.6	6.3	43.8	9.4	50.0	46.9	3.1	62.5	9.4	6.3	-	15.6
$45,000 - $49,999	19	5	12	2	3	3	3	3	-	3	9	1	9	9	1	14	4	-	-	-
	4.2	5.5	5.9	1.3	2.7	4.7	4.3	3.7	-	12.5	5.2	1.9	6.5	3.4	2.0	5.9	6.3	-	-	-
	100.0	26.3	63.2	10.5	15.8	15.8	15.8	15.8	-	15.8	47.4	5.3	47.4	47.4	5.3	73.7	21.1	-	-	-
<u>$50,000 or over (Net)</u>	256	50	112	92	61	33	34	50	11	15	105	41	56	167	33	137	35	11	3	51
	56.8	54.9	55.2	59.4	55.5	51.6	49.3	61.7	57.9	62.5	60.7	75.9	40.3	63.7	66.0	58.1	54.7	35.5	60.0	63.8
	100.0	19.5	43.8	35.9	23.8	12.9	13.3	19.5	4.3	5.9	41.0	16.0	21.9	65.2	12.9	53.5	13.7	4.3	1.2	19.9
$50,000 - $59,999	50	8	30	11	14	4	6	7	1	2	17	10	21	27	2	26	7	3	-	8
	11.1	8.8	14.8	7.1	12.7	6.3	8.7	8.6	5.3	8.3	9.8	18.5	15.1	10.3	4.0	11.0	10.9	9.7	-	10.0
	100.0	16.0	60.0	22.0	28.0	8.0	12.0	14.0	2.0	4.0	34.0	20.0	42.0	54.0	4.0	52.0	14.0	6.0	-	16.0
$60,000 - $69,999	41	7	21	13	10	6	3	10	-	2	14	3	17	21	3	20	10	-	-	9
	9.1	7.7	10.3	8.4	9.1	9.4	4.3	12.3	-	8.3	8.1	5.6	12.2	8.0	6.0	8.5	15.6	-	-	11.3
	100.0	17.1	51.2	31.7	24.4	14.6	7.3	24.4	-	4.9	34.1	7.3	41.5	51.2	7.3	48.8	24.4	-	-	22.0
$70,000 - $74,999	18	5	8	5	5	2	-	3	1	-	10	5	2	15	1	7	4	1	-	3
	4.0	5.5	3.9	3.2	4.5	3.1	-	3.7	5.3	-	5.8	9.3	1.4	5.7	2.0	3.0	6.3	3.2	-	3.8
	100.0	27.8	44.4	27.8	27.8	11.1	-	16.7	5.6	-	55.6	27.8	11.1	83.3	5.6	38.9	22.2	5.6	-	16.7

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Table 98
Income (Actual)

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
$75,000 - $99,999	74	18	27	29	17	11	10	16	4	7	31	9	9	56	9	46	4	2	1	15
	16.4	19.8	13.3	18.7	15.5	17.2	14.5	19.8	21.1	29.2	17.9	16.7	6.5	21.4	18.0	19.5	6.3	6.5	20.0	18.8
	100.0	24.3	36.5	39.2	23.0	14.9	13.5	21.6	5.4	9.5	41.9	12.2	12.2	75.7	12.2	62.2	5.4	2.7	1.4	20.3
$100,000 or over	73	12	26	34	15	10	15	14	5	4	33	14	7	48	18	38	10	5	2	16
	16.2	13.2	12.8	21.9	13.6	15.6	21.7	17.3	26.3	16.7	19.1	25.9	5.0	18.3	36.0	16.1	15.6	16.1	40.0	20.0
	100.0	16.4	35.6	46.6	20.5	13.7	20.5	19.2	6.8	5.5	45.2	19.2	9.6	65.8	24.7	52.1	13.7	6.8	2.7	21.9
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Median (X $1,000)	56.09	55.62	53.49	62.68	54.28	52.49	49.16	62.49	72.49	64.99	61.06	70.99	43.58	64.28	80.55	57.30	54.28	35.82	87.49	63.32

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Table 99
Education Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
No College (Net)	87	19	41	27	19	14	19	11	5	5	29	7	33	44	10	35	16	11	1	15
	19.3	20.9	20.2	17.4	17.3	21.9	27.5	13.6	26.3	20.8	16.8	13.0	23.7	16.8	20.0	14.8	25.0	35.5	20.0	18.8
	100.0	21.8	47.1	31.0	21.8	16.1	21.8	12.6	5.7	5.7	33.3	8.0	37.9	50.6	11.5	40.2	18.4	12.6	1.1	17.2
Grade school	2	-	2	-	-	2	-	-	1	-	1	-	1	1	-	1	1	-	-	-
	0.4	-	1.0	-	-	3.1	-	-	5.3	-	0.6	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	50.0	-	50.0	-	50.0	50.0	-	50.0	50.0	-	-	-
Some high school	6	1	4	1	1	-	2	3	-	-	3	1	4	1	1	1	1	2	-	1
	1.3	1.1	2.0	0.6	0.9	-	2.9	3.7	-	-	1.7	1.9	2.9	0.4	2.0	0.4	1.6	6.5	-	1.3
	100.0	16.7	66.7	16.7	16.7	-	33.3	50.0	-	-	50.0	16.7	66.7	16.7	16.7	16.7	16.7	33.3	-	16.7
Graduated high school	79	18	35	26	18	12	17	8	4	5	25	6	28	42	9	33	14	9	1	14
	17.5	19.8	17.2	16.8	16.4	18.8	24.6	9.9	21.1	20.8	14.5	11.1	20.1	16.0	18.0	14.0	21.9	29.0	20.0	17.5
	100.0	22.8	44.3	32.9	22.8	15.2	21.5	10.1	5.1	6.3	31.6	7.6	35.4	53.2	11.4	41.8	17.7	11.4	1.3	17.7
College (Net)	349	70	155	122	88	48	46	68	13	19	136	46	102	209	38	197	43	20	3	62
	77.4	76.9	76.4	78.7	80.0	75.0	66.7	84.0	68.4	79.2	78.6	85.2	73.4	79.8	76.0	83.5	67.2	64.5	60.0	77.5
	100.0	20.1	44.4	35.0	25.2	13.8	13.2	19.5	3.7	5.4	39.0	13.2	29.2	59.9	10.9	56.4	12.3	5.7	0.9	17.8
Some college	126	27	56	42	38	17	20	21	3	4	46	13	38	78	10	73	16	10	1	20
	27.9	29.7	27.6	27.1	34.5	26.6	29.0	25.9	15.8	16.7	26.6	24.1	27.3	29.8	20.0	30.9	25.0	32.3	20.0	25.0
	100.0	21.4	44.4	33.3	30.2	13.5	15.9	16.7	2.4	3.2	36.5	10.3	30.2	61.9	7.9	57.9	12.7	7.9	0.8	15.9
Graduated college	137	30	68	38	34	19	18	24	4	9	54	20	49	76	12	77	16	7	-	24
	30.4	33.0	33.5	24.5	30.9	29.7	26.1	29.6	21.1	37.5	31.2	37.0	35.3	29.0	24.0	32.6	25.0	22.6	-	30.0
	100.0	21.9	49.6	27.7	24.8	13.9	13.1	17.5	2.9	6.6	39.4	14.6	35.8	55.5	8.8	56.2	11.7	5.1	-	17.5

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Table 99
Education Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Post college graduate	86	13	31	42	16	12	8	23	6	6	36	13	15	55	16	47	11	3	2	18
	19.1	14.3	15.3	27.1	14.5	18.8	11.6	28.4	31.6	25.0	20.8	24.1	10.8	21.0	32.0	19.9	17.2	9.7	40.0	22.5
	100.0	15.1	36.0	48.8	18.6	14.0	9.3	26.7	7.0	7.0	41.9	15.1	17.4	64.0	18.6	54.7	12.8	3.5	2.3	20.9
Unknown	15	2	7	6	3	2	4	2	1	-	8	1	4	9	2	4	5	-	1	3
	3.3	2.2	3.4	3.9	2.7	3.1	5.8	2.5	5.3	-	4.6	1.9	2.9	3.4	4.0	1.7	7.8	-	20.0	3.8
	100.0	13.3	46.7	40.0	20.0	13.3	26.7	13.3	6.7	-	53.3	6.7	26.7	60.0	13.3	26.7	33.3	-	6.7	20.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 100
Education Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
No College (Net)	75	13	36	26	14	17	18	12	3	5	23	7	24	38	13	35	14	5	1	14
	16.6	14.3	17.7	16.8	12.7	26.6	26.1	14.8	15.8	20.8	13.3	13.0	17.3	14.5	26.0	14.8	21.9	16.1	20.0	17.5
	100.0	17.3	48.0	34.7	18.7	22.7	24.0	16.0	4.0	6.7	30.7	9.3	32.0	50.7	17.3	46.7	18.7	6.7	1.3	18.7
Grade school	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	1.6	-	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Some high school	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Graduated high school	74	13	36	25	14	16	18	12	3	5	23	7	24	38	12	35	14	5	1	13
	16.4	14.3	17.7	16.1	12.7	25.0	26.1	14.8	15.8	20.8	13.3	13.0	17.3	14.5	24.0	14.8	21.9	16.1	20.0	16.3
	100.0	17.6	48.6	33.8	18.9	21.6	24.3	16.2	4.1	6.8	31.1	9.5	32.4	51.4	16.2	47.3	18.9	6.8	1.4	17.6
College (Net)	229	53	103	71	55	32	30	43	13	15	99	34	67	141	21	130	26	18	2	37
	50.8	58.2	50.7	45.8	50.0	50.0	43.5	53.1	68.4	62.5	57.2	63.0	48.2	53.8	42.0	55.1	40.6	58.1	40.0	46.3
	100.0	23.1	45.0	31.0	24.0	14.0	13.1	18.8	5.7	6.6	43.2	14.8	29.3	61.6	9.2	56.8	11.4	7.9	0.9	16.2
Some college	90	19	42	28	21	16	15	16	8	7	35	10	27	53	10	52	9	10	1	12
	20.0	20.9	20.7	18.1	19.1	25.0	21.7	19.8	42.1	29.2	20.2	18.5	19.4	20.2	20.0	22.0	14.1	32.3	20.0	15.0
	100.0	21.1	46.7	31.1	23.3	17.8	16.7	17.8	8.9	7.8	38.9	11.1	30.0	58.9	11.1	57.8	10.0	11.1	1.1	13.3
Graduated college	98	28	41	28	21	13	12	21	4	8	42	14	34	56	8	53	13	5	-	18
	21.7	30.8	20.2	18.1	19.1	20.3	17.4	25.9	21.1	33.3	24.3	25.9	24.5	21.4	16.0	22.5	20.3	16.1	-	22.5
	100.0	28.6	41.8	28.6	21.4	13.3	12.2	21.4	4.1	8.2	42.9	14.3	34.7	57.1	8.2	54.1	13.3	5.1	-	18.4

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Table 100
Education Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Post college graduate	41	6	20	15	13	3	3	6	1	-	22	10	6	32	3	25	4	3	1	7
	9.1	6.6	9.9	9.7	11.8	4.7	4.3	7.4	5.3	-	12.7	18.5	4.3	12.2	6.0	10.6	6.3	9.7	20.0	8.8
	100.0	14.6	48.8	36.6	31.7	7.3	7.3	14.6	2.4	-	53.7	24.4	14.6	78.0	7.3	61.0	9.8	7.3	2.4	17.1
No female head/unknown	147	25	64	58	41	15	21	26	3	4	51	13	48	83	16	71	24	8	2	29
	32.6	27.5	31.5	37.4	37.3	23.4	30.4	32.1	15.8	16.7	29.5	24.1	34.5	31.7	32.0	30.1	37.5	25.8	40.0	36.3
	100.0	17.0	43.5	39.5	27.9	10.2	14.3	17.7	2.0	2.7	34.7	8.8	32.7	56.5	10.9	48.3	16.3	5.4	1.4	19.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 101
Education Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
No College (Net)	75	16	35	24	17	10	16	9	4	5	25	6	26	39	10	29	15	10	1	13
	16.6	17.6	17.2	15.5	15.5	15.6	23.2	11.1	21.1	20.8	14.5	11.1	18.7	14.9	20.0	12.3	23.4	32.3	20.0	16.3
	100.0	21.3	46.7	32.0	22.7	13.3	21.3	12.0	5.3	6.7	33.3	8.0	34.7	52.0	13.3	38.7	20.0	13.3	1.3	17.3
Grade school	2	-	2	-	-	2	-	-	1	-	1	-	1	1	-	1	1	-	-	-
	0.4	-	1.0	-	-	3.1	-	-	5.3	-	0.6	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	50.0	-	50.0	-	50.0	50.0	-	50.0	50.0	-	-	-
Some high school	6	1	4	1	1	-	2	3	-	-	3	1	4	1	1	1	1	2	-	1
	1.3	1.1	2.0	0.6	0.9	-	2.9	3.7	-	-	1.7	1.9	2.9	0.4	2.0	0.4	1.6	6.5	-	1.3
	100.0	16.7	66.7	16.7	16.7	-	33.3	50.0	-	-	50.0	16.7	66.7	16.7	16.7	16.7	16.7	33.3	-	16.7
Graduated high school	67	15	29	23	16	8	14	6	3	5	21	5	21	37	9	27	13	8	1	12
	14.9	16.5	14.3	14.8	14.5	12.5	20.3	7.4	15.8	20.8	12.1	9.3	15.1	14.1	18.0	11.4	20.3	25.8	20.0	15.0
	100.0	22.4	43.3	34.3	23.9	11.9	20.9	9.0	4.5	7.5	31.3	7.5	31.3	55.2	13.4	40.3	19.4	11.9	1.5	17.9
College (Net)	321	59	143	117	77	47	42	65	13	18	127	42	89	195	37	179	41	17	3	59
	71.2	64.8	70.4	75.5	70.0	73.4	60.9	80.2	68.4	75.0	73.4	77.8	64.0	74.4	74.0	75.8	64.1	54.8	60.0	73.8
	100.0	18.4	44.5	36.4	24.0	14.6	13.1	20.2	4.0	5.6	39.6	13.1	27.7	60.7	11.5	55.8	12.8	5.3	0.9	18.4
Some college	116	22	53	40	32	16	19	21	3	4	43	12	34	73	9	67	15	8	1	19
	25.7	24.2	26.1	25.8	29.1	25.0	27.5	25.9	15.8	16.7	24.9	22.2	24.5	27.9	18.0	28.4	23.4	25.8	20.0	23.8
	100.0	19.0	45.7	34.5	27.6	13.8	16.4	18.1	2.6	3.4	37.1	10.3	29.3	62.9	7.8	57.8	12.9	6.9	0.9	16.4
Graduated college	125	26	61	37	31	19	16	22	4	8	51	19	42	71	12	69	15	6	-	23
	27.7	28.6	30.0	23.9	28.2	29.7	23.2	27.2	21.1	33.3	29.5	35.2	30.2	27.1	24.0	29.2	23.4	19.4	-	28.8
	100.0	20.8	48.8	29.6	24.8	15.2	12.8	17.6	3.2	6.4	40.8	15.2	33.6	56.8	9.6	55.2	12.0	4.8	-	18.4

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Table 101
Education Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Post college graduate	80	11	29	40	14	12	7	22	6	6	33	11	13	51	16	43	11	3	2	17
	17.7	12.1	14.3	25.8	12.7	18.8	10.1	27.2	31.6	25.0	19.1	20.4	9.4	19.5	32.0	18.2	17.2	9.7	40.0	21.3
	100.0	13.8	36.3	50.0	17.5	15.0	8.8	27.5	7.5	7.5	41.3	13.8	16.3	63.8	20.0	53.8	13.8	3.8	2.5	21.3
No male head/unknown	55	16	25	14	16	7	11	7	2	1	21	6	24	28	3	28	8	4	1	8
	12.2	17.6	12.3	9.0	14.5	10.9	15.9	8.6	10.5	4.2	12.1	11.1	17.3	10.7	6.0	11.9	12.5	12.9	20.0	10.0
	100.0	29.1	45.5	25.5	29.1	12.7	20.0	12.7	3.6	1.8	38.2	10.9	43.6	50.9	5.5	50.9	14.5	7.3	1.8	14.5
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 102
Education Of Panel Member

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN			
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
No College (Net)	94	16	47	31	19	19	21	14	3	7	30	8	29	51	14	42	19	7	1	17
	20.8	17.6	23.2	20.0	17.3	29.7	30.4	17.3	15.8	29.2	17.3	14.8	20.9	19.5	28.0	17.8	29.7	22.6	20.0	21.3
	100.0	17.0	50.0	33.0	20.2	20.2	22.3	14.9	3.2	7.4	31.9	8.5	30.9	54.3	14.9	44.7	20.2	7.4	1.1	18.1
Grade school	1	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	1.6	-	-	-	-	-	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0
Some high school	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0	-	-
Graduated high school	92	16	46	30	19	18	21	14	3	7	30	8	28	51	13	42	19	6	1	16
	20.4	17.6	22.7	19.4	17.3	28.1	30.4	17.3	15.8	29.2	17.3	14.8	20.1	19.5	26.0	17.8	29.7	19.4	20.0	20.0
	100.0	17.4	50.0	32.6	20.7	19.6	22.8	15.2	3.3	7.6	32.6	8.7	30.4	55.4	14.1	45.7	20.7	6.5	1.1	17.4
College (Net)	347	73	151	121	89	45	45	66	16	17	138	46	107	205	35	192	43	23	3	60
	76.9	80.2	74.4	78.1	80.9	70.3	65.2	81.5	84.2	70.8	79.8	85.2	77.0	78.2	70.0	81.4	67.2	74.2	60.0	75.0
	100.0	21.0	43.5	34.9	25.6	13.0	13.0	19.0	4.6	4.9	39.8	13.3	30.8	59.1	10.1	55.3	12.4	6.6	0.9	17.3
Some college	141	28	60	52	35	22	24	23	8	8	51	14	41	83	17	79	17	13	1	23
	31.3	30.8	29.6	33.5	31.8	34.4	34.8	28.4	42.1	33.3	29.5	25.9	29.5	31.7	34.0	33.5	26.6	41.9	20.0	28.8
	100.0	19.9	42.6	36.9	24.8	15.6	17.0	16.3	5.7	5.7	36.2	9.9	29.1	58.9	12.1	56.0	12.1	9.2	0.7	16.3
Graduated college	144	37	63	43	37	17	16	29	6	9	58	19	55	77	12	78	17	7	-	26
	31.9	40.7	31.0	27.7	33.6	26.6	23.2	35.8	31.6	37.5	33.5	35.2	39.6	29.4	24.0	33.1	26.6	22.6	-	32.5
	100.0	25.7	43.8	29.9	25.7	11.8	11.1	20.1	4.2	6.3	40.3	13.2	38.2	53.5	8.3	54.2	11.8	4.9	-	18.1

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Table 102
Education Of Panel Member

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Post college graduate	62	8	28	26	17	6	5	14	2	-	29	13	11	45	6	35	9	3	2	11
	13.7	8.8	13.8	16.8	15.5	9.4	7.2	17.3	10.5	-	16.8	24.1	7.9	17.2	12.0	14.8	14.1	9.7	40.0	13.8
	100.0	12.9	45.2	41.9	27.4	9.7	8.1	22.6	3.2	-	46.8	21.0	17.7	72.6	9.7	56.5	14.5	4.8	3.2	17.7
Unknown	10	2	5	3	2	-	3	1	-	-	5	-	3	6	1	2	2	1	1	3
	2.2	2.2	2.5	1.9	1.8	-	4.3	1.2	-	-	2.9	-	2.2	2.3	2.0	0.8	3.1	3.2	20.0	3.8
	100.0	20.0	50.0	30.0	20.0	-	30.0	10.0	-	-	50.0	-	30.0	60.0	10.0	20.0	20.0	10.0	10.0	30.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016195

Table 103
Employment Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Employed (Net)	408	86	190	130	101	57	55	77	18	22	159	51	133	243	32	223	57	29	4	63
	90.5	94.5	93.6	83.9	91.8	89.1	79.7	95.1	94.7	91.7	91.9	94.4	95.7	92.7	64.0	94.5	89.1	93.5	80.0	78.8
	100.0	21.1	46.6	31.9	24.8	14.0	13.5	18.9	4.4	5.4	39.0	12.5	32.6	59.6	7.8	54.7	14.0	7.1	1.0	15.4
Under 30 hours	15	-	8	7	5	1	3	4	-	-	8	6	2	8	5	8	2	-	2	1
	3.3	-	3.9	4.5	4.5	1.6	4.3	4.9	-	-	4.6	11.1	1.4	3.1	10.0	3.4	3.1	-	40.0	1.3
	100.0	-	53.3	46.7	33.3	6.7	20.0	26.7	-	-	53.3	40.0	13.3	53.3	33.3	53.3	13.3	-	13.3	6.7
30 - 34 hours	10	2	5	3	2	1	1	2	1	1	6	3	3	7	-	7	1	-	-	2
	2.2	2.2	2.5	1.9	1.8	1.6	1.4	2.5	5.3	4.2	3.5	5.6	2.2	2.7	-	3.0	1.6	-	-	2.5
	100.0	20.0	50.0	30.0	20.0	10.0	10.0	20.0	10.0	10.0	60.0	30.0	30.0	70.0	-	70.0	10.0	-	-	20.0
35 hours or more	383	84	177	120	94	55	51	71	17	21	145	42	128	228	27	208	54	29	2	60
	84.9	92.3	87.2	77.4	85.5	85.9	73.9	87.7	89.5	87.5	83.8	77.8	92.1	87.0	54.0	88.1	84.4	93.5	40.0	75.0
	100.0	21.9	46.2	31.3	24.5	14.4	13.3	18.5	4.4	5.5	37.9	11.0	33.4	59.5	7.0	54.3	14.1	7.6	0.5	15.7
Not employed for pay	34	5	11	18	9	5	11	4	-	2	11	2	6	13	15	8	6	2	1	15
	7.5	5.5	5.4	11.6	8.2	7.8	15.9	4.9	-	8.3	6.4	3.7	4.3	5.0	30.0	3.4	9.4	6.5	20.0	18.8
	100.0	14.7	32.4	52.9	26.5	14.7	32.4	11.8	-	5.9	32.4	5.9	17.6	38.2	44.1	23.5	17.6	5.9	2.9	44.1
Unknown	9	-	2	7	-	2	3	-	1	-	3	1	-	6	3	5	1	-	-	2
	2.0	-	1.0	4.5	-	3.1	4.3	-	5.3	-	1.7	1.9	-	2.3	6.0	2.1	1.6	-	-	2.5
	100.0	-	22.2	77.8	-	22.2	33.3	-	11.1	-	33.3	11.1	-	66.7	33.3	55.6	11.1	-	-	22.2
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016196

Table 104
Employment Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Employed (Net)	237	57	105	74	51	40	39	43	11	14	97	32	65	151	21	128	32	18	3	39
	52.5	62.6	51.7	47.7	46.4	62.5	56.5	53.1	57.9	58.3	56.1	59.3	46.8	57.6	42.0	54.2	50.0	58.1	60.0	48.8
	100.0	24.1	44.3	31.2	21.5	16.9	16.5	18.1	4.6	5.9	40.9	13.5	27.4	63.7	8.9	54.0	13.5	7.6	1.3	16.5
Under 30 hours	44	12	15	17	11	7	5	9	4	2	18	6	8	35	1	31	4	4	-	5
	9.8	13.2	7.4	11.0	10.0	10.9	7.2	11.1	21.1	8.3	10.4	11.1	5.8	13.4	2.0	13.1	6.3	12.9	-	6.3
	100.0	27.3	34.1	38.6	25.0	15.9	11.4	20.5	9.1	4.5	40.9	13.6	18.2	79.5	2.3	70.5	9.1	9.1	-	11.4
30 - 34 hours	20	4	14	2	6	1	3	7	2	1	11	3	6	12	2	15	2	1	-	1
	4.4	4.4	6.9	1.3	5.5	1.6	4.3	8.6	10.5	4.2	6.4	5.6	4.3	4.6	4.0	6.4	3.1	3.2	-	1.3
	100.0	20.0	70.0	10.0	30.0	5.0	15.0	35.0	10.0	5.0	55.0	15.0	30.0	60.0	10.0	75.0	10.0	5.0	-	5.0
35 hours or more	173	41	76	55	34	32	31	27	5	11	68	23	51	104	18	82	26	13	3	33
	38.4	45.1	37.4	35.5	30.9	50.0	44.9	33.3	26.3	45.8	39.3	42.6	36.7	39.7	36.0	34.7	40.6	41.9	60.0	41.3
	100.0	23.7	43.9	31.8	19.7	18.5	17.9	15.6	2.9	6.4	39.3	13.3	29.5	60.1	10.4	47.4	15.0	7.5	1.7	19.1
Not employed for pay	63	10	34	18	19	8	9	10	4	5	26	7	26	27	10	34	8	5	-	12
	14.0	11.0	16.7	11.6	17.3	12.5	13.0	12.3	21.1	20.8	15.0	13.0	18.7	10.3	20.0	14.4	12.5	16.1	-	15.0
	100.0	15.9	54.0	28.6	30.2	12.7	14.3	15.9	6.3	7.9	41.3	11.1	41.3	42.9	15.9	54.0	12.7	7.9	-	19.0
No female head/unknown	151	24	64	63	40	16	21	28	4	5	50	15	48	84	19	74	24	8	2	29
	33.5	26.4	31.5	40.6	36.4	25.0	30.4	34.6	21.1	20.8	28.9	27.8	34.5	32.1	38.0	31.4	37.5	25.8	40.0	36.3
	100.0	15.9	42.4	41.7	26.5	10.6	13.9	18.5	2.6	3.3	33.1	9.9	31.8	55.6	12.6	49.0	15.9	5.3	1.3	19.2
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016197

Table 105
Employment Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Employed (Net)	376	75	175	124	92	53	50	73	17	21	148	46	117	228	31	204	56	25	4	59
	83.4	82.4	86.2	80.0	83.6	82.8	72.5	90.1	89.5	87.5	85.5	85.2	84.2	87.0	62.0	86.4	87.5	80.6	80.0	73.8
	100.0	19.9	46.5	33.0	24.5	14.1	13.3	19.4	4.5	5.6	39.4	12.2	31.1	60.6	8.2	54.3	14.9	6.6	1.1	15.7
Under 30 hours	14	-	8	6	5	1	2	3	-	-	7	5	2	7	5	7	2	-	2	1
	3.1	-	3.9	3.9	4.5	1.6	2.9	3.7	-	-	4.0	9.3	1.4	2.7	10.0	3.0	3.1	-	40.0	1.3
	100.0	-	57.1	42.9	35.7	7.1	14.3	21.4	-	-	50.0	35.7	14.3	50.0	35.7	50.0	14.3	-	14.3	7.1
30 - 34 hours	8	2	3	3	-	1	1	2	-	1	4	1	2	6	-	5	1	-	-	2
	1.8	2.2	1.5	1.9	-	1.6	1.4	2.5	-	4.2	2.3	1.9	1.4	2.3	-	2.1	1.6	-	-	2.5
	100.0	25.0	37.5	37.5	-	12.5	12.5	25.0	-	12.5	50.0	12.5	25.0	75.0	-	62.5	12.5	-	-	25.0
35 hours or more	354	73	164	115	87	51	47	68	17	20	137	40	113	215	26	192	53	25	2	56
	78.5	80.2	80.8	74.2	79.1	79.7	68.1	84.0	89.5	83.3	79.2	74.1	81.3	82.1	52.0	81.4	82.8	80.6	40.0	70.0
	100.0	20.6	46.3	32.5	24.6	14.4	13.3	19.2	4.8	5.6	38.7	11.3	31.9	60.7	7.3	54.2	15.0	7.1	0.6	15.8
Not employed for pay	26	1	8	17	5	4	9	3	-	2	8	2	2	9	15	4	4	2	1	13
	5.8	1.1	3.9	11.0	4.5	6.3	13.0	3.7	-	8.3	4.6	3.7	1.4	3.4	30.0	1.7	6.3	6.5	20.0	16.3
	100.0	3.8	30.8	65.4	19.2	15.4	34.6	11.5	-	7.7	30.8	7.7	7.7	34.6	57.7	15.4	15.4	7.7	3.8	50.0
No male head/unknown	49	15	20	14	13	7	10	5	2	1	17	6	20	25	4	28	4	4	-	8
	10.9	16.5	9.9	9.0	11.8	10.9	14.5	6.2	10.5	4.2	9.8	11.1	14.4	9.5	8.0	11.9	6.3	12.9	-	10.0
	100.0	30.6	40.8	28.6	26.5	14.3	20.4	10.2	4.1	2.0	34.7	12.2	40.8	51.0	8.2	57.1	8.2	8.2	-	16.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016198

Table 106
Employment Of Panel Member

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Employed (Net)	360	80	162	117	88	52	52	67	14	17	137	43	111	222	27	193	53	24	4	56
	79.8	87.9	79.8	75.5	80.0	81.3	75.4	82.7	73.7	70.8	79.2	79.6	79.9	84.7	54.0	81.8	82.8	77.4	80.0	70.0
	100.0	22.2	45.0	32.5	24.4	14.4	14.4	18.6	3.9	4.7	38.1	11.9	30.8	61.7	7.5	53.6	14.7	6.7	1.1	15.6
Under 30 hours	48	12	17	19	12	7	5	9	4	2	19	7	9	38	1	32	4	4	1	5
	10.6	13.2	8.4	12.3	10.9	10.9	7.2	11.1	21.1	8.3	11.0	13.0	6.5	14.5	2.0	13.6	6.3	12.9	20.0	6.3
	100.0	25.0	35.4	39.6	25.0	14.6	10.4	18.8	8.3	4.2	39.6	14.6	18.8	79.2	2.1	66.7	8.3	8.3	2.1	10.4
30 - 34 hours	22	4	15	3	6	1	3	7	2	1	13	4	7	13	2	16	2	1	-	2
	4.9	4.4	7.4	1.9	5.5	1.6	4.3	8.6	10.5	4.2	7.5	7.4	5.0	5.0	4.0	6.8	3.1	3.2	-	2.5
	100.0	18.2	68.2	13.6	27.3	4.5	13.6	31.8	9.1	4.5	59.1	18.2	31.8	59.1	9.1	72.7	9.1	4.5	-	9.1
35 hours or more	290	64	130	95	70	44	44	51	8	14	105	32	95	171	24	145	47	19	3	49
	64.3	70.3	64.0	61.3	63.6	68.8	63.8	63.0	42.1	58.3	60.7	59.3	68.3	65.3	48.0	61.4	73.4	61.3	60.0	61.3
	100.0	22.1	44.8	32.8	24.1	15.2	15.2	17.6	2.8	4.8	36.2	11.0	32.8	59.0	8.3	50.0	16.2	6.6	1.0	16.9
Not employed for pay	78	10	38	29	21	11	14	12	4	6	32	8	27	33	18	37	10	6	1	20
	17.3	11.0	18.7	18.7	19.1	17.2	20.3	14.8	21.1	25.0	18.5	14.8	19.4	12.6	36.0	15.7	15.6	19.4	20.0	25.0
	100.0	12.8	48.7	37.2	26.9	14.1	17.9	15.4	5.1	7.7	41.0	10.3	34.6	42.3	23.1	47.4	12.8	7.7	1.3	25.6
Unknown	13	1	3	9	1	1	3	2	1	1	4	3	1	7	5	6	1	1	-	4
	2.9	1.1	1.5	5.8	0.9	1.6	4.3	2.5	5.3	4.2	2.3	5.6	0.7	2.7	10.0	2.5	1.6	3.2	-	5.0
	100.0	7.7	23.1	69.2	7.7	7.7	23.1	15.4	7.7	7.7	30.8	23.1	7.7	53.8	38.5	46.2	7.7	7.7	-	30.8
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 107
Occupation Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
White Collar (Net)	282	65	127	88	67	39	37	57	13	18	113	34	87	169	26	156	38	16	2	52
	62.5	71.4	62.6	56.8	60.9	60.9	53.6	70.4	68.4	75.0	65.3	63.0	62.6	64.5	52.0	66.1	59.4	51.6	40.0	65.0
	100.0	23.0	45.0	31.2	23.8	13.8	13.1	20.2	4.6	6.4	40.1	12.1	30.9	59.9	9.2	55.3	13.5	5.7	0.7	18.4
Professional	106	22	50	34	30	11	11	21	5	8	44	15	31	61	14	60	10	6	1	26
	23.5	24.2	24.6	21.9	27.3	17.2	15.9	25.9	26.3	33.3	25.4	27.8	22.3	23.3	28.0	25.4	15.6	19.4	20.0	32.5
	100.0	20.8	47.2	32.1	28.3	10.4	10.4	19.8	4.7	7.5	41.5	14.2	29.2	57.5	13.2	56.6	9.4	5.7	0.9	24.5
Proprietors/Managers/ Officials	104	28	42	33	18	19	14	21	4	7	39	9	27	69	8	59	15	7	1	16
	23.1	30.8	20.7	21.3	16.4	29.7	20.3	25.9	21.1	29.2	22.5	16.7	19.4	26.3	16.0	25.0	23.4	22.6	20.0	20.0
	100.0	26.9	40.4	31.7	17.3	18.3	13.5	20.2	3.8	6.7	37.5	8.7	26.0	66.3	7.7	56.7	14.4	6.7	1.0	15.4
Clerical	22	7	9	6	6	2	2	4	-	1	9	2	11	10	1	12	2	-	-	4
	4.9	7.7	4.4	3.9	5.5	3.1	2.9	4.9	-	4.2	5.2	3.7	7.9	3.8	2.0	5.1	3.1	-	-	5.0
	100.0	31.8	40.9	27.3	27.3	9.1	9.1	18.2	-	4.5	40.9	9.1	50.0	45.5	4.5	54.5	9.1	-	-	18.2
Sales	50	8	26	15	13	7	10	11	4	2	21	8	18	29	3	25	11	3	-	6
	11.1	8.8	12.8	9.7	11.8	10.9	14.5	13.6	21.1	8.3	12.1	14.8	12.9	11.1	6.0	10.6	17.2	9.7	-	7.5
	100.0	16.0	52.0	30.0	26.0	14.0	20.0	22.0	8.0	4.0	42.0	16.0	36.0	58.0	6.0	50.0	22.0	6.0	-	12.0
Blue Collar (Net)	102	18	48	36	25	12	15	17	5	4	41	14	35	63	4	55	14	13	1	10
	22.6	19.8	23.6	23.2	22.7	18.8	21.7	21.0	26.3	16.7	23.7	25.9	25.2	24.0	8.0	23.3	21.9	41.9	20.0	12.5
	100.0	17.6	47.1	35.3	24.5	11.8	14.7	16.7	4.9	3.9	40.2	13.7	34.3	61.8	3.9	53.9	13.7	12.7	1.0	9.8
Craftsman/Foreman (Skilled)	35	7	16	12	12	4	5	9	1	2	14	4	12	21	2	17	7	6	-	2
	7.8	7.7	7.9	7.7	10.9	6.3	7.2	11.1	5.3	8.3	8.1	7.4	8.6	8.0	4.0	7.2	10.9	19.4	-	2.5
	100.0	20.0	45.7	34.3	34.3	11.4	14.3	25.7	2.9	5.7	40.0	11.4	34.3	60.0	5.7	48.6	20.0	17.1	-	5.7

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Table 107
Occupation Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Operative (Semi-skilled)	21	5	9	7	6	1	6	3	3	-	8	2	8	12	1	13	1	3	-	3
	4.7	5.5	4.4	4.5	5.5	1.6	8.7	3.7	15.8	-	4.6	3.7	5.8	4.6	2.0	5.5	1.6	9.7	-	3.8
	100.0	23.8	42.9	33.3	28.6	4.8	28.6	14.3	14.3	-	38.1	9.5	38.1	57.1	4.8	61.9	4.8	14.3	-	14.3
Service workers/Private HH workers	33	5	15	13	4	7	3	4	1	2	13	6	10	22	1	18	6	2	-	3
	7.3	5.5	7.4	8.4	3.6	10.9	4.3	4.9	5.3	8.3	7.5	11.1	7.2	8.4	2.0	7.6	9.4	6.5	-	3.8
	100.0	15.2	45.5	39.4	12.1	21.2	9.1	12.1	3.0	6.1	39.4	18.2	30.3	66.7	3.0	54.5	18.2	6.1	-	9.1
Farm	5	-	3	2	1	-	1	-	-	-	3	2	1	4	-	2	-	-	1	1
	1.1	-	1.5	1.3	0.9	-	1.4	-	-	-	1.7	3.7	0.7	1.5	-	0.8	-	-	20.0	1.3
	100.0	-	60.0	40.0	20.0	-	20.0	-	-	-	60.0	40.0	20.0	80.0	-	40.0	-	-	20.0	20.0
Laborers	8	1	5	2	2	-	-	1	-	-	3	-	4	4	-	5	-	2	-	1
	1.8	1.1	2.5	1.3	1.8	-	-	1.2	-	-	1.7	-	2.9	1.5	-	2.1	-	6.5	-	1.3
	100.0	12.5	62.5	25.0	25.0	-	-	12.5	-	-	37.5	-	50.0	50.0	-	62.5	-	25.0	-	12.5
Other (Net)	53	7	21	25	13	8	16	6	-	2	17	6	14	20	19	18	9	2	2	16
	11.8	7.7	10.3	16.1	11.8	12.5	23.2	7.4	-	8.3	9.8	11.1	10.1	7.6	38.0	7.6	14.1	6.5	40.0	20.0
	100.0	13.2	39.6	47.2	24.5	15.1	30.2	11.3	-	3.8	32.1	11.3	26.4	37.7	35.8	34.0	17.0	3.8	3.8	30.2
Student	7	2	4	1	4	-	1	-	-	-	1	-	5	2	-	5	-	-	-	-
	1.6	2.2	2.0	0.6	3.6	-	1.4	-	-	-	0.6	-	3.6	0.8	-	2.1	-	-	-	-
	100.0	28.6	57.1	14.3	57.1	-	14.3	-	-	-	14.3	-	71.4	28.6	-	71.4	-	-	-	-
Military	5	1	4	-	1	3	-	1	-	-	2	1	4	1	-	3	-	-	1	-
	1.1	1.1	2.0	-	0.9	4.7	-	1.2	-	-	1.2	1.9	2.9	0.4	-	1.3	-	-	20.0	-
	100.0	20.0	80.0	-	20.0	60.0	-	20.0	-	-	40.0	20.0	80.0	20.0	-	60.0	-	-	20.0	-

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Table 107
Occupation Of Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Retired/Unemployed	41	4	13	24	8	5	15	5	-	2	14	5	5	17	19	10	9	2	1	16
	9.1	4.4	6.4	15.5	7.3	7.8	21.7	6.2	-	8.3	8.1	9.3	3.6	6.5	38.0	4.2	14.1	6.5	20.0	20.0
	100.0	9.8	31.7	58.5	19.5	12.2	36.6	12.2	-	4.9	34.1	12.2	12.2	41.5	46.3	24.4	22.0	4.9	2.4	39.0
Unknown	14	1	7	6	5	5	1	1	1	-	2	-	3	10	1	7	3	-	-	2
	3.1	1.1	3.4	3.9	4.5	7.8	1.4	1.2	5.3	-	1.2	-	2.2	3.8	2.0	3.0	4.7	-	-	2.5
	100.0	7.1	50.0	42.9	35.7	35.7	7.1	7.1	7.1	-	14.3	-	21.4	71.4	7.1	50.0	21.4	-	-	14.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 108
Occupation Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
White Collar (Net)	195	46	89	59	39	30	30	36	10	12	84	28	55	123	17	105	24	15	3	33
	43.2	50.5	43.8	38.1	35.5	46.9	43.5	44.4	52.6	50.0	48.6	51.9	39.6	46.9	34.0	44.5	37.5	48.4	60.0	41.3
	100.0	23.6	45.6	30.3	20.0	15.4	15.4	18.5	5.1	6.2	43.1	14.4	28.2	63.1	8.7	53.8	12.3	7.7	1.5	16.9
Professional	83	17	39	26	23	8	9	17	3	2	42	13	23	54	6	43	13	6	2	15
	18.4	18.7	19.2	16.8	20.9	12.5	13.0	21.0	15.8	8.3	24.3	24.1	16.5	20.6	12.0	18.2	20.3	19.4	40.0	18.8
	100.0	20.5	47.0	31.3	27.7	9.6	10.8	20.5	3.6	2.4	50.6	15.7	27.7	65.1	7.2	51.8	15.7	7.2	2.4	18.1
Proprietors/Managers/ Officials	48	12	16	20	3	7	10	10	3	5	22	8	9	31	8	28	5	3	-	9
	10.6	13.2	7.9	12.9	2.7	10.9	14.5	12.3	15.8	20.8	12.7	14.8	6.5	11.8	16.0	11.9	7.8	9.7	-	11.3
	100.0	25.0	33.3	41.7	6.3	14.6	20.8	20.8	6.3	10.4	45.8	16.7	18.8	64.6	16.7	58.3	10.4	6.3	-	18.8
Clerical	40	9	23	8	9	11	4	6	3	2	11	4	13	24	3	19	3	5	-	6
	8.9	9.9	11.3	5.2	8.2	17.2	5.8	7.4	15.8	8.3	6.4	7.4	9.4	9.2	6.0	8.1	4.7	16.1	-	7.5
	100.0	22.5	57.5	20.0	22.5	27.5	10.0	15.0	7.5	5.0	27.5	10.0	32.5	60.0	7.5	47.5	7.5	12.5	-	15.0
Sales	24	8	11	5	4	4	7	3	1	3	9	3	10	14	-	15	3	1	1	3
	5.3	8.8	5.4	3.2	3.6	6.3	10.1	3.7	5.3	12.5	5.2	5.6	7.2	5.3	-	6.4	4.7	3.2	20.0	3.8
	100.0	33.3	45.8	20.8	16.7	16.7	29.2	12.5	4.2	12.5	37.5	12.5	41.7	58.3	-	62.5	12.5	4.2	4.2	12.5
Blue Collar (Net)	22	9	5	8	5	3	6	4	-	1	7	2	5	15	2	11	2	2	-	6
	4.9	9.9	2.5	5.2	4.5	4.7	8.7	4.9	-	4.2	4.0	3.7	3.6	5.7	4.0	4.7	3.1	6.5	-	7.5
	100.0	40.9	22.7	36.4	22.7	13.6	27.3	18.2	-	4.5	31.8	9.1	22.7	68.2	9.1	50.0	9.1	9.1	-	27.3
Craftsman/Foreman (Skilled)	4	2	-	2	-	2	1	1	-	-	2	1	2	1	1	3	-	1	-	-
	0.9	2.2	-	1.3	-	3.1	1.4	1.2	-	-	1.2	1.9	1.4	0.4	2.0	1.3	-	3.2	-	-
	100.0	50.0	-	50.0	-	50.0	25.0	25.0	-	-	50.0	25.0	50.0	25.0	25.0	75.0	-	25.0	-	-

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Table 108
Occupation Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Operative (Semi-skilled)	3	1	-	2	1	-	1	1	-	-	1	-	-	3	-	2	1	-	-	-
	0.7	1.1	-	1.3	0.9	-	1.4	1.2	-	-	0.6	-	-	1.1	-	0.8	1.6	-	-	-
	100.0	33.3	-	66.7	33.3	-	33.3	33.3	-	-	33.3	-	-	100.0	-	66.7	33.3	-	-	-
Service workers/Private HH workers	15	6	5	4	4	1	4	2	-	1	4	1	3	11	1	6	1	1	-	6
	3.3	6.6	2.5	2.6	3.6	1.6	5.8	2.5	-	4.2	2.3	1.9	2.2	4.2	2.0	2.5	1.6	3.2	-	7.5
	100.0	40.0	33.3	26.7	26.7	6.7	26.7	13.3	-	6.7	26.7	6.7	20.0	73.3	6.7	40.0	6.7	6.7	-	40.0
Farm	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Laborers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other (Net)	84	11	42	30	24	12	14	13	6	7	33	11	30	39	15	45	13	7	-	14
	18.6	12.1	20.7	19.4	21.8	18.8	20.3	16.0	31.6	29.2	19.1	20.4	21.6	14.9	30.0	19.1	20.3	22.6	-	17.5
	100.0	13.1	50.0	35.7	28.6	14.3	16.7	15.5	7.1	8.3	39.3	13.1	35.7	46.4	17.9	53.6	15.5	8.3	-	16.7
Student	6	2	4	-	3	-	1	-	2	-	1	1	5	1	-	6	-	-	-	-
	1.3	2.2	2.0	-	2.7	-	1.4	-	10.5	-	0.6	1.9	3.6	0.4	-	2.5	-	-	-	-
	100.0	33.3	66.7	-	50.0	-	16.7	-	33.3	-	16.7	16.7	83.3	16.7	-	100.0	-	-	-	-
Military	2	-	1	1	1	1	-	-	-	1	2	-	-	2	-	1	-	1	-	-
	0.4	-	0.5	0.6	0.9	1.6	-	-	-	4.2	1.2	-	-	0.8	-	0.4	-	3.2	-	-
	100.0	-	50.0	50.0	50.0	50.0	-	-	-	50.0	100.0	-	-	100.0	-	50.0	-	50.0	-	-

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Table 108
Occupation Of Female Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Retired/Unemployed	76	9	37	29	20	11	13	13	4	6	30	10	25	36	15	38	13	6	-	14
	16.9	9.9	18.2	18.7	18.2	17.2	18.8	16.0	21.1	25.0	17.3	18.5	18.0	13.7	30.0	16.1	20.3	19.4	-	17.5
	100.0	11.8	48.7	38.2	26.3	14.5	17.1	17.1	5.3	7.9	39.5	13.2	32.9	47.4	19.7	50.0	17.1	7.9	-	18.4
No female head/unknown	150	25	67	58	42	19	19	28	3	4	49	13	49	85	16	75	25	7	2	27
	33.3	27.5	33.0	37.4	38.2	29.7	27.5	34.6	15.8	16.7	28.3	24.1	35.3	32.4	32.0	31.8	39.1	22.6	40.0	33.8
	100.0	16.7	44.7	38.7	28.0	12.7	12.7	18.7	2.0	2.7	32.7	8.7	32.7	56.7	10.7	50.0	16.7	4.7	1.3	18.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 109
Occupation Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
White Collar (Net)	256	56	114	84	59	37	34	53	12	17	103	29	73	157	26	141	37	13	2	48
	56.8	61.5	56.2	54.2	53.6	57.8	49.3	65.4	63.2	70.8	59.5	53.7	52.5	59.9	52.0	59.7	57.8	41.9	40.0	60.0
	100.0	21.9	44.5	32.8	23.0	14.5	13.3	20.7	4.7	6.6	40.2	11.3	28.5	61.3	10.2	55.1	14.5	5.1	0.8	18.8
Professional	94	17	45	32	26	10	10	21	4	7	39	12	23	57	14	54	9	4	1	23
	20.8	18.7	22.2	20.6	23.6	15.6	14.5	25.9	21.1	29.2	22.5	22.2	16.5	21.8	28.0	22.9	14.1	12.9	20.0	28.8
	100.0	18.1	47.9	34.0	27.7	10.6	10.6	22.3	4.3	7.4	41.5	12.8	24.5	60.6	14.9	57.4	9.6	4.3	1.1	24.5
Proprietors/Managers/ Officials	101	27	40	33	18	19	14	20	4	7	38	9	26	67	8	56	15	7	1	16
	22.4	29.7	19.7	21.3	16.4	29.7	20.3	24.7	21.1	29.2	22.0	16.7	18.7	25.6	16.0	23.7	23.4	22.6	20.0	20.0
	100.0	26.7	39.6	32.7	17.8	18.8	13.9	19.8	4.0	6.9	37.6	8.9	25.7	66.3	7.9	55.4	14.9	6.9	1.0	15.8
Clerical	15	4	5	6	3	1	2	2	-	1	6	1	7	7	1	9	2	-	-	3
	3.3	4.4	2.5	3.9	2.7	1.6	2.9	2.5	-	4.2	3.5	1.9	5.0	2.7	2.0	3.8	3.1	-	-	3.8
	100.0	26.7	33.3	40.0	20.0	6.7	13.3	13.3	-	6.7	40.0	6.7	46.7	46.7	6.7	60.0	13.3	-	-	20.0
Sales	46	8	24	13	12	7	8	10	4	2	20	7	17	26	3	22	11	2	-	6
	10.2	8.8	11.8	8.4	10.9	10.9	11.6	12.3	21.1	8.3	11.6	13.0	12.2	9.9	6.0	9.3	17.2	6.5	-	7.5
	100.0	17.4	52.2	28.3	26.1	15.2	17.4	21.7	8.7	4.3	43.5	15.2	37.0	56.5	6.5	47.8	23.9	4.3	-	13.0
Blue Collar (Net)	97	16	47	34	24	10	14	17	5	4	40	14	33	61	3	52	14	12	1	10
	21.5	17.6	23.2	21.9	21.8	15.6	20.3	21.0	26.3	16.7	23.1	25.9	23.7	23.3	6.0	22.0	21.9	38.7	20.0	12.5
	100.0	16.5	48.5	35.1	24.7	10.3	14.4	17.5	5.2	4.1	41.2	14.4	34.0	62.9	3.1	53.6	14.4	12.4	1.0	10.3
Craftsman/Foreman (Skilled)	33	7	16	10	12	3	4	9	1	2	14	4	11	21	1	16	7	5	-	2
	7.3	7.7	7.9	6.5	10.9	4.7	5.8	11.1	5.3	8.3	8.1	7.4	7.9	8.0	2.0	6.8	10.9	16.1	-	2.5
	100.0	21.2	48.5	30.3	36.4	9.1	12.1	27.3	3.0	6.1	42.4	12.1	33.3	63.6	3.0	48.5	21.2	15.2	-	6.1

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Table 109
Occupation Of Male Head Of Household

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	PARTAGAS	ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	TOBACCO OUTLET	DRUG/GROCERY/CONVENIENCE/DISCOUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Operative (Semi-skilled)	20	4	9	7	5	1	6	3	3	-	8	2	8	11	1	12	1	3	-	3
	4.4	4.4	4.4	4.5	4.5	1.6	8.7	3.7	15.8	-	4.6	3.7	5.8	4.2	2.0	5.1	1.6	9.7	-	3.8
	100.0	20.0	45.0	35.0	25.0	5.0	30.0	15.0	15.0	-	40.0	10.0	40.0	55.0	5.0	60.0	5.0	15.0	-	15.0
Service workers/Private HH workers	31	4	14	13	4	6	3	4	1	2	12	6	9	21	1	17	6	2	-	3
	6.9	4.4	6.9	8.4	3.6	9.4	4.3	4.9	5.3	8.3	6.9	11.1	6.5	8.0	2.0	7.2	9.4	6.5	-	3.8
	100.0	12.9	45.2	41.9	12.9	19.4	9.7	12.9	3.2	6.5	38.7	19.4	29.0	67.7	3.2	54.8	19.4	6.5	-	9.7
Farm	5	-	3	2	1	-	1	-	-	-	3	2	1	4	-	2	-	-	1	1
	1.1	-	1.5	1.3	0.9	-	1.4	-	-	-	1.7	3.7	0.7	1.5	-	0.8	-	-	20.0	1.3
	100.0	-	60.0	40.0	20.0	-	20.0	-	-	-	60.0	40.0	20.0	80.0	-	40.0	-	-	20.0	20.0
Laborers	8	1	5	2	2	-	-	1	-	-	3	-	4	4	-	5	-	2	-	1
	1.8	1.1	2.5	1.3	1.8	-	-	1.2	-	-	1.7	-	2.9	1.5	-	2.1	-	6.5	-	1.3
	100.0	12.5	62.5	25.0	25.0	-	-	12.5	-	-	37.5	-	50.0	50.0	-	62.5	-	25.0	-	12.5
Other (Net)	43	3	17	23	9	7	12	5	-	2	14	6	10	14	19	12	7	2	2	14
	9.5	3.3	8.4	14.8	8.2	10.9	17.4	6.2	-	8.3	8.1	11.1	7.2	5.3	38.0	5.1	10.9	6.5	40.0	17.5
	100.0	7.0	39.5	53.5	20.9	16.3	27.9	11.6	-	4.7	32.6	14.0	23.3	32.6	44.2	27.9	16.3	4.7	4.7	32.6
Student	5	1	3	1	3	-	-	-	-	-	1	-	4	1	-	3	-	-	-	-
	1.1	1.1	1.5	0.6	2.7	-	-	-	-	-	0.6	-	2.9	0.4	-	1.3	-	-	-	-
	100.0	20.0	60.0	20.0	60.0	-	-	-	-	-	20.0	-	80.0	20.0	-	60.0	-	-	-	-
Military	5	1	4	-	1	3	-	1	-	-	2	1	4	1	-	3	-	-	1	-
	1.1	1.1	2.0	-	0.9	4.7	-	1.2	-	-	1.2	1.9	2.9	0.4	-	1.3	-	-	20.0	-
	100.0	20.0	80.0	-	20.0	60.0	-	20.0	-	-	40.0	20.0	80.0	20.0	-	60.0	-	-	20.0	-

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Table 109
Occupation Of Male Head Of Household

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Retired/Unemployed	33	1	10	22	5	4	12	4	-	2	11	5	2	12	19	6	7	2	1	14
	7.3	1.1	4.9	14.2	4.5	6.3	17.4	4.9	-	8.3	6.4	9.3	1.4	4.6	38.0	2.5	10.9	6.5	20.0	17.5
	100.0	3.0	30.3	66.7	15.2	12.1	36.4	12.1	-	6.1	33.3	15.2	6.1	36.4	57.6	18.2	21.2	6.1	3.0	42.4
No male head/unknown	55	16	25	14	18	10	9	6	2	1	16	5	23	30	2	31	6	4	-	8
	12.2	17.6	12.3	9.0	16.4	15.6	13.0	7.4	10.5	4.2	9.2	9.3	16.5	11.5	4.0	13.1	9.4	12.9	-	10.0
	100.0	29.1	45.5	25.5	32.7	18.2	16.4	10.9	3.6	1.8	29.1	9.1	41.8	54.5	3.6	56.4	10.9	7.3	-	14.5
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 110
Occupation Of Panel Member

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
White Collar (Net)	276	62	127	86	64	36	38	51	13	13	111	35	86	167	23	148	39	17	3	47
	61.2	68.1	62.6	55.5	58.2	56.3	55.1	63.0	68.4	54.2	64.2	64.8	61.9	63.7	46.0	62.7	60.9	54.8	60.0	58.8
	100.0	22.5	46.0	31.2	23.2	13.0	13.8	18.5	4.7	4.7	40.2	12.7	31.2	60.5	8.3	53.6	14.1	6.2	1.1	17.0
Professional	111	22	54	34	31	11	11	23	5	2	52	16	32	70	9	60	15	6	2	21
	24.6	24.2	26.6	21.9	28.2	17.2	15.9	28.4	26.3	8.3	30.1	29.6	23.0	26.7	18.0	25.4	23.4	19.4	40.0	26.3
	100.0	19.8	48.6	30.6	27.9	9.9	9.9	20.7	4.5	1.8	46.8	14.4	28.8	63.1	8.1	54.1	13.5	5.4	1.8	18.9
Proprietors/Managers/ Officials	76	20	25	31	10	8	13	14	3	6	31	9	19	48	9	42	12	5	-	12
	16.9	22.0	12.3	20.0	9.1	12.5	18.8	17.3	15.8	25.0	17.9	16.7	13.7	18.3	18.0	17.8	18.8	16.1	-	15.0
	100.0	26.3	32.9	40.8	13.2	10.5	17.1	18.4	3.9	7.9	40.8	11.8	25.0	63.2	11.8	55.3	15.8	6.6	-	15.8
Clerical	48	10	26	12	11	11	5	7	3	2	13	5	14	30	4	24	3	5	-	8
	10.6	11.0	12.8	7.7	10.0	17.2	7.2	8.6	15.8	8.3	7.5	9.3	10.1	11.5	8.0	10.2	4.7	16.1	-	10.0
	100.0	20.8	54.2	25.0	22.9	22.9	10.4	14.6	6.3	4.2	27.1	10.4	29.2	62.5	8.3	50.0	6.3	10.4	-	16.7
Sales	41	10	22	9	12	6	9	7	2	3	15	5	21	19	1	22	9	1	1	6
	9.1	11.0	10.8	5.8	10.9	9.4	13.0	8.6	10.5	12.5	8.7	9.3	15.1	7.3	2.0	9.3	14.1	3.2	20.0	7.5
	100.0	24.4	53.7	22.0	29.3	14.6	22.0	17.1	4.9	7.3	36.6	12.2	51.2	46.3	2.4	53.7	22.0	2.4	2.4	14.6
Blue Collar (Net)	55	14	20	21	13	7	11	11	-	3	19	6	14	39	2	28	8	6	1	9
	12.2	15.4	9.9	13.5	11.8	10.9	15.9	13.6	-	12.5	11.0	11.1	10.1	14.9	4.0	11.9	12.5	19.4	20.0	11.3
	100.0	25.5	36.4	38.2	23.6	12.7	20.0	20.0	-	5.5	34.5	10.9	25.5	70.9	3.6	50.9	14.5	10.9	1.8	16.4
Craftsman/Foreman (Skilled)	16	5	4	7	4	3	3	5	-	1	7	2	4	11	1	11	1	2	-	1
	3.5	5.5	2.0	4.5	3.6	4.7	4.3	6.2	-	4.2	4.0	3.7	2.9	4.2	2.0	4.7	1.6	6.5	-	1.3
	100.0	31.3	25.0	43.8	25.0	18.8	18.8	31.3	-	6.3	43.8	12.5	25.0	68.8	6.3	68.8	6.3	12.5	-	6.3

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Table 110
Occupation Of Panel Member

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Operative (Semi-skilled)	6	2	1	3	1	-	3	2	-	-	2	1	-	6	-	4	1	-	-	1
	1.3	2.2	0.5	1.9	0.9	-	4.3	2.5	-	-	1.2	1.9	-	2.3	-	1.7	1.6	-	-	1.3
	100.0	33.3	16.7	50.0	16.7	-	50.0	33.3	-	-	33.3	16.7	-	100.0	-	66.7	16.7	-	-	16.7
Service workers/Private HH workers	26	7	11	8	6	4	5	3	-	2	8	2	7	18	1	9	6	2	-	7
	5.8	7.7	5.4	5.2	5.5	6.3	7.2	3.7	-	8.3	4.6	3.7	5.0	6.9	2.0	3.8	9.4	6.5	-	8.8
	100.0	26.9	42.3	30.8	23.1	15.4	19.2	11.5	-	7.7	30.8	7.7	26.9	69.2	3.8	34.6	23.1	7.7	-	26.9
Farm	2	-	1	1	-	-	-	-	-	-	1	1	-	2	-	1	-	-	1	-
	0.4	-	0.5	0.6	-	-	-	-	-	-	0.6	1.9	-	0.8	-	0.4	-	-	20.0	-
	100.0	-	50.0	50.0	-	-	-	-	-	-	50.0	50.0	-	100.0	-	50.0	-	-	50.0	-
Laborers	5	-	3	2	2	-	-	1	-	-	1	-	3	2	-	3	-	2	-	-
	1.1	-	1.5	1.3	1.8	-	-	1.2	-	-	0.6	-	2.2	0.8	-	1.3	-	6.5	-	-
	100.0	-	60.0	40.0	40.0	-	-	20.0	-	-	20.0	-	60.0	40.0	-	60.0	-	40.0	-	-
Other (Net)	106	13	49	43	28	16	20	16	6	8	41	13	36	46	24	52	15	8	1	22
	23.5	14.3	24.1	27.7	25.5	25.0	29.0	19.8	31.6	33.3	23.7	24.1	25.9	17.6	48.0	22.0	23.4	25.8	20.0	27.5
	100.0	12.3	46.2	40.6	26.4	15.1	18.9	15.1	5.7	7.5	38.7	12.3	34.0	43.4	22.6	49.1	14.2	7.5	0.9	20.8
Student	10	3	6	1	5	-	1	-	2	-	2	1	8	2	-	8	-	-	-	-
	2.2	3.3	3.0	0.6	4.5	-	1.4	-	10.5	-	1.2	1.9	5.8	0.8	-	3.4	-	-	-	-
	100.0	30.0	60.0	10.0	50.0	-	10.0	-	20.0	-	20.0	10.0	80.0	20.0	-	80.0	-	-	-	-
Military	4	1	2	1	2	2	-	1	-	1	3	-	2	2	-	3	-	1	-	-
	0.9	1.1	1.0	0.6	1.8	3.1	-	1.2	-	4.2	1.7	-	1.4	0.8	-	1.3	-	3.2	-	-
	100.0	25.0	50.0	25.0	50.0	50.0	-	25.0	-	25.0	75.0	-	50.0	50.0	-	75.0	-	25.0	-	-

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Table 110
Occupation Of Panel Member

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Retired/Unemployed	92	9	41	41	21	14	19	15	4	7	36	12	26	42	24	41	15	7	1	22
	20.4	9.9	20.2	26.5	19.1	21.9	27.5	18.5	21.1	29.2	20.8	22.2	18.7	16.0	48.0	17.4	23.4	22.6	20.0	27.5
	100.0	9.8	44.6	44.6	22.8	15.2	20.7	16.3	4.3	7.6	39.1	13.0	28.3	45.7	26.1	44.6	16.3	7.6	1.1	23.9
Unknown	14	2	7	5	5	5	-	3	-	-	2	-	3	10	1	8	2	-	-	2
	3.1	2.2	3.4	3.2	4.5	7.8	-	3.7	-	-	1.2	-	2.2	3.8	2.0	3.4	3.1	-	-	2.5
	100.0	14.3	50.0	35.7	35.7	35.7	-	21.4	-	-	14.3	-	21.4	71.4	7.1	57.1	14.3	-	-	14.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 111
Own Or Rent

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Own	298	51	123	123	69	40	50	57	10	17	119	35	54	198	46	165	37	17	2	59
	66.1	56.0	60.6	79.4	62.7	62.5	72.5	70.4	52.6	70.8	68.8	64.8	38.8	75.6	92.0	69.9	57.8	54.8	40.0	73.8
	100.0	17.1	41.3	41.3	23.2	13.4	16.8	19.1	3.4	5.7	39.9	11.7	18.1	66.4	15.4	55.4	12.4	5.7	0.7	19.8
Rent or lease	133	35	71	26	40	21	17	19	7	7	46	16	72	58	3	63	25	11	3	16
	29.5	38.5	35.0	16.8	36.4	32.8	24.6	23.5	36.8	29.2	26.6	29.6	51.8	22.1	6.0	26.7	39.1	35.5	60.0	20.0
	100.0	26.3	53.4	19.5	30.1	15.8	12.8	14.3	5.3	5.3	34.6	12.0	54.1	43.6	2.3	47.4	18.8	8.3	2.3	12.0
Other	13	4	7	2	-	3	2	4	1	-	5	2	9	3	1	6	-	3	-	2
	2.9	4.4	3.4	1.3	-	4.7	2.9	4.9	5.3	-	2.9	3.7	6.5	1.1	2.0	2.5	-	9.7	-	2.5
	100.0	30.8	53.8	15.4	-	23.1	15.4	30.8	7.7	-	38.5	15.4	69.2	23.1	7.7	46.2	-	23.1	-	15.4
Unknown	7	1	2	4	1	-	-	1	1	-	3	1	4	3	-	2	2	-	-	3
	1.6	1.1	1.0	2.6	0.9	-	-	1.2	5.3	-	1.7	1.9	2.9	1.1	-	0.8	3.1	-	-	3.8
	100.0	14.3	28.6	57.1	14.3	-	-	14.3	14.3	-	42.9	14.3	57.1	42.9	-	28.6	28.6	-	-	42.9
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 112
Type Of Residence

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
1 family house	319	61	141	116	78	46	48	58	14	19	129	38	75	205	39	169	45	20	3	62
	70.7	67.0	69.5	74.8	70.9	71.9	69.6	71.6	73.7	79.2	74.6	70.4	54.0	78.2	78.0	71.6	70.3	64.5	60.0	77.5
	100.0	19.1	44.2	36.4	24.5	14.4	15.0	18.2	4.4	6.0	40.4	11.9	23.5	64.3	12.2	53.0	14.1	6.3	0.9	19.4
2 family house	31	7	15	9	3	5	6	9	1	2	8	2	16	13	2	16	3	1	2	5
	6.9	7.7	7.4	5.8	2.7	7.8	8.7	11.1	5.3	8.3	4.6	3.7	11.5	5.0	4.0	6.8	4.7	3.2	40.0	6.3
	100.0	22.6	48.4	29.0	9.7	16.1	19.4	29.0	3.2	6.5	25.8	6.5	51.6	41.9	6.5	51.6	9.7	3.2	6.5	16.1
3 family house	85	22	41	21	25	10	13	14	4	3	32	13	44	38	3	45	15	8	-	8
	18.8	24.2	20.2	13.5	22.7	15.6	18.8	17.3	21.1	12.5	18.5	24.1	31.7	14.5	6.0	19.1	23.4	25.8	-	10.0
	100.0	25.9	48.2	24.7	29.4	11.8	15.3	16.5	4.7	3.5	37.6	15.3	51.8	44.7	3.5	52.9	17.6	9.4	-	9.4
Mobile home or trailer	14	1	6	7	4	3	2	-	-	-	4	1	4	5	5	6	-	2	-	4
	3.1	1.1	3.0	4.5	3.6	4.7	2.9	-	-	-	2.3	1.9	2.9	1.9	10.0	2.5	-	6.5	-	5.0
	100.0	7.1	42.9	50.0	28.6	21.4	14.3	-	-	-	28.6	7.1	28.6	35.7	35.7	42.9	-	14.3	-	28.6
Unknown	2	-	-	2	-	-	-	-	-	-	-	-	-	1	1	-	1	-	-	1
	0.4	-	-	1.3	-	-	-	-	-	-	-	-	-	0.4	2.0	-	1.6	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	50.0	50.0	-	50.0	-	-	50.0
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016213

Table 113
Socio-Economic Status

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Female head employed and male head white collar	139	35	59	44	25	25	24	31	8	11	61	18	32	93	14	75	19	6	2	30
	30.8	38.5	29.1	28.4	22.7	39.1	34.8	38.3	42.1	45.8	35.3	33.3	23.0	35.5	28.0	31.8	29.7	19.4	40.0	37.5
	100.0	25.2	42.4	31.7	18.0	18.0	17.3	22.3	5.8	7.9	43.9	12.9	23.0	66.9	10.1	54.0	13.7	4.3	1.4	21.6
Female head employed and male head blue collar	48	9	22	17	12	5	7	7	1	2	21	7	12	33	3	26	7	7	-	4
	10.6	9.9	10.8	11.0	10.9	7.8	10.1	8.6	5.3	8.3	12.1	13.0	8.6	12.6	6.0	11.0	10.9	22.6	-	5.0
	100.0	18.8	45.8	35.4	25.0	10.4	14.6	14.6	2.1	4.2	43.8	14.6	25.0	68.8	6.3	54.2	14.6	14.6	-	8.3
Female head employed and male head other	18	2	9	7	5	6	3	1	1	-	4	2	5	10	3	8	5	1	1	1
	4.0	2.2	4.4	4.5	4.5	9.4	4.3	1.2	5.3	-	2.3	3.7	3.6	3.8	6.0	3.4	7.8	3.2	20.0	1.3
	100.0	11.1	50.0	38.9	27.8	33.3	16.7	5.6	5.6	-	22.2	11.1	27.8	55.6	16.7	44.4	27.8	5.6	5.6	5.6
Female head unemployed and male head white collar	36	5	17	13	9	6	2	7	1	5	15	4	10	20	6	23	3	5	-	4
	8.0	5.5	8.4	8.4	8.2	9.4	2.9	8.6	5.3	20.8	8.7	7.4	7.2	7.6	12.0	9.7	4.7	16.1	-	5.0
	100.0	13.9	47.2	36.1	25.0	16.7	5.6	19.4	2.8	13.9	41.7	11.1	27.8	55.6	16.7	63.9	8.3	13.9	-	11.1
Female head unemployed and male head blue collar	16	2	10	4	4	1	2	3	4	-	7	3	12	4	-	9	1	1	-	3
	3.5	2.2	4.9	2.6	3.6	1.6	2.9	3.7	21.1	-	4.0	5.6	8.6	1.5	-	3.8	1.6	3.2	-	3.8
	100.0	12.5	62.5	25.0	25.0	6.3	12.5	18.8	25.0	-	43.8	18.8	75.0	25.0	-	56.3	6.3	6.3	-	18.8
Female head unemployed and male head other	11	-	6	5	3	1	4	1	-	1	3	2	1	3	7	1	3	-	-	5
	2.4	-	3.0	3.2	2.7	1.6	5.8	1.2	-	4.2	1.7	3.7	0.7	1.1	14.0	0.4	4.7	-	-	6.3
	100.0	-	54.5	45.5	27.3	9.1	36.4	9.1	-	9.1	27.3	18.2	9.1	27.3	63.6	9.1	27.3	-	-	45.5
No male head	43	15	19	9	13	5	8	5	1	1	15	5	20	22	1	25	3	4	-	7
	9.5	16.5	9.4	5.8	11.8	7.8	11.6	6.2	5.3	4.2	8.7	9.3	14.4	8.4	2.0	10.6	4.7	12.9	-	8.8
	100.0	34.9	44.2	20.9	30.2	11.6	18.6	11.6	2.3	2.3	34.9	11.6	46.5	51.2	2.3	58.1	7.0	9.3	-	16.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016214

Table 113
Socio-Economic Status

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
No female head	140	23	61	56	39	15	19	26	3	4	47	13	47	77	16	69	23	7	2	26
	31.0	25.3	30.0	36.1	35.5	23.4	27.5	32.1	15.8	16.7	27.2	24.1	33.8	29.4	32.0	29.2	35.9	22.6	40.0	32.5
	100.0	16.4	43.6	40.0	27.9	10.7	13.6	18.6	2.1	2.9	33.6	9.3	33.6	55.0	11.4	49.3	16.4	5.0	1.4	18.6
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016215

Table 114
Race

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
White	413	83	186	142	99	60	64	72	18	24	162	52	124	243	46	221	52	26	4	77
	91.6	91.2	91.6	91.6	90.0	93.8	92.8	88.9	94.7	100.0	93.6	96.3	89.2	92.7	92.0	93.6	81.3	83.9	80.0	96.3
	100.0	20.1	45.0	34.4	24.0	14.5	15.5	17.4	4.4	5.8	39.2	12.6	30.0	58.8	11.1	53.5	12.6	6.3	1.0	18.6
Black	10	3	4	3	2	-	3	3	-	-	4	-	4	5	1	6	2	1	-	1
	2.2	3.3	2.0	1.9	1.8	-	4.3	3.7	-	-	2.3	-	2.9	1.9	2.0	2.5	3.1	3.2	-	1.3
	100.0	30.0	40.0	30.0	20.0	-	30.0	30.0	-	-	40.0	-	40.0	50.0	10.0	60.0	20.0	10.0	-	10.0
Asian Or Pacific Islander	4	1	3	-	2	-	-	-	-	-	-	-	4	-	-	1	3	-	-	-
	0.9	1.1	1.5	-	1.8	-	-	-	-	-	-	-	2.9	-	-	0.4	4.7	-	-	-
	100.0	25.0	75.0	-	50.0	-	-	-	-	-	-	-	100.0	-	-	25.0	75.0	-	-	-
Other	21	3	9	9	7	3	1	5	1	-	7	2	7	12	2	8	5	3	1	2
	4.7	3.3	4.4	5.8	6.4	4.7	1.4	6.2	5.3	-	4.0	3.7	5.0	4.6	4.0	3.4	7.8	9.7	20.0	2.5
	100.0	14.3	42.9	42.9	33.3	14.3	4.8	23.8	4.8	-	33.3	9.5	33.3	57.1	9.5	38.1	23.8	14.3	4.8	9.5
Unknown	3	1	1	1	-	1	1	1	-	-	-	-	-	2	1	-	2	1	-	-
	0.7	1.1	0.5	0.6	-	1.6	1.4	1.2	-	-	-	-	-	0.8	2.0	-	3.1	3.2	-	-
	100.0	33.3	33.3	33.3	-	33.3	33.3	33.3	-	-	-	-	-	66.7	33.3	-	66.7	33.3	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016216

Table 115
Hispanic Origin

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Yes	38	9	17	12	14	5	1	5	5	1	17	8	14	19	5	22	5	3	-	4
	8.4	9.9	8.4	7.7	12.7	7.8	1.4	6.2	26.3	4.2	9.8	14.8	10.1	7.3	10.0	9.3	7.8	9.7	-	5.0
	100.0	23.7	44.7	31.6	36.8	13.2	2.6	13.2	13.2	2.6	44.7	21.1	36.8	50.0	13.2	57.9	13.2	7.9	-	10.5
No	413	82	186	143	96	59	68	76	14	23	156	46	125	243	45	214	59	28	5	76
	91.6	90.1	91.6	92.3	87.3	92.2	98.6	93.8	73.7	95.8	90.2	85.2	89.9	92.7	90.0	90.7	92.2	90.3	100.0	95.0
	100.0	19.9	45.0	34.6	23.2	14.3	16.5	18.4	3.4	5.6	37.8	11.1	30.3	58.8	10.9	51.8	14.3	6.8	1.2	18.4
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016217

Table 116
Household Income (Grouped)

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Under $15,000	23	4	10	9	4	7	2	2	-	-	4	1	9	10	4	7	4	4	1	4
	5.1	4.4	4.9	5.8	3.6	10.9	2.9	2.5	-	-	2.3	1.9	6.5	3.8	8.0	3.0	6.3	12.9	20.0	5.0
	100.0	17.4	43.5	39.1	17.4	30.4	8.7	8.7	-	-	17.4	4.3	39.1	43.5	17.4	30.4	17.4	17.4	4.3	17.4
$15,000 - $24,999	37	4	19	14	9	5	11	7	-	1	14	3	17	16	4	16	6	4	1	6
	8.2	4.4	9.4	9.0	8.2	7.8	15.9	8.6	-	4.2	8.1	5.6	12.2	6.1	8.0	6.8	9.4	12.9	20.0	7.5
	100.0	10.8	51.4	37.8	24.3	13.5	29.7	18.9	-	2.7	37.8	8.1	45.9	43.2	10.8	43.2	16.2	10.8	2.7	16.2
$25,000 - $34,999	56	15	22	19	13	11	8	8	1	2	18	1	22	30	4	25	9	7	-	11
	12.4	16.5	10.8	12.3	11.8	17.2	11.6	9.9	5.3	8.3	10.4	1.9	15.8	11.5	8.0	10.6	14.1	22.6	-	13.8
	100.0	26.8	39.3	33.9	23.2	19.6	14.3	14.3	1.8	3.6	32.1	1.8	39.3	53.6	7.1	44.6	16.1	12.5	-	19.6
$35,000 - $49,999	79	18	40	21	23	8	14	14	7	6	32	8	35	39	5	51	10	5	-	8
	17.5	19.8	19.7	13.5	20.9	12.5	20.3	17.3	36.8	25.0	18.5	14.8	25.2	14.9	10.0	21.6	15.6	16.1	-	10.0
	100.0	22.8	50.6	26.6	29.1	10.1	17.7	17.7	8.9	7.6	40.5	10.1	44.3	49.4	6.3	64.6	12.7	6.3	-	10.1
$50,000 or over	256	50	112	92	61	33	34	50	11	15	105	41	56	167	33	137	35	11	3	51
	56.8	54.9	55.2	59.4	55.5	51.6	49.3	61.7	57.9	62.5	60.7	75.9	40.3	63.7	66.0	58.1	54.7	35.5	60.0	63.8
	100.0	19.5	43.8	35.9	23.8	12.9	13.3	19.5	4.3	5.9	41.0	16.0	21.9	65.2	12.9	53.5	13.7	4.3	1.2	19.9
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Median (X $1,000)	55.95	54.49	54.68	57.87	54.91	51.51	49.45	59.49	56.81	59.99	58.80	67.06	44.20	60.77	62.11	56.92	54.28	36.49	58.32	60.77

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Table 117
Age & Presence Of Children

	TOTAL	SMOKING TENURE			SMOKING FREQUENCY (NON-SEASONAL)			CIGAR BRAND SMOKED MOST OFTEN			AWARE OF MAC	TRIED MAC	AGE OF SMOKER			STORE PURCHASE CIGARS AT MOST OFTEN				
	PRE-MIUM	2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	MACA-NUDO	PART-AGAS	ARTURO FUENTE	-ANUDO ROBUST	-ANUDO ROBUST	18-34	35-54	55+	TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Any Children Under 18	170	33	83	53	39	28	21	31	10	9	69	19	47	119	4	93	24	14	2	27
	37.7	36.3	40.9	34.2	35.5	43.8	30.4	38.3	52.6	37.5	39.9	35.2	33.8	45.4	8.0	39.4	37.5	45.2	40.0	33.8
	100.0	19.4	48.8	31.2	22.9	16.5	12.4	18.2	5.9	5.3	40.6	11.2	27.6	70.0	2.4	54.7	14.1	8.2	1.2	15.9
Any under 6	77	17	45	15	20	14	6	17	5	4	34	10	41	35	1	44	16	3	1	10
	17.1	18.7	22.2	9.7	18.2	21.9	8.7	21.0	26.3	16.7	19.7	18.5	29.5	13.4	2.0	18.6	25.0	9.7	20.0	12.5
	100.0	22.1	58.4	19.5	26.0	18.2	7.8	22.1	6.5	5.2	44.2	13.0	53.2	45.5	1.3	57.1	20.8	3.9	1.3	13.0
Any 6 - 12	85	16	38	31	23	11	12	19	5	7	32	12	14	69	2	51	11	7	-	9
	18.8	17.6	18.7	20.0	20.9	17.2	17.4	23.5	26.3	29.2	18.5	22.2	10.1	26.3	4.0	21.6	17.2	22.6	-	11.3
	100.0	18.8	44.7	36.5	27.1	12.9	14.1	22.4	5.9	8.2	37.6	14.1	16.5	81.2	2.4	60.0	12.9	8.2	-	10.6
Any 13 - 17	57	9	26	21	11	11	8	5	5	1	24	6	4	52	1	30	3	6	1	14
	12.6	9.9	12.8	13.5	10.0	17.2	11.6	6.2	26.3	4.2	13.9	11.1	2.9	19.8	2.0	12.7	4.7	19.4	20.0	17.5
	100.0	15.8	45.6	36.8	19.3	19.3	14.0	8.8	8.8	1.8	42.1	10.5	7.0	91.2	1.8	52.6	5.3	10.5	1.8	24.6
Under 6 only	45	9	27	9	9	9	3	10	3	2	19	4	30	14	1	24	10	2	1	7
	10.0	9.9	13.3	5.8	8.2	14.1	4.3	12.3	15.8	8.3	11.0	7.4	21.6	5.3	2.0	10.2	15.6	6.5	20.0	8.8
	100.0	20.0	60.0	20.0	20.0	20.0	6.7	22.2	6.7	4.4	42.2	8.9	66.7	31.1	2.2	53.3	22.2	4.4	2.2	15.6
6 - 12 only	40	8	15	17	10	3	7	9	2	4	11	3	3	35	2	21	6	5	-	4
	8.9	8.8	7.4	11.0	9.1	4.7	10.1	11.1	10.5	16.7	6.4	5.6	2.2	13.4	4.0	8.9	9.4	16.1	-	5.0
	100.0	20.0	37.5	42.5	25.0	7.5	17.5	22.5	5.0	10.0	27.5	7.5	7.5	87.5	5.0	52.5	15.0	12.5	-	10.0
13 - 17 only	37	7	16	13	6	8	6	2	1	-	18	3	2	34	1	17	2	5	1	10
	8.2	7.7	7.9	8.4	5.5	12.5	8.7	2.5	5.3	-	10.4	5.6	1.4	13.0	2.0	7.2	3.1	16.1	20.0	12.5
	100.0	18.9	43.2	35.1	16.2	21.6	16.2	5.4	2.7	-	48.6	8.1	5.4	91.9	2.7	45.9	5.4	13.5	2.7	27.0

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Table 117
Age & Presence Of Children

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Under 6 and 6 - 12 only	28	7	15	6	9	5	3	7	-	2	15	6	10	18	-	18	5	1	-	2
	6.2	7.7	7.4	3.9	8.2	7.8	4.3	8.6	-	8.3	8.7	11.1	7.2	6.9	-	7.6	7.8	3.2	-	2.5
	100.0	25.0	53.6	21.4	32.1	17.9	10.7	25.0	-	7.1	53.6	21.4	35.7	64.3	-	64.3	17.9	3.6	-	7.1
Under 6 and 13 - 17 only	3	1	2	-	1	-	-	-	1	-	-	-	1	2	-	1	1	-	-	1
	0.7	1.1	1.0	-	0.9	-	-	-	5.3	-	-	-	0.7	0.8	-	0.4	1.6	-	-	1.3
	100.0	33.3	66.7	-	33.3	-	-	-	33.3	-	-	-	33.3	66.7	-	33.3	33.3	-	-	33.3
6 - 12 and 13 - 17 only	16	1	7	8	3	3	2	3	2	1	6	3	1	15	-	11	-	1	-	3
	3.5	1.1	3.4	5.2	2.7	4.7	2.9	3.7	10.5	4.2	3.5	5.6	0.7	5.7	-	4.7	-	3.2	-	3.8
	100.0	6.3	43.8	50.0	18.8	18.8	12.5	18.8	12.5	6.3	37.5	18.8	6.3	93.8	-	68.8	-	6.3	-	18.8
All 3 age groups	1	-	1	-	1	-	-	-	1	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	5.3	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	100.0	-	-	-	-	100.0	-	100.0	-	-	-	-
No children under 18	281	58	120	102	71	36	48	50	9	15	104	35	92	143	46	143	40	17	3	53
	62.3	63.7	59.1	65.8	64.5	56.3	69.6	61.7	47.4	62.5	60.1	64.8	66.2	54.6	92.0	60.6	62.5	54.8	60.0	66.3
	100.0	20.6	42.7	36.3	25.3	12.8	17.1	17.8	3.2	5.3	37.0	12.5	32.7	50.9	16.4	50.9	14.2	6.0	1.1	18.9
Unknown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	840	166	395	275	203	128	116	153	44	45	332	101	245	537	58	454	118	61	9	140
	186.3	182.4	194.6	177.4	184.5	200.0	168.1	188.9	231.6	187.5	191.9	187.0	176.3	205.0	116.0	192.4	184.4	196.8	180.0	175.0
	100.0	19.8	47.0	32.7	24.2	15.2	13.8	18.2	5.2	5.4	39.5	12.0	29.2	63.9	6.9	54.0	14.0	7.3	1.1	16.7

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Table 118
Kitchen Appliances

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Microwave	431	88	196	145	106	60	64	78	19	24	166	52	135	250	46	229	61	29	5	76
	95.6	96.7	96.6	93.5	96.4	93.8	92.8	96.3	100.0	100.0	96.0	96.3	97.1	95.4	92.0	97.0	95.3	93.5	100.0	95.0
	100.0	20.4	45.5	33.6	24.6	13.9	14.8	18.1	4.4	5.6	38.5	12.1	31.3	58.0	10.7	53.1	14.2	6.7	1.2	17.6
No microwave	20	3	7	10	4	4	5	3	-	-	7	2	4	12	4	7	3	2	-	4
	4.4	3.3	3.4	6.5	3.6	6.3	7.2	3.7	-	-	4.0	3.7	2.9	4.6	8.0	3.0	4.7	6.5	-	5.0
	100.0	15.0	35.0	50.0	20.0	20.0	25.0	15.0	-	-	35.0	10.0	20.0	60.0	20.0	35.0	15.0	10.0	-	20.0
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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Table 119
Number Of Cars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Owns A Car (Net)	374	78	168	126	94	56	57	66	17	17	153	45	122	210	42	202	48	24	5	65
	82.9	85.7	82.8	81.3	85.5	87.5	82.6	81.5	89.5	70.8	88.4	83.3	87.8	80.2	84.0	85.6	75.0	77.4	100.0	81.3
	100.0	20.9	44.9	33.7	25.1	15.0	15.2	17.6	4.5	4.5	40.9	12.0	32.6	56.1	11.2	54.0	12.8	6.4	1.3	17.4
1 car	220	48	101	70	64	34	32	34	11	5	89	24	78	122	20	114	29	15	1	39
	48.8	52.7	49.8	45.2	58.2	53.1	46.4	42.0	57.9	20.8	51.4	44.4	56.1	46.6	40.0	48.3	45.3	48.4	20.0	48.8
	100.0	21.8	45.9	31.8	29.1	15.5	14.5	15.5	5.0	2.3	40.5	10.9	35.5	55.5	9.1	51.8	13.2	6.8	0.5	17.7
2 cars	116	24	51	40	26	13	16	25	5	7	43	14	35	71	10	71	14	6	3	16
	25.7	26.4	25.1	25.8	23.6	20.3	23.2	30.9	26.3	29.2	24.9	25.9	25.2	27.1	20.0	30.1	21.9	19.4	60.0	20.0
	100.0	20.7	44.0	34.5	22.4	11.2	13.8	21.6	4.3	6.0	37.1	12.1	30.2	61.2	8.6	61.2	12.1	5.2	2.6	13.8
3 cars	28	6	12	10	3	7	7	6	1	4	15	3	9	12	7	13	5	3	-	6
	6.2	6.6	5.9	6.5	2.7	10.9	10.1	7.4	5.3	16.7	8.7	5.6	6.5	4.6	14.0	5.5	7.8	9.7	-	7.5
	100.0	21.4	42.9	35.7	10.7	25.0	25.0	21.4	3.6	14.3	53.6	10.7	32.1	42.9	25.0	46.4	17.9	10.7	-	21.4
4 cars	6	-	4	2	1	-	2	-	-	1	4	3	-	3	3	2	-	-	-	3
	1.3	-	2.0	1.3	0.9	-	2.9	-	-	4.2	2.3	5.6	-	1.1	6.0	0.8	-	-	-	3.8
	100.0	-	66.7	33.3	16.7	-	33.3	-	-	16.7	66.7	50.0	-	50.0	50.0	33.3	-	-	-	50.0
5 or more cars	4	-	-	4	-	2	-	1	-	-	2	1	-	2	2	2	-	-	1	1
	0.9	-	-	2.6	-	3.1	-	1.2	-	-	1.2	1.9	-	0.8	4.0	0.8	-	-	20.0	1.3
	100.0	-	-	100.0	-	50.0	-	25.0	-	-	50.0	25.0	-	50.0	50.0	50.0	-	-	25.0	25.0
None	77	13	35	29	16	8	12	15	2	7	20	9	17	52	8	34	16	7	-	15
	17.1	14.3	17.2	18.7	14.5	12.5	17.4	18.5	10.5	29.2	11.6	16.7	12.2	19.8	16.0	14.4	25.0	22.6	-	18.8
	100.0	16.9	45.5	37.7	20.8	10.4	15.6	19.5	2.6	9.1	26.0	11.7	22.1	67.5	10.4	44.2	20.8	9.1	-	19.5

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Table 119
Number Of Cars

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean (among car owners)	1.55	1.46	1.52	1.65	1.37	1.63	1.63	1.62	1.41	2.06	1.61	1.73	1.43	1.53	1.98	1.55	1.50	1.50	2.40	1.63

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Table 120
Number Of Trucks

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Owns A Truck (Net)	232	45	107	79	55	31	33	39	10	14	91	26	60	147	25	123	35	17	1	44
	51.4	49.5	52.7	51.0	50.0	48.4	47.8	48.1	52.6	58.3	52.6	48.1	43.2	56.1	50.0	52.1	54.7	54.8	20.0	55.0
	100.0	19.4	46.1	34.1	23.7	13.4	14.2	16.8	4.3	6.0	39.2	11.2	25.9	63.4	10.8	53.0	15.1	7.3	0.4	19.0
1 truck	186	35	84	66	44	27	27	33	8	11	75	19	51	115	20	97	32	11	-	35
	41.2	38.5	41.4	42.6	40.0	42.2	39.1	40.7	42.1	45.8	43.4	35.2	36.7	43.9	40.0	41.1	50.0	35.5	-	43.8
	100.0	18.8	45.2	35.5	23.7	14.5	14.5	17.7	4.3	5.9	40.3	10.2	27.4	61.8	10.8	52.2	17.2	5.9	-	18.8
2 trucks	41	9	20	12	10	4	6	6	2	2	13	6	8	29	4	24	3	5	-	8
	9.1	9.9	9.9	7.7	9.1	6.3	8.7	7.4	10.5	8.3	7.5	11.1	5.8	11.1	8.0	10.2	4.7	16.1	-	10.0
	100.0	22.0	48.8	29.3	24.4	9.8	14.6	14.6	4.9	4.9	31.7	14.6	19.5	70.7	9.8	58.5	7.3	12.2	-	19.5
3 trucks	4	1	3	-	1	-	-	-	-	1	2	-	1	2	1	2	-	1	-	1
	0.9	1.1	1.5	-	0.9	-	-	-	-	4.2	1.2	-	0.7	0.8	2.0	0.8	-	3.2	-	1.3
	100.0	25.0	75.0	-	25.0	-	-	-	-	25.0	50.0	-	25.0	50.0	25.0	50.0	-	25.0	-	25.0
4 trucks	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
5 or more trucks	1	-	-	1	-	-	-	-	-	-	1	1	-	1	-	-	-	-	1	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	1.9	-	0.4	-	-	-	-	20.0	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	-	-	100.0	-
None	219	46	96	76	55	33	36	42	9	10	82	28	79	115	25	113	29	14	4	36
	48.6	50.5	47.3	49.0	50.0	51.6	52.2	51.9	47.4	41.7	47.4	51.9	56.8	43.9	50.0	47.9	45.3	45.2	80.0	45.0
	100.0	21.0	43.8	34.7	25.1	15.1	16.4	19.2	4.1	4.6	37.4	12.8	36.1	52.5	11.4	51.6	13.2	6.4	1.8	16.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016224

Table 120
Number Of Trucks

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Mean (Among Truck Owners)	1.23	1.24	1.24	1.20	1.22	1.13	1.18	1.15	1.20	1.29	1.23	1.38	1.17	1.25	1.24	1.23	1.09	1.41	5.00	1.23

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UNDER PROTECTIVE ORDER
GC 016225

Table 121
Dog Ownership

	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	CIGAR BRAND SMOKED MOST OFTEN: PARTAGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOBACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/GROCERY/CONVENIENCE/DISCOUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
	PREMIUM																			
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Owns A Dog	199	40	88	71	42	30	35	33	7	10	76	28	53	128	18	104	35	12	1	34
	44.1	44.0	43.3	45.8	38.2	46.9	50.7	40.7	36.8	41.7	43.9	51.9	38.1	48.9	36.0	44.1	54.7	38.7	20.0	42.5
	100.0	20.1	44.2	35.7	21.1	15.1	17.6	16.6	3.5	5.0	38.2	14.1	26.6	64.3	9.0	52.3	17.6	6.0	0.5	17.1
1 dog	137	30	63	44	29	20	23	24	5	7	53	20	39	88	10	71	27	6	1	25
	30.4	33.0	31.0	28.4	26.4	31.3	33.3	29.6	26.3	29.2	30.6	37.0	28.1	33.6	20.0	30.1	42.2	19.4	20.0	31.3
	100.0	21.9	46.0	32.1	21.2	14.6	16.8	17.5	3.6	5.1	38.7	14.6	28.5	64.2	7.3	51.8	19.7	4.4	0.7	18.2
2 dogs	50	8	18	24	11	7	8	7	2	2	21	8	10	33	7	28	6	3	-	8
	11.1	8.8	8.9	15.5	10.0	10.9	11.6	8.6	10.5	8.3	12.1	14.8	7.2	12.6	14.0	11.9	9.4	9.7	-	10.0
	100.0	16.0	36.0	48.0	22.0	14.0	16.0	14.0	4.0	4.0	42.0	16.0	20.0	66.0	14.0	56.0	12.0	6.0	-	16.0
3 dogs	8	1	4	3	1	2	2	2	-	-	1	-	3	4	1	4	-	2	-	1
	1.8	1.1	2.0	1.9	0.9	3.1	2.9	2.5	-	-	0.6	-	2.2	1.5	2.0	1.7	-	6.5	-	1.3
	100.0	12.5	50.0	37.5	12.5	25.0	25.0	25.0	-	-	12.5	-	37.5	50.0	12.5	50.0	-	25.0	-	12.5
4 dogs	2	1	1	-	-	1	1	-	-	1	1	-	1	1	-	1	1	-	-	-
	0.4	1.1	0.5	-	-	1.6	1.4	-	-	4.2	0.6	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	50.0	50.0	-	-	50.0	50.0	-	-	50.0	50.0	-	50.0	50.0	-	50.0	50.0	-	-	-
5 dogs	2	-	2	-	1	-	1	-	-	-	-	-	-	2	-	-	1	1	-	-
	0.4	-	1.0	-	0.9	-	1.4	-	-	-	-	-	-	0.8	-	-	1.6	3.2	-	-
	100.0	-	100.0	-	50.0	-	50.0	-	-	-	-	-	-	100.0	-	-	50.0	50.0	-	-
6 dogs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016226

Table 121
Dog Ownership

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
7 dogs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
8 dogs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9 or more dogs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None	252	51	115	84	68	34	34	48	12	14	97	26	86	134	32	132	29	19	4	46
	55.9	56.0	56.7	54.2	61.8	53.1	49.3	59.3	63.2	58.3	56.1	48.1	61.9	51.1	64.0	55.9	45.3	61.3	80.0	57.5
	100.0	20.2	45.6	33.3	27.0	13.5	13.5	19.0	4.8	5.6	38.5	10.3	34.1	53.2	12.7	52.4	11.5	7.5	1.6	18.3
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016227

Table 122
Cat Ownership

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Owns A Cat	162	28	76	56	27	27	29	30	5	10	69	26	44	95	23	84	26	11	1	32
	35.9	30.8	37.4	36.1	24.5	42.2	42.0	37.0	26.3	41.7	39.9	48.1	31.7	36.3	46.0	35.6	40.6	35.5	20.0	40.0
	100.0	17.3	46.9	34.6	16.7	16.7	17.9	18.5	3.1	6.2	42.6	16.0	27.2	58.6	14.2	51.9	16.0	6.8	0.6	19.8
1 cat	78	13	37	26	14	16	17	13	1	2	37	14	24	41	13	32	20	6	-	17
	17.3	14.3	18.2	16.8	12.7	25.0	24.6	16.0	5.3	8.3	21.4	25.9	17.3	15.6	26.0	13.6	31.3	19.4	-	21.3
	100.0	16.7	47.4	33.3	17.9	20.5	21.8	16.7	1.3	2.6	47.4	17.9	30.8	52.6	16.7	41.0	25.6	7.7	-	21.8
2 cats	52	10	25	17	10	6	5	11	3	3	20	10	12	36	4	36	4	1	-	8
	11.5	11.0	12.3	11.0	9.1	9.4	7.2	13.6	15.8	12.5	11.6	18.5	8.6	13.7	8.0	15.3	6.3	3.2	-	10.0
	100.0	19.2	48.1	32.7	19.2	11.5	9.6	21.2	5.8	5.8	38.5	19.2	23.1	69.2	7.7	69.2	7.7	1.9	-	15.4
3 cats	20	3	8	9	2	4	5	4	1	3	9	2	5	11	4	10	-	2	1	5
	4.4	3.3	3.9	5.8	1.8	6.3	7.2	4.9	5.3	12.5	5.2	3.7	3.6	4.2	8.0	4.2	-	6.5	20.0	6.3
	100.0	15.0	40.0	45.0	10.0	20.0	25.0	20.0	5.0	15.0	45.0	10.0	25.0	55.0	20.0	50.0	-	10.0	5.0	25.0
4 cats	4	-	3	1	-	1	1	-	-	1	-	-	2	2	-	1	1	1	-	1
	0.9	-	1.5	0.6	-	1.6	1.4	-	-	4.2	-	-	1.4	0.8	-	0.4	1.6	3.2	-	1.3
	100.0	-	75.0	25.0	-	25.0	25.0	-	-	25.0	-	-	50.0	50.0	-	25.0	25.0	25.0	-	25.0
5 cats	2	-	1	1	-	-	-	-	-	-	1	-	-	1	1	1	-	-	-	1
	0.4	-	0.5	0.6	-	-	-	-	-	-	0.6	-	-	0.4	2.0	0.4	-	-	-	1.3
	100.0	-	50.0	50.0	-	-	-	-	-	-	50.0	-	-	50.0	50.0	50.0	-	-	-	50.0
6 cats	3	1	1	1	-	-	1	1	-	1	-	-	-	2	1	2	1	-	-	-
	0.7	1.1	0.5	0.6	-	-	1.4	1.2	-	4.2	-	-	-	0.8	2.0	0.8	1.6	-	-	-
	100.0	33.3	33.3	33.3	-	-	33.3	33.3	-	33.3	-	-	-	66.7	33.3	66.7	33.3	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016228

Table 122
Cat Ownership

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
7 cats	2	1	-	1	-	-	-	1	-	-	2	-	1	1	-	2	-	-	-	-
	0.4	1.1	-	0.6	-	-	-	1.2	-	-	1.2	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	-	50.0	-	-	-	50.0	-	-	100.0	-	50.0	50.0	-	100.0	-	-	-	-
8 cats	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
9 or more cats	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
None	289	63	127	99	83	37	40	51	14	14	104	28	95	167	27	152	38	20	4	48
	64.1	69.2	62.6	63.9	75.5	57.8	58.0	63.0	73.7	58.3	60.1	51.9	68.3	63.7	54.0	64.4	59.4	64.5	80.0	60.0
	100.0	21.8	43.9	34.3	28.7	12.8	13.8	17.6	4.8	4.8	36.0	9.7	32.9	57.8	9.3	52.6	13.1	6.9	1.4	16.6
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Alabama	4	1	2	1	1	1	-	1	-	-	2	1	2	2	-	3	-	-	-	1
	0.9	1.1	1.0	0.6	0.9	1.6	-	1.2	-	-	1.2	1.9	1.4	0.8	-	1.3	-	-	-	1.3
	100.0	25.0	50.0	25.0	25.0	25.0	-	25.0	-	-	50.0	25.0	50.0	50.0	-	75.0	-	-	-	25.0
Arizona	7	-	3	4	1	2	2	-	-	-	3	1	1	5	1	2	-	1	-	3
	1.6	-	1.5	2.6	0.9	3.1	2.9	-	-	-	1.7	1.9	0.7	1.9	2.0	0.8	-	3.2	-	3.8
	100.0	-	42.9	57.1	14.3	28.6	28.6	-	-	-	42.9	14.3	14.3	71.4	14.3	28.6	-	14.3	-	42.9
Arkansas	3	-	3	-	1	-	2	1	-	-	-	-	2	1	-	2	-	1	-	-
	0.7	-	1.5	-	0.9	-	2.9	1.2	-	-	-	-	1.4	0.4	-	0.8	-	3.2	-	-
	100.0	-	100.0	-	33.3	-	66.7	33.3	-	-	-	-	66.7	33.3	-	66.7	-	33.3	-	-
California	47	13	20	14	17	9	6	5	4	2	16	8	13	29	5	27	5	3	-	9
	10.4	14.3	9.9	9.0	15.5	14.1	8.7	6.2	21.1	8.3	9.2	14.8	9.4	11.1	10.0	11.4	7.8	9.7	-	11.3
	100.0	27.7	42.6	29.8	36.2	19.1	12.8	10.6	8.5	4.3	34.0	17.0	27.7	61.7	10.6	57.4	10.6	6.4	-	19.1
Colorado	12	1	7	4	4	-	2	2	-	1	4	-	1	10	1	6	-	1	-	3
	2.7	1.1	3.4	2.6	3.6	-	2.9	2.5	-	4.2	2.3	-	0.7	3.8	2.0	2.5	-	3.2	-	3.8
	100.0	8.3	58.3	33.3	33.3	-	16.7	16.7	-	8.3	33.3	-	8.3	83.3	8.3	50.0	-	8.3	-	25.0
Connecticut	6	-	4	2	-	-	2	1	-	-	3	1	2	4	-	6	-	-	-	-
	1.3	-	2.0	1.3	-	-	2.9	1.2	-	-	1.7	1.9	1.4	1.5	-	2.5	-	-	-	-
	100.0	-	66.7	33.3	-	-	33.3	16.7	-	-	50.0	16.7	33.3	66.7	-	100.0	-	-	-	-
District of Columbia	3	-	1	2	1	1	1	-	-	-	2	-	1	1	1	1	-	1	-	1
	0.7	-	0.5	1.3	0.9	1.6	1.4	-	-	-	1.2	-	0.7	0.4	2.0	0.4	-	3.2	-	1.3
	100.0	-	33.3	66.7	33.3	33.3	33.3	-	-	-	66.7	-	33.3	33.3	33.3	33.3	-	33.3	-	33.3

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Florida	30	6	14	10	8	3	6	3	1	3	10	3	9	19	2	15	3	4	-	5
	6.7	6.6	6.9	6.5	7.3	4.7	8.7	3.7	5.3	12.5	5.8	5.6	6.5	7.3	4.0	6.4	4.7	12.9	-	6.3
	100.0	20.0	46.7	33.3	26.7	10.0	20.0	10.0	3.3	10.0	33.3	10.0	30.0	63.3	6.7	50.0	10.0	13.3	-	16.7
Georgia	9	-	5	4	4	2	1	1	1	-	3	-	3	3	3	4	2	-	-	3
	2.0	-	2.5	2.6	3.6	3.1	1.4	1.2	5.3	-	1.7	-	2.2	1.1	6.0	1.7	3.1	-	-	3.8
	100.0	-	55.6	44.4	44.4	22.2	11.1	11.1	11.1	-	33.3	-	33.3	33.3	33.3	44.4	22.2	-	-	33.3
Illinois	23	4	10	9	7	5	3	5	1	1	4	1	7	12	4	12	4	2	-	4
	5.1	4.4	4.9	5.8	6.4	7.8	4.3	6.2	5.3	4.2	2.3	1.9	5.0	4.6	8.0	5.1	6.3	6.5	-	5.0
	100.0	17.4	43.5	39.1	30.4	21.7	13.0	21.7	4.3	4.3	17.4	4.3	30.4	52.2	17.4	52.2	17.4	8.7	-	17.4
Indiana	4	1	1	2	1	-	-	1	-	-	1	-	1	3	-	2	1	-	-	1
	0.9	1.1	0.5	1.3	0.9	-	-	1.2	-	-	0.6	-	0.7	1.1	-	0.8	1.6	-	-	1.3
	100.0	25.0	25.0	50.0	25.0	-	-	25.0	-	-	25.0	-	25.0	75.0	-	50.0	25.0	-	-	25.0
Iowa	8	2	6	-	-	1	2	1	-	1	4	-	5	3	-	3	2	-	-	3
	1.8	2.2	3.0	-	-	1.6	2.9	1.2	-	4.2	2.3	-	3.6	1.1	-	1.3	3.1	-	-	3.8
	100.0	25.0	75.0	-	-	12.5	25.0	12.5	-	12.5	50.0	-	62.5	37.5	-	37.5	25.0	-	-	37.5
Kansas	3	-	1	2	-	1	-	2	-	-	2	-	1	2	-	2	-	-	-	-
	0.7	-	0.5	1.3	-	1.6	-	2.5	-	-	1.2	-	0.7	0.8	-	0.8	-	-	-	-
	100.0	-	33.3	66.7	-	33.3	-	66.7	-	-	66.7	-	33.3	66.7	-	66.7	-	-	-	-
Kentucky	6	-	4	2	-	2	-	2	-	-	2	-	-	6	-	3	1	1	-	1
	1.3	-	2.0	1.3	-	3.1	-	2.5	-	-	1.2	-	-	2.3	-	1.3	1.6	3.2	-	1.3
	100.0	-	66.7	33.3	-	33.3	-	33.3	-	-	33.3	-	-	100.0	-	50.0	16.7	16.7	-	16.7

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Louisiana	3	-	2	1	1	-	1	1	-	-	1	-	1	2	-	2	1	-	-	-
	0.7	-	1.0	0.6	0.9	-	1.4	1.2	-	-	0.6	-	0.7	0.8	-	0.8	1.6	-	-	-
	100.0	-	66.7	33.3	33.3	-	33.3	33.3	-	-	33.3	-	33.3	66.7	-	66.7	33.3	-	-	-
Maine	5	2	3	-	1	1	1	1	1	1	4	1	2	3	-	2	-	-	-	3
	1.1	2.2	1.5	-	0.9	1.6	1.4	1.2	5.3	4.2	2.3	1.9	1.4	1.1	-	0.8	-	-	-	3.8
	100.0	40.0	60.0	-	20.0	20.0	20.0	20.0	20.0	20.0	80.0	20.0	40.0	60.0	-	40.0	-	-	-	60.0
Maryland	9	2	1	5	1	2	1	1	-	-	4	1	2	6	1	5	-	1	-	3
	2.0	2.2	0.5	3.2	0.9	3.1	1.4	1.2	-	-	2.3	1.9	1.4	2.3	2.0	2.1	-	3.2	-	3.8
	100.0	22.2	11.1	55.6	11.1	22.2	11.1	11.1	-	-	44.4	11.1	22.2	66.7	11.1	55.6	-	11.1	-	33.3
Massachusetts	14	2	5	7	2	2	3	3	-	-	5	1	2	10	2	7	1	1	1	4
	3.1	2.2	2.5	4.5	1.8	3.1	4.3	3.7	-	-	2.9	1.9	1.4	3.8	4.0	3.0	1.6	3.2	20.0	5.0
	100.0	14.3	35.7	50.0	14.3	14.3	21.4	21.4	-	-	35.7	7.1	14.3	71.4	14.3	50.0	7.1	7.1	7.1	28.6
Michigan	10	4	2	4	2	-	2	1	-	1	5	1	3	5	2	5	3	-	-	1
	2.2	4.4	1.0	2.6	1.8	-	2.9	1.2	-	4.2	2.9	1.9	2.2	1.9	4.0	2.1	4.7	-	-	1.3
	100.0	40.0	20.0	40.0	20.0	-	20.0	10.0	-	10.0	50.0	10.0	30.0	50.0	20.0	50.0	30.0	-	-	10.0
Minnesota	4	-	4	-	-	1	1	2	-	-	2	-	1	3	-	2	1	-	-	-
	0.9	-	2.0	-	-	1.6	1.4	2.5	-	-	1.2	-	0.7	1.1	-	0.8	1.6	-	-	-
	100.0	-	100.0	-	-	25.0	25.0	50.0	-	-	50.0	-	25.0	75.0	-	50.0	25.0	-	-	-
Missouri	10	1	2	7	4	2	1	1	1	-	2	-	1	9	-	6	2	-	-	1
	2.2	1.1	1.0	4.5	3.6	3.1	1.4	1.2	5.3	-	1.2	-	0.7	3.4	-	2.5	3.1	-	-	1.3
	100.0	10.0	20.0	70.0	40.0	20.0	10.0	10.0	10.0	-	20.0	-	10.0	90.0	-	60.0	20.0	-	-	10.0

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Montana	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
Nebraska	3	-	2	1	-	2	-	2	-	-	1	-	2	1	-	1	2	-	-	-
	0.7	-	1.0	0.6	-	3.1	-	2.5	-	-	0.6	-	1.4	0.4	-	0.4	3.1	-	-	-
	100.0	-	66.7	33.3	-	66.7	-	66.7	-	-	33.3	-	66.7	33.3	-	33.3	66.7	-	-	-
Nevada	2	2	-	-	2	-	-	1	-	-	-	-	1	1	-	1	1	-	-	-
	0.4	2.2	-	-	1.8	-	-	1.2	-	-	-	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	50.0	-	-	-	-	50.0	50.0	-	50.0	50.0	-	-	-
New Hampshire	2	-	2	-	1	1	-	1	-	-	-	-	-	2	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	1.6	-	1.2	-	-	-	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	50.0	-	50.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
New Jersey	21	2	10	9	7	2	2	3	1	1	11	3	5	14	2	8	5	1	-	5
	4.7	2.2	4.9	5.8	6.4	3.1	2.9	3.7	5.3	4.2	6.4	5.6	3.6	5.3	4.0	3.4	7.8	3.2	-	6.3
	100.0	9.5	47.6	42.9	33.3	9.5	9.5	14.3	4.8	4.8	52.4	14.3	23.8	66.7	9.5	38.1	23.8	4.8	-	23.8
New Mexico	9	1	4	4	3	1	1	1	-	1	2	1	1	6	2	6	1	-	-	1
	2.0	1.1	2.0	2.6	2.7	1.6	1.4	1.2	-	4.2	1.2	1.9	0.7	2.3	4.0	2.5	1.6	-	-	1.3
	100.0	11.1	44.4	44.4	33.3	11.1	11.1	11.1	-	11.1	22.2	11.1	11.1	66.7	22.2	66.7	11.1	-	-	11.1
New York	47	6	24	17	7	5	9	15	3	1	20	9	12	28	7	24	8	4	1	7
	10.4	6.6	11.8	11.0	6.4	7.8	13.0	18.5	15.8	4.2	11.6	16.7	8.6	10.7	14.0	10.2	12.5	12.9	20.0	8.8
	100.0	12.8	51.1	36.2	14.9	10.6	19.1	31.9	6.4	2.1	42.6	19.1	25.5	59.6	14.9	51.1	17.0	8.5	2.1	14.9

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
North Carolina	7	2	3	2	2	1	-	-	-	1	4	1	4	3	-	2	2	2	-	1
	1.6	2.2	1.5	1.3	1.8	1.6	-	-	-	4.2	2.3	1.9	2.9	1.1	-	0.8	3.1	6.5	-	1.3
	100.0	28.6	42.9	28.6	28.6	14.3	-	-	-	14.3	57.1	14.3	57.1	42.9	-	28.6	28.6	28.6	-	14.3
North Dakota	2	1	1	-	-	1	-	-	-	-	1	-	2	-	-	-	1	-	-	-
	0.4	1.1	0.5	-	-	1.6	-	-	-	-	0.6	-	1.4	-	-	-	1.6	-	-	-
	100.0	50.0	50.0	-	-	50.0	-	-	-	-	50.0	-	100.0	-	-	-	50.0	-	-	-
Ohio	18	4	10	3	6	1	2	3	1	2	8	3	9	8	1	11	3	1	-	2
	4.0	4.4	4.9	1.9	5.5	1.6	2.9	3.7	5.3	8.3	4.6	5.6	6.5	3.1	2.0	4.7	4.7	3.2	-	2.5
	100.0	22.2	55.6	16.7	33.3	5.6	11.1	16.7	5.6	11.1	44.4	16.7	50.0	44.4	5.6	61.1	16.7	5.6	-	11.1
Oklahoma	6	2	2	2	-	2	2	-	-	-	1	-	3	1	2	1	1	1	-	2
	1.3	2.2	1.0	1.3	-	3.1	2.9	-	-	-	0.6	-	2.2	0.4	4.0	0.4	1.6	3.2	-	2.5
	100.0	33.3	33.3	33.3	-	33.3	33.3	-	-	-	16.7	-	50.0	16.7	33.3	16.7	16.7	16.7	-	33.3
Oregon	5	2	2	1	1	1	-	2	1	-	4	2	-	5	-	2	1	1	-	-
	1.1	2.2	1.0	0.6	0.9	1.6	-	2.5	5.3	-	2.3	3.7	-	1.9	-	0.8	1.6	3.2	-	-
	100.0	40.0	40.0	20.0	20.0	20.0	-	40.0	20.0	-	80.0	40.0	-	100.0	-	40.0	20.0	20.0	-	-
Pennsylvania	22	6	8	8	3	3	4	4	-	2	12	3	10	9	3	14	2	1	1	1
	4.9	6.6	3.9	5.2	2.7	4.7	5.8	4.9	-	8.3	6.9	5.6	7.2	3.4	6.0	5.9	3.1	3.2	20.0	1.3
	100.0	27.3	36.4	36.4	13.6	13.6	18.2	18.2	-	9.1	54.5	13.6	45.5	40.9	13.6	63.6	9.1	4.5	4.5	4.5
Rhode Island	2	1	1	-	1	-	-	-	-	-	1	1	1	1	-	-	-	-	-	1
	0.4	1.1	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	-	-	-	-	1.3
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	-	-	-	-	50.0

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
South Carolina	4	1	2	1	1	3	-	1	1	-	2	1	3	1	-	4	-	-	-	-
	0.9	1.1	1.0	0.6	0.9	4.7	-	1.2	5.3	-	1.2	1.9	2.2	0.4	-	1.7	-	-	-	-
	100.0	25.0	50.0	25.0	25.0	75.0	-	25.0	25.0	-	50.0	25.0	75.0	25.0	-	100.0	-	-	-	-
Tennessee	6	-	3	3	1	2	1	2	-	1	4	1	2	3	1	2	1	1	-	-
	1.3	-	1.5	1.9	0.9	3.1	1.4	2.5	-	4.2	2.3	1.9	1.4	1.1	2.0	0.8	1.6	3.2	-	-
	100.0	-	50.0	50.0	16.7	33.3	16.7	33.3	-	16.7	66.7	16.7	33.3	50.0	16.7	33.3	16.7	16.7	-	-
Texas	25	5	11	9	8	1	3	4	1	2	6	2	8	14	3	16	4	1	1	2
	5.5	5.5	5.4	5.8	7.3	1.6	4.3	4.9	5.3	8.3	3.5	3.7	5.8	5.3	6.0	6.8	6.3	3.2	20.0	2.5
	100.0	20.0	44.0	36.0	32.0	4.0	12.0	16.0	4.0	8.0	24.0	8.0	32.0	56.0	12.0	64.0	16.0	4.0	4.0	8.0
Utah	2	-	1	1	-	-	-	-	-	-	1	-	1	-	1	1	-	-	-	1
	0.4	-	0.5	0.6	-	-	-	-	-	-	0.6	-	0.7	-	2.0	0.4	-	-	-	1.3
	100.0	-	50.0	50.0	-	-	-	-	-	-	50.0	-	50.0	-	50.0	50.0	-	-	-	50.0
Virginia	11	3	2	6	2	1	2	3	1	-	3	2	3	6	2	8	1	-	1	1
	2.4	3.3	1.0	3.9	1.8	1.6	2.9	3.7	5.3	-	1.7	3.7	2.2	2.3	4.0	3.4	1.6	-	20.0	1.3
	100.0	27.3	18.2	54.5	18.2	9.1	18.2	27.3	9.1	-	27.3	18.2	27.3	54.5	18.2	72.7	9.1	-	9.1	9.1
Washington	17	9	5	3	6	1	1	2	1	1	6	5	6	9	2	10	2	1	-	3
	3.8	9.9	2.5	1.9	5.5	1.6	1.4	2.5	5.3	4.2	3.5	9.3	4.3	3.4	4.0	4.2	3.1	3.2	-	3.8
	100.0	52.9	29.4	17.6	35.3	5.9	5.9	11.8	5.9	5.9	35.3	29.4	35.3	52.9	11.8	58.8	11.8	5.9	-	17.6
West Virginia	2	-	1	1	1	-	1	-	-	-	-	-	-	2	-	-	-	1	-	1
	0.4	-	0.5	0.6	0.9	-	1.4	-	-	-	-	-	-	0.8	-	-	-	3.2	-	1.3
	100.0	-	50.0	50.0	50.0	-	50.0	-	-	-	-	-	-	100.0	-	-	-	50.0	-	50.0

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Wisconsin	15	5	7	3	2	1	3	1	-	2	5	1	5	8	2	5	2	-	-	5
	3.3	5.5	3.4	1.9	1.8	1.6	4.3	1.2	-	8.3	2.9	1.9	3.6	3.1	4.0	2.1	3.1	-	-	6.3
	100.0	33.3	46.7	20.0	13.3	6.7	20.0	6.7	-	13.3	33.3	6.7	33.3	53.3	13.3	33.3	13.3	-	-	33.3
Wyoming	2	-	2	-	-	-	-	1	-	-	1	-	1	1	-	1	1	-	-	-
	0.4	-	1.0	-	-	-	-	1.2	-	-	0.6	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	50.0	-	-	50.0	-	50.0	50.0	-	50.0	50.0	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0080 AKRON, OH	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
0160 ALBANY-SCHENECTADY-TROY, NY	5	2	2	1	-	2	-	1	-	-	2	1	2	3	-	4	-	-	-	1
	1.1	2.2	1.0	0.6	-	3.1	-	1.2	-	-	1.2	1.9	1.4	1.1	-	1.7	-	-	-	1.3
	100.0	40.0	40.0	20.0	-	40.0	-	20.0	-	-	40.0	20.0	40.0	60.0	-	80.0	-	-	-	20.0
0200 ALBUQUERQUE, NM	7	1	3	3	2	1	1	-	-	1	2	1	1	4	2	5	-	-	-	1
	1.6	1.1	1.5	1.9	1.8	1.6	1.4	-	-	4.2	1.2	1.9	0.7	1.5	4.0	2.1	-	-	-	1.3
	100.0	14.3	42.9	42.9	28.6	14.3	14.3	-	-	14.3	28.6	14.3	14.3	57.1	28.6	71.4	-	-	-	14.3
0240 ALLENTOWN-BETHLEHEM-EASTON PA	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
0520 ATLANTA, GA	7	-	5	2	3	2	1	1	1	-	1	-	3	2	2	3	1	-	-	3
	1.6	-	2.5	1.3	2.7	3.1	1.4	1.2	5.3	-	0.6	-	2.2	0.8	4.0	1.3	1.6	-	-	3.8
	100.0	-	71.4	28.6	42.9	28.6	14.3	14.3	14.3	-	14.3	-	42.9	28.6	28.6	42.9	14.3	-	-	42.9
0640 AUSTIN-SAN MARCOS, TX	4	2	1	1	2	-	-	-	-	-	1	-	2	2	-	3	-	1	-	-
	0.9	2.2	0.5	0.6	1.8	-	-	-	-	-	0.6	-	1.4	0.8	-	1.3	-	3.2	-	-
	100.0	50.0	25.0	25.0	50.0	-	-	-	-	-	25.0	-	50.0	50.0	-	75.0	-	25.0	-	-
0680 BAKERSFIELD, CA	1	-	1	-	-	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	4.2	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	100.0	100.0	-	-	100.0	-	100.0	-	-	-	-

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
0720 BALTIMORE, MD	4	2	1	-	-	1	1	1	-	-	2	-	2	1	1	2	-	-	-	2
	0.9	2.2	0.5	-	-	1.6	1.4	1.2	-	-	1.2	-	1.4	0.4	2.0	0.8	-	-	-	2.5
	100.0	50.0	25.0	-	-	25.0	25.0	25.0	-	-	50.0	-	50.0	25.0	25.0	50.0	-	-	-	50.0
0870 BENTON HARBOR, MI	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
0875 BERGEN-PASSAIC, NJ	4	-	4	-	2	1	-	1	-	1	3	1	2	2	-	1	2	-	-	-
	0.9	-	2.0	-	1.8	1.6	-	1.2	-	4.2	1.7	1.9	1.4	0.8	-	0.4	3.1	-	-	-
	100.0	-	100.0	-	50.0	25.0	-	25.0	-	25.0	75.0	25.0	50.0	50.0	-	25.0	50.0	-	-	-
1000 BIRMINGHAM, AL	2	-	1	1	1	-	-	-	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	0.5	0.6	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
1010 BISMARCK, ND	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
1120 BOSTON, MA-NH	10	2	2	6	2	1	2	1	-	-	4	1	-	8	2	4	1	1	1	3
	2.2	2.2	1.0	3.9	1.8	1.6	2.9	1.2	-	-	2.3	1.9	-	3.1	4.0	1.7	1.6	3.2	20.0	3.8
	100.0	20.0	20.0	60.0	20.0	10.0	20.0	10.0	-	-	40.0	10.0	-	80.0	20.0	40.0	10.0	10.0	10.0	30.0
1125 BOULDER-LONGMONT, CO	2	-	-	2	-	-	-	-	-	1	1	-	-	2	-	-	-	-	-	-
	0.4	-	-	1.3	-	-	-	-	-	4.2	0.6	-	-	0.8	-	-	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	50.0	50.0	-	-	100.0	-	-	-	-	-	-

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GC 016238

Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
1150 BREMERTON, WA	1	1	-	-	-	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
1160 BRIDGEPORT, CT	2	-	1	1	-	-	1	1	-	-	1	1	1	1	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	1.2	-	-	0.6	1.9	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	50.0	-	-	50.0	50.0	50.0	50.0	-	100.0	-	-	-	-
1280 BUFFALO-NIAGRA FALLS, NY	4	-	1	3	-	-	1	1	-	-	3	3	-	3	1	1	-	-	-	3
	0.9	-	0.5	1.9	-	-	1.4	1.2	-	-	1.7	5.6	-	1.1	2.0	0.4	-	-	-	3.8
	100.0	-	25.0	75.0	-	-	25.0	25.0	-	-	75.0	75.0	-	75.0	25.0	25.0	-	-	-	75.0
1350 CASPER, WY	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
1400 CHAMPAIGN-URBANA, IL	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
1440 CHARLESTON-NORTH CHARLESTON, SC	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	5.3	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	-	-	-	-
1520 CHARLOTTE-GASTONIA-ROCK HILL, NC-SC	2	-	2	-	1	-	-	-	-	-	2	1	2	-	-	1	1	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	1.2	1.9	1.4	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	100.0	50.0	100.0	-	-	50.0	50.0	-	-	-

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Table 124
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
1580 CHEYENNE, WY	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-
1600 CHICAGO, IL	18	4	7	7	6	3	2	5	-	-	3	1	4	11	3	9	4	2	-	2
	4.0	4.4	3.4	4.5	5.5	4.7	2.9	6.2	-	-	1.7	1.9	2.9	4.2	6.0	3.8	6.3	6.5	-	2.5
	100.0	22.2	38.9	38.9	33.3	16.7	11.1	27.8	-	-	16.7	5.6	22.2	61.1	16.7	50.0	22.2	11.1	-	11.1
1640 CINCINNATI, OH-KY-IN	2	-	2	-	-	1	-	1	-	-	1	-	2	-	-	1	1	-	-	-
	0.4	-	1.0	-	-	1.6	-	1.2	-	-	0.6	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	50.0	-	50.0	-	-	50.0	-	100.0	-	-	50.0	50.0	-	-	-
1680 CLEVELAND-LORAIN-ELYRIA, OH	8	3	5	-	3	-	-	2	-	1	2	1	4	4	-	4	1	-	-	2
	1.8	3.3	2.5	-	2.7	-	-	2.5	-	4.2	1.2	1.9	2.9	1.5	-	1.7	1.6	-	-	2.5
	100.0	37.5	62.5	-	37.5	-	-	25.0	-	12.5	25.0	12.5	50.0	50.0	-	50.0	12.5	-	-	25.0
1720 COLORADO SPRINGS, CO	3	-	2	1	1	-	-	1	-	-	-	-	-	3	-	3	-	-	-	-
	0.7	-	1.0	0.6	0.9	-	-	1.2	-	-	-	-	-	1.1	-	1.3	-	-	-	-
	100.0	-	66.7	33.3	33.3	-	-	33.3	-	-	-	-	-	100.0	-	100.0	-	-	-	-
1760 COLUMBIA, SC	1	-	1	-	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
1840 COLUMBUS, OH	6	1	1	3	2	-	1	-	1	1	4	2	1	4	1	6	-	-	-	-
	1.3	1.1	0.5	1.9	1.8	-	1.4	-	5.3	4.2	2.3	3.7	0.7	1.5	2.0	2.5	-	-	-	-
	100.0	16.7	16.7	50.0	33.3	-	16.7	-	16.7	16.7	66.7	33.3	16.7	66.7	16.7	100.0	-	-	-	-

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Table 124
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
1900 CUMBERLAND, MD-WV	1	-	-	1	1	-	-	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
1920 DALLAS, TX	3	2	1	-	2	-	-	-	-	-	1	-	3	-	-	1	2	-	-	-
	0.7	2.2	0.5	-	1.8	-	-	-	-	-	0.6	-	2.2	-	-	0.4	3.1	-	-	-
	100.0	66.7	33.3	-	66.7	-	-	-	-	-	33.3	-	100.0	-	-	33.3	66.7	-	-	-
1950 DANVILLE, VA	1	1	-	-	-	1	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
2020 DAYTONA BEACH, FL	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	-	-
2080 DENVER, CO	3	1	2	-	1	-	-	1	-	-	-	-	-	3	-	2	-	-	-	1
	0.7	1.1	1.0	-	0.9	-	-	1.2	-	-	-	-	-	1.1	-	0.8	-	-	-	1.3
	100.0	33.3	66.7	-	33.3	-	-	33.3	-	-	-	-	-	100.0	-	66.7	-	-	-	33.3
2120 DES MOINES, IA	2	1	1	-	-	-	-	-	-	-	1	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	-	-	-	-	-	-	0.6	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	-	-	-	-	-	-	50.0	-	50.0	50.0	-	100.0	-	-	-	-
2160 DETROIT, MI	7	3	2	2	-	-	1	-	-	1	4	-	3	3	1	2	3	-	-	1
	1.6	3.3	1.0	1.3	-	-	1.4	-	-	4.2	2.3	-	2.2	1.1	2.0	0.8	4.7	-	-	1.3
	100.0	42.9	28.6	28.6	-	-	14.3	-	-	14.3	57.1	-	42.9	42.9	14.3	28.6	42.9	-	-	14.3

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
2281 DUTCHESS COUNTY, NY	2	-	1	1	-	-	-	-	1	-	1	-	1	1	-	1	-	-	-	-
	0.4	-	0.5	0.6	-	-	-	-	5.3	-	0.6	-	0.7	0.4	-	0.4	-	-	-	-
	100.0	-	50.0	50.0	-	-	-	-	50.0	-	50.0	-	50.0	50.0	-	50.0	-	-	-	-
2360 ERIE, PA	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
2580 FAYETTEVILLE-SPRINGDALE-ROGERS, AR	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
2670 FT. COLLINS-LOVELAND, CO	1	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	-	-	100.0
2680 FORT LAUDERDALE, FL	5	2	2	1	1	1	1	1	-	-	1	-	1	3	1	2	-	2	-	-
	1.1	2.2	1.0	0.6	0.9	1.6	1.4	1.2	-	-	0.6	-	0.7	1.1	2.0	0.8	-	6.5	-	-
	100.0	40.0	40.0	20.0	20.0	20.0	20.0	20.0	-	-	20.0	-	20.0	60.0	20.0	40.0	-	40.0	-	-
2700 FORT MYERS-CAPE CORAL, FL	1	-	1	-	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-
2800 FORT WORTH-ARLINGTON, TX	2	-	-	2	-	-	-	1	-	-	1	1	-	2	-	1	-	-	1	-
	0.4	-	-	1.3	-	-	-	1.2	-	-	0.6	1.9	-	0.8	-	0.4	-	-	20.0	-
	100.0	-	-	100.0	-	-	-	50.0	-	-	50.0	50.0	-	100.0	-	50.0	-	-	50.0	-

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MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
2840 FRESNO, CA	2	-	2	-	1	-	-	-	-	-	1	1	1	1	-	1	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	50.0	-	-	-	-
2985 GRAND FORKS, ND-MN	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
3000 GRAND RAPIDS-MUSKEGON-HOLLAND, MI	1	-	-	1	-	-	1	1	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	1.4	1.2	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	100.0	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
3040 GREAT FALLS, MT	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
3120 GREENSBORO-WINSTON-SALEM-HIGH POINT, NC	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	100.0	-	-
3160 GREENVILLE-SPARTANBURG-ANDERSON, SC	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
3240 HARRISBURG-LEBANON-CARLISLE, PA	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-	100.0	-	-

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Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
3280 HARTFORD, CT	2	-	1	1	-	-	1	-	-	-	1	-	1	1	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	0.6	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	50.0	-	50.0	50.0	-	100.0	-	-	-	-
3360 HOUSTON, TX	6	-	4	2	2	-	2	-	1	-	1	1	1	4	1	4	1	-	-	1
	1.3	-	2.0	1.3	1.8	-	2.9	-	5.3	-	0.6	1.9	0.7	1.5	2.0	1.7	1.6	-	-	1.3
	100.0	-	66.7	33.3	33.3	-	33.3	-	16.7	-	16.7	16.7	16.7	66.7	16.7	66.7	16.7	-	-	16.7
3440 HUNTSVILLE, AL	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	100.0
3480 INDIANAPOLIS, IN	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
3600 JACKSONVILLE, FL	2	-	2	-	2	-	-	-	-	1	1	1	1	1	-	1	-	-	-	-
	0.4	-	1.0	-	1.8	-	-	-	-	4.2	0.6	1.9	0.7	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	50.0	50.0	50.0	50.0	50.0	-	50.0	-	-	-	-
3660 JOHNSON CITY-KINGSPORT-BRISTOL, TN-VA	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	-	-	100.0	-	-
3760 KANSAS CITY, MO-KS	4	1	-	3	3	-	-	1	-	-	2	-	-	4	-	2	1	-	-	-
	0.9	1.1	-	1.9	2.7	-	-	1.2	-	-	1.2	-	-	1.5	-	0.8	1.6	-	-	-
	100.0	25.0	-	75.0	75.0	-	-	25.0	-	-	50.0	-	-	100.0	-	50.0	25.0	-	-	-

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Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
3810 KILLEEN-TEMPLE, TX	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-
3840 KNOXVILLE, TN	2	-	1	1	-	-	-	1	-	1	1	-	-	2	-	1	-	-	-	-
	0.4	-	0.5	0.6	-	-	-	1.2	-	4.2	0.6	-	-	0.8	-	0.4	-	-	-	-
	100.0	-	50.0	50.0	-	-	-	50.0	-	50.0	50.0	-	-	100.0	-	50.0	-	-	-	-
3980 LAKELAND-WINTER HAVEN, FL	2	-	2	-	1	-	-	-	-	-	1	-	1	1	-	1	-	-	-	1
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	0.7	0.4	-	0.4	-	-	-	1.3
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	50.0	50.0	-	50.0	-	-	-	50.0
4000 LANCASTER, PA	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	-	2.0	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	100.0	-	-	-	-
4160 LAWRENCE, MA-NH	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
4280 LEXINGTON, KY	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
4400 LITTLE ROCK-NORTH LITTLE ROCK, AR	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
4480 LOS ANGELES-LONG BEACH, CA	15	4	4	7	6	2	3	2	1	-	8	4	1	11	3	8	1	3	-	3
	3.3	4.4	2.0	4.5	5.5	3.1	4.3	2.5	5.3	-	4.6	7.4	0.7	4.2	6.0	3.4	1.6	9.7	-	3.8
	100.0	26.7	26.7	46.7	40.0	13.3	20.0	13.3	6.7	-	53.3	26.7	6.7	73.3	20.0	53.3	6.7	20.0	-	20.0
4520 LOUISVILLE, KY-IN	3	-	2	1	-	1	-	1	-	-	1	-	-	3	-	2	-	1	-	-
	0.7	-	1.0	0.6	-	1.6	-	1.2	-	-	0.6	-	-	1.1	-	0.8	-	3.2	-	-
	100.0	-	66.7	33.3	-	33.3	-	33.3	-	-	33.3	-	-	100.0	-	66.7	-	33.3	-	-
4560 LOWELL, MA-NH	1	-	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
4640 LYNCHBURG, VA	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
4720 MADISON, WI	3	2	1	-	1	1	-	-	-	-	1	-	1	2	-	1	-	-	-	1
	0.7	2.2	0.5	-	0.9	1.6	-	-	-	-	0.6	-	0.7	0.8	-	0.4	-	-	-	1.3
	100.0	66.7	33.3	-	33.3	33.3	-	-	-	-	33.3	-	33.3	66.7	-	33.3	-	-	-	33.3
4880 MCALLEN-EDINBURG-MISSION, TX	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
4900 MELBOURNE-TITUSVILLE-PALM BAY, FL	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-

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Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
4920 MEMPHIS, TN-AR-MS	1	-	-	1	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-
5000 MIAMI, FL	1	1	-	-	-	1	-	-	-	1	1	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	4.2	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	100.0	100.0	-	100.0	-	-	100.0	-	-	-	-
5015 MIDDLESEX-SOMERSET-HUNTERDON, NJ	5	-	1	4	-	-	1	-	-	-	2	-	1	4	-	-	1	1	-	3
	1.1	-	0.5	2.6	-	-	1.4	-	-	-	1.2	-	0.7	1.5	-	-	1.6	3.2	-	3.8
	100.0	-	20.0	80.0	-	-	20.0	-	-	-	40.0	-	20.0	80.0	-	-	20.0	20.0	-	60.0
5080 MILWAUKEE-WAUKESHA, WI	7	2	3	2	1	-	2	-	-	2	2	1	1	5	1	2	1	-	-	4
	1.6	2.2	1.5	1.3	0.9	-	2.9	-	-	8.3	1.2	1.9	0.7	1.9	2.0	0.8	1.6	-	-	5.0
	100.0	28.6	42.9	28.6	14.3	-	28.6	-	-	28.6	28.6	14.3	14.3	71.4	14.3	28.6	14.3	-	-	57.1
5120 MINNEAPOLIS-ST. PAUL, MN-WI	3	-	3	-	-	1	1	2	-	-	2	-	1	2	-	1	1	-	-	-
	0.7	-	1.5	-	-	1.6	1.4	2.5	-	-	1.2	-	0.7	0.8	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	33.3	33.3	66.7	-	-	66.7	-	33.3	66.7	-	33.3	33.3	-	-	-
5170 MODESTO, CA	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
5190 MONMOUTH-OCEAN, NJ	3	1	-	2	1	-	-	-	-	-	1	-	-	2	1	1	1	-	-	1
	0.7	1.1	-	1.3	0.9	-	-	-	-	-	0.6	-	-	0.8	2.0	0.4	1.6	-	-	1.3
	100.0	33.3	-	66.7	33.3	-	-	-	-	-	33.3	-	-	66.7	33.3	33.3	33.3	-	-	33.3

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Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
5345 NAPLES, FL	3	-	3	-	2	-	1	1	-	1	-	-	1	1	1	1	-	-	-	2
	0.7	-	1.5	-	1.8	-	1.4	1.2	-	4.2	-	-	0.7	0.4	2.0	0.4	-	-	-	2.5
	100.0	-	100.0	-	66.7	-	33.3	33.3	-	33.3	-	-	33.3	33.3	33.3	33.3	-	-	-	66.7
5360 NASHVILLE, TN	1	-	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
5380 NASSAU-SUFFOLK, NY	11	2	6	3	1	2	3	5	-	-	6	4	3	5	3	5	3	2	-	1
	2.4	2.2	3.0	1.9	0.9	3.1	4.3	6.2	-	-	3.5	7.4	2.2	1.9	6.0	2.1	4.7	6.5	-	1.3
	100.0	18.2	54.5	27.3	9.1	18.2	27.3	45.5	-	-	54.5	36.4	27.3	45.5	27.3	45.5	27.3	18.2	-	9.1
5480 NEW HAVEN-MERIDEN, CT	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
5560 NEW ORLEANS, LA	2	-	1	1	-	-	1	-	-	-	1	-	-	2	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	0.6	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	50.0	-	-	100.0	-	100.0	-	-	-	-
5600 NEW YORK, NY	17	1	9	7	4	1	4	6	1	-	4	1	2	12	3	9	5	2	-	-
	3.8	1.1	4.4	4.5	3.6	1.6	5.8	7.4	5.3	-	2.3	1.9	1.4	4.6	6.0	3.8	7.8	6.5	-	-
	100.0	5.9	52.9	41.2	23.5	5.9	23.5	35.3	5.9	-	23.5	5.9	11.8	70.6	17.6	52.9	29.4	11.8	-	-
5640 NEWARK, NJ	5	1	2	2	2	1	1	1	1	-	2	-	1	3	1	2	1	-	-	1
	1.1	1.1	1.0	1.3	1.8	1.6	1.4	1.2	5.3	-	1.2	-	0.7	1.1	2.0	0.8	1.6	-	-	1.3
	100.0	20.0	40.0	40.0	40.0	20.0	20.0	20.0	20.0	-	40.0	-	20.0	60.0	20.0	40.0	20.0	-	-	20.0

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Table 124
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
5660 NEWBURGH, NY-PA	2	1	1	-	-	-	1	-	-	1	2	-	1	1	-	1	-	-	1	-
	0.4	1.1	0.5	-	-	-	1.4	-	-	4.2	1.2	-	0.7	0.4	-	0.4	-	-	20.0	-
	100.0	50.0	50.0	-	-	-	50.0	-	-	50.0	100.0	-	50.0	50.0	-	50.0	-	-	50.0	-
5880 OKLAHOMA CITY, OK	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	1	-	-
	0.4	2.2	-	-	-	3.1	-	-	-	-	-	-	1.4	-	-	-	-	3.2	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	50.0	-	-
5910 OLYMPIA, WA	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
5920 OMAHA, NE-IA	3	-	2	1	-	2	-	2	-	-	1	-	2	1	-	1	2	-	-	-
	0.7	-	1.0	0.6	-	3.1	-	2.5	-	-	0.6	-	1.4	0.4	-	0.4	3.1	-	-	-
	100.0	-	66.7	33.3	-	66.7	-	66.7	-	-	33.3	-	66.7	33.3	-	33.3	66.7	-	-	-
5945 ORANGE COUNTY, CA	6	1	4	1	1	2	-	1	-	1	-	-	3	3	-	3	1	-	-	2
	1.3	1.1	2.0	0.6	0.9	3.1	-	1.2	-	4.2	-	-	2.2	1.1	-	1.3	1.6	-	-	2.5
	100.0	16.7	66.7	16.7	16.7	33.3	-	16.7	-	16.7	-	-	50.0	50.0	-	50.0	16.7	-	-	33.3
5960 ORLANDO, FL	5	2	1	2	1	-	3	-	-	-	4	1	3	2	-	2	-	2	-	1
	1.1	2.2	0.5	1.3	0.9	-	4.3	-	-	-	2.3	1.9	2.2	0.8	-	0.8	-	6.5	-	1.3
	100.0	40.0	20.0	40.0	20.0	-	60.0	-	-	-	80.0	20.0	60.0	40.0	-	40.0	-	40.0	-	20.0
6080 PENSACOLA, FL	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-
	0.4	-	-	1.3	-	-	-	-	-	-	-	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
6120 PEORIA-PEKIN, IL	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	5.3	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-
6160 PHILADELPHIA, PA-NJ	12	4	6	2	4	-	1	3	-	-	7	3	4	8	-	8	1	-	-	-
	2.7	4.4	3.0	1.3	3.6	-	1.4	3.7	-	-	4.0	5.6	2.9	3.1	-	3.4	1.6	-	-	-
	100.0	33.3	50.0	16.7	33.3	-	8.3	25.0	-	-	58.3	25.0	33.3	66.7	-	66.7	8.3	-	-	-
6200 PHOENIX-MESA, AZ	6	-	3	3	1	2	2	-	-	-	3	1	1	4	1	2	-	-	-	3
	1.3	-	1.5	1.9	0.9	3.1	2.9	-	-	-	1.7	1.9	0.7	1.5	2.0	0.8	-	-	-	3.8
	100.0	-	50.0	50.0	16.7	33.3	33.3	-	-	-	50.0	16.7	16.7	66.7	16.7	33.3	-	-	-	50.0
6280 PITTSBURGH, PA	7	1	3	3	1	3	2	2	-	1	4	1	5	1	1	5	1	-	1	-
	1.6	1.1	1.5	1.9	0.9	4.7	2.9	2.5	-	4.2	2.3	1.9	3.6	0.4	2.0	2.1	1.6	-	20.0	-
	100.0	14.3	42.9	42.9	14.3	42.9	28.6	28.6	-	14.3	57.1	14.3	71.4	14.3	14.3	71.4	14.3	-	14.3	-
6400 PORTLAND, ME	1	-	1	-	-	-	-	-	-	1	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	4.2	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	-	-	-	-
6440 PORTLAND-VANCOUVER, OR-WA	5	2	2	1	1	1	-	2	1	-	4	2	-	5	-	2	1	1	-	-
	1.1	2.2	1.0	0.6	0.9	1.6	-	2.5	5.3	-	2.3	3.7	-	1.9	-	0.8	1.6	3.2	-	-
	100.0	40.0	40.0	20.0	20.0	20.0	-	40.0	20.0	-	80.0	40.0	-	100.0	-	40.0	20.0	20.0	-	-
6480 PROVIDENCE-FALL RIVER-WARWICK, RI-MA	2	1	1	-	1	-	-	-	-	-	1	1	1	1	-	-	-	-	-	1
	0.4	1.1	0.5	-	0.9	-	-	-	-	-	0.6	1.9	0.7	0.4	-	-	-	-	-	1.3
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	50.0	50.0	50.0	-	-	-	-	-	50.0

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Table 124
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
6600 RACINE, WI	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
6640 RALEIGH-DURHAM-CHAPEL HILL, NC	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
6690 REDDING, CA	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	100.0
6720 RENO, NV	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
6760 RICHMOND-PETERSBURG, VA	1	1	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	1.9	0.7	-	-	-	-	-	20.0	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	100.0	-
6780 RIVERSIDE-SAN BERNARDINO, CA	6	2	3	1	4	2	-	1	-	-	2	-	2	4	-	2	3	-	-	1
	1.3	2.2	1.5	0.6	3.6	3.1	-	1.2	-	-	1.2	-	1.4	1.5	-	0.8	4.7	-	-	1.3
	100.0	33.3	50.0	16.7	66.7	33.3	-	16.7	-	-	33.3	-	33.3	66.7	-	33.3	50.0	-	-	16.7
6840 ROCHESTER, NY	2	-	2	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	-	2
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	0.7	0.4	-	-	-	-	-	2.5
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	50.0	50.0	-	-	-	-	-	100.0

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Table 124
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
6920 SACRAMENTO, CA	4	2	2	-	1	1	-	-	2	-	-	-	2	2	-	4	-	-	-	-
	0.9	2.2	1.0	-	0.9	1.6	-	-	10.5	-	-	-	1.4	0.8	-	1.7	-	-	-	-
	100.0	50.0	50.0	-	25.0	25.0	-	-	50.0	-	-	-	50.0	50.0	-	100.0	-	-	-	-
6980 ST. CLOUD, MN	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
7040 ST. LOUIS, MO-IL	6	-	2	4	1	2	1	1	1	-	1	-	1	5	-	5	1	-	-	-
	1.3	-	1.0	2.6	0.9	3.1	1.4	1.2	5.3	-	0.6	-	0.7	1.9	-	2.1	1.6	-	-	-
	100.0	-	33.3	66.7	16.7	33.3	16.7	16.7	16.7	-	16.7	-	16.7	83.3	-	83.3	16.7	-	-	-
7160 SALT LAKE CITY-OGDEN, UT	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
7240 SAN ANTONIO, TX	4	-	2	2	-	1	-	2	-	-	1	-	-	4	-	3	-	-	-	-
	0.9	-	1.0	1.3	-	1.6	-	2.5	-	-	0.6	-	-	1.5	-	1.3	-	-	-	-
	100.0	-	50.0	50.0	-	25.0	-	50.0	-	-	25.0	-	-	100.0	-	75.0	-	-	-	-
7320 SAN DIEGO, CA	4	2	-	2	2	1	-	-	1	-	1	1	1	2	1	3	-	-	-	1
	0.9	2.2	-	1.3	1.8	1.6	-	-	5.3	-	0.6	1.9	0.7	0.8	2.0	1.3	-	-	-	1.3
	100.0	50.0	-	50.0	50.0	25.0	-	-	25.0	-	25.0	25.0	25.0	50.0	25.0	75.0	-	-	-	25.0
7360 SAN FRANCISCO, CA	2	1	-	1	-	-	1	-	-	-	-	-	-	2	-	2	-	-	-	-
	0.4	1.1	-	0.6	-	-	1.4	-	-	-	-	-	-	0.8	-	0.8	-	-	-	-
	100.0	50.0	-	50.0	-	-	50.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-

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Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
7460 SAN LUIS OBISPO-ATASCADERO-PASO ROBLES, CA	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
7500 SANTA ROSA, CA	1	-	-	1	-	-	-	1	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	1.2	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
7510 SARASOTA-BRADENTON, FL	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
7520 SAVANNAH, GA	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
7600 SEATTLE-BELLEVUE-EVERETT, WA	9	5	2	2	5	-	-	1	1	1	2	1	3	4	2	7	-	-	-	1
	2.0	5.5	1.0	1.3	4.5	-	-	1.2	5.3	4.2	1.2	1.9	2.2	1.5	4.0	3.0	-	-	-	1.3
	100.0	55.6	22.2	22.2	55.6	-	-	11.1	11.1	11.1	22.2	11.1	33.3	44.4	22.2	77.8	-	-	-	11.1
7680 SHREVEPORT-BOSSIER CITY, LA	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	1.2	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
7800 SOUTH BEND, IN	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016253

Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
7840 SPOKANE, WA	1	-	1	-	-	-	-	-	-	-	1	1	-	1	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	1.9	-	0.4	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	100.0	-	100.0	-	-	100.0	-	-	-
7880 SPRINGFIELD, IL	1	-	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	1.6	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
8000 SPRINGFIELD, MA	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-
8050 STATE COLLEGE, PA	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
8120 STOCKTON-LODI, CA	1	-	-	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	-	-	-	-	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-
8140 SUMTER, SC	1	1	-	-	-	1	-	1	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	1.2	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	100.0	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-
8160 SYRACUSE, NY	2	-	2	-	1	-	-	1	1	-	1	-	2	-	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	1.2	5.3	-	0.6	-	1.4	-	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	50.0	50.0	-	50.0	-	100.0	-	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016254

Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
8200 TACOMA, WA	2	2	-	-	1	1	-	1	-	-	1	1	-	2	-	1	1	-	-	-
	0.4	2.2	-	-	0.9	1.6	-	1.2	-	-	0.6	1.9	-	0.8	-	0.4	1.6	-	-	-
	100.0	100.0	-	-	50.0	50.0	-	50.0	-	-	50.0	50.0	-	100.0	-	50.0	50.0	-	-	-
8280 TAMPA-ST. PETERSBURG-CLEARWATER, FL	5	-	2	3	-	-	1	-	-	-	1	-	-	5	-	3	-	-	-	1
	1.1	-	1.0	1.9	-	-	1.4	-	-	-	0.6	-	-	1.9	-	1.3	-	-	-	1.3
	100.0	-	40.0	60.0	-	-	20.0	-	-	-	20.0	-	-	100.0	-	60.0	-	-	-	20.0
8440 TOPEKA, KS	1	-	-	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	1.2	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	100.0	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
8560 TULSA, OK	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
8640 TYLER, TX	1	-	-	1	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	4.2	0.6	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0
8680 UTICA-ROME, NY	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
8735 VENTURA, CA	1	1	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	-	1.4	-	-	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	-	100.0	-	-	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016255

Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
8780 VISALIA-TULARE-PORTERVILLE, CA	1	-	1	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	1.9	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	-	-
8840 WASHINGTON, DC-MD-VA-WV	13	1	2	10	3	2	1	2	1	-	4	-	1	9	3	8	-	2	-	3
	2.9	1.1	1.0	6.5	2.7	3.1	1.4	2.5	5.3	-	2.3	-	0.7	3.4	6.0	3.4	-	6.5	-	3.8
	100.0	7.7	15.4	76.9	23.1	15.4	7.7	15.4	7.7	-	30.8	-	7.7	69.2	23.1	61.5	-	15.4	-	23.1
8940 WAUSAU, WI	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
8960 WEST PALM BEACH-BOCA RATON, FL	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	5.3	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
9240 WORCHESTER, MA-CT	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
9360 YUMA, AZ	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
NOT INDICATED	56	8	28	20	10	8	12	13	1	5	20	3	18	29	9	18	11	6	-	17
	12.4	8.8	13.8	12.9	9.1	12.5	17.4	16.0	5.3	20.8	11.6	5.6	12.9	11.1	18.0	7.6	17.2	19.4	-	21.3
	100.0	14.3	50.0	35.7	17.9	14.3	21.4	23.2	1.8	8.9	35.7	5.4	32.1	51.8	16.1	32.1	19.6	10.7	-	30.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016256

Table 124
MSA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016257

Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
Northeast Region	129	21	56	51	25	14	22	29	6	3	58	19	32	81	16	67	16	9	2	26
	28.6	23.1	27.6	32.9	22.7	21.9	31.9	35.8	31.6	12.5	33.5	35.2	23.0	30.9	32.0	28.4	25.0	29.0	40.0	32.5
	100.0	16.3	43.4	39.5	19.4	10.9	17.1	22.5	4.7	2.3	45.0	14.7	24.8	62.8	12.4	51.9	12.4	7.0	1.6	20.2
(532) - Albany-Schenectady-Troy, NY	5	2	2	1	-	2	-	1	-	-	2	1	2	3	-	4	-	-	-	1
	1.1	2.2	1.0	0.6	-	3.1	-	1.2	-	-	1.2	1.9	1.4	1.1	-	1.7	-	-	-	1.3
	100.0	40.0	40.0	20.0	-	40.0	-	20.0	-	-	40.0	20.0	40.0	60.0	-	80.0	-	-	-	20.0
(537) - Bangor, ME	2	-	2	-	1	1	-	1	-	-	1	-	-	2	-	-	-	-	-	2
	0.4	-	1.0	-	0.9	1.6	-	1.2	-	-	0.6	-	-	0.8	-	-	-	-	-	2.5
	100.0	-	100.0	-	50.0	50.0	-	50.0	-	-	50.0	-	-	100.0	-	-	-	-	-	100.0
(512) - Baltimore, MD	4	2	1	-	-	1	1	1	-	-	2	-	2	1	1	2	-	-	-	2
	0.9	2.2	0.5	-	-	1.6	1.4	1.2	-	-	1.2	-	1.4	0.4	2.0	0.8	-	-	-	2.5
	100.0	50.0	25.0	-	-	25.0	25.0	25.0	-	-	50.0	-	50.0	25.0	25.0	50.0	-	-	-	50.0
(506) - Boston, MA	14	1	6	7	2	3	3	3	-	-	5	1	1	11	2	8	1	1	1	3
	3.1	1.1	3.0	4.5	1.8	4.7	4.3	3.7	-	-	2.9	1.9	0.7	4.2	4.0	3.4	1.6	3.2	20.0	3.8
	100.0	7.1	42.9	50.0	14.3	21.4	21.4	21.4	-	-	35.7	7.1	7.1	78.6	14.3	57.1	7.1	7.1	7.1	21.4
(514) - Buffalo, NY	4	-	1	3	-	-	1	1	-	-	3	3	-	3	1	1	-	-	-	3
	0.9	-	0.5	1.9	-	-	1.4	1.2	-	-	1.7	5.6	-	1.1	2.0	0.4	-	-	-	3.8
	100.0	-	25.0	75.0	-	-	25.0	25.0	-	-	75.0	75.0	-	75.0	25.0	25.0	-	-	-	75.0
(533) - Hartford & New Haven, CT	5	-	3	2	-	-	2	-	-	-	2	-	1	4	-	5	-	-	-	-
	1.1	-	1.5	1.3	-	-	2.9	-	-	-	1.2	-	0.7	1.5	-	2.1	-	-	-	-
	100.0	-	60.0	40.0	-	-	40.0	-	-	-	40.0	-	20.0	80.0	-	100.0	-	-	-	-

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Table 125
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(566) - Harrisburg-Lancaster-Lebanon-York, PA	2	-	1	1	-	-	-	-	-	-	1	-	1	-	1	1	-	1	-	-
	0.4	-	0.5	0.6	-	-	-	-	-	-	0.6	-	0.7	-	2.0	0.4	-	3.2	-	-
	100.0	-	50.0	50.0	-	-	-	-	-	-	50.0	-	50.0	-	50.0	50.0	-	50.0	-	-
(574) - Johnstown-Altoona, PA	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
(501) - New York, NY	51	6	25	20	10	5	10	15	3	2	22	7	12	31	8	21	13	5	1	6
	11.3	6.6	12.3	12.9	9.1	7.8	14.5	18.5	15.8	8.3	12.7	13.0	8.6	11.8	16.0	8.9	20.3	16.1	20.0	7.5
	100.0	11.8	49.0	39.2	19.6	9.8	19.6	29.4	5.9	3.9	43.1	13.7	23.5	60.8	15.7	41.2	25.5	9.8	2.0	11.8
(504) - Philadelphia, PA	13	5	6	2	4	-	2	3	-	-	7	3	4	9	-	8	1	-	-	1
	2.9	5.5	3.0	1.3	3.6	-	2.9	3.7	-	-	4.0	5.6	2.9	3.4	-	3.4	1.6	-	-	1.3
	100.0	38.5	46.2	15.4	30.8	-	15.4	23.1	-	-	53.8	23.1	30.8	69.2	-	61.5	7.7	-	-	7.7
(500) - Portland-Auburn, ME	3	2	1	-	-	-	1	-	1	1	3	1	2	1	-	2	-	-	-	1
	0.7	2.2	0.5	-	-	-	1.4	-	5.3	4.2	1.7	1.9	1.4	0.4	-	0.8	-	-	-	1.3
	100.0	66.7	33.3	-	-	-	33.3	-	33.3	33.3	100.0	33.3	66.7	33.3	-	66.7	-	-	-	33.3
(521) - Providence-New Bedford, RI	3	2	1	-	2	-	-	-	-	-	1	1	1	2	-	-	-	-	-	2
	0.7	2.2	0.5	-	1.8	-	-	-	-	-	0.6	1.9	0.7	0.8	-	-	-	-	-	2.5
	100.0	66.7	33.3	-	66.7	-	-	-	-	-	33.3	33.3	33.3	66.7	-	-	-	-	-	66.7
(538) - Rochester, NY	2	-	2	-	1	-	-	-	-	-	1	-	1	1	-	-	-	-	-	2
	0.4	-	1.0	-	0.9	-	-	-	-	-	0.6	-	0.7	0.4	-	-	-	-	-	2.5
	100.0	-	100.0	-	50.0	-	-	-	-	-	50.0	-	50.0	50.0	-	-	-	-	-	100.0

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Table 125
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/GRO-CERY/CON-VENI-ENCE/DIS-COUNT	REST-AURANT/CIGAR BAR/SPORT CLUB/EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(543) - Springfield-Holyoke, MA	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-
(555) - Syracuse, NY	2	-	2	-	1	-	-	1	1	-	1	-	2	-	-	2	-	-	-	-
	0.4	-	1.0	-	0.9	-	-	1.2	5.3	-	0.6	-	1.4	-	-	0.8	-	-	-	-
	100.0	-	100.0	-	50.0	-	-	50.0	50.0	-	50.0	-	100.0	-	-	100.0	-	-	-	-
(526) - Utica, NY	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
(511) - Washington, DC	15	1	2	12	4	2	2	2	1	-	5	1	1	11	3	9	1	2	-	3
	3.3	1.1	1.0	7.7	3.6	3.1	2.9	2.5	5.3	-	2.9	1.9	0.7	4.2	6.0	3.8	1.6	6.5	-	3.8
	100.0	6.7	13.3	80.0	26.7	13.3	13.3	13.3	6.7	-	33.3	6.7	6.7	73.3	20.0	60.0	6.7	13.3	-	20.0
(577) - Wilkes Barre-Scranton, PA	1	-	-	1	-	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	1.9	0.7	-	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	100.0	100.0	-	-	100.0	-	-	-	-
West Central Region	83	14	42	27	17	14	13	18	2	5	26	2	27	49	7	37	15	4	-	17
	18.4	15.4	20.7	17.4	15.5	21.9	18.8	22.2	10.5	20.8	15.0	3.7	19.4	18.7	14.0	15.7	23.4	12.9	-	21.3
	100.0	16.9	50.6	32.5	20.5	16.9	15.7	21.7	2.4	6.0	31.3	2.4	32.5	59.0	8.4	44.6	18.1	4.8	-	20.5
(767) - Casper-Riverton, WY	1	-	1	-	-	-	-	-	-	-	1	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	-	0.6	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-

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Table 125
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(637) - Cedar Rapids-Waterloo & Dubuque, IA	1	-	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
(602) - Chicago, IL	18	4	7	7	6	3	2	5	-	-	3	1	4	11	3	9	4	2	-	2
	4.0	4.4	3.4	4.5	5.5	4.7	2.9	6.2	-	-	1.7	1.9	2.9	4.2	6.0	3.8	6.3	6.5	-	2.5
	100.0	22.2	38.9	38.9	33.3	16.7	11.1	27.8	-	-	16.7	5.6	22.2	61.1	16.7	50.0	22.2	11.1	-	11.1
(648) - Champaign & Springfield-Decatur, SC	3	-	1	2	-	1	1	-	-	1	1	-	1	1	1	1	-	-	-	2
	0.7	-	0.5	1.3	-	1.6	1.4	-	-	4.2	0.6	-	0.7	0.4	2.0	0.4	-	-	-	2.5
	100.0	-	33.3	66.7	-	33.3	33.3	-	-	33.3	33.3	-	33.3	33.3	33.3	33.3	-	-	-	66.7
(759) - Cheyenne-Scottsbluff, NE/WY	1	-	1	-	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	-	0.4	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-
(752) - Colorado Springs-Pueblo, CO	3	-	2	1	1	-	-	1	-	-	-	-	-	3	-	3	-	-	-	-
	0.7	-	1.0	0.6	0.9	-	-	1.2	-	-	-	-	-	1.1	-	1.3	-	-	-	-
	100.0	-	66.7	33.3	33.3	-	-	33.3	-	-	-	-	-	100.0	-	100.0	-	-	-	-
(679) - Des Moines-Ames, IA	5	1	4	-	-	1	-	1	-	-	3	-	4	1	-	3	1	-	-	1
	1.1	1.1	2.0	-	-	1.6	-	1.2	-	-	1.7	-	2.9	0.4	-	1.3	1.6	-	-	1.3
	100.0	20.0	80.0	-	-	20.0	-	20.0	-	-	60.0	-	80.0	20.0	-	60.0	20.0	-	-	20.0
(751) - Denver, CO	8	1	4	3	2	-	2	1	-	1	3	-	1	6	1	2	-	1	-	3
	1.8	1.1	2.0	1.9	1.8	-	2.9	1.2	-	4.2	1.7	-	0.7	2.3	2.0	0.8	-	3.2	-	3.8
	100.0	12.5	50.0	37.5	25.0	-	25.0	12.5	-	12.5	37.5	-	12.5	75.0	12.5	25.0	-	12.5	-	37.5

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(724) - Fargo-Valley City, ND	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
(658) - Green Bay-Appleton, WI/MI	1	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	-
(755) - Great Falls, MT	1	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	0.6	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-	-	100.0
(616) - Kansas City, KS	4	1	-	3	3	-	-	1	-	-	2	-	-	4	-	2	1	-	-	-
	0.9	1.1	-	1.9	2.7	-	-	1.2	-	-	1.2	-	-	1.5	-	0.8	1.6	-	-	-
	100.0	25.0	-	75.0	75.0	-	-	25.0	-	-	50.0	-	-	100.0	-	50.0	25.0	-	-	-
(669) - Madison, WI	3	2	1	-	1	1	-	-	-	-	1	-	1	2	-	1	-	-	-	1
	0.7	2.2	0.5	-	0.9	1.6	-	-	-	-	0.6	-	0.7	0.8	-	0.4	-	-	-	1.3
	100.0	66.7	33.3	-	33.3	33.3	-	-	-	-	33.3	-	33.3	66.7	-	33.3	-	-	-	33.3
(611) - Mason City-Austin-Rochester, IA/MN	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	1.1	-	-	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	100.0	-	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
(617) - Milwaukee, WI	8	2	4	2	1	-	2	-	-	2	3	1	2	5	1	3	1	-	-	4
	1.8	2.2	2.0	1.3	0.9	-	2.9	-	-	8.3	1.7	1.9	1.4	1.9	2.0	1.3	1.6	-	-	5.0
	100.0	25.0	50.0	25.0	12.5	-	25.0	-	-	25.0	37.5	12.5	25.0	62.5	12.5	37.5	12.5	-	-	50.0

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(613) - Minneapolis-St. Paul, MN	4	-	4	-	-	1	1	2	-	-	2	-	1	3	-	2	1	-	-	-
	0.9	-	2.0	-	-	1.6	1.4	2.5	-	-	1.2	-	0.7	1.1	-	0.8	1.6	-	-	-
	100.0	-	100.0	-	-	25.0	25.0	50.0	-	-	50.0	-	25.0	75.0	-	50.0	25.0	-	-	-
(687) - Minot-Bismarck-Dickinson, MT/ND	1	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	100.0	-	-	-
(652) - Omaha, NE/IA	3	-	2	1	-	2	-	2	-	-	1	-	2	1	-	1	2	-	-	-
	0.7	-	1.0	0.6	-	3.1	-	2.5	-	-	0.6	-	1.4	0.4	-	0.4	3.1	-	-	-
	100.0	-	66.7	33.3	-	66.7	-	66.7	-	-	33.3	-	66.7	33.3	-	33.3	66.7	-	-	-
(632) - Paducah-Cape Girardeau-Harrisburg, IL/KY/MO	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
(675) - Peoria-Bloomington, IL	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	5.3	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	100.0	-	-	-	100.0	-	-	100.0	-	-	-	-
(624) - Sioux City, IA/NE	1	-	1	-	-	-	1	-	-	1	1	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	4.2	0.6	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	100.0	100.0	-	100.0	-	-	-	100.0	-	-	-
(619) - Springfield, MO	2	-	1	1	1	-	-	1	-	-	-	-	1	1	-	-	-	1	-	1
	0.4	-	0.5	0.6	0.9	-	-	1.2	-	-	-	-	0.7	0.4	-	-	-	3.2	-	1.3
	100.0	-	50.0	50.0	50.0	-	-	50.0	-	-	-	-	50.0	50.0	-	-	-	50.0	-	50.0

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Table 125
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(609) - St. Louis, IL/MO	6	-	2	4	1	2	1	1	1	-	1	-	1	5	-	5	1	-	-	-
	1.3	-	1.0	2.6	0.9	3.1	1.4	1.2	5.3	-	0.6	-	0.7	1.9	-	2.1	1.6	-	-	-
	100.0	-	33.3	66.7	16.7	33.3	16.7	16.7	16.7	-	16.7	-	16.7	83.3	-	83.3	16.7	-	-	-
(605) - Topeka, KS	2	-	1	1	-	1	-	1	-	-	1	-	1	1	-	1	-	-	-	-
	0.4	-	0.5	0.6	-	1.6	-	1.2	-	-	0.6	-	0.7	0.4	-	0.4	-	-	-	-
	100.0	-	50.0	50.0	-	50.0	-	50.0	-	-	50.0	-	50.0	50.0	-	50.0	-	-	-	-
(705) - Wausau-Rhinelander, WI	3	-	2	1	-	-	1	1	-	-	1	-	1	1	1	1	1	-	-	-
	0.7	-	1.0	0.6	-	-	1.4	1.2	-	-	0.6	-	0.7	0.4	2.0	0.4	1.6	-	-	-
	100.0	-	66.7	33.3	-	-	33.3	33.3	-	-	33.3	-	33.3	33.3	33.3	33.3	33.3	-	-	-
Southeast Region	64	12	30	22	17	13	9	9	3	5	27	9	26	32	6	33	8	7	1	10
	14.2	13.2	14.8	14.2	15.5	20.3	13.0	11.1	15.8	20.8	15.6	16.7	18.7	12.2	12.0	14.0	12.5	22.6	20.0	12.5
	100.0	18.8	46.9	34.4	26.6	20.3	14.1	14.1	4.7	7.8	42.2	14.1	40.6	50.0	9.4	51.6	12.5	10.9	1.6	15.6
(524) - Atlanta, GA	7	-	5	2	3	2	1	1	1	-	1	-	3	2	2	3	1	-	-	3
	1.6	-	2.5	1.3	2.7	3.1	1.4	1.2	5.3	-	0.6	-	2.2	0.8	4.0	1.3	1.6	-	-	3.8
	100.0	-	71.4	28.6	42.9	28.6	14.3	14.3	14.3	-	14.3	-	42.9	28.6	28.6	42.9	14.3	-	-	42.9
(630) - Birmingham, AL	3	1	1	1	1	1	-	1	-	-	2	1	1	2	-	3	-	-	-	-
	0.7	1.1	0.5	0.6	0.9	1.6	-	1.2	-	-	1.2	1.9	0.7	0.8	-	1.3	-	-	-	-
	100.0	33.3	33.3	33.3	33.3	33.3	-	33.3	-	-	66.7	33.3	33.3	66.7	-	100.0	-	-	-	-
(517) - Charlotte, NC	3	-	2	1	1	-	-	-	-	1	2	1	2	1	-	1	2	-	-	-
	0.7	-	1.0	0.6	0.9	-	-	-	-	4.2	1.2	1.9	1.4	0.4	-	0.4	3.1	-	-	-
	100.0	-	66.7	33.3	33.3	-	-	-	-	33.3	66.7	33.3	66.7	33.3	-	33.3	66.7	-	-	-

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(575) - Chattanooga, TN	1	-	-	1	-	-	-	-	-	-	1	-	-	-	1	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	-	2.0	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	100.0	-	100.0	-	-	-
(519) - Charleston, SC	1	-	-	1	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	5.3	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	-	-	-	-
(546) - Columbia, SC	2	1	1	-	1	1	-	1	-	-	2	1	2	-	-	2	-	-	-	-
	0.4	1.1	0.5	-	0.9	1.6	-	1.2	-	-	1.2	1.9	1.4	-	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	50.0	50.0	-	50.0	-	-	100.0	50.0	100.0	-	-	100.0	-	-	-	-
(571) - Ft Myers-Naples, FL	4	-	4	-	2	1	1	1	-	1	-	-	1	2	1	1	1	-	-	2
	0.9	-	2.0	-	1.8	1.6	1.4	1.2	-	4.2	-	-	0.7	0.8	2.0	0.4	1.6	-	-	2.5
	100.0	-	100.0	-	50.0	25.0	25.0	25.0	-	25.0	-	-	25.0	50.0	25.0	25.0	25.0	-	-	50.0
(567) - Greenville-Spartanburg-Asheville, SC	1	-	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
(518) - Greensboro-High Point-W. Salem, NC	2	1	1	-	1	-	-	-	-	-	1	-	2	-	-	-	-	2	-	-
	0.4	1.1	0.5	-	0.9	-	-	-	-	-	0.6	-	1.4	-	-	-	-	6.5	-	-
	100.0	50.0	50.0	-	50.0	-	-	-	-	-	50.0	-	100.0	-	-	-	-	100.0	-	-
(545) - Greenville-New Bern-Washington, NC	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	-	1.6	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(691) - Huntsville-Decatur, AL	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	100.0
(561) - Jacksonville, FL/GA	2	-	2	-	2	-	-	-	-	1	1	1	1	1	-	1	-	-	-	-
	0.4	-	1.0	-	1.8	-	-	-	-	4.2	0.6	1.9	0.7	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	50.0	50.0	50.0	50.0	50.0	-	50.0	-	-	-	-
(557) - Knoxville, TN	2	-	1	1	-	-	-	1	-	1	1	-	-	2	-	1	-	-	-	-
	0.4	-	0.5	0.6	-	-	-	1.2	-	4.2	0.6	-	-	0.8	-	0.4	-	-	-	-
	100.0	-	50.0	50.0	-	-	-	50.0	-	50.0	50.0	-	-	100.0	-	50.0	-	-	-	-
(640) - Memphis, TN/MS/AR	1	-	-	1	-	1	-	-	-	-	1	1	-	-	1	-	-	-	-	-
	0.2	-	-	0.6	-	1.6	-	-	-	-	0.6	1.9	-	-	2.0	-	-	-	-	-
	100.0	-	-	100.0	-	100.0	-	-	-	-	100.0	100.0	-	-	100.0	-	-	-	-	-
(528) - Miami-FT. Lauderdale, FL	6	3	2	1	1	2	1	1	-	1	2	-	2	3	1	3	-	2	-	-
	1.3	3.3	1.0	0.6	0.9	3.1	1.4	1.2	-	4.2	1.2	-	1.4	1.1	2.0	1.3	-	6.5	-	-
	100.0	50.0	33.3	16.7	16.7	33.3	16.7	16.7	-	16.7	33.3	-	33.3	50.0	16.7	50.0	-	33.3	-	-
(686) - Mobile-Pensacola, AL/ FL/MS	2	-	-	2	-	-	-	-	-	-	-	-	-	2	-	2	-	-	-	-
	0.4	-	-	1.3	-	-	-	-	-	-	-	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
(659) - Nashville, KY/TN	2	-	1	1	1	1	-	1	-	-	2	-	1	1	-	1	1	-	-	-
	0.4	-	0.5	0.6	0.9	1.6	-	1.2	-	-	1.2	-	0.7	0.4	-	0.4	1.6	-	-	-
	100.0	-	50.0	50.0	50.0	50.0	-	50.0	-	-	100.0	-	50.0	50.0	-	50.0	50.0	-	-	-

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(534) - Orlando-Daytona Beach-Melbourn, FL	7	2	2	3	1	-	3	1	-	-	4	1	3	4	-	3	1	2	-	1
	1.6	2.2	1.0	1.9	0.9	-	4.3	1.2	-	-	2.3	1.9	2.2	1.5	-	1.3	1.6	6.5	-	1.3
	100.0	28.6	28.6	42.9	14.3	-	42.9	14.3	-	-	57.1	14.3	42.9	57.1	-	42.9	14.3	28.6	-	14.3
(560) - Raleigh-Durham, NC	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
(556) - Richmond-Petersburg-Charlottesville, VA	1	1	-	-	-	-	-	-	-	-	1	1	1	-	-	-	-	-	1	-
	0.2	1.1	-	-	-	-	-	-	-	-	0.6	1.9	0.7	-	-	-	-	-	20.0	-
	100.0	100.0	-	-	-	-	-	-	-	-	100.0	100.0	100.0	-	-	-	-	-	100.0	-
(573) - Roanoke-Lynchburg, VA	3	1	1	1	-	1	1	1	-	-	1	1	2	1	-	3	-	-	-	-
	0.7	1.1	0.5	0.6	-	1.6	1.4	1.2	-	-	0.6	1.9	1.4	0.4	-	1.3	-	-	-	-
	100.0	33.3	33.3	33.3	-	33.3	33.3	33.3	-	-	33.3	33.3	66.7	33.3	-	100.0	-	-	-	-
(507) - Savannah, GA/SC	1	-	-	1	1	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	0.9	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	100.0	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
(539) - Tampa-St. Petersburg-Sarasota, FL	8	1	4	3	2	-	1	-	-	-	2	-	2	6	-	4	1	-	-	2
	1.8	1.1	2.0	1.9	1.8	-	1.4	-	-	-	1.2	-	1.4	2.3	-	1.7	1.6	-	-	2.5
	100.0	12.5	50.0	37.5	25.0	-	12.5	-	-	-	25.0	-	25.0	75.0	-	50.0	12.5	-	-	25.0
(531) - Tri-Cities, TN/VA	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	-	-	3.2	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	-	-	100.0	-	-

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Table 125
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(548) - West Palm Beach-Ft. Pierce, FL	1	-	-	1	-	-	-	-	1	-	1	1	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	5.3	-	0.6	1.9	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	100.0	-	100.0	100.0	-	100.0	-	100.0	-	-	-	-
East Central Region	49	10	22	16	11	6	7	9	1	5	21	5	18	26	5	28	9	3	1	6
	10.9	11.0	10.8	10.3	10.0	9.4	10.1	11.1	5.3	20.8	12.1	9.3	12.9	9.9	10.0	11.9	14.1	9.7	20.0	7.5
	100.0	20.4	44.9	32.7	22.4	12.2	14.3	18.4	2.0	10.2	42.9	10.2	36.7	53.1	10.2	57.1	18.4	6.1	2.0	12.2
(559) - Beckley-Bluefield-Oak Hill, WY	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
(564) - Charleston-Huntington, KY/OH/WV	1	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	-	-	-	-	0.4	-	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	-	100.0
(515) - Cincinnati, OH/KY	2	-	2	-	-	1	-	1	-	-	1	-	2	-	-	1	1	-	-	-
	0.4	-	1.0	-	-	1.6	-	1.2	-	-	0.6	-	1.4	-	-	0.4	1.6	-	-	-
	100.0	-	100.0	-	-	50.0	-	50.0	-	-	50.0	-	100.0	-	-	50.0	50.0	-	-	-
(510) - Cleveland-Akron, OH	9	3	6	-	4	-	-	2	-	1	2	1	5	4	-	4	2	-	-	2
	2.0	3.3	3.0	-	3.6	-	-	2.5	-	4.2	1.2	1.9	3.6	1.5	-	1.7	3.1	-	-	2.5
	100.0	33.3	66.7	-	44.4	-	-	22.2	-	11.1	22.2	11.1	55.6	44.4	-	44.4	22.2	-	-	22.2
(535) - Columbus OH	7	1	2	3	2	-	2	-	1	1	5	2	2	4	1	6	-	1	-	-
	1.6	1.1	1.0	1.9	1.8	-	2.9	-	5.3	4.2	2.9	3.7	1.4	1.5	2.0	2.5	-	3.2	-	-
	100.0	14.3	28.6	42.9	28.6	-	28.6	-	14.3	14.3	71.4	28.6	28.6	57.1	14.3	85.7	-	14.3	-	-

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Table 125
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	TOTAL	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACANUDO	CIGAR BRAND SMOKED MOST OFTEN: PARTAGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MACANUDO ROBUST	TRIED MACANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADITIONAL TOBACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOBACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/GROCERY/CONVENIENCE/DISCOUNT	STORE PURCHASE CIGARS AT MOST OFTEN: RESTAURANT/CIGAR BAR/SPORT CLUB/EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(505) - Detroit, MI	7	3	2	2	-	-	1	-	-	1	4	-	3	3	1	2	3	-	-	1
	1.6	3.3	1.0	1.3	-	-	1.4	-	-	4.2	2.3	-	2.2	1.1	2.0	0.8	4.7	-	-	1.3
	100.0	42.9	28.6	28.6	-	-	14.3	-	-	14.3	57.1	-	42.9	42.9	14.3	28.6	42.9	-	-	14.3
(516) - Erie, PA	1	-	-	1	-	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	100.0	-	-	-	-
(563) - Grand Rapids-Kalamazoo-Battle Creek, MI	2	-	-	2	1	-	1	1	-	-	1	1	-	1	1	2	-	-	-	-
	0.4	-	-	1.3	0.9	-	1.4	1.2	-	-	0.6	1.9	-	0.4	2.0	0.8	-	-	-	-
	100.0	-	-	100.0	50.0	-	50.0	50.0	-	-	50.0	50.0	-	50.0	50.0	100.0	-	-	-	-
(527) - Indianapolis-Lafayette, IN	3	1	-	2	1	-	-	-	-	-	1	-	-	3	-	1	1	-	-	1
	0.7	1.1	-	1.3	0.9	-	-	-	-	-	0.6	-	-	1.1	-	0.4	1.6	-	-	1.3
	100.0	33.3	-	66.7	33.3	-	-	-	-	-	33.3	-	-	100.0	-	33.3	33.3	-	-	33.3
(541) - Lexington, KY	2	-	2	-	-	1	-	-	-	-	1	-	-	2	-	1	-	-	-	1
	0.4	-	1.0	-	-	1.6	-	-	-	-	0.6	-	-	0.8	-	0.4	-	-	-	1.3
	100.0	-	100.0	-	-	50.0	-	-	-	-	50.0	-	-	100.0	-	50.0	-	-	-	50.0
(529) - Louisville, KY	4	-	2	2	-	1	-	2	-	-	1	-	-	4	-	2	1	1	-	-
	0.9	-	1.0	1.3	-	1.6	-	2.5	-	-	0.6	-	-	1.5	-	0.8	1.6	3.2	-	-
	100.0	-	50.0	50.0	-	25.0	-	50.0	-	-	25.0	-	-	100.0	-	50.0	25.0	25.0	-	-
(508) - Pittsburgh, PA	8	1	4	3	1	3	2	2	-	2	4	1	5	1	2	6	1	-	1	-
	1.8	1.1	2.0	1.9	0.9	4.7	2.9	2.5	-	8.3	2.3	1.9	3.6	0.4	4.0	2.5	1.6	-	20.0	-
	100.0	12.5	50.0	37.5	12.5	37.5	25.0	25.0	-	25.0	50.0	12.5	62.5	12.5	25.0	75.0	12.5	-	12.5	-

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(588) - South Bend-Elkhart, IN	2	1	1	-	1	-	-	1	-	-	-	-	1	1	-	2	-	-	-	-
	0.4	1.1	0.5	-	0.9	-	-	1.2	-	-	-	-	0.7	0.4	-	0.8	-	-	-	-
	100.0	50.0	50.0	-	50.0	-	-	50.0	-	-	-	-	50.0	50.0	-	100.0	-	-	-	-
Pacific Region	80	26	31	23	27	13	9	10	6	3	30	16	22	49	9	43	9	6	-	16
	17.7	28.6	15.3	14.8	24.5	20.3	13.0	12.3	31.6	12.5	17.3	29.6	15.8	18.7	18.0	18.2	14.1	19.4	-	20.0
	100.0	32.5	38.8	28.8	33.8	16.3	11.3	12.5	7.5	3.8	37.5	20.0	27.5	61.3	11.3	53.8	11.3	7.5	-	20.0
(800) - Bakersfield, CA	1	-	1	-	-	1	-	-	-	1	1	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	1.6	-	-	-	4.2	0.6	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	100.0	-	-	-	100.0	100.0	-	-	100.0	-	100.0	-	-	-	-
(868) - Chico-Redding, CA	1	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
	0.2	-	0.5	-	-	-	-	-	-	-	-	-	0.7	-	-	-	-	-	-	1.3
	100.0	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	-	-	-	100.0
(866) - Fresno-Visalia, CA	3	-	3	-	1	-	-	-	-	-	2	2	2	1	-	1	-	-	-	-
	0.7	-	1.5	-	0.9	-	-	-	-	-	1.2	3.7	1.4	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	33.3	-	-	-	-	-	66.7	66.7	66.7	33.3	-	33.3	-	-	-	-
(803) - Los Angeles, CA	26	7	10	9	10	5	4	4	1	1	10	5	6	17	3	14	4	3	-	5
	5.8	7.7	4.9	5.8	9.1	7.8	5.8	4.9	5.3	4.2	5.8	9.3	4.3	6.5	6.0	5.9	6.3	9.7	-	6.3
	100.0	26.9	38.5	34.6	38.5	19.2	15.4	15.4	3.8	3.8	38.5	19.2	23.1	65.4	11.5	53.8	15.4	11.5	-	19.2
(804) - Palm Springs, CA	2	1	1	-	1	1	-	-	-	-	1	-	-	2	-	-	1	-	-	1
	0.4	1.1	0.5	-	0.9	1.6	-	-	-	-	0.6	-	-	0.8	-	-	1.6	-	-	1.3
	100.0	50.0	50.0	-	50.0	50.0	-	-	-	-	50.0	-	-	100.0	-	-	50.0	-	-	50.0

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	3-10 YEARS	11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	2-3 PER WEEK	4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	PART-AGAS	ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	35-54	55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	TOB-ACCO OUTLET	DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(753) - Phoenix-Flagstaff, AZ	6	-	3	3	1	2	2	-	-	-	3	1	1	4	1	2	-	-	-	3
	1.3	-	1.5	1.9	0.9	3.1	2.9	-	-	-	1.7	1.9	0.7	1.5	2.0	0.8	-	-	-	3.8
	100.0	-	50.0	50.0	16.7	33.3	33.3	-	-	-	50.0	16.7	16.7	66.7	16.7	33.3	-	-	-	50.0
(820) - Portland, OR	5	2	2	1	1	1	-	2	1	-	4	2	-	5	-	2	1	1	-	-
	1.1	2.2	1.0	0.6	0.9	1.6	-	2.5	5.3	-	2.3	3.7	-	1.9	-	0.8	1.6	3.2	-	-
	100.0	40.0	40.0	20.0	20.0	20.0	-	40.0	20.0	-	80.0	40.0	-	100.0	-	40.0	20.0	20.0	-	-
(811) - Reno, NV	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
(807) - San Francisco-Oakland-San Jose, CA	3	1	-	2	-	-	1	1	-	-	1	-	-	3	-	3	-	-	-	-
	0.7	1.1	-	1.3	-	-	1.4	1.2	-	-	0.6	-	-	1.1	-	1.3	-	-	-	-
	100.0	33.3	-	66.7	-	-	33.3	33.3	-	-	33.3	-	-	100.0	-	100.0	-	-	-	-
(862) - Sacramento-Stockton, CA	6	2	3	1	2	1	1	-	2	-	-	-	2	3	1	4	-	-	-	1
	1.3	2.2	1.5	0.6	1.8	1.6	1.4	-	10.5	-	-	-	1.4	1.1	2.0	1.7	-	-	-	1.3
	100.0	33.3	50.0	16.7	33.3	16.7	16.7	-	33.3	-	-	-	33.3	50.0	16.7	66.7	-	-	-	16.7
(770) - Salt Lake City, ID/UT	3	1	1	1	1	-	-	1	-	-	1	-	1	1	1	2	-	-	-	1
	0.7	1.1	0.5	0.6	0.9	-	-	1.2	-	-	0.6	-	0.7	0.4	2.0	0.8	-	-	-	1.3
	100.0	33.3	33.3	33.3	33.3	-	-	33.3	-	-	33.3	-	33.3	33.3	33.3	66.7	-	-	-	33.3
(825) - San Diego, CA	4	2	-	2	2	1	-	-	1	-	1	1	1	2	1	3	-	-	-	1
	0.9	2.2	-	1.3	1.8	1.6	-	-	5.3	-	0.6	1.9	0.7	0.8	2.0	1.3	-	-	-	1.3
	100.0	50.0	-	50.0	50.0	25.0	-	-	25.0	-	25.0	25.0	25.0	50.0	25.0	75.0	-	-	-	25.0

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(855) - Santa Barbara-Santa Maria-San Luis-Obispo, CA	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
(819) - Seattle-Tacoma-Bellingham, WA	15	9	4	2	6	1	1	2	1	1	5	4	6	7	2	10	1	1	-	2
	3.3	9.9	2.0	1.3	5.5	1.6	1.4	2.5	5.3	4.2	2.9	7.4	4.3	2.7	4.0	4.2	1.6	3.2	-	2.5
	100.0	60.0	26.7	13.3	40.0	6.7	6.7	13.3	6.7	6.7	33.3	26.7	40.0	46.7	13.3	66.7	6.7	6.7	-	13.3
(881) - Spokane, ID/WA	2	-	1	1	-	-	-	-	-	-	1	1	-	2	-	-	1	-	-	1
	0.4	-	0.5	0.6	-	-	-	-	-	-	0.6	1.9	-	0.8	-	-	1.6	-	-	1.3
	100.0	-	50.0	50.0	-	-	-	-	-	-	50.0	50.0	-	100.0	-	-	50.0	-	-	50.0
(771) - Yuma-El Centro, AZ/CA	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	0.4	-	-	-	3.2	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	100.0	-	-	-	100.0	-	-
Southwest Region	46	8	22	16	13	4	9	6	1	3	11	3	14	25	7	28	7	2	1	5
	10.2	8.8	10.8	10.3	11.8	6.3	13.0	7.4	5.3	12.5	6.4	5.6	10.1	9.5	14.0	11.9	10.9	6.5	20.0	6.3
	100.0	17.4	47.8	34.8	28.3	8.7	19.6	13.0	2.2	6.5	23.9	6.5	30.4	54.3	15.2	60.9	15.2	4.3	2.2	10.9
(662) - Abilene-Sweetwater, TX	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
	0.2	-	-	0.6	-	-	-	-	-	-	-	-	-	-	2.0	-	1.6	-	-	-
	100.0	-	-	100.0	-	-	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-
(790) - Albuquerque-Santa Fe, NM	10	1	5	4	4	1	1	1	-	1	3	1	1	7	2	7	1	-	-	1
	2.2	1.1	2.5	2.6	3.6	1.6	1.4	1.2	-	4.2	1.7	1.9	0.7	2.7	4.0	3.0	1.6	-	-	1.3
	100.0	10.0	50.0	40.0	40.0	10.0	10.0	10.0	-	10.0	30.0	10.0	10.0	70.0	20.0	70.0	10.0	-	-	10.0

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Table 125
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	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC-ANUDO ROBUST	TRIED MAC-ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(635) - Austin, TX	4	2	1	1	2	-	-	-	-	-	1	-	2	2	-	3	-	1	-	-
	0.9	2.2	0.5	0.6	1.8	-	-	-	-	-	0.6	-	1.4	0.8	-	1.3	-	3.2	-	-
	100.0	50.0	25.0	25.0	50.0	-	-	-	-	-	25.0	-	50.0	50.0	-	75.0	-	25.0	-	-
(692) - Beaumont-Port Arthur, TX	1	-	1	-	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	-	-	4.2	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	-	-	100.0	-	-	100.0	-	-	100.0	-	-	-	-
(600) - Corpus Christi, TX	1	-	1	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
(623) - Dallas-Ft. Worth, TX	5	2	1	2	2	-	-	1	-	-	2	1	3	2	-	2	2	-	1	-
	1.1	2.2	0.5	1.3	1.8	-	-	1.2	-	-	1.2	1.9	2.2	0.8	-	0.8	3.1	-	20.0	-
	100.0	40.0	20.0	40.0	40.0	-	-	20.0	-	-	40.0	20.0	60.0	40.0	-	40.0	40.0	-	20.0	-
(670) - Ft. Smith, AR	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	100.0	-	-	-	-
(636) - Harlingen-Weslaco-Brownsville, TX	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	1.1	-	-	0.9	-	-	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	100.0	-	-	100.0	-	-	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
(618) - Houston, TX	6	-	4	2	2	-	2	-	1	-	1	1	1	4	1	4	1	-	-	1
	1.3	-	2.0	1.3	1.8	-	2.9	-	5.3	-	0.6	1.9	0.7	1.5	2.0	1.7	1.6	-	-	1.3
	100.0	-	66.7	33.3	33.3	-	33.3	-	16.7	-	16.7	16.7	16.7	66.7	16.7	66.7	16.7	-	-	16.7

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(693) - Little Rock-Pine Bluff, AR	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	-	0.4	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	100.0	-	-	-	-
(622) - New Orleans, LA	2	-	1	1	-	-	1	-	-	-	1	-	-	2	-	2	-	-	-	-
	0.4	-	0.5	0.6	-	-	1.4	-	-	-	0.6	-	-	0.8	-	0.8	-	-	-	-
	100.0	-	50.0	50.0	-	-	50.0	-	-	-	50.0	-	-	100.0	-	100.0	-	-	-	-
(650) - Oklahoma City, OK	2	2	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-	1	-	-
	0.4	2.2	-	-	-	3.1	-	-	-	-	-	-	1.4	-	-	-	-	3.2	-	-
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	100.0	-	-	-	-	50.0	-	-
(641) - San Antonio, TX	4	-	2	2	-	1	-	2	-	-	1	-	-	4	-	3	-	-	-	-
	0.9	-	1.0	1.3	-	1.6	-	2.5	-	-	0.6	-	-	1.5	-	1.3	-	-	-	-
	100.0	-	50.0	50.0	-	25.0	-	50.0	-	-	25.0	-	-	100.0	-	75.0	-	-	-	-
(612) - Shreveport, AK/LA/OK/TX	1	-	1	-	1	-	-	1	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	0.9	-	-	1.2	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	100.0	-	-	100.0	-	-	-	-	100.0	-	-	-	100.0	-	-	-
(671) - Tulsa, OK	3	-	1	2	-	-	1	-	-	-	1	-	-	1	2	1	-	-	-	2
	0.7	-	0.5	1.3	-	-	1.4	-	-	-	0.6	-	-	0.4	4.0	0.4	-	-	-	2.5
	100.0	-	33.3	66.7	-	-	33.3	-	-	-	33.3	-	-	33.3	66.7	33.3	-	-	-	66.7
(709) - Tyler, TX	1	-	-	1	-	-	1	-	-	1	1	-	-	-	1	-	-	-	-	1
	0.2	-	-	0.6	-	-	1.4	-	-	4.2	0.6	-	-	-	2.0	-	-	-	-	1.3
	100.0	-	-	100.0	-	-	100.0	-	-	100.0	100.0	-	-	-	100.0	-	-	-	-	100.0

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Table 125
DMA

	TOTAL PRE-MIUM	SMOKING TENURE: 2 YEARS OR LESS	SMOKING TENURE: 3-10 YEARS	SMOKING TENURE: 11 OR MORE YEARS	SMOKING FREQUENCY (NON-SEASONAL): 1 OR LESS PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 2-3 PER WEEK	SMOKING FREQUENCY (NON-SEASONAL): 4+ PER WEEK	CIGAR BRAND SMOKED MOST OFTEN: MACA-NUDO	CIGAR BRAND SMOKED MOST OFTEN: PART-AGAS	CIGAR BRAND SMOKED MOST OFTEN: ARTURO FUENTE	AWARE OF MAC -ANUDO ROBUST	TRIED MAC -ANUDO ROBUST	AGE OF SMOKER: 18-34	AGE OF SMOKER: 35-54	AGE OF SMOKER: 55+	STORE PURCHASE CIGARS AT MOST OFTEN: TRADI-TION-AL TOB-ACCO SHOP	STORE PURCHASE CIGARS AT MOST OFTEN: TOB-ACCO OUTLET	STORE PURCHASE CIGARS AT MOST OFTEN: DRUG/ GRO-CERY/ CON-VENI-ENCE/ DIS-COUNT	STORE PURCHASE CIGARS AT MOST OFTEN: REST-AURANT /CIGAR BAR/ SPORT CLUB/ EVENT	STORE PURCHASE CIGARS AT MOST OFTEN: MAIL ORDER
Base: Total Respondents	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7
(625) - Waco-Temple, TX	1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-
	0.2	-	0.5	-	-	-	-	1.2	-	-	-	-	0.7	-	-	0.4	-	-	-	-
	100.0	-	100.0	-	-	-	-	100.0	-	-	-	-	100.0	-	-	100.0	-	-	-	-
(627) - Wichita Falls & Lawton, TX/OK	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-
	0.2	-	0.5	-	-	-	1.4	-	-	-	-	-	0.7	-	-	-	1.6	-	-	-
	100.0	-	100.0	-	-	-	100.0	-	-	-	-	-	100.0	-	-	-	100.0	-	-	-
Sigma	451	91	203	155	110	64	69	81	19	24	173	54	139	262	50	236	64	31	5	80
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	20.2	45.0	34.4	24.4	14.2	15.3	18.0	4.2	5.3	38.4	12.0	30.8	58.1	11.1	52.3	14.2	6.9	1.1	17.7

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OTHER SPECIFY LISTS

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20250	CERTIFIED BOND
24786	PHILIPPS
29817	FIGHTING COCK
32468	AMISH
51985	CROCKETTS
74441	MIAMI SUITES ~~243~~ 243
83488	COHIBA ~~33~~ 33
101438	CHURCHILL
114818	HONDURAN RIATAS
121843	DON DIEGOS 41 41
126875	TOPSTONE
127395	ROYAL HABANA
139453	PRIMA VERA
157505	BLACK JACK
178571	LARS TEPANS
179094	SWEET AND MILD
191964	AURORA 83 83
211101	MADURO
220010	WHITE OWL 169 169
220638	LARS PETON
263803	BACKWOODS 10 10
295612	GEORGE BURNS
305685	DEXTER
305876	PARTIGUS NUMBER 6 119 119
351372	HAVANA
366048	AL-CAPONE`S
366639	COHABANA
370533	COHIBA 33 33
392494	KEY WEST HAND ROLLED
393671	IT'S BY A PIPE TOBACCO COMPANY
412741	PHILLIP MORRIS
439899	CROOKS
442235	CUBAN GOLD
450441	RUBBER BURNS
455888	PHILLIE CHEROT 123 123
459615	SWEETS
465984	HABANO PRIMERO
466791	PRINCE EDWARD 82 82
536258	OMEGA
549538	DON FALENTE
556544	PAMATELA
560306	HAVANA GOLD
561633	MIRAL MAGNUMS
575202	TOBACCO PLACE
622804	LAS VEGAS
640569	CUBAN CIGAR
665643	HONDURAN
701855	PHILLIES
722395	MONEYMAKER PANATELA

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754950	AYC
780902	PLANTERS
786106	NICUARAGUA
792177	GEORGE BURNS CORONADO
798317	DON MATEO
808423	ROBUSTO
856748	PERODI
857889	OMEGA
859734	PANATELLA
864854	QUESTA-REY
881129	CHUMP
897915	ROY TAN
918415	JOHN RUSKENS
920137	LINO
937429	DOMINICAN
956909	ARTERO FUENTE
983329	IMPERIAL
983531	CUBAN
988308	CORONA
991001	ARANGO
997994	OLD CROOK

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2791	DIEGO-GARCIA
3317	DIEGO GARCIA
10628	MILTON CHERRY BLEND
20250	BACKWOODS
20807	CHURCHILL
24680	DAVIDSON
74319	MIDL
106465	J.R.ALTERNATIVE MACANUDO
121843	GARCIA VEGA
123579	CORONA
124611	CUSTA DEL REY
128278	LABALINAS
130671	GERLADO
131756	HAVANAS
144234	CORELLAS
159218	CHICOS
177684	CLUB MASTERS
188423	AL CAPONES
195908	LAFUNTE
196889	REAS
202685	CLUBMASTER
203249	LAFLUENTE
228421	SERVIN VEGA
294877	WHEELING MARSH
301262	HAVANA
305876	MACANUDO
338405	HOYO DE NICARAGUA
341253	ROSA CUBA
342671	GARIDINO
344461	REGAL
351372	CORONA
356779	AZTEC CORONA
364758	GABRIEL
366639	BACKWOODS
366974	PERFECTOS
370533	ROMEO & JULIET
372299	LONEWOLF
387456	EL DORADO
397981	CORONA
424853	MENADUDO
439465	PHILLY TITAN
460737	CROOKS
487072	HABATACKA JEWEL
506284	FLOR DOMINICANA
510217	GLADSTONES
524522	LA FOL DIMINICANA
526052	EL INCOMPARABLE
534141	SWICHER E
542291	PCG HAJINIUS

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548785	JOHN RUSKINS
560306	PANTERA
560999	ORO
570336	ROSE CUBA
590477	ORNYA VANILLA
620801	VANILLA SWEETS
640569	DOMINICAN CIGARS
681478	PINCH
683200	BRAVES
701855	KING EDWARD
722395	MARCO POLO
735985	CRYSTALS
750744	FREE CUBA
756452	AFUENTE
780902	CORONAS
782424	ALOISDALLMAYR
786106	CUBANA
788552	MUNIE MAKER
792177	PANALA
808423	MADERO
809994	CHURCHILL
812743	DE NOBLE
837529	CORONA
893248	CORROLA
895008	HAVANA CIGARS
897915	MISSISSIPPI CROOK
936216	MADURA
937429	VEGA
956909	H UPMAN
968155	CHURCH HILL

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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6207	COOKS
31836	LORD BEACONSFIELD
37327	HOUSEBRAND OF LOCAL SMOKESHOP
71000	GEORGE BURNS
81680	CRONO
107355	MACANDIO
118204	BRAND FROM J & R DISTRIBUTORS
118531	MONTY CRISTO
191701	CORONA WIDTH
213145	JUAN JULIA
218702	RUM CROOKS
228421	WINSTON CHURCHILLS
265371	CUBAN CROOKS
294551	PHILLIP MORRIS
305876	MONEY MAKER
317153	HAND MADE
318953	MANAFESTO
332038	SPANISH RUM
337335	WOLFCROOK
341253	GLADIATORS
370533	TOP STONES
378805	CUSTOM MADE CIGAR MADE IN HONDURAS
387228	EL PRESIDENTA
387456	TITAN
392494	CHURCHILL REJECTS
400516	CARLIXTO LOPEZ
412073	BAND
416965	COHIBA
424853	CUBAN
436106	CONNECTICUT VALLEY
442235	PARAGUAS
453700	GLORIA CUBANA
542291	PLAFENSIA
557963	COOKS
570336	BARRING
571733	RUM CROOKS
580881	F
673396	DOMINICAN REPUBLIC CIGARS NO BRAND
676188	CROOKS
676192	LAFENDIRCH
681478	CONTININTAL
691852	ROUGH CUT
701855	SWIER SWEET
725653	FLOR DE FLOREZ
746540	CORONA
747209	LA FLOR DOMINACA
750744	INDIOS
758534	LONE WOLF
760301	CORONA

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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780902	BURIT
818042	TINDER BOX
839876	CLUB MASTERS
897915	CRONNA
931657	IMPORTED
936689	AL CAPONE
937429	BANKERS
938801	DORAL
943268	PRESIDENT
956909	PARDIGUS
968155	FUENDO
983531	LARES TETRUS

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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24786	PHILLIPS
34917	CORONADO
74319	MIDL
81318	BLACK WATCH ROBERT BURNS
83488	CUBAN
118204	THOMAS DISTRIBUTING CO.'S BRAND CALLED WHISKEY TWIST
121348	CIGARETTO
123694	CIGAR WITH NO LABEL ON IT
139453	CROOK
144234	CROOKS
146332	HOUSE BRAND
159218	JOHN RUSTIN
163546	SWISHER SWEET
174835	BARRINGER
197059	BOCK AND C
204093	WEBSTER BABIES
220010	WHITE OWLS
220358	WALTER RIELEY
268019	CROOKS
278247	KEY WEST CIGAR COMPANY
305685	DEXTER
305876	BETWEEN THE AX
332038	SPANISH RUM
367995	CHERRY RUDE
397981	IMPERIAL
403139	CROOKS
406151	RUM RIVER CROOKS
424853	HAVA ATAMPA
442853	GINNEY ROBE
453700	BLACKWACTH
455888	PHILLIE CHEROT
459615	SWEETS
461176	HANDMADE JAMAICAN
479644	RUM CROOKS
498023	SOME IMPORTED GREEN CIGAR
506284	PORTO FINO
531645	JUAN JOSE
542291	LORD CLINTON
544778	JOHN RUSKINS
549538	STORE BRAND
554423	EDEN
560306	PANTERA
564364	LITTLE STOKEES
568917	HOME MADE BRANDS
570183	LITTLE IN BETWEEN THE AX
605027	TOPSTONE
614959	MISSISSIPPI CROOK
618479	LA HAVINITA
640569	CUBAN CIGAR

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016283

645988	SPANISH MADE BUT DON'T MAKE THEM ANYMORE
673396	CROOK BY WOLF BROTHERS
676188	MASTERS
676192	CROOK
682032	RUM CURED CROOKS
682296	PALM PALM
701831	LA GLORIA DE CUBA
701855	PHILLIES
707872	SELF MADE OR HAND ROLLED IN KEY WEST FLORIDA
713117	CIGARILLO
720898	CARIBBEAN CASINOS
735985	CROOKS
755729	GEHEINDEINST
765227	AL CAPONE
786054	MOONSHINE CROOK CIGARS
786106	CUBANA
787310	CROOKS RUM SOAKED CIGARS
836702	BLUERIBBON
867602	DON'T REMEMBER THE NAME
881129	WHITE OWL
918415	JOHN RUSKENS
920137	CUBAN
943268	ROTHCHILD
956909	PARDIGUS
981247	CORINA LARKS
987766	TENISY RIVER CROOK
988308	CORONA

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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10628	MILTON
20250	GOLDEN MILD
24786	PHILLIPS
29817	FIGHTING COCK
31836	LORD BEACONSFIELD
32468	AMISH POAMA
37327	HOUSEBRAND
47983	ANC
53830	MATINEE
72981	CUBAN CIGARS GIVEN TO ME BY FRIENDS
74441	MIAMI SUITES
102349	HAVANA
106465	J.R.ALTERNATIVE MACANUDO
107355	DON PABLOS
111598	MELBA
114818	HONDURAN RIATAS
121843	DON DIEGOS
139453	PRIMA VERA
144234	CORELLOS
159218	CHICOS
177684	CLUB MASTER
178571	LARS TEPANS
179094	SWEET AND MILD
197435	FLOR DE FLOREZ
219345	MIFLINS CHOICE
225438	ROSA CUBANA
258560	TAMPICO HAVANA
263803	BACKWOODS
265371	CUBAN CROOKS
276269	I'LL SMOKE ANY BRAND/ NO PARTICULAR BRAND
279193	JOHN T
282481	PENTELA
291151	A CUBAN CIGAR / I'M NOT SURE OF THE NAME
305685	DEXTER
305876	PARTIGUS NUMBER 6
351372	CORONA
365834	POFFERSOR SEALER
366048	AL-CAPONPE`S
370533	TOPPERS
382794	EL SOL
396997	FINCK
401131	EL SOL
417079	LAS VEGAS CIGARS
419385	CARBONELL
424853	VEGAN AND GARCIA
425201	SANTA DOMINGO
439899	CROOKS
442235	CUBAN GOLD
455888	PHILLIE CHEROT

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UNDER PROTECTIVE ORDER
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459615	SWEETS
466791	PRINCE EDWARD
480691	PANATELLA
486587	MURIEL CORONA
506284	LA FINCAS
522387	DUTCH BRAND
524522	LA FOL DAMINACANA
526645	REMBRENTS
536258	OMEGA
542291	PLAFENSIA
549538	DON FLENTE
554423	NO BRAND
556544	PAMTELA
560306	PANTERA
561633	MURIAN MAGNUM
570336	HONDURAS SPECIALS
570590	FROM A PRIVATE COMPANY
622804	LAS VEGAS
636276	ANY HONDURAN CIGAR THAT'S ALL TOBACCO
640569	CUBAN CIGARS
665643	HONDURAN
667223	IMPORTED CUBAN
673396	DOMINICAN REPUBLIC WITH NO LABEL
701831	MAJORIETS
701855	PHILLIES
720898	BEACON FIELD ROUNDS
722395	MONEYMAKER PANATELA
756452	AFUENTE
758534	LONE WOLF
780902	CARONAS
786106	CUBANA
786218	GAILILIO
792177	GEORGE BURNS CORONADO
798317	DON MATEO
808423	MADERO
809994	CHURCHILLS
818042	TINDER BOX
839876	CLUB MASTER
856748	PERODI
857889	OMEGA
864854	QUESTA-REY
865061	RUM ROLLERS
871617	EL CHEPO
881129	THOMPSON
895008	HAVANA CIGARS
931657	IMPORTED GENERIC BRAND
933378	PINTOR
936689	AL CAPONE
937429	DOMINICA

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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956909	ARTERO FUENTE
983329	IMPERIAL
988308	CORONA
991001	ARANGO

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016287

3320	CARLOS TORANO
32263	TUEROS
47983	GEORGE BURNS
56121	GLORIA CUBANA
79180	DON MATEO
92605	UPHMAN
121843	GARCIA VEGAS
124611	JR VERSION OF THE PUNCH PRESIDENT
126875	TOPSTONE
157505	BLACK JACK
196889	REAS
202685	CLUBMASTER
273947	IT VARIES
304948	CURLY TOPS
305876	MACANUDO
338405	HOYO DE NICARAGUA
341253	ROSA CUBA
351372	CAN'T REMEMBER THE NAME
366639	COHABANA
370533	MUNIE MAKER
372299	LONE WOLF
383905	REMIDIOS
387456	TITAN
399511	LABAMBA
412532	LAPAZ
424853	GIFTS
436106	CONNECTICUT VALLEY
439465	PHILLY TITAN
465984	HABANO PRIMERO
471471	WHATEVER THE SUPPER CLUB HAS
506284	FLOR DOMINICANS
507631	MARTINEZ
510217	FLAT STONES
526052	EL IMPARABLE
542291	LORD CLINTON
549538	STORE BRAND
560306	HAVANA GOLD
560999	ORO
564065	JOYA DE MONTEREY
605027	ROLLERS CHOICE
640569	DOMINICAN CIGARS
683200	BRAVES
691852	ROUGH CUT
700846	ANY OTHER I DECIDE TO TRY
701855	SWISHER SWEET
725653	FLOR DE FLOREZ
747209	LA FLOR DOMINACA
750744	INDIOS
753485	CARBONNELLE

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016288

758534	VAINILLA
780902	BURIT
785854	JR ALTERNATIVE
786218	GALILIO
807404	CUBANITA
808423	ROBUSTO
809994	CARABIAN ROUNDS
837529	CORONA
880691	NESTOR
881129	CHUMP
937429	VEGA
943268	PRESIDENT
948080	DOMINICAN
956909	PARDIGUS
985707	A VARIETY OF DIFFERENT ONES
993403	INEXPENSIVE

CONFIDENTIAL
UNDER PROTECTIVE ORDEI
GC 016289

24786	PHILIPPS
47983	ANC
53830	SARANAC
72981	CVS PHARMACY BRAND
78971	PHILLY CHEROOT
81318	ROBERT BURNS
81680	CORONNA
87786	RUM COOKS
100550	724'S
118204	WHISKEY TWIST
123694	THE CIGAR WITH NO LABEL
124611	JR
144234	CROOKS
159218	CHICOS
161297	RUM CIGAR
179094	SWEET AND MILD
183859	VIKINGS
197059	BOCK AND C
220010	WHITE OWL
265371	CUBAN CROOKS
279193	JOHN T
285349	RUM SOAKED CROOKS
286950	HOYA DE NICARAGUA
294214	HAUPMAN
304948	ROMEO AND JULIET CHEAP BRAND
305685	DEXTER
305876	BETWEEN THE AXE
370533	TOPPER
382452	ANTHONY AND CLEOPATRA GRENADIER
403139	CROOKS
406151	RUM RIVER CROOKS
424853	MURIEL
439439	HOME MADE CIGARS
439899	CROOKS
453700	BLACKWATCH
455888	PHILLIE CHEROT
459615	SWEETS
466791	PRINCE EDWARD
488318	CENTRO
496409	OTHER PEOPLE'S
536258	OMEGA
544778	JOHN RUSKINS
549538	DON FLENTE
561633	ROBERT BURNS DUNDEES
564065	JOYA DE MONTEREY
605027	TOP STONE
618479	LA HAVINITA
640569	CUBAN CIGARS
673396	TOSCELLI

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016290

676188	MASTERS
676192	HOME MADE
682296	PALM PALMS
700741	MISSISSIPPI CROOKS
701855	PHILLIES
720898	DANNEMANN
735985	CROOKS
742565	A C CLEOPATRA
760147	MONTERREY
786106	NICUARAGUA
794717	SPANISH MAID CROOKS
807404	DINO
808423	MADERA
859734	MELBA
865061	RUM ROLLERS
867018	GEAMO
867602	DON'T REMEMBER THE NAME
881129	WHITE OWL
937429	BANKERS
943268	ROTHCHILD
956909	H UPMAN
981247	CORINA LARK
987766	TENISY RIVER CROOK
988308	CORONA
997192	DANIELS
997994	OLD CROOKS

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016291

121843	GARCIA VEGAS
181126	NONE
208539	CIGARETTES ONLY
220638	LARS PETON
271765	NONE
307849	I HAVE ONLY BEEN SMOKING FOR 1 YEAR
366974	PERFECTOS
471471	THE CIGARS AT THE SUPPER CLUB
542291	LA FLOR
561633	MURIAL MAGNUMS
618479	LA HAVINITA
707221	DEL A HOYA
750744	INDIOS
881129	DOMINICAN REPUBLIC BRAND

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016292

30276	FOR A CHANGE / BORED
34917	ALL THE CIGARS I SMOKE ARE GIVEN TO ME
54431	JUST WANTED TO TRY SOMETHING DIFFERENT
71176	THE BACKWOODS ARE MORE EYE CATCHING
82399	I CHANGE MY BRAND ALL THE TIME
92981	I HAVE BEEN TRYING TO QUIT SMOKING CIGARETTES AND THE CIGARS ARE MILDER
99872	JUST A CHANGE
164782	HAD STOPPED FOR ABOUT A YEAR AND WHEN I STARTED SMOKING AGAIN I TRIED A DIFFERENT BRAND
208539	STILL SMOKE BUT LIKE CIGARS AS WELL
213037	CHEWING TOBACCO
222255	STILL HAVE IN STOCK
231407	LOST TASTE FOR THEM
271765	DIDN'T SMOKE ANY MOST OFTEN A YEAR AGO BECAUSE NOW I AM SMOKING
278637	JUST STARTED SMOKING SIX MONTHS AGO
292683	TASTE
300594	THEY WERE TOO STRONG
307849	I HAVE ONLY BEEN SMOKING FOR 1 YEAR
316539	STILL SMOKE PARATAGAS MOST OFTEN
333073	PHILLIES HAD A PACK DEAL
350034	TAKES TO LONG TO SMOKE
383905	TRYING OTHER CIGARS
395080	EXPERIMENTING
396997	I RECEIVED THE FINCK AS A GIFT
407348	LIKE SMOKING DIFFERENT BRANDS OF CIGARS
412741	LIKE DIFFERENT BRANDS OF CIGARS / PROBABLY TRIED 100 DIFFERENT BRANDS
417156	ENJOY HAVING SMOOTH CIGAR AND LIKE TO TRY OTHER BRANDS
425660	THEY STARTED TO TASTE LIKE ROPE
431552	AVAILABILITY
434220	SUGGESTION OF TOBACONNIST AND TO BROADEN MY KNOWLEDGE
436057	MOST I SMOKE ARE GIFTS NOW
439465	NOT SMOKING A YEAR AGO
446098	PREFER VARIETY
453772	MY TASTE HAS CHANGED
459615	I SMOKE WHATEVER IS AVAILABLE
469830	LEAVE A BITTER TASTE IN MY MOUTH
471471	ONLY GO TO THE SUPPER CLUB ON OCCASION, THE CIGARS ARE JUST AN ADDED BONUS
473636	TRYING TO KICK THE HABIT
482221	THOSE WERE TOO DRY
510281	DID NOT LIKE THE FLAVOR
538277	I WAS EXPERIMENTING WITH DIFFERENT CIGARS
557963	WAS NOT SMOKING CIGARS
590477	LIKE TRYING DIFFERENT THINGS
598080	JUST STARTED SMOKING
616984	WASN'T AVAILABLE / IT WAS ONLY AVAILABLE IN CUBA

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UNDER PROTECTIVE ORDER
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618479	LIKE A VARIETY
734682	I HAVE NO TIME TO SMOKE MANY CIGARS. I CAN GET A MURIEL ANYWHERE
743494	I'M EXPERIMENTING/ I LIKE DIFFERENT KINDS / NOTHING
754950	USE EQUALLY WITH THE DUTCH MASTERS
758534	YOU HAVE TO BUY LARGE AMOUNTS
805665	I CHANGE BRANDS VERY OFTEN
807404	ONLY WHEN SOMEONE GIVES ME ONE
808423	SOCIALLY
814934	I WAS NOT SMOKING CIGARS A YEAR AGO
831158	SIMPLY BECAUSE I'M TRYING DIFFERENT THINGS
868674	BECAUSE I LIKE TO SWITCH AND TRY DIFFERENT BRANDS
871617	I DON'T ALWAYS SMOKE THE SAME BRAND OF CIGARS
880691	FOR A TASTE CHANGE
889892	BECAUSE I PRICE SHOP
908234	I JUST STARTED ABOUT SIX MONTHS AGO
922040	NEED A CHANGE AND IT HELPS ME NOT SMOKE SO MANY CIGARETTES
927992	DON'T LIKE THE TASTE ANYMORE [TASTE TOO SWEET]
933378	JUST TO TRY DIFFERENT BRANDS/ VARIETY
948545	DOES NOT APPLY / WAS NOT SMOKING
964210	THE DUTCH MASTERS HAD A COUPON OFFERING TO GIVE OUT FREE CIGARS SO I TOOK THAT OVER THE GARCIA VEGA
993400	MAIL ORDER ONLY

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016294

10628	MILTON
24786	HAVANA
32263	DON'T KNOW WHAT THE BRAND WAS
32468	AMISH PHOMA
44138	CUBAN
54617	CUBAN CIGAR
55377	CUBANS
71314	CUBAN CIGAR
74441	MIAMI SUITES
83488	CUBAN
94894	POORTELLA
99868	GEORGE BURNS
99872	CUBAN HAVANA
100550	858 BRAND
102349	HAVANA
114818	HONDURAN RIATA
118204	MAKERS MARK FROM THE KENTUCKY DERBY
121843	HAVANA
123694	A CIGAR WITH NO LABEL
124565	CUBAN
124611	ROMEO Y JULIETA
131756	HAND ROLLED HAVANA
134430	LA CORIA CUVANA
138071	CUBAN CIGARS
139453	PRIMA VERA
145791	ALBERTO
159218	CHICOS
177684	CLUB MASTER
179094	SWEET AND MILD
190403	HAND ROLLED IN FLORIDA
197059	CUBAN CIGAR
202685	LUJOS
219345	MIFLINS CHOICE
220638	LARS PETON
228421	WINSTON CHURCHILLS
235639	A CUBAN CIGAR NAMED HABANA
254242	TRANIDAD
258560	TAMPICO HAVANA
261672	ESPANLOA
265371	PAMATELLA
279193	JOHN T
282481	HAVANA DARK
291151	CUBAN
305876	PARTIGUSGL
306905	A CUBAN CIGAR
310377	MURIEL SWEET CORONA
313650	REAS
332038	HAVE A TAMPA PENTELLA
333073	HAND ROLLED CUBAN

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016295

335004	IT WAS A CUBAN CIGAR THAT STARTED WITH A 'S" AND HAD A SILVER WRAPPER
339708	SPANISH CROOK
341253	CHURCHILL
347267	A CUBAN
351372	HAVANA
352254	SOME VARIETY FROM CUBA
366639	COHABANA
370533	ROMEO & JULIET
376065	MAKER'S MARK
378805	CIGAR FROM HONDURAS
387073	DON'T KNOW THE NAME/ EACH CIGAR IS IN ITS OWN METAL CONTAINER / THEY'RE REALLY EXPENSIVE
392494	KEY WEST HAND ROLLED
396997	DON ELVIRO
399595	SOME CUBAN BRAND I SMOKED IN HAVANA
401131	CUBAN CIGARS
401774	KORIBA
406151	IT WAS A HAND ROLLED CUBAN CIGAR / CANNOT REMEMBER THE NAME
412073	CUBAN BRAND
412606	CORNNA LARGO
413340	A CUBAN CIGAR I HAD IN CANADA
417079	LAS VEGAS CIGARS
420428	HAND WRAPPED DOMINICAN REPUBLIC CIGARS
422741	HAVANA
424853	CUBAN
425201	SOMETHING FROM HAVANA
425660	RHEA BELVEDERE
436057	LOUIS MARTINEZE
436106	HAND MADE CIGAR MADE IN DENMARK
439899	CROOKS
442235	CUBAN GOLD
445274	FOREIGN
447515	HAVANA
453421	CUBAN
461176	HAVANA CUBAN
464094	CUBANA
465984	HABANO PRIMERO
471471	SOMETHING MY PARTNER BROUGHT BACK FROM THE VIRGIN ISLANDS-- NICE HAND WRAPPED JOB
471770	CUBAN CIGARS
491948	CUBAN
510659	DEPRINI
515148	CUBAN CIGARS
524522	LA FOL
526052	EL INCOMPARABLE
526645	REMBRANTS
528703	MEXICAN CIGAR
536258	OMEGA

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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542291	HAND ROLLED CIGAR THAT WAS PURCHASED IN ILLINOIS/ DO NOT KNOW THE NAME
557963	FORGOT THE BRAND NAME
560999	ORO
561633	CUBAN REMINANT
568710	HAND ROLLED
583361	CORONA
583520	CHERRY TIAJUANA SMALLS
591063	HONDURAN CIGAR
605027	FLOR DE CUBANO
620801	VANILLA SWEEYS
621282	ILLEGAL
622804	CUBAN CIGARS
640569	CUBAN CIGAR
653447	PUNCH HAVANA
660127	PORTUGESE CIGARS
664980	MADE IN NIGUARGUA / DON'T KNOW THE BRAND
701831	CUBAN UPMANN
701855	PHILLIE SCHRUTE
712168	HAVANA CIGARS
718530	CUBAN BRAND IMPORTED FROM A FRIEND
720898	DANNEMANN
722395	MONEYMAKER PANATELA
742914	DON'T REMEMBER THE NAME
750744	THE CUBAN CIGARS / THE ILLEGAL ONES
755729	GERHEINDST
758534	VAINILLA
779799	CUBAN CIGAR
782424	CUBAN
785271	CUBAN CIGAR
786106	CUBANA
786469	MRINTO CRISTAL
792177	GEORGE BURNS CORONADO
807404	DON SUPERIOR
808423	CHURCHILL
812743	MARTY
831158	DUTCH BRAND
837529	CORONA
839876	CLUB MASTERS
861941	DON'T REMEMBER THE NAME
862143	CUBAN CIGAR
864854	QUESTA-REY
865061	CRIOLLITOS RIVALO
865575	PINCH
867602	DON'T REMEMBER THE NAME
881129	CUBA
892472	CUBAN COHABA
895008	CUBAN CIGAR
897915	MISSISSIPPI CROOK

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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920137	LINO
931657	PREMIER
933378	LA DIVA
937429	DOMINICA
938845	WINDSOR
956909	LA GLORIA CUBANA
965589	SOMETHING CUBAN
965714	DON ARMONTO
983531	CUBAN
987766	TENISY RIVER CROOK
988308	CORONA
993403	SOMETHING GIVEN TO ME A WHILE BACK
997994	OLD CROOK

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016298

32468	I JUST HAPPEN TO LIKE IT
40035	THEY ARE NOT TUBED [TUBED.IN A CIGAR TUBE CONTAINER]
54617	I LIKE THE MEDIUM ROI TANS THE BEST
56786	ILLEGAL HERE
72981	THEY ARE ILLEGAL
74441	DON'T TASTE GOOD [TASTE. THEY ARE SWEET BUT THE MIAMI SUITES ARE DIPPED IN RUM]
94894	I SMOKE THEM ALL THE TIME
101438	DON'T SMOKE ON A REGULAR BASIS
103101	THE EL PRODUCTO QUEEN IS A FULL SIZE CIGAR AND I ONLY HAVE A 30 MINUTE LUNCH BREAK
105087	BECAUSE I ENJOY WINCHESTER AND CAPTAIN BLACK JUST AS EQUALLY
107355	I CANNOT BUY IT IN THE UNITED STATES BECAUSE IT ISN'T LEGAL
120690	UNITED STATES GOV'T CONTROLS A FREE MARKET SOCIETY
120747	MOSTLY GET CIGARS AS GIFTS AND SMOKE WHATEVER I GET
126975	I SAVE THEM FOR SPECIAL OCCASIONS
128610	HE SMOKES BIGGER CIGARS ONCE A DAY
131756	IT'S ILLEGAL
138071	I JUST GET TIRED OF IT. I LIKE TO CHANGE AROUND.
153198	BECAUSE I DON'T LIKE TO SMOKE ANY MORE
177684	IT'S WHAT I SMOKE
197435	IT'S TOO STRONG
208539	HAS BEEN BANNED
213145	IT IS AGAINST THE LAW
242937	I DON'T LIKE IT MORE OFTEN
243923	HEALTH REASONS.I DON'T SMOKE THAT MUCH ANYMORE
271765	BECAUSE I LIKE TO MIX IT UP
279193	I SMOKE THAT BRAND
282481	THEY'RE NOT WECOMED IN THIS COUNTRY
300197	I JUST LIKE THE WHITE OWL BETTER
307849	I'M NOT A REGULAR CIGAR SMOKER / I ONLY SMOKE IN SPELLS
308458	THEY GIVE ME HEARTBURN SOMETIMES
332038	CHANGE OF THE TASTE IN THE CIGAR AND THE NEW FORM OF PACKING IN THE CIGAR MADE THEM HARD TO DRAW
335004	THE EMBARGO
337335	MY WIFE DOESN'T LIKE THE SMELL OF THEM
338405	THEY'RE ILLEGAL IN THE USA
342040	IT IS THE BEST BUT ONLY ON SPECIAL OCCASIONS
342201	I LIKE THE THE CIGARETTE SIZE CIGARS
351372	IT'S ILLEGAL
352254	GOT IT AS A GIFT
378805	RETIRED AND USED TO BUY WHOLE SALE FROM HONDURAS
379555	DEPENDS ON WHEN YOU CAN VISIT THE TOBACCO SHOP
391688	THE PEPPERY TASTE IS KIND OF IRRITATING
401131	IT'S ILLEGAL
407348	I'M TRYING DIFFERENT TYPES OF CIGARS
422741	THEY'RE ILLEGAL
434478	PARTICULAR SIZE AND SHAPE IS NOT AVAILABLE OFTEN
438879	I NEVER THINK ABOUT IT WHEN I SHOP I USUALLY GRAB WHAT I SEE FIRST

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444841	HE RECEIVES THEM AS GIFTS
453772	HARD TO COME BY AND ARE EXPENSIVE
460459	MY WIFE PREFERS THE AROMA
465984	I JUST HAVEN'T BOUGHT THEM
484909	LIKE TO CHANGE ALL THE TIME
503238	FEELS COMFORTABLE WITH CURRENT BRAND
506284	I WAS JUST ON VACATION IN CANADA AND I WANTED TO TRY A CUBAN CIGAR
510217	I JUST LIKE TO SWITCH
524522	NO DESIRE
526645	STILL SMOKES REMBRANTS
530361	WHERE EVER I GO WHATEVER THEY HAVE IS WHAT EVER I BUY
531174	THEY ARE ILLEGAL
536055	IT'S ILLEGAL
542291	YOU HAVE TO BUY 25 ON A REGULAR BASIS
554456	I ONLY SMOKE IT ON SPECIAL OCCASIONS
570590	PREFER BRAND I SMOKE NOW
621188	IT IS ILLEGAL IN THE US
640109	IT'S ILLEGAL
640569	I LIKE TO TRY DIFFERENT BRANDS
643439	THEY'RE ILLEGAL
646427	I'M TRYING TO SLOW DOWN
667223	PREFER A CUBAN CIGAR OVER THE STORE BRANDS
707872	ILLEGAL IN THE UNITED STATES
730422	I WAS EXPERIMENTING
732647	I LIKE A VARIETY
786106	DON'T SMOKE THEM THAT OFTEN
787310	LEGALITY
792177	DEPENDS UPON WHEN I WANT ONE
812934	COMBINATION OF 1 AND 2
839876	I DO SMOKE THIS BRAND
856748	PREFERS SMALLER CIGARS
857889	CHANGED FORMULA
867602	BECAUSE THEY ARE GIVEN TO ME AS A GIFT
896273	ILLEGAL TO SMOKE THEM IN THIS COUNTRY
956909	RESERVE FOR SPECIAL OCCASIONS
993946	THEY ARE ILLEGAL

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14951	DISCOUNT TOBACCO STORE
463548	DUNHILL OF LONDON SHOP
522387	DUTY FREE SHOP
67019	DUTY FREE SHOP AT AN AIRPORT
32468	FROM THE FACTORY
166949	GAS STATION
173308	GAS STATION
202685	GAS STATION
209965	GAS STATION
231407	GAS STATION
294877	GAS STATION
319676	GAS STATION
322710	GAS STATION
383020	GAS STATION
459615	GAS STATION
483486	GAS STATION
515148	GAS STATION
680303	GAS STATION
884712	GAS STATION
951704	GAS STATION
985256	GAS STATION
6333	GAS STATION
43144	GAS STATION
228421	GAS STATIONS
6207	GAS STATIONS
867602	GIVEN TO HIM AS A GIFT
508744	HE GETS HIS CIGARS THROUGH THOMPSON CATALOG
622804	I HAVE THEM SHIPPED FROM LAS VEGAS
287777	I NEVER BUY MY OWN CIGARS
659115	I ORDER THEM
459560	INDIAN RESERVATION
981188	INDIAN RESERVATION
235869	INDIAN SMOKE SHOP
54617	INDIAN STORE OUTLET
640569	LIQUOR STORE
602115	LIQOUR STORE
453421	LIQUOR STORE
948506	LIQUOR STORE
164782	LIQUOR STORE
233061	LIQUOR STORE
412532	LIQUOR STORE
450047	LIQUOR STORE
450441	LIQUOR STORE
502891	LIQUOR STORE
513674	LIQUOR STORE
567019	LIQUOR STORE
932810	LIQUOR STORE
943684	LIQUOR STORE
973328	LIQUOR STORE

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71142	LIQUOR STORE
47983	LIQUOR STORE
892472	LIQUOR STORE
251292	MILITARY BASE EXCHANGE
278331	MILITARY COMMISSARY
312740	MILITARY CONVENIENT STORE
372993	MILITARY EXCHANGE
34917	MY CIGARS ARE ALWAYS GIVEN TO ME
276269	NO CERTAIN TYPE OF STORE
893248	ON A RESERVATION FROM NATIVE AMERICANS
858322	OUT OF THE COUNTRY
164917	PARTY STORE
617717	PHARMACY
895900	PRIVATE DEALER
30276	QUICK STORE
377515	RESP OWNS A TOBACCANIST SHOP
431552	SALVAGE YARD
103101	SAMS
997994	SAMS WHOLESALE CLUB
530731	SERVICE STATION
191964	SPECIAL ORDER FROM OUTSIDE THE US
92605	SPECIALTY SHOP IN NEIGHBORHOOD
556665	SPECIALTY STORE
296645	SPIRIT SHOP (LIQUOR & CIGARS & TOBACCO)
42217	THE BEER STORE
660436	TOBACCO OUTLET / A CIGARETTE STORE IN HIS TOWN
263803	TRUCK STOP
564065	WHOLESALE
614959	WHOLESALE CLUB
780686	WHOLESALER
965589	WHOLESALER
857889	WHOLESALER THAT SUPPLIES TOBACCO, CANDY AND TOYS
265172	WHOLESALER

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2791	CIGAR CATALOG
3320	MAIL
23674	PLAYBOY MAGAZINE
29817	SOMEONE TRIED TO SELL ME SOME CIGARS WHOLESALE
31963	PLAYBOY AND OTHER MEN'S MAGAZINES
34057	CIGAR MAGAZINES
60391	DIRECT MAIL
68001	THROUGH THE MAIL
71314	HUNTING MAGAZINE
72981	CIGAR SHOP
81680	DON'T REMEMBER
85450	CATALOG
92841	DIRECT MAIL CATALOG
99868	MAIL CATALOG FOR SMOKING PRODUCTS
100159	MAILINGS TREND MAGAZINE
111598	NEWS LETTER
118204	CATALOG
121843	PLAYBOY PENTHOUSE
127738	CONVENIENCE STORE
128278	GOLF MAGAZINE
131756	LEAFLETS AND THE CATALOG FROM JRS
157505	TOBACCO SHOP
168927	ON THE INTERNET
173308	LOW RIDER MAGAZINE / HOT ROD MAGAZINE
177687	RESTAURANT
185999	LIQUOR STORE
188423	SMOKE SHOP
188464	PLAYBOY MAGAZINE
197633	CATALOG
202685	PLAYBOY
202696	IN STORE SIGNS
218702	SHIRT
223435	FRIENDS
225199	CATOLOG
227151	TOBACCO SHOP
237537	DIRECT MAIL
251804	SPORTS MAGAZINE
254242	PLAYBOY
261060	SMOKE SHOP
282481	IN THE MAIL
297024	AT A TV STATION
303785	CIGAR CATALOG
304948	THROUGH THE MAIL
305876	SPORTS OF FIELD MAGAZINE / FIELD AND STREAM
306953	SALES CATALOG FOR CIGARS
315143	MAILINGS / SOCIAL MAGAZINES
318231	CIGAR AFICIONADO MAGAZINE
320787	THE NEWSSTAND
333073	CIGAR GUIDE

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335004	INFLIGHT TRAVEL MAGAZINE
337335	SIGN IN THE STORE
338405	AIRPLANE MAGAZINES
349109	INTERNET
362197	MAIL CATALOGUE
365834	SMOKERS MAGAZINE
367687	MAIL ORDER
370014	DELTA MAGAZINE [MAGAZINE.AIRLINE MAGAZINE]
376065	NEWS STAND
383090	HEARTLAND CATALOG
400537	THOMPSONS CATALOG
410688	STORE DISPLAY AT THE TOBACCO SHOP
412073	IN STORE DISPLAY
412532	IN THE CIGAR AFICIONADO
412741	CIGAR STORE
417156	MAILING
417817	AIRLINE MAGAZINE
419385	PEOPLE MAGAZINE
421496	TOBACCO STORE
422433	CIGAR SUPPLIER MAGAZINE/CATALOGS
422741	PLAYBOY
430966	CIGAR AFICIONADO MAGAZINE
434943	INTERNET
436106	SPORTS MAGAZINES
442205	CIGAR SHOP
443693	SPORTING MAGAZINE
450226	OUTDOOR MAGAZINES
459560	IN THE MAIL
461176	SPORTS MAGAZINE
463434	STORE
471471	LOCAL MARKETPLACE MAGAZINE
486761	SMALL SIGN IN THE SUBWAY
510318	CATALOG
520072	CIGAR AFICIONADO
531505	STORE DISPLAYS
535953	CIGAR CATALOGS
542371	SMOKE SHOP
544334	SPORTS MAGAZINE
549538	BOOKS
549849	MAIL
557912	MAIL ORDER CIGAR MAGAZINE
564065	INTERNET
570180	THOMPSON & COMPANY CIGAR GUIDE
580881	CIGAR AFICIONADO
606476	SPORTS MAGAZINE
616582	MAIL
618479	SHOPS
620801	CAR RACING MAGAZINE
630391	CONVENIENCE STORES

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633470	CIGAR AFICIONADO MAGAZINE
633987	A CIGAR CATALOG
640109	CIG
652404	INTERNET
673253	CIGAR STORE
673396	A TOBACCO SHOP IN THE NETHERLANDS
676188	POV MAGAZINE
698303	HUNTING MAGAZINE
707221	AUTO MAGAZINE CIGAR MAGAZINE
725653	CIGAR AFICIONADO MAGAZINE
731602	CIGAR ORDERING CO IN THE MAIL
746540	MEN'S MAGAZINE
748338	IN THE STORES
750584	MAIL
765486	GROCERY STORES AND GAS STATIONS
768287	MAIL CATALOG
786054	IN STORE ADVERTISING
799562	A CIGAR MAGAZINE
815301	IN FRONT OF A LIQUOR STORE WINDOW
833867	SALES CATALOGS GOLF MAGAZINES
835835	SOMETHING IN THE MAIL
841490	SOME TYPE OF MAGAZINE
853603	PAMPHLET FROM THOMPSON CIGAR CO
862143	THOMPSON CATALOG
864594	AN AD FROM THE BOX OF CIGARS
865061	SHOP WINDOW
867018	PLAYBOY
871617	FINCK CATALOG
886144	THOMPSON CIGAR BOOK
895008	TOBACCO STORE CIGARETTES STORE
915745	CIGAR STORE
926352	CIGAR MAGAZINES
931657	TOBACCO SHOP MAGAZINE
944793	LIQUOR STORE
945098	WINDOW AT CIGAR STORE
948080	HEARTLAND CATALOG
950653	PLAYBOY MAGAZINE
981247	RESTAURANTS
982869	CIGAR MAGAZINE.UNSURE
993400	CIGAR
994660	SMOKE MAGAZINE
997994	SPORTS ILLUSTRATED

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2704	7HSOUTHERN
3317	ANISETTE LIQUEUR FLAVORED ONES
21101	SOME OF EVERYTHING
63501	PLAYBOY
70571	CHURCHILL
79864	LONE WOLF
82057	ALL OF THEM
106465	OCHO RIO
107355	LONG WOLF
118204	HANDMADE DOMINICANS
121843	DON DIEGOS
168927	KIWI
179299	LIXA
261672	PLAYBOY CIGARS
305876	THOMAS
339708	JUST PREMIUM TYPE CIGARS
369318	CIGARS FROM ALL OVER THE WORLD
372993	HAVANA
382452	A WHOLE BUNCH
383090	I DON'T KNOW BUT THERE WERE ADS FOR CIGAR ACCESSORIES
419385	PLAYBOY HUGH HEFNER CIGAR
422433	A LEAST 20-30 BRANDS
429780	PLAYBOY CIGAR
459615	GEORGE BURNS BRAND
465984	HABANO PRIMERO DON TOMAS
528647	MANY BRANDS/CIGAR WAREHOUSE
557912	ALL PREMIUM BRANDS
633944	LITTLE SMOKEY
653447	ITS CALLED 1861
653447	LA VANGA
673396	DON PABLO
683406	CORONA
707221	MONTERREY
718530	FOREPLAY
754950	ALL BRANDS
758534	SNAKE RIVER LONE WOLF
765486	CROOKS
765486	PERFECTO
794717	PLAYBOY CIGARS
799861	CUBAN AND IMPORTS
831158	A SMOKE SHOP IN GENERAL
835835	BUGLE
867018	PLAYBOY BRAND
871617	IT IS A CATALOG ORDER BOOK FOR A LOT OF CIGARS
937429	VEGA
983531	LARES

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191701	A GROUP HOME SOCIAL SERVICES
366639	PRODUCTION WORKER SKILLED
464811	HOUSE PAINTER

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QUESTIONNAIRE

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Q
T \T
T A. Hello, this is (**INSERT NAME**) calling on behalf of Janet
T Hall of the Home Testing Institute. Is this the (**INSERT LAST
T NAME**) residence?
T
1 01 Yes ''(**CONTINUE**)
2 02 No ''(**THANK AND TERMINATE**)

Q
T \T
T B. May I please speak with the male head of household?
T
1 01 Yes ''(**CONTINUE. REINTRODUCE IF NECESSARY**)
2 02 No ''(**SCHEDULE CALLBACK**)
3 03 Final No ''(**THANK AND TERMINATE**)

Q
T \T
T I want to assure you that this is not a sales call. We are
T talking to cigar smokers across the country to collect
T information that will be used to better meet the needs of cigar
T consumers.
T

Q
T \T
T C1. Are you at least 18 years of age, and a member of this
T household?
T
1 01 Yes ''(**SKIP TO Q.D1**)
2 02 No ''(**CONTINUE**)

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```
Q
T \T
T C2. May I please speak to the member of the household who is at
T     least 18 years old?
T
    1 01 Yes      ''(**CONTINUE**)
    2 02 Not available at this time ''(**ARRANGE CALLBACK**)

Q
T \T
T D1.  In a recent mini-survey, it was indicated that there is at
T      least ONE cigar smoker in your household.  Do you smoke at
T      least one cigar in a typical month?
T
    1 01 Yes      ''(*SKIP TO Q.E**)
    2 02 No       ''(**CONTINUE**)

Q
T \T
T D2.  May I please speak to the person in your household who smokes
T      cigars?
T
    1 01 Yes      ''(*CONTINUE**)(**REINTRODUCE IF NECESSARY**)
    2 02 No       ''(**ARRANGE CALLBACK**)

Q
T \T
T E.  We are talking to cigar smokers across the country, and the
T     information we collect will be used to better meet the needs of
T     those who enjoy cigars.
T
T     (**IF ASKED:  This survey will take about 15 minutes of your
T                   time.**)
T

Q
T \T
T 1. (**INTERVIEWER:  RECORD SEX**)
T
    1 01 Male
    2 02 Female
```

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SECTION A = SMOKING BEHAVIOR

```
Q
T \T
T 1.  Approximately how many years have you been smoking cigars?
T
T                    (**ENTER 00 - 99, DK/NONE HERE**)
T

''IF RESPONSE IN Q.1 IS LESS THAN 1 YEAR, ENTER "00"


Q
T \T
T 2.  Does the amount of cigar smoking you do vary by the season of
T     the year?
T
    1 01 Yes                     ''(**SKIP TO Q.4a1**)
    2 02 No                      ''(**CONTINUE**)
   -X 03 (**DNR**) Don't know    ''(**CONTINUE**)


''FOR Q.3a/b, Q.4a/b, ENTER ONE NUMBER ONLY.  IF A RANGE IS
''GIVEN, RECORD LOWEST NUMBER (i.e.; IF 10 TO 12, ENTER "10".)


Q
T \T
T 3a. In a typical week, how many cigars do you smoke?
T
T                    (**ENTER 00-99, DK HERE**)
T

''IF LESS THAN 1 PER WEEK IN Q.3a, ASK Q.3b.  OTHERWISE SKIP TO Q.6a

Q
T \T
T 3b. In a typical month, how many cigars do you smoke?
T
T                    (**ENTER 00-99, DK HERE**)
T
''SKIP TO Q.6a
```

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Q
T \T
T 4a1.Typically, during the WARMER-WEATHER, how many cigars do you
T smoke per week?
T (**ENTER 00-99, DK HERE**)
T

''IF LESS THAN 1 PER WEEK IN Q.4a1, ASK Q.4a2. OTHERWISE SKIP TO Q.4b

Q
T \T
T 4a2.Typically, during the WARMER-WEATHER, how many cigars do you
T smoke per month?
T (**ENTER 00-99, DK HERE**)
T

Q
T \T
T 4b1.And how many do you smoke per week in COLDER-WEATHER?
T
T (**ENTER 00-99, DK HERE**)
T

''IF LESS THAN 1 PER WEEK IN Q.4b1, ASK Q.4b2. OTHERWISE SKIP TO Q.6a

Q
T \T
T 4b2.And how many cigars do you smoke per month in COLDER-WEATHER?
T
T (**ENTER 00-99, DK HERE**)

OMIT Q'S 5A, 5B1, 5B2, 6.

Q
T \T
T 6a. How were you first introduced to cigars?
T
T (**READ LIST, ACCEPT MULTIPLE RESPONSES**)
T ''RANDOM ROTATE

1 01 By your father
2 02 By a family member other than your father
3 03 By your friends
4 04 By a business associate
5 05 When playing golf
6 06 Some other way
-X 07 (**DNR**) Don't know

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```
Q
T \T
T 7.  I am going to read you a list of activities which you may be
T     doing while smoking a cigar.  Please tell me which activity you
T     are participating in MOST OFTEN while smoking cigars.
T
T                (**READ LIST, ENTER ONE RESPONSE ONLY**)
T
''RANDOM ROTATE

    1 01 Relaxing alone
    2 02 Driving
    3 03 Socializing with others
    4 04 Recreational activities or sports
    5 05 After meals
    6 06 On special occasions
   -X 07 (**DNR**) None


Q
T \T
T 8.  What percent of the cigars you smoke are given to you as gifts?
T
T                    (**ENTER 0-100%, DK/NONE HERE**)
T
''IF NONE IN Q.8, CODE AS 0%
```

OMIT Q'S 9, 10, 11, 12

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SECTION B = BRAND AWARENESS, USAGE & SHOPPING BEHAVIOR

```
Q
T \T
T 1a1.What's the first cigar brand that comes to mind?
T
T             (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
    1 01 Brand A
    2 02 Brand B
    3 03 Brand C
    4 04 Brand D
    5 05 Brand E
    6 06 Brand F
    7 07 Brand G
    8 08 Brand H
    9 09 Brand I
    0 10 Brand J
++  1 11 Brand K
    2 12 Brand L
    3 13 Brand M
    4 14 Brand N
    5 15 Brand O
    6 16 Brand P
    7 17 Brand Q
    8 18 Brand R
    9 19 Brand S
    0 20 Brand T
++  1 21 Brand U
    2 22 Brand V
    3 23 Brand W
    4 24 Brand X
    5 25 Brand Y
    6 26 Brand Z
    7 27 Other ''(**SPECIFY**)
   -X 28 (**DNR**) Don't know
```

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GC 016314

```
Q
T \T
T 1b. What's the second brand that comes to mind?
T
T            (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1


Q
T \T
T 1c. And the third brand that comes to mind?
T
T            (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1

Q
T \T
T 1d.  What was the first brand of cigar you ever smoked?
T
T           (**DO NOT READ LIST.  ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1

Q
T \T
T 2.  Approximately how many different cigar BRANDS do you smoke
T     on a regular basis?
T
T                      (**ENTER 00-99, DK HERE**)
T
''IF ANSWER IN Q.2 IS "1", ASK Q.3a & 3a2 AND THEN SKIP TO Q.4


Q
T \T
T 3a. What brand of cigar do you smoke most often?
T
T             (**DO NOT READ LIST.  ENTER ONE RESPONSE ONLY**)
T                   IF "DON'T KNOW" - SKIP TO Q.4
''SAME AS Q.1a1

''Q.3a RESPONSE WILL BE "PRIMARY BRAND" THROUGHOUT REMAINDER OF
''QUESTIONNAIRE
```

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Q
T (ASK ALL RESPONDENTS Q.3a2)
T \T
T 3a2. Is that a domestic or premium brand?
T
1 01 Domestic
2 02 Premium
-X 03 Don't Know (**DNR**)

''IF CODE IS *Other* "27" IN Q.3a, UTILIZE ANSWER AT Q.3a2 TO CLASSIFY
''AS DOMESTIC OR PREMIUM.
''IF ANSWER CODE "03" IN Q.3a2, MAKE DOMESTIC BRAND THROUGHOUT
''REMAINDER OF QUESTIONNAIRE.

OMIT Q'S 3A3, 3A4

Q
T \T
T 3b. What brand do you smoke second-most often?
T
T (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1

Q
T \T
T 4. Out of the last 10 times you purchased cigars, how many times
T would you say you bought (**INSERT PRIMARY AND SECONDARY
T BRANDS**) and any other brands?
T
T (**ENTER 1-10, DK FOR PRIMARY BRAND HERE**)
T
T (**ENTER 1-10, DK FOR SECONDARY BRAND HERE**)
T
T (**ENTER 1-10, DK FOR OTHER BRANDS HERE**)
T

''IF RESPONSE TO Q.4 "SECONDARY BRAND" IS MORE THAN 3, THIS WILL BE
''"SECONDARY BRAND" THROUGHOUT REMAINDER OF QUESTIONNAIRE.

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Q
T \T
T 4a. What was the brand you smoked most often when you FIRST
T started smoking cigars?
T (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)

''SAME AS Q.1a1

''ASK Q.4b-4c IF GAVE A DOMESTIC BRAND AT Q.4a AND A PREMIUM BRAND AT
''Q.3a (OR 3a2 FOR AN "*OTHER*" BRAND). OTHERWISE SKIP TO Q.5. IF
''GAVE "OTHER" NON-CLASSIFIED BRAND OR DK AT Q.4a, SKIP TO Q.5.

Q
T \T
T 4b. Compared to when you smoked that brand of cigars, are you now
T smoking more often, less often or about the same amount?
T (**ACCEPT ONE RESPONSE**)
1 01 More Often
2 02 Less Often
3 03 Same amount
X 04 (**DNR) Don't Know

Q
T \T
T 4c. Approximately how many years ago did you switch to a premium,
imported type of cigar, like your (*insert primary brand*)?

T (**ENTER 0-99, DK/NONE HERE. IF RESPONSE IN Q.4c IS LESS THAN 1
T YEAR, ENTER "0"**)

Q
T \T
T 5. Approximately how many different cigar SIZES do you smoke on a
T regular basis?
T
T (**ENTER 0-13, DK HERE**)

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```
Q
T \T
T 6a. What size of (**INSERT PRIMARY BRAND**) do you smoke most
T     often?
T            (**READ LIST, ENTER ONE RESPONSE ONLY**)

    1 01 Small (less than 4 inches)
    2 02 Medium (4 to 6 inches)
    3 03 Large (more than 6 inches)
   -X 04 (**DNR**) Don't know size   ''(**SKIP TO Q.8a**)

Q
T \T
T 6b. What is the ring gauge of the cigar?
T
T            (**READ LIST, ENTER ONE RESPONSE ONLY**)
    1 01 Less than the size of a dime  (44 ring gauge or less)
    2 02 Approximately the size of a dime  (45 ring gauge)
    3 03 Approximately the size of a penny  (48 ring gauge)
    4 04 Size of a nickel or larger  (52 ring gauge or higher)
   -X 05 (**DNR**) Don't know

Q
T \T
T 7.  Suppose that when you went to buy your (**INSERT PRIMARY
T     BRAND**), in the (**INSERT RESPONSE FROM Q.6a**) size, they
T     weren't available. Which of the following would you be
T     more likely to do?
T T                    (**READ LIST, ENTER ONE RESPONSE ONLY**)
T
    1 01 Buy (**INSERT PRIMARY BRAND**) in a different size
    2 02 Buy a different brand in the (**INSERT RESPONSE FROM Q.6a**)
         size
    3 03 Try to find (**INSERT PRIMARY BRAND**), in the (**INSERT
         RESPONSE FROM Q.6a**) size, at a different store
    4 04 Try to order it, or
    5 05 Not make a purchase
   -X 06 (**DNR**) Don't know

Q
T \T
T 8a. Were you smoking (**INSERT PRIMARY BRAND**) most often a
T     year ago?
T
    1 01 Yes                     ''(**SKIP TO Q.9a**)
    2 02 No                      ''(**CONTINUE**)
   -X 03 (**DNR**) Don't know    ''(**CONTINUE**)
```

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UNDER PROTECTIVE ORDER
GC 016318

Q
T \T
T 8b. What brand were you smoking most often a year ago?
T
T (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
T
''SAME AS Q.1a1

Q
T \T
T 8c. Why don't you smoke (**INSERT RESPONSE FROM Q.8b**) most often
T anymore?
T
T (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
T
1 01 Price too high
2 02 Difficult to find
3 03 Prefer current brand/Like current brand better
4 04 Other ''(**SPECIFY**)
-X 05 (**DNR**) Don't know

Q
T \T
T 9a. What brand would you consider to be the best cigar you have
T ever smoked?
T (**DO NOT READ LIST. ENTER ONE RESPONSE ONLY**)
''SAME AS Q.1a1

Q
T \T
T 9b. Was (**INSERT RESPONSE FROM Q.9a**), which you said was the
T best cigar you have ever smoked, made in Cuba?
1 01 Yes
2 02 No
-X 03 (**DNR**) Don't know

''IF RESPONSE IN Q.9a IS THE SAME AS RESPONSE FROM Q.3a, SKIP TO
''Q.10a. OTHERWISE CONTINUE.

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GC 016319

```
Q
T \T
T 9c. Is the PRIMARY reason you don't smoke this brand most often
T     because of...?
T
T                  (**READ LIST.  ENTER ONE RESPONSE ONLY**)
T
    1 01 High prices
    2 02 Lack of availability
    3 03 Other ''(**SPECIFY**)
   -X 04 (**DNR**) Don't know
```

Omit Q.10, 11a, 11b1, 11b2, 11c1, 11c2, 11d1, 11d2.

```
Q
T \T
T 10a. Thinking about (INSERT PRIMARY BRAND) cigars, please think
T      about HOW you buy your cigars most often - individually, by the
T      pack, by the box or in bundles?  (RECORD ONE RESPONSE)
T
    1 01 Individually
    2 02 By the pack
    3 03 By the box
    4 04 By the bundle
   -X 05(**DNR**) Don't know


''ASK Q.11-12 IF CODE 1-4 ANSWERED AT Q.10a, OTHERWISE SKIP TO Q.12a.
Q
T \T
T 11.On average, how much do you pay (INSERT TYPE FROM Q.10a) for the
T     (INSERT PRIMARY BRAND) you regularly buy?
T
T                    (**ENTER $.01-999.99, DK HERE**)
T
T                       (**ENTER CENTS**)
T



''ASK Q.12 IF CODE 2-4 IS ANSWERED AT Q.10a, OTHERWISE SKIP TO Q.12a.
Q
T \T
T 12.How many cigars come (INSERT TYPE FROM Q.10a) you usually
T     buy?
T
T                  (**ENTER 1-100, DK HERE**)
```

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GC 016320

```
Q
T \T
T 12a.What one type of store do you buy your cigars from MOST OFTEN?
T
T                (**DO NOT READ LIST, ENTER ONE RESPONSE ONLY**)
T
    1 01 Tobacco Shop/Smoke Shop
    2 02 Drug Store
    3 03 Grocery Store
    4 04 Discount Department Store
    5 05 Convenience Store/Mini-Mart/Newstand
    6 06 Restaurant/Cigar Bar
    7 07 Sport Club/Sporting Event
    8 08 Mail Order Service/Catalog
    9 09 Other  ''(**SPECIFY**)
   -X 10 (**DNR**) Don't know  ''(**SKIP TO SECTION C - Q.4**)


''IF RESPONSE TO Q.12a IS "01" TOBACCO SHOP/SMOKE SHOP, ASK Q.12a1.
''OTHERWISE SKIP TO SECTION C - Q.4.

Q
T \T
T 12a1.Which of the following descriptions best describes the type of
T       tobacco/smoke shop you buy cigars from most often?  Is it...
T      (READ LIST. RANDOM ROTATE. RECORD ONE RESPONSE.)

    1 01 A store that is a smaller, traditional-style tobacconist
         which specializes in cigar and pipe products and other
         premium tobacco products.
    2 02 A store that sells all types of tobacco products, including
         cigarettes, at discounted prices.
    3 03 (**DNR**) Neither
   -X 04 (**DNR**) Don't Know
```

OMIT Q'S 12B, 13, 14

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SECTION C = BRAND CHARACTERISTICS & PERCEPTIONS

OMIT Q'S 1,2A1,2A2,2B1,2B2,2C1,2C2,2D1,2D2,2E1,2E2,2F1,2F2,2G1,2G2, 2H1,2H2,2I1,2I2,2J1,2J2,2K1,2K2,3A,3B,3C,3D,3E,3F,3G,3H,3I,3J,3K

```
Q
T \T
T 4.  QUALITY, PRICE and SIZE are factors that may
T     influence cigar purchasing.  I would like you to divide 100
T     points between QUALITY, PRICE and SIZE so I can
T     understand the relative importance of each.  If, for example,
T     quality is more important to you than price and size,
T     you would give more points to quality.  You can give as many or
T     as few points as you like as long as the total equals 100.
T     Let's start with (**INSERT FACTOR**).  Out of 100 points, how
T     many points you would give (**INSERT FACTOR**).
T
T                        (**ENTER 0-100, DK HERE**)
T
''RANDOM ROTATE

   "Quality", &
   "Price", &
   "Size"; &

''(**IF TOTAL GIVEN Q.4 DOES NOT EQUAL 100, PROBE: THE TOTAL MUST
''EQUAL 100. CAN WE REVIEW? (RE-ASK Q.4**)

Q
T \T
T 5a. Now, on a scale of 1 to 5 where "5" means VERY SATISFIED and
T     "1" means VERY DISSATISFIED, how satisfied are you with the
T     QUALITY OF THE INGREDIENTS in your (**INSERT PRIMARY BRAND**)?
T
T                    (**ENTER 1-5, DK HERE**)
T


Q
T \T
T 5b. And how satisfied are you with the QUALITY OF CONSTRUCTION for
T     your (**INSERT PRIMARY BRAND**)?
T
T                    (**ENTER 1-5, DK HERE**)
T
```

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GC 016322

Q
T \T
T 5c. And with the PRICE?
T
T (**ENTER 1-5, DK HERE**)
T

Q
T \T
T 5d. And with the TASTE?
T
T (**ENTER 1-5, DK HERE**)
T

OMIT Q'S 6A, 6B, 6C, 6D

''ASK Q.7a-7d AS EITHER "DOMESTIC" OR "PREMIUM" DEPENDING ON PRIMARY
''BRAND.
Q
T \T
T Now, I would like to talk about the price of (DOMESTIC/PREMIUM)
T cigars which you buy (**INSERT ANSWER AT Q.10a)?
T
T 7a. What price would be lower than you would expect to pay
T for a (DOMESTIC/PREMIUM) brand but still a price you would
T consider it a bargain?
T
T (**ENTER $.01-999.99, DK HERE**)
T
T (**ENTER CENTS**)
T

Q
T \T
T 7b. At what price would a (DOMESTIC/PREMIUM) brand be so low that
T you would question the quality?
T
T (**ENTER $.01-999.99, DK HERE**)
T
T (**ENTER CENTS**)
T

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GC 016323

Q
T \T
T 7c. What price would be so high that you would not consider
T purchasing a (DOMESTIC/PREMIUM) brand?
T
T (**ENTER $.01-999.99, DK HERE**)
T
T (**ENTER CENTS**)
T

Q
T \T
T 7d. And at what price would a (DOMESTIC/PREMIUM) brand be higher
T than what you expected, but you would still consider purchasing
T it?
T
T (**ENTER $.01-999.99, DK HERE**)
T
T (**ENTER CENTS**)
T

OMIT Q 8A, 8B, 9A, 9B

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UNDER PROTECTIVE ORDER
GC 016324

SECTION D = ATTITUDES, INFO. SOURCES, ADVERTISING, ACCESSORIES

Q
T \T
T 1. I am going to read you several statements that you may or may
T not agree with. For each statement, please tell me if you
T AGREE STRONGLY, AGREE SOMEWHAT, DISAGREE SOMEWHAT or
T DISAGREE STRONGLY to that statement. Let's start with
T (**INSERT STATEMENT**). Would you say you (**INSERT SCALE**)?
T
T (**READ RANDOM ATTRIBUTES FROM LIST, ENTER ONE RESPONSE
T ONLY**)
T
''RANDOM ROTATE

"If my friends stopped smoking cigars, I probably would too", &

"I am now smoking better-quality cigars than I used to", &

"Cigars have become too expensive, so I'm now smoking less expensive brands", &

"I frequent cigar-friendly restaurants and bars in my area", &

"Cigars have become too expensive, so I'm smoking fewer cigars than I used to", &

"I often use cigars as a means of developing camaraderie with business associates", &

"If the ban on Cuban cigars in the U.S. is lifted, prices for premium cigars will fall", &

"No matter how they're wrapped, cigars will dry out quickly unless kept in a humidor", &

"The cigars I buy are always very fresh and in top condition", &

"I don't smoke cigars inside my home"; &

"I smoke a premium hand rolled cigar"; &

1 01 Agree Strongly
2 02 Agree Somewhat
3 03 Disagree Somewhat
4 04 Disagree Strongly
-X 05 (**DNR**) Don't know

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UNDER PROTECTIVE ORDER
GC 016325

Q
T \T
T 2a. Thinking about the various sources of information available
T about cigars, which of the following have you looked to for
T reference?
T
T (**READ LIST, ENTER ALL THAT APPLY**)
T

1 01 Cigar books and/or guides
2 02 Cigar Aficionado Magazine
3 03 The Internet
4 04 Smoke Magazine
5 05 Tobacconists/Smoke shop personnel
6 06 Friends, relatives and/or business associates
7 07 (**DNR**) None of these
-X 08 (**DNR**) Don't know

''IF CODE "02" OR "04" IN Q.2a, ASK Q.2b. OTHERWISE SKIP TO Q.2d

''IF CODE "03" IN Q.2a, ASK Q.2c. OTHERWISE SKIP TO Q.2d

''IF CODE "07" OR "08" IN Q.2a, SKIP TO Q.3a

Q
T \T
T 2b. Do you currently subscribe to (**INSERT RESPONSE FROM Q.2a**)?
T

1 01 Yes
2 02 No

Q
T \T
T 2c. You mentioned that you have gotten information about cigars on
T the Internet. Which website, in your opinion, has been
T the most informative and useful to you in obtaining information
T about cigars?
T
T (**ENTER RESPONSE HERE**)
T

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''IF 2 OR MORE MENTIONED IN Q.2a, ASK Q.2d. OTHERWISE SKIP TO Q.3a

Q
T \T
T 2d. You mentioned that you have referred to(**INSERT RESPONSES FROM
T Q.2a**) to obtain information about cigars. Which of these
T information sources do you think has the most reliable
T information?
T
T (**ENTER RESPONSE HERE**)
T
T (**REPEAT LIST IF NEEDED**)
T

''IF MORE THAN 2 MENTIONED IN Q.2a, ASK Q.2e, OTHERWISE SKIP TO Q.3a

Q
T \T
T 2e. Which would you say is the second-most reliable source?
T
T (**ENTER RESPONSE HERE**)
T
T (**REPEAT LIST IF NEEDED**)
T

Q
T \T
T 3a. Which of the following cigar accessories do you currently own?
T
T (**READ LIST, ENTER AS MANY AS APPLY**)
T

1 01 Humidor
2 02 Humidification system
3 03 Cigar cutter
4 04 Cigar ashtray
5 05 Cigar lighter
6 06 Cigar holder
7 07 Travel humidor
8 08 (**DNR**) None

OMIT Q 3B

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GC 016327

```
Q
T \T
T 4a. Do you remember seeing or hearing any advertising for cigars in
T     the PAST 2 MONTHS?
T
    1 01 Yes                          ''(**CONTINUE**)
    2 02 No                           ''(**SKIP TO Q.5**)
   -X 03 (**DNR**) Don't know         ''(**SKIP TO Q.5**)

Q
T \T
T 4b. Where did you see or hear the cigar advertising in the past
T     2 months?
T
T                (**DO NOT READ LIST, ENTER ALL THAT APPLY**)
T
    1 01 Newspaper
    2 02 TV
    3 03 Radio
    4 04 Trade Magazine
    5 05 News Magazine
    6 06 Fashion Magazine
    7 07 Billboards
    8 08 Bar/Pub
    9 09 Other  ''(**SPECIFY**)
++ -X 10 (**DNR**) Don't know

Q
T \T
T 4c. Can you remember what brand(s) were being advertised?
T
T                  (**DO NOT READ LIST, ENTER ALL THAT APPLY**)
T
T                     (**MAXIMUM OF 10 RESPONSES**)
T
''SAME AS SECTION B, Q.1a1

Q
T \T
T 5.  Have you recently heard of a cigar club called "Club Macanudo"?
T
    1 01 Yes
    2 02 No
   -X 03 (**DNR**) Don't know
```

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GC 016328

Q
T \T
T 6. Have you ever heard of a cigar called (INSERT BRAND)?
T RANDOM ROTATE

Macanudo Robust/Don Sebastian
1 01 Yes
2 02 No (SKIP TO Q.8)
-X 03 (**DNR**) Don't know

Q
T \T
T (ASK Q.7 FOR EACH BRAND AWARE OF AT Q.6; OTHERWISE SKIP TO Q.8)
T
T 7. Have you ever tried (INSERT BRAND)?

Macanudo Robust/Don Sebastian
1 01 Yes
2 02 No (SKIP TO Q.8)
-X 03 (**DNR**) Don't know

Q
T \T
T 8. What magazines do you personally subscribe to?
RECORD VERBATIM TEXT

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GC 016329

Q
T \T
T 9. What types of magazines do you read regularly? Do you read…
(READ LIST, PAUSING FOR RESPONSE AFTER EACH)
(ACCEPT MULTIPLE RESPONSES) RANDOM ROTATE

1 01 Sports magazines such as Sports Illustrated, Field and Stream, or Golf

2 02 Business magazines such as Business Week, Fortune, or Forbes

3 03 Computer magazines such as PC World

4 04 Health magazines such as Prevention, In Health, or Men's Health

5 05 News magazines such as Time, Newsweek, or US News and World Report

6 06 General magazines such as TV Guide, Reader's Digest, or Life

7 07 In flight Airline magazines such as United Airlines or Hemispheres

8 08 Political and Social Opinion magazines such as New Republic or Commentary

9 09 Mature magazines such as Modern Maturity or New Chronicles

0 10 Entertainment magazines such as People, US, or Entertainment Weekly

1 11 Home Improvement magazines such as Family Handyman

2 12 Science magazines such as Popular Science

3 13 Men's Fashion magazines such as GQ, or Details

4 14 Men's General Interest magazines such as Playboy, Men's Journal, or Esquire

5 15 Auto magazines such as Road and Track, or Motor Trend

6 16 Cigar magazines such as Cigar Aficionado, or Smoke

7 17 Consumer magazines such as Consumer Reports, or Consumer Digest

8 18 Money/Finance magazines such as Money, or Worth

-X 19 (**DNR**) Don't know

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GC 016330

Q
T \T
T 10. Do you use a computer (READ LIST)? (ENTER ONE RESPONSE)
T

1 01 At work
2 02 At home
3 03 Both at work and at home
4 04 Neither at work nor at home
-X 05 (**DNR**) Don't know

Q
T \T
T 11. Do you have access to the Internet? (ENTER ONE RESPONSE)
T

1 01 Yes
2 02 No
-X 03 (**DNR**) Don't know

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UNDER PROTECTIVE ORDER
GC 016331

SECTION E = SMOKER DEMOS

Q
T \T
T The following questions are for classification purposes
T only.
T

Q
T \T
T 2. Would you be considered the (**INSERT SEX FROM Q.1
T (introduction)**) head of your household?
T

1 01 Yes
2 02 No

Q
T \T
T 3. Which of the following categories best represents your age? You
T can stop me when I reach your category.
T
T (**READ LIST, ENTER ONE RESPONSE**)
T

1 01 18-24 years old
2 02 25-34 years old
3 03 35-44 years old
4 04 45-54 years old
5 05 55-64 years old
6 06 65-74 years old
7 07 75+
-X 08 (**DNR**) Refused

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GC 016332

''ASK Q.4-Q.7 ONLY IF NO "02" IN Q.2. OTHERWISE SKIP TO Q.8.

Q
T \T
T 4. Are you...?
T
T (**READ LIST, ENTER ONE RESPONSE**)
T

1 01 Never married
2 02 Married
3 03 Divorced or separated
4 04 Widowed
-X 05 (**DNR**) Refused

Q
T \T
T 5. What is your current employment status? Are you...?
T
T (**READ LIST, ENTER ONE RESPONSE**)
T

1 01 Employed full time (that is, 30 hours a week or more)
2 02 Employed part time (that is, less than 30 hours a week), or
3 03 Self employed
4 04 Retired ''(**SKIP TO Q.7**)
5 05 Homemaker ''(**SKIP TO Q.7**)
6 06 Not employed ''(**SKIP TO Q.7**)
7 07 Student (employed full-time) ''(**SKIP TO Q.7**)
8 08 Student (employed part-time) ''(**SKIP TO Q.7**)
9 09 Student (not employed) ''(**SKIP TO Q.7**)
-X 10 (**DNR**) Refused ''(**SKIP TO Q.7**)

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UNDER PROTECTIVE ORDER
GC 016333

Q
T \T
T 6. Which of the following categories best represents your
T occupation?
T
T (**READ LIST, ENTER ONE RESPONSE**)
T

1 01 Professional/technical
2 02 Proprietor/manager or official (excluding farm)
3 03 Clerical or similar worker
4 04 Sales workers
5 05 Craftsman or foreman (skilled)
6 06 Other production worker operatives (unskilled)
7 07 Service
8 08 Military/Armed Forces
9 09 Farm (owner, manager)
0 10 Farm (laborers, foreman)
X 11 Student
Y 12 Private household worker (Domestic)
++ 1 13 Service workers
2 14 Laborer
3 15 Other ''(**SPECIFY**)
-X 16 (**DNR**) Don't know

Q
T \T
T 7. What was the highest level of school you completed?
T
T (**READ LIST, ENTER ONE RESPONSE**)
T

1 01 Eighth grade or less
2 02 Some high school
3 03 Completed high school
4 04 Trade school or vocational school beyond high school
5 05 1-3 years of college
6 06 Completed college
7 07 Graduate or professional school
8 08 Completed graduate or professional school
-X 09 (**DNR**) Refused

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GC 016334

Q
T \T
T 8. Is there another member of your household who smokes at least
T one cigar in a typical month?
T

1 01 Yes
2 02 No

Q
T \T
T These are all the questions I have for you today. Thank you
T very much for your time.
T

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UNDER PROTECTIVE ORDER
GC 016335

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 11

1996 PREMIUM / COMPARISON

1996 PREMIUM / VERBATIM RESPONSES

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UNDER PROTECTIVE ORDER
GC 016878

Blumberg No. 6114
DEFENDANT'S
EXHIBIT
D11

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 2
Q.2 : What other products do you use?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Who Use Other Products	140	89	51 57.3
CHEWING TOBACCO	12 8.6	9 10.1	3 3.4
CIGARETTES	89 63.6	34 38.2	55 61.8
DIP/SNUFF	9 6.4	4 4.5	5 5.6
PIPE	53 37.9	52 58.4	1 1.1
OTHER	- -	3 3.4	-3 -3.4
TOTAL	163 116.4	102 114.6	61 68.5

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UNDER PROTECTIVE ORDER
GC 016879

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 4
Q.4 : How many years have you been smoking cigars?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
LESS THAN ONE YEAR	1 0.3	4 1.1	-3 -0.8
ONE - TWO YEARS	58 15.9	64 17.6	-6 -1.7
TWO - THREE YEARS	31 8.5	27 7.4	4 1.1
THREE - FOUR YEARS	19 5.2	18 5.0	1 0.3
FOUR - FIVE YEARS	34 9.3	28 7.7	6 1.7
FIVE - SIX YEARS	4 1.1	8 2.2	-4 -1.1
SIX - SEVEN YEARS	10 2.7	8 2.2	2 0.6
SEVEN - EIGHT YEARS	9 2.5	11 3.0	-2 -0.6
EIGHT - NINE YEARS	4 1.1	1 0.3	3 0.8
NINE - TEN YEARS	35 9.6	39 10.7	-4 -1.1
TEN - FIFTEEN YEARS	36 9.9	33 9.1	3 0.8
FIFTEEN - TWENTY YEARS	27 7.4	41 11.3	-14 -3.9
TWENTY - TWENTY-FIVE YEARS	15 4.1	13 3.6	2 0.6

30-30

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 4
Q.4 : How many years have you been smoking cigars?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TWENTY-FIVE - THIRTY YEARS	27 7.4	27 7.4	0 0.0
THIRTY - THIRTY-FIVE YEARS	14 3.8	11 3.0	3 0.8
THIRTY-FIVE - FOURTY YEARS	12 3.3	10 2.8	2 0.6
FOURTY - FOURTY-FIVE YEARS	6 1.6	2 0.6	4 1.1
FOURTY-FIVE - FIFTY YEARS	11 3.0	10 2.8	1 0.3
MORE THAN FIFTY YEARS	11 3.0	8 2.2	3 0.8
TOTAL	364 100.0	363 100.0	1 0.3

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GC 016881

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 5
Q.5 : How often do you currently smoke a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
THREE OR MORE TIMES A DAY	44 12.1	46 12.7	-2 -0.6
ONE TO TWO TIMES A DAY	88 24.2	119 32.8	-31 -8.5
FOUR TO SIX TIMES A WEEK	35 9.6	46 12.7	-11 -3.0
TWO TO THREE TIMES A WEEK	75 20.6	85 23.4	-10 -2.8
ONCE A WEEK	47 12.9	31 8.5	16 4.4
ONE TO THREE TIMES A MONTH	58 15.9	30 8.3	28 7.7
ONE TO TWO TIMES A QUARTER	9 2.5	2 0.6	7 1.9
ONE TO THREE TIMES A YEAR	6 1.6	1 0.3	5 1.4
LESS THAN ONE TIME A YEAR	1 0.3	1 0.3	0 0.0
OTHER	- -	2 0.6	-2 -0.6
DK/REFUSED	1 0.3	- -	1 0.3
TOTAL	364 100.0	363 100.0	1 0.3

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GC 016882

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 6
Q.6 : Are you currently smoking more, less or about the same amount of cigars as you were two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MORE	99 27.2	141 38.8	-42 -11.6
LESS	56 15.4	34 9.4	22 6.1
ABOUT THE SAME	207 56.9	186 51.2	21 5.8
DON'T KNOW/REFUSED	2 0.5	2 0.6	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016883

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 7
Q.7 : How often were you smoking a cigar two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Smoking More Or Less Than Two Years Ago	155	175	-20 -11.4
THREE OR MORE TIMES A DAY	22 14.2	14 8.0	8 4.6
ONE TO TWO TIMES A DAY	20 12.9	17 9.7	3 1.7
FOUR TO SIX TIMES A WEEK	3 1.9	10 5.7	-7 -4.0
TWO TO THREE TIMES A WEEK	23 14.8	28 16.0	-5 -2.9
ONCE A WEEK	18 11.6	31 17.7	-13 -7.4
ONE TO THREE TIMES A MONTH	30 19.4	35 20.0	-5 -2.9
ONE TO TWO TIMES A QUARTER	8 5.2	6 3.4	2 1.1
ONE TO THREE TIMES A YEAR	11 7.1	4 2.3	7 4.0
LESS THAN ONE TIME A YEAR	5 3.2	11 6.3	-6 -3.4
NONE/WAS NOT SMOKING 2 YEARS AGO	12 7.7	- -	12 6.9
OTHER	- -	15 8.6	-15 -8.6
DK/REFUSED	3 1.9	4 2.3	-1 -0.6
TOTAL	155 100.0	175 100.0	-20 -11.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016884

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MACANUDO	68 18.7	96 26.4	-28 -7.7
ARTURO FUENTE	34 9.3	40 11.0	-6 -1.7
TE-AMO	17 4.7	2 0.6	15 4.1
PARTAGAS	16 4.4	26 7.2	-10 -2.8
SWISHER SWEETS	14 3.8	6 1.7	8 2.2
DUNHILL	13 3.6	10 2.8	3 0.8
GARCIA Y VEGA	11 3.0	- -	11 3.0
WHITE OWL	11 3.0	2 0.6	9 2.5
DUTCH MASTERS	10 2.7	2 0.6	8 2.2
ROYAL JAMICA	10 2.7	7 1.9	3 0.8
PUNCH	9 2.5	8 2.2	1 0.3
PHILLIES	9 2.5	2 0.6	7 1.9
THOMPSON	7 1.9	- -	7 1.9
H. UPMANN	7 1.9	19 5.2	-12 -3.3
CUESTA REY	7 1.9	4 1.1	3 0.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MONTE CRISTO	6 1.6	5 1.4	1 0.3
ANTONIO & CLEOPATRA	5 1.4	5 1.4	0 0.0
HOYO DE MONTERFY	5 1.4	8 2.2	-3 -0.8
COHIBA	5 1.4	10 2.8	-5 -1.4
EL PRODUCTO	4 1.1	2 0.6	2 0.6
ASHTON	3 0.8	4 1.1	-1 -0.3
DAVIDOFF	3 0.8	11 3.0	-8 -2.2
DON DIEGO	3 0.8	2 0.6	1 0.3
LA GLORIA CUBANA	3 0.8	10 2.8	-7 -1.9
ROMEO Y JULIETA	3 0.8	4 1.1	-1 -0.3
HAVA TAMPA	2 0.5	2 0.6	0 0.0
TIPARILLO	2 0.5	2 0.6	0 0.0
BACCARAT	2 0.5	1 0.3	1 0.3
LICINCIADOS	1 0.3	6 1.7	-5 -1.4
MUNI MAKERS	1 0.3	2 0.6	-1 -0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016886

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ONYX	1 0.3	- -	1 0.3
AVO	1 0.3	14 3.9	-13 -3.6
PRIMO DEL REY	1 0.3	1 0.3	0 0.0
CROOKS	1 0.3	- -	1 0.3
CUBAN (UNSPECIFIED)	1 0.3	- -	1 0.3
ALADOS	- -	1 0.3	-1 -0.3
MONTECRUZ	- -	2 0.6	-2 -0.6
CASABLANCA	- -	- -	0 0.0
OSCAR	- -	- -	0 0.0
HENRI WINTERMANS	- -	- -	0 0.0
DON THOMAS	- -	- -	0 0.0
PLEIADES	- -	- -	0 0.0
EXCALIBAR	- -	2 0.6	-2 -0.6
J.R.	- -	2 0.6	-2 -0.6
RAMON ALLONES	- -	1 0.3	-1 -0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016887

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
LA UNICA	- -	- -	0 0.0
JUEN CLEMENTE	- -	- -	0 0.0
MONTE CINO	- -	1 0.3	-1 -0.3
GRIFFINS	- -	- -	0 0.0
NAT SHERMAN	- -	1 0.3	-1 -0.3
SIMON BOLIVAR	- -	1 0.3	-1 -0.3
BERING	- -	1 0.3	-1 -0.3
PAUL GAMARIAN	- -	- -	0 0.0
PORLARRANGA	- -	- -	0 0.0
ROBERT BURNS	- -	- -	0 0.0
TEMPLE HALL	- -	1 0.3	-1 -0.3
HAMLET	- -	- -	0 0.0
TROYA	- -	- -	0 0.0
ZINO	- -	1 0.3	-1 -0.3
KING EDWARDS	- -	- -	0 0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016888

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 8
Q.8A : What is the first brand of cigar you can think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	58 15.9	29 8.0	29 8.0
DON'T KNOW	7 1.9	2 0.6	5 1.4
NONE	3 0.8	3 0.8	0 0.0
TOTAL	364 100.0	361 99.4	3 0.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016889

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 9
Q.8B : What other brands of cigars can you think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MACANUDO	70 19.2	120 33.1	-50 -13.8
H. UPMANN	54 14.8	83 22.9	-29 -8.0
PARTAGAS	53 14.6	129 35.5	-76 -20.9
PUNCH	40 11.0	65 17.9	-25 -6.9
DUNHILL	38 10.4	63 17.4	-25 -6.9
ARTURO FUENTE	36 9.9	85 23.4	-49 -13.5
HOYO DE MONTERFY	31 8.5	54 14.9	-23 -6.3
GARCIA Y VEGA	22 6.0	- -	22 6.1
SWISHER SWEETS	22 6.0	- -	22 6.1
ROYAL JAMICA	19 5.2	33 9.1	-14 -3.9
DAVIDOFF	18 4.9	56 15.4	-38 -10.5
DUTCH MASTERS	17 4.7	1 0.3	16 4.4
TE-AMO	16 4.4	33 9.1	-17 -4.7
WHITE OWL	16 4.4	- -	16 4.4
DON DIEGO	15 4.1	20 5.5	-5 -1.4

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UNDER PROTECTIVE ORDER
GC 016890

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 9
Q.8B : What other brands of cigars can you think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ROMEO Y JULIETA	15 4.1	39 10.7	-24 -6.6
MONTE CRISTO	14 3.8	38 10.5	-24 -6.6
BERING	14 3.8	11 3.0	3 0.8
AVO	13 3.6	39 10.7	-26 -7.2
COHIBA	13 3.6	52 14.3	-39 -10.7
CUESTA REY	13 3.6	19 5.2	-6 -1.7
ANTONIO & CLEOPATRA	13 3.6	- -	13 3.6
BACCARAT	11 3.0	4 1.1	7 1.9
ASHTON	10 2.7	24 6.6	-14 -3.9
LA GLORIA CUBANA	9 2.5	28 7.7	-19 -5.2
THOMPSON	9 2.5	1 0.3	8 2.2
EL PRODUCTO	9 2.5	- -	9 2.5
KING EDWARDS	8 2.2	- -	8 2.2
MONTECRUZ	7 1.9	15 4.1	-8 -2.2
PHILLIES	6 1.6	- -	6 1.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016891

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 9
Q.8B : What other brands of cigars can you think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
J.R.	6 1.6	15 4.1	-9 -2.5
HAVA TAMPA	5 1.4	1 0.3	4 1.1
ONYX	5 1.4	- -	5 1.4
DON THOMAS	5 1.4	3 0.8	2 0.6
ZINO	4 1.1	14 3.9	-10 -2.8
CASABLANCA	4 1.1	8 2.2	-4 -1.1
TIPARILLO	3 0.8	- -	3 0.8
GRIFFINS	3 0.8	7 1.9	-4 -1.1
PRIMO DEL REY	3 0.8	3 0.8	0 0.0
CUBAN (UNSPECIFIED)	2 0.5	1 0.3	1 0.3
PLEIADES	2 0.5	11 3.0	-9 -2.5
TEMPLE HALL	2 0.5	9 2.5	-7 -1.9
CROOKS	2 0.5	9 2.5	-7 -1.9
LICINCIADOS	1 0.3	9 2.5	-8 -2.2
RAMON ALLONES	1 0.3	5 1.4	-4 -1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016892

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 9
Q.8B : What other brands of cigars can you think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
LA UNICA	1 0.3	4 1.1	-3 -0.8
ROBERT BURNS	1 0.3	- -	1 0.3
MONTE CINO	- -	- -	0 0.0
MUNI MAKERS	- -	- -	0 0.0
NAT SHERMAN	- -	- -	0 0.0
OSCAR	- -	2 0.6	-2 -0.6
HENRI WINTERMANS	- -	- -	0 0.0
PAUL GAMARIAN	- -	- -	0 0.0
PORLARRANGA	- -	- -	0 0.0
ALADOS	- -	2 0.6	-2 -0.6
EXCALIBAR	- -	3 0.8	-3 -0.8
SIMON BOLIVAR	- -	2 0.6	-2 -0.6
TROYA	- -	- -	0 0.0
HAMLET	- -	- -	0 0.0
JUEN CLEMENTE	- -	- -	0 0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016893

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 9
Q.8B : What other brands of cigars can you think of?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	94 25.8	13 3.6	81 22.3
DON'T KNOW	14 3.8	1 0.3	13 3.6
NONE	25 6.9	10 2.8	15 4.1
TOTAL	814 223.6	1144 315.2	-330 -90.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016894

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10A
Q.9 : Have you heard of Arturo Fuente?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	294	238	56 23.5
YES	184 62.6	192 80.7	-8 -3.4
NO	110 37.4	46 19.3	64 26.9
DON'T KNOW	- -	- -	0 0.0
TOTAL	294 100.0	238 100.0	56 23.5

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UNDER PROTECTIVE ORDER
GC 016895

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10B
Q.9 : Have you heard of Ashton?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	351	335	16 4.8
YES	171 48.7	237 70.7	-66 -19.7
NO	180 51.3	98 29.3	82 24.5
DON'T KNOW	- -	- -	0 0.0
TOTAL	351 100.0	335 100.0	16 4.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016896

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 100:
Q.9 : Have you heard of Avo?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	350	310	40 12.9
YES	95 27.1	170 54.8	-75 -24.2
NO	255 72.9	140 45.2	115 37.1
DON'T KNOW	- -	- -	0 0.0
TOTAL	350 100.0	310 100.0	40 12.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016897

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10D
Q.9 : Have you heard of Davidoff?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	343	296	47 15.9
YES	154 44.9	225 76.0	-71 -24.0
NO	189 55.1	71 24.0	118 39.9
DON'T KNOW	- -	- -	0 0.0
TOTAL	343 100.0	296 100.0	47 15.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016898

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10E
Q.9 : Have you heard of Dunhill?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	313	290	23 7.9
YES	262 83.7	269 92.8	-7 -2.4
NO	51 16.3	21 7.2	30 10.3
DON'T KNOW	- -	- -	0 0.0
TOTAL	313 100.0	290 100.0	23 7.9

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UNDER PROTECTIVE ORDER
GC 016899

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10F
Q.9 : Have you heard of H. Upmann?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	303	261	42 16.1
YES	181 59.7	207 79.3	-26 -10.0
NO	122 40.3	54 20.7	68 26.1
DON'T KNOW	- -	- -	0 0.0
TOTAL	303 100.0	261 100.0	42 16.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016900

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10G
Q.9 : Have you heard of Hoyo De Monterey?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	328	301	27 9.0
YES	203 61.9	235 78.1	-32 -10.6
NO	125 38.1	66 21.9	59 19.6
DON'T KNOW	- -	- -	0 0.0
TOTAL	328 100.0	301 100.0	27 9.0

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UNDER PROTECTIVE ORDER
GC 016901

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10H
Q.9 : Have you heard of La Gloria Cubana?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	352	326	26 8.0
YES	128 36.4	200 61.3	-72 -22.1
NO	224 63.6	126 38.7	98 30.1
DON'T KNOW	- -	- -	0 0.0
TOTAL	352 100.0	326 100.0	26 8.0

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UNDER PROTECTIVE ORDER
GC 016902

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10I
Q.9 : Have you heard of Macanudo?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	226	147	79 53.7
YES	152 67.3	130 88.4	22 15.0
NO	74 32.7	16 10.9	58 39.5
DON'T KNOW	- -	1 0.7	-1 -0.7
TOTAL	226 100.0	147 100.0	79 53.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016903

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 10J
Q.9 : Have you heard of Partagas?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Not Aware Of Brands	295	208	87 41.8
YES	162 54.9	161 77.4	1 0.5
NO	133 45.1	47 22.6	86 41.3
DON'T KNOW	- -	- -	0 0.0
TOTAL	295 100.0	208 100.0	87 41.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016904

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
SWISHER SWEETS	44 12.1	35 9.6	9 2.5
MACANUDO	31 8.5	43 11.8	-12 -3.3
GARCIA Y VEGA	18 4.9	- -	18 5.0
DUTCH MASTERS	17 4.7	12 3.3	5 1.4
ARTURO FUENTE	12 3.3	11 3.0	1 0.3
EL PRODUCTO	11 3.0	5 1.4	6 1.7
WHITE OWL	11 3.0	16 4.4	-5 -1.4
KING EDWARDS	11 3.0	- -	11 3.0
PHILLIES	8 2.2	10 2.8	-2 -0.6
TE-AMO	7 1.9	7 1.9	0 0.0
HAVA TAMPA	7 1.9	16 4.4	-9 -2.5
ANTONIO & CLEOPATRA	7 1.9	8 2.2	-1 -0.3
H. UPMANN	5 1.4	9 2.5	-4 -1.1
ROYAL JAMICA	5 1.4	2 0.6	3 0.8
ROBERT BURNS	4 1.1	4 1.1	0 0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016905

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TIPARILLO	4 1.1	5 1.4	-1 -0.3
HOYO DE MONTEREY	3 0.8	9 2.5	-6 -1.7
DUNHILL	3 0.8	3 0.8	0 0.0
PARTAGAS	3 0.8	9 2.5	-6 -1.7
BACCARAT	3 0.8	1 0.3	2 0.6
ROMEO Y JULIETA	2 0.5	3 0.8	-1 -0.3
DON DIEGO	2 0.5	1 0.3	1 0.3
BERING	2 0.5	5 1.4	-3 -0.8
PUNCH	2 0.5	4 1.1	-2 -0.6
CUBAN (UNSPECIFIED)	2 0.5	- -	2 0.6
J.R.	1 0.3	1 0.3	0 0.0
MUNI MAKERS	1 0.3	2 0.6	-1 -0.3
ONYX	1 0.3	- -	1 0.3
CROOKS	1 0.3	4 1.1	-3 -0.8
LA GLORIA CUBANA	1 0.3	1 0.3	0 0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016906

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
DON THOMAS	1 0.3	2 0.6	-1 -0.3
CUESTA REY	1 0.3	3 0.8	-2 -0.6
DAVIDOFF	1 0.3	3 0.8	-2 -0.6
THOMPSON	1 0.3	3 0.8	-2 -0.6
ZINO	- -	2 0.6	-2 -0.6
ALADOS	- -	- -	0 0.0
EXCALIBAR	- -	- -	0 0.0
CASABLANCA	- -	- -	0 0.0
GRIFFINS	- -	- -	0 0.0
MONTE CRISTO	- -	4 1.1	-4 -1.1
MONTECRUZ	- -	2 0.6	-2 -0.6
OSCAR	- -	- -	0 0.0
AVO	- -	- -	0 0.0
PLEIADES	- -	1 0.3	-1 -0.3
PRIMO DEL REY	- -	- -	0 0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016907

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
LA UNICA	- -	1 0.3	-1 -0.3
LICINCIADOS	- -	- -	0 0.0
MONTE CINO	- -	- -	0 0.0
HAMLET	- -	- -	0 0.0
NAT SHERMAN	- -	- -	0 0.0
RAMON ALLONES	- -	- -	0 0.0
HENRI WINTERMANS	- -	- -	0 0.0
PAUL GAMARIAN	- -	- -	0 0.0
PORLARRANGA	- -	2 0.6	-2 -0.6
COHIBA	- -	- -	0 0.0
SIMON BOLIVAR	- -	- -	0 0.0
ASHTON	- -	- -	0 0.0
TROYA	- -	- -	0 0.0
TEMPLE HALL	- -	- -	0 0.0
JUEN CLEMENTE	- -	1 0.3	-1 -0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016908

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 17
Q.12 : What was the first brand of cigar you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	64 17.6	51 14.0	13 3.6
DON'T KNOW	67 18.4	55 15.2	12 3.3
NONE	- -	- -	0 0.0
TOTAL	364 100.0	356 98.1	8 2.2

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016909

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MACANUDO	147 40.4	206 56.7	-59 -16.3
ARTURO FUENTE	94 25.8	173 47.7	-79 -21.8
H. UPMANN	84 23.1	136 37.5	-52 -14.3
PARTAGAS	82 22.5	176 48.5	-94 -25.9
HOYO DE MONTERREY	50 13.7	91 25.1	-41 -11.3
DUNHILL	48 13.2	85 23.4	-37 -10.2
PUNCH	44 12.1	82 22.6	-38 -10.5
TE-AMO	43 11.8	36 9.9	7 1.9
DAVIDOFF	40 11.0	90 24.8	-50 -13.8
ROYAL JAMICA	28 7.7	34 9.4	-6 -1.7
THOMPSON	28 7.7	11 3.0	17 4.7
AVO	27 7.4	103 28.4	-76 -20.9
GARCIA Y VEGA	26 7.1	- -	26 7.2
SWISHER SWEETS	21 5.8	9 2.5	12 3.3
DON DIEGO	20 5.5	19 5.2	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016910

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ASHTON	20 5.5	65 17.9	-45 -12.4
ROMEO Y JULIETA	19 5.2	50 13.8	-31 -8.5
MONTE CRISTO	19 5.2	50 13.8	-31 -8.5
COHIBA	18 4.9	59 16.3	-41 -11.3
CUESTA REY	17 4.7	22 6.1	-5 -1.4
BACCARAT	16 4.4	12 3.3	4 1.1
BERING	13 3.6	10 2.8	3 0.8
LA GLORIA CUBANA	13 3.6	70 19.3	-57 -15.7
J.R.	12 3.3	29 8.0	-17 -4.7
ONYX	10 2.7	11 3.0	-1 -0.3
EL PRODUCTO	10 2.7	3 0.8	7 1.9
ANTONIO & CLEOPATRA	9 2.5	6 1.7	3 0.8
DON THOMAS	8 2.2	4 1.1	4 1.1
MONTECRUZ	7 1.9	22 6.1	-15 -4.1
HAVA TAMPA	6 1.6	- -	6 1.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016911

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
CUBAN (UNSPECIFIED)	6 1.6	3 0.8	3 0.8
PLEIADES	6 1.6	16 4.4	-10 -2.8
DUTCH MASTERS	5 1.4	5 1.4	0 0.0
EXCALIBAR	5 1.4	13 3.6	-8 -2.2
PRIMO DEL REY	5 1.4	8 2.2	-3 -0.8
KING EDWARDS	5 1.4	- -	5 1.4
PHILLIES	4 1.1	1 0.3	3 0.8
TEMPLE HALL	4 1.1	15 4.1	-11 -3.0
WHITE OWL	4 1.1	3 0.8	1 0.3
GRIFFINS	4 1.1	21 5.8	-17 -4.7
LICINCIADOS	3 0.8	24 6.6	-21 -5.8
ZINO	3 0.8	26 7.2	-23 -6.3
LA UNICA	3 0.8	5 1.4	-2 -0.6
ROBERT BURNS	2 0.5	- -	2 0.6
JUEN CLEMENTE	1 0.3	2 0.6	-1 -0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016912

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
NAT SHERMAN	1 0.3	9 2.5	-8 -2.2
TIPARILLO	1 0.3	1 0.3	0 0.0
TROYA	1 0.3	5 1.4	-4 -1.1
CASABLANCA	1 0.3	5 1.4	-4 -1.1
RAMON ALLONES	1 0.3	7 1.9	-6 -1.7
HAMLET	- -	- -	0 0.0
OSCAR	- -	5 1.4	-5 -1.4
PAUL GAMARIAN	- -	4 1.1	-4 -1.1
PORLARRANGA	- -	1 0.3	-1 -0.3
CROOKS	- -	1 0.3	-1 -0.3
HENRI WINTERMANS	- -	2 0.6	-2 -0.6
SIMON BOLIVAR	- -	2 0.6	-2 -0.6
MONTE CINO	- -	6 1.7	-6 -1.7
MUNI MAKERS	- -	4 1.1	-4 -1.1
ALADOS	- -	9 2.5	-9 -2.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016913

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 18
Q.13 : In just the past year, what brands of cigars have you smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	123 33.8	73 20.1	50 13.8
DON'T KNOW	21 5.8	6 1.7	15 4.1
NONE	4 1.1	3 0.8	1 0.3
TOTAL	1192 327.5	1949 536.9	-757 -208.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016914

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
SWISHER SWEETS	24 6.6	13 3.6	11 3.0
MACANUDO	22 6.0	29 8.0	-7 -1.9
DUNHILL	22 6.0	35 9.6	-13 -3.6
WHITE OWL	19 5.2	13 3.6	6 1.7
DUTCH MASTERS	18 4.9	15 4.1	3 0.8
PUNCH	17 4.7	22 6.1	-5 -1.4
PARTAGAS	14 3.8	34 9.4	-20 -5.5
H. UPMANN	13 3.6	35 9.6	-22 -6.1
PHILLIES	12 3.3	3 0.8	9 2.5
GARCIA Y VEGA	10 2.7	- -	10 2.8
ARTURO FUENTE	9 2.5	16 4.4	-7 -1.9
EL PRODUCTO	9 2.5	8 2.2	1 0.3
TE-AMO	9 2.5	18 5.0	-9 -2.5
ROYAL JAMICA	8 2.2	26 7.2	-18 -5.0
THOMPSON	8 2.2	2 0.6	6 1.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016915

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
CUESTA REY	7 1.9	10 2.8	-3 -0.8
HOYO DE MONTERREY	7 1.9	25 6.9	-18 -5.0
DAVIDOFF	6 1.6	22 6.1	-16 -4.4
AVO	5 1.4	14 3.9	-9 -2.5
ROMEO Y JULIETA	5 1.4	20 5.5	-15 -4.1
BERING	5 1.4	8 2.2	-3 -0.8
HAVA TAMPA	5 1.4	6 1.7	-1 -0.3
MONTE CRISTO	5 1.4	17 4.7	-12 -3.3
ASHTON	5 1.4	17 4.7	-12 -3.3
ANTONIO & CLEOPATRA	5 1.4	8 2.2	-3 -0.8
BACCARAT	4 1.1	4 1.1	0 0.0
COHIBA	4 1.1	26 7.2	-22 -6.1
DON DIEGO	4 1.1	7 1.9	-3 -0.8
LA GLORIA CUBANA	4 1.1	12 3.3	-8 -2.2
KING EDWARDS	4 1.1	- -	4 1.1

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016916

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ROBERT BURNS	3 0.8	1 0.3	2 0.6
DON THOMAS	3 0.8	3 0.8	0 0.0
TIPARILLO	3 0.8	2 0.6	1 0.3
MONTECRUZ	3 0.8	11 3.0	-8 -2.2
CUBAN (UNSPECIFIED)	3 0.8	4 1.1	-1 -0.3
GRIFFINS	2 0.5	9 2.5	-7 -1.9
PRIMO DEL REY	2 0.5	6 1.7	-4 -1.1
LA UNICA	2 0.5	- -	2 0.6
ONYX	2 0.5	2 0.6	0 0.0
J.R.	2 0.5	8 2.2	-6 -1.7
CASABLANCA	1 0.3	2 0.6	-1 -0.3
CROOKS	1 0.3	1 0.3	0 0.0
RAMON ALLONES	1 0.3	4 1.1	-3 -0.8
HENRI WINTERMANS	1 0.3	- -	1 0.3
TROYA	1 0.3	2 0.6	-1 -0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016917

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MONTE CINO	1 0.3	3 0.8	-2 -0.6
EXCALIBAR	1 0.3	4 1.1	-3 -0.8
SIMON BOLIVAR	- -	- -	0 0.0
MUNI MAKERS	- -	- -	0 0.0
NAT SHERMAN	- -	1 0.3	-1 -0.3
OSCAR	- -	6 1.7	-6 -1.7
TEMPLE HALL	- -	7 1.9	-7 -1.9
PAUL GAMARIAN	- -	2 0.6	-2 -0.6
PORLARRANGA	- -	3 0.8	-3 -0.8
HAMLET	- -	- -	0 0.0
ZINO	- -	8 2.2	-8 -2.2
ALADOS	- -	2 0.6	-2 -0.6
PLEIADES	- -	3 0.8	-3 -0.8
JUEN CLEMENTE	- -	4 1.1	-4 -1.1
LICINCIADOS	- -	6 1.7	-6 -1.7

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016918

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 19
Q.14 : What other brands of cigars have you ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	53 14.6	50 13.8	3 0.8
DON'T KNOW	52 14.3	32 8.8	20 5.5
NONE	92 25.3	79 21.8	13 3.6
TOTAL	518 142.3	730 201.1	-212 -58.4

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016919

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MACANUDO	43 11.8	53 14.6	-10 -2.8
ARTURO FUENTE	32 8.8	20 5.5	12 3.3
CUBAN (UNSPECIFIED)	22 6.0	7 1.9	15 4.1
PARTAGAS	14 3.8	24 6.6	-10 -2.8
DUNHILL	13 3.6	11 3.0	2 0.6
COHIBA	13 3.6	41 11.3	-28 -7.7
H. UPMANN	11 3.0	19 5.2	-8 -2.2
PUNCH	10 2.7	7 1.9	3 0.8
HOYO DE MONTERREY	10 2.7	10 2.8	0 0.0
MONTE CRISTO	9 2.5	17 4.7	-8 -2.2
ASHTON	8 2.2	6 1.7	2 0.6
ROMEO Y JULIETA	8 2.2	14 3.9	-6 -1.7
ROYAL JAMICA	8 2.2	5 1.4	3 0.8
DAVIDOFF	8 2.2	27 7.4	-19 -5.2
THOMPSON	7 1.9	- -	7 1.9

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016920

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
AVO	6 1.6	9 2.5	-3 -0.8
TE-AMO	6 1.6	- -	6 1.7
GARCIA Y VEGA	5 1.4	- -	5 1.4
J.R.	4 1.1	4 1.1	0 0.0
LA GLORIA CUBANA	4 1.1	10 2.8	-6 -1.7
CUESTA REY	3 0.8	1 0.3	2 0.6
BACCARAT	3 0.8	1 0.3	2 0.6
DON DIEGO	3 0.8	1 0.3	2 0.6
DON THOMAS	2 0.5	- -	2 0.6
EL PRODUCTO	2 0.5	- -	2 0.6
ANTONIO & CLEOPATRA	2 0.5	1 0.3	1 0.3
HAVA TAMPA	2 0.5	1 0.3	1 0.3
KING EDWARDS	2 0.5	- -	2 0.6
ALADOS	1 0.3	3 0.8	-2 -0.6
PRIMO DEL REY	1 0.3	- -	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016921

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
BERING	1 0.3	1 0.3	0 0.0
LICINCIADOS	1 0.3	5 1.4	-4 -1.1
NAT SHERMAN	1 0.3	- -	1 0.3
PLEIADES	1 0.3	2 0.6	-1 -0.3
ZINO	- -	1 0.3	-1 -0.3
JUEN CLEMENTE	- -	- -	0 0.0
HAMLET	- -	- -	0 0.0
CASARLANCA	- -	2 0.6	-2 -0.6
CROOKS	- -	- -	0 0.0
HENRI WINTERMANS	- -	- -	0 0.0
RAMON ALLONES	- -	2 0.6	-2 -0.6
DUTCH MASTERS	- -	2 0.6	-2 -0.6
GRIFFINS	- -	1 0.3	-1 -0.3
MONTECRUZ	- -	1 0.3	-1 -0.3
SIMON BOLIVAR	- -	2 0.6	-2 -0.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016922

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
LA UNICA	- -	- -	0 0.0
OSCAR	- -	- -	0 0.0
MONTE CINO	- -	- -	0 0.0
MUNI MAKERS	- -	- -	0 0.0
TEMPLE HALL	- -	3 0.8	-3 -0.8
ONYX	- -	- -	0 0.0
PHILLIES	- -	- -	0 0.0
PAUL GAMARIAN	- -	1 0.3	-1 -0.3
PORLARRANGA	- -	1 0.3	-1 -0.3
ROBERT BURNS	- -	- -	0 0.0
SWISHER SWEETS	- -	- -	0 0.0
TIPARILLO	- -	- -	0 0.0
TROYA	- -	- -	0 0.0
WHITE OWL	- -	- -	0 0.0
EXCALIBAR	- -	2 0.6	-2 -0.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016923

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 20
Q.15 : What's the best brand of cigar you have ever smoked?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	65 17.9	27 7.4	38 10.5
DON'T KNOW	27 7.4	10 2.8	17 4.7
NONE	6 1.6	7 1.9	-1 -0.3
TOTAL	364 100.0	362 99.7	2 0.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016924

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 21
Q.16 : Is that the brand you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents Minus None/Dk	331	346	-15 -4.3
YES	167 50.5	144 41.6	23 6.6
NO	164 49.5	202 58.4	-38 -11.0
TOTAL	331 100.0	346 100.0	-15 -4.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016925

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 23
Q.17 : What brand do you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Smoke	164	202	-38
Best Brand Most Often			-18.8
ARTURO FUENTE	23 14.0	31 15.3	-8 -4.0
MACANUDO	18 11.0	29 14.4	-11 -5.4
TE-AMO	13 7.9	3 1.5	10 5.0
THOMPSON	9 5.5	1 0.5	8 4.0
PARTAGAS	7 4.3	17 8.4	-10 -5.0
PUNCH	4 2.4	2 1.0	2 1.0
ROYAL JAMICA	4 2.4	1 0.5	3 1.5
DUNHILL	3 1.8	4 2.0	-1 -0.5
H. UPMANN	3 1.8	3 1.5	0 0.0
CUESTA REY	3 1.8	1 0.5	2 1.0
DON DIEGO	3 1.8	1 0.5	2 1.0
SWISHER SWEETS	3 1.8	1 0.5	2 1.0
DAVIDOFF	2 1.2	2 1.0	0 0.0
MONTE CRISTO	2 1.2	1 0.5	1 0.5
BACCARAT	2 1.2	1 0.5	1 0.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016926

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 23
Q.17 : What brand do you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Smoke Best Brand Most Often	164	202	-38 -18.8
ANTONIO & CLEOPATRA	2 1.2	2 1.0	0 0.0
EL PRODUCTO	2 1.2	- -	2 1.0
J.R.	2 1.2	7 3.5	-5 -2.5
ASHTON	1 0.6	1 0.5	0 0.0
LA GLORIA CUBANA	1 0.6	15 7.4	-14 -6.9
DON THOMAS	1 0.6	- -	1 0.5
DUTCH MASTERS	1 0.6	- -	1 0.5
AVO	1 0.6	3 1.5	-2 -1.0
GARCIA Y VEGA	1 0.6	- -	1 0.5
NAT SHERMAN	1 0.6	1 0.5	0 0.0
ONYX	1 0.6	- -	1 0.5
HOYO DE MONTERREY	1 0.6	4 2.0	-3 -1.5
TROYA	1 0.6	- -	1 0.5
ROMEO Y JULIETA	- -	3 1.5	-3 -1.5
EXCALIBAR	- -	1 0.5	-1 -0.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016927

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 23
Q.17 : What brand do you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Smoke	164	202	-38
Best Brand Most Often			-18.8
SIMON BOLIVAR	-	1	-1
	-	0.5	-0.5
JUEN CLEMENTE	-	-	0
	-	-	0.0
TEMPLE HALL	-	1	-1
	-	0.5	-0.5
GRIFFINS	-	-	0
	-	-	0.0
ZINO	-	2	-2
	-	1.0	-1.0
ALADOS	-	-	0
	-	-	0.0
BERING	-	-	0
	-	-	0.0
CASABLANCA	-	2	-2
	-	1.0	-1.0
CROOKS	-	-	0
	-	-	0.0
CUBAN (UNSPECIFIED)	-	-	0
	-	-	0.0
HAMLET	-	-	0
	-	-	0.0
MONTECRUZ	-	3	-3
	-	1.5	-1.5
OSCAR	-	-	0
	-	-	0.0
HENRI WINTERMANS	-	-	0
	-	-	0.0
HAVA TAMPA	-	-	0
	-	-	0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016928

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 23
Q.17 : What brand do you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Smoke	164	202	-38
Best Brand Most Often			-18.8
LA UNICA	-	3	-3
	-	1.5	-1.5
LICINCIADOS	-	3	-3
	-	1.5	-1.5
MONTE CINO	-	3	-3
	-	1.5	-1.5
MUNI MAKERS	-	1	-1
	-	0.5	-0.5
PLEIADES	-	1	-1
	-	0.5	-0.5
PRIMO DEL REY	-	1	-1
	-	0.5	-0.5
PHILLIES	-	1	-1
	-	0.5	-0.5
PAUL GAMARIAN	-	1	-1
	-	0.5	-0.5
PORLARRANGA	-	1	-1
	-	0.5	-0.5
ROBERT BURNS	-	-	0
	-	-	0.0
COHIBA	-	-	0
	-	-	0.0
TIPARILLO	-	-	0
	-	-	0.0
RAMON ALLONES	-	-	0
	-	-	0.0
WHITE OWL	-	-	0
	-	-	0.0
KING EDWARDS	-	-	0
	-	-	0.0

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016929

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 23
Q.17 : What brand do you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Smoke Best Brand Most Often	164	202	-38 -18.8
OTHER	29 17.7	23 11.4	6 3.0
DON'T KNOW	7 4.3	8 4.0	-1 -0.5
NONE	13 7.9	10 5.0	3 1.5
TOTAL	164 100.0	200 99.0	-36 -17.8

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016930

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 26
Q.19 : What size cigar do you smoke most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
CHURCHILL	45 12.4	75 20.7	-30 -8.3
DOUBLE CORONA	52 14.3	41 11.3	11 3.0
CORONA	100 27.5	58 16.0	42 11.6
ROBUSTO	41 11.3	39 10.7	2 0.6
PETIT CORONA	41 11.3	20 5.5	21 5.8
LONSDALE#1	15 4.1	20 5.5	-5 -1.4
PANATELLA	24 6.6	12 3.3	12 3.3
CIGARILLO	15 4.1	7 1.9	8 2.2
OTHER	- -	38 10.5	-38 -10.5
DON'T KNOW	31 8.5	53 14.6	-22 -6.1
TOTAL	364 100.0	363 100.0	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016931

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 27
Q.20 : Is the brand you smoke most often now, different than the one you smoked most often two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Smoking More Than Two Years	340	338	2 0.6
YES	130 38.2	144 42.6	-14 -4.1
NO	210 61.8	194 57.4	16 4.7
TOTAL	340 100.0	338 100.0	2 0.6

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016932

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	144	-14 -9.7
MACANUDO	14 10.8	30 20.8	-16 -11.1
SWISHER SWEETS	10 7.7	2 1.4	8 5.6
GARCIA Y VEGA	7 5.4	- -	7 4.9
ARTURO FUENTE	7 5.4	9 6.3	-2 -1.4
HOYO DE MONTERREY	5 3.8	6 4.2	-1 -0.7
ROYAL JAMICA	4 3.1	2 1.4	2 1.4
EL PRODUCTO	4 3.1	- -	4 2.8
ANTONIO & CLEOPATRA	3 2.3	3 2.1	0 0.0
H. UPMANN	3 2.3	9 6.3	-6 -4.2
CUBAN (UNSPECIFIED)	2 1.5	- -	2 1.4
TE-AMO	2 1.5	5 3.5	-3 -2.1
THOMPSON	2 1.5	- -	2 1.4
PARTAGAS	2 1.5	11 7.6	-9 -6.3
KING EDWARDS	2 1.5	- -	2 1.4

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GC 016933

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Different Smoked Most Often Brand From Two Years Ago	130	144	-14 -9.7
ASHTON	1 0.8	1 0.7	0 0.0
BACCARAT	1 0.8	1 0.7	0 0.0
DAVIDOFF	1 0.8	2 1.4	-1 -0.7
DON DIEGO	1 0.8	- -	1 0.7
DUTCH MASTERS	1 0.8	- -	1 0.7
PRIMO DEL REY	1 0.8	- -	1 0.7
PUNCH	1 0.8	5 3.5	-4 -2.8
LA UNICA	1 0.8	1 0.7	0 0.0
PHILLIES	1 0.8	1 0.7	0 0.0
ROBERT BURNS	1 0.8	- -	1 0.7
ROMEO Y JULIETA	1 0.8	- -	1 0.7
WHITE OWL	1 0.8	1 0.7	0 0.0
DUNHILL	1 0.8	2 1.4	-1 -0.7
RAMON ALLONES	- -	- -	0 0.0

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total	130	144	-14
Different Smoked Most Often Brand From Two Years Ago			-9.7
CUESTA REY	-	1	-1
	-	0.7	-0.7
HAMLET	-	-	0
	-	-	0.0
SIMON BOLIVAR	-	-	0
	-	-	0.0
HENRI WINTERMANS	-	-	0
	-	-	0.0
TEMPLE HALL	-	1	-1
	-	0.7	-0.7
AVO	-	-	0
	-	-	0.0
ZINO	-	-	0
	-	-	0.0
ALADOS	-	-	0
	-	-	0.0
J.R.	-	1	-1
	-	0.7	-0.7
CASABLANCA	-	2	-2
	-	1.4	-1.4
CROOKS	-	-	0
	-	-	0.0
JUEN CLEMENTE	-	-	0
	-	-	0.0
DON THOMAS	-	-	0
	-	-	0.0
LA GLORIA CUBANA	-	2	-2
	-	1.4	-1.4

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GC 016935

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total	130	144	-14
Different Smoked Most Often Brand From Two Years Ago			-9.7
BERING	-	1	-1
	-	0.7	-0.7
MONTE CRISTO	-	1	-1
	-	0.7	-0.7
HAVA TAMPA	-	-	0
	-	-	0.0
MONTECRUZ	-	-	0
	-	-	0.0
LICINCIADOS	-	-	0
	-	-	0.0
MONTE CINO	-	1	-1
	-	0.7	-0.7
MUNI MAKERS	-	-	0
	-	-	0.0
NAT SHERMAN	-	-	0
	-	-	0.0
ONYX	-	-	0
	-	-	0.0
OSCAR	-	-	0
	-	-	0.0
PAUL GAMARIAN	-	-	0
	-	-	0.0
PORLARRANGA	-	-	0
	-	-	0.0
COHIBA	-	-	0
	-	-	0.0
PLEIADES	-	-	0
	-	-	0.0

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GC 016936

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 28
Q.21 : What brand did you smoke most often two years ago?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total	130	144	-14
Different Smoked Most Often Brand From Two Years Ago			-9.7
TIPARILLO	-	1	-1
	-	0.7	-0.7
TROYA	-	1	-1
	-	0.7	-0.7
EXCALIBAR	-	1	-1
	-	0.7	-0.7
GRIFFINS	-	-	0
	-	-	0.0
OTHER	29	22	7
	22.3	15.3	4.9
DON'T KNOW	12	9	3
	9.2	6.3	2.1
NONE	9	8	1
	6.9	5.6	0.7
TOTAL	130	143	-13
	100.0	99.3	-9.0

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GC 016937

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 29
Q.22A : The next time you purchase cigars, if your brand was not available in the store where you usually purchase cigars, would you ...?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
PURCAHSE THE SAME BRAND, DIFFERENT SIZE	85 23.4	151 41.6	-66 -18.2
PURCHASE A DIFFERENT BRAND, SAME SIZE	156 42.9	183 50.4	-27 -7.4
GO TO A DIFFERENT STORE	36 9.9	- -	36 9.9
ORDER IT	32 8.8	- -	32 8.8
NOT MAKE A PURCHASE	25 6.9	- -	25 6.9
PURCHASE A DIFFERENT BRAND, DIFFERENT SIZE	3 0.8	- -	3 0.8
TRY A NEW CIGAR/ SOMETHING ELSE	4 1.1	- -	4 1.1
HAVE TOBBACONIST/ CLERK RECOMMEND SOMETHING	5 1.4	- -	5 1.4
WAIT UNTIL THEY HAVE IT	2 0.5	- -	2 0.6
SMOKE PIPE UNTIL THEY HAVE IT	1 0.3	- -	1 0.3
FAMILY MEMBER PURCHASES	2 0.5	- -	2 0.6
NOT STICK TO ONE BRAND/WILL TRY ANYTHING	2 0.5	- -	2 0.6
OTHER	2 0.5	- -	2 0.6
DON'T KNOW	9 2.5	29 8.0	-20 -5.5

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GC 016938

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 29
Q.22A : The next time you purchase cigars, if your brand was not available in the store where you usually purchase cigars, would you ...?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016939

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 30
Q.23 : Of the last ten times you've purchased cigars, how many times did you purchase your usual brand?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ONE	7 1.9	8 2.2	-1 -0.3
TWO	20 5.5	18 5.0	2 0.6
THREE	15 4.1	23 6.3	-8 -2.2
FOUR	18 4.9	24 6.6	-6 -1.7
FIVE	35 9.6	49 13.5	-14 -3.9
SIX	26 7.1	31 8.5	-5 -1.4
SEVEN	35 9.6	39 10.7	-4 -1.1
EIGHT	39 10.7	48 13.2	-9 -2.5
NINE	29 8.0	25 6.9	4 1.1
TEN	124 34.1	84 23.1	40 11.0
DON'T KNOW	16 4.4	14 3.9	2 0.6
TOTAL	364 100.0	363 100.0	1 0.3

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 31A
Q.24A : Attribute Ratings - Summary Of Top 2 Box

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
A GOOD VALUE	318 46.3	496 54.3	-178 -19.5
A MILD TASTE	459 66.8	574 62.8	-115 -12.6
A FULL-BODIED TASTE	494 71.9	610 66.7	-116 -12.7
CONSISTENCY OF CRAFTSMANSHIP	575 83.7	726 79.4	-151 -16.5
AVAILABILITY	289 42.1	486 53.2	-197 -21.6
FRESHNESS	526 76.6	718 78.6	-192 -21.0
EASY TO DRAW	549 79.9	749 81.9	-200 -21.9
AROMA	535 77.9	709 77.6	-174 -19.0

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 31B
Q.24A : Attribute Ratings - Summary Of Means

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
GOOD VALUE	3.4	3.6	-0.2
MILD TASTE	4.0	3.8	0.2
FULL-BODIED TASTE	4.1	3.9	0.1
CONSISTENCY OF CRAFTSMANSHIP	4.3	4.3	*
AVAILABILITY	3.1	3.5	-0.4
FRESHNESS	4.2	4.3	-0.1
EASY TO DRAW	4.3	4.3	*
AROMA	4.3	4.2	*

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GC 016942

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 31C
Q.24A : Attribute Ratings - Good Value

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	318 46.3	496 54.3	-178 -19.5
(5) EXCELLENT	157 22.9	245 26.8	-88 -9.6
(4) VERY GOOD	161 23.4	251 27.5	-90 -9.8
(3) GOOD	223 32.5	254 27.8	-31 -3.4
(2) FAIR	85 12.4	105 11.5	-20 -2.2
(1) POOR	48 7.0	44 4.8	4 0.4
DON'T KNOW/ REFUSED	13 1.9	15 1.6	-2 -0.2
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	3.4	3.6	-0.2
Std.Dev.	1.18	1.15	0.04
Std.Err.	0.05	0.04	0.01

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GC 016943

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

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BANNER 4

TABLE 31D
Q.24A : Attribute Ratings - Mild Taste

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	459 66.8	574 62.8	-115 -12.6
(5) EXCELLENT	254 37.0	303 33.2	-49 -5.4
(4) VERY GOOD	205 29.8	271 29.6	-66 -7.2
(3) GOOD	145 21.1	198 21.7	-53 -5.8
(2) FAIR	46 6.7	80 8.8	-34 -3.7
(1) POOR	14 2.0	39 4.3	-25 -2.7
DON'T KNOW/ REFUSED	23 3.3	23 2.5	0 0.0
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	4.0	3.8	0.2
Std.Dev.	1.03	1.13	-0.10
Std.Err.	0.04	0.04	*

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GC 016944

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

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BANNER 4

TABLE 31E
Q.24A : Attribute Ratings - Full-Bodied Taste

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	494 71.9	610 66.7	-116 -12.7
(5) EXCELLENT	268 39.0	341 37.3	-73 -8.0
(4) VERY GOOD	226 32.9	269 29.4	-43 -4.7
(3) GOOD	144 21.0	205 22.4	-61 -6.7
(2) FAIR	26 3.8	68 7.4	-42 -4.6
(1) POOR	9 1.3	16 1.8	-7 -0.8
DON'T KNOW/ REFUSED	14 2.0	15 1.6	-1 -0.1
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	4.1	3.9	0.1
Std.Dev.	0.94	1.03	-0.09
Std.Err.	0.04	0.03	*

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GC 016945

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 31F
Q.24A : Attribute Ratings - Consistency Of Craftsmanship

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	575 83.7	726 79.4	-151 -16.5
(5) EXCELLENT	365 53.1	502 54.9	-137 -15.0
(4) VERY GOOD	210 30.6	224 24.5	-14 -1.5
(3) GOOD	79 11.5	139 15.2	-60 -6.6
(2) FAIR	19 2.8	20 2.2	-1 -0.1
(1) POOR	4 0.6	12 1.3	-8 -0.9
DON'T KNOW/ REFUSED	10 1.5	17 1.9	-7 -0.8
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	4.3	4.3	*
Std.Dev.	0.84	0.91	-0.07
Std.Err.	0.03	0.03	*

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UNDER PROTECTIVE ORDER
GC 016946

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 316
Q.24A : Attribute Ratings - Availability

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	289 42.1	486 53.2	-197 -21.6
(5) EXCELLENT	153 22.3	283 31.0	-130 -14.2
(4) VERY GOOD	136 19.8	203 22.2	-67 -7.3
(3) GOOD	141 20.5	187 20.5	-46 -5.0
(2) FAIR	101 14.7	101 11.1	0 0.0
(1) POOR	138 20.1	125 13.7	13 1.4
DON'T KNOW/ REFUSED	18 2.6	15 1.6	3 0.3
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean Std.Dev. Std.Err.	3.1 1.44 0.06	3.5 1.39 0.05	-0.4 0.05 0.01

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GC 016947

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

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BANNER 4

TABLE 31H
Q.24A : Attribute Ratings - Freshness

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	526 76.6	718 78.6	-192 -21.0
(5) EXCELLENT	330 48.0	487 53.3	-157 -17.2
(4) VERY GOOD	196 28.5	231 25.3	-35 -3.8
(3) GOOD	117 17.0	134 14.7	-17 -1.9
(2) FAIR	17 2.5	31 3.4	-14 -1.5
(1) POOR	6 0.9	5 0.5	1 0.1
DON'T KNOW/ REFUSED	21 3.1	26 2.8	-5 -0.5
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	4.2	4.3	-0.1
Std.Dev.	0.89	0.89	*
Std.Err.	0.03	0.03	*

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GC 016948

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

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BANNER 4

TABLE 31I
Q.24A : Attribute Ratings - Easy To Draw

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	549 79.9	749 81.9	-200 -21.9
(5) EXCELLENT	338 49.2	482 52.7	-144 -15.8
(4) VERY GOOD	211 30.7	267 29.2	-56 -6.1
(3) GOOD	103 15.0	126 13.8	-23 -2.5
(2) FAIR	19 2.8	23 2.5	-4 -0.4
(1) POOR	3 0.4	8 0.9	-5 -0.5
DON'T KNOW/ REFUSED	13 1.9	8 0.9	5 0.5
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	4.3	4.3	*
Std.Dev.	0.85	0.87	-0.01
Std.Err.	0.03	0.03	*

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GC 016949

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 31J
Q.24A : Attribute Ratings - Aroma

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	687	914	-227 -24.8
TOP TWO BOX	535 77.9	709 77.6	-174 -19.0
(5) EXCELLENT	338 49.2	432 47.3	-94 -10.3
(4) VERY GOOD	197 28.7	277 30.3	-80 -8.8
(3) GOOD	115 16.7	153 16.7	-38 -4.2
(2) FAIR	19 2.8	31 3.4	-12 -1.3
(1) POOR	3 0.4	5 0.5	-2 -0.2
DON'T KNOW/ REFUSED	15 2.2	16 1.8	-1 -0.1
TOTAL	687 100.0	914 100.0	-227 -24.8
Mean	4.3	4.2	*
Std.Dev.	0.87	0.89	-0.02
Std.Err.	0.03	0.03	*

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GC 016950

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33A
Q.25 : Characteristic Rating - Summary Of Top 2 Box

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
PRICE	150 41.2	162 44.6	-12 -3.3
BRAND IMAGE	65 17.9	53 14.6	12 3.3
TASTE	351 96.4	352 97.0	-1 -0.3
FULL-BODIED	274 75.3	268 73.8	6 1.7
MILDNESS	240 65.9	211 58.1	29 8.0
THE CIGAR LENGTH	146 40.1	183 50.4	-37 -10.2
THE CIGAR DIAMETER	190 52.2	236 65.0	-46 -12.7
AROMA	276 75.8	259 71.3	17 4.7
LIGHT BROWN COLOR OF CIGAR	108 29.7	113 31.1	-5 -1.4
DARK BROWN COLOR OF CIGAR	114 31.3	110 30.3	4 1.1
GREEN COLOR OF CIGAR	76 20.9	93 25.6	-17 -4.7

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33A
Q.25 : Characteristic Rating - Summary Of Top 2 Box

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MADURA COLOR OF CIGAR	137 37.6	134 36.9	3 0.8
RECOMMENDATION BY FRIEND	139 38.2	127 35.0	12 3.3
RECOMMENDATION BY TOBACCONIST	126 34.6	118 32.5	8 2.2
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	152 41.8	192 52.9	-40 -11.0

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GC 016952

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33B
Q.25 : Characteristic Rating - Summary Of Means

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
PRICE	46.9	48.4	-1.6
BRAND IMAGE	28.0	28.3	-0.3
TASTE	79.2	85.4	-6.3
FULL-BODIED	65.4	66.6	-1.2
MILDNESS	59.4	55.9	3.6
THE CIGAR LENGTH	44.5	52.0	-7.5
THE CIGAR DIAMETER	51.5	60.2	-8.7
AROMA	64.5	62.5	2.0
LIGHT BROWN COLOR OF CIGAR	36.7	38.7	-2.0
DARK BROWN COLOR OF CIGAR	37.8	38.7	-0.9
GREEN COLOR OF CIGAR	28.7	31.0	-2.3
MADURA COLOR OF CIGAR	43.1	43.8	-0.7
RECOMMENDATION BY FRIEND	41.7	42.4	-0.7
RECOMMENDATION BY TOBACCONIST	40.8	41.9	-1.0
THE COUNTRY OF ORIGIN, EXCLUDING CUBA	43.7	51.3	-7.6

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GC 016953

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33C
Q.25 : How important is price to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	150 41.2	162 44.6	-12 -3.3
(100) EXTREMELY IMPORTANT	35 9.6	37 10.2	-2 -0.6
(64) VERY IMPORTANT	115 31.6	125 34.4	-10 -2.8
(36) SOMEWHAT IMPORTANT	156 42.9	142 39.1	14 3.9
(16) NOT VERY IMPORTANT	29 8.0	40 11.0	-11 -3.0
(4) NOT AT ALL IMPORTANT	29 8.0	18 5.0	11 3.0
DON'T KNOW/ REFUSED	- -	1 0.3	-1 -0.3
TOTAL	364 100.0	363 100.0	1 0.3
Mean	46.9	48.4	-1.6
Std.Dev.	25.28	25.14	0.13
Std.Err.	1.32	1.32	*

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UNDER PROTECTIVE ORDER
GC 016954

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33D
Q.25 : How important is brand image to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	65 17.9	53 14.6	12 3.3
(100) EXTREMELY IMPORTANT	16 4.4	10 2.8	6 1.7
(64) VERY IMPORTANT	49 13.5	43 11.8	6 1.7
(36) SOMEWHAT IMPORTANT	97 26.6	126 34.7	-29 -8.0
(16) NOT VERY IMPORTANT	91 25.0	99 27.3	-8 -2.2
(4) NOT AT ALL IMPORTANT	109 29.9	83 22.9	26 7.2
DON'T KNOW/ REFUSED	2 0.5	2 0.6	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3
Mean	28.0	28.3	-0.3
Std.Dev.	25.16	22.22	2.95
Std.Err.	1.32	1.17	0.15

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GC 016955

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33E
Q.25 : How important is taste to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	351 96.4	352 97.0	-1 -0.3
(100) EXTREMELY IMPORTANT	164 45.1	224 61.7	-60 -16.5
(64) VERY IMPORTANT	187 51.4	128 35.3	59 16.3
(36) SOMEWHAT IMPORTANT	10 2.7	9 2.5	1 0.3
(16) NOT VERY IMPORTANT	1 0.3	1 0.3	0 0.0
(4) NOT AT ALL IMPORTANT	1 0.3	- -	1 0.3
DON'T KNOW/ REFUSED	1 0.3	1 0.3	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3
Mean	79.2	85.4	-6.3
Std.Dev.	19.84	19.20	0.63
Std.Err.	1.04	1.01	0.03

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GC 016956

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33F
Q.25 : How important is full-bodied to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	274 75.3	268 73.8	6 1.7
(100) EXTREMELY IMPORTANT	91 25.0	107 29.5	-16 -4.4
(64) VERY IMPORTANT	183 50.3	161 44.4	22 6.1
(36) SOMEWHAT IMPORTANT	70 19.2	78 21.5	-8 -2.2
(16) NOT VERY IMPORTANT	13 3.6	10 2.8	3 0.8
(4) NOT AT ALL IMPORTANT	3 0.8	4 1.1	-1 -0.3
DON'T KNOW/ REFUSED	4 1.1	3 0.8	1 0.3
TOTAL	364 100.0	363 100.0	1 0.3
Mean	65.4	66.6	-1.2
Std.Dev.	24.35	25.57	-1.22
Std.Err.	1.28	1.35	-0.06

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016957

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 336
Q.25 : How important is mildness to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	240 65.9	211 58.1	29 8.0
(100) EXTREMELY IMPORTANT	76 20.9	68 18.7	8 2.2
(64) VERY IMPORTANT	164 45.1	143 39.4	21 5.8
(36) SOMEWHAT IMPORTANT	84 23.1	105 28.9	-21 -5.8
(16) NOT VERY IMPORTANT	25 6.9	30 8.3	-5 -1.4
(4) NOT AT ALL IMPORTANT	14 3.8	17 4.7	-3 -0.8
DON'T KNOW/ REFUSED	1 0.3	- -	1 0.3
TOTAL	364 100.0	363 100.0	1 0.3
Mean	59.4	55.9	3.6
Std.Dev.	27.05	27.65	-0.60
Std.Err.	1.42	1.45	-0.03

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016958

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33H
Q.25 : How important is the cigar length to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	146 40.1	183 50.4	-37 -10.2
(100) EXTREMELY IMPORTANT	33 9.1	47 12.9	-14 -3.9
(64) VERY IMPORTANT	113 31.0	136 37.5	-23 -6.3
(36) SOMEWHAT IMPORTANT	119 32.7	134 36.9	-15 -4.1
(16) NOT VERY IMPORTANT	74 20.3	34 9.4	40 11.0
(4) NOT AT ALL IMPORTANT	23 6.3	11 3.0	12 3.3
DON'T KNOW/ REFUSED	2 0.5	1 0.3	1 0.3
TOTAL	364 100.0	363 100.0	1 0.3
Mean	44.5	52.0	-7.5
Std.Dev.	26.37	25.33	1.04
Std.Err.	1.39	1.33	0.05

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016959

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33I
Q.25 : How important is the cigar diameter to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	190 52.2	236 65.0	-46 -12.7
(100) EXTREMELY IMPORTANT	43 11.8	77 21.2	-34 -9.4
(64) VERY IMPORTANT	147 40.4	159 43.8	-12 -3.3
(36) SOMEWHAT IMPORTANT	121 33.2	100 27.5	21 5.8
(16) NOT VERY IMPORTANT	35 9.6	18 5.0	17 4.7
(4) NOT AT ALL IMPORTANT	17 4.7	8 2.2	9 2.5
DON'T KNOW/ REFUSED	1 0.3	1 0.3	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3
Mean	51.5	60.2	-8.7
Std.Dev.	25.51	25.96	-0.44
Std.Err.	1.34	1.36	-0.03

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UNDER PROTECTIVE ORDER
GC 016960

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33J
Q.25 : How important is aroma to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	276 75.8	259 71.3	17 4.7
(100) EXTREMELY IMPORTANT	91 25.0	74 20.4	17 4.7
(64) VERY IMPORTANT	185 50.8	185 51.0	0 0.0
(36) SOMEWHAT IMPORTANT	55 15.1	84 23.1	-29 -8.0
(16) NOT VERY IMPORTANT	19 5.2	14 3.9	5 1.4
(4) NOT AT ALL IMPORTANT	11 3.0	3 0.8	8 2.2
DON'T KNOW/ REFUSED	3 0.8	3 0.8	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3
Mean	64.5	62.5	2.0
Std.Dev.	26.05	23.84	2.21
Std.Err.	1.37	1.26	0.11

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016961

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33K
Q.25 : How important is light brown color of cigar to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	108 29.7	113 31.1	-5 -1.4
(100) EXTREMELY IMPORTANT	28 7.7	23 6.3	5 1.4
(64) VERY IMPORTANT	80 22.0	90 24.8	-10 -2.8
(36) SOMEWHAT IMPORTANT	102 28.0	119 32.8	-17 -4.7
(16) NOT VERY IMPORTANT	94 25.8	85 23.4	9 2.5
(4) NOT AT ALL IMPORTANT	59 16.2	41 11.3	18 5.0
DON'T KNOW/ REFUSED	1 0.3	5 1.4	-4 -1.1
TOTAL	364 100.0	363 100.0	1 0.3
Mean	36.7	38.7	-2.0
Std.Dev.	27.57	25.82	1.75
Std.Err.	1.45	1.36	0.08

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016962

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33L
Q.25 : How important is dark brown color of cigar to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	114 31.3	110 30.3	4 1.1
(100) EXTREMELY IMPORTANT	35 9.6	28 7.7	7 1.9
(64) VERY IMPORTANT	79 21.7	82 22.6	-3 -0.8
(36) SOMEWHAT IMPORTANT	90 24.7	117 32.2	-27 -7.4
(16) NOT VERY IMPORTANT	92 25.3	80 22.0	12 3.3
(4) NOT AT ALL IMPORTANT	62 17.0	48 13.2	14 3.9
DON'T KNOW/ REFUSED	6 1.6	8 2.2	-2 -0.6
TOTAL	364 100.0	363 100.0	1 0.3
Mean	37.8	38.7	-0.9
Std.Dev.	29.20	26.97	2.23
Std.Err.	1.54	1.43	0.11

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016963

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33M
Q.25 : How important is green color of cigar to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	76 20.9	93 25.6	-17 -4.7
(100) EXTREMELY IMPORTANT	32 8.8	41 11.3	-9 -2.5
(64) VERY IMPORTANT	44 12.1	52 14.3	-8 -2.2
(36) SOMEWHAT IMPORTANT	61 16.8	39 10.7	22 6.1
(16) NOT VERY IMPORTANT	98 26.9	67 18.5	31 8.5
(4) NOT AT ALL IMPORTANT	123 33.8	138 38.0	-15 -4.1
DON'T KNOW/ REFUSED	6 1.6	26 7.2	-20 -5.5
TOTAL	364 100.0	363 100.0	1 0.3
Mean	28.7	31.0	-2.3
Std.Dev.	29.54	33.12	-3.57
Std.Err.	1.56	1.80	-0.24

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UNDER PROTECTIVE ORDER
GC 016964

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33N
Q.25 : How important is maduro color of cigar to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	137 37.6	134 36.9	3 0.8
(100) EXTREMELY IMPORTANT	50 13.7	56 15.4	-6 -1.7
(64) VERY IMPORTANT	87 23.9	78 21.5	9 2.5
(36) SOMEWHAT IMPORTANT	83 22.8	96 26.4	-13 -3.6
(16) NOT VERY IMPORTANT	69 19.0	61 16.8	8 2.2
(4) NOT AT ALL IMPORTANT	56 15.4	57 15.7	-1 -0.3
DON'T KNOW/ REFUSED	19 5.2	15 4.1	4 1.1
TOTAL	364 100.0	363 100.0	1 0.3
Mean	43.1	43.8	-0.7
Std.Dev.	31.45	31.85	-0.39
Std.Err.	1.69	1.71	-0.01

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UNDER PROTECTIVE ORDER
GC 016965

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 330
Q.25 : How important is recommendation by a friend to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	139 38.2	127 35.0	12 3.3
(100) EXTREMELY IMPORTANT	31 8.5	38 10.5	-7 -1.9
(64) VERY IMPORTANT	108 29.7	89 24.5	19 5.2
(36) SOMEWHAT IMPORTANT	115 31.6	140 38.6	-25 -6.9
(16) NOT VERY IMPORTANT	39 10.7	37 10.2	2 0.6
(4) NOT AT ALL IMPORTANT	68 18.7	58 16.0	10 2.8
DON'T KNOW/ REFUSED	3 0.8	1 0.3	2 0.6
TOTAL	364 100.0	363 100.0	1 0.3
Mean	41.7	42.4	-0.7
Std.Dev.	28.15	28.08	0.07
Std.Err.	1.48	1.48	0.01

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016966

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33P
Q.25 : How important is recommendation by the tobacconist to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	126 34.6	118 32.5	8 2.2
(100) EXTREMELY IMPORTANT	32 8.8	23 6.3	9 2.5
(64) VERY IMPORTANT	94 25.8	95 26.2	-1 -0.3
(36) SOMEWHAT IMPORTANT	123 33.8	164 45.2	-41 -11.3
(16) NOT VERY IMPORTANT	48 13.2	43 11.8	5 1.4
(4) NOT AT ALL IMPORTANT	62 17.0	36 9.9	26 7.2
DON'T KNOW/ REFUSED	5 1.4	2 0.6	3 0.8
TOTAL	364 100.0	363 100.0	1 0.3
Mean	40.8	41.9	-1.0
Std.Dev.	27.92	24.17	3.75
Std.Err.	1.47	1.27	0.20

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UNDER PROTECTIVE ORDER
GC 016967

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 33Q
Q.25 : How important is the country of origin, excluding cuba to you when selecting a cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	152 41.8	192 52.9	-40 -11.0
(100) EXTREMELY IMPORTANT	37 10.2	52 14.3	-15 -4.1
(64) VERY IMPORTANT	115 31.6	140 38.6	-25 -6.9
(36) SOMEWHAT IMPORTANT	100 27.5	102 28.1	-2 -0.6
(16) NOT VERY IMPORTANT	53 14.6	38 10.5	15 4.1
(4) NOT AT ALL IMPORTANT	55 15.1	30 8.3	25 6.9
DON'T KNOW/ REFUSED	4 1.1	1 0.3	3 0.8
TOTAL	364 100.0	363 100.0	1 0.3
Mean	43.7	51.3	-7.6
Std.Dev.	28.81	28.06	0.75
Std.Err.	1.52	1.47	0.04

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016968

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 34
Q.25A : Any other characteristics by which you evaluate a cigar other than the ones already mentioned?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
MENTIONED OTHER CHARACTERISTIC	66 18.1	90 24.8	-24 -6.6
AVAILABILITY	7 1.9	1 0.3	6 1.7
QUALITY OF BURNING/ EVEN BURN	7 1.9	12 3.3	-5 -1.4
QUALITY OF CONSTRUCTION	7 1.9	8 2.2	-1 -0.3
FEELS SMOOTH/FIRM/ PACKED TIGHT	9 2.5	14 3.9	-5 -1.4
DRAW/EVEN DRAW	4 1.1	8 2.2	-4 -1.1
FRESHNESS	11 3.0	8 2.2	3 0.8
SMELL OF CIGAR UNLIT	2 0.5	5 1.4	-3 -0.8
PACKAGING/WRAPPER CONDITION/DURABILITY	16 4.4	12 3.3	4 1.1
CONDITION OF ASH	2 0.5	- -	2 0.6
AFTERTASTE	4 1.1	- -	4 1.1
WORD OF MOUTH	1 0.3	- -	1 0.3
HARSH TASTE/BITE	1 0.3	- -	1 0.3
PRICE (NS)	1 0.3	- -	1 0.3
HOW WELL IT GOES WITH FOOD/DINNER	1 0.3	- -	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016969

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 34
Q.25A : Any other characteristics by which you evaluate a cigar other than the ones already mentioned?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
OTHER	- -	22 6.1	-22 -6.1
DON'T KNOW	1 0.3	- -	1 0.3
NO OTHER CHARACTERISTICS	298 81.9	273 75.2	25 6.9
TOTAL	372 102.2	363 100.0	9 2.5

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016970

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 35
Q.26 : Do you prefer a round headed or a flat headed cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ROUND HEADED	225 61.8	235 64.7	-10 -2.8
FLAT HEADED	62 17.0	57 15.7	5 1.4
NO PREFERENCE	77 21.2	71 19.6	6 1.7
TOTAL	364 100.0	363 100.0	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016971

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ARTURO FUENTE			
(5) BEST	87 23.9	63 17.4	24 6.6
(4)	65 17.9	75 20.7	-10 -2.8
(3)	54 14.8	81 22.3	-27 -7.4
(2)	19 5.2	65 17.9	-46 -12.7
(1) WORST	13 3.6	39 10.7	-26 -7.2
MEAN	3.82	3.18	0.64
AVO			
(5) BEST	19 5.2	42 11.6	-23 -6.3
(4)	26 7.1	41 11.3	-15 -4.1
(3)	20 5.5	52 14.3	-32 -8.8
(2)	44 12.1	62 17.1	-18 -5.0
(1) WORST	73 20.1	110 30.3	-37 -10.2
MEAN	2.31	2.49	-0.18

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016972

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

	1996 TOTAL	1995 TOTAL	DIFF
DAVIDOFF			
(5) BEST	36	75	-39
	9.9	20.7	-10.7
(4)	28	58	-30
	7.7	16.0	-8.3
(3)	46	54	-8
	12.6	14.9	-2.2
(2)	46	68	-22
	12.6	18.7	-6.1
(1) WORST	40	53	-13
	11.0	14.6	-3.6
MEAN	2.87	3.11	-0.24
MACANUDO			
(5) BEST	114	98	16
	31.3	27.0	4.4
(4)	74	65	9
	20.3	17.9	2.5
(3)	33	66	-33
	9.1	18.2	-9.1
(2)	31	51	-20
	8.5	14.0	-5.5
(1) WORST	26	54	-28
	7.1	14.9	-7.7
MEAN	3.79	3.31	0.48

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UNDER PROTECTIVE ORDER
GC 016973

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 36
Q.27 : Rank five brands of cigars from best to worst?

	1996 TOTAL	1995 TOTAL	DIFF
PARTAGAS			
(5) BEST	50	65	-15
	13.7	17.9	-4.1
(4)	70	95	-25
	19.2	26.2	-6.9
(3)	63	64	-1
	17.3	17.6	-0.3
(2)	35	58	-23
	9.6	16.0	-6.3
(1) WORST	22	43	-21
	6.0	11.8	-5.8
MEAN	3.38	3.25	0.13

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016974

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 37
Q.28 : On which occasion do you smoke cigars most often?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
AFTER DINNER	69 19.0	108 29.8	-39 -10.7
AT A SPORTING EVENT	23 6.3	16 4.4	7 1.9
WHILE PLAYING POKER/ CARDS	14 3.8	7 1.9	7 1.9
WHILE DOING PAPERWORK	6 1.6	12 3.3	-6 -1.7
WHILE READING	8 2.2	8 2.2	0 0.0
AT A SOCIAL GATHERING	40 11.0	27 7.4	13 3.6
WHILE RELAXING	165 45.3	158 43.5	7 1.9
PLAYING GOLF	6 1.6	3 0.8	3 0.8
AT WORK	5 1.4	- -	5 1.4
WHILE DRIVING	2 0.5	- -	2 0.6
OTHER	4 1.1	- -	4 1.1
NONE/NO PARTICULAR TIME/OCCASSION	22 6.0	- -	22 6.1
TOTAL	364 100.0	339 93.4	25 6.9

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UNDER PROTECTIVE ORDER
GC 016975

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 38
Q.29 : Have your cigar smoking patterns changed in the last two years?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	110 30.2	143 39.4	-33 -9.1
NO	254 69.8	220 60.6	34 9.4
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016976

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 41
Q.31 : Do you prefer to purchase cigars which are not wrapped, cigars that are individually wrapped in cellophane, or cigars that come in individual containers?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
NOT WRAPPED	52 14.3	103 28.4	-51 -14.0
WRAPPED IN CELLOPHANE	207 56.9	169 46.6	38 10.5
INDIVIDUAL CONTAINERS	74 20.3	67 18.5	7 1.9
REFUSED	31 8.5	24 6.6	7 1.9
TOTAL	364 100.0	363 100.0	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 016977

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 42
Q.32 : Do you purchase cigars from a humidor?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	286 78.6	292 80.4	-6 -1.7
NO	78 21.4	71 19.6	7 1.9
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016978

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 43
Q.33 : From where do you purchase cigars most frequently?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
DRUG STORE	17 4.7	8 2.2	9 2.5
MAIL ORDER	63 17.3	109 30.0	-46 -12.7
NEWS STAND	8 2.2	3 0.8	5 1.4
RESTAURANT	- -	- -	0 0.0
SPORTING EVENT	- -	- -	0 0.0
TOBACCO/SMOKE SHOP	236 64.8	210 57.9	26 7.2
AIRPORT/DUTY FREE SHOP	- -	- -	0 0.0
BAR/CLUB	1 0.3	- -	1 0.3
CANDY STORE	- -	1 0.3	-1 -0.3
CONVENIENCE STORE	3 0.8	- -	3 0.8
GROCERY STORE/ SUPERMARKET	7 1.9	1 0.3	6 1.7
HOTEL	- -	1 0.3	-1 -0.3
LIQUOR STORE	5 1.4	7 1.9	-2 -0.6
MALL	1 0.3	- -	1 0.3
RETAIL SHOP/OUTLET	6 1.6	2 0.6	4 1.1

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UNDER PROTECTIVE ORDER
GC 016979

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 43
Q.33 : From where do you purchase cigars most frequently?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
VARIETY STORE	- -	2 0.6	-2 -0.6
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	7 1.9	7 1.9	0 0.0
GAS STATION	- -	4 1.1	-4 -1.1
FRIENDS/FAMILY MEMBERS	4 1.1	- -	4 1.1
COFFEE SHOP	1 0.3	- -	1 0.3
GIFT STORE	1 0.3	- -	1 0.3
BLACK MARKET/CUBA'S BLACK MARKET	1 0.3	- -	1 0.3
COMMISSARY	1 0.3	- -	1 0.3
OTHER	2 0.5	8 2.2	-6 -1.7
DON'T KNOW	- -	- -	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016980

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 45
Q.34 : From where do you purchase cigars second most frequently?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
DRUG STORE	35 9.6	22 6.1	13 3.6
MAIL ORDER	31 8.5	48 13.2	-17 -4.7
NEWS STAND	12 3.3	4 1.1	8 2.2
RESTAURANT	4 1.1	12 3.3	-8 -2.2
SPORTING EVENT	4 1.1	- -	4 1.1
TOBACCO/SMOKE SHOP	54 14.8	122 33.6	-68 -18.7
AIRPORT/DUTY FREE SHOP	4 1.1	2 0.6	2 0.6
BAR/CLUB	4 1.1	3 0.8	1 0.3
CANDY STORE	- -	- -	0 0.0
CONVENIENCE STORE	9 2.5	1 0.3	8 2.2
GROCERY STORE/ SUPERMARKET	11 3.0	6 1.7	5 1.4
HOTEL	1 0.3	7 1.9	-6 -1.7
LIQUOR STORE	14 3.8	7 1.9	7 1.9
MALL	2 0.5	3 0.8	-1 -0.3
RETAIL SHOP/OUTLET	18 4.9	- -	18 5.0

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GC 016981

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 45
Q.34 : From where do you purchase cigars second most frequently?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
VARIETY STORE	- -	1 0.3	-1 -0.3
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	4 1.1	3 0.8	1 0.3
GAS STATION	1 0.3	1 0.3	0 0.0
FRIENDS/FAMILY MEMBERS	2 0.5	- -	2 0.6
COFFEE SHOP	- -	- -	0 0.0
GIFT STORE	2 0.5	- -	2 0.6
BLACK MARKET/CUBA'S BLACK MARKET	- -	- -	0 0.0
COMMISSARY	1 0.3	- -	1 0.3
OTHER	7 1.9	6 1.7	1 0.3
NOWHERE ELSE	144 39.6	115 31.7	29 8.0
DON'T KNOW	- -	- -	0 0.0
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016982

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 46
Q.35 : From where did you purchase your very first cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
DRUG STORE	76 20.9	84 23.1	-8 -2.2
MAIL ORDER	5 1.4	11 3.0	-6 -1.7
NEWS STAND	9 2.5	7 1.9	2 0.6
RESTAURANT	3 0.8	5 1.4	-2 -0.6
SPORTING EVENT	- -	- -	0 0.0
TOBACCO/SMOKE SHOP	108 29.7	112 30.9	-4 -1.1
AIRPORT/DUTY FREE SHOP	- -	- -	0 0.0
BAR/CLUB	3 0.8	1 0.3	2 0.6
CANDY STORE	1 0.3	7 1.9	-6 -1.7
CONVENIENCE STORE	15 4.1	8 2.2	7 1.9
GROCERY STORE/ SUPERMARKET	26 7.1	17 4.7	9 2.5
HOTEL	1 0.3	7 1.9	-6 -1.7
LIQUOR STORE	6 1.6	12 3.3	-6 -1.7
MALL	- -	2 0.6	-2 -0.6
RETAIL SHOP/OUTLET	4 1.1	2 0.6	2 0.6

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UNDER PROTECTIVE ORDER
GC 016983

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 46
Q.35 : From where did you purchase your very first cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
VARIETY STORE	- -	1 0.3	-1 -0.3
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	- -	2 0.6	-2 -0.6
GAS STATION	6 1.6	6 1.7	0 0.0
FRIENDS/FAMILY MEMBERS	11 3.0	13 3.6	-2 -0.6
COFFEE SHOP	- -	- -	0 0.0
GIFT STORE	- -	- -	0 0.0
BLACK MARKET/CUBA'S BLACK MARKET	- -	- -	0 0.0
COMMISSARY	7 1.9	- -	7 1.9
OTHER	17 4.7	16 4.4	1 0.3
DON'T KNOW	66 18.1	50 13.8	16 4.4
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016984

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 47
Q.36 : Where else have you purchased cigars?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
DRUG STORE	38 10.4	39 10.7	-1 -0.3
MAIL ORDER	30 8.2	27 7.4	3 0.8
NEWS STAND	9 2.5	14 3.9	-5 -1.4
RESTAURANT	12 3.3	35 9.6	-23 -6.3
SPORTING EVENT	3 0.8	1 0.3	2 0.6
TOBACCO/SMOKE SHOP	69 19.0	74 20.4	-5 -1.4
AIRPORT/DUTY FREE SHOP	6 1.6	6 1.7	0 0.0
BAR/CLUB	3 0.8	5 1.4	-2 -0.6
CANDY STORE	- -	1 0.3	-1 -0.3
CONVENIENCE STORE	8 2.2	4 1.1	4 1.1
GROCERY STORE/ SUPERMARKET	26 7.1	9 2.5	17 4.7
HOTEL	6 1.6	11 3.0	-5 -1.4
LIQUOR STORE	7 1.9	3 0.8	4 1.1
MALL	2 0.5	1 0.3	1 0.3
RETAIL SHOP/OUTLET	11 3.0	5 1.4	6 1.7

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UNDER PROTECTIVE ORDER
GC 016985

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 47
Q.36 : Where else have you purchased cigars?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
VARIETY STORE	- -	2 0.6	-2 -0.6
WHOLESALER/ MANUFACTURER FACTORY/ WAREHOUSE	2 0.5	4 1.1	-2 -0.6
GAS STATION	8 2.2	3 0.8	5 1.4
FRIENDS/FAMILY MEMBERS	1 0.3	- -	1 0.3
COFFEE SHOP	- -	- -	0 0.0
GIFT STORE	2 0.5	- -	2 0.6
BLACK MARKET/CUBA'S BLACK MARKET	- -	- -	0 0.0
COMMISSARY	4 1.1	- -	4 1.1
OTHER	14 3.8	20 5.5	-6 -1.7
NOWHERE ELSE	166 45.6	155 42.7	11 3.0
DON'T KNOW	- -	- -	0 0.0
TOTAL	427 117.3	419 115.4	8 2.2

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UNDER PROTECTIVE ORDER
GC 016986

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 48
Q.37 : Does the type of retail outlet have an impact on your perception of the quality of the cigar?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	161 44.2	206 56.7	-45 -12.4
NO	203 55.8	157 43.3	46 12.7
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 016987

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 50
Q.38 : Are you aware you can purchase cigars through mail order?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Mentioning Mail Order	252	195	57 29.2
YES	225 89.3	164 84.1	61 31.3
NO	27 10.7	31 15.9	-4 -2.1
TOTAL	252 100.0	195 100.0	57 29.2

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UNDER PROTECTIVE ORDER
GC 016988

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 51
Q.39 : Have you ever purchased cigars through mail order?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Not Mentioning Mail Order And Aware You Can Purchase Through Mail	225	164	61 37.2
YES	67 29.8	79 48.2	-12 -7.3
NO	158 70.2	85 51.8	73 44.5
TOTAL	225 100.0	164 100.0	61 37.2

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GC 016989

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 54
Q.41 : Have you ever purchased cigars because of a special promotion?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	98 26.9	190 52.3	-92 -25.3
NO	266 73.1	173 47.7	93 25.6
TOTAL	364 100.0	363 100.0	1 0.3

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GC 016990

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 55
Q.42 : What type of promotion?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Who Have Purchased Because Of Promotion	98	190	-92 -48.4
BUY A CIGAR, GET A CUTTER	7 7.1	9 4.7	-2 -1.1
BUY EIGHT, GET TWO FREE	12 12.2	19 10.0	-7 -3.7
SPECIAL SAMPLER PACKETS	25 25.5	39 20.5	-14 -7.4
SALE/DISCOUNT ON CIGARS	17 17.3	35 18.4	-18 -9.5
SALE/DISCOUNT ON BOX/ PACKAGE	5 5.1	16 8.4	-11 -5.8
12 CIGARS FOR $10	1 1.0	9 4.7	-8 -4.2
BUY THROUGH ADVERTISEMENT	5 5.1	5 2.6	0 0.0
BUY BOXES/BUNDLES ,GET A BOX/BUNDLE FREE	2 2.0	13 6.8	-11 -5.8
BUY CIGARS, GET CIGARS FREE	10 10.2	17 8.9	-7 -3.7
BUY CIGARS, GET A HUMIDOR FREE	5 5.1	2 1.1	3 1.6
MAIL-IN COUPON FOR FREE/DISCOUNTED CIGARS	4 4.1	6 3.2	-2 -1.1
10 CIGARS FOR $10	1 1.0	- -	1 0.5
PROMOTING A NEW BRAND	2 2.0	- -	2 1.1
TRIED A FREE SAMPLE	1 1.0	- -	1 0.5

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GC 016991

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 55
Q.42 : What type of promotion?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Who Have Purchased Because Of Promotion	98	190	-92 -48.4
OTHER	2 2.0	28 14.7	-26 -13.7
DON'T RECALL	4 4.1	- -	4 2.1
TOTAL	103 105.1	198 104.2	-95 -50.0

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UNDER PROTECTIVE ORDER
GC 016992

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 56
Q.43A : Has your attitude toward cigar smoking changed in the past two years?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	87 23.9	116 32.0	-29 -8.0
NO	277 76.1	247 68.0	30 8.3
TOTAL	364 100.0	363 100.0	1 0.3

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GC 016993

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 58
Q.44A : Do you feel the public's attitude has changed toward cigar smoking in the past two years?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	271 74.5	260 71.6	11 3.0
NO	93 25.5	103 28.4	-10 -2.8
TOTAL	364 100.0	363 100.0	1 0.3

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GC 016994

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61A
Q.46 : Health Risk Rating - Summary Of Top 2 Box

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ALCOHOL CONSUMPTION	48 13.2	40 11.0	8 2.2
CIGAR SMOKING	20 5.5	6 1.7	14 3.9
CIGARETTE SMOKING	195 53.6	216 59.5	-21 -5.8
FAT IN DIET	76 20.9	82 22.6	-6 -1.7
SECOND HAND SMOKE	39 10.7	18 5.0	21 5.8
SUN EXPOSURE	55 15.1	36 9.9	19 5.2

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GC 016995

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61B
Q.46 : Health Risk Rating - Summary Of Bottom 2 Box

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ALCOHOL CONSUMPTION	40 11.0	33 9.1	7 1.9
CIGAR SMOKING	69 19.0	131 36.1	-62 -17.1
CIGARETTE SMOKING	9 2.5	13 3.6	-4 -1.1
FAT IN DIET	27 7.4	21 5.8	6 1.7
SECOND HAND SMOKE	97 26.6	148 40.8	-51 -14.0
SUN EXPOSURE	36 9.9	62 17.1	-26 -7.2

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GC 016996

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61C
Q.46 : Health Risk Rating - Summary Of Means

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
ALCOHOL CONSUMPTION	5.6	5.6	*
CIGAR SMOKING	4.4	3.6	0.8
CIGARETTE SMOKING	8.2	8.4	-0.2
FAT IN DIET	6.6	6.8	-0.3
SECOND HAND SMOKE	4.7	3.9	0.8
SUN EXPOSURE	5.8	5.2	0.6

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UNDER PROTECTIVE ORDER
GC 016997

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61D
Q.46 : Health Risk Rating For Alcohol Consumption

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	48 13.2	40 11.0	8 2.2
(10) TEN (EXTREME HEALTH RISK)	44 12.1	32 8.8	12 3.3
(9) NINE	4 1.1	8 2.2	-4 -1.1
(8) EIGHT	35 9.6	43 11.8	-8 -2.2
(7) SEVEN	29 8.0	34 9.4	-5 -1.4
(6) SIX	28 7.7	32 8.8	-4 -1.1
(5) FIVE	105 28.8	112 30.9	-7 -1.9
(4) FOUR	24 6.6	32 8.8	-8 -2.2
(3) THREE	32 8.8	29 8.0	3 0.8
BOTTOM TWO BOX	40 11.0	33 9.1	7 1.9
(2) TWO	12 3.3	14 3.9	-2 -0.6
(1) ONE (NO HEALTH RISK)	28 7.7	19 5.2	9 2.5
DON'T KNOW	23 6.3	8 2.2	15 4.1
TOTAL	364 100.0	363 100.0	1 0.3
Mean	5.6	5.6	*
Std.Dev	2.56	2.34	0.22
Std.Err	0.14	0.12	0.01

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GC 016998

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61E
Q.46 : Health Risk Rating For Cigar Smoking

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	20 5.5	6 1.7	14 3.9
(10) TEN (EXTREME HEALTH RISK)	11 3.0	6 1.7	5 1.4
(9) NINE	9 2.5	- -	9 2.5
(8) EIGHT	15 4.1	14 3.9	1 0.3
(7) SEVEN	20 5.5	13 3.6	7 1.9
(6) SIX	26 7.1	16 4.4	10 2.8
(5) FIVE	91 25.0	76 20.9	15 4.1
(4) FOUR	47 12.9	41 11.3	6 1.7
(3) THREE	68 18.7	64 17.6	4 1.1
BOTTOM TWO BOX	69 19.0	131 36.1	-62 -17.1
(2) TWO	39 10.7	68 18.7	-29 -8.0
(1) ONE (NO HEALTH RISK)	30 8.2	63 17.4	-33 -9.1
DON'T KNOW	8 2.2	2 0.6	6 1.7
TOTAL	364 100.0	363 100.0	1 0.3
Mean	4.4	3.6	0.8
Std.Dev	2.17	2.07	0.11
Std.Err	0.12	0.11	0.01

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UNDER PROTECTIVE ORDER
GC 016999

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61F
Q.46 : Health Risk Rating For Cigarette Smoking

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	195 53.6	216 59.5	-21 -5.8
(10) TEN (EXTREME HEALTH RISK)	148 40.7	159 43.8	-11 -3.0
(9) NINE	47 12.9	57 15.7	-10 -2.8
(8) EIGHT	62 17.0	66 18.2	-4 -1.1
(7) SEVEN	34 9.3	23 6.3	11 3.0
(6) SIX	19 5.2	14 3.9	5 1.4
(5) FIVE	28 7.7	17 4.7	11 3.0
(4) FOUR	4 1.1	9 2.5	-5 -1.4
(3) THREE	5 1.4	2 0.6	3 0.8
BOTTOM TWO BOX	9 2.5	13 3.6	-4 -1.1
(2) TWO	1 0.3	5 1.4	-4 -1.1
(1) ONE (NO HEALTH RISK)	8 2.2	8 2.2	0 0.0
DON'T KNOW	8 2.2	3 0.8	5 1.4
TOTAL	364 100.0	363 100.0	1 0.3
Mean	8.2	8.4	-0.2
Std.Dev	2.12	2.13	-0.01
Std.Err	0.11	0.11	*

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UNDER PROTECTIVE ORDER
GC 017000

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61G
Q.46 : Health Risk Rating For Fat In The Diet

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	76 20.9	82 22.6	-6 -1.7
(10) TEN (EXTREME HEALTH RISK)	49 13.5	55 15.2	-6 -1.7
(9) NINE	27 7.4	27 7.4	0 0.0
(8) EIGHT	69 19.0	81 22.3	-12 -3.3
(7) SEVEN	44 12.1	55 15.2	-11 -3.0
(6) SIX	38 10.4	38 10.5	0 0.0
(5) FIVE	65 17.9	54 14.9	11 3.0
(4) FOUR	8 2.2	16 4.4	-8 -2.2
(3) THREE	18 4.9	11 3.0	7 1.9
BOTTOM TWO BOX	27 7.4	21 5.8	6 1.7
(2) TWO	10 2.7	9 2.5	1 0.3
(1) ONE (NO HEALTH RISK)	17 4.7	12 3.3	5 1.4
DON'T KNOW	19 5.2	5 1.4	14 3.9
TOTAL	364 100.0	363 100.0	1 0.3
Mean	6.6	6.8	-0.3
Std.Dev	2.46	2.31	0.15
Std.Err	0.13	0.12	0.01

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UNDER PROTECTIVE ORDER
GC 017001

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61H
Q.46 : Health Risk Rating For Second Hand Smoke

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	39 10.7	18 5.0	21 5.8
(10) TEN (EXTREME HEALTH RISK)	21 5.8	15 4.1	6 1.7
(9) NINE	18 4.9	3 0.8	15 4.1
(8) EIGHT	29 8.0	23 6.3	6 1.7
(7) SEVEN	31 8.5	32 8.8	-1 -0.3
(6) SIX	27 7.4	29 8.0	-2 -0.6
(5) FIVE	67 18.4	51 14.0	16 4.4
(4) FOUR	30 8.2	19 5.2	11 3.0
(3) THREE	33 9.1	42 11.6	-9 -2.5
BOTTOM TWO BOX	97 26.6	148 40.8	-51 -14.0
(2) TWO	35 9.6	50 13.8	-15 -4.1
(1) ONE (NO HEALTH RISK)	62 17.0	98 27.0	-36 -9.9
DON'T KNOW	11 3.0	1 0.3	10 2.8
TOTAL	364 100.0	363 100.0	1 0.3
Mean	4.7	3.9	0.8
Std.Dev	2.75	2.66	0.09
Std.Err	0.15	0.14	0.01

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UNDER PROTECTIVE ORDER
GC 017002

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 61I
Q.46 : Health Risk Rating For Sun Exposure

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
TOP TWO BOX	55 15.1	36 9.9	19 5.2
(10) TEN (EXTREME HEALTH RISK)	34 9.3	24 6.6	10 2.8
(9) NINE	21 5.8	12 3.3	9 2.5
(8) EIGHT	37 10.2	34 9.4	3 0.8
(7) SEVEN	41 11.3	46 12.7	-5 -1.4
(6) SIX	45 12.4	30 8.3	15 4.1
(5) FIVE	77 21.2	76 20.9	1 0.3
(4) FOUR	32 8.8	39 10.7	-7 -1.9
(3) THREE	29 8.0	37 10.2	-8 -2.2
BOTTOM TWO BOX	36 9.9	62 17.1	-26 -7.2
(2) TWO	19 5.2	35 9.6	-16 -4.4
(1) ONE (NO HEALTH RISK)	17 4.7	27 7.4	-10 -2.8
DON'T KNOW	12 3.3	3 0.8	9 2.5
TOTAL	364 100.0	363 100.0	1 0.3
Mean	5.8	5.2	0.6
Std.Dev	2.45	2.49	-0.05
Std.Err	0.13	0.13	*

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UNDER PROTECTIVE ORDER
GC 017003

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 62
Q.47 : Do you own a humidor in your home?

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
YES	158 43.4	224 61.7	-66 -18.2
NO	206 56.6	139 38.3	67 18.5
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 017004

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 63
Q.48 : Age

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
18 - 24	21 5.8	13 3.6	8 2.2
25 - 34	101 27.7	107 29.5	-6 -1.7
35 - 44	91 25.0	110 30.3	-19 -5.2
45 - 54	56 15.4	77 21.2	-21 -5.8
55 - 64	44 12.1	28 7.7	16 4.4
65 - over	47 12.9	28 7.7	19 5.2
REFUSED	4 1.1	- -	4 1.1
TOTAL	364 100.0	363 100.0	1 0.3

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UNDER PROTECTIVE ORDER
GC 017005

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 64
Q.49 : Marital Status

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
SINGLE	75 20.6	82 22.6	-7 -1.9
MARRIED	268 73.6	260 71.6	8 2.2
DIVORCED	11 3.0	14 3.9	-3 -0.8
SEPARATED	2 0.5	1 0.3	1 0.3
WIDOWED	6 1.6	3 0.8	3 0.8
REFUSED	2 0.5	3 0.8	-1 -0.3
TOTAL	364 100.0	363 100.0	1 0.3

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017006

PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 65
Q.50 : Occupation

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
WHITE COLLAR (NET)	192 52.7	225 62.0	-33 -9.1
PROFESSIONAL/ TECHNICAL	100 27.5	87 24.0	13 3.6
MANAGERS/ ADMINISTRATORS	45 12.4	48 13.2	-3 -0.8
CLERICAL	15 4.1	3 0.8	12 3.3
SALES WORKERS	32 8.8	87 24.0	-55 -15.2
BLUE COLLAR (NET)	59 16.2	59 16.3	0 0.0
CRAFTSMEN	13 3.6	16 4.4	-3 -0.8
OPERATIVES	- -	3 0.8	-3 -0.8
TRANSPORT EQUIPMENT OPERATIVES	6 1.6	3 0.8	3 0.8
LABORERS	20 5.5	6 1.7	14 3.9
FARMERS/FARM LABORERS	- -	3 0.8	-3 -0.8
SERVICE WORKERS	20 5.5	28 7.7	-8 -2.2
OTHER (NET)	113 31.0	79 21.8	34 9.4
OTHER	6 1.6	5 1.4	1 0.3
STUDENT	12 3.3	8 2.2	4 1.1

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 65
Q.50 : Occupation

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
HOUSEWIFE	5 1.4	1 0.3	4 1.1
RETIRED	65 17.9	34 9.4	31 8.5
REFUSED	3 0.8	6 1.7	-3 -0.8
SELF-EMPLOYED	16 4.4	25 6.9	-9 -2.5
DISABLED	3 0.8	- -	3 0.8
UNEMPLOYED	3 0.8	- -	3 0.8
TOTAL	364 100.0	363 100.0	1 0.3

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 66
Q.51 : Income

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
UNDER $65,000	179 49.2	115 31.7	64 17.6
$65,000 -$99,999	100 27.5	89 24.5	11 3.0
$100,000 - $199,999	38 10.4	99 27.3	-61 -16.8
$200,000 - OVER	2 0.5	28 7.7	-26 -7.2
DON'T KNOW/REFUSED	45 12.4	32 8.8	13 3.6
TOTAL	364 100.0	363 100.0	1 0.3

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PREMIUM CIGAR USAGE AND ATTITUDE
1995 - 1996 COMPARISON

18 Sep 96

BANNER 4

TABLE 67
Q.52 : Race

	1996 TOTAL	1995 TOTAL	DIFF
BASE - Total Respondents	364	363	1 0.3
AFRO-AMERICAN	1 0.3	4 1.1	-3 -0.8
WHITE	334 91.8	321 88.4	13 3.6
HISPANIC	6 1.6	12 3.3	-6 -1.7
ORIENTAL	- -	2 0.6	-2 -0.6
AMERICAN INDIAN	3 0.8	2 0.6	1 0.3
ANOTHER RACE	11 3.0	12 3.3	-1 -0.3
REFUSED	9 2.5	10 2.8	-1 -0.3
TOTAL	364 100.0	363 100.0	1 0.3

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1996 Premium Cigar Verbatim Comments
Question 10

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GC 017011

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
26	A nutty flavor. I guess reasonably priced. We try to not go over $7.00 and I think they are about $5.00 or so.
64	I like them. I just think they're a nice cigar. I just like them.
146	I think it's my brother-in-law's favorite.
212	Nothing.
290	The selection, the taste, and the reliability. A large selection of styles and sizes. It is very good and smooth, yet full bodied. I have never had a bad Fuente cigar. I have smoked a lot of them. That's pretty much it. It is well known in the cigar business.
328	Their ads, a woman is smoking a cigar and it has her name "Daisy" above her.
351	A strong cigar. It would be a strong brand, kind of a harsher one.
431	Nothing.
463	Nothing. I've heard the name.
457	I'm dissatisfied. I didn't enjoy the aftertaste. Halfway through the cigar, there was an ash taste. It tasted like cigar ashes.
494	They're too high. They cost more than my pocketbook can afford. I enjoy that 585 that they have. Like I said, I can't afford them.
573	The quality, it is good and smooth. It smokes smoothly. It is not a hot cigar. It is very well priced. It is a good cigar that is under $2.00.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
603	The good flavor. It smells and tastes good to me and it doesn't bite my tongue. I can't describe it. To my tongue, they seem mild and they don't bite my tongue.
685	It is mild. It is not harsh. They don't hurt your lungs to leave a strong tobacco taste in your mouth.
702	I don't care for that brand. It's a little harsh. The taste is a little harsh and they were stale when I tried it.
725	Mexican. It's a Mexican brand.
750	It is inexpensive. I think they are about a dollar and a quarter a piece.
770	I had two of those about 2 weeks ago. I can smoke those a little more down than 2/3 before they get bitter. They also cost $1.00-$5.00 a piece.
840	I never smoked one of those, either.
862	Churchill, which is one of their sizes.
944	Nothing.
976	They are real flavorable. You can taste the sweetness in the smoke.
1003	It just has top of the line. It is not expensive, but it is one of the finest smoking cigars. It is a good size and a wrap variety. It is very affordable.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
1034	A nice flavor. A nice relaxing and smooth taste. They are fresh. I like them. You smell the tobacco before you light it and after you light it. There's a nice smoke coming off of it. They are relaxing. They're inexpensive. They're individually wrapped. They don't leave a heavy taste in your mouth. I only smoke cigars when I'm sitting down. It just seems to be relaxing. It makes you relax. It's a very pleasant smell of the smoke. It's just a pleasant smoke.
1058	They're my favorite. They're smooth. They don't burn your mouth. They're moderately priced. In the $3-$4 range.
1053	These are all pretty much the same category. They're all great. It's one of the best. It is good and even and burns consistently. It is consistently made and packaged well. Good boxes are sealed well. There are cedar wrappers around every cigar sometimes.
1117	It is pleasant, as I remember right. It was worth buying. It was just a nice cigar. Well, it's a good cigar to smoke. It is something worth buying. It would not be a waste of money.
1155	Nothing comes to mind.
1185	Nothing.
20	They are expensive. They just cost a lot.
1217	It's my smoke most brand.
1276	It is a really good cigar. It just has a good tobacco. It's flavored very well and it has a lot of good tobacco in it. It's just the quality of the tobacco.
1367	The taste of them. It's a naturally harsh cigar. It's very mild tasting.
1387	It is a dark, mild smoke. The ones I smoked were dark cigars.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
1409	I've never tried them. I've seen them in catalogs, so I can't give you anything.
1450	It's a stronger taste than Te-amo. I just meant it was not as mild as the Te-amo. It makes you choke sometimes, it's so strong.
1439	It's a big cigar. The length is roughly 6 inches and probably 3/4 of an inch thick.
1161	It is a good cigar. It stays lit and smokes easily. It's uniform. It burns evenly.
1428	I haven't actually smoked one.
1490	I've only heard of them so nothing comes to mind.
1501	I can't find them. It is very hard to find.
1574	It is a good smoke. Some of their cigars I find to be in excellent taste. To be well rolled, a smooth draw, and a uniform taste. The whole length of the cigar. The cigar doesn't get harsh at the end of the cigar.
1594	South American. They are more of a Cuban type of a cigar.
1614	I haven't smoked them for a while so I really don't know.
1630	They are a less expensive cigar in price. They have a bigger ring bind. It does not have a taste to it.
1644	Absolutely nothing comes to mind.
1673	Double Cheatues, I always smoke them. Good taste, I cannot describe it. Good draw, it's easy to draw.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
1708	I think they're more expensive than I can afford.
1733	That's not the brand that I smoke a lot. So again, nothing.
1746	It is a flowery name. It is a pretty name.
1850	Absolutely nothing. Nothing comes to mind. I have never smoked it.
1903	The Brevas. Well, it's a type of Arturo Fuente and recently the stores have been out of them. Dominican Republican. Well, that is where the Arturo Fuente comes out of.
1931	A smaller size cigar and a darker more blacker cigar.
1938	It is delicious. It's, like, for the money. It has the best taste. It is a very pleasant medium. It is not bitter and it is not too sweet right in the middle. A lot of variety with sizes.
1986	Overblown. The reputation it has is not as great as my personal taste thinks.
2024	Quality excellent construction. It has good materials, it has a firm wrapper. It doesn't get soft when you smoke it.
2061	Very good. Good taste, nice mellow taste. Hard to find. They're not very easy to find, they're in short supply.
180	Restoring classic cars, that's what I do while smoking them.
2117	Classic cigar, it is very complex tasting, like wine, people are drawn to it because of the taste. They think of it being elegant. I don't know.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
2137	Good cigar. A good smoke, a satisfying experience.
2166	I think they did an interview with the owner of Arturo Fuente on the radio.
2214	No opinion about that one. I haven't had any experience with it.
2201	I know my friend smokes them.
2251	It's got a lingering taste. Well, it's just like eating an onion, it leaves an after taste in your mouth.
2269	It's been so long since I've had a Fuente so I really don't have no opinion.
2282	Another beautiful cigar. Their Hemingway's are my favorite. It's the way it's rolled and the flavor. It's rolled very tightly, you struggle to puff on it. If they are rolled right, there's little effort to get a mouthful of smoke. More flavor, if I'm in the mood for the Arturo flavor, I'll have one. It's like being in the mood for red wine, and you choose according to your mood. It's a nice cigar to look upon.
2309	They are very hard to get. No matter where I go they are always out of them.
2326	John Finkleteg. He's the guy that told me about them, but I never have smoked them.
2351	I've never had one.
2374	It's not as good of a quality cigar as the others, it doesn't burn evenly.
2422	Reasonably priced, medium strength. Midway to some of the other brands. They are not as good as expensive brands, but better than cheap brands.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
2468	Very good cigar for the price. It is a premium cigar at a not so premium price.
2495	Even burning. It burns evenly when you smoke it.
2520	Good value because for the price it is a good cigar. It is a smooth tasting cigar. It doesn't choke me when I smoke it.
2546	Most favorite cigar. I like the mildness when I'm smoking it. It doesn't burn my throat. No, that's it.
2629	It is a good cigar. It's a good quality cigar. It's just a good cigar.
2653	I'd say a good quality. It's a famous name and it has been around a long time. Their heritage maybe. It has a lot of history. Probably a long line of cigar makers.
2717	It burns evenly and it has a nice aroma. Well, when it is wrapped tight and the tobacco is good, it will smell good. It is expensive, too.
2738	Very good, very good cigars. You get a good draw out of it, it burns evenly and that's about it.
2775	Cigars.
2799	I've only heard of them so I couldn't say.
2858	I think about the 878s. It's one of the first Fuente's I smoked.
2873	They are a good reserve. They are a very large cigar, very long, and they are hard to find around here.
2909	It is the best cigar that I've ever had. It's the taste, it's the smoothest, it doesn't have a bite, it doesn't burn.

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GC 017018

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
2940	I haven't smoked one, but I have heard of it. So I could not help you on that.
3007	Nothing.
2966	I've never tried one.
3077	Popular brand, a lot of people smoke them.
3089	I really don't know much about them.
3118	I like the taste. I don't know, I just like it.
3131	The cigar I smoke.
3184	Mexican cigar. It is made in Mexico. That's all.
3213	Good size, reasonable price, easy to find. Opposite of bad, it is a pleasant cigar to smoke, good variety. It is just an enjoyable cigar to smoke. It doesn't get hot, nice roll to it. They have lots of styles to choose from.
3214	They are a fine cigar. Just a good tobacco flavor. It is just a nice flavor, I don't know.
3036	Smooth. They are smooth. They don't choke you to death.
3289	Smooth.
3311	Well, I smoked their number one brand for a long time, but their price has risen by 30% in the past year, so I don't smoke them.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
3332	The first thing that comes to mind is my husband, that is what he used to smoke but I don't know what they taste like. I guess like a rich flavor, that is what he says they have. Well, that is what he said that they have.
3373	The first thing that comes to mind is a friend at work that introduced me to Arturo Fuente.
3386	The one I started smoking.
3401	I have always wanted to try one, but I never have.
3513	It is a good value for the money. They give the best value for the money. They had high quality tobacco and a good smoke. They were 35 cents cheaper than other brands. It burns evenly and I don't know. The tobacco is aged properly and it burns slowly and smoothly. It doesn't go out right if you leave it sit.
3554	They are expensive, I wouldn't pay as much as they cost.
3604	They are sold out everywhere. I can never find them.
3628	Also a cigar that has a smell that hangs in the air all day long.
3652	A field of tobacco, because that is what their ads look like.
3690	It is very, very mild. It is an excellent, smooth taste. It is satisfying. You feel good after smoking them.
3722	Just good quality and it is hard to find. It is just a well-made cigar. It is a well-aged tobacco. It doesn't fall apart. It burns evenly.
3706	They are available in a variety of ring sizes.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
3737	They aren't available in this part of the country.
3789	Nothing.
3820	I've never had them.
3794	It is a mild taste. It is not harsh.
3875	I love Arturo Fuente. I like the Hemingway series, but they are very difficult to find. I like the way that it tastes. I love everything about it. I just like the taste. It's very flavorful.
3872	Mexican. They are made in Mexico. That's all.
3910	It is expensive.
3928	Coconuts. It just sounded like a tropical name to me, and my first thought was coconuts.
3950	I don't remember enough.
3964	It is a pretty good cigar. I smoke them. They are a good buy for your money. It is just not as good as the Punch. Punch is a more expensive cigar. I can't afford it. It cost $4 to $5 a cigar.
3978	It is cheap. For the amount of money that it costs, it's a great cigar. It is the best cigar for the amount of money. It is the best, really good taste for the amount of money that you pay. I think it's the Dunhill of the cheaper cigars.
4021	I don't know.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
4033	A little harsh. I don't care for the flavor. It's too harsh. I can't describe it beyond that.
4051	I guess it would be the taste. It's not harsh or mild. It is kind of in between harsh and mild. It's hard on your throat and it has a bite. It's hard to describe if you don't smoke cigars. It's an unpleasant taste in your mouth. A cigarette is not rough on the throat.
4071	It is an average cigar. There is just nothing that will make me go back and buy. If it's there, I'll puff it.
4101	I don't know.
4125	Nothing really. I think I have only had one of them.
4129	A satisfying smoke. It is deep. It is something that doesn't leave you wanting to smoke another cigar. It is a good even burn.
4167	I would say it is very expensive because they are quite expensive. I don't smoke them as a rule. They are more expensive than Macanudo. It is a good tobacco. They have a cool smoke and no aftertaste. They are not irritating to your mouth even towards the end of the cigar. The selection that they used to roll the cigar is high quality. They don't mix cheap fillers with good fillers. It has really good leaves.
4228	It is well made. It is a good construction. It stays together well when I smoke it.
4267	I don't know much about it.
4284	The bull on the box. It's the logo that they have on the box.
4304	It is expensive. They are $3 to $4 each.
4339	I don't buy them.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
4325	Basically, it's a lot like Partagas. They are high in quality, but they are really hard to find in stores. The traditions of Cuba. A full moon. Drinking 1990 Cabernet.
4413	I'm not real familiar with it. Nothing comes to mind.
4447	A body. Well, it seems to burn my throat.
4495	Again, I've never tried them. I have been encouraged to try them. Obviously, they are Latin, so they must be Honduran..
4520	Nothing. I haven't ever tried them.
4522	It is a very good cigar. Meaning it is evenly burning and tightly wrapped. It doesn't fall apart in your mouth.
4570	I guess they are all the same. It's a pleasant smoke. It is an enjoyable smoke. I don't know how else to explain it better than that.
4607	I don't think I've had that.
4626	I am just aware of the name.
4627	Quality. They are well made. I used to be able to get them all the time but the store I would get them from closed down. The leaf is good and they draw well. The wrapper, it just looks nice. You don't have to really work real hard to get the smoke. Some are wrapped so tight you can't smoke them. It just looks like a nice cigar.
4664	Not very available. Just hard to find them.
4682	It burns your mouth when you get the smoke in your mouth.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
4717	I can't say.
4841	Curly head. It is a designer cigar--my father smoked those.
4876	Peppery. The flavor is peppery. Good, even burn. Well, the tobacco burns at an even rate. It doesn't burn from one side to the other.
4924	It doesn't cloud up the room. The smoke odor doesn't linger.
4938	A good cigar. I just like them.
4955	Relaxing. I sit back and smoke the cigar to relax. It's a good cigar. It lasts long and makes you feel good smoking.
5017	I've never had one.
5045	Mild. It is easy to inhale. It just doesn't bite your mouth.
5093	I haven't smoked them.
5125	Never had.
5143	It is expensive. It runs anywhere from $5 to $10 per cigar.
5168	Just a good cigar. It burns evenly, you don't have any burning up the side. The flavor is good, if it's a Maduro, it has a nicer coffee flavor. If it is not a Maduro, it has a nice odor and flavor.
5221	Double Shadow. It just one of that kind of cigar. It is a kind of cigar by Arturo Fuente.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
5201	The best. They are the ones I prefer to buy and smoke. The consistency of burning, smoke, and taste.
5260	I couldn't say, I never tried one.
5281	Nothing.
5304	A good cigar. It is one that I would smoke. It has a good taste. They have a certain flavor to them I like.
5335	I don't know, I never smoked one.
5331	Nothing
5365	Again, I don't really have the qualifications to say anything about this cigar.
5390	I have just heard of there name as a cigar. I don't know anything about them.
5408	Pleasure, best cigar on the market, fresh tobacco, well cured and humidified. It is family cured. Yeah, they are always sold out.
5457	Smooth. It's not harsh because it doesn't leave a bad after taste. Well, it just leaves this bad taste.
5506	They are hand made. They are rolled by hand instead of machine.
5524	Wrapper. It's colorful and draws your attention.
5544	I don't know.
5569	Excellent cigar, top of the line. There's only one I know that's better, but it's too expensive. The best cigar you can get for the money.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
5586	Smoothness. Smoking isn't that harsh. There's no burning when you smoke in your mouth.
5614	Same as Partagas.
5641	A well-known cigar. It's a popular, and in high demand cigar and they are in short supply. The kind of cigar you smoke on a special occasion.
5666	A pale, thin cigar. Light in color. I do not know,. It is just not very dark in color.
5688	Nearest thing to a Cuban. It's just close to a Cuban cigar because it's similar to a Cuban cigar I smoked years ago.
5700	It's a good cigar, is the only thing I can say. They are hard to come by, as well. Most of the good brands are hard to get. They taste good.
5735	Only what I read could I tell you and even then I don't recall anything about Arturo Fuente.
5777	That's good, I like that the flavor, the aroma, and the strength, I enjoy all of the characteristics.
5800	They have a nice, smooth draw. Well, it is just the right amount of taste. It is not too harsh and not to where you cannot taste anything. Yes, they are hard to get hold of because the factory burned down.
5820	It's good taste. It's smooth and doesn't bite. It's not real harsh. A lot of them will have an aftertaste.
5841	He makes several different types of cigars.
5894	Same as Macanudo. (The smell of the smoke and the satisfaction.)

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
5936	It's not a strong cigar. It doesn't have a hot bite to it.
5986	Birthday party. When my friend has a birthday party, he always gets 2 boxes of Arturo Fuentes as gifts.
6002	Smooth.
6036	Sounds like a drink.
6050	It sounds like a name of more quality or more expensive. It sounds like it might be a bigger cigar. Sounds like it would come in a bigger ring size. Just a cigar that has been recommended. Sounds like a person's name that is highly recommended.
6096	The Hemingway's are the type of Arturo Fuente's that I can think of. They are made overseas.
6123	The closest thing to having a Cuban. I have smoked a Cuban cigar. It was smooth. A lot of cigars towards the end, the flavor is really intense and sometimes they are too harsh. But with the Cuban you can smoke it all the way to the end.
6183	I don't know.
6209	A brand of cigars.
6159	The best. The best quality for value. It's a good smoking cigar. Very pleasing, there is nothing that comes out and grabs you. It's a very balanced cigar. Like I said, nothing is exceptionally overbearing. If I gave someone a cigar, I'd give them a Fuente. Very scarce in supply. If you don't catch them when they first come out in the store, you won't get one.
6203	I don't smoke those. I couldn't tell you.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
6261	The taste is unique. Better than most cigars.
6315	Mild, smooth taste.
6351	Expensive cigar. They are a post Castro cigar. It's like smoking a $10.00 bill. They are very expensive to smoke.
6423	Excellent flavor. Not bitter.
6435	I have not tried one in a while. It has been at least 6 years since I had one.
6397	Outstanding. Great cigar.
6540	Reasonably priced. They run between $1.75 up to $6.00.
4383	They're good, they're very good, but yet again, a little bit beyond my price range. They're mellow, not too mild and not too strong, but too expensive. Not overpowering.
6609	It's been so long, I don't have any real thoughts on it.
6606	The same as Partagas, but I don't think they are expensive. The calendar. They put one out every year.
6646	I think the flavor is outstanding. I just like it. They're reasonably priced. $50.00 a box.
6764	I never had one.
6792	High quality cigar, but I've never smoked one. They are expensive. They cost too much money for the average cigar smoker.

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GC 017028

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
6815	Full bodied. Lots of tobacco flavor.
6843	Stronger cigar. Stronger than a Macanudo would be. Well-priced. Some are priced at between $4.00 and $5.00.
6867	Nothing.
6899	I've never tried them, so I wouldn't know.
6916	Not a thing.
6940	Full bodied flavor. A robust taste, very satisfying more so than a cigarette.
7016	Optima. That is the brand that I like. I also like the Curly Heads. I do not know, I just like them.
7041	They have a kind of peppery taste. I like the flavor of them. They have kind of a spicy taste. They have a flavor to the taste of them.
7062	Just a good brand. I just recognized it as a good brand without having smoked them myself. Rush Limbaugh smoked them.
7094	About the same as Partagas. They burn slowly.
7125	Like premium I think of tobacconist, I think of it as an individual. All the cigars. I've from Arturo Fuente have been.
7144	The flavor. It doesn't burn as you draw it.
7209	Expensive. More than I would spend on a cigar.
7224	Curly Head. A brand of Arturo Fuente. It's better, but it's only $.89.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
7260	The are hard to find. You can't find them in stores.
7256	They have many different types. They have a lot of them.
7309	When I was in Tampa, I had one. It tastes mellow and it's pleasing. It's not harsh and dry and it holds an ash well.
7334	Medium smoke. Not a bad smoke. Not smooth but not rough and it's not bitter. It's just okay.
7364	Reasonably priced. Good value. It's a good cigar for the money. It burns well. It burns evenly.
7356	It's consistent in its make. They burn smooth and easily.
7371	The brand I smoke most often.
7440	They're affordable. They've lowered the price.
7434	I'm not too familiar with them. I just saw them in a magazine.
7491	These cigars are never on sale.
7509	Never had the chance to try them.
7545	These aren't bad. They're not a real harsh cigar. Not real strong, the flavor is more on the mild side.
7564	A good cigar.
7582	Very robust. Very good flavor. Stronger flavor.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

ARTURO FUENTE

Resp#	Comment
7627	I don't know.
7665	Nothing.
7669	Nothing.
7733	Excellent cigar. Best in the field. Not too mild or too strong.
7754	Never tried it.
7780	Can't remember the last time I smoked them.
7787	Nothing I can think of.
7808	Very tasty cigar. It has a nice finish. It has a good flavor at the end. It has a nutty taste at the end.
7830	Unknown, not familiar.
7842	Nothing comes to mind.
7869	Cuban. I don't know.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
27	Avocados. The phonetics. It just comes to mind. No.
66	Nothing.
98	Automobile. That's all.
210	Nothing.
294	I just have heard of them, but never smoked them. They are expensive, but have good advertising. That's it.
329	Nothing. I have never smoked that cigar.
352	It might be a good one. It might be a good cigar. It sounds like it might be a milder cigar. The name is what I'm going by. It means some cigars are harsh and mild means something that I'll smoke. No.
433	I only smoked them 2 times. That's all.
458	Never had one.
563	The flavor. It's a deep flavor. It's very rich. The taste is bold. No.
771	I've seen them and I've never bought them. The ones that I've seen were darker cigars and I don't seem to like darker cigars. The darker they are the stronger the taste is. I prefer a tan to a greenish color. That's about it.
908	I like the aloe vera plant. Aloe is sometimes used for burns. You can use the juice for a lot of things. I really don't know what it means. Nothing but a Volvo car. No.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
1005	I know about it, but I never smoked one. I know they're expensive.
1035	I think it's an excellent cigar. It is a nice taste. It is a very nice draw when you smoke. It's a very enjoyable flavor. It's relaxing. I don't smoke them that often because they are expensive. The way it burns. It burns very evenly. It doesn't burn unevenly leaving a slanted end. It's very smooth the way you draw it. it's not overpowering. It has a full bodied cigar taste. it's not very strong, but it's not enjoyable. as in relaxing. when you draw on it you feel the air you draw coming in smoothly. It burns smoothly and creates a smooth flow of smooth. No.
1055	I've never had one.
1118	Nothing. Just another brand.
509	It is expensive. They are $7.00 each. Nothing that I can think of.
1452	I don't think I've smoked one. I saw it in Cigar Aficionado. No.
1491	I've just heard of them. That's it.
1502	It is classy. Mostly for the rich set. It's a fad cigar. No.
1575	It is expensive. The other brands can be bought cheaper. It is a good cigar. No.
1617	I had them when they became popular, but other than that I can't really tell you.
1676	Never smoked them.
1880	I don't know. Nothing really.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
1933	A cheaper cigar. It is less expensive of the top rated cigars as far as price. That's about it.
1982	Nice delicate flavor. Unlike other cigars, you taste Avo, but you don't really know later that you have been smoking because the taste is gone. No.
2025	Overpriced for what you get, they are a couple dollars more than other cigars the same size. No.
2062	Strong , slightly harsh taste somewhat of an after taste. No.
2155	Smoked by rich and high class people they cost like $5-$6 dollars apiece. No.
2215	Excellent cigar. It's a very smooth smoking cigar. The taste is smooth, you know, it's not bitter. It has a good draw, rolled nicely, easy to smoke. In other words, it's not wrapped too loosely or not too tight. That's it.
2249	It's a good mild flavor. It's not bitter, it doesn't leave a bitter taste in your mouth.
2270	Excellent cigar, but too expensive. Its a real nice cigar to smoke because it is mild. It's just a good taste. They are too price-y so I don't always buy them. No.
2283	I have limited experience with them, I've had them only when I go to a restaurant. Of the times I have tried Avo it has a mild, mellow flavor and taste, not harsh in your mouth. It's not strong like Partagas, but that's what makes it pleasant.
2305	A good smoke. It's not harsh on your throat, you know, burning your throat. Nothing.
2352	I've never smoked one. No.
2375	I haven't had too many and nothing comes to mind.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
2424	Expensive quality. They are one of the better Cubans. They are at a comparable rate to American premium cigars.
2469	I can't make a judgment I haven't smoked them.
2630	It is a quality cigar. It is even burning, and it tastes good. It is a smooth and mild flavor.
2654	I don't know that much about it because I don't think I've smoked it.
2675	Well I don't know.
2739	I've heard of it but I don't really remember trying it.
2776	Nothing.
2859	Nothing, I don't know.
2910	It's more available than other cigars. They are easier to find. No.
3215	I really don't know much about them. That is what comes to mind.
3217	High dollar cigar, they are from the Dominican republic. Anything ranging from $6-$8 is a high dollar cigar, and Avo costs in between these amounts. No.
3516	I've never smoked. I just know about it.
3575	Don't buy it I don't buy that brand of cigar. That is all.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
3600	They are good I have smoked a couple of them. I enjoy them they have a mild taste it is not harsh, it is not strong, it does not burn when I smoke them. No.
3629	Well, it's a cigar with the tobacco. It sometimes tastes bitter and sometimes it won't be. As opposed to the nutty taste of the Macanudo. That's all.
3653	It is expensive. It is just cut out of my price range at this point. That's about it.
3675	It is a good taste. The flavor. It's a good taste. I don't know. No.
3691	It has a nice aroma. The smell is pleasing. It smells like tobacco. No.
3723	It is overpriced. It costs too much money for the quality of the product. That's about it.
3702	Their quality has been dropping. They are now interested in bulk and not quality. it is a handmade cigar. That's all.
3738	I've never tried them. No.
3795	I don't know. I don't remember ever smoking them.
3877	I think Avo is overpriced and I don't smoke them. Nothing.
3979	It is disgusting. I had that for father's day. It's probably a good cigar, but that one made me sick. The whole cigar made me so sick that I think it's disgusting.
4130	I don't know. Nothing really. No.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
4229	It is well made. It holds up well when I smoke it. No.
4285	I'm really not familiar with them. I've seen them in the store and that's it.
4326	An overpriced cigar. There are a lot of cigars that are just as good cigars, but they are lower in price. No.
4629	I don't really know anything about that one.
4663	Kind of price-y little expensive it is more expensive than cheap ones like Swisher Sweets.
4683	Nothing.
4751	Nothing
4843	I have just seen it in a magazine, I have never smoked one before that is it.
4877	Nicaraguan. It is more of a coco flavor. It is somewhat woody in taste, the end of the cigar is woody in flavor like it tastes, like woody smell, when it burns. No.
4905	French it is a French name that is it.
4958	Nice cigar.
5126	Never had, I wouldn't know.
5223	The wrapper. The art work about it is hard to describe.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
5202	Haven't tried them No.
5261	Pyramids. I used to smoke the Avo pyramids. They are poorly crafted they fall apart all the time. No.
5305	I can't say no.
5409	Expensive $5.00 plus a piece no.
5642	Haven't tried one but a friend of mine wants me to.
5701	I don't know anything about it, I've heard of them but never smoked one.
5778	I don't know. I've only smoked them once or twice. I don't have an opinion on them.
5837	A mild, overpriced cigar. The taste is mild, not as heavy as a Honduran cigar.
6003	Over priced. It's about $10 per cigar.
6102	High quality wrapper. The kind of leaf the wrapper is made of.
6125	One I've always wanted to try, but haven't.
6166	Nothing that I really think of. I just know I tried it once. That's really about it.
6263	Never had them.
6317	Rich flavor.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
6347	Nothing, I've just heard of them.
6364	A mild tasting cigar. It's not harsh. It's not sweet. It's smooth. It doesn't lave a filmy taste in your mouth. It's not bitter, some cigars leave a bitter taste in your mouth, like you bit into a leaf or something. It's a pleasant taste. It's not too sweet, some cigars are sweet to the taste, I guess they don't cure them as long or they pick the leaves early.
6436	Expensive. From what I have seen, they are more expensive than the ones I smoke.
6611	Not much, I really don't know.
6608	I never had those.
6647	Too expensive.
6839	Expensive. They tend to be over $7 per cigar, little out of my range.
6865	I don't smoke it. That's all.
7189	Nothing.
7261	I don't know.
7249	Expense. They are expensive. They cost too much.
7335	Great! It's a beautiful mild smoke.
7365	I don't know, nothing.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

AVO

Resp#	Comment
7435	I am not too familiar with them. I've just seen them in magazines.
7693	Nothing
7670	Nothing
7722	Sweet tasting cigar. Sweeter than a standard cigar.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
029	The pipes and tobacco pipes. They also sell pipe tobacco.
142	It's a nice cigar. It's enjoyable. I enjoy the flavor. I don't know. It was too long ago.
174	Nothing.
211	Nothing.
296	It's expensive. It is too expensive. That's it. Out of my willing to pay for them, I am not willing to pay the price further.
434	Nothing.
459	Never had one.
574	Never had it. Don't know enough about it to rate it.
564	The quality. They don't fall apart or come unwrapped when you smoke them.
672	I don't smoke, so I don't know what to say.
686	I'm not sure. I just remember the name from somewhere.
747	I don't know anything about it.
772	They are mid grade. I've seen them a couple of times. I think I've bought them once. That same dollar one to five price range. That's about it, because I've only seen it once.

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GC 017041

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
863	I can't say anything. Nothing really comes to mind. Nothing.
911	That sounds like children. I got 2 or 3 grandchildren named David. David in the Bible. No, that's all I can think of.
945	Nothing.
961	Really, nothing comes to mind. I'm sort of an amateur cigar smoker.
977	It is full flavored. They're strong. They leave a tobacco taste in your mouth.
1006	It is expensive. It is very popular, but they're a little stronger than I like. It has a little more body than I care for, the taste, it has a stronger taste or aroma. It has a smell that I care for.
1036	I'm just going to say what my experience is, which is not much. I think they are overpriced. They cost more than they should. They're nice, smooth, and fresh. Just because of what I've smoked in the past. They weren't very fresh. They're not as fresh. The wrapper is kind of cracking and dry. They're not as favorable as they should be. There was just smoke coming out of it without any hint of where it was coming from. That's about it.
1057	Those I cannot afford. They're expensive and I'm not interested in finding out how expensive they are. I'm afraid I might like them too much.
1157	It is foreign. From another country, what else can I say.
1186	It is expensive. The cost a lot. They have a higher price. That's all.
22	I don't know. Nothing really hits me on that one.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
1190	It is too expensive. They just seem so small for what you get. I mean, a Macanudo is just as good to me and are usually much bigger The length. I don't know. They're just shorter and I don't get satisfied with just. I'm in need to satisfy me. I don't know. I just want more.
1267	It is originally a Cuban.
1277	I'm not familiar with it.
1410	It is very expensive. It is about $8.00-$10.00 a cigar. So, I don't smoke one unless someone gives me one.
1453	I've never had one, but people say it's a good cigar.
1441	I haven't got a clue. I don't know.
1495	It is overpriced. It is $7.00 or $8.00 per cigar.
1576	It is smooth. It is strictly a good cigar.
1604	It is expensive. Because the stores that carry them charge a ridiculous high price.
1640	German and cigarettes. I smoke their cigarettes. They remind me of some big German thing. No, that's it.
1677	Never smoked them.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
1730	The luxury. Well, if I'm going to get a real good cigar I would get a Davidoff type of cigar. The taste, it just has a nice rich taste, the taste is very nice. Well, it's just a taste that won't smell the whole time.
1749	It has a sweet wrapper. They make the cigar wrapper out of leaves and they dip them in sugar or honey to give it a taste.
1792	Those are the brown. They are real smooth cigars. Some cigars are bumpy and Davidoff is really smooth.
1846	Honduran. No, I've not smoked them.
1941	It is a fine cigar. It's a good cigar. It's pleasant tasting. It has a fresh taste. It's close to a Cuban cigar. It is full bodied. You can smoke it for a very long time without having to put it out.
1983	Expensive, not worth the money because I don't think any cigar should cost $10.00. That's all that comes to mind right off.
2026	Expensive, too mild. A couple dollars more than other cigars the same size. My personal preference in a cigar is a stronger flavor. This one is too mild for me. Well, you know stronger as opposed to weaker - I don't know, I guess you could call it spicier.
2072	Russian cigar.
2063	Expensive, they run quite a few dollars more than the general premium cigar. Two times the price. Over rated for what you pay for them. I don't feel you get what you pay for.
2086	Exclusive, a better quality cigar.
2118	Only familiar with the name.
2138	Excellent cigar and expensive, burns evenly at $7, $8, or $9.00 a cigar.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
2167	I don't know, I can't remember.
2216	Haven't had one of those.
2266	Good cigar, it's a good cigar.
2285	Limited experience with those. I think they're expensive and overrated. I'm exhibiting bias because I've never smoked one.
2306	A Swiss cigar, expensive, they are costly, that's all It's made in Sweden.
2353	I don't really know.
2376	They have light color wrappers around them, they burn evenly.
2426	Over priced, too mild Most of them don't have much taste and a thin body, just what it says, they're a skinny little thing, not full bodied with good flavor until the end.
2470	A little too green for me. I like Maduro cigars.
2547	Don't know, I've never tried it.
2655	It is expensive. I've had a few of them. I think it's a fine cigar, but it has an outrageous price for it. It has a fine reputation. I remember reading Gregory Hines, that's all he smokes. I think of Hollywood types.
2691	It is very expensive. They cost three dollars per cigar around here. How much do they charge there? That's all.
2740	It was okay, I'm trying to remember it, I can't remember but it was expensive.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
2777	Expensive because they are.
2860	Same, nothing, I might have seen it but nothing comes to mind.
2874	It's decent, it's just okay. I've only had one.
2911	It's available in many stores around here
2937	Smooth, that's how they smoke, there is no after taste, they are very mild, they are not strong tasting, there is no after taste
3004	Expensive, it costs a lot.
2967	I'm not familiar with them.
3054	It is a tastier cigar, the flavor has a sharp taste. I can't explain it, that's it.
3078	An elegant smoke, it is smooth, it does not have a bite to it.
3119	I don't know.
3216	I've just heard of them and they are good. I just read about them in Cigar Aficionado and they seemed to get good ratings.
3218	High dollar cigar, again ranging from $6-$8 per cigar.
3033	Money, just sounds like a money name, like the cologne.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
3312	Nothing, I don't remember them.
3333	I don't know, I've never tried it.
3430	A Madura colored cigar. That is all.
3469	Probably nothing, I am sorry, I cannot think of anything.
3519	It is too expensive for my taste, I've never smoked them. I went in Geneva and they were $17.00 or $18.00 a piece.
3576	Quality, it is high, they are high quality. That is all.
3601	The best great taste, it is a mellow cigar, it is not harsh, the scent doesn't stink, you can stand the smell
3630	I've never tried them. That's all.
3654	It is not much. I've only seen their ads. I've never had one. I'm kind of drawing a blank on that one.
3676	I don't know. It was the first cigar that I got sick on, nauseous.
3731	The exact same thing. It is overpriced. It is trendy. It has a designer label. I don't know, it is just the kind of way that I see it. It costs twice as much as it should, but everybody talks about it. It's in the magazine, and all of the movie stars smoke it. That's about it.
3703	It is expensive. It is 50 dollars per box of 15 to 20. That's all.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
3739	I smoke them all of the time.
3786	Nothing that I know of. They are the name of a cigar. That's all.
3797	It is way overpriced.
3878	The first thing that comes to mind is that they are expensive. I think they are overpriced for what you are getting, which is Dominican tobacco. That covers it.
3929	It sounds German. So, my thought is a Volkswagen.
3947	An expensive cigar. They are about three to four bucks a piece
4065	Nothing.
4230	It is very overpriced. It's too expensive.
4264	The taste. It is a nice smooth taste that doesn't burn you or bite.
4286	I don't buy them. So, I don't know.
4327	The high quality. It is hard to get because they are handmade. I mean that the binds and the wrap is even and thin with thin veins. I wish they were available in more places.
4411	Cuba. I think that they used to be made in Cuba. That's all.
4430	Nothing offhand.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
4442	The flavor. It has a flavorful tobacco. It just has a lot of tobacco in it.
4524	The price. It's relatively high. It's more expensive compared to other cigars. I don't know. I was talking to a guy and he said it was like a Don Perione (the wine) of cigars.
4523	I don't know enough about that cigar.
4571	A better quality. It is better and more expensive. That's it.
4604	Nothing specific.
4631	It is one I don't get a hold of and I don't smoke very many, so I pick up a dozen at a time. They don't have tobacco shops around here really.
4684	Expensive they are four or five bucks a piece.
4750	Quality, high quality, a very mild taste, a light taste, smooth and doesn't burn at all. The aroma it is not too strong, it is not overpowering and doesn't seem to offend people.
4865	Nothing.
4878	El Presidente, it is a fruity flavor, in some tobaccos you'll have flavors like cherry and lemon.
4922	Texture, it is not hard, the leaf filling inside is soft and small, not bulky.
4940	They are good cigars, they are not too strong, they are light, they are just not that strong.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
4997	European, sounds like a European name.
5014	I don't know, I have never had one.
5122	I love them, a lot of flavor but not too harsh, it doesn't burn my mouth but it has taste to it. Well, you can taste it, but it doesn't burn, what else is there to explain.
5165	Well, I have never smoked one of those so I don't know, but what comes to mind is that they are expensive. I don't recall their price, it is just what comes to mind. Nothing, since I haven't ever smoked them.
5226	Expensive, just an expensive line of cigars, very costly.
5195	Nothing.
5262	Don't know.
5282	Switzerland, that is where I had my first Davidoff.
5306	I've never smoked one of those.
5391	They are an older brand they have been made for about 50 years, that's all.
5410	European made.
5486	Smooth, it doesn't choke you, it's not harsh, it doesn't kill you when you are smoking it.

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GC 017050

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
5545	Harsh, it's hard, it's not a smooth smoking cigar; a smooth smoking cigar doesn't have a thick taste in your mouth, that is what I mean by smooth.
5611	Average, it has a medium flavor, it is not too strong or not too mild.
5643	Excellent cigar with a Cuban background, very well wrapped that doesn't trail on one side when you smoke it. I smoked one on New Years Eve, that's about it.
5702	It is a very expensive brand. I've never smoked those either. I assume they cost a lot.
5779	Expensive cost, I guess that is just my experience. I've only smoked them once or twice because they cost too much.
5838	A decent cigar, hand made, long filler, silky wrapper. Long filler, when you take the leaf and wrap it, not in pieces and scraps.
5971	The taste. I just think of their taste.
6004	Expensive.
6068	Good quality. Smooth, not harsh, doesn't burn. They're relatively expensive.
6105	I don't know.
6127	Just a classic name for a classic cigar. One I've never had.
6168	I don't remember anything about it. Not everyone carries them. They are hard to find in tobacco shops.

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GC 017051

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
6205	Zeno, that's his first name. He's got a snob appeal that pisses me off.
6229	Comfort. Davidoff is just a comfortable cigar.
6348	New York maker for fancy cigarettes. You pay more for the name.
6437	Premier cigar. From what I have seen, they are premium.
6455	Jewelry. I don't know why.
6492	Expensive. It costs too much money.
6398	Overpriced.
6541	They're too expensive. They run over $3.50 to $10.
6612	I don't have an opinion about that.
6610	They have a white label.
6648	I don't know.
6733	Nothing. I don't smoke that often.
6765	I never smoked one. I couldn't tell you anything.
6812	Top of the line, they're supposed to be the best.

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GC 017052

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
6840	It's expensive. About $8 per cigar.
6880	Quality. Good construction, it rarely falls apart when smoking it.
6914	The smell. It smells like a poker game. I can't explain that one.
7017	The lack of seeing them. I read Cigar Aficionado, and I rarely see them there.
7038	The ash is nice and white. It holds on the cigar.
7063	No reaction to that.
7083	Very good. It's just a very smooth cigar. It's high quality.
7122	Run of the mill. You can buy them in a airport.
7210	Dark. The color of the ones I'm familiar with are very dark. Premium. It's a good cigar.
7253	Over rated. The cigar isn't worth what you have to pay. It's too expensive.
7250	The guy who founded it or named it, he just died.
7294	Expensive. They have a higher price than other cigars.
7305	Expensive. They are high priced cigars.
7336	Great. A good smoke but a little spicy

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GC 017053

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

DAVIDOFF

Resp#	Comment
7368	The cigar shop in New York. I've seen pictures of the cigar shop on New York in the David ads.
7413	Cologne. I use Davidoff cologne.
7492	I have never smoked one.
7546	I have never had that cigar.
7583	I would just say the quality. The Davidoff name is well known and they just have high quality.
7667	I don't know.
7674	I don't know enough to smoke them. I've never had one.
7725	No availability. Shortages.
7826	Expensive. It's $4 per cigar.
7839	A fine cigar. It's a smoother cigar. It's more mild. In a way, it burns when you smoke it.

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GC 017054

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
024	It's a good cigar. I don't know. I just don't inhale.
030	It is a decent cigar. The flavor. The taste.
021	I think of Macadamia nuts. Again, phonetics.
059	The aroma. The overall smell is distinctive. I can't explain it. It just smells different than any of the others.
144	It's okay. Take it or leave it. It's just okay. Nothing special.
171	Ascot. That's the kind I buy.
175	A friend of mine who smokes them. It's the only brand I smoke.
275	It is a hard draw. They are rolled real tight. I think they are a sister company to Partagas.
326	It is my regular cigar. I smoke that cigar the most.
371	It is a dark wrapper. It has a medium taste. It is not too harsh or too soft or smooth of a cigar.
402	It is enjoyable, just the brand I prefer. The quality. It's a good cigar. It is moderately priced.
429	Mild taste. It has a mild taste.
454	It was sweet. It was sweeter than the other ones I've mentioned. It is expensive. It is higher priced.
575	Smooth quality. It is smooth. It doesn't burn hot. The price. It's affordable, under $2.00.

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GC 017055

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
565	The variety. There are many sizes and thickness. The lengths.
604	I don't know how to answer these questions.
671	I don't have any idea. I have only heard of them. Not actually tried them.
684	It is popular. It's the cigar you always hear about and see advertised the most.
700	The quality taste. A good wrap. It's rolled properly and has an excellent taste. It has a good smoking ability. That means that it will stay lit.
716	Nothing.
748	It is smooth. They are easy to smoke. It's just smooth.
768	The middle grade good smoke. It's somewhere in between one and five dollars a piece. They are smooth and not bitter. It's not bitter. It's an easy nice taste.
838	It is a very good cigar. It's a nice flavor. It's tightly rolled. It's the flavor that I like personally.
864	The taste, it is smooth. There is no bite. It's not harsh. Smooth is smooth.
885	A good cigar. It costs right. It is lower in price than other cigars.
942	The great taste. I can't describe the tobacco taste. It just agrees with me.

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GC 017056

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
962	My friend Mark smokes them. They're quite good. They're very pleasant tasting. I guess it's a personal thing. They just taste good to me.
978	It is my favorite. They're easy to smoke. They don't burn your throat and mouth and the smoke doesn't bother my eyes.
1001	It is good and expensive. It is good. It is very good. It is mild and smooth. They just say a lot of cigars start off smooth and it gets stronger as you smoke them. These cigars are constant.
1032	It has a light wrapper, the color of the wrapper would be lighter than usual, a lighter color, lighter brown.. It is Dominican made. It is hard to draw on with my experience. The ones I've smoked seem to be harder to draw the smoke out of.
1059	I haven't had one. I don't know.
1100	It's a smooth cigar. It smokes easily. It's not a harsh taste. It's good priced. It's not as expensive as other brands.
1051	It is smooth. It's a very easy burn, smooth tasting cigar. It is an easy, smooth draw. It is mild tasting.
1119	It is pretty decent, it's a really good cigar to smoke.. It is worth buying. It is a fair price for what you get, the quality of Macanudo is worth buying at a great price. I like the way the cigar lasts and I feel it's just a nice cigar. Like I said, if it's good, it won't be a waste of money. The quality of the cigar is real for the price that I can buy it for.
1154	It is popular, it's just a popular brand among cigar smokers.
1156	It is expensive. The price is too expensive for one cigar alone.
1182	I'm thin. They are thin cigars.

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GC 017057

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
1205	They are great. I love Macanudos. They are my favorite. They are Jamaican and I do love cigars from Jamaica. I just like Macanudo's. The taste and the aroma. It's mild. It just smells good.
1213	Nothing really. I've never smoked it before.
1192	It is a great cigar. The flavor. It has kind of a multi-flavor. It kind of has the aftertaste of Guinness beer.
1265	They are short and they come in tin packages.
1273	The quality. It's well made because of the wrapper. It just has a nice wrapper on it. It's just nice.
1385	Ascot. It comes 10 in a tin.
1406	It is excellent. It's on par with the cigar that I smoke. If someone gave me a White Owl or a Philly, I wouldn't smoke it. The Macanudo's are excellent. It is mild, if you smoke it, it doesn't make your throat itchy. It's not acrid, it's not bitter. It is a very fine cigar.
1426	It is smooth and mild, is just a pleasant cigar to smoke and is just easy to inhale.
1455	That's a good cigar. It looks good. It's big and long. It is a 50 ring size. I don't like them thin.
1438	The leaf just didn't look very appealing. It just looked old.
1488	The flavor. It is smooth. It is easy to draw. I don't have to suck or inhale hard to get a hit.

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GC 017058

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
1498	Primo! It is very good! It is excellent! You can smoke it anywhere and nobody will be offended. This doesn't have a bad smell, most cigars are a very heavy smell and very offensive. Macanudo's aren't offensive to people. They actually think they have a good smell to them.
1577	It is not my favorite. I don't like the taste. It's too harsh. It's not very easy to draw.
1598	The premier cigar. It has a taste of it's own. It has a flavor when you draw it in your mouth. By the flavor, I mean it's unique. It has no other taste like it.
1606	The quality. It's just a good, quality smoke.
1632	I don't like them, they are harder, it has a strong taste of tobacco, tastes more like tobacco than Cubana or Partagas, the tube is not flavored like cherry or vanilla like some cigars, so you taste the tobacco.
1643	I just know it's supposedly one of the best cigars when talking to other people.
1679	Mild cigar, it isn't harsh. Good ash, it's long and it stays on the cigar well.
1709	Dominican cigar. Nothing else comes to mind.
1731	It is standard, for the Macanudo it's not the usual cigar I smoke. That's another type. I would get it if I wanted a real good cigar, it is rich. It's the same thing as Davidoff. The rich smell of the cigar won't stink.
1741	It is expensive. No, I've never had one. It would cost me $75.00 for 10 for the size I smoked. It is out of my category. I want value for my money. Not to spend a lot of money. I'm smoking an expensive cigar.

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GC 017059

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
1796	As I recall, they have the funny dirty taste to it, I guess I have a certain taste that I am looking for and Macanudo doesn't have it. I just have the feeling that some tobaccos have. I know the way they cut tobacco and Macanudo doesn't taste that way.
1816	It's packed very tightly. So that it doesn't break or crumble.
1833	It is a good cigar. I don't think it has more tobacco in it.
1847	It is harsh. They're strong. Strong flavored and I don't like that.
1901	It is mild, it's a mild cigar. The flavor of the cigar is very mellow, it just is mild. I'm really not a good cigar connoisseur. So, I really can't explain it that good.
1932	It's expensive. It is a good cigar. I had it before. It is tasty. It has a sweet aftertaste that I enjoy.
1984	Bland, it's a beginner's cigar, it's the cigar I first had so people who just start with cigars often pick up a Macanudo because they only cost $2-$3, that is why I said it was a beginner's cigar.
2007	Nothing, I just knew they were the name of a cigar.
2027	Good construction, same as before, a firm wrapper, the wrapper doesn't get soft, and it's extremely mild, too light of a taste.
2045	Quality, they are wrapped tight so it doesn't drop tobacco as you smoke it.
2064	Very excellent cigar, good tasting, very mild. Hard to find, the supply is limited.
2114	Dark, it looks distinguished, strong, I think of them being heavy and having a heavy taste.

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GC 017060

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
2135	It's expensive, about $6.00 a cigar.
2153	Expensive, sometimes $5.00 a piece.
2164	Good cigar, they are a cigar that you buy at a tobacco store.
2212	Good smoke, average price. To me it's a nice smooth smoking cigar - I mean it's not bitter.
2199	A very high priced cigar, they charge an arm and a leg for them, it is about $3.00 per cigar.
2267	It's an okay cigar, well its a heavier cigar, the flavor is strong which makes it hot, tastes good.
2279	Mild starter cigars for people who don't usually smoke cigars. They're not too pungent, they're not as flavorful as Partagas, that's why I call them starter cigars.
2307	A nice mild cigar, good price range, it's under $5.00, it doesn't burn your mouth, it burns evenly.
2323	Chocolate, the taste of Macanudo is similar to that of chocolate.
2349	Very mild, it doesn't burn in the mouth.
2372	It's a mild cigar, they are not strong, they are mild cigars. They have a distinct taste that's hard to describe. They burn evenly.
2415	Mild, it's just a mild premium cigar, easy to smoke, maybe too easy. It doesn't burn my throat and eyes. You get a lot of smoke while you are smoking it.
2456	Smooth, it's not harsh and bitter tasting.

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GC 017061

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
2466	Too green of a cigar, however it is a good cigar from what I have been told.
2496	Quality tobacco, higher quality with higher grade tobacco.
2518	Tightly wrapped, the cigar wrapper is wrapped tightly in order for the cigar to burn slowly.
2542	Nothing, I haven't tried it.
2543	It's mild, it doesn't burn in my mouth.
2600	It is mild. It is just mild. The cigar is not harsh or mild.
2651	I say smooth. It's mild and smooth. There's no strong harsh taste to it.
2692	It is hard to smoke. They are packed tight. The tobacco is packed tight. We smokers call it the hernia cigar.
2716	It burns evenly and it is cool, it doesn't burn very hot. It is also expensive.
2736	It's rolled too tight, it's hard to get a good draw out of them, that's why I don't like them.
2759	Cuba, I don't know, are they used with the Cuban leaf? I don't know, I think they are.
2778	Jamaican.
2797	Mildly inexpensive, it's an expensive cigar unlike Don Lino.
2861	The little ones, well the ones that come in a tin. I've smoked them on occasion.

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GC 017062

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
2871	Mild, mild in flavor when you smoke it, it has a better flavor than other cigars, it doesn't taste hot, it doesn't burn my throat when I smoke it.
2905	Smooth, it's very easy to draw. You don't have to suck the air in very hard.
2938	Expensive, don't ask what I think about expensive I think it is self explanatory. It's a good cigar it smokes it tastes good, they draw you don't have to kill yourself to get the smoke out of it. When you smoke it, it burns evenly. It doesn't chew on the end. It's not too harsh, there is no bitter aftertaste. Doesn't burn your throat.
2979	Big, bold, and overbearing. I don't know, they are very strong, I guess that is just my opinion of them. I'm not very thrilled with them, I guess it is a matter of taste to me, they have a different taste.
3005	I don't know.
2347	It's a cigar, really nothing comes to mind. I've only smoked one a long time ago.
3053	Smooth cigar, it is just an enjoyable cigar. It does not have a bad taste. I like the taste.
3075	Aromatic, the scent, nice scent, pleasing.
3088	Perfecto, it's one type of cigars they make.
3116	Best cigar, I like the taste, it just tastes good to me.
3129	Nothing in particular, I don't know.

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GC 017063

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
3149	It is one of the best non-Cuban cigars, the price and the flavor. They don't cost $20.00 a cigar. They taste comparable to a Cuban cigar and they don't cost as much. They taste close to what a Cuban cigar tastes like. The quality craftsmanship. It doesn't fall apart.
3210	Portofino, it is a type of cigar they sell and I like them a lot. It is a thin sized cigar. It doesn't last a long time it is probably a 40 smoke - it is a nice tight roll and it has a pleasant aroma, just like I said before it has an earthy smell to it, it has odors of the earth. A little pricey.
3209	Portofino, it's a brand of Macanudo, they have got 20 different brands/sizes and that is the one I am familiar with.
3034	My cigar, they are usually the ones I smoke.
3288	Very flavorful, robust flavor.
3309	they are hand made with a longer filter than most cigars Compared to the Partagas they cost more.
3334	Well now, a good brand, that is the first thing that comes to mind. When you think about watches, Timex vs. Rolex, Rolex would be a better watch, that is what I mean.
3371	A fine cigar, it is the first thing that comes to my mind.
3384	It is a good cigar, fairly mild cigar that smokes nice right down to the end, it doesn't burn up as soon as you light it. It takes a while to finish the cigar. The cigar does not burn my mouth or throat while smoking it.
3399	My best friend smokes them.
3431	A very rich flavor, it is smooth, it is non-acidic.

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UNDER PROTECTIVE ORDER
GC 017064

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
3466	Supposedly a fine cigar, I have never had one but they are supposedly a good cigar from what I have heard.
3510	A high price. They are a premium cigar, but they are overpriced. They are a good cigar, it's well made. They use the best tobacco. In a tobacco plant, certain leaves are used for the cigars. They only choose a small portion of the plant. They ask too much. They charge $5.50 or $6.00. I just don't want to pay that much.
3534	A good quality cigar, a nice good smoking cigar.
3553	I don't know.
3573	Decent quality, they are middle of the road quality, they are a decent cigar.
3602	The ash burns a long time, it burns evenly.
3631	They are my smoke most brand. They are hard to find, almost three times out of four when I go to the smoke shop to get them they are not there.
3650	Maduro. That's a form of cigar that they make. That's about it.
3677	It is inexpensive. It is not real expensive. It is like $12.50.
3688	It is full bodied. The taste. It has a heavier taste, it is not light.
3717	It is mild. It is a mild smoke. It is not very strong tobacco.
3704	It is a mild smoke. It is mild and not spicy.

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GC 017065

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
3732	I smoke the lighter ones. I smoke the mild ones. It is something that doesn't burn your tongue.
3787	It is flavorful.
3791	It is a good age. It is firm and has been around awhile, but isn't soft and squishy. So, it's aged well.
3867	I don't smoke Macanudo. I have, but I don't. I know it's been around for awhile, but I don't smoke them.
3909	The quality. It is smooth. It is not harsh, it leaves a pleasant aftertaste. It is mild. It is very mild. How about pleasant tasting.
3948	It is overpriced. There are cheaper ones that taste just as good. Baccarat tastes just the same as Macanudo. They are like a buck or two cheaper.
3980	A premium cigar. It has a nice relaxing taste, it just is relaxing to me to smoke it.
4032	It is expensive. It is too expensive for me to buy.
4048	The first thing would be the size of the cigar. It is a medium size, I believe. It is not really long. It is not really short. It is not fat or skinny in the middle.
4066	It is an excellent cigar, it is higher in price. It has a better taste than most.
4102	It is smooth. They don't burn your throat.
4123	It is slim and mild, the Macanudo that I prefer is small and slim in size. That is, diameter wise. Mild in flavor strength.

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GC 017066

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
4165	It is pleasant. It's not harsh and biting, it doesn't scratch my throat. I smoke the small cigars and Macanudo just aren't harsh like most cigars. I like the aroma. It's pleasant.
4231	It is a beginner cigar. A lot of people smoke them when they start smoking cigars.
4250	It is a hard quality cigar. They are expensive in price. That's about all.
4265	The first cigar that I smoked.
4287	El Presidento. That's the size of the cigar that I get when I buy Macanudo's.
4305	I don't know.
4335	They are too big in diameter. I like a smaller cigar.
4323	It is an overly produced available cigar. They are available everywhere!
4412	It is smooth. It is not a bitter taste, but a smooth taste when you inhale.
4443	It is smooth, it doesn't burn hot. some tobaccos become hot in your mouth, but Macanudos don't.
4472	Relaxing on the beach. I just think of someone relaxing on a beach and smoking one.
4493	It is high in price. It is expensive. They cost more dollars than other cigars.
4517	The flavor of them, they are smooth, rather than having a harsh taste, it doesn't burn the throat.

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GC 017067

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
4518	A good cigar, as opposed to bad. It is well made and tightly rolled. It is an even slow burning cigar.
4569	The taste. It is enjoyable. It would be good tasting. A pleasant smoke.
4587	Nice smell, sweet smell, your tough, easy sweet smell. I don't know how to explain it, fresh smell, flowery smell, I don't know. Relaxing - come home after a hard day's work and have a cold one and a cigar and sit out back and unwind.
4605	Excellent cigar the taste and the smell, you have to smoke cigars to understand.
4628	Good cigar but expensive. I like the taste of it, it is just a good tasting cigar. It is just an expensive cigar for the money.
4621	Don't have anything. I have never smoked them and I can not think of anything.
4680	Mild taste, it is not a harsh tasting cigar, it doesn't burn in your mouth.
4715	Mild, the flavor or taste, they are not too strong as far as the taste and flavor. I can't explain it any better.
4794	Smooth, smooth flavor, it is smooth, it is not harsh tasting. It is just not harsh. No,
4822	Jamaica it is a Jamaican cigar. Nothing particular.
4837	I draw a blank, I just see a cigar and
4863	Don't know, never smoked it.
4879	Macanudo, creamy fragrance, it is a very soft cigar which means it is not a strong tasting cigar strong tasting, compare this to anything from Cuba.

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GC 017068

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
4904	Macadamia nuts because it sounds the same.
4923	Flavor, the flavor of the leaf when you get down to the bottom, they are fine tasting, the flavor's fine.
4935	Money, they are expensive to buy and I am retired.
4960	It is a good expensive cigar, better than sex. I mean that they are pleasant smoking cigars.
5015	Expensive, on the retail market they cost over a $100.00 per box.
5040	The metal can the cigars come in, a metal container, good smoke, it is a good smoking cigar, it lasts long, just longer than others.
5059	Good quality cigar, they are not cheap cigars, they are not a Dutch Master, they are wrapped with tobacco leaves and it is all tobacco, that is what I mean by not being a cheap cigar. They are smooth, they have a spicy flavor and they won't burn your throat.
5090	They are rolled too tight and they are not good, they are rolled so tight knit it is hard to smoke them. In other words, they roll the filler and put a wrapper around it too tight so that it is hard to smoke. It just doesn't breath, it is hard to get through it. That is about all.
5123	Every day cigar, a casual cigar, not extremely expensive but not a domestic like the kind you could smoke everyday, also not an occasion cigar where you really want a really high class, high quality, expensive one like Davidoff or a Cuban.
5137	Light, it has a mild taste, it means it doesn't bite. I don't know, it just doesn't make your throat burn.
5166	I haven't smoked them in a long time.
5197	Couldn't tell you, Macanudo sounds like a noodle, macaroni and cheese.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
5227	Nothing.
5196	Mellow as far as how they smoke, their flavor is not harsh, and they burn consistently.
5259	Prince Phillips, I used to smoke Macanudo Prince Phillips. I used to like them, but now I don't now that I tried Cohibas and Punch, they just don't seem as good. They are just better cigars than Macanudo.
5279	Fun, I always smoke a cigar when I am having fun.
5302	Good flavor, it is not strong, it doesn't have a strong taste.
5330	A very good cigar smokes well. Does not break apart, it doesn't go out.
5328	Mild, it doesn't burn your mouth.
5363	I would think of that as a prestigious brand. I would assume it is made with better tobacco, better tobacco compared to cheaper grades, cheaper but $2.00 to $3.00.
5388	Big cigar, it is long and thick.
5406	Jamaican. A yuppie cigar. there seems to be a new trend to smoke Macanudo's.
5437	Very good cigar, it is a nice class of cigar, I mean it is a nice grade.
5484	Macadamia nuts. It's got more texture to the cigar for taste. I don't have that many adjectives in my vocabulary, it just reminds me of Macadamia nuts.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
5504	Maybe Mexican, I don't know, sounds like a Mexican name.
5567	Good cigar, self explanatory, it's just a good cigar.
5612	Good quality, the tobacco is a good quality, it is wrapped nice and tight, and it's just a good quality cigar, it is just good quality tobacco.
5644	Overrated, everyone proclaims them as better than they are, they rave about the taste and aroma, but I found it wasn't as great as they made it out to be. It didn't burn very well and I didn't like the flavor, it was too bitter and harsh.
5665	Macanudo, I don't think I have ever heard of them, I have heard of Maduro but not a Macanudo. I thought you said Maduro.
5686	Average quality, middle of the road, it's just average.
5698	Too mild, simply that it is too mild, the taste is too mild.
5733	I've seen them advertised, I've never tried them. They are on the expensive side, it is more than I'd pay for a cigar.
5775	Kind of strong, the flavor and the aroma are strong.
5799	Maduro cigar, they have a dark leaf.
5819	Expensive. They're higher priced than the majority of cigars The ones I like, when I go up to the Tinderbox, they're higher priced than the other ones there.
5839	Jamaican cigars now made in Dominican Republic.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
5877	I like the Macanudos. I just like them, I smoke them as well.
5892	The smell of the smoke and the satisfaction.
5970	Enjoyable. The taste.
5985	Nothing.
6000	Bitter.
6034	Parrot. Sounds like a parrot's name.
6045	Pleasant, inexpensive. Good sounding name. It sounds like the name of a cigar. It doesn't have a real expensive name to it. I think I've heard of it, but that would be it.
6069	Quality. Smooth and not harsh and again, they cost about $5.00 to $6.00 a piece.
6088	Smoothness. It's mild. It's not a real strong taste. It doesn't really burn.
6130	A mellow cigar for someone starting out. It's never harsh. It's always mellow. The flavor doesn't hit you hard. It's never uncomfortable, it's never more of an irritation to your mouth.
6153	Expensive. More pricey than other cigars. Exceptional quality. The ring burns evenly. The wrapper is very uniform and it doesn't fall apart and the burn line is very even.
6198	Lonsdale. It's my favorite size.

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GC 017072

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
6256	The wrapper. I had one that was green and it was my first Macanudo.
6233	I don't like Macanudo. It's just too commercial, they're too tight, they're not easy to draw and the experiences I've had were bad.
6320	Cigar.
6349	They are Jamaican.
6363	Harsh. Harsh taste when you suck it in your throat. Like the first time you smoke a cigarette and inhale it and it feels like your lungs are going to burst.
6387	My favorite cigar. They are about the smoothest cigar. They have one of the best green wrappers.
6438	Jamaica. It's a Jamaican cigar.
6456	Brandy. I watched a scene in a movie where he smoked a Macanudo while drinking.
2836	The price. The ones I smoke now are just over $2.00.
6493	Good cigar. Mild. Doesn't burn my throat when I smoke it.
6392	Fine cigar.
6538	Sharp tasting. Acrid. It tastes bad.
4387	Overpriced, overpriced for what you get, way overpriced. Cost. It's popular because it's advertised in magazines, but you can get much better quality for half the price.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
6605	Nothing.
6603	Jamaica. They use Jamaican tobacco. They are very consistent. They all look the same.
6659	Dark cigar. It's the color of the cigar. It's rolled in Mexico.
6649	The have an excellent flavor. They smoke well. It has a firm white ash.
6749	Good. I just like the flavor, not too sweet, not too harsh. It's well balanced.
6766	Expensive. To me, $7.00 a piece.
6790	Expensive. It is an expensive cigar. If you have a good reputation you can charge more. Because they are expensive. They cost too much for me.
6813	Smooth. Women like them.
6841	Very pleasant. Not overpowering. It's not too strong. It doesn't kill you when you smoke it.
6866	A good affordable cigar. A cigar that only costs $2.00 per cigar.
6881	Perfect construction. It never falls apart.
6900	Quality. More than Royal Jamica.
6915	The size. They are about 10 inches long and as thick as a silver dollar.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
6953	Dark. It has a dark brown wrapper.
6938	Rich, full bodied taste. The flavor is harsh, more so than the Arturo Fuentes.
7013	Brandy. I smoked one when I was drinking brandy.
7039	Mild. It's just a nice mild smoke. It's not a heavy smoke, it's a light smoke.
7060	Too expensive. They are $5.00 a cigar for the big ones. I smoke big cigars.
7084	The last one I had was pretty bad. It was pretty dried out.
7091	Run of the mill. You can buy them in an airport.
7123	Smooth, mild. Hemotube, actually it's Crystal Cafe, they're the brand of Macanudo that I smoke. They are not a harsh cigar. They're not very strong. You don't have to puff like hell to get a drag. When someone wants to smoke for the first time, I give them a Macanudo.
7142	Even smoke. If you light it up, it burns evenly as you take draws.
7190	Large. It is a large cigar.
7207	I don't know.
7223	December '92, the Pledio Club. I had a job there and I smoked one with the doorman and it was an enjoyable evening.
7255	They are well known. They are well advertised. They are very popular.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
7252	Over priced. They cost too much for what they are. I don't know, I just think they are not that good for what they cost.
7295	I don't know.
7306	It is a good tasting small cigar. Many I've tried have a bitter taste, but these have a mellow aftertaste. It's a small ring gauge and it is shorter than 6 inches.
7337	Yuck and dry. Burns hot in your mouth and it's dry. Dry like paper, it's just dry.
7370	Mild cigars. Easy to smoke. Not a harsh flavor in your mouth.
7355	Above average. Their quality is good. Burns easily when I smoke it.
7369	Nothing.
7411	Cuban. I just think of them as Cuban cigars.
7437	Expensive. I think they cost too much. I can't afford them.
7431	Mass production. They are kind of like Budweiser. They just kick them out and not care about the consistency or anything.
7473	They're dark. Opposite of light, just light in color.
7489	Taste. It is terrific. It doesn't dry your mouth.
7508	Taste. Not bitter, doesn't burn your mouth.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
7528	Smooth. The taste is mellow.
7543	Tough to get. I order cigars sometimes when I call to get them they are out of them.
7562	Good cigar. They have a good aroma. It's a pleasing smell.
7580	Smooth. Smooth smoking. Not harsh. Hard to get. They're just not in the stores.
7606	Good flavor. Mild flavor. It doesn't burn.
7626	They are dark. They have a dark brown wrapper.
7668	Long and dark. They are 7 or 8 inches long and dark brown.
7679	I had one in Mexico. It was OK. At the time I was hot and dirty and I didn't care for it. I probably wouldn't care for any cigar.
7728	Good quality and mild. Consistency in quality and mild meaning not harsh.
7752	Delightful, the best. The taste is the best.
7778	Favorite cigar. It's the cigar that I favor.
7788	It's a good cigar.
7804	I don't know.
7827	Nice Maduro, smooth and classy. It's nice and right puff. It's a fine cigar.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

MACANUDO

Resp#	Comment
7840	Good smoke. Just a cooler flavor. It doesn't burn.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
031	Nothing.
023	The elegance. The name in itself sounds elegant to me. That's all.
061	I can't refer to them. I've just heard of them.
097	It's Greek. That's all.
139	It is no good. Portuguese has no good tobacco. It's cheap. If you blend the different tobaccos, it might be better. I can't say what I'd blend it with. Their tobacco doesn't grow good down there.
177	Nothing really.
280	It is tasty, it is full bodied and has lots of different complex tastes. It is full bodied. It has lots of sizes. It is generally one of the best on the market. I think I have pretty much summed it up. Not overpriced. A lot of really good cigars are extremely expensive, and Partagas on an average is cheaper, but is one of the best tasting cigars.
327	I get that cigar if they are out of Macanudo. That's all.
430	The moderate taste. It is just the first thing to come to mind. That's all.
456	It is bold. I smoke the Robusto ones and they tend to be less milder. It has more taste. It is expensive. It is higher priced. That's it.
571	The quality. The consistency. It has always been consistent in quality.
605	A fuller flavor. It is pleasurable to my taste buds. I guess the only way that I could answer that question is if it is not a cigar, I'd have to throw it away after a few puffs because it bites my tongue. I don't know what to say.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
701	The best for the price range. The quality of the smoke ability. Well, it's wrapped for freshness. No, not really.
749	I can't really remember anything about that cigar.
769	It's one of my favorites. They are number one and they are in the $1.00-$5.00 range and I believe they are Dominican. Well, one of my favorites for one. I like the size of it. I like that. It's fairly easy burning. The width and the length are nice. It's exceptionally a good taste. It's not bitter.
804	Roman. Wasn't Sparticus a Roman in the Biblical days?
839	I never smoked one.
865	Because the one I had was a Cuban Partagas. It was an illegal cigar. It was absolutely the best, probably because it was illegal.
886	Nothing.
943	It has a peculiar flavor. It is different than any other brand. It gives me a feeling of well-being.
973	They're smooth. You can inhale the smoke and it won't burn your lungs like most of the others.
1002	I've never smoked that many. They're also smooth burning and consistent.
1033	Actually, I haven't had much of an experience with those. I couldn't answer that. I don't know. I just know they are out there.
1060	Nothing comes to mind.
1102	They are a good cigar. They taste the same as Macanudo. They have a good price.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
1052	I don't know. It is an excellent cigar, it is well made with an easy draw. It is one of my favorites. It is an easily lit cigar that burns easily, the consistent burn and it draws smoothly.
1114	Nothing really.
1206	Let's see, I'm drawing a blank. I don't know what to say.
1215	It is smooth. They don't ever feel like you're smoking a cigar. It almost feels like a liquid going down the throat. That is what I remember about Partagas.
1194	I don't know enough to answer.
1266	The original is from Havana. That's all I know.
1275	I don't know because I'm not familiar with it.
1329	That's the one I smoke on occasion that I couldn't remember. I enjoy them. Their smoothness and aroma, it's all pleasing to my senses.
1386	I bought my brother a hat that said Partagas on it.
1408	It is very strong. I don't enjoy them. They're too powerful. They overwhelm me. It's much stronger and not as enjoyable as the cigars that I smoke. Nothing else.
1449	It's a different cigar. It's good tasting. It's hard to explain. It just tastes different than the others, it has a mild taste that is strong and different to me, since I smoke Te-Amo's most often.
1158	Nothing.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
1489	I've never smoked them.
1500	The rich flavor. It is a stronger smell, but rich in taste, after dinner when you are drinking wine it's great to have for after meals. It brings out a rich taste. It's not a before dinner cigar, Primo cigar. It is very good. Excellent.
1578	I don't know.
1593	It's a good taste. It is medium. It's not a real mild cigar, but it's not really heavy either. It's in-between. It tastes just right.
1612	It is a good brand. It is a good quality. It's a good brand because of the consistency of the taste, which makes it a good quality.
1627	It's a nice smooth gentle cigar, it's not a harsh taste. Some do have a bad aftertaste, a cigar that has a bad aftertaste can linger for like a day, while a good aftertaste only lasts a while.
1671	Partagas #2, my wife bought me those for my birthday. It's a very good cigar. I like the taste, like I said, I cannot describe it. That's like asking "what do you like about pizza?" That's it.
1732	Nothing. I don't think I've ever smoked one.
1748	It is very dark. It's dark as in color.
1745	I don't know.
1817	It is an expensive cigar. It cost a lot to purchase just one. It has a dark wrapper.
1848	I've never smoked it, so nothing comes to mind. I've seen the name at the tobacco shop I shop in.

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GC 017082

PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
1902	It is expensive. As opposed to all of the other cigars I smoke. It's a pretty expensive cigar, the price per cigar is high compared to other cigars.
1930	A big tan cigar. The cigar is big and the color is tanish. Nothing else.
1936	I don't know. No, I never tried them. It is a good average cigar. It is not expensive and it's relatively good tasting. It is not too strong, lighter wise. It is mild. It is not full bodied. It is not bitter.
1985	A cigar that is worth the money you spend, well it costs $4-$5 each, but it lasts longer than any other cigar because of the way it's wrapped, it is made of something that burns slower than any other cigar.
2028	Stronger than Macanudo, more robust flavor than the last two, stronger because the wrapper is fragile, it falls apart easily.
2046	Easy draw, burns evenly, both sides burn at the same rate. That's all.
2065	Very good cigar, very good tasting, very strong cigar, more of a tobacco taste.
2116	Decent cigar, honestly what you thing of is a central American imitating a Cuban cigar. I think people are associating it with a Cuban cigar and it's not. That's all.
2136	Good cigar, it's a very good smoke, mild and they don't have an after burn.
2154	I don't remember anything about them.
2165	I'm not sure, I've just heard of it or saw it in a magazine, that's all.
2213	I guess it's a high quality cigar, it's a little bit more expensive I've only smoked one. That would be it really.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
2200	I have never smoked it, but I have seen and heard of them. I have seen their name in a magazine, I order my cigars from them. That's all.
2250	It's about the same as Avo, not having a bitter taste, like I said, it's not bitter.
2268	That's a really strong cigar, it has a real strong tobacco flavor.
2280	Exquisite, the quality of the cigar, it's a well constructed cigar, it's one of my favorites. The draw is smooth, you don't have to suck hard to get a head-full of smoke.
2308	It's consistent, they have more of a taste, they burn evenly, and it has more of a tobacco taste to it. I do wish they were not as expensive on some of their cigars.
2325	That I would say mild and smooth, the smoke doesn't leave an aftertaste in your mouth.
2350	The leaf that the tobacco is made from is not as smooth as the Te-Amo cigar. It has a coarser texture.
2373	It's stronger, it's stronger as far as flavor. That's basically it.
2418	Full bodied and tightly rolled, tastes good until I am finished smoking the cigar.
2457	Nothing, I've never smoked them.
2467	I buy them often.
2497	Smoked smoothly, just what I said.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
2519	Strong flavor, it has a strong smoke, the flavor is very strong, strong enough that they tingle your tongue.
2544	Good cigar, I don't know, I can't describe it.
2601	It is 100% tobacco. It doesn't have a paper wrap to it. It is 100% tobacco.
2652	It is top quality and a stronger taste, it has a stronger flavor compared to Macanudo. I personally think it's the best cigar available.
2674	Nothing comes to mind.
2693	I don't know.
2737	Strong, I think it's when they are from the Dominican Republic. I tried them one time and I didn't like them.
2779	Nothing.
2798	Good quality, I enjoy smoking them (Partagas). Their flavor holds because the wrapper helps the tobacco from drying out.
2818	Nothing.
2857	It's more expensive than I want, I don't want to spend that much money on a cigar, they're a little more than a dollar and a quarter a piece.
2872	I really don't know.
2907	It's very expensive, it costs more than other cigars.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
2939	Very similar to Macanudo, it has no aftertaste, they're rich, not too strong, not real mild. Smooth, not harsh tasting, it's not harsh, it does not burn your throat. They are in the same price range.
2981	I think I may have heard of them, but I'm not sure. The name reminds me of something from Greece, that is if you want to play a name association game
3006	Nothing.
3076	A woodsy smoke, it has a woodsy flavor, I don't know how else to describe it.
3117	Too expensive, they cost too much money.
3130	Nothing , it is just a cigar.
3212	Cuba, just top quality, probably one of the best cigars out there providing it is a Cuban.
3211	It is mild, it is smooth, it doesn't burn when you draw, it is not a strong tobacco, it has real tobacco taste but Partagas doesn't.
3035	Sparticus, it is a movie with Kirk Douglas in it, and the names sound similar.
3310	That they are a medium priced cigar, they cost more than some cigars and less than others.
3372	Blank, nothing.
3385	They are all the same to me. I like the way they smoke, like I said, they don't burn up when you light it.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
3512	A very high quality premium cigar. It burns smooth, it is slow, it doesn't go out. When you come back, you don't have to draw hard to get it smoking again. It is a nice texture, I think the construction is good. It's not hard to draw. It's handmade. It leaves a nice ash, it doesn't break off, and if you break it off, it doesn't crumble. So that way, you don't burn your shirt or your wife's carpet.
3574	Inexpensive, they are a fair price, I don't know, isn't that clear enough. That is all.
3603	They have some that come from Cuba.
3627	It's a cigar.
3651	I got a magazine and they were in it. No, that's all.
3689	To me, they are a better cigar. It is an acid flavor. It bites a little bit.
3719	The abundance. There is a lot of Partagas products out there. It's not hard to find. That's about it.
3705	The quality. They are handmade, I think. That's all.
3733	I'm not familiar with them.
3788	It is very smooth. That's all.
3818	It is Greek mythology. Sparticus was a god and it sounds like Partagas.
3792	It is full bodied. It has a good taste to it. It is just enjoyable. I like the taste. It tastes good.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
3871	It is a well made cigar, but I find it to be a little harsh. They seem to be a consistent form of cigar. I don't enjoy the taste. For me, they seem to be just a little harsh. I don't like the flavor of the cigar. Other than it is harsh, I don't know how else to describe it.
3930	It sounds like Greek. I thought of gyros.
3949	They are from the Dominican republic.
4124	That they are wonderful, for me, they are the best balance of flavor. It is not too mild and not too robust. They are well wrapped, they just seem to be well made. They don't fall apart. They draw and burn evenly. They are the best, for me, in my opinion, they are the best. David Letterman smokes them. Nothing else.
4126	Something rich. It's a little bit above the ordinary. It has a deep taste. Something of an aged leaf. It has a sweet flavor, but not like sugar. It is more like chocolate.
4166	It is smooth, it doesn't bite when you hold it in your mouth. There is no strong aftertaste. It's a pleasant smoke and very pleasing to the taste, as memory serves, it's inhale-able because the tobacco is not pieces of stem and things. That's something that I enjoy. Nothing else.
4227	It is spicy. It has a full flavor. It just has a full flavor. I can't describe it.
4266	It is very much like Macanudo. The taste and the flavor. It is just about exact to the Mac.
4336	They are very expensive. I can't afford them.
4324	It is a good rich long-smoking cigar. It is high quality when it is made. They have their own tobacco. I wish that they were more available.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
4388	Spaniards. Well, it just reminds me of a Spanish name.
4445	It is good. It is just a good smoke. It is just enjoyable, it's just a good cigar.
4473	Some rich guy smoking one in his office. My boss smokes them, so that's where I got that.
4494	I've never tried it. It sounds Greek though.
4519	The harshness. The smoke is somewhat harsh compared to other cigars, robust. As far as the taste, it's a full bodied cigar, it just makes it harsh.
4521	A good burner. It is a good nice cigar. A mild flavor, as opposed to a harsh flavor. Rush Limbaugh smokes them.
4606	The history, that it was a Cuban guy who made them in the United States. That is it.
4625	It was a little harsh. Just a little strong, just like a strong cigar, you know. That's all.
4624	It is excellent, it was just a mild cigar, it didn't leave a dry throat. They are difficult to get, even when you order them from a catalogue they are out of stock.
4681	A strong cigar, it has a bite in the mouth, it burns a little.
4716	High quality, it is excellent, it is good.
4824	Really nothing, I just heard the name.
4839	I think of my father's friend, he is the first person who gave me a Partagas. That is it.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
4864	Nothing.
4880	Cuban, house of Partagas is the name of a Cuban family. That is it really.
4936	I don't know. Don't forget I want some free cigars for putting up with this.
4962	A real good cigar, it is just as good as Arturo Fuente. They have a sweet aroma as long as they last, they also have a long ash, and they last long, what else can I say.
5016	Expensive, they are about $4.00 a cigar.
5043	Too damn expensive, too expensive, period!.
5092	Well, it is rolled awfully tight also, and I don't enjoy the flavor as well as other cigars, there are other cigars I think taste better and I can't be that definitive. That's about it.
5124	I have only had one. I can't remember.
5140	I don't smoke them that often, it is more of a cigar that you hear of. I don't know, I just don't smoke them.
5167	Well, it is generally okay, but an expensive cigar. I don't remember anything negative about them.
5198	Delicious, they taste almost as good as Arturo Fuente, the flavor is good.
5280	Borrowed, someone is always giving me one.
5303	I don't know if I have ever smoked one.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
5333	Good cigar, like the taste and smell, it is slightly bitter, but I like that it has a slight bite.
5329	Nothing.
5364	Same thing I said, it is more of an expensive brand, $10.00 for one cigar is expensive.
5389	I think of a Latin man with a mustache who is in their commercial. That's all.
5407	Full flavored, a very rich strong cigar.
5485	I don't know.
5505	I don't know what are you looking for, I have no idea.
5543	Bitter, bitter taste. I guess I don't care for the taste of the tobacco because it's not dipped in anything.
5568	I don't know anything about them I've just heard of them
5613	Darker tobacco, it is dark, it has a rich flavor, the taste is rich, it just is.
5640	Cuban, I know they were originally a famous Cuban cigar, they come in a yellow box, that's it.
5687	Little better quality, better flavor, it's just better.
5699	Never been able to find a number 10, it is a type of Partagas cigar.
5734	I really don't know. I get a catalogue from Thompson. So I've seen some of these names in the catalogue but I've never tried this one.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
5776	It is kind of strong, the aroma, the smell, and the taste are all strong.
5840	Basically the same. Dominican cigars. The quality is good. Well made, handmade, long filler.
5893	The smell of the smoke and the satisfaction.
5913	The come in humi-tubes
5935	They've gone up in price, tripled since I've started.
5957	I have an old Partagas Cigar Box and I'm sitting here looking at it.
6001	Full bodied. That's all.
6035	I can't think of anything.
6091	Pretty good price for what it costs compared t the other cigars.
6121	It's a good cigar to smoke in the car. It's not a big cigar, it's more compact. If you drive for a half hour, then you finish it in time.
6157	The cigar band around a Partagas is very distinctive. They are pretty spicy. they use different flavors and have more of a coffee taste.
6202	They're over rated. They aren't as good as Macanudo.
6258	Never had them.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
6237	Spoiled. I'm spoiled, I'm spoiled. I love Partagas, the best cigar I've ever smoked. I feel like a spoiled brat when I'm smoking them. Better than sex.
6350	They are good. No other opinion.
6388	My friend's favorite brand.
6434	A good strong Dominican cigar. It is a strong cigar. The taste is strong.
6494	I don't know.
6396	Very good. Classic cigar.
6539	A little stronger than Macanudo. It has a stronger taste.
6607	That's a good cigar. It draws well and it had a good taste. It burns evenly.
6604	They are more expensive as far as money. The flavor is good.
6661	I don't know.
6645	A good cigar. That's all I can say about them.
6763	Smooth, mild. They don't burn my mouth.
6791	Expensive, good reputation.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
6814	Good, nice taste. I can't explain it , it's just nice.
6842	Spicy, It burns when you smoke it. It's medium priced, around $5.
6882	It's the cigar my friend smokes.
6901	I couldn't say.
6939	More harsh than Thompson. They're like a burning mattress in a fire. They're more harsh than Thompson.
7015	I don't know, I've not tried one, I've just seen them in the smoke shop.
7040	I haven't smoked a Partagas.
7061	I'm not really familiar.
7085	I just know the name. Nothing about the cigar.
7124	New York, the first place I had one. Expensive. Because I bought it in New York, it was very expensive.
7143	Nothing. I really don't know.
7191	Nothing. Still can't think of it.
7208	I don't know.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
7662	Great. I don't know how to explain it.
7680	Hard packed. Too hard, they were hard to draw on.
7729	Good price. Good value. It's an affordable cigar with a quality brand.
7753	I have never tried it.
7779	I enjoyed it, but don't ever buy it. It's a nice smoke, the flavor tastes like the brand of coffee I drink.
7789	Good cigar. I don't know.
7805	Nothing.
7829	It's a good cigar. Quality for the price.
7841	They're stronger. It's in the taste. It leaves a long aftertaste.

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PREMIUM CIGAR USAGE AND ATTITUDE

SIRS # 96156

Q10 Now I'm going to read several brands of cigars. For each one I read, please tell me the first thing that comes to mind.

PARTAGAS

Resp#	Comment
7258	Consistent. The construction is always in good quality. They are always made well. There are no soft spots, they are always packed tight.
7254	Very good cigar, very mild as opposed to harsh.
7307	Excellent cigar, good taste. It suits me, it's not musty and bitter.
7338	Good smoke. Mellow, not rough and not bitter.
7373	A little expensive. I guess it's over $6 per cigar.
7412	The aroma. That's all.
7438	Nothing.
7432	I enjoy the flavor. They are not too strong and not too sweet. They taste good.
7474	Nothing, I don't smoke them.
7490	They chew good. They don't fall apart when you chew them.
7529	Same as a Macanudo, smooth and mellow.
7544	They are Dominican. I have never had one.
7581	They have a nutty flavor. It just has a nutty taste to it.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the matter of Trademark Registration No. 1147309
For the mark COHIBA
Date registered: February 17, 1981

AND

In the matter of the Trademark Registration No. 1898273
For the mark COHIBA
Date registered: June 6, 1995

EMPRESA CUBANA DEL TABACO, d.b.a. CUBATABACO, Petitioner, v. GENERAL CIGAR CO., INC., Respondent.	Cancellation No. 92025859

PARTY: RESPONDENT

DESIGNATION: in United States District Court for the Southern District of New York, *Empresa Cubana Del Tabaco d.b.a. Cubatabaco v. Culboro Corp. and General Cigar Co., Inc.* (97 Civ. 8399 (RSW))

Defendant's Exhibit 12

NFO Research, Inc.

NFO

Blumberg No. 5114

DEFENDANT'S EXHIBIT

D12

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CIGAR SEGMENTATION
Conducted for
THE CAMBRIDGE GROUP
OCTOBER, 1998
BANNER A

NFO Research, Inc.

NFO

NFO Research, Inc. is grateful for the opportunity to gather and process the consumer data herein. We sincerely hope these data will aid your executive judgement, and that they contribute toward eliminating guess work from the decision-making process. We also hope that our handling of this assignment merits your continuing trust in us.

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JOB #36789-01

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THE NEXT FEW PAGES ARE DESIGNED TO BE A GUIDE IN HELPING YOU TO READ AND UNDERSTAND THE DATA CONTAINED IN YOUR NFO TABLES. WE HOPE THAT THIS INFORMATION WILL HELP YOU TO EASILY AND ACCURATELY LOCATE THE DATA THAT IS OF GREATEST INTEREST TO YOU IN THESE TABLES. KEEP IN MIND THAT THIS IS A GUIDE, AND THERE MAY BE SOME SLIGHT DIFFERENCES BETWEEN THIS GUIDE AND YOUR REPORT. CALL YOUR NFO REPRESENTATIVE IF YOU HAVE ANY QUESTIONS.

I. PROJECT SUMMARY/ "A" TABLE

THE PROJECT SUMMARY OUTLINES THE BACKGROUND, OBJECTIVE AND PROJECT DESIGN OF THIS STUDY. IT TELLS YOU THE DATES ON WHICH THE RESEARCH WAS CONDUCTED, HOW MANY HOUSEHOLDS WERE INVOLVED, AND THE RETURN/COMPLETION RATE OBTAINED.

THE TWO PAGES FOLLOWING THE PROJECT SUMMARY ARE CALLED THE "A" TABLE. THIS TABLE SHOWS A COMPARISON OF THE TOTAL HOUSEHOLDS WHO RECEIVED QUESTIONNAIRES (TOTAL OUTGO) WITH THE TOTAL HOUSEHOLDS WHO RETURNED QUESTIONNAIRES (TOTAL RETURNS). THE "A" TABLE ENABLES YOU TO COMPARE THESE TWO GROUPS BASED ON GEOGRAPHIC DIVISION, MARKET SIZE, HEAD OF HOUSEHOLD AGE, ANNUAL HOUSEHOLD INCOME AND HOUSEHOLD SIZE. IF ADDITIONAL VARIABLES HAVE BEEN USED IN CREATING YOUR SAMPLE, THEY MAY BE INCLUDED IN YOUR "A" TABLE.

THE PURPOSE OF THE "A" TABLE IS TO ILLUSTRATE THAT THE HOUSEHOLDS WHO RETURNED THE SURVEY WERE REPRESENTATIVE OF THE TOTAL SAMPLE MAILED OUT ON THE CHARACTERISTICS INDICATED ABOVE.

THE INFORMATION CONTAINED IN THE PROJECT SUMMARY AND "A" TABLE IS DESIGNED TO GIVE YOU AN OVERALL LOOK AT HOW THE STUDY WAS CONDUCTED RATHER THAN TO BE USED TO DRAW ANY CONCLUSIONS FOR SPECIFIC MARKETS.

II. DATA TABLES

THE DATA TABLES ARE A FORMAT USED TO DISPLAY THE RESULTS OF THE STUDY. IN EACH TABLE, A "BANNER" IS CROSSED BY THE RESPONSES TO A QUESTION IN THE STUDY TO GIVE YOU A "CROSS TAB" OF THE RESPONSES (FURTHER DETAIL ON THE TABLE COMPONENTS CAN BE FOUND ON THE FOLLOWING PAGES).

III. APPENDIX

THE APPENDIX SECTION OF THE REPORT CONTAINS COPIES OF KEY DOCUMENTS, TYPICALLY BANNER DEFINITIONS, A COPY OF THE CODES DEVELOPED FOR THE OPEN-ENDED RESPONSES, AND A COPY OF THE ACTUAL QUESTIONNAIRE USED IN THE STUDY. OTHER MISCELLANEOUS DOCUMENTATION MAY ALSO BE FOUND HERE (COPIES OF CONCEPTS, WEIGHTING PROCEDURES, ETC.) AS APPROPRIATE.

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TABLE LAYOUT

BELOW IS A DESCRIPTION OF THE INFORMATION CONTAINED IN YOUR NFO TABLES. ON THE FOLLOWING PAGE IS AN EXAMPLE OF A TYPICAL TABLE OR CROSS TAB. PLEASE REFER TO THIS EXAMPLE AS YOU READ THE DESCRIPTION BELOW:

A) THIS IS THE NAME OF THE STUDY. (SEE "A" NOTED ON THE EXAMPLE TABLE)

B) THIS IS THE NFO INTERNAL JOB NUMBER. (SEE "B")

C) THIS IS THE QUESTION THAT WAS ASKED OF THE RESPONDENT. THERE WILL BE A TABLE FOR EACH QUESTION. (SEE "C")

D) THE BASE EXPLAINS WHICH RESPONSES ARE INCLUDED IN THE TABLE. THIS IS TYPICALLY "TOTAL RETURNS" OR "TOTAL COMPLETES", BUT COULD BE "TOTAL FEMALES" OR "TOTAL MALES", FOR EXAMPLE. (SEE "D")

E) THIS IS THE "STUB" OF THE TABLES AND WILL SHOW WHAT "ANSWERS" WERE GIVEN TO THE QUESTION. (SEE "E")

F) THIS IS THE "BANNER" OF THE TABLES AND IS CUSTOMIZED FOR EVERY STUDY. THE BANNER ALLOWS YOU TO BREAK OUT SUB-GROUPS OF RESPONDENTS (EITHER DEMOGRAPHIC INFORMATION OR RESPONSES TO VARIOUS QUESTIONS) AND LOOK AT THEIR RESPONSES BY QUESTION. TYPICALLY, THE FIRST BANNER POINT ON ANY TABLE WILL BE THE "TOTAL" COLUMN WHICH SHOWS TOTAL RESPONSES FOR THE BASE OF THE TABLE. AN ALPHA INDICATOR WILL ALSO BE SHOWN FOR REFERENCE PURPOSES IF THE TABLES HAVE BEEN STAT TESTED. (SEE EXAMPLE: LETTERS A-O HAVE BEEN USED).

G) THE "TOTAL" ROW IN THE STUB SHOWS THE NUMBER OF RESPONDENTS WHO QUALIFY FOR THE BASE OF EACH OF THE BANNER POINTS OR BREAKS.

*H) THE "NO ANSWER" SHOWS THE NUMBER OF RESPONDENTS WHO DID NOT ANSWER OR LEFT THAT PARTICULAR QUESTION BLANK. THIS NUMBER WILL MOST LIKELY CHANGE FOR EACH QUESTION.

*I) THE "TOTAL ANSWERING" IS THE "TOTAL" (G) MINUS THE "NO ANSWER" (H) RESPONDENTS. WHEN A "TOTAL ANSWERING" BREAK IS PROVIDED, ALL RESPONSES ARE SHARED OR PERCENTED BACK TO THIS NUMBER INSTEAD OF THE "TOTAL" (G).

J) IF IT IS APPROPRIATE TO CALCULATE A "MEAN" OR AN "AVERAGE" FOR A QUESTION, THE "WEIGHTS" USED FOR EACH RESPONSE ARE SHOWN IN PARENTHESES. FOR EXAMPLE, "(4)" NEXT TO A RESPONSE MEANS THAT RESPONSE WILL BE COUNTED 4 TIMES.

K) THIS IS THE "MEAN" WHICH WILL SHOW THE CALCULATED AVERAGE OF RESPONSES BASED ON THE WEIGHTS SPECIFIED FOR EACH RESPONSE. USUALLY, ONLY THOSE QUESTIONS WHICH HAVE SCALE TYPE OR FREQUENCY RESPONSES WILL HAVE A CALCULATED MEAN.

L) THIS SHOWS THE CONFIDENCE LEVEL AND THE COLUMNS WHICH WERE STAT TESTED AGAINST EACH OTHER. FOR EXAMPLE, MALES AND FEMALES WERE TESTED AGAINST EACH OTHER (COLUMNS G AND H). AN UPPER CASE LETTER DENOTES THAT THAT PARTICULAR COLUMN PERCENT IS SIGNIFICANTLY HIGHER AT THE 95% CONFIDENCE LEVEL THAN THE COLUMN PERCENT UNDER THE LETTER INDICATED. A LOWER CASE LETTER DENOTES A 90% CONFIDENCE LEVEL.

M) THERE ARE THREE NUMBERS IN EACH "CELL". THE TOP NUMBER IN A CELL IS THE ACTUAL NUMBER (FREQUENCY) OF RESPONDENTS WHO GAVE THE ANSWER SHOWN IN THE STUB TO THE LEFT OF THE NUMBER FOR THE QUESTION LISTED AT THE TOP OF THE PAGE.

N) THE FIRST PERCENTAGE IS A "VERTICAL" OR COLUMN PERCENTAGE. THEREFORE, THE NUMBER RESPONDING (M) IS DIVIDED BY THE TOTAL ANSWERING (I) FOR THAT COLUMN.

O) THE SECOND PERCENTAGE IS A "HORIZONTAL" OR ROW PERCENTAGE. THEREFORE, THE NUMBER RESPONDING (M) IS DIVIDED BY THE "TOTAL" RESPONDING FOR THAT ROW.

REFERRING TO THE EXAMPLE, LOOK DOWN THE LEFT SIDE OF THE PAGE AT THE RESPONSES TO Q.1. FIND THE ANSWER "DEFINITELY WOULD BUY IT"; NOW GO ACROSS TO THE 8TH COLUMN UNDER "FEMALE". YOU SHOULD HAVE ARRIVED AT THE NUMBER "344". THIS MEANS THAT 344 OF THE FEMALE RESPONDENTS SAID THAT THEY "DEFINITELY WOULD BUY THE PRODUCT". THE TOP PERCENTAGE IS TELLING YOU THAT 40.5% OF THE FEMALE RESPONDENTS DEFINITELY WOULD BUY THE PRODUCT (344 / 898 = 40.5%). THE BOTTOM PERCENTAGE IS TELLING YOU THAT 55.0% OF THE RESPONDENTS WHO SAID THEY DEFINITELY WOULD BUY THE PRODUCT WERE FEMALES (344 / 626 = 55.0%).

* THESE ROWS ARE PRESENTED ON RESPONSE BASED TABLES ONLY. IF YOUR TABLE HAS NOT BEEN RESPONSE BASED, THE "NO ANSWER" WILL FALL AT THE END OF THE TABLE, AND THE "TOTAL ANSWERING" ROW WILL NOT BE DISPLAYED.

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(A)
PRODUCT TEST

(C) Q.1 WHICH STATEMENT BELOW BEST DESCRIBES HOW YOU FEEL ABOUT BUYING THIS NEW PRODUCT?

(D) BASE - TOTAL RETURNS

(F)

	TOTAL	PURCHASE INTENT: TOP 2	PURCHASE INTENT: BOTTOM 2	AGE: UNDER 40	AGE: 40-60	AGE: OVER 60	SEX: MALE	SEX: FEMALE	INCOME: UNDER $25K	INCOME: $25K - $49.9K	INCOME: $50K & OVER	GEOGRAPHIC REGION: EAST	GEOGRAPHIC REGION: SOUTH	GEOGRAPHIC REGION: CENTRAL	GEOGRAPHIC REGION: WEST	
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
(G) TOTAL	1598	981	297	533	591	474	700	898	500	699	399	485	321	481	311	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	100.0%	61.4%	18.6%	33.4%	37.0%	29.7%	43.8%	56.2%	31.3%	43.7%	25.0%	30.4%	20.1%	30.1%	19.5%	
PURCHASE INTENT																
(H) NO ANSWER	94	0	0	35	38	21	46	48	28	48	18	28	17	32	17	
	5.9%	0.0%	0.0%	6.6%	6.4%	4.4%	6.6%	5.3%	5.6%	6.9%	4.5%	5.8%	5.3%	6.7%	5.5%	
	100.0%	0.0%	0.0%	37.2%	40.4%	22.3%	48.9%	51.1%	29.8%	51.1%	19.1%	29.8%	18.1%	34.0%	18.1%	
(I) TOTAL ANSWERING	1504	981	297	498	553	453	654	850	472	651	381	457	304	449	294	
	94.1%	100.0%	100.0%	93.4%	93.6%	95.6%	93.4%	94.7%	94.4%	93.1%	95.5%	94.2%	94.7%	93.3%	94.5%	
	100.0%	65.2%	19.7%	33.1%	36.8%	30.1%	43.5%	56.5%	31.4%	43.3%	25.3%	30.4%	20.2%	29.9%	19.5%	
----- (E) ------																
NET - TOP 2 BOX	981	981	0	343	356	282	423	558	305	424	252	309	191	280	201	
	65.2%	100.0%	0.0%	68.9%	64.4%	62.3%	64.7%	65.6%	64.6%	65.1%	66.1%	67.6%	62.8%	62.4%	68.4%	
	100.0%	100.0%C	0.0%	35.0%F	36.3%	28.7%	43.1%	56.9%	31.1%	43.2%	25.7%	31.5%n	19.5%	28.5%	20.5%n	
Definitely would buy it (5)	626	626	0	233	218	175	282	344	211	278	137	180	121	185	140	(M)
	41.6%	63.8%	0.0%	46.8%	39.4%	38.6%	43.1%	40.5%	44.7%	42.7%	36.0%	39.4%	39.8%	41.2%	47.6%	(N)
	100.0%	100.0%C	0.0%	37.2%E F	34.8%	28.0%	45.0%	55.0%	33.7%K	44.4%K	21.9%	28.8%	19.3%	29.6%	22.4%Lmn	(O)
Probably would buy it (4) (J)	355	355	0	110	138	107	141	214	94	146	115	129	70	95	61	
	23.6%	36.2%	0.0%	22.1%	25.0%	23.6%	21.6%	25.2%	19.9%	22.4%	30.2%	28.2%	23.0%	21.2%	20.7%	
	100.0%	100.0%C	0.0%	31.0%	38.9%	30.1%	39.7%	60.3%	26.5%	41.1%	32.4%I J	36.3%N O	19.7%	26.8%	17.2%	
Might or might not buy it (3)	226	0	0	67	83	76	108	118	84	87	55	62	52	77	35	
	15.0%	0.0%	0.0%	13.5%	15.0%	16.8%	16.5%	13.9%	17.8%	13.4%	14.4%	13.6%	17.1%	17.1%	11.9%	
	100.0%	0.0%	0.0%	29.6%	36.7%	33.6%	47.8%	52.2%	37.2%J	38.5%	24.3%	27.4%	23.0%o	34.1%o	15.5%	
Probably would not buy it (2)	199	0	199	53	84	62	79	120	59	87	53	64	44	50	41	
	13.2%	0.0%	67.0%	10.6%	15.2%	13.7%	12.1%	14.1%	12.5%	13.4%	13.9%	14.0%	14.5%	11.1%	13.9%	
	100.0%	0.0%	100.0%B	26.6%	42.2%D	31.2%	39.7%	60.3%	29.6%	43.7%	26.6%	32.2%	22.1%	25.1%	20.6%	
Definitely would not buy it (1)	98	0	98	35	30	33	44	54	24	53	21	22	17	42	17	
	6.5%	0.0%	33.0%	7.0%	5.4%	7.3%	6.7%	6.4%	5.1%	8.1%	5.5%	4.8%	5.6%	9.4%	5.8%	
	100.0%	0.0%	100.0%B	35.7%	30.6%	33.7%	44.9%	55.1%	24.5%	54.1%I	21.4%	22.4%	17.3%	42.9%L mo	17.3%	
NET - BOTTOM 2 BOX	297	0	297	88	114	95	123	174	83	140	74	86	61	92	58	
	19.7%	0.0%	100.0%	17.7%	20.6%	21.0%	18.8%	20.5%	17.6%	21.5%	19.4%	18.8%	20.1%	20.5%	19.7%	
	100.0%	0.0%	100.0%B	29.6%	38.4%	32.0%	41.4%	58.6%	27.9%	47.1%	24.9%	29.0%	20.5%	31.0%	19.5%	
(K) MEAN	3.81	4.64C	1.67	3.91eF	3.78	3.73	3.82	3.79	3.87	3.78	3.77	3.83	3.77	3.74	3.90n	
STD DEV	1.28	0.48	0.47	1.29	1.26	1.30	1.29	1.28	1.25	1.34	1.23	1.22	1.27	1.34	1.29	
STD ERROR	0.033	0.015	0.027	0.058	0.054	0.061	0.050	0.044	0.058	0.052	0.063	0.057	0.073	0.063	0.075	

Columns Tested (5%, 10% risk level) - B/C - D/E/F - G/H - I/J/K - L/M/N/O
(L)

(B)
NFO #12345

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PROJECT SUMMARY

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COMPARISON OF RETURNED QUESTIONNAIRES WITH THOSE MAILED, TABULATED BY GEOGRAPHIC DIVISIONS, MARKET SIZE, HEAD OF HOUSEHOLD AGE, ANNUAL HOUSEHOLD INCOME AND HOUSEHOLD SIZE

"A" TABLE
JOB #36789

	Total Outgo		Total Returns	
TOTAL	3,548	100.0%	1,497	100.0%
GEOGRAPHIC DIVISIONS				
New England	172	4.8%	77	5.1%
Middle Atlantic	529	14.9%	223	14.9%
East North Central	655	18.5%	290	19.4%
West North Central	230	6.5%	102	6.8%
South Atlantic	660	18.6%	270	18.0%
East South Central	224	6.3%	100	6.7%
West South Central	388	10.9%	165	11.0%
Mountain	201	5.7%	83	5.5%
Pacific	489	13.8%	187	12.5%
MARKET SIZE				
Under 100,000	594	16.7%	254	17.0%
100,000 - 499,999	529	14.9%	226	15.1%
500,000 - 1,999,999	740	20.9%	317	21.2%
2,000,000 and over	1,685	47.5%	700	46.8%

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COMPARISON OF RETURNED QUESTIONNAIRES WITH THOSE MAILED, TABULATED BY GEOGRAPHIC DIVISIONS, MARKET SIZE, HEAD OF HOUSEHOLD AGE, ANNUAL HOUSEHOLD INCOME AND HOUSEHOLD SIZE

"A" TABLE
JOB #36789

	Total Outgo		Total Returns	
TOTAL	3,548	100.0%	1,497	100.0%
HEAD OF HOUSEHOLD AGE				
Under 30 years	510	14.4%	167	11.2%
30 - 39 years	931	26.2%	351	23.4%
40 - 49 years	739	20.8%	338	22.6%
50 - 59 years	361	10.2%	173	11.6%
60 years and over	105	3.0%	58	3.9%
NON-FAMILY HOUSEHOLDS				
Male under 35	289	8.1%	130	8.7%
Male 35 and over	365	10.3%	200	13.4%
Female under 35	120	3.4%	24	1.6%
Female 35 and over	128	3.6%	56	3.7%
ANNUAL HOUSEHOLD INCOME				
Under $15,000	435	12.3%	193	12.9%
$15,000 - $29,999	621	17.5%	245	16.4%
$30,000 - $49,999	810	22.8%	343	22.9%
$50,000 - $74,999	768	21.6%	326	21.8%
$75,000 and over	914	25.8%	390	26.1%
HOUSEHOLD SIZE				
1	647	18.2%	318	21.2%
2	1,085	30.6%	464	31.0%
3	688	19.4%	279	18.6%
4	694	19.6%	268	17.9%
5 or more	434	12.2%	168	11.2%

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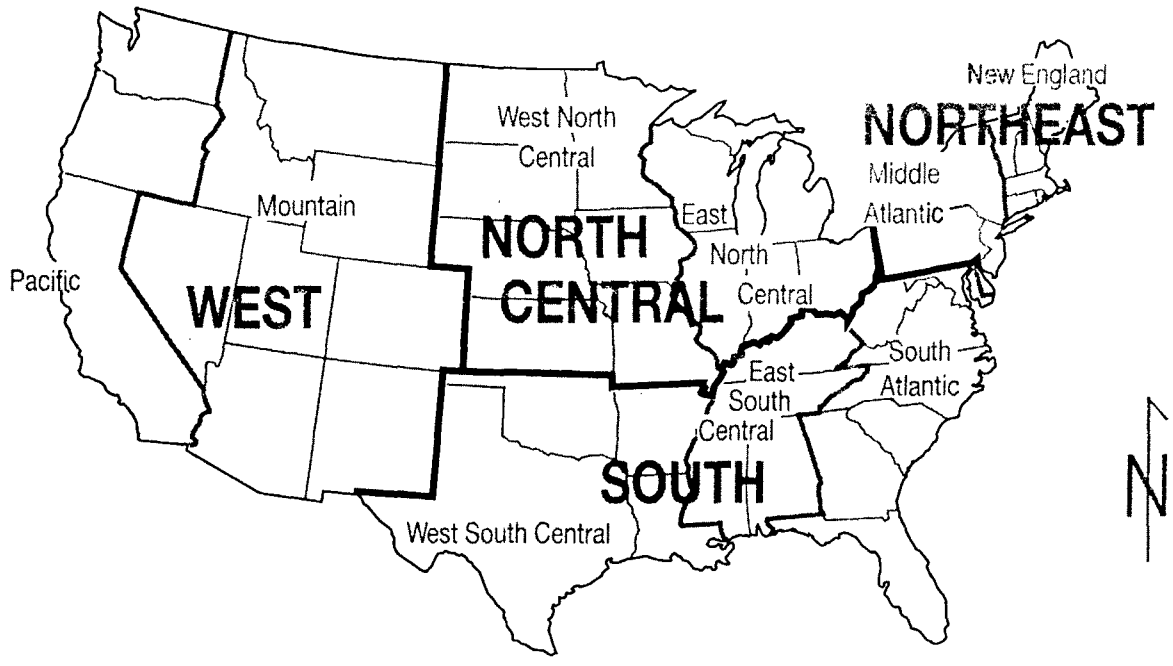
NFO

NFO Research, Inc.

REGIONS AND DIVISIONS OF THE U.S. BUREAU OF THE CENSUS



Source: U.S. Department of Commerce, Bureau of the Census

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DATA TABLES

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BANNER A

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	1 - 2	Q1 Section I. Respondent's age Base: Total completes
A	3 - 9	Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely) Base: Total completes
A	10 - 16	Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat) Base: Total completes
A	17 - 23	Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat) Base: Total completes .
A	24 - 33	Q1A Section I. Rating of agreement - Mean Summary Base: Total completes
A	34 - 46	Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely) Base: Total completes
A	47 - 59	Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat) Base: Total completes
A	60 - 72	Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat) Base: Total completes
A	73 - 91	Q1B Section I. Rating of agreement - Mean Summary Base: Total completes
A	92 - 93	Q1 Section II. How long have you been smoking cigars? Base: Total completes
A	94 - 95	Q2 Section II. How frequently do you smoke cigars? Base: Total completes
A	96 - 97	Q3 Section II. On average, how many cigars do you smoke a week? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	98	Q4 Section II. On average, do you smoke cigars more or less often than you did a year ago? Base: Total completes
A	99	Q5 Section II. Do you smoke cigars . . . ? Base: Total completes
A	100	Q6 Section II. Do you usually smoke cigars . . . ? Base: Total completes
A	101	Q7 Section II. Do you . . . ? Base: Total completes
A	102 - 103	Q8 Section II. Where do you smoke cigars most often? Base: Total completes
A	104 - 107	Q9 Section II. How often, if ever do you smoke cigars at the following places? Base: Total completes
A	108	Q10 Section II. Have you ever heard of any of the following cigar bars? Base: Total completes
A	109	Q10 Section II. Have you ever been to any of the following cigar bars? Base: Total completes
A	110	Q11 Section II. Most of the time when you are smoking a cigar, are you . . . ? Base: Total completes
A	111 - 112	Q12 Section II. Approximately how much in total do you spend on a weekly basis for all cigars that you buy (on average)? Base: Total completes
A	113 - 114	Q13 Section II. How much do you typically spend for each cigar (on average)? Base: Total completes
A	115 - 116	Q14A Section II. Have you ever bought cigars from the following sources? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	117 - 134	Q14B Section II. How often do you buy cigars from the following sources? Base: Total completes ever bought from source (Q14A)
A	135 - 137	Q14B Section II. How often do you buy cigars from the following sources? - Mean summary Base: Total completes ever bought from source (Q14A)
A	138 - 139	Q14C Section II. From which source do you buy cigars from most often? Base: Total completes
A	140 - 147	Q15 Section II. What share of your total cigar purchases are made at that kind of store? Base: Total buy from source (Q14C)
A	148	Q15 Section II. What share of your total cigar purchases are made at that kind of store? - Mean Summary Base: Total buy from source (Q14C)
A	149	Q16A Section II. Is there one particular store where you make most of your purchases? Base: Total buy most often from tobacconist (Q14c codes 4 or 12)
A	150	Q16B Section II. How long have you been buying cigars from that particular tobacconist? Base: Total buy most often from one particular store (Q16A code 1)
A	151	Q17a Section II. Which of the following cigar lengths do you buy? Base: Total completes
A	152	Q17b Section II. Which of the following cigar lengths do you buy? Base: Total completes
A	153 - 154	Q17b Section II. Which of the following cigar widths/ring gauges do you buy? Base: Total completes
A	155	Q17a/b Section II. Most often cigar length/width purchases Base: Total completes
A	156	Q18 Section II. Do you generally smoke . . . ? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	157 - 162	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes
A	163 - 167	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes - Premium (Q19A)
A	168 - 172	Q19A Section II. Indicate which of the following brands of cigars you have ever smoked. Base: Total completes - Mass (Q19A)
A	173 - 178	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes
A	179 - 183	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes - Premium (Q19B)
A	184 - 188	Q19B Section II. Which of the following brands of cigars you smoke regularly. By regularly, we mean 3 times a year or more. Base: Total completes - Mass (Q19B)
A	189 - 194	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes
A	195 - 199	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes - Premium (Q19C)
A	200 - 204	Q19C Section II. Indicate which of the following brands of cigars have you purchased in the past 3 months? Base: Total completes - Mass (Q19C)
A	205 - 212	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Mean Summary Base: Total completes
A	213 - 217	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume Base: Total cigars purchased past 3 months (Q19D)
A	218 - 220	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Premium Base: Total cigars purchased past 3 months (Q19D) - Premium

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	221 - 222	Q19D Section II. Indicate how many cigars of this brand you have purchased in the past 3 months. - Volume - Mass Base: Total cigars purchased past 3 months (Q19D) - Mass
A	223 - 227	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes
A	228 - 230	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes - Premium (Q19E)
A	231 - 233	Q19E Section II. Indicate which is your most favorite brand. Base: Total completes - Mass (Q19E)
A	234 - 238	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes
A	239 - 241	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes - Premium (Q19F)
A	242 - 244	Q19F Section II. Indicate what ONE brand you smoke most often. Base: Total completes - Mass (Q19F)
A	245 - 249	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes
A	250 - 252	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes - Premium (Q19G)
A	253 - 255	Q19G Section II. Indicate which ONE brand of cigar was the first brand you smoked regularly. Base: Total completes - Mass (Q19G)
A	256 - 258	Q20 Section II. When you purchase the brands of cigars you smoke most often, do you purchase them . . . ? Base: Total completes
A	259 - 260	Q21 Section II. Please rate your level of knowledge on cigars using the ten-point scale shown below. Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	261 - 264	Q22 Section II. How often do you give cigars as a gift or bring extra to share with others? Base: Total completes
A	265	Q23 Section II. Which of the following cigar accessories do you currently own? Base: Total completes
A	266	Q24 Section II. Which of the following other tobacco products in addition to cigars do you use? Base: Total completes
A	267	Q25 Section II. How were you introduced to cigar smoking? Base: Total completes
A	268 - 269	Q26 Section II. How do you get information on cigars? Base: Total completes
A	270	Q27 Section II. How many other adults smoke cigars regularly in your household? Base: Total completes
A	271 - 273	Q1 Section III. Importance of factors in determining which cigar to purchase - Top Box Summary (Extremely Important) Base: Total completes
A	274 - 276	Q1 Section III. Importance of factors in determining which cigar to purchase - Top 2 Box Summary (Extremely/Very Important) Base: Total completes
A	277 - 279	Q1 Section III. Importance of factors in determining which cigar to purchase - Bottom 2 Box Summary (Somewhat Important/Not at all Important) Base: Total completes
A	280 - 283	Q1 Section III. Importance of factors in determining which cigar to purchase - Mean Summary Base: Total completes
A	284	Q1A Section V. Which of the following brands are you aware of? Base: Total completes
A	285	Q1B Section V. Which of the following brands do you regularly smoke? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	286 - 333	Q1C Section V. Which of the following characteristics apply to the brands you are aware of? Base: Total aware of brand (Q1A)
A	334 - 381	Q1C Section V. Which of the following characteristics apply to the brands you are aware of? Base: Total regularly smoked brand (Q1B)
A	382 - 393	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. Base: Total aware of brand (Q1A)
A	394 - 395	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary Base: Total aware of brand (Q1A)
A	396 - 407	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. Base: Total regularly smoked brand (Q1B)
A	408 - 409	Q2 Section V. Please X the taste profile you feel most accurately represents the brands shown below. - Mean Summary Base: Total regularly smoked brand (Q1B)
A	410	Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Top 2 Box Summary (Extremely Satisfied) Base: Total regularly smoked brand (Q1B)
A	411 - 412	Q3 Section V. Please rate your overall satisfaction with following brands using a 10-point scale. - Mean Summary Base: Total regularly smoked brand (Q1B)
A	413	Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Top 2 Box Summary (Extremely Satisfied) Base: Total regularly smoked brand (Q1B)
A	414 - 415	Q4 Section V. Please rate the overall value you think that each of the brands provide on a 10-point scale. - Mean Summary Base: Total regularly smoked brand (Q1B)
A	416 - 418	Q1 Section VI. Considering only the six listed activities below, please indicate which of them you personally do most frequently, second most frequently and third most frequently? Base: Total completes
A	419	Q2 Section VI. Do you own a personal computer? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	420	Q2a Section VI. Do you have access to the Internet? Base: Total completes
A	421	Q2B Section VI. Who is your Internet provider at home? Base: Total have access to the internet (Q2A codes 1-3)
A	422 - 423	Q3 Section VI. Through which, if any, of the following sources have you purchased ANY products or services in the past 12 months? Base: Total completes
A	424 - 425	Q4 Section VI. Which, if any, of the following programs/clubs do you belong to? Base: Total completes
A	426	Q5 Section VI. Which, if any, of the following airline and hotel programs do you belong to? Base: Total completes
A	427 - 428	Q6 Section VI. Which types of magazines do you subscribe to, buy, or read regularly? Base: Total completes
A	429 - 431	Q7 Section VI. Which of the following specific magazines do you read regularly? Base: Total completes
A	432 - 436	Q8A Section VI. In Column A, which of the following activities did you personally participate in during the past year? Base: Total completes
A	437 - 441	Q8B Section VI. In Column B, which of the following activities do you personally participate in regularly? Base: Total completes
A	442 - 446	Q8C Section VI. In Column C, which of the following activities would you like to participate in more often? Base: Total completes
A	447 - 449	Q9 Section VI. Please X the sporting events that you enjoy watching either on television or in person. Base: Total completes
A	450	Q10A Section VI. Have you ever purchased products through catalogs? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	451 - 456	Q10B Section VI. What types of products have you bought through catalogs? Base: Total have purchased through catalogs (Q10A code 1)
A	457	Q10C Section VI. Approximately how much did you spend in the past 12 months on shopping through catalogs? Base: Total have purchased through catalogs (Q10A code 1)
A	458 - 462	Q10D Section VI. Which of the following catalogs do you purchase from regularly, at least once per year? Base: Total have purchased through catalogs (Q10A code 1)
A	463	Q11 Section VI. Have you ever purchased products through the Internet? Base: Total completes
A	464 - 466	Q12 Section VI. Which of the following brands of automobiles do you currently own? Base: Total completes
A	467	Q13a Section VI. Do you own a motorcycle? Base: Total completes
A	468	Q13B Section VI. What brand(s) of motorcycle do you own? Base: Total own a motorcycle (Q13A code 1)
A	469 - 474	Q14 Section VI. Which of the following activities do you engage in? Base: Total completes
A	475	Q15 Section VI. Do you own your own business? Base: Total completes
A	476 - 479	Q16 Section VI. Which of the following stores do you shop at regularly (at least twice per year)? Base: Total completes
A	480 - 481	Q17 Section VI. Which of the following brands of clothing do you wear? Base: Total completes
A	482	Q18 Section VI. Which of the following best describes the automobile you drive most often? Base: Total completes

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JOB: 36789-010102 Cigar Segmentation

Banner	Page	Table
A	483 - 487	Q19 Section VI. Which of the following brands of liquor, wine, and champagne do you use regularly (either at home or a bar/restaurant)? Base: Total completes
A	488 - 501	Demographics. Base: Total completes
A	502	Segment Base: Total completes
A	503 - 504	Banner A Base: Total completes
A	505 - 506	Banner B Base: Total completes
A	507 - 508	Banner C Base: Total completes
A	509 - 510	Banner D Base: Total completes
A	511 - 512	Banner E Base: Total completes

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Cigar Segmentation

Q1 Section I. Respondent's age

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Net - 21-24	51 4.1% 100.0%	46 4.0% 90.2%	6 4.3% 11.8%	6 4.8% 11.8%	6 3.6% 11.8%	2 1.1% 3.9%	11 8.1% 21.6%	1 0.9% 2.0%	7 6.7% 13.7%	7 4.1% 13.7%	6 6.5% 11.8%	36 9.3% 70.6%	6 2.8% 11.8%	2 0.8% 3.9%	0 0.0% 0.0%	20 4.2% 39.2%	27 4.2% 52.9%	2 2.0% 3.9%	5 3.8% 9.8%	23 4.9% 45.1%
Net - 25-34	339 27.6% 100.0%	325 28.3% 95.9%	52 37.4% 15.3%	15 12.1% 4.4%	65 38.7% 19.2%	36 19.1% 10.6%	69 50.7% 20.4%	12 10.3% 3.5%	38 36.2% 11.2%	38 22.1% 11.2%	29 31.5% 8.6%	170 43.8% 50.1%	97 44.5% 28.6%	39 15.8% 11.5%	2 0.7% 0.6%	118 24.9% 34.8%	183 28.7% 54.0%	32 32.3% 9.4%	26 20.0% 7.7%	148 31.6% 43.7%
25 - 29	140 11.4% 100.0%	137 11.9% 97.9%	17 12.2% 12.1%	3 2.4% 2.1%	27 16.1% 19.3%	11 5.9% 7.9%	36 26.5% 25.7%	5 4.3% 3.6%	24 22.9% 17.1%	14 8.1% 10.0%	10 10.9% 7.1%	82 21.1% 58.6%	42 19.3% 30.0%	5 2.0% 3.6%	1 0.4% 0.7%	53 11.2% 37.9%	75 11.8% 53.6%	12 12.1% 8.6%	9 6.9% 6.4%	61 13.0% 43.6%
30 - 34	199 16.2% 100.0%	188 16.4% 94.5%	35 25.2% 17.6%	12 9.7% 6.0%	38 22.6% 19.1%	25 13.3% 12.6%	33 24.3% 16.6%	7 6.0% 3.5%	14 13.3% 7.0%	24 14.0% 12.1%	19 20.7% 9.5%	88 22.7% 44.2%	55 25.2% 27.6%	34 13.8% 17.1%	1 0.4% 0.5%	65 13.7% 32.7%	108 16.9% 54.3%	20 20.2% 10.1%	17 13.1% 8.5%	87 18.6% 43.7%
Net - 35-44	368 29.9% 100.0%	338 29.4% 91.8%	34 24.5% 9.2%	43 34.7% 11.7%	52 31.0% 14.1%	58 30.9% 15.8%	40 29.4% 10.9%	25 21.6% 6.8%	36 34.3% 9.8%	50 29.1% 13.6%	32 34.8% 8.7%	110 28.4% 29.9%	67 30.7% 18.2%	111 44.9% 30.2%	43 15.9% 11.7%	152 32.1% 41.3%	191 29.9% 51.9%	22 22.2% 6.0%	38 29.2% 10.3%	142 30.3% 38.6%
35 - 39	188 15.3% 100.0%	171 14.9% 91.0%	20 14.4% 10.6%	14 11.3% 7.4%	27 16.1% 14.4%	28 14.9% 14.9%	25 18.4% 13.3%	8 6.9% 4.3%	23 21.9% 12.2%	26 15.1% 13.8%	19 20.7% 10.1%	47 12.1% 25.0%	41 18.8% 21.8%	67 27.1% 35.6%	12 4.4% 6.4%	79 16.7% 42.0%	95 14.9% 50.5%	12 12.1% 6.4%	14 10.8% 7.4%	74 15.8% 39.4%
40 - 44	180 14.6% 100.0%	167 14.5% 92.8%	14 10.1% 7.8%	29 23.4% 16.1%	25 14.9% 13.9%	30 16.0% 16.7%	15 11.0% 8.3%	17 14.7% 9.4%	13 12.4% 7.2%	24 14.0% 13.3%	13 14.1% 7.2%	63 16.2% 35.0%	26 11.9% 14.4%	44 17.8% 24.4%	31 11.4% 17.2%	73 15.4% 40.6%	96 15.0% 53.3%	10 10.1% 5.6%	24 18.5% 13.3%	68 14.5% 37.8%
Net - 45-54	309 25.1% 100.0%	288 25.1% 93.2%	35 25.2% 11.3%	35 28.2% 11.3%	33 19.6% 10.7%	64 34.0% 20.7%	9 6.6% 2.9%	43 37.1% 13.9%	14 13.3% 4.5%	55 32.0% 17.8%	15 16.3% 4.9%	58 14.9% 18.8%	34 15.6% 11.0%	72 29.1% 23.3%	126 46.5% 40.8%	124 26.2% 40.1%	154 24.1% 49.8%	28 28.3% 9.1%	38 29.2% 12.3%	102 21.8% 33.0%
45 - 49	166 13.5% 100.0%	155 13.5% 93.4%	19 13.7% 11.4%	17 13.7% 10.2%	22 13.1% 13.3%	34 18.1% 20.5%	4 2.9% 2.4%	18 15.5% 10.8%	8 7.6% 4.8%	33 19.2% 19.9%	9 9.8% 5.4%	38 9.8% 22.9%	19 8.7% 11.4%	46 18.6% 27.7%	52 19.2% 31.3%	62 13.1% 37.3%	87 13.6% 52.4%	14 14.1% 8.4%	18 13.8% 10.8%	59 12.6% 35.5%
50 - 54	143 11.6% 100.0%	133 11.6% 93.0%	16 11.5% 11.2%	18 14.5% 12.6%	11 6.5% 7.7%	30 16.0% 21.0%	5 3.7% 3.5%	25 21.6% 17.5%	6 5.7% 4.2%	22 12.8% 15.4%	6 6.5% 4.2%	20 5.2% 14.0%	15 6.9% 10.5%	26 10.5% 18.2%	74 27.3% 51.7%	62 13.1% 43.4%	67 10.5% 46.9%	14 14.1% 9.8%	20 15.4% 14.0%	43 9.2% 30.1%
Net - 55-65	162 13.2% 100.0%	151 13.2% 93.2%	12 8.6% 7.4%	25 20.2% 15.4%	12 7.1% 7.4%	28 14.9% 17.3%	7 5.1% 4.3%	35 30.2% 21.6%	10 9.5% 6.2%	22 12.8% 13.6%	10 10.9% 6.2%	14 3.6% 8.6%	14 6.4% 8.6%	23 9.3% 14.2%	100 36.9% 61.7%	60 12.7% 37.0%	83 13.0% 51.2%	15 15.2% 9.3%	23 17.7% 14.2%	53 11.3% 32.7%
55 - 59	90 7.3% 100.0%	81 7.1% 90.0%	8 5.8% 8.9%	10 8.1% 11.1%	10 6.0% 11.1%	18 9.6% 20.0%	5 3.7% 5.6%	16 13.8% 17.8%	5 4.8% 5.6%	9 5.2% 10.0%	5 5.4% 5.6%	11 2.8% 12.2%	12 5.5% 13.3%	11 4.5% 12.2%	50 18.5% 55.6%	33 7.0% 36.7%	45 7.1% 50.0%	8 8.1% 8.9%	12 9.2% 13.3%	28 6.0% 31.1%
60 - 65	72 5.9% 100.0%	70 6.1% 97.2%	4 2.9% 5.6%	15 12.1% 20.8%	2 1.2% 2.8%	10 5.3% 13.9%	2 1.5% 2.8%	19 16.4% 26.4%	5 4.8% 6.9%	13 7.6% 18.1%	5 5.4% 6.9%	3 0.8% 4.2%	2 0.9% 2.8%	12 4.9% 16.7%	50 18.5% 69.4%	27 5.7% 37.5%	38 6.0% 52.8%	7 7.1% 9.7%	11 8.5% 15.3%	25 5.3% 34.7%
Mean	41.19	41.14	39.32	44.94	38.26	43.70	34.54	48.53	37.32	42.43	39.01	35.76	37.00	42.41	51.94	41.48	40.90	41.88	43.71	39.96

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UNDER PROTECTIVE ORDER
GC 017121

Cigar Segmentation

Q1 Section I. Respondent's age

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	10.784	10.819	10.316	10.897	9.456	9.745	8.969	10.160	10.677	10.468	10.558	9.333	9.241	8.453	7.283	10.749	10.705	11.320	10.894	10.708
Std. Err.	0.308	0.319	0.875	0.979	0.730	0.711	0.769	0.943	1.042	0.798	1.101	0.474	0.626	0.538	0.442	0.494	0.424	1.138	0.955	0.495

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UNDER PROTECTIVE ORDER
GC 017122

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Time Pressure/Allocation/Free Time																				
It's a daily challenge for me to find time for both work and my personal life	151 12.6% 100.0%	140 12.3% 92.7%	15 10.9% 9.9%	12 9.7% 7.9%	23 13.8% 15.2%	22 11.8% 14.6%	9 6.7% 6.0%	11 9.6% 7.3%	15 14.4% 9.9%	33 19.5% 21.9%	15 16.5% 9.9%	41 10.8% 27.2%	30 14.2% 19.9%	32 13.2% 21.2%	31 11.9% 20.5%	58 12.7% 38.4%	69 11.0% 45.7%	21 21.6% 13.9%	15 11.6% 9.9%	62 13.6% 41.1%
I have difficulty juggling work and family demands	77 6.4% 100.0%	71 6.2% 92.2%	8 5.9% 10.4%	6 4.9% 7.8%	11 6.5% 14.3%	4 2.2% 5.2%	6 4.5% 7.8%	6 5.2% 7.8%	12 11.4% 15.6%	18 10.6% 23.4%	6 6.6% 7.8%	24 6.3% 31.2%	16 7.5% 20.8%	13 5.3% 16.9%	18 6.8% 23.4%	30 6.4% 39.0%	37 5.9% 48.1%	8 8.2% 10.4%	5 3.9% 6.5%	37 8.0% 48.1%
I have less leisure time than I used to	323 26.5% 100.0%	306 26.7% 94.7%	44 31.9% 13.6%	16 13.0% 5.0%	54 32.1% 16.7%	35 18.6% 10.8%	40 29.4% 12.4%	28 24.1% 8.7%	32 30.8% 9.9%	57 33.3% 17.6%	27 29.7% 8.4%	113 29.4% 35.0%	74 34.3% 22.9%	60 24.3% 18.6%	47 17.5% 14.6%	124 26.3% 38.4%	158 25.0% 48.9%	34 34.3% 10.5%	27 20.8% 8.4%	149 32.0% 46.1%
My lifestyle is hectic	201 16.6% 100.0%	183 16.1% 91.0%	26 18.8% 12.9%	14 11.4% 7.0%	25 14.9% 12.4%	22 11.8% 10.9%	21 15.6% 10.4%	14 12.2% 7.0%	27 26.2% 13.4%	34 19.9% 16.9%	14 15.7% 7.0%	61 15.9% 30.3%	45 20.9% 22.4%	45 18.4% 22.4%	32 12.0% 15.9%	78 16.7% 38.8%	96 15.3% 47.8%	23 23.5% 11.4%	16 12.5% 8.0%	76 16.5% 37.8%
My work requires me to work long hours	333 27.5% 100.0%	312 27.3% 93.7%	44 31.7% 13.2%	13 10.5% 3.9%	56 33.3% 16.8%	51 27.3% 15.3%	39 28.9% 11.7%	20 17.2% 6.0%	30 28.8% 9.0%	59 34.9% 17.7%	28 31.1% 8.4%	113 29.7% 33.9%	67 31.2% 20.1%	68 27.9% 20.4%	51 19.0% 15.3%	112 24.0% 33.6%	188 29.9% 56.5%	27 27.3% 8.1%	30 23.1% 9.0%	135 29.3% 40.5%
I'm so busy that when I do take time off, I really want to make my free time count	345 28.3% 100.0%	319 27.9% 92.5%	43 30.9% 12.5%	26 21.0% 7.5%	52 31.0% 15.1%	48 25.7% 13.9%	40 29.4% 11.6%	30 25.9% 8.7%	23 21.9% 6.7%	57 33.9% 16.5%	31 33.7% 9.0%	115 30.0% 33.3%	73 33.6% 21.2%	57 23.1% 16.5%	65 24.3% 18.8%	140 29.8% 40.6%	169 26.7% 49.0%	28 28.6% 8.1%	39 30.0% 11.3%	133 28.5% 38.6%
I spend most of my free time at home	326 27.3% 100.0%	307 27.0% 94.2%	24 17.5% 7.4%	35 28.5% 10.7%	23 13.9% 7.1%	71 38.0% 21.8%	15 11.0% 4.6%	28 24.1% 8.6%	33 32.0% 10.1%	78 45.6% 23.9%	31 34.1% 9.5%	86 22.6% 26.4%	60 28.3% 18.4%	71 29.5% 21.8%	75 28.7% 23.0%	148 32.2% 45.4%	151 24.2% 46.3%	18 18.4% 5.5%	33 25.4% 10.1%	136 29.6% 41.7%
I wish I had more time to spend with my friends	123 10.1% 100.0%	115 10.0% 93.5%	14 10.1% 11.4%	12 9.7% 9.8%	17 10.1% 13.8%	7 3.8% 5.7%	14 10.3% 11.4%	9 7.8% 7.3%	23 21.9% 18.7%	19 11.0% 15.4%	8 8.7% 6.5%	33 8.5% 26.8%	32 14.8% 26.0%	20 8.2% 16.3%	30 11.1% 24.4%	53 11.2% 43.1%	59 9.3% 48.0%	10 10.2% 8.1%	11 8.5% 8.9%	58 12.4% 47.2%
I spend most of my free time with my family	338 27.8% 100.0%	319 28.0% 94.4%	34 24.5% 10.1%	31 25.2% 9.2%	29 17.3% 8.6%	81 43.1% 24.0%	20 14.8% 5.9%	32 27.8% 9.5%	23 22.3% 6.8%	69 40.6% 20.4%	31 34.1% 9.2%	102 26.4% 30.2%	59 27.3% 17.5%	69 28.0% 20.4%	74 28.1% 21.9%	147 31.1% 43.5%	154 24.5% 45.6%	30 30.9% 8.9%	35 27.1% 10.4%	135 29.1% 39.9%
I frequently entertain guests at home	84 6.9% 100.0%	77 6.7% 91.7%	16 11.5% 19.0%	4 3.3% 4.8%	9 5.4% 10.7%	11 5.9% 13.1%	11 8.1% 13.1%	7 6.0% 8.3%	3 2.9% 3.6%	16 9.4% 19.0%	7 7.6% 8.3%	30 7.8% 35.7%	18 8.3% 21.4%	13 5.3% 15.5%	15 5.6% 17.9%	36 7.6% 42.9%	38 6.0% 45.2%	8 8.1% 9.5%	9 6.9% 10.7%	31 6.6% 36.9%
Success,Relationship, Optimism																				
I consider myself highly successful	106 8.7% 100.0%	101 8.8% 95.3%	18 12.9% 17.0%	13 10.6% 12.3%	16 9.5% 15.1%	15 8.0% 14.2%	12 8.8% 11.3%	10 8.6% 9.4%	2 1.9% 1.9%	15 8.7% 14.2%	11 12.1% 10.4%	35 9.1% 33.0%	18 8.4% 17.0%	17 6.9% 16.0%	23 8.6% 21.7%	39 8.3% 36.8%	56 8.9% 52.8%	8 8.1% 7.5%	16 12.4% 15.1%	35 7.6% 33.0%

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UNDER PROTECTIVE ORDER
GC 017123

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm more successful than most of the people I know	74 6.1% 100.0%	69 6.1% 93.2%	11 7.9% 14.9%	8 6.5% 10.8%	13 7.8% 17.6%	13 7.0% 17.6%	11 8.1% 14.9%	4 3.5% 5.4%	1 1.0% 1.4%	8 4.7% 10.8%	8 8.7% 10.8%	24 6.3% 32.4%	11 5.1% 14.9%	17 6.9% 23.0%	14 5.3% 18.9%	26 5.6% 35.1%	40 6.4% 54.1%	6 6.1% 8.1%	15 11.7% 20.3%	26 5.7% 35.1%
Achieving balance between work, family and social life is critical to my definition of success	396 33.1% 100.0%	378 33.2% 95.5%	52 38.0% 13.1%	41 33.3% 10.4%	71 42.5% 17.9%	68 36.4% 17.2%	51 37.5% 12.9%	26 22.4% 6.6%	23 22.1% 5.8%	46 27.1% 11.6%	35 38.5% 8.8%	119 31.2% 30.1%	78 36.6% 19.7%	84 34.9% 21.2%	74 28.8% 18.7%	159 34.9% 40.2%	201 32.0% 50.8%	30 31.3% 7.6%	48 37.2% 12.1%	156 34.1% 39.4%
I lead a healthy lifestyle	138 11.5% 100.0%	130 11.4% 94.2%	15 10.8% 10.9%	18 14.8% 13.0%	19 11.3% 13.8%	26 13.8% 18.8%	12 8.8% 8.7%	13 11.4% 9.4%	7 6.7% 5.1%	20 11.7% 14.5%	13 14.4% 9.4%	40 10.5% 29.0%	30 14.2% 21.7%	25 10.3% 18.1%	29 11.0% 21.0%	58 12.6% 42.0%	64 10.2% 46.4%	11 11.5% 8.0%	16 12.5% 11.6%	35 7.6% 25.4%
I believe it's more important for a wife to help her husbands career than to have one herself	48 4.0% 100.0%	42 3.7% 87.5%	6 4.3% 12.5%	6 5.0% 12.5%	1 0.6% 2.1%	5 2.7% 10.4%	1 0.7% 2.1%	4 3.5% 8.3%	9 8.9% 18.8%	10 5.9% 20.8%	3 3.4% 6.3%	15 3.9% 31.3%	6 2.8% 12.5%	11 4.6% 22.9%	12 4.6% 25.0%	19 4.1% 39.6%	24 3.9% 50.0%	4 4.0% 8.3%	5 4.0% 10.4%	21 4.5% 43.8%
I believe it's better for everyone involved if the woman takes care of the home and family	111 9.2% 100.0%	101 8.9% 91.0%	10 7.2% 9.0%	8 6.5% 7.2%	3 1.8% 2.7%	20 10.7% 18.0%	6 4.4% 5.4%	13 11.3% 11.7%	19 18.4% 17.1%	22 13.0% 19.8%	14 15.4% 12.6%	34 8.9% 30.6%	26 12.1% 23.4%	18 7.4% 16.2%	19 7.2% 17.1%	53 11.4% 47.7%	46 7.3% 41.4%	8 8.2% 7.2%	14 10.9% 12.6%	45 9.8% 40.5%
Being the best at my job is extremely important to me	590 48.3% 100.0%	550 48.0% 93.2%	81 58.3% 13.7%	55 44.4% 9.3%	82 48.8% 13.9%	89 47.3% 15.1%	50 37.0% 8.5%	56 48.3% 9.5%	43 41.0% 7.3%	94 55.0% 15.9%	52 56.5% 8.8%	183 47.4% 31.0%	114 52.8% 19.3%	113 45.7% 19.2%	122 45.7% 20.7%	229 48.6% 38.8%	302 47.7% 51.2%	48 48.5% 8.1%	67 51.5% 11.4%	221 47.4% 37.5%
I feel guilty that I don't spend enough time with my family	118 9.7% 100.0%	110 9.7% 93.2%	19 13.8% 16.1%	7 5.7% 5.9%	10 6.0% 8.5%	11 5.9% 9.3%	13 9.6% 11.0%	8 7.0% 6.8%	15 14.4% 12.7%	27 15.9% 22.9%	16 17.8% 13.6%	37 9.7% 31.4%	20 9.3% 16.9%	17 6.9% 14.4%	26 9.7% 22.0%	55 11.8% 46.6%	55 8.7% 46.6%	8 8.2% 6.8%	11 8.5% 9.3%	64 13.7% 54.2%
I approach each day optimistically	270 22.5% 100.0%	254 22.2% 94.1%	37 26.6% 13.7%	32 25.8% 11.9%	38 22.6% 14.1%	48 25.5% 17.8%	23 16.9% 8.5%	28 24.1% 10.4%	10 9.7% 3.7%	38 22.1% 14.1%	27 29.7% 10.0%	75 19.7% 27.8%	46 21.6% 17.0%	52 21.5% 19.3%	67 25.5% 24.8%	117 25.5% 43.3%	125 19.9% 46.3%	24 24.5% 8.9%	40 30.8% 14.8%	91 19.9% 33.7%
I try to find small victories every day	188 15.4% 100.0%	175 15.3% 93.1%	22 15.9% 11.7%	23 18.5% 12.2%	23 13.7% 12.2%	37 19.9% 19.7%	15 11.0% 8.0%	15 13.0% 8.0%	15 14.3% 8.0%	25 14.5% 13.3%	19 20.9% 10.1%	51 13.2% 27.1%	34 15.7% 18.1%	35 14.3% 18.6%	48 17.8% 25.5%	76 16.1% 40.4%	92 14.5% 48.9%	17 17.2% 9.0%	16 12.4% 8.5%	75 16.0% 39.9%
I'm extremely happy with my life	277 22.8% 100.0%	260 22.7% 93.9%	34 24.5% 12.3%	32 26.2% 11.6%	37 22.0% 13.4%	57 30.5% 20.6%	26 19.1% 9.4%	29 25.2% 10.5%	5 4.8% 1.8%	40 23.4% 14.4%	25 27.5% 9.0%	76 19.8% 27.4%	50 23.5% 18.1%	57 23.5% 20.6%	65 24.1% 23.5%	105 22.4% 37.9%	142 22.6% 51.3%	24 24.2% 8.7%	42 32.8% 15.2%	90 19.4% 32.5%
I enjoy spending money on my home	198 16.4% 100.0%	186 16.3% 93.9%	38 27.3% 19.2%	23 18.7% 11.6%	18 10.8% 9.1%	26 13.8% 13.1%	12 9.0% 6.1%	12 10.6% 6.1%	19 18.3% 9.6%	38 22.4% 19.2%	23 25.3% 11.6%	65 16.8% 32.8%	34 16.0% 17.2%	35 14.5% 17.7%	40 15.0% 20.2%	84 18.0% 42.4%	97 15.5% 49.0%	13 13.3% 6.6%	21 16.4% 10.6%	78 16.9% 39.4%
My home is my pride and joy	287 23.6% 100.0%	272 23.7% 94.8%	36 25.9% 12.5%	34 27.4% 11.8%	28 16.8% 9.8%	60 31.9% 20.9%	11 8.1% 3.8%	25 21.6% 8.7%	23 21.9% 8.0%	55 32.0% 19.2%	35 38.5% 12.2%	86 22.3% 30.0%	50 23.3% 17.4%	44 18.0% 15.3%	69 25.6% 24.0%	129 27.4% 44.9%	137 21.7% 47.7%	15 15.2% 5.2%	35 26.9% 12.2%	102 22.0% 35.5%
Having close friendships is critical to happiness	314 26.2% 100.0%	300 26.7% 95.5%	44 31.7% 14.0%	41 35.0% 13.1%	51 31.1% 16.2%	45 24.3% 14.3%	46 34.1% 14.6%	24 21.2% 7.6%	23 22.3% 7.3%	26 15.5% 8.3%	23 25.6% 7.3%	98 26.1% 31.2%	68 31.9% 21.7%	64 26.4% 20.4%	57 21.5% 18.2%	107 23.2% 34.1%	177 28.4% 56.4%	23 24.2% 7.3%	36 28.6% 11.5%	117 25.6% 37.3%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017124

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Having close family relationships is critical to happiness	511 42.8% 100.0%	485 42.6% 94.9%	54 39.1% 10.6%	52 41.9% 10.2%	73 43.7% 14.3%	99 52.7% 19.4%	59 43.7% 11.5%	42 36.8% 8.2%	35 33.3% 6.8%	71 42.3% 13.9%	42 46.2% 8.2%	146 38.6% 28.6%	90 42.3% 17.6%	110 45.8% 21.5%	120 46.0% 23.5%	205 44.9% 40.1%	259 41.5% 50.7%	40 40.8% 7.8%	58 44.6% 11.4%	186 40.9% 36.4%
I take time out to make the most of everyday special occasions	118 9.7% 100.0%	108 9.4% 91.5%	19 13.7% 16.1%	18 14.8% 15.3%	9 5.4% 7.6%	14 7.5% 11.9%	11 8.1% 9.3%	14 12.1% 11.9%	7 6.8% 5.9%	16 9.3% 13.6%	18 20.0% 15.3%	29 7.5% 24.6%	26 12.0% 22.0%	21 8.6% 17.8%	22 8.3% 18.6%	54 11.6% 45.8%	50 7.9% 42.4%	9 9.3% 7.6%	15 11.7% 12.7%	35 7.6% 29.7%
I frequently treat myself to some of lifes little luxuries	203 16.7% 100.0%	193 16.8% 95.1%	51 37.0% 25.1%	27 21.8% 13.3%	19 11.3% 9.4%	30 16.0% 14.8%	26 19.1% 12.8%	14 12.1% 6.9%	6 5.7% 3.0%	20 11.7% 9.9%	18 19.8% 8.9%	68 17.7% 33.5%	40 18.6% 19.7%	35 14.3% 17.2%	40 14.8% 19.7%	68 14.5% 33.5%	99 15.7% 48.8%	30 30.3% 14.8%	37 28.5% 18.2%	61 13.1% 30.0%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	126 10.5% 100.0%	120 10.5% 95.2%	25 18.0% 19.8%	21 16.9% 16.7%	22 13.1% 17.5%	13 6.9% 10.3%	16 11.8% 12.7%	2 1.7% 1.6%	4 3.8% 3.2%	17 10.0% 13.5%	11 12.1% 8.7%	44 11.5% 34.9%	24 11.3% 19.0%	23 9.5% 18.3%	22 8.3% 17.5%	49 10.7% 38.9%	58 9.2% 46.0%	15 15.3% 11.9%	21 16.2% 16.7%	42 9.2% 33.3%
Having a strong relationship with my spouse is extremely important to me	703 83.1% 100.0%	665 83.5% 94.6%	72 81.8% 10.2%	72 84.7% 10.2%	93 81.6% 13.2%	142 92.8% 20.2%	65 80.2% 9.2%	73 83.9% 10.4%	39 69.6% 5.5%	109 82.6% 15.5%	52 82.5% 7.4%	222 84.7% 31.6%	122 81.9% 17.4%	141 83.4% 20.1%	158 81.4% 22.5%	269 83.5% 38.3%	370 82.6% 52.6%	55 83.3% 7.8%	83 88.3% 11.8%	256 82.1% 36.4%
Being a good parent is extremely important to me	631 78.3% 100.0%	599 78.6% 94.9%	69 83.1% 10.9%	68 78.2% 10.8%	77 82.8% 12.2%	118 85.5% 18.7%	53 79.1% 8.4%	68 73.9% 10.8%	42 64.6% 6.7%	104 75.9% 16.5%	45 80.4% 7.1%	197 81.4% 31.2%	109 77.9% 17.3%	136 78.6% 21.6%	142 75.5% 22.5%	251 79.7% 39.8%	322 77.0% 51.0%	52 81.3% 8.2%	69 75.8% 10.9%	233 77.2% 36.9%
<u>Stylishness</u>																				
Making sure I look my best at all times is very important to me	154 12.7% 100.0%	141 12.4% 91.6%	30 21.6% 19.5%	14 11.4% 9.1%	10 6.0% 6.5%	24 13.0% 15.6%	7 5.2% 4.5%	13 11.2% 8.4%	11 10.7% 7.1%	32 18.6% 20.8%	19 20.9% 12.3%	48 12.5% 31.2%	31 14.4% 20.1%	23 9.4% 14.9%	30 11.2% 19.5%	73 15.6% 47.4%	66 10.5% 42.9%	11 11.1% 7.1%	23 17.7% 14.9%	55 11.9% 35.7%
I consider myself to be very fashion conscious	55 4.5% 100.0%	48 4.2% 87.3%	15 10.8% 27.3%	4 3.2% 7.3%	9 5.4% 16.4%	5 2.7% 9.1%	4 2.9% 7.3%	4 3.4% 7.3%	2 1.9% 3.6%	5 2.9% 9.1%	11 12.0% 20.0%	27 7.0% 49.1%	7 3.2% 12.7%	6 2.4% 10.9%	3 1.1% 5.5%	26 5.5% 47.3%	19 3.0% 34.5%	8 8.2% 14.5%	9 6.9% 16.4%	18 3.9% 32.7%
What others think about me is very important	85 7.0% 100.0%	77 6.7% 90.6%	8 5.8% 9.4%	13 10.6% 15.3%	10 6.0% 11.8%	11 5.9% 12.9%	6 4.4% 7.1%	6 5.2% 7.1%	11 10.7% 12.9%	12 7.0% 14.1%	9 9.9% 10.6%	27 7.1% 31.8%	13 6.0% 15.3%	14 5.7% 16.5%	19 7.1% 22.4%	31 6.6% 36.5%	45 7.1% 52.9%	6 6.1% 7.1%	11 8.5% 12.9%	42 9.0% 49.4%
I am completely satisfied with my physical appearance	119 9.9% 100.0%	110 9.6% 92.4%	19 13.7% 16.0%	13 10.6% 10.9%	8 4.8% 6.7%	17 9.1% 14.3%	5 3.7% 4.2%	20 17.2% 16.8%	7 6.7% 5.9%	21 12.4% 17.6%	16 17.8% 13.4%	39 10.2% 32.8%	23 10.8% 19.3%	24 9.9% 20.2%	16 6.1% 13.4%	54 11.8% 45.4%	52 8.3% 43.7%	8 8.2% 6.7%	19 14.7% 16.0%	36 7.9% 30.3%
I like to go to the latest movies	150 12.3% 100.0%	139 12.1% 92.7%	32 23.0% 21.3%	11 8.9% 7.3%	20 11.9% 13.3%	16 8.5% 10.7%	21 15.6% 14.0%	8 6.9% 5.3%	10 9.5% 6.7%	21 12.3% 14.0%	16 17.8% 10.7%	60 15.6% 40.0%	28 13.1% 18.7%	21 8.5% 14.0%	21 7.8% 14.0%	51 10.9% 34.0%	82 13.0% 54.7%	13 13.1% 8.7%	20 15.4% 13.3%	52 11.2% 34.7%
I like to discover new and different places to go	337 27.7% 100.0%	319 27.9% 94.7%	59 43.1% 17.5%	31 25.0% 9.2%	58 34.5% 17.2%	48 25.5% 14.2%	46 33.8% 13.6%	18 15.8% 5.3%	22 21.2% 6.5%	37 21.5% 11.0%	28 30.8% 8.3%	109 28.4% 32.3%	74 34.6% 22.0%	61 24.9% 18.1%	62 23.0% 18.4%	115 24.6% 34.1%	183 29.0% 54.3%	33 33.7% 9.8%	46 35.4% 13.6%	119 25.7% 35.3%
I like to go to the most popular restaurants and bars	98 8.1% 100.0%	94 8.2% 95.9%	26 18.7% 26.5%	9 7.3% 9.2%	15 8.9% 15.3%	4 2.1% 4.1%	19 14.1% 19.4%	7 6.1% 7.1%	7 6.7% 7.1%	7 4.1% 7.1%	13 14.3% 13.3%	41 10.7% 41.8%	18 8.4% 18.4%	16 6.6% 16.3%	7 2.6% 7.1%	41 8.7% 41.8%	49 7.8% 50.0%	5 5.1% 5.1%	10 7.8% 10.2%	35 7.6% 35.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017125

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I am comfortable being separate from the crowd	426	409	46	44	53	91	37	37	26	75	40	126	79	86	93	161	222	36	43	155
	35.7%	36.1%	33.3%	36.1%	32.3%	48.7%	27.4%	32.5%	25.0%	44.4%	44.0%	33.5%	36.9%	35.7%	35.9%	35.6%	35.4%	37.5%	33.9%	34.1%
	100.0%	96.0%	10.8%	10.3%	12.4%	21.4%	8.7%	8.7%	6.1%	17.6%	9.4%	29.6%	18.5%	20.2%	21.8%	37.8%	52.1%	8.5%	10.1%	36.4%
Self-Image																				
I am more confident in myself than most people	247	235	38	33	39	31	25	19	15	35	27	71	48	51	50	98	114	30	41	87
	20.3%	20.5%	27.3%	26.6%	23.2%	16.7%	18.4%	16.5%	14.3%	20.5%	29.3%	18.5%	22.2%	20.6%	18.7%	20.8%	18.1%	30.3%	31.5%	18.8%
	100.0%	95.1%	15.4%	13.4%	15.8%	12.6%	10.1%	7.7%	6.1%	14.2%	10.9%	28.7%	19.4%	20.6%	20.2%	39.7%	46.2%	12.1%	16.6%	35.2%
I have a better sense of humor than most people	289	277	38	38	44	39	29	21	21	47	29	91	60	52	54	116	135	33	37	106
	24.2%	24.4%	27.5%	30.9%	26.5%	20.9%	21.6%	18.1%	20.4%	27.6%	32.2%	23.9%	28.4%	21.8%	20.6%	25.5%	21.6%	33.7%	28.9%	23.3%
	100.0%	95.8%	13.1%	13.1%	15.2%	13.5%	10.0%	7.3%	7.3%	16.3%	10.0%	31.5%	20.8%	18.0%	18.7%	40.1%	46.7%	11.4%	12.8%	36.7%
I am more open-minded than most people	253	239	39	22	33	40	25	20	27	33	22	77	55	42	55	103	122	20	34	101
	21.0%	21.1%	28.3%	18.3%	19.8%	21.5%	18.5%	18.0%	26.0%	19.4%	24.4%	20.3%	25.5%	17.4%	20.6%	22.2%	19.5%	20.6%	26.6%	21.9%
	100.0%	94.5%	15.4%	8.7%	13.0%	15.8%	9.9%	7.9%	10.7%	13.0%	8.7%	30.4%	21.7%	16.6%	21.7%	40.7%	48.2%	7.9%	13.4%	39.9%
I do not like pretentious people	526	502	58	57	82	91	48	50	33	83	36	147	83	120	138	195	276	53	60	187
	44.3%	44.3%	42.3%	46.0%	49.4%	49.5%	35.8%	43.5%	31.4%	49.7%	40.4%	38.4%	40.1%	50.4%	53.3%	43.0%	44.4%	54.6%	47.2%	41.6%
	100.0%	95.4%	11.0%	10.8%	15.6%	17.3%	9.1%	9.5%	6.3%	15.8%	6.8%	27.9%	15.8%	22.8%	26.2%	37.1%	52.5%	10.1%	11.4%	35.6%
General Price/Value/Budget Challenge																				
It's worth it to me to spend extra for the best quality	269	255	45	26	40	49	21	24	16	34	24	85	52	60	46	97	143	22	32	102
	22.1%	22.3%	32.6%	21.1%	24.0%	26.2%	15.4%	20.7%	15.2%	19.9%	26.1%	22.1%	24.1%	24.4%	17.2%	20.6%	22.6%	22.4%	24.8%	21.9%
	100.0%	94.8%	16.7%	9.7%	14.9%	18.2%	7.8%	8.9%	5.9%	12.6%	8.9%	31.6%	19.3%	22.3%	17.1%	36.1%	53.2%	8.2%	11.9%	37.9%
Once I find a brand that satisfies me, I usually don't experiment with new ones	145	135	10	12	12	21	6	19	15	40	18	37	21	26	41	71	59	12	9	62
	12.1%	11.9%	7.4%	9.8%	7.2%	11.3%	4.5%	16.5%	14.4%	23.7%	20.0%	9.8%	9.9%	10.7%	15.3%	15.4%	9.4%	12.2%	7.0%	13.5%
	100.0%	93.1%	6.9%	8.3%	8.3%	14.5%	4.1%	13.1%	10.3%	27.6%	12.4%	25.5%	14.5%	17.9%	28.3%	49.0%	40.7%	8.3%	6.2%	42.8%
I can't afford all the luxuries of life	501	466	42	47	52	67	52	46	66	94	45	137	99	99	116	210	249	35	46	226
	40.9%	40.6%	30.2%	37.9%	31.0%	35.6%	38.2%	39.7%	63.5%	54.7%	48.9%	35.4%	45.6%	40.2%	43.0%	44.4%	39.2%	35.4%	35.4%	48.5%
	100.0%	93.0%	8.4%	9.4%	10.4%	13.4%	10.4%	9.2%	13.2%	18.8%	9.0%	27.3%	19.8%	19.8%	23.2%	41.9%	49.7%	7.0%	9.2%	45.1%
I usually shop around to find the best price	315	297	33	41	28	58	23	35	26	53	33	78	63	59	78	136	147	25	33	121
	25.9%	26.0%	23.7%	33.3%	16.7%	31.0%	16.9%	30.4%	25.0%	31.0%	35.9%	20.3%	29.2%	23.9%	29.3%	28.7%	23.4%	25.3%	25.4%	26.1%
	100.0%	94.3%	10.5%	13.0%	8.9%	18.4%	7.3%	11.1%	8.3%	16.8%	10.5%	24.8%	20.0%	18.7%	24.8%	43.2%	46.7%	7.9%	10.5%	38.4%
Adventure Sought																				
I'm much more adventurous than most people I know	157	148	33	20	24	19	17	8	10	17	12	48	35	31	30	59	77	18	29	47
	12.9%	12.9%	23.7%	16.1%	14.3%	10.1%	12.5%	7.0%	9.5%	9.9%	13.2%	12.5%	16.4%	12.6%	11.2%	12.6%	12.2%	18.2%	22.3%	10.2%
	100.0%	94.3%	21.0%	12.7%	15.3%	12.1%	10.8%	5.1%	6.4%	10.8%	7.6%	30.6%	22.3%	19.7%	19.1%	37.6%	49.0%	11.5%	18.5%	29.9%
I enjoy taking risks	110	102	26	14	10	7	13	8	11	13	10	38	29	17	15	47	47	13	14	43
	9.0%	8.9%	18.7%	11.4%	6.0%	3.7%	9.6%	6.9%	10.5%	7.6%	10.9%	9.9%	13.4%	6.9%	5.6%	10.0%	7.5%	13.1%	10.9%	9.2%
	100.0%	92.7%	23.6%	12.7%	9.1%	6.4%	11.8%	7.3%	10.0%	11.8%	9.1%	34.5%	26.4%	15.5%	13.6%	42.7%	42.7%	11.8%	12.7%	39.1%
I wish I had more adventure in my life	135	126	18	11	14	13	13	13	21	23	18	42	30	25	19	63	53	15	12	59
	11.3%	11.2%	13.1%	9.2%	8.4%	7.0%	9.8%	11.3%	20.4%	13.9%	19.6%	11.2%	14.4%	10.2%	7.2%	13.6%	8.5%	15.5%	9.4%	13.1%
	100.0%	93.3%	13.3%	8.1%	10.4%	9.6%	9.6%	9.6%	15.6%	17.0%	13.3%	31.1%	22.2%	18.5%	14.1%	46.7%	39.3%	11.1%	8.9%	43.7%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017126

Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm not really interested in adventure, I prefer to take it easy in my free time	86 7.1% 100.0%	82 7.2% 95.3%	6 4.3% 7.0%	10 8.1% 11.6%	4 2.4% 4.7%	14 7.4% 16.3%	3 2.2% 3.5%	9 7.8% 10.5%	14 13.3% 16.3%	22 12.9% 25.6%	10 11.0% 11.6%	23 6.0% 26.7%	17 8.1% 19.8%	10 4.1% 11.6%	25 9.3% 29.1%	40 8.5% 46.5%	37 5.9% 43.0%	7 7.1% 8.1%	8 6.2% 9.3%	41 8.9% 47.7%
<u>Shopping</u>																				
I hate to shop	206 16.9% 100.0%	190 16.6% 92.2%	16 11.6% 7.8%	10 8.1% 4.9%	23 13.7% 11.2%	36 19.1% 17.5%	15 11.0% 7.3%	25 21.7% 12.1%	20 19.2% 9.7%	45 26.2% 21.8%	19 20.7% 9.2%	50 13.1% 24.3%	39 18.0% 18.9%	38 15.5% 18.4%	59 22.0% 28.6%	86 18.3% 41.7%	100 15.8% 48.5%	19 19.2% 9.2%	20 15.4% 9.7%	90 19.3% 43.7%
I love catalogs	161 13.3% 100.0%	151 13.2% 93.8%	21 15.1% 13.0%	25 20.2% 15.5%	16 9.6% 9.9%	28 15.1% 17.4%	5 3.7% 3.1%	16 13.8% 9.9%	16 15.4% 9.9%	24 14.0% 14.9%	10 11.0% 6.2%	42 11.0% 26.1%	33 15.3% 20.5%	35 14.3% 21.7%	39 14.6% 24.2%	74 15.8% 46.0%	72 11.4% 44.7%	11 11.1% 6.8%	26 20.0% 16.1%	52 11.2% 32.3%
I love to shop for products that personally interest me	298 24.5% 100.0%	278 24.3% 93.3%	43 30.9% 14.4%	37 30.3% 12.4%	29 17.5% 9.7%	37 19.7% 12.4%	30 22.1% 10.1%	21 18.1% 7.0%	24 23.1% 8.1%	57 33.1% 19.1%	29 31.9% 9.7%	91 23.6% 30.5%	61 28.4% 20.5%	58 23.8% 19.5%	57 21.3% 19.1%	128 27.3% 43.0%	144 22.8% 48.3%	20 20.4% 6.7%	34 26.2% 11.4%	118 25.5% 39.6%
When I shop, I'm extremely focused	237 19.7% 100.0%	223 19.5% 94.1%	28 20.1% 11.8%	30 24.2% 12.7%	30 17.9% 12.7%	39 20.9% 16.5%	14 10.4% 5.9%	28 24.3% 11.8%	12 11.5% 5.1%	42 24.4% 17.7%	24 26.4% 10.1%	57 14.9% 24.1%	48 22.6% 20.3%	43 17.7% 18.1%	63 24.0% 26.6%	90 19.7% 38.0%	121 19.2% 51.1%	21 21.6% 8.9%	32 24.8% 13.5%	78 17.0% 32.9%
I rarely buy things on impulse	200 16.6% 100.0%	185 16.2% 92.5%	13 9.4% 6.5%	20 16.1% 10.0%	23 13.7% 11.5%	45 23.9% 22.5%	11 8.1% 5.5%	26 22.8% 13.0%	14 13.3% 7.0%	33 19.4% 16.5%	22 24.2% 11.0%	43 11.3% 21.5%	43 20.1% 21.5%	33 13.6% 16.5%	55 20.7% 27.5%	77 16.7% 38.5%	105 16.6% 52.5%	11 11.2% 5.5%	20 15.4% 10.0%	69 15.0% 34.5%
I prefer stores that offer expert advice and assistance	286 23.4% 100.0%	261 22.8% 91.3%	41 29.7% 14.3%	37 30.1% 12.9%	34 20.4% 11.9%	42 22.3% 14.7%	25 18.4% 8.7%	18 15.7% 6.3%	22 21.0% 7.7%	42 24.6% 14.7%	30 32.6% 10.5%	87 22.5% 30.4%	50 23.3% 17.5%	50 20.4% 17.5%	65 24.2% 22.7%	111 23.4% 38.8%	149 23.6% 52.1%	22 22.4% 7.7%	29 22.5% 10.1%	112 24.0% 39.2%
I prefer stores that offer the lowest prices	399 33.1% 100.0%	376 32.9% 94.2%	37 26.6% 9.3%	48 38.7% 12.0%	39 23.2% 9.8%	54 28.7% 13.5%	25 18.5% 6.3%	42 36.8% 10.5%	50 47.6% 12.5%	81 47.6% 20.3%	39 42.9% 9.8%	101 26.5% 25.3%	91 42.3% 22.8%	75 31.1% 18.8%	89 33.3% 22.3%	176 38.1% 44.1%	194 30.7% 48.6%	23 23.5% 5.8%	36 27.7% 9.0%	162 35.1% 40.6%
It's worth it to pay a little extra when a store offers good service	255 20.8% 100.0%	239 20.8% 93.7%	42 30.2% 16.5%	30 24.2% 11.8%	37 22.0% 14.5%	39 20.7% 15.3%	17 12.5% 6.7%	24 20.7% 9.4%	12 11.4% 4.7%	38 22.1% 14.9%	19 20.7% 7.5%	71 18.3% 27.8%	52 24.1% 20.4%	51 20.6% 20.0%	58 21.6% 22.7%	95 20.1% 37.3%	130 20.5% 51.0%	24 24.2% 9.4%	32 24.6% 12.5%	97 20.8% 38.0%
I prefer catalog shopping vs. going to a store	46 3.9% 100.0%	44 3.9% 95.7%	4 2.9% 8.7%	11 8.9% 23.9%	4 2.4% 8.7%	8 4.3% 17.4%	1 0.7% 2.2%	3 2.6% 6.5%	4 3.8% 8.7%	9 5.3% 19.6%	3 3.3% 6.5%	13 3.4% 28.3%	12 5.7% 26.1%	9 3.8% 19.6%	8 3.1% 17.4%	21 4.6% 45.7%	21 3.4% 45.7%	3 3.1% 6.5%	5 3.9% 10.9%	21 4.6% 45.7%
When I shop, I like to get in and get out as quickly as possible	510 42.5% 100.0%	480 42.0% 94.1%	48 34.5% 9.4%	49 39.5% 9.6%	57 33.9% 11.2%	77 41.4% 15.1%	47 34.6% 9.2%	51 44.3% 10.0%	45 43.3% 8.8%	106 62.4% 20.8%	49 53.8% 9.6%	135 35.4% 26.5%	92 43.0% 18.0%	103 42.7% 20.2%	126 48.3% 24.7%	205 44.7% 40.2%	251 40.0% 49.2%	49 50.5% 9.6%	50 38.5% 9.8%	207 45.1% 40.6%
Shopping by catalog is too expensive to do regularly	154 12.8% 100.0%	146 12.8% 94.8%	10 7.2% 6.5%	9 7.3% 5.8%	6 3.6% 3.9%	30 16.0% 19.5%	11 8.1% 7.1%	20 17.5% 13.0%	21 20.8% 13.6%	39 22.8% 25.3%	18 20.2% 11.7%	38 9.9% 24.7%	29 13.6% 18.8%	35 14.3% 22.7%	33 12.5% 21.4%	78 16.9% 50.6%	61 9.7% 39.6%	13 13.3% 8.4%	14 10.9% 9.1%	60 13.1% 39.0%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	121 9.9% 100.0%	115 10.0% 95.0%	15 10.8% 12.4%	11 8.9% 9.1%	11 6 5% 9.1%	16 8.5% 13.2%	7 5.1% 5.8%	17 14.7% 14.0%	12 11.4% 9.9%	26 15.1% 21.5%	19 20.9% 15.7%	33 8.6% 27.3%	26 12.0% 21.5%	20 8.2% 16.5%	22 8.1% 18.2%	49 10.4% 40.5%	58 9.2% 47.9%	9 9.1% 7.4%	15 11.5% 12.4%	48 10.3% 39.7%
I like shopping online	32 2.8% 100.0%	30 2.7% 93.8%	9 6.8% 28.1%	8 6.9% 25.0%	3 1.9% 9.4%	3 1.7% 9.4%	3 2.3% 9.4%	0 0.0% 0.0%	2 2.0% 6.3%	2 1.2% 6.3%	2 2.2% 6.3%	10 2.8% 31.3%	7 3.4% 21.9%	6 2.6% 18.8%	5 2.1% 15.6%	8 1.8% 25.0%	17 2.9% 53.1%	5 5.4% 15.6%	6 5.1% 18.8%	9 2.1% 28.1%
Male Bonding Desire																				
I wish there were more places to go that were primarily for men	78 6.4% 100.0%	72 6.3% 92.3%	18 12.9% 23.1%	7 5.7% 9.0%	6 3.6% 7.7%	6 3.2% 7.7%	6 4.4% 7.7%	6 5.2% 7.7%	13 12.4% 16.7%	10 5.8% 12.8%	13 14.1% 16.7%	23 6.0% 29.5%	13 6.0% 16.7%	15 6.1% 19.2%	13 4.9% 16.7%	32 6.8% 41.0%	35 5.5% 44.9%	8 8.1% 10.3%	15 11.5% 19.2%	35 7.5% 44.9%
I wish I were able to spend more time with my male friends	71 5.9% 100.0%	66 5.8% 93.0%	10 7.2% 14.1%	5 4.0% 7.0%	10 6.0% 14.1%	7 3.8% 9.9%	9 6.6% 12.7%	5 4.3% 7.0%	11 10.7% 15.5%	9 5.2% 12.7%	9 9.9% 12.7%	25 6.6% 35.2%	12 5.7% 16.9%	13 5.4% 18.3%	11 4.2% 15.5%	30 6.6% 42.3%	33 5.2% 46.5%	7 7.1% 9.9%	8 6.2% 11.3%	28 6.2% 39.4%
With all my other commitments, I don't spend as much time with my friends as I'd like to	106 8.7% 100.0%	99 8.7% 93.4%	14 10.2% 13.2%	11 8.9% 10.4%	13 7.7% 12.3%	9 4.8% 8.5%	15 11.1% 14.2%	7 6.0% 6.6%	14 13.3% 13.2%	16 9.3% 15.1%	10 10.9% 9.4%	33 8.6% 31.1%	16 7.4% 15.1%	22 9.0% 20.8%	22 8.2% 20.8%	35 7.4% 33.0%	59 9.3% 55.7%	10 10.2% 9.4%	11 8.5% 10.4%	54 11.6% 50.9%
I spend more time with my friends than I do with my family	72 6.0% 100.0%	66 5.8% 91.7%	6 4.3% 8.3%	7 5.7% 9.7%	6 3.6% 8.3%	7 3.8% 9.7%	19 14.1% 26.4%	4 3.4% 5.6%	8 7.8% 11.1%	9 5.4% 12.5%	4 4.4% 5.6%	23 6.1% 31.9%	17 8.1% 23.6%	10 4.1% 13.9%	16 6.0% 22.2%	33 7.1% 45.8%	32 5.1% 44.4%	7 7.1% 9.7%	5 4.0% 6.9%	40 8.8% 55.6%
Recognition																				
I like it when companies or brands that I am loyal to recognize me for my loyalty	457 37.6% 100.0%	430 37.6% 94.1%	60 43.2% 13.1%	54 43.9% 11.8%	64 38.1% 14.0%	65 34.9% 14.2%	39 28.7% 8.5%	33 28.4% 7.2%	47 44.8% 10.3%	68 39.8% 14.9%	40 43.5% 8.8%	142 37.3% 31.1%	97 44.7% 21.2%	82 33.3% 17.9%	91 34.0% 19.9%	195 41.4% 42.7%	220 34.9% 48.1%	36 36.7% 7.9%	53 41.1% 11.6%	177 38.0% 38.7%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	389 32.5% 100.0%	369 32.3% 94.9%	48 34.5% 12.3%	46 37.4% 11.8%	55 32.9% 14.1%	58 31.2% 14.9%	31 23.1% 8.0%	28 24.1% 7.2%	40 38.1% 10.3%	63 36.8% 16.2%	37 41.1% 9.5%	106 27.9% 27.2%	85 39.7% 21.9%	81 33.6% 20.8%	74 28.4% 19.0%	168 36.8% 43.2%	187 29.8% 48.1%	28 28.6% 7.2%	43 33.1% 11.1%	141 30.8% 36.2%
I like being rewarded by companies for my loyalty	583 49.0% 100.0%	552 48.9% 94.7%	76 55.5% 13.0%	63 51.2% 10.8%	80 48.2% 13.7%	77 41.6% 13.2%	55 41.4% 9.4%	46 41.1% 7.9%	65 61.9% 11.1%	90 53.9% 15.4%	52 57.1% 8.9%	183 48.4% 31.4%	117 56.8% 20.1%	105 43.9% 18.0%	119 44.9% 20.4%	237 52.3% 40.7%	295 47.3% 50.6%	45 45.9% 7.7%	59 46.5% 10.1%	228 50.3% 39.1%
I think companies should take better care of their loyal customers	541 44.5% 100.0%	513 44.9% 94.8%	66 47.5% 12.2%	63 50.8% 11.6%	69 41.6% 12.8%	86 46.0% 15.9%	50 36.8% 9.2%	55 47.4% 10.2%	47 44.8% 8.7%	77 45.3% 14.2%	44 47.8% 8.1%	165 43.0% 30.5%	111 51.4% 20.5%	108 43.9% 20.0%	109 41.0% 20.1%	223 47.3% 41.2%	267 42.4% 49.4%	46 46.5% 8.5%	60 46.5% 11.1%	213 45.7% 39.4%
Communication																				
I like it when companies send me information about their products	248 20.5% 100.0%	228 19.9% 91.9%	40 29.2% 16.1%	39 31.5% 15.7%	17 10.1% 6.9%	39 20.7% 15.7%	10 7.4% 4.0%	25 21.7% 10.1%	25 23.8% 10.1%	33 19.3% 13.3%	26 28.6% 10.5%	62 16.2% 25.0%	59 27.4% 23.8%	44 18.0% 17.7%	54 20.2% 21.8%	97 20.7% 39.1%	131 20.8% 52.8%	14 14.4% 5.6%	34 26.4% 13.7%	80 17.3% 32.3%

NFO #36789-010102

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I wish I knew more about the products I buy a lot of	125 10.2% 100.0%	118 10.3% 94.4%	17 12.2% 13.6%	24 19.4% 19.2%	9 5.4% 7.2%	16 8.5% 12.8%	4 2.9% 3.2%	12 10.3% 9.6%	17 16.2% 13.6%	19 11.2% 15.2%	16 17.4% 12.8%	36 9.4% 28.8%	23 10.6% 18.4%	20 8.1% 16.0%	30 11.2% 24.0%	54 11.4% 43.2%	61 9.7% 48.8%	7 7.1% 5.6%	17 13.1% 13.6%	48 10.3% 38.4%
I don't mind sharing information with companies if it will result in improved products or services	481 39.4% 100.0%	452 39.4% 94.0%	59 42.4% 12.3%	51 41.1% 10.6%	56 33.3% 11.6%	90 47.9% 18.7%	31 22.8% 6.4%	45 38.8% 9.4%	49 46.7% 10.2%	71 41.3% 14.8%	42 46.2% 8.7%	137 35.6% 28.5%	88 40.7% 18.3%	104 42.3% 21.6%	105 38.7% 21.8%	212 45.1% 44.1%	227 35.7% 47.2%	37 37.4% 7.7%	61 46.9% 12.7%	184 39.6% 38.3%
Privacy is a big concern of mine	451 37.3% 100.0%	419 36.8% 92.9%	60 43.2% 13.3%	40 32.5% 8.9%	56 33.3% 12.4%	74 39.8% 16.4%	29 21.6% 6.4%	44 38.6% 9.8%	34 32.7% 7.5%	82 47.7% 18.2%	38 42.7% 8.4%	136 35.3% 30.2%	87 40.8% 19.3%	87 35.7% 19.3%	98 36.6% 21.7%	185 39.7% 41.0%	217 34.5% 48.1%	41 41.4% 9.1%	51 39.8% 11.3%	170 36.9% 37.7%
I like when I get offers for products or services through the mail	262 21.8% 100.0%	250 21.9% 95.4%	40 28.8% 15.3%	35 28.5% 13.4%	24 14.4% 9.2%	36 19.3% 13.7%	15 11.0% 5.7%	28 24.3% 10.7%	30 28.6% 11.5%	42 24.4% 16.0%	25 27.5% 9.5%	79 20.7% 30.2%	51 23.9% 19.5%	51 21.2% 19.5%	51 19.4% 19.5%	110 24.0% 42.0%	130 20.7% 49.6%	18 18.6% 6.9%	37 28.7% 14.1%	96 20.9% 36.6%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	43 3.5% 100.0%	40 3.5% 93.0%	4 2.9% 9.3%	3 2.4% 7.0%	2 1.2% 4.7%	9 4.8% 20.9%	4 2.9% 9.3%	3 2.6% 7.0%	6 5.8% 14.0%	9 5.2% 20.9%	4 4.4% 9.3%	15 3.9% 34.9%	7 3.3% 16.3%	8 3.3% 18.6%	9 3.3% 20.9%	17 3.6% 39.5%	20 3.2% 46.5%	5 5.1% 11.6%	6 4.6% 14.0%	16 3.5% 37.2%
Relationships																				
Relationships with manufacturers of products I buy a lot of are important to me	147 12.2% 100.0%	137 12.1% 93.2%	27 19.9% 18.4%	20 16.4% 13.6%	19 11.4% 12.9%	18 9.7% 12.2%	8 6.0% 5.4%	13 11.4% 8.8%	14 13.3% 9.5%	18 10.5% 12.2%	19 20.9% 12.9%	37 9.7% 25.2%	30 14.1% 20.4%	27 11.2% 18.4%	32 11.9% 21.8%	60 12.9% 40.8%	70 11.2% 47.6%	13 13.1% 8.8%	22 17.3% 15.0%	55 11.9% 37.4%
Relationships are important to me	551 45.7% 100.0%	527 46.2% 95.6%	69 50.4% 12.5%	60 48.4% 10.9%	79 47.0% 14.3%	101 53.7% 18.3%	70 51.5% 12.7%	38 33.3% 6.9%	38 36.2% 6.9%	72 42.6% 13.1%	45 49.5% 8.2%	185 48.3% 33.6%	108 50.5% 19.6%	99 40.7% 18.0%	110 41.2% 20.0%	220 47.2% 39.9%	279 44.5% 50.6%	46 46.9% 8.3%	63 48.5% 11.4%	196 42.2% 35.6%
I like loyalty programs like frequent flyer or frequent shopper programs	252 20.6% 100.0%	235 20.5% 93.3%	36 25.9% 14.3%	34 27.4% 13.5%	36 21.4% 14.3%	37 19.7% 14.7%	30 22.1% 11.9%	17 14.7% 6.7%	14 13.5% 5.6%	31 18.0% 12.3%	18 19.6% 7.1%	91 23.5% 36.1%	52 24.0% 20.6%	41 16.7% 16.3%	47 17.5% 18.7%	107 22.6% 42.5%	118 18.6% 46.8%	23 23.2% 9.1%	33 25.4% 13.1%	96 20.6% 38.1%
Frequent buyer or savings club programs are a waste of my time	105 8.6% 100.0%	92 8.0% 87.6%	6 4.3% 5.7%	10 8.1% 9.5%	7 4.7% 6.7%	21 11.2% 20.0%	3 2.2% 2.9%	17 14.7% 16.2%	7 6.7% 6.7%	21 12.2% 20.0%	9 9.8% 8.6%	22 5.7% 21.0%	15 6.9% 14.3%	18 7.3% 17.1%	39 14.6% 37.1%	41 8.7% 39.0%	51 8.1% 48.6%	13 13.1% 12.4%	10 7.8% 9.5%	41 8.8% 39.0%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	192 15.8% 100.0%	177 15.5% 92.2%	14 10.1% 7.3%	15 12.2% 7.8%	9 5.4% 4.7%	35 18.7% 18.2%	12 8.8% 6.3%	19 16.5% 9.9%	28 26.7% 14.6%	45 26.2% 23.4%	21 23.1% 10.9%	43 11.3% 22.4%	29 13.6% 15.1%	43 17.6% 22.4%	54 19.9% 28.1%	78 16.7% 40.6%	96 15.2% 50.0%	14 14.1% 7.3%	19 14.6% 9.9%	81 17.5% 42.2%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Time Pressure/Allocation/Free Time																				
It's a daily challenge for me to find time for both work and my personal life	385	364	39	32	56	46	46	29	38	78	32	120	84	70	75	153	190	38	37	150
	32.1%	32.0%	28.3%	25.8%	33.5%	24.6%	34.1%	25.2%	36.5%	46.2%	35.2%	31.6%	39.6%	28.9%	28.7%	33.4%	30.3%	39.2%	28.7%	32.9%
	100.0%	94.5%	10.1%	8.3%	14.5%	11.9%	11.9%	7.5%	9.9%	20.3%	8.3%	31.2%	21.8%	18.2%	19.5%	39.7%	49.4%	9.9%	9.6%	39.0%
I have difficulty juggling work and family demands	230	218	24	18	32	28	22	23	28	43	22	64	46	50	46	86	117	25	15	92
	19.1%	19.2%	17.6%	14.6%	19.0%	15.1%	16.4%	19.8%	26.7%	25.3%	24.2%	16.9%	21.7%	20.5%	17.3%	18.4%	18.8%	25.8%	11.6%	20.0%
	100.0%	94.8%	10.4%	7.8%	13.9%	12.2%	9.6%	10.0%	12.2%	18.7%	9.6%	27.8%	20.0%	21.7%	20.0%	37.4%	50.9%	10.9%	6.5%	40.0%
I have less leisure time than I used to	613	576	76	41	102	74	75	43	59	106	44	214	124	118	106	237	316	50	56	252
	50.2%	50.3%	55.1%	33.3%	60.7%	39.4%	55.1%	37.1%	56.7%	62.0%	48.4%	55.7%	57.4%	47.8%	39.4%	50.2%	50.0%	50.5%	43.1%	54.1%
	100.0%	94.0%	12.4%	6.7%	16.6%	12.1%	12.2%	7.0%	9.6%	17.3%	7.2%	34.9%	20.2%	19.2%	17.3%	38.7%	51.5%	8.2%	9.1%	41.1%
My lifestyle is hectic	482	460	58	37	77	58	54	39	47	90	40	159	97	92	89	183	242	53	46	185
	39.9%	40.4%	42.0%	30.1%	45.8%	31.2%	40.0%	33.9%	45.6%	52.6%	44.9%	41.5%	45.1%	37.6%	33.5%	39.3%	38.5%	54.1%	35.9%	40.0%
	100.0%	95.4%	12.0%	7.7%	16.0%	12.0%	11.2%	8.1%	9.8%	18.7%	8.3%	33.0%	20.1%	19.1%	18.5%	38.0%	50.2%	11.0%	9.5%	38.4%
My work requires me to work long hours	611	577	85	39	99	91	76	40	52	95	41	217	115	122	109	214	330	58	63	235
	50.5%	50.5%	61.2%	31.5%	58.9%	48.7%	56.3%	34.5%	50.0%	56.2%	45.6%	57.0%	53.5%	50.0%	40.5%	45.9%	52.5%	58.6%	48.5%	51.1%
	100.0%	94.4%	13.9%	6.4%	16.2%	14.9%	12.4%	6.5%	8.5%	15.5%	6.7%	35.5%	18.8%	20.0%	17.8%	35.0%	54.0%	9.5%	10.3%	38.5%
I'm so busy that when I do take time off, I really want to make my free time count	693	650	93	56	105	93	89	58	58	98	55	234	139	130	129	269	357	57	71	268
	56.8%	56.9%	66.9%	45.2%	62.5%	49.7%	65.4%	50.0%	55.2%	58.3%	59.8%	61.1%	64.1%	52.6%	48.1%	57.2%	56.4%	58.2%	54.6%	57.4%
	100.0%	93.8%	13.4%	8.1%	15.2%	13.4%	12.8%	8.4%	8.4%	14.1%	7.9%	33.8%	20.1%	18.8%	18.6%	38.8%	51.5%	8.2%	10.2%	38.7%
I spend most of my free time at home	679	644	71	73	73	139	43	64	64	117	57	200	115	136	163	274	339	53	74	262
	56.8%	56.6%	51.8%	59.3%	44.2%	74.3%	31.6%	55.2%	62.1%	68.4%	62.6%	52.6%	54.2%	56.4%	62.5%	59.7%	54.4%	54.1%	56.9%	57.0%
	100.0%	94.8%	10.5%	10.8%	10.8%	20.5%	6.3%	9.4%	9.4%	17.2%	8.4%	29.5%	16.9%	20.0%	24.0%	40.4%	49.9%	7.8%	10.9%	38.6%
I wish I had more time to spend with my friends	381	359	58	32	60	37	56	21	47	48	30	124	84	67	73	142	208	29	36	156
	31.2%	31.3%	41.7%	25.8%	35.7%	19.9%	41.2%	18.1%	44.8%	27.9%	32.6%	32.1%	38.9%	27.3%	27.0%	30.0%	32.9%	29.6%	27.7%	33.5%
	100.0%	94.2%	15.2%	8.4%	15.7%	9.7%	14.7%	5.5%	12.3%	12.6%	7.9%	32.5%	22.0%	17.6%	19.2%	37.3%	54.6%	7.6%	9.4%	40.9%
I spend most of my free time with my family	661	626	68	65	82	128	58	78	41	106	50	208	119	129	149	265	329	56	75	252
	54.4%	54.9%	48.9%	52.8%	48.8%	68.1%	43.0%	67.8%	39.8%	62.4%	54.9%	53.9%	55.1%	52.4%	56.7%	56.1%	52.4%	57.7%	58.1%	54.3%
	100.0%	94.7%	10.3%	9.8%	12.4%	19.4%	8.8%	11.8%	6.2%	16.0%	7.6%	31.5%	18.0%	19.5%	22.5%	40.1%	49.8%	8.5%	11.3%	38.1%
I frequently entertain guests at home	277	262	52	27	40	44	36	23	8	32	15	105	55	55	44	102	137	32	38	95
	22.7%	22.9%	37.4%	22.0%	23.8%	23.4%	26.5%	19.8%	7.7%	18.7%	16.3%	27.2%	25.5%	22.3%	16.5%	21.7%	21.6%	32.3%	29.2%	20.3%
	100.0%	94.6%	18.8%	9.7%	14.4%	15.9%	13.0%	8.3%	2.9%	11.6%	5.4%	37.9%	19.9%	19.9%	15.9%	36.8%	49.5%	11.6%	13.7%	34.3%
Success,Relationship, Optimism																				
I consider myself highly successful	436	415	67	47	72	73	54	34	13	55	33	138	80	88	93	159	230	40	71	138
	35.8%	36.2%	48.2%	38.2%	42.9%	38.8%	39.7%	29.3%	12.4%	32.0%	36.3%	35.9%	37.2%	35.8%	34.6%	33.9%	36.4%	40.4%	55.0%	29.8%
	100.0%	95.2%	15.4%	10.8%	16.5%	16.7%	12.4%	7.8%	3.0%	12.6%	7.6%	31.7%	18.3%	20.2%	21.3%	36.5%	52.8%	9.2%	16.3%	31.7%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELE-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm more successful than most of the people I know	300 24.8% 100.0%	281 24.7% 93.7%	55 39.6% 18.3%	32 26.0% 10.7%	47 28.1% 15.7%	38 20.3% 12.7%	38 28.1% 12.7%	25 21.7% 8.3%	14 13.5% 4.7%	32 18.9% 10.7%	19 20.7% 6.3%	92 24.3% 30.7%	51 23.6% 17.0%	61 24.8% 20.3%	71 26.8% 23.7%	113 24.2% 37.7%	147 23.4% 49.0%	35 35.7% 11.7%	48 37.5% 16.0%	100 21.8% 33.3%
Achieving balance between work, family and social life is critical to my definition of success	738 61.7% 100.0%	710 62.3% 96.2%	92 67.2% 12.5%	77 62.6% 10.4%	120 71.9% 16.3%	118 63.1% 16.0%	98 72.1% 13.3%	63 54.3% 8.5%	49 47.1% 6.6%	93 54.7% 12.6%	63 69.2% 8.5%	240 62.8% 32.5%	140 65.7% 19.0%	144 59.8% 19.5%	142 55.3% 19.2%	286 62.7% 38.8%	391 62.3% 53.0%	53 55.2% 7.2%	86 66.7% 11.7%	273 59.7% 37.0%
I lead a healthy lifestyle	482 40.2% 100.0%	458 40.1% 95.0%	52 37.4% 10.8%	53 43.4% 11.0%	77 45.8% 16.0%	81 43.1% 16.8%	58 42.6% 12.0%	45 39.5% 9.3%	23 21.9% 4.8%	69 40.4% 14.3%	44 48.9% 9.1%	152 39.9% 31.5%	94 44.3% 19.5%	86 35.5% 17.8%	99 37.6% 20.5%	198 43.1% 41.1%	237 37.7% 49.2%	39 40.6% 8.1%	60 46.9% 12.4%	159 34.6% 33.0%
I believe it's more important for a wife to help her husbands career than to have one herself	109 9.1% 100.0%	100 8.9% 91.7%	14 10.1% 12.8%	15 12.6% 13.8%	10 6.1% 9.2%	11 5.9% 10.1%	6 4.4% 5.5%	9 7.9% 8.3%	18 17.8% 16.5%	17 10.1% 15.6%	5 5.6% 4.6%	32 8.3% 29.4%	22 10.4% 20.2%	25 10.4% 22.9%	23 8.7% 21.1%	40 8.6% 36.7%	57 9.2% 52.3%	10 10.1% 9.2%	11 8.8% 10.1%	46 10.0% 42.2%
I believe it's better for everyone involved if the woman takes care of the home and family	249 20.6% 100.0%	231 20.3% 92.8%	19 13.7% 7.6%	23 18.7% 9.2%	19 11.5% 7.6%	38 20.3% 15.3%	19 14.1% 7.6%	28 24.3% 11.2%	33 32.0% 13.3%	52 30.8% 20.9%	20 22.0% 8.0%	77 20.3% 30.9%	49 22.8% 19.7%	54 22.1% 21.7%	49 18.5% 19.7%	115 24.7% 46.2%	113 18.0% 45.4%	17 17.3% 6.8%	24 18.8% 9.6%	101 22.0% 40.6%
Being the best at my job is extremely important to me	988 80.9% 100.0%	931 81.2% 94.2%	124 89.2% 12.6%	95 76.6% 9.6%	147 87.5% 14.9%	146 77.7% 14.8%	105 77.8% 10.6%	97 83.6% 9.8%	77 73.3% 7.8%	140 81.9% 14.2%	80 87.0% 8.1%	320 82.9% 32.4%	181 83.8% 18.3%	190 76.9% 19.2%	208 77.9% 21.1%	379 80.5% 38.4%	515 81.4% 52.1%	80 80.8% 8.1%	109 83.8% 11.0%	368 79.0% 37.2%
I feel guilty that I don't spend enough time with my family	297 24.5% 100.0%	281 24.7% 94.6%	36 26.1% 12.1%	27 22.1% 9.1%	30 18.0% 10.1%	37 19.9% 12.5%	41 30.1% 13.8%	24 20.9% 8.1%	35 33.7% 11.8%	51 30.0% 17.2%	28 31.1% 9.4%	104 27.4% 35.0%	54 25.0% 18.2%	53 21.5% 17.8%	53 19.8% 17.8%	123 26.3% 41.4%	149 23.7% 50.2%	22 22.4% 7.4%	27 20.8% 9.1%	144 30.8% 48.5%
I approach each day optimistically	702 58.5% 100.0%	673 58.7% 95.9%	97 69.8% 13.8%	73 58.9% 10.4%	108 64.3% 15.4%	117 62.2% 16.7%	75 55.1% 10.7%	73 62.9% 10.4%	30 29.1% 4.3%	100 58.1% 14.2%	54 59.3% 7.7%	216 56.8% 30.8%	132 62.0% 18.8%	129 53.3% 18.4%	164 62.4% 23.4%	270 59.0% 38.5%	362 57.6% 51.6%	60 61.2% 8.5%	86 66.2% 12.3%	234 51.1% 33.3%
I try to find small victories every day	519 42.5% 100.0%	485 42.4% 93.4%	79 57.2% 15.2%	63 50.8% 12.1%	79 47.0% 15.2%	86 46.2% 16.6%	45 33.1% 8.7%	47 40.9% 9.1%	32 30.5% 6.2%	54 31.4% 10.4%	42 46.2% 8.1%	155 40.3% 29.9%	99 45.6% 19.1%	100 40.8% 19.3%	117 43.5% 22.5%	193 41.0% 37.2%	268 42.3% 51.6%	51 51.5% 9.8%	72 55.8% 13.9%	170 36.3% 32.8%
I'm extremely happy with my life	743 61.3% 100.0%	705 61.7% 94.9%	90 64.7% 12.1%	70 57.4% 9.4%	111 66.1% 14.9%	137 73.3% 18.4%	94 69.1% 12.7%	65 56.5% 8.7%	29 27.6% 3.9%	109 63.7% 14.7%	61 67.0% 8.2%	246 64.1% 33.1%	139 65.3% 18.7%	139 57.2% 18.7%	148 54.8% 19.9%	285 60.8% 38.4%	386 61.5% 52.0%	58 58.6% 7.8%	94 73.4% 12.7%	259 55.9% 34.9%
I enjoy spending money on my home	543 45.0% 100.0%	514 45.2% 94.7%	84 60.4% 15.5%	55 44.7% 10.1%	73 43.7% 13.4%	79 42.0% 14.5%	57 42.5% 10.5%	40 35.4% 7.4%	37 35.6% 6.8%	89 52.4% 16.4%	47 51.6% 8.7%	191 49.5% 35.2%	99 46.5% 18.2%	104 43.2% 19.2%	97 36.5% 17.9%	214 45.9% 39.4%	283 45.1% 52.1%	39 39.8% 7.2%	62 48.4% 11.4%	196 42.4% 36.1%
My home is my pride and joy	647 53.2% 100.0%	611 53.3% 94.4%	82 59.0% 12.7%	71 57.3% 11.0%	70 41.9% 10.8%	122 64.9% 18.9%	48 35.6% 7.4%	64 55.2% 9.9%	46 43.8% 7.1%	108 62.8% 16.7%	56 61.5% 8.7%	209 54.3% 32.3%	110 51.2% 17.0%	120 49.0% 18.5%	144 53.3% 22.3%	255 54.3% 39.4%	337 53.3% 52.1%	46 46.5% 7.1%	80 61.5% 12.4%	228 49.1% 35.2%
Having close friendships is critical to happiness	680 56.7% 100.0%	645 57.4% 94.9%	96 69.1% 14.1%	75 64.1% 11.0%	110 67.1% 16.2%	87 47.0% 12.8%	93 68.9% 13.7%	52 46.0% 7.6%	55 53.4% 8.1%	77 45.8% 11.3%	46 51.1% 6.8%	220 58.5% 32.4%	135 63.4% 19.9%	131 54.1% 19.3%	141 53.2% 20.7%	238 51.5% 35.0%	370 59.3% 54.4%	62 65.3% 9.1%	78 61.9% 11.5%	257 56.2% 37.8%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Having close family relationships is critical to happiness	892 74.6% 100.0%	853 74.9% 95.6%	106 76.8% 11.9%	85 68.5% 9.5%	125 74.9% 14.0%	157 83.5% 17.6%	103 76.3% 11.5%	82 71.9% 9.2%	66 62.9% 7.4%	129 76.8% 14.5%	66 72.5% 7.4%	285 75.4% 32.0%	162 76.1% 18.2%	179 74.6% 20.1%	193 73.9% 21.6%	347 75.9% 38.9%	461 73.9% 51.7%	75 76.5% 8.4%	95 73.1% 10.7%	337 74.1% 37.8%
I take time out to make the most of everyday special occasions	408 33.6% 100.0%	383 33.5% 93.9%	63 45.3% 15.4%	54 44.3% 13.2%	41 24.4% 10.0%	76 40.6% 18.6%	37 27.2% 9.1%	35 30.2% 8.6%	23 22.3% 5.6%	54 31.4% 13.2%	38 42.2% 9.3%	120 31.1% 29.4%	80 37.0% 19.6%	82 33.6% 20.1%	82 30.8% 20.1%	157 33.6% 38.5%	210 33.2% 51.5%	34 35.1% 8.3%	55 43.0% 13.5%	129 27.9% 31.6%
I frequently treat myself to some of lifes little luxuries	623 51.1% 100.0%	592 51.7% 95.0%	107 77.5% 17.2%	72 58.1% 11.6%	100 59.5% 16.1%	90 47.9% 14.4%	74 54.4% 11.9%	50 43.1% 8.0%	34 32.4% 5.5%	65 38.0% 10.4%	53 58.2% 8.5%	224 58.2% 36.0%	104 48.4% 16.7%	107 43.7% 17.2%	126 46.7% 20.2%	222 47.2% 35.6%	328 51.9% 52.6%	62 62.6% 10.0%	90 69.2% 14.4%	201 43.3% 32.3%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	412 34.2% 100.0%	395 34.5% 95.9%	84 60.4% 20.4%	52 41.9% 12.6%	67 39.9% 16.3%	55 29.3% 13.3%	52 38.2% 12.6%	21 18.1% 5.1%	21 20.2% 5.1%	43 25.3% 10.4%	33 36.3% 8.0%	154 40.4% 37.4%	69 32.4% 16.7%	69 28.5% 16.7%	81 30.7% 19.7%	156 34.1% 37.9%	199 31.5% 48.3%	49 50.0% 11.9%	72 55.4% 17.5%	131 28.5% 31.8%
Having a strong relationship with my spouse is extremely important to me	781 92.3% 100.0%	738 92.7% 94.5%	79 89.8% 10.1%	79 92.9% 10.1%	109 95.6% 14.0%	147 96.1% 18.8%	76 93.8% 9.7%	83 95.4% 10.6%	43 76.8% 5.5%	122 92.4% 15.6%	59 93.7% 7.6%	247 94.3% 31.6%	134 89.9% 17.2%	156 92.3% 20.0%	176 90.7% 22.5%	301 93.5% 38.5%	409 91.3% 52.4%	62 93.9% 7.9%	89 94.7% 11.4%	289 92.6% 37.0%
Being a good parent is extremely important to me	740 91.8% 100.0%	700 91.9% 94.6%	77 92.8% 10.4%	79 90.8% 10.7%	87 93.5% 11.8%	132 95.7% 17.8%	62 92.5% 8.4%	83 90.2% 11.2%	53 81.5% 7.2%	127 92.7% 17.2%	48 85.7% 6.5%	222 91.7% 30.0%	130 92.9% 17.6%	160 92.5% 21.6%	174 92.6% 23.5%	287 91.1% 38.8%	385 92.1% 52.0%	61 95.3% 8.2%	84 92.3% 11.4%	277 91.7% 37.4%
<u>Stylishness</u>																				
Making sure I look my best at all times is very important to me	423 34.8% 100.0%	394 34.6% 93.1%	73 52.5% 17.3%	49 39.8% 11.6%	49 29.3% 11.6%	54 29.2% 12.8%	36 26.7% 8.5%	33 28.4% 7.8%	32 31.1% 7.6%	68 39.5% 16.1%	38 41.8% 9.0%	142 37.0% 33.6%	80 37.2% 18.9%	70 28.7% 16.5%	86 32.1% 20.3%	169 36.1% 40.0%	212 33.6% 50.1%	34 34.3% 8.0%	52 40.0% 12.3%	135 29.2% 31.9%
I consider myself to be very fashion conscious	205 16.8% 100.0%	189 16.5% 92.2%	47 33.8% 22.9%	13 10.5% 6.3%	29 17.4% 14.1%	24 12.9% 11.7%	32 23.5% 15.6%	15 12.9% 7.3%	12 11.4% 5.9%	17 9.9% 8.3%	22 23.9% 10.7%	96 24.9% 46.8%	32 14.8% 15.6%	27 11.0% 13.2%	25 9.3% 12.2%	79 16.7% 38.5%	103 16.3% 50.2%	18 18.4% 8.8%	25 19.2% 12.2%	67 14.3% 32.7%
What others think about me is very important	335 27.6% 100.0%	312 27.3% 93.1%	44 31.7% 13.1%	34 27.6% 10.1%	49 29.3% 14.6%	47 25.3% 14.0%	43 31.6% 12.8%	19 16.4% 5.7%	33 32.0% 9.9%	43 25.1% 12.8%	24 26.4% 7.2%	117 30.8% 34.9%	66 30.7% 19.7%	60 24.3% 17.9%	63 23.4% 18.8%	124 26.4% 37.0%	183 29.0% 54.6%	25 25.3% 7.5%	39 30.0% 11.6%	130 28.0% 38.8%
I am completely satisfied with my physical appearance	453 37.8% 100.0%	433 37.9% 95.6%	54 38.8% 11.9%	44 35.8% 9.7%	59 35.1% 13.0%	86 46.0% 19.0%	46 34.1% 10.2%	43 37.1% 9.5%	21 20.0% 4.6%	80 47.1% 17.7%	44 48.9% 9.7%	146 38.3% 32.2%	93 43.7% 20.5%	83 34.2% 18.3%	84 32.2% 18.5%	163 35.6% 36.0%	243 38.7% 53.6%	40 40.8% 8.8%	67 51.9% 14.8%	156 34.1% 34.4%
I like to go to the latest movies	322 26.5% 100.0%	303 26.4% 94.1%	58 41.7% 18.0%	25 20.2% 7.8%	56 33.3% 17.4%	35 18.6% 10.9%	45 33.3% 14.0%	17 14.7% 5.3%	26 24.8% 8.1%	41 24.0% 12.7%	25 27.8% 7.8%	123 31.9% 38.2%	63 29.4% 19.6%	51 20.7% 15.8%	55 20.4% 17.1%	124 26.4% 38.5%	165 26.1% 51.2%	24 24.2% 7.5%	39 30.0% 12.1%	114 24.6% 35.4%
I like to discover new and different places to go	695 57.2% 100.0%	659 57.7% 94.8%	102 74.5% 14.7%	72 58.1% 10.4%	112 66.7% 16.1%	104 55.3% 15.0%	93 68.4% 13.4%	48 42.1% 6.9%	46 44.2% 6.6%	82 47.7% 11.8%	50 54.9% 7.2%	221 57.6% 31.8%	134 62.6% 19.3%	140 57.1% 20.1%	144 53.5% 20.7%	257 54.9% 37.0%	366 57.9% 52.7%	64 65.3% 9.2%	91 70.0% 13.1%	248 53.6% 35.7%
I like to go to the most popular restaurants and bars	251 20.7% 100.0%	239 20.9% 95.2%	56 40.3% 22.3%	22 17.9% 8.8%	44 26.2% 17.5%	19 10.1% 7.6%	47 34.8% 18.7%	12 10.4% 4.8%	14 13.5% 5.6%	25 14.5% 10.0%	24 26.4% 9.6%	100 26.0% 39.8%	54 25.2% 21.5%	33 13.6% 13.1%	35 13.0% 13.9%	92 19.6% 36.7%	132 21.0% 52.6%	23 23.5% 9.2%	34 26.4% 13.5%	84 18.2% 33.5%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I am comfortable being separate from the crowd	850 71.3% 100.0%	813 71.8% 95.6%	107 77.5% 12.6%	84 68.9% 9.9%	113 68.9% 13.3%	153 81.8% 18.0%	88 65.2% 10.4%	85 74.6% 10.0%	53 51.0% 6.2%	130 76.9% 15.3%	70 76.9% 8.2%	250 66.5% 29.4%	161 75.2% 18.9%	175 72.6% 20.6%	189 73.0% 22.2%	314 69.5% 36.9%	443 70.5% 52.1%	81 84.4% 9.5%	97 76.4% 11.4%	307 67.5% 36.1%
Self-Image																				
I am more confident in myself than most people	681 55.9% 100.0%	643 56.2% 94.4%	100 71.9% 14.7%	67 54.0% 9.8%	99 58.9% 14.5%	105 56.5% 15.4%	81 59.6% 11.9%	61 53.0% 9.0%	39 37.1% 5.7%	91 53.2% 13.4%	56 60.9% 8.2%	219 57.0% 32.2%	123 56.9% 18.1%	140 56.7% 20.6%	138 51.7% 20.3%	251 53.2% 36.9%	358 56.7% 52.6%	62 62.6% 9.1%	88 67.7% 12.9%	227 48.9% 33.3%
I have a better sense of humor than most people	713 59.7% 100.0%	682 60.0% 95.7%	91 65.9% 12.8%	75 61.0% 10.5%	111 66.9% 15.6%	103 55.1% 14.4%	81 60.4% 11.4%	60 51.7% 8.4%	56 54.4% 7.9%	105 61.8% 14.7%	61 67.8% 8.6%	230 60.5% 32.3%	136 64.5% 19.1%	132 55.2% 18.5%	147 56.1% 20.6%	255 56.0% 35.8%	376 60.2% 52.7%	71 72.4% 10.0%	90 70.3% 12.6%	247 54.4% 34.6%
I am more open-minded than most people	658 54.5% 100.0%	624 55.2% 94.8%	84 60.9% 12.8%	68 56.7% 10.3%	91 54.5% 13.8%	100 53.8% 15.2%	85 63.0% 12.9%	50 45.0% 7.6%	52 50.0% 7.9%	94 55.3% 14.3%	49 54.4% 7.4%	208 54.7% 31.6%	125 57.9% 19.0%	117 48.5% 17.8%	154 57.7% 23.4%	257 55.3% 39.1%	330 52.6% 50.2%	60 61.9% 9.1%	80 62.5% 12.2%	244 52.8% 37.1%
I do not like pretentious people	855 72.0% 100.0%	819 72.3% 95.8%	103 75.2% 12.0%	85 68.5% 9.9%	133 80.1% 15.6%	145 78.8% 17.0%	91 67.9% 10.6%	80 69.6% 9.4%	59 56.2% 6.9%	123 73.7% 14.4%	63 70.8% 7.4%	255 66.6% 29.8%	146 70.5% 17.1%	183 76.9% 21.4%	204 78.8% 23.9%	324 71.4% 37.9%	455 73.3% 53.2%	72 74.2% 8.4%	94 74.0% 11.0%	310 69.0% 36.3%
General Price/Value/Budget Challenge																				
It's worth it to me to spend extra for the best quality	728 59.7% 100.0%	692 60.5% 95.1%	104 75.4% 14.3%	73 59.3% 10.0%	116 69.5% 15.9%	114 61.0% 15.7%	80 58.8% 11.0%	58 50.0% 8.0%	50 47.6% 6.9%	97 56.7% 13.3%	54 58.7% 7.4%	254 66.0% 34.9%	131 60.6% 18.0%	140 56.9% 19.2%	141 52.6% 19.4%	276 58.7% 37.9%	376 59.4% 51.6%	63 64.3% 8.7%	85 65.9% 11.7%	269 57.7% 37.0%
Once I find a brand that satisfies me, I usually don't experiment with new ones	507 42.2% 100.0%	479 42.3% 94.5%	45 33.1% 8.9%	40 32.8% 7.9%	58 34.7% 11.4%	80 43.0% 15.8%	52 38.8% 10.3%	54 47.0% 10.7%	49 47.1% 9.7%	101 59.8% 19.9%	40 44.4% 7.9%	168 44.7% 33.1%	90 42.5% 17.8%	91 37.3% 17.9%	113 42.2% 22.3%	211 45.8% 41.6%	254 40.6% 50.1%	36 36.7% 7.1%	43 33.6% 8.5%	213 46.5% 42.0%
I can't afford all the luxuries of life	809 66.0% 100.0%	757 66.0% 93.6%	75 54.0% 9.3%	72 58.1% 8.9%	107 63.7% 13.2%	121 64.4% 15.0%	85 62.5% 10.5%	78 67.2% 9.6%	90 86.5% 11.1%	129 75.0% 15.9%	70 76.1% 8.7%	235 60.7% 29.0%	143 65.9% 17.7%	170 69.1% 21.0%	183 67.8% 22.6%	336 71.0% 41.5%	403 63.5% 49.8%	57 57.6% 7.0%	68 52.3% 8.4%	348 74.7% 43.0%
I usually shop around to find the best price	695 57.1% 100.0%	652 57.0% 93.8%	74 53.2% 10.6%	76 61.8% 10.9%	90 53.6% 12.9%	118 63.1% 17.0%	67 49.3% 9.6%	66 57.4% 9.5%	55 52.9% 7.9%	106 62.0% 15.3%	56 60.9% 8.1%	202 52.5% 29.1%	142 65.7% 20.4%	133 53.8% 19.1%	155 58.3% 22.3%	291 61.4% 41.9%	346 55.0% 49.8%	48 48.5% 6.9%	71 54.6% 10.2%	261 56.3% 37.6%
Adventure Sought																				
I'm much more adventurous than most people I know	470 38.7% 100.0%	446 38.9% 94.9%	76 54.7% 16.2%	50 40.3% 10.6%	78 46.4% 16.6%	66 35.1% 14.0%	61 44.9% 13.0%	33 28.7% 7.0%	27 25.7% 5.7%	55 32.2% 11.7%	38 41.8% 8.1%	149 38.8% 31.7%	92 43.0% 19.6%	93 37.8% 19.8%	94 35.1% 20.0%	173 37.0% 36.8%	249 39.3% 53.0%	43 43.4% 9.1%	70 53.8% 14.9%	146 31.6% 31.1%
I enjoy taking risks	365 30.0% 100.0%	345 30.1% 94.5%	64 46.0% 17.5%	38 30.9% 10.4%	58 34.5% 15.9%	41 21.8% 11.2%	49 36.0% 13.4%	23 19.8% 6.3%	35 33.3% 9.6%	37 21.5% 10.1%	30 32.6% 8.2%	122 31.7% 33.4%	75 34.7% 20.5%	80 32.5% 21.9%	55 20.6% 15.1%	133 28.2% 36.4%	189 30.0% 51.8%	38 38.4% 10.4%	49 38.3% 13.4%	142 30.5% 38.9%
I wish I had more adventure in my life	359 30.0% 100.0%	336 29.9% 93.6%	47 34.3% 13.1%	41 34.2% 11.4%	48 28.9% 13.4%	37 19.9% 10.3%	34 25.8% 9.5%	29 25.2% 8.1%	55 53.4% 15.3%	45 27.3% 12.5%	24 26.1% 6.7%	116 30.9% 32.3%	73 34.9% 20.3%	75 30.5% 20.9%	68 25.9% 18.9%	148 32.0% 41.2%	173 27.9% 48.2%	34 35.1% 9.5%	38 29.7% 10.6%	134 29.7% 37.3%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm not really interested in adventure, I prefer to take it easy in my free time	295 24.3% 100.0%	280 24.5% 94.9%	25 18.1% 8.5%	30 24.4% 10.2%	25 14.9% 8.5%	48 25.5% 16.3%	20 14.9% 6.8%	41 35.7% 13.9%	29 27.6% 9.8%	62 36.3% 21.0%	28 30.8% 9.5%	84 21.8% 28.5%	56 26.7% 19.0%	53 21.6% 18.0%	71 26.3% 24.1%	134 28.6% 45.4%	138 21.9% 46.8%	18 18.4% 6.1%	26 20.2% 8.8%	116 25.1% 39.3%
<u>Shopping</u>																				
I hate to shop	396 32.5% 100.0%	364 31.8% 91.9%	32 23.2% 8.1%	33 26.8% 8.3%	46 27.4% 11.6%	61 32.4% 15.4%	35 25.7% 8.8%	45 39.1% 11.4%	33 31.7% 8.3%	79 45.9% 19.9%	34 37.0% 8.6%	109 28.5% 27.5%	72 33.2% 18.2%	73 29.8% 18.4%	106 39.6% 26.8%	167 35.5% 42.2%	185 29.3% 46.7%	40 40.4% 10.1%	39 30.0% 9.8%	157 33.7% 39.6%
I love catalogs	386 31.8% 100.0%	366 32.0% 94.8%	59 42.4% 15.3%	53 42.7% 13.7%	53 31.7% 13.7%	54 29.0% 14.0%	26 19.3% 6.7%	27 23.3% 7.0%	35 33.7% 9.1%	59 34.3% 15.3%	28 30.8% 7.3%	117 30.6% 30.3%	74 34.4% 19.2%	72 29.4% 18.7%	90 33.6% 23.3%	145 31.0% 37.6%	204 32.4% 52.8%	30 30.3% 7.8%	48 36.9% 12.4%	136 29.3% 35.2%
I love to shop for products that personally interest me	721 59.4% 100.0%	683 59.8% 94.7%	102 73.4% 14.1%	82 67.2% 11.4%	100 60.2% 13.9%	108 57.4% 15.0%	78 57.4% 10.8%	51 44.0% 7.1%	64 61.5% 8.9%	98 57.0% 13.6%	62 68.1% 8.6%	241 62.6% 33.4%	136 63.3% 18.9%	141 57.8% 19.6%	136 50.7% 18.9%	270 57.6% 37.4%	378 59.9% 52.4%	62 63.3% 8.6%	82 63.1% 11.4%	261 56.4% 36.2%
When I shop, I'm extremely focused	572 47.6% 100.0%	543 47.5% 94.9%	70 50.4% 12.2%	63 50.8% 11.0%	82 48.8% 14.3%	102 54.5% 17.8%	52 38.5% 9.1%	54 47.0% 9.4%	34 32.7% 5.9%	86 50.0% 15.0%	48 52.7% 8.4%	160 41.9% 28.0%	98 46.2% 17.1%	114 46.9% 19.9%	147 55.9% 25.7%	223 48.8% 39.0%	294 46.6% 51.4%	46 47.4% 8.0%	67 51.9% 11.7%	193 42.1% 33.7%
I rarely buy things on impulse	502 41.6% 100.0%	469 41.0% 93.4%	37 26.6% 7.4%	46 37.1% 9.2%	71 42.3% 14.1%	104 55.3% 20.7%	44 32.4% 8.8%	60 52.6% 12.0%	41 39.0% 8.2%	66 38.8% 13.1%	40 44.0% 8.0%	129 33.8% 25.7%	99 46.3% 19.7%	95 39.1% 18.9%	132 49.6% 26.3%	189 40.9% 37.6%	258 40.9% 51.4%	44 44.9% 8.8%	48 36.9% 9.6%	180 39.1% 35.9%
I prefer stores that offer expert advice and assistance	682 55.9% 100.0%	635 55.6% 93.1%	93 67.4% 13.6%	73 59.3% 10.7%	105 62.9% 15.4%	110 58.5% 16.1%	70 51.5% 10.3%	52 45.2% 7.6%	48 45.7% 7.0%	84 49.1% 12.3%	59 64.1% 8.7%	217 56.2% 31.8%	121 56.3% 17.7%	128 52.2% 18.8%	149 55.4% 21.8%	260 54.9% 38.1%	357 56.5% 52.3%	58 59.2% 8.5%	79 61.2% 11.6%	258 55.4% 37.8%
I prefer stores that offer the lowest prices	784 65.0% 100.0%	741 64.8% 94.5%	88 63.3% 11.2%	83 66.9% 10.6%	88 52.4% 11.2%	122 64.9% 15.6%	65 48.1% 8.3%	84 73.7% 10.7%	77 73.3% 9.8%	134 78.8% 17.1%	63 69.2% 8.0%	229 60.1% 29.2%	153 71.2% 19.5%	154 63.9% 19.6%	176 65.9% 22.4%	320 69.3% 40.8%	395 62.6% 50.4%	56 57.1% 7.1%	79 60.8% 10.1%	288 62.5% 36.7%
It's worth it to pay a little extra when a store offers good service	717 58.6% 100.0%	677 59.0% 94.4%	99 71.2% 13.8%	78 62.9% 10.9%	106 63.1% 14.8%	114 60.6% 15.9%	73 53.7% 10.2%	61 52.6% 8.5%	48 45.7% 6.7%	98 57.0% 13.7%	51 55.4% 7.1%	234 60.5% 32.6%	132 61.1% 18.4%	145 58.7% 20.2%	145 53.9% 20.2%	273 57.7% 38.1%	368 58.0% 51.3%	64 64.6% 8.9%	84 64.6% 11.7%	250 53.5% 34.9%
I prefer catalog shopping vs. going to a store	162 13.6% 100.0%	154 13.5% 95.1%	17 12.3% 10.5%	33 26.8% 20.4%	21 12.5% 13.0%	25 13.4% 15.4%	11 8.1% 6.8%	11 9.5% 6.8%	13 12.5% 8.0%	23 13.6% 14.2%	15 16.5% 9.3%	50 13.2% 30.9%	31 14.8% 19.1%	26 10.8% 16.0%	39 14.9% 24.1%	58 12.7% 35.8%	83 13.3% 51.2%	19 19.6% 11.7%	20 15.5% 12.3%	55 12.1% 34.0%
When I shop, I like to get in and get out as quickly as possible	795 66.3% 100.0%	758 66.4% 95.3%	75 54.0% 9.4%	80 64.5% 10.1%	105 62.5% 13.2%	133 71.5% 16.7%	83 61.0% 10.4%	75 65.2% 9.4%	66 63.5% 8.3%	141 82.9% 17.7%	69 75.8% 8.7%	240 63.0% 30.2%	135 63.1% 17.0%	161 66.8% 20.3%	183 70.1% 23.0%	318 69.3% 40.0%	398 63.5% 50.1%	72 74.2% 9.1%	85 65.4% 10.7%	304 66.2% 38.2%
Shopping by catalog is too expensive to do regularly	366 30.4% 100.0%	345 30.3% 94.3%	33 23.7% 9.0%	26 21.0% 7.1%	27 16.2% 7.4%	59 31.6% 16.1%	32 23.5% 8.7%	42 36.8% 11.5%	44 43.6% 12.0%	82 48.0% 22.4%	35 39.3% 9.6%	102 26.6% 27.9%	76 35.7% 20.8%	72 29.5% 19.7%	78 29.4% 21.3%	158 34.3% 43.2%	177 28.1% 48.4%	26 26.5% 7.1%	38 29.5% 10.4%	153 33.3% 41.8%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	410 33.7% 100.0%	395 34.4% 96.3%	64 46.0% 15.6%	46 37.1% 11.2%	54 32.1% 13.2%	63 33.5% 15.4%	34 25.0% 8.3%	39 33.6% 9.5%	36 34.3% 8.8%	59 34.3% 14.4%	40 44.0% 9.8%	126 32.8% 30.7%	78 36.1% 19.0%	79 32.2% 19.3%	86 31.9% 21.0%	152 32.3% 37.1%	211 33.4% 51.5%	39 39.4% 9.5%	56 43.1% 13.7%	149 32.1% 36.3%
I like shopping online	103 9.0% 100.0%	100 9.2% 97.1%	21 15.8% 20.4%	16 13.8% 15.5%	23 14.3% 22.3%	11 6.1% 10.7%	14 10.8% 13.6%	3 2.8% 2.9%	5 5.0% 4.9%	7 4.3% 6.8%	6 6.7% 5.8%	37 10.3% 35.9%	24 11.6% 23.3%	17 7.4% 16.5%	17 7.0% 16.5%	29 6.6% 28.2%	58 9.8% 56.3%	13 14.0% 12.6%	16 13.6% 15.5%	29 6.7% 28.2%
Male Bonding Desire																				
I wish there were more places to go that were primarily for men	211 17.3% 100.0%	196 17.1% 92.9%	41 29.5% 19.4%	24 19.5% 11.4%	22 13.1% 10.4%	19 10.2% 9.0%	16 11.8% 7.6%	11 9.5% 5.2%	33 31.4% 15.6%	30 17.5% 14.2%	23 25.0% 10.9%	59 15.4% 28.0%	48 22.1% 22.7%	38 15.4% 18.0%	40 15.0% 19.0%	86 18.3% 40.8%	98 15.5% 46.4%	23 23.2% 10.9%	35 26.9% 16.6%	72 15.5% 34.1%
I wish I were able to spend more time with my male friends	267 22.3% 100.0%	254 22.2% 95.1%	40 29.0% 15.0%	26 21.0% 9.7%	45 26.8% 16.9%	25 13.4% 9.4%	44 32.4% 16.5%	15 12.9% 5.6%	32 31.1% 12.0%	27 15.7% 10.1%	24 26.4% 9.0%	97 25.5% 36.3%	58 27.5% 21.7%	46 19.0% 17.2%	40 15.3% 15.0%	99 21.8% 37.1%	141 22.4% 52.8%	24 24.5% 9.0%	34 26.2% 12.7%	102 22.4% 38.2%
With all my other commitments, I don't spend as much time with my friends as I'd like to	372 30.5% 100.0%	353 30.9% 94.9%	48 35.0% 12.9%	34 27.6% 9.1%	65 38.7% 17.5%	35 18.7% 9.4%	54 40.0% 14.5%	25 21.6% 6.7%	40 38.1% 10.8%	52 30.2% 14.0%	24 26.1% 6.5%	125 32.6% 33.6%	73 33.6% 19.6%	74 30.2% 19.9%	72 27.0% 19.4%	146 31.0% 39.2%	189 29.9% 50.8%	34 34.7% 9.1%	35 26.9% 9.4%	158 34.0% 42.5%
I spend more time with my friends than I do with my family	159 13.2% 100.0%	152 13.5% 95.6%	17 12.3% 10.7%	18 14.6% 11.3%	16 9.7% 10.1%	9 4.9% 5.7%	37 27.4% 23.3%	11 9.5% 6.9%	28 27.5% 17.6%	16 9.6% 10.1%	16 17.6% 10.1%	57 15.1% 35.8%	30 14.2% 18.9%	26 10.7% 16.4%	28 10.5% 17.6%	67 14.5% 42.1%	77 12.4% 48.4%	15 15.2% 9.4%	16 12.7% 10.1%	75 16.5% 47.2%
Recognition																				
I like it when companies or brands that I am loyal to recognize me for my loyalty	870 71.5% 100.0%	825 72.1% 94.8%	117 84.2% 13.4%	96 78.0% 11.0%	128 76.2% 14.7%	126 67.7% 14.5%	89 65.4% 10.2%	66 56.9% 7.6%	77 73.3% 8.9%	126 73.7% 14.5%	69 75.0% 7.9%	278 73.0% 32.0%	163 75.1% 18.7%	171 69.5% 19.7%	178 66.4% 20.5%	339 72.0% 39.0%	450 71.3% 51.7%	70 71.4% 8.0%	104 80.6% 12.0%	328 70.4% 37.7%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	728 60.8% 100.0%	698 61.2% 95.9%	96 69.1% 13.2%	89 72.4% 12.2%	96 57.5% 13.2%	112 60.2% 15.4%	76 56.7% 10.4%	56 48.3% 7.7%	67 63.8% 9.2%	106 62.0% 14.6%	55 61.1% 7.6%	222 58.4% 30.5%	138 64.5% 19.0%	147 61.0% 20.2%	155 59.4% 21.3%	286 62.6% 39.3%	374 59.6% 51.4%	59 60.2% 8.1%	91 70.0% 12.5%	256 55.9% 35.2%
I like being rewarded by companies for my loyalty	901 75.7% 100.0%	852 75.5% 94.6%	113 82.5% 12.5%	96 78.0% 10.7%	126 75.9% 14.0%	133 71.9% 14.8%	96 72.2% 10.7%	72 64.3% 8.0%	87 82.9% 9.7%	129 77.2% 14.3%	73 80.2% 8.1%	284 75.1% 31.5%	160 77.7% 17.8%	176 73.6% 19.5%	196 74.0% 21.8%	351 77.5% 39.0%	468 75.0% 51.9%	69 70.4% 7.7%	97 76.4% 10.8%	337 74.4% 37.4%
I think companies should take better care of their loyal customers	912 75.0% 100.0%	864 75.6% 94.7%	110 79.1% 12.1%	92 74.2% 10.1%	134 80.7% 14.7%	135 72.2% 14.8%	104 76.5% 11.4%	83 71.6% 9.1%	81 77.1% 8.9%	125 73.5% 13.7%	67 72.8% 7.3%	294 76.6% 32.2%	170 78.7% 18.6%	180 73.2% 19.7%	192 72.2% 21.1%	360 76.4% 39.5%	465 73.8% 51.0%	78 78.8% 8.6%	103 79.8% 11.3%	353 75.8% 38.7%
Communication																				
I like it when companies send me information about their products	593 49.0% 100.0%	564 49.3% 95.1%	83 60.6% 14.0%	76 61.3% 12.8%	78 46.4% 13.2%	87 46.3% 14.7%	46 33.8% 7.8%	51 44.3% 8.6%	62 59.0% 10.5%	81 47.4% 13.7%	55 60.4% 9.3%	175 45.8% 29.5%	107 49.8% 18.0%	124 50.6% 20.9%	126 47.2% 21.2%	225 48.1% 37.9%	316 50.2% 53.3%	42 43.3% 7.1%	73 56.6% 12.3%	204 44.1% 34.4%

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UNDER PROTECTIVE ORDER
GC 017135

Cigar Segmentation

Q1A Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I wish I knew more about the products I buy a lot of	363 29.8% 100.0%	340 29.7% 93.7%	51 36.7% 14.0%	48 38.7% 13.2%	39 23.2% 10.7%	54 28.7% 14.9%	23 16.9% 6.3%	37 31.9% 10.2%	37 35.2% 10.2%	51 30.2% 14.0%	31 33.7% 8.5%	106 27.6% 29.2%	74 34.3% 20.4%	75 30.4% 20.7%	73 27.2% 20.1%	144 30.4% 39.7%	191 30.3% 52.6%	23 23.2% 6.3%	41 31.5% 11.3%	131 28.1% 36.1%
I don't mind sharing information with companies if it will result in improved products or services	878 72.0% 100.0%	826 72.0% 94.1%	112 80.6% 12.8%	93 75.0% 10.6%	115 68.5% 13.1%	139 73.9% 15.8%	79 58.1% 9.0%	82 70.7% 9.3%	80 76.2% 9.1%	126 73.3% 14.4%	67 73.6% 7.6%	270 70.1% 30.8%	160 74.1% 18.2%	176 71.5% 20.0%	198 73.1% 22.6%	348 74.0% 39.6%	453 71.3% 51.6%	67 67.7% 7.6%	101 77.7% 11.5%	321 69.0% 36.6%
Privacy is a big concern of mine	825 68.2% 100.0%	780 68.4% 94.5%	101 72.7% 12.2%	72 58.5% 8.7%	111 66.1% 13.5%	147 79.0% 17.8%	81 60.4% 9.8%	76 66.7% 9.2%	65 62.5% 7.9%	127 73.8% 15.4%	66 74.2% 8.0%	261 67.8% 31.6%	152 71.4% 18.4%	164 67.2% 19.9%	173 64.6% 21.0%	330 70.8% 40.0%	415 66.0% 50.3%	69 69.7% 8.4%	86 67.2% 10.4%	312 67.7% 37.8%
I like when I get offers for products or services through the mail	561 46.7% 100.0%	538 47.0% 95.9%	80 57.6% 14.3%	68 55.3% 12.1%	73 43.7% 13.0%	82 43.9% 14.6%	48 35.3% 8.6%	52 45.2% 9.3%	56 53.3% 10.0%	79 45.9% 14.1%	44 48.4% 7.8%	178 46.7% 31.7%	101 47.4% 18.0%	106 44.0% 18.9%	123 46.8% 21.9%	216 47.1% 38.5%	294 46.7% 52.4%	46 47.4% 8.2%	78 60.5% 13.9%	186 40.5% 33.2%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	145 12.0% 100.0%	135 11.8% 93.1%	10 7.2% 6.9%	14 11.3% 9.7%	12 7.1% 8.3%	26 13.8% 17.9%	15 11.0% 10.3%	12 10.4% 8.3%	13 12.5% 9.0%	33 19.2% 22.8%	15 16.5% 10.3%	47 12.3% 32.4%	20 9.3% 13.8%	26 10.7% 17.9%	34 12.6% 23.4%	62 13.2% 42.8%	69 11.0% 47.6%	12 12.1% 8.3%	15 11.5% 10.3%	66 14.3% 45.5%
<u>Relationships</u>																				
Relationships with manufacturers of products I buy a lot of are important to me	449 37.2% 100.0%	418 36.8% 93.1%	59 43.4% 13.1%	60 49.2% 13.4%	64 38.3% 14.3%	61 32.8% 13.6%	36 26.9% 8.0%	34 29.8% 7.6%	45 42.9% 10.0%	59 34.3% 13.1%	38 41.8% 8.5%	138 36.2% 30.7%	86 40.4% 19.2%	84 34.9% 18.7%	100 37.2% 22.3%	176 37.8% 39.2%	225 35.9% 50.1%	40 40.4% 8.9%	62 48.8% 13.8%	152 32.8% 33.9%
Relationships are important to me	959 79.5% 100.0%	917 80.4% 95.6%	117 85.4% 12.2%	93 75.0% 9.7%	143 85.1% 14.9%	158 84.0% 16.5%	121 89.0% 12.6%	78 68.4% 8.1%	70 66.7% 7.3%	137 81.1% 14.3%	80 87.9% 8.3%	311 81.2% 32.4%	179 83.6% 18.7%	182 74.9% 19.0%	198 74.2% 20.6%	363 77.9% 37.9%	500 79.7% 52.1%	81 82.7% 8.4%	101 77.7% 10.5%	369 79.5% 38.5%
I like loyalty programs like frequent flyer or frequent shopper programs	565 46.2% 100.0%	532 46.4% 94.2%	82 59.0% 14.5%	62 50.0% 11.0%	92 54.8% 16.3%	82 43.6% 14.5%	77 56.6% 13.6%	38 32.8% 6.7%	37 35.6% 6.5%	62 36.0% 11.0%	43 46.7% 7.6%	194 50.1% 34.3%	120 55.3% 21.2%	102 41.5% 18.1%	98 36.4% 17.3%	219 46.3% 38.8%	293 46.2% 51.9%	45 45.5% 8.0%	68 52.3% 12.0%	211 45.3% 37.3%
Frequent buyer or savings club programs are a waste of my time	271 22.2% 100.0%	249 21.7% 91.9%	27 19.4% 10.0%	25 20.2% 9.2%	22 13.1% 8.1%	45 24.1% 16.6%	23 16.9% 8.5%	31 26.7% 11.4%	22 21.0% 8.1%	54 31.4% 19.9%	22 23.9% 8.1%	73 19.0% 26.9%	43 19.8% 15.9%	48 19.4% 17.7%	82 30.6% 30.3%	104 22.0% 38.4%	133 21.0% 49.1%	32 32.3% 11.8%	33 25.6% 12.2%	105 22.5% 38.7%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	461 38.0% 100.0%	431 37.6% 93.5%	48 34.5% 10.4%	40 32.5% 8.7%	40 23.8% 8.7%	76 40.6% 16.5%	39 28.7% 8.5%	49 42.6% 10.6%	49 46.7% 10.6%	90 52.3% 19.5%	40 44.0% 8.7%	119 31.2% 25.8%	86 40.4% 18.7%	97 39.6% 21.0%	116 42.8% 25.2%	187 40.0% 40.6%	238 37.7% 51.6%	31 31.3% 6.7%	51 39.2% 11.1%	166 35.9% 36.0%

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GC 017136

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Time Pressure/Allocation/Free Time																				
It's a daily challenge for me to find time for both work and my personal life	281	267	32	38	30	58	17	40	21	31	18	86	42	55	79	108	151	20	39	95
	23.5%	23.4%	23.2%	30.6%	18.0%	31.0%	12.6%	34.8%	20.2%	18.3%	19.8%	22.6%	19.8%	22.7%	30.3%	23.6%	24.1%	20.6%	30.2%	20.8%
	100.0%	95.0%	11.4%	13.5%	10.7%	20.6%	6.0%	14.2%	7.5%	11.0%	6.4%	30.6%	14.9%	19.6%	28.1%	38.4%	53.7%	7.1%	13.9%	33.8%
I have difficulty juggling work and family demands	428	408	49	64	52	88	40	41	28	46	30	127	73	84	111	169	221	34	58	138
	35.6%	35.9%	36.0%	52.0%	31.0%	47.3%	29.9%	35.3%	26.7%	27.1%	33.0%	33.5%	34.4%	34.4%	41.7%	36.1%	35.5%	35.1%	45.0%	30.0%
	100.0%	95.3%	11.4%	15.0%	12.1%	20.6%	9.3%	9.6%	6.5%	10.7%	7.0%	29.7%	17.1%	19.6%	25.9%	39.5%	51.6%	7.9%	13.6%	32.2%
I have less leisure time than I used to	215	197	16	29	12	52	14	31	16	27	18	42	29	41	82	96	98	18	24	75
	17.6%	17.2%	11.6%	23.6%	7.1%	27.7%	10.3%	26.7%	15.4%	15.8%	19.8%	10.9%	13.4%	16.6%	30.5%	20.3%	15.5%	18.2%	18.5%	16.1%
	100.0%	91.6%	7.4%	13.5%	5.6%	24.2%	6.5%	14.4%	7.4%	12.6%	8.4%	19.5%	13.5%	19.1%	38.1%	44.7%	45.6%	8.4%	11.2%	34.9%
My lifestyle is hectic	194	182	14	24	19	44	11	31	14	25	17	44	29	39	63	86	89	14	24	70
	16.1%	16.0%	10.1%	19.5%	11.3%	23.7%	8.1%	27.0%	13.6%	14.6%	19.1%	11.5%	13.5%	15.9%	23.7%	18.5%	14.2%	14.3%	18.8%	15.2%
	100.0%	93.8%	7.2%	12.4%	9.8%	22.7%	5.7%	16.0%	7.2%	12.9%	8.8%	22.7%	14.9%	20.1%	32.5%	44.3%	45.9%	7.2%	12.4%	36.1%
My work requires me to work long hours	234	218	14	34	17	51	13	41	21	27	19	44	37	47	85	102	113	17	23	88
	19.3%	19.1%	10.1%	27.4%	10.1%	27.3%	9.6%	35.3%	20.2%	16.0%	21.1%	11.5%	17.2%	19.3%	31.6%	21.9%	18.0%	17.2%	17.7%	19.1%
	100.0%	93.2%	6.0%	14.5%	7.3%	21.8%	5.6%	17.5%	9.0%	11.5%	8.1%	18.8%	15.8%	20.1%	36.3%	43.6%	48.3%	7.3%	9.8%	37.6%
I'm so busy that when I do take time off, I really want to make my free time count	129	114	11	19	8	33	6	13	11	13	15	29	19	16	47	53	61	13	17	46
	10.6%	10.0%	7.9%	15.3%	4.8%	17.6%	4.4%	11.2%	10.5%	7.7%	16.3%	7.6%	8.8%	6.5%	17.5%	11.3%	9.6%	13.3%	13.1%	9.9%
	100.0%	88.4%	8.5%	14.7%	6.2%	25.6%	4.7%	10.1%	8.5%	10.1%	11.6%	22.5%	14.7%	12.4%	36.4%	41.1%	47.3%	10.1%	13.2%	35.7%
I spend most of my free time at home	122	118	14	17	21	8	23	9	11	15	8	38	22	29	24	52	58	10	16	51
	10.2%	10.4%	10.2%	13.8%	12.7%	4.3%	16.9%	7.8%	10.7%	8.8%	8.8%	10.0%	10.4%	12.0%	9.2%	11.3%	9.3%	10.2%	12.3%	11.1%
	100.0%	96.7%	11.5%	13.9%	17.2%	6.6%	18.9%	7.4%	9.0%	12.3%	6.6%	31.1%	18.0%	23.8%	19.7%	42.6%	47.5%	8.2%	13.1%	41.8%
I wish I had more time to spend with my friends	183	169	7	20	12	47	8	29	11	35	21	57	28	32	43	79	82	16	18	70
	15.0%	14.7%	5.0%	16.1%	7.1%	25.3%	5.9%	25.0%	10.5%	20.3%	22.8%	14.8%	13.0%	13.1%	15.9%	16.7%	13.0%	16.3%	13.8%	15.0%
	100.0%	92.3%	3.8%	10.9%	6.6%	25.7%	4.4%	15.8%	6.0%	19.1%	11.5%	31.1%	15.3%	17.5%	23.5%	43.2%	44.8%	8.7%	9.8%	38.3%
I spend most of my free time with my family	140	130	13	12	17	13	32	7	21	15	18	44	24	23	30	51	72	15	14	69
	11.5%	11.4%	9.4%	9.8%	10.1%	6.9%	23.7%	6.1%	20.4%	8.8%	19.8%	11.4%	11.1%	9.3%	11.4%	10.8%	11.5%	15.5%	10.9%	14.9%
	100.0%	92.9%	9.3%	8.6%	12.1%	9.3%	22.9%	5.0%	15.0%	10.7%	12.9%	31.4%	17.1%	16.4%	21.4%	36.4%	51.4%	10.7%	10.0%	49.3%
I frequently entertain guests at home	415	389	31	34	43	75	33	44	55	74	32	96	64	105	115	167	208	37	29	176
	34.0%	34.0%	22.3%	27.6%	25.6%	39.9%	24.3%	37.9%	52.9%	43.3%	34.8%	24.9%	29.6%	42.5%	43.1%	35.5%	32.9%	37.4%	22.3%	37.7%
	100.0%	93.7%	7.5%	8.2%	10.4%	18.1%	8.0%	10.6%	13.3%	17.8%	7.7%	23.1%	15.4%	25.3%	27.7%	40.2%	50.1%	8.9%	7.0%	42.4%
Success,Relationship, Optimism																				
I consider myself highly successful	155	143	8	15	13	21	7	19	32	28	13	46	24	33	38	68	73	13	7	76
	12.7%	12.5%	5.8%	12.2%	7.7%	11.2%	5.1%	16.4%	30.5%	16.3%	14.3%	12.0%	11.2%	13.4%	14.1%	14.5%	11.6%	13.1%	5.4%	16.4%
	100.0%	92.3%	5.2%	9.7%	8.4%	13.5%	4.5%	12.3%	20.6%	18.1%	8.4%	29.7%	15.5%	21.3%	24.5%	43.9%	47.1%	8.4%	4.5%	49.0%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017137

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm more successful than most of the people I know	208 17.2% 100.0%	193 16.9% 92.8%	13 9.4% 6.3%	22 17.9% 10.6%	16 9.6% 7.7%	35 18.7% 16.8%	10 7.4% 4.8%	20 17.4% 9.6%	38 36.5% 18.3%	39 23.1% 18.8%	21 22.8% 10.1%	49 13.0% 23.6%	32 14.8% 15.4%	49 19.9% 23.6%	55 20.8% 26.4%	88 18.9% 42.3%	103 16.4% 49.5%	15 15.3% 7.2%	11 8.6% 5.3%	109 23.7% 52.4%
Achieving balance between work, family and social life is critical to my definition of success	73 6.1% 100.0%	69 6.1% 94.5%	5 3.6% 6.8%	11 8.9% 15.1%	1 0.6% 1.4%	17 9.1% 23.3%	3 2.2% 4.1%	9 7.8% 12.3%	9 8.7% 12.3%	14 8.2% 19.2%	9 9.9% 12.3%	15 3.9% 20.5%	14 6.6% 19.2%	18 7.5% 24.7%	16 6.2% 21.9%	35 7.7% 47.9%	31 4.9% 42.5%	4 4.2% 5.5%	6 4.7% 8.2%	30 6.6% 41.1%
I lead a healthy lifestyle	131 10.9% 100.0%	124 10.8% 94.7%	15 10.8% 11.5%	12 9.8% 9.2%	11 6.5% 8.4%	22 11.7% 16.8%	10 7.4% 7.6%	11 9.6% 8.4%	19 18.1% 14.5%	24 14.0% 18.3%	7 7.8% 5.3%	31 8.1% 23.7%	23 10.8% 17.6%	36 14.9% 27.5%	33 12.5% 25.2%	53 11.5% 40.5%	67 10.7% 51.1%	11 11.5% 8.4%	11 8.6% 8.4%	63 13.7% 48.1%
I believe it's more important for a wife to help her husbands career than to have one herself	778 64.8% 100.0%	736 65.2% 94.6%	90 64.7% 11.6%	73 61.3% 9.4%	110 66.7% 14.1%	138 74.2% 17.7%	95 70.4% 12.2%	71 62.3% 9.1%	51 50.5% 6.6%	108 63.9% 13.9%	65 73.0% 8.4%	243 63.3% 31.2%	129 61.1% 16.6%	162 67.2% 20.8%	171 65.0% 22.0%	304 65.2% 39.1%	399 64.4% 51.3%	65 65.7% 8.4%	79 63.2% 10.2%	307 66.5% 39.5%
I believe it's better for everyone involved if the woman takes care of the home and family	602 49.8% 100.0%	569 50.1% 94.5%	74 53.2% 12.3%	52 42.3% 8.6%	96 58.2% 15.9%	108 57.8% 17.9%	76 56.3% 12.6%	59 51.3% 9.8%	32 31.1% 5.3%	72 42.6% 12.0%	49 53.8% 8.1%	184 48.4% 30.6%	104 48.4% 17.3%	125 51.2% 20.8%	134 50.6% 22.3%	227 48.8% 37.7%	310 49.4% 51.5%	57 58.2% 9.5%	62 48.4% 10.3%	233 50.8% 38.7%
Being the best at my job is extremely important to me	28 2.3% 100.0%	27 2.4% 96.4%	1 0.7% 3.6%	6 4.8% 21.4%	0 0.0% 0.0%	4 2.1% 14.3%	1 0.7% 3.6%	4 3.4% 14.3%	6 5.7% 21.4%	5 2.9% 17.9%	2 2.2% 7.1%	8 2.1% 28.6%	2 0.9% 7.1%	6 2.4% 21.4%	10 3.7% 35.7%	12 2.5% 42.9%	14 2.2% 50.0%	2 2.0% 7.1%	3 2.3% 10.7%	12 2.6% 42.9%
I feel guilty that I don't spend enough time with my family	411 33.9% 100.0%	382 33.6% 92.9%	46 33.3% 11.2%	44 36.1% 10.7%	53 31.7% 12.9%	82 44.1% 20.0%	33 24.3% 8.0%	49 42.6% 11.9%	21 20.2% 5.1%	54 31.8% 13.1%	35 38.9% 8.5%	111 29.2% 27.0%	66 30.6% 16.1%	81 32.9% 19.7%	116 43.3% 28.2%	154 32.9% 37.5%	212 33.7% 51.6%	37 37.8% 9.0%	50 38.5% 12.2%	152 32.5% 37.0%
I approach each day optimistically	64 5.3% 100.0%	58 5.1% 90.6%	8 5.8% 12.5%	6 4.8% 9.4%	3 1.8% 4.7%	8 4.3% 12.5%	3 2.2% 4.7%	6 5.2% 9.4%	15 14.6% 23.4%	9 5.2% 14.1%	4 4.4% 6.3%	18 4.7% 28.1%	13 6.1% 20.3%	14 5.8% 21.9%	14 5.3% 21.9%	26 5.7% 40.6%	33 5.2% 51.6%	5 5.1% 7.8%	5 3.8% 7.8%	29 6.3% 45.3%
I try to find small victories every day	116 9.5% 100.0%	106 9.3% 91.4%	9 6.5% 7.8%	15 12.1% 12.9%	11 6.5% 9.5%	19 10.2% 16.4%	8 5.9% 6.9%	11 9.6% 9.5%	12 11.4% 10.3%	21 12.2% 18.1%	12 13.2% 10.3%	37 9.6% 31.9%	17 7.8% 14.7%	18 7.3% 15.5%	30 11.2% 25.9%	48 10.2% 41.4%	55 8.7% 47.4%	10 10.1% 8.6%	10 7.8% 8.6%	53 11.3% 45.7%
I'm extremely happy with my life	97 8.0% 100.0%	89 7.8% 91.8%	6 4.3% 6.2%	10 8.2% 10.3%	6 3.6% 6.2%	9 4.8% 9.3%	7 5.1% 7.2%	7 6.1% 7.2%	29 27.6% 29.9%	15 8.8% 15.5%	4 4.4% 4.1%	22 5.7% 22.7%	14 6.6% 14.4%	26 10.7% 26.8%	30 11.1% 30.9%	38 8.1% 39.2%	50 8.0% 51.5%	8 8.1% 8.2%	5 3.9% 5.2%	50 10.8% 51.5%
I enjoy spending money on my home	115 9.5% 100.0%	108 9.5% 93.9%	8 5.8% 7.0%	14 11.4% 12.2%	12 7.2% 10.4%	17 9.0% 14.8%	11 8.2% 9.6%	11 9.7% 9.6%	18 17.3% 15.7%	17 10.0% 14.8%	6 6.6% 5.2%	34 8.8% 29.6%	14 6.6% 12.2%	35 14.5% 30.4%	26 9.8% 22.6%	42 9.0% 36.5%	54 8.6% 47.0%	16 16.3% 13.9%	10 7.8% 8.7%	57 12.3% 49.6%
My home is my pride and joy	77 6.3% 100.0%	71 6.2% 92.2%	3 2.2% 3.9%	9 7.3% 11.7%	9 5.4% 11.7%	7 3.7% 9.1%	13 9.6% 16.9%	9 7.8% 11.7%	16 15.2% 20.8%	5 2.9% 6.5%	9 9.9% 11.7%	16 4.2% 20.8%	18 8.4% 23.4%	23 9.4% 29.9%	11 4.1% 14.3%	31 6.6% 40.3%	34 5.4% 44.2%	10 10.1% 13.0%	4 3.1% 5.2%	38 8.2% 49.4%
Having close friendships is critical to happiness	133 11.1% 100.0%	120 10.7% 90.2%	9 6.5% 6.8%	7 6.0% 5.3%	6 3.7% 4.5%	28 15.1% 21.1%	5 3.7% 3.8%	24 21.2% 18.0%	13 12.6% 9.8%	28 16.7% 21.1%	18 20.0% 13.5%	36 9.6% 27.1%	28 13.1% 21.1%	27 11.2% 20.3%	22 8.3% 16.5%	66 14.3% 49.6%	58 9.3% 43.6%	8 8.4% 6.0%	11 8.7% 8.3%	48 10.5% 36.1%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Having close family relationships is critical to happiness	50 4.2% 100.0%	47 4.1% 94.0%	5 3.6% 10.0%	7 5.6% 14.0%	4 2.4% 8.0%	5 2.7% 10.0%	3 2.2% 6.0%	3 2.6% 6.0%	11 10.5% 22.0%	9 5.4% 18.0%	3 3.3% 6.0%	9 2.4% 18.0%	9 4.2% 18.0%	12 5.0% 24.0%	16 6.1% 32.0%	19 4.2% 38.0%	28 4.5% 56.0%	2 2.0% 4.0%	6 4.6% 12.0%	19 4.2% 38.0%
I take time out to make the most of everyday special occasions	137 11.3% 100.0%	126 11.0% 92.0%	6 4.3% 4.4%	12 9.8% 8.8%	15 8.9% 10.9%	21 11.2% 15.3%	10 7.4% 7.3%	15 12.9% 10.9%	20 19.4% 14.6%	27 15.7% 19.7%	12 13.3% 8.8%	36 9.3% 26.3%	18 8.3% 13.1%	37 15.2% 27.0%	34 12.8% 24.8%	59 12.6% 43.1%	64 10.1% 46.7%	13 13.4% 9.5%	14 10.9% 10.2%	58 12.5% 42.3%
I frequently treat myself to some of lifes little luxuries	115 9.4% 100.0%	107 9.3% 93.0%	2 1.4% 1.7%	9 7.3% 7.8%	8 4.8% 7.0%	18 9.6% 15.7%	7 5.1% 6.1%	13 11.2% 11.3%	19 18.1% 16.5%	31 18.1% 27.0%	9 9.9% 7.8%	23 6.0% 20.0%	24 11.2% 20.9%	28 11.4% 24.3%	31 11.5% 27.0%	45 9.6% 39.1%	63 10.0% 54.8%	6 6.1% 5.2%	6 4.6% 5.2%	59 12.7% 51.3%
Compared to most people I know, I tend to indulge myself more in some of the finer things in life	253 21.0% 100.0%	239 20.9% 94.5%	5 3.6% 2.0%	19 15.3% 7.5%	17 10.1% 6.7%	63 33.5% 24.9%	17 12.5% 6.7%	33 28.4% 13.0%	34 32.7% 13.4%	51 30.0% 20.2%	20 22.0% 7.9%	51 13.4% 20.2%	55 25.8% 21.7%	69 28.5% 27.3%	57 21.6% 22.5%	105 22.9% 41.5%	131 20.8% 51.8%	14 14.3% 5.5%	12 9.2% 4.7%	115 25.1% 45.5%
Having a strong relationship with my spouse is extremely important to me	11 1.3% 100.0%	11 1.4% 100.0%	2 2.3% 18.2%	1 1.2% 9.1%	1 0.9% 9.1%	1 0.7% 9.1%	3 3.7% 27.3%	0 0.0% 0.0%	2 3.6% 18.2%	1 0.8% 9.1%	2 3.2% 18.2%	3 1.1% 27.3%	3 2.0% 27.3%	2 1.2% 18.2%	1 0.5% 9.1%	4 1.2% 36.4%	6 1.3% 54.5%	0 0.0% 0.0%	1 1.1% 9.1%	6 1.9% 54.5%
Being a good parent is extremely important to me	5 0.6% 100.0%	4 0.5% 80.0%	1 1.2% 20.0%	1 1.1% 20.0%	1 1.1% 20.0%	1 0.7% 20.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	2 0.8% 40.0%	1 0.7% 20.0%	1 0.6% 20.0%	1 0.5% 20.0%	0 0.0% 0.0%	4 1.0% 80.0%	0 0.0% 0.0%	1 1.1% 20.0%	0 0.0% 0.0%
Stylishness																				
Making sure I look my best at all times is very important to me	222 18.3% 100.0%	208 18.2% 93.7%	14 10.1% 6.3%	24 19.5% 10.8%	22 13.2% 9.9%	50 27.0% 22.5%	24 17.8% 10.8%	23 19.8% 10.4%	18 17.5% 8.1%	33 19.2% 14.9%	18 19.8% 8.1%	46 12.0% 20.7%	49 22.8% 22.1%	58 23.8% 26.1%	50 18.7% 22.5%	85 18.2% 38.3%	108 17.1% 48.6%	25 25.3% 11.3%	22 16.9% 9.9%	91 19.7% 41.0%
I consider myself to be very fashion conscious	439 36.0% 100.0%	416 36.3% 94.8%	25 18.0% 5.7%	48 38.7% 10.9%	41 24.6% 9.3%	94 50.5% 21.4%	38 27.9% 8.7%	46 39.7% 10.5%	47 44.8% 10.7%	77 44.8% 17.5%	26 28.3% 5.9%	103 26.7% 23.5%	69 31.9% 15.7%	111 45.3% 25.3%	128 47.8% 29.2%	185 39.2% 42.1%	208 32.9% 47.4%	41 41.8% 9.3%	40 30.8% 9.1%	197 42.2% 44.9%
What others think about me is very important	335 27.6% 100.0%	315 27.6% 94.0%	38 27.3% 11.3%	36 29.3% 10.7%	38 22.8% 11.3%	69 37.1% 20.6%	29 21.3% 8.7%	37 31.9% 11.0%	22 21.4% 6.6%	46 26.9% 13.7%	29 31.9% 8.7%	104 27.4% 31.0%	50 23.3% 14.9%	72 29.1% 21.5%	78 29.0% 23.3%	131 27.9% 39.1%	171 27.1% 51.0%	31 31.3% 9.3%	32 24.6% 9.6%	114 24.5% 34.0%
I am completely satisfied with my physical appearance	219 18.3% 100.0%	207 18.1% 94.5%	28 20.1% 12.8%	25 20.3% 11.4%	34 20.2% 15.5%	26 13.9% 11.9%	26 19.3% 11.9%	14 12.1% 6.4%	27 25.7% 12.3%	27 15.9% 12.3%	16 17.8% 7.3%	66 17.3% 30.1%	29 13.6% 13.2%	51 21.0% 23.3%	54 20.7% 24.7%	78 17.0% 35.6%	120 19.1% 54.8%	19 19.4% 8.7%	19 14.7% 8.7%	93 20.3% 42.5%
I like to go to the latest movies	466 38.3% 100.0%	439 38.3% 94.2%	31 22.3% 6.7%	55 44.4% 11.8%	44 26.2% 9.4%	93 49.5% 20.0%	34 25.2% 7.3%	65 56.0% 13.9%	41 39.0% 8.8%	76 44.4% 16.3%	34 37.8% 7.3%	112 29.1% 24.0%	78 36.4% 16.7%	98 39.8% 21.0%	141 52.2% 30.3%	175 37.3% 37.6%	239 37.8% 51.3%	48 48.5% 10.3%	46 35.4% 9.9%	189 40.8% 40.6%
I like to discover new and different places to go	90 7.4% 100.0%	81 7.1% 90.0%	3 2.2% 3.3%	10 8.1% 11.1%	1 0.6% 1.1%	11 5.9% 12.2%	4 2.9% 4.4%	19 16.7% 21.1%	14 13.5% 15.6%	19 11.0% 21.1%	7 7.7% 7.8%	27 7.0% 30.0%	13 6.1% 14.4%	18 7.3% 20.0%	24 8.9% 26.7%	41 8.8% 45.6%	41 6.5% 45.6%	6 6.1% 6.7%	5 3.8% 5.6%	45 9.7% 50.0%
I like to go to the most popular restaurants and bars	411 33.9% 100.0%	388 33.9% 94.4%	17 12.2% 4.1%	47 38.2% 11.4%	30 17.9% 7.3%	96 51.1% 23.4%	18 13.3% 4.4%	60 52.2% 14.6%	42 40.4% 10.2%	78 45.3% 19.0%	30 33.0% 7.3%	98 25.5% 23.8%	68 31.8% 16.5%	94 38.7% 22.9%	119 44.2% 29.0%	179 38.2% 43.6%	187 29.7% 45.5%	40 40.8% 9.7%	37 28.7% 9.0%	168 36.4% 40.9%

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GC 017139

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I am comfortable being separate from the crowd	33 2.8% 100.0%	31 2.7% 93.9%	4 2.9% 12.1%	4 3.3% 12.1%	5 3.0% 15.2%	5 2.7% 15.2%	2 1.5% 6.1%	3 2.6% 9.1%	6 5.8% 18.2%	2 1.2% 6.1%	1 1.1% 3.0%	13 3.5% 39.4%	5 2.3% 15.2%	7 2.9% 21.2%	6 2.3% 18.2%	16 3.5% 48.5%	15 2.4% 45.5%	1 1.0% 3.0%	7 5.5% 21.2%	16 3.5% 48.5%
Self-Image																				
I am more confident in myself than most people	69 5.7% 100.0%	63 5.5% 91.3%	1 0.7% 1.4%	8 6.5% 11.6%	4 2.4% 5.8%	11 5.9% 15.9%	5 3.7% 7.2%	7 6.1% 10.1%	13 12.4% 18.8%	14 8.2% 20.3%	6 6.5% 8.7%	15 3.9% 21.7%	13 6.0% 18.8%	17 6.9% 24.6%	16 6.0% 23.2%	29 6.1% 42.0%	33 5.2% 47.8%	6 6.1% 8.7%	9 6.9% 13.0%	41 8.8% 59.4%
I have a better sense of humor than most people	44 3.7% 100.0%	41 3.6% 93.2%	2 1.4% 4.5%	5 4.1% 11.4%	0 0.0% 0.0%	8 4.3% 18.2%	2 1.5% 4.5%	7 6.0% 15.9%	6 5.8% 13.6%	11 6.5% 25.0%	6 6.7% 13.6%	6 1.6% 13.6%	9 4.3% 20.5%	14 5.9% 31.8%	9 3.4% 20.5%	20 4.4% 45.5%	22 3.5% 50.0%	2 2.0% 4.5%	4 3.1% 9.1%	21 4.6% 47.7%
I am more open-minded than most people	85 7.0% 100.0%	75 6.6% 88.2%	10 7.2% 11.8%	7 5.8% 8.2%	7 4.2% 8.2%	17 9.1% 20.0%	3 2.2% 3.5%	14 12.6% 16.5%	6 5.8% 7.1%	11 6.5% 12.9%	5 5.6% 5.9%	19 5.0% 22.4%	23 10.6% 27.1%	17 7.1% 20.0%	18 6.7% 21.2%	34 7.3% 40.0%	44 7.0% 51.8%	6 6.2% 7.1%	12 9.4% 14.1%	36 7.8% 42.4%
I do not like pretentious people	43 3.6% 100.0%	39 3.4% 90.7%	1 0.7% 2.3%	5 4.0% 11.6%	2 1.2% 4.7%	11 6.0% 25.6%	2 1.5% 4.7%	5 4.3% 11.6%	7 6.7% 16.3%	6 3.6% 14.0%	3 3.4% 7.0%	10 2.6% 23.3%	8 3.9% 18.6%	10 4.2% 23.3%	11 4.2% 25.6%	15 3.3% 34.9%	24 3.9% 55.8%	2 2.1% 4.7%	3 2.4% 7.0%	22 4.9% 51.2%
General Price/Value/Budget Challenge																				
It's worth it to me to spend extra for the best quality	48 3.9% 100.0%	40 3.5% 83.3%	2 1.4% 4.2%	7 5.7% 14.6%	2 1.2% 4.2%	7 3.7% 14.6%	5 3.7% 10.4%	4 3.4% 8.3%	4 3.8% 8.3%	9 5.3% 18.8%	5 5.4% 10.4%	17 4.4% 35.4%	8 3.7% 16.7%	5 2.0% 10.4%	13 4.9% 27.1%	19 4.0% 39.6%	22 3.5% 45.8%	7 7.1% 14.6%	8 6.2% 16.7%	18 3.9% 37.5%
Once I find a brand that satisfies me, I usually don't experiment with new ones	125 10.4% 100.0%	116 10.2% 92.8%	18 13.2% 14.4%	21 17.2% 16.8%	17 10.2% 13.6%	23 12.4% 18.4%	7 5.2% 5.6%	10 8.7% 8.0%	8 7.7% 6.4%	12 7.1% 9.6%	10 11.1% 8.0%	38 10.1% 30.4%	15 7.1% 12.0%	33 13.5% 26.4%	28 10.4% 22.4%	42 9.1% 33.6%	66 10.5% 52.8%	14 14.3% 11.2%	16 12.5% 12.8%	36 7.9% 28.8%
I can't afford all the luxuries of life	113 9.2% 100.0%	106 9.2% 93.8%	16 11.5% 14.2%	14 11.3% 12.4%	13 7.7% 11.5%	18 9.6% 15.9%	19 14.0% 16.8%	14 12.1% 12.4%	1 1.0% 0.9%	11 6.4% 9.7%	11 12.0% 9.7%	37 9.6% 32.7%	16 7.4% 14.2%	16 6.5% 14.2%	32 11.9% 28.3%	48 10.1% 42.5%	54 8.5% 47.8%	11 11.1% 9.7%	19 14.6% 16.8%	39 8.4% 34.5%
I usually shop around to find the best price	98 8.0% 100.0%	90 7.9% 91.8%	14 10.1% 14.3%	4 3.3% 4.1%	12 7.1% 12.2%	14 7.5% 14.3%	14 10.3% 14.3%	9 7.8% 9.2%	10 9.6% 10.2%	13 7.6% 13.3%	8 8.7% 8.2%	34 8.8% 34.7%	12 5.6% 12.2%	20 8.1% 20.4%	23 8.6% 23.5%	33 7.0% 33.7%	56 8.9% 57.1%	8 8.1% 8.2%	11 8.5% 11.2%	46 9.9% 46.9%
Adventure Sought																				
I'm much more adventurous than most people I know	183 15.1% 100.0%	170 14.8% 92.9%	8 5.8% 4.4%	19 15.3% 10.4%	12 7.1% 6.6%	36 19.1% 19.7%	6 4.4% 3.3%	30 26.1% 16.4%	23 21.9% 12.6%	36 21.1% 19.7%	16 17.6% 8.7%	47 12.2% 25.7%	30 14.0% 16.4%	38 15.4% 20.8%	50 18.7% 27.3%	76 16.3% 41.5%	87 13.7% 47.5%	18 18.2% 9.8%	11 8.5% 6.0%	89 19.3% 48.6%
I enjoy taking risks	225 18.5% 100.0%	213 18.6% 94.7%	15 10.8% 6.7%	18 14.6% 8.0%	12 7.1% 5.3%	59 31.4% 26.2%	15 11.0% 6.7%	27 23.3% 12.0%	25 23.8% 11.1%	42 24.4% 18.7%	15 16.3% 6.7%	62 16.1% 27.6%	37 17.1% 16.4%	47 19.1% 20.9%	60 22.5% 26.7%	95 20.1% 42.2%	111 17.6% 49.3%	17 17.2% 7.6%	17 13.3% 7.6%	105 22.6% 46.7%
I wish I had more adventure in my life	199 16.6% 100.0%	189 16.8% 95.0%	20 14.6% 10.1%	22 18.3% 11.1%	22 13.3% 11.1%	49 26.3% 24.6%	13 9.8% 6.5%	22 19.1% 11.1%	9 8.7% 4.5%	32 19.4% 16.1%	17 18.5% 8.5%	50 13.3% 25.1%	31 14.8% 15.6%	46 18.7% 23.1%	53 20.2% 26.6%	80 17.3% 40.2%	102 16.5% 51.3%	15 15.5% 7.5%	24 18.8% 12.1%	66 14.6% 33.2%

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GC 017140

Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm not really interested in adventure, I prefer to take it easy in my free time	325 26.8% 100.0%	309 27.1% 95.1%	53 38.4% 16.3%	32 26.0% 9.8%	65 38.7% 20.0%	45 23.9% 13.8%	44 32.8% 13.5%	13 11.3% 4.0%	28 26.7% 8.6%	29 17.0% 8.9%	22 24.2% 6.8%	93 24.2% 28.6%	66 31.4% 20.3%	72 29.4% 22.2%	69 25.6% 21.2%	118 25.2% 36.3%	169 26.9% 52.0%	34 34.7% 10.5%	46 35.7% 14.2%	114 24.7% 35.1%
<u>Shopping</u>																				
I hate to shop	367 30.1% 100.0%	345 30.2% 94.0%	51 37.0% 13.9%	45 36.6% 12.3%	51 30.4% 13.9%	56 29.8% 15.3%	45 33.1% 12.3%	34 29.6% 9.3%	30 28.8% 8.2%	33 19.2% 9.0%	30 32.6% 8.2%	115 30.0% 31.3%	71 32.7% 19.3%	72 29.4% 19.6%	73 27.2% 19.9%	138 29.4% 37.6%	198 31.3% 54.0%	24 24.2% 6.5%	39 30.0% 10.6%	136 29.2% 37.1%
I love catalogs	261 21.5% 100.0%	246 21.5% 94.3%	20 14.4% 7.7%	16 12.9% 6.1%	27 16.2% 10.3%	55 29.6% 21.1%	28 20.7% 10.7%	40 34.5% 15.3%	16 15.4% 6.1%	44 25.6% 16.9%	21 23.1% 8.0%	76 19.9% 29.1%	46 21.4% 17.6%	52 21.2% 19.9%	65 24.3% 24.9%	106 22.7% 40.6%	130 20.6% 49.8%	21 21.2% 8.0%	23 17.7% 8.8%	106 22.8% 40.6%
I love to shop for products that personally interest me	73 6.0% 100.0%	66 5.8% 90.4%	4 2.9% 5.5%	2 1.6% 2.7%	6 3.6% 8.2%	14 7.4% 19.2%	5 3.7% 6.8%	17 14.7% 23.3%	3 2.9% 4.1%	15 8.7% 20.5%	4 4.4% 5.5%	18 4.7% 24.7%	8 3.7% 11.0%	20 8.2% 27.4%	23 8.6% 31.5%	26 5.5% 35.6%	41 6.5% 56.2%	6 6.1% 8.2%	10 7.7% 13.7%	25 5.4% 34.2%
When I shop, I'm extremely focused	121 10.1% 100.0%	114 10.0% 94.2%	14 10.1% 11.6%	9 7.3% 7.4%	10 6.0% 8.3%	14 7.5% 11.6%	14 10.4% 11.6%	11 9.6% 9.1%	19 18.3% 15.7%	23 13.4% 19.0%	9 9.9% 7.4%	45 11.8% 37.2%	21 9.9% 17.4%	24 9.9% 19.8%	22 8.4% 18.2%	45 9.8% 37.2%	64 10.1% 52.9%	10 10.3% 8.3%	15 11.6% 12.4%	61 13.3% 50.4%
I rarely buy things on impulse	219 18.1% 100.0%	211 18.4% 96.3%	37 26.6% 16.9%	20 16.1% 9.1%	31 18.5% 14.2%	25 13.3% 11.4%	36 26.5% 16.4%	12 10.5% 5.5%	14 13.3% 6.4%	36 21.2% 16.4%	18 19.8% 8.2%	91 23.8% 41.6%	33 15.4% 15.1%	49 20.2% 22.4%	28 10.5% 12.8%	92 19.9% 42.0%	110 17.4% 50.2%	16 16.3% 7.3%	25 19.2% 11.4%	96 20.9% 43.8%
I prefer stores that offer expert advice and assistance	67 5.5% 100.0%	60 5.2% 89.6%	2 1.4% 3.0%	5 4.1% 7.5%	4 2.4% 6.0%	11 5.9% 16.4%	2 1.5% 3.0%	13 11.3% 19.4%	10 9.5% 14.9%	13 7.6% 19.4%	4 4.3% 6.0%	16 4.1% 23.9%	10 4.7% 14.9%	18 7.3% 26.9%	18 6.7% 26.9%	24 5.1% 35.8%	35 5.5% 52.2%	6 6.1% 9.0%	8 6.2% 11.9%	23 4.9% 34.3%
I prefer stores that offer the lowest prices	47 3.9% 100.0%	46 4.0% 97.9%	7 5.0% 14.9%	4 3.2% 8.5%	11 6.5% 23.4%	9 4.8% 19.1%	7 5.2% 14.9%	2 1.8% 4.3%	2 1.9% 4.3%	4 2.4% 8.5%	4 4.4% 8.5%	15 3.9% 31.9%	7 3.3% 14.9%	9 3.7% 19.1%	12 4.5% 25.5%	15 3.2% 31.9%	27 4.3% 57.4%	5 5.1% 10.6%	7 5.4% 14.9%	17 3.7% 36.2%
It's worth it to pay a little extra when a store offers good service	45 3.7% 100.0%	37 3.2% 82.2%	2 1.4% 4.4%	4 3.2% 8.9%	4 2.4% 8.9%	4 2.1% 8.9%	1 0.7% 2.2%	9 7.8% 20.0%	6 5.7% 13.3%	7 4.1% 15.6%	9 9.8% 20.0%	13 3.4% 28.9%	3 1.4% 6.7%	12 4.9% 26.7%	8 3.0% 17.8%	20 4.2% 44.4%	19 3.0% 42.2%	5 5.1% 11.1%	3 2.3% 6.7%	20 4.3% 44.4%
I prefer catalog shopping vs. going to a store	530 44.4% 100.0%	504 44.2% 95.1%	55 39.9% 10.4%	31 25.2% 5.8%	68 40.5% 12.8%	86 46.2% 16.2%	55 40.7% 10.4%	71 61.2% 13.4%	50 48.1% 9.4%	88 52.1% 16.6%	40 44.0% 7.5%	174 45.8% 32.8%	96 45.7% 18.1%	118 49.2% 22.3%	98 37.5% 18.5%	218 47.7% 41.1%	263 42.1% 49.6%	42 43.3% 7.9%	57 44.2% 10.8%	211 46.5% 39.8%
When I shop, I like to get in and get out as quickly as possible	70 5.8% 100.0%	68 6.0% 97.1%	10 7.2% 14.3%	6 4.8% 8.6%	11 6.5% 15.7%	7 3.8% 10.0%	6 4.4% 8.6%	8 7.0% 11.4%	11 10.6% 15.7%	9 5.3% 12.9%	7 7.7% 10.0%	22 5.8% 31.4%	12 5.6% 17.1%	20 8.3% 28.6%	9 3.4% 12.9%	24 5.2% 34.3%	41 6.5% 58.6%	3 3.1% 4.3%	7 5.4% 10.0%	36 7.8% 51.4%
Shopping by catalog is too expensive to do regularly	279 23.2% 100.0%	268 23.5% 96.1%	33 23.7% 11.8%	44 35.5% 15.8%	53 31.7% 19.0%	49 26.2% 17.6%	28 20.6% 10.0%	22 19.3% 7.9%	10 9.9% 3.6%	29 17.0% 10.4%	13 14.6% 4.7%	81 21.1% 29.0%	49 23.0% 17.6%	64 26.2% 22.9%	69 26.0% 24.7%	96 20.8% 34.4%	151 24.0% 54.1%	28 28.6% 10.0%	36 27.9% 12.9%	93 20.3% 33.3%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item	129 10.6% 100.0%	120 10.5% 93.0%	12 8.6% 9.3%	18 14.5% 14.0%	11 6.5% 8.5%	25 13.3% 19.4%	5 3.7% 3.9%	14 12.1% 10.9%	10 9.5% 7.8%	25 14.5% 19.4%	1 1.1% 0.8%	31 8.1% 24.0%	24 11.1% 18.6%	45 18.4% 34.9%	28 10.4% 21.7%	51 10.9% 39.5%	63 10.0% 48.8%	14 14.1% 10.9%	16 12.3% 12.4%	49 10.6% 38.0%
I like shopping online	724 63.5% 100.0%	693 63.5% 95.7%	64 48.1% 8.8%	68 58.6% 9.4%	78 48.4% 10.8%	134 74.9% 18.5%	57 43.8% 7.9%	87 80.6% 12.0%	75 74.3% 10.4%	130 79.8% 18.0%	60 66.7% 8.3%	213 59.2% 29.4%	122 58.9% 16.9%	148 64.6% 20.4%	174 71.6% 24.0%	292 66.7% 40.3%	370 62.3% 51.1%	54 58.1% 7.5%	68 57.6% 9.4%	287 66.0% 39.6%
Male Bonding Desire																				
I wish there were more places to go that were primarily for men	480 39.4% 100.0%	451 39.4% 94.0%	42 30.2% 8.8%	44 35.8% 9.2%	54 32.1% 11.3%	97 51.9% 20.2%	51 37.5% 10.6%	58 50.0% 12.1%	27 25.7% 5.6%	78 45.6% 16.3%	34 37.0% 7.1%	142 37.0% 29.6%	83 38.2% 17.3%	102 41.5% 21.3%	114 42.7% 23.8%	190 40.5% 39.6%	247 39.0% 51.5%	36 36.4% 7.5%	42 32.3% 8.8%	194 41.6% 40.4%
I wish I were able to spend more time with my male friends	240 20.0% 100.0%	226 19.8% 94.2%	15 10.9% 6.3%	26 21.0% 10.8%	18 10.7% 7.5%	56 30.1% 23.3%	11 8.1% 4.6%	37 31.9% 15.4%	11 10.7% 4.6%	52 30.2% 21.7%	20 22.0% 8.3%	71 18.6% 29.6%	34 16.1% 14.2%	58 24.0% 24.2%	56 21.4% 23.3%	102 22.4% 42.5%	118 18.8% 49.2%	14 14.3% 5.8%	23 17.7% 9.6%	99 21.8% 41.3%
With all my other commitments, I don't spend as much time with my friends as I'd like to	212 17.4% 100.0%	196 17.1% 92.5%	17 12.4% 8.0%	25 20.3% 11.8%	13 7.7% 6.1%	50 26.7% 23.6%	17 12.6% 8.0%	28 24.1% 13.2%	16 15.2% 7.5%	30 17.4% 14.2%	19 20.7% 9.0%	72 18.8% 34.0%	33 15.2% 15.6%	33 13.5% 15.6%	52 19.5% 24.5%	92 19.5% 43.4%	96 15.2% 45.3%	20 20.4% 9.4%	17 13.1% 8.0%	83 17.8% 39.2%
I spend more time with my friends than I do with my family	743 61.9% 100.0%	702 62.1% 94.5%	76 55.1% 10.2%	74 60.2% 10.0%	101 61.2% 13.6%	153 83.2% 20.6%	62 45.9% 8.3%	82 70.7% 11.0%	41 40.2% 5.5%	113 67.7% 15.2%	55 60.4% 7.4%	223 59.2% 30.0%	125 59.2% 16.8%	151 62.4% 20.3%	185 69.3% 24.9%	292 63.1% 39.3%	378 60.7% 50.9%	62 62.6% 8.3%	80 63.5% 10.8%	270 59.5% 36.3%
Recognition																				
I like it when companies or brands that I am loyal to recognize me for my loyalty	39 3.2% 100.0%	35 3.1% 89.7%	0 0.0% 0.0%	2 1.6% 5.1%	1 0.6% 2.6%	7 3.8% 17.9%	7 5.1% 17.9%	10 8.6% 25.6%	2 1.9% 5.1%	6 3.5% 15.4%	6 6.5% 15.4%	6 1.6% 15.4%	7 3.2% 17.9%	7 2.8% 17.9%	13 4.9% 33.3%	15 3.2% 38.5%	19 3.0% 48.7%	4 4.1% 10.3%	2 1.6% 5.1%	18 3.9% 46.2%
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to	62 5.2% 100.0%	59 5.2% 95.2%	3 2.2% 4.8%	3 2.4% 4.8%	4 2.4% 6.5%	19 10.2% 30.6%	8 6.0% 12.9%	13 11.2% 21.0%	2 1.9% 3.2%	7 4.1% 11.3%	8 8.9% 12.9%	15 3.9% 24.2%	9 4.2% 14.5%	16 6.6% 25.8%	14 5.4% 22.6%	19 4.2% 30.6%	39 6.2% 62.9%	4 4.1% 6.5%	7 5.4% 11.3%	27 5.9% 43.5%
I like being rewarded by companies for my loyalty	37 3.1% 100.0%	35 3.1% 94.6%	2 1.5% 5.4%	4 3.3% 10.8%	2 1.2% 5.4%	10 5.4% 27.0%	4 3.0% 10.8%	10 8.9% 27.0%	1 1.0% 2.7%	2 1.2% 5.4%	4 4.4% 10.8%	6 1.6% 16.2%	4 1.9% 10.8%	7 2.9% 18.9%	16 6.0% 43.2%	12 2.6% 32.4%	20 3.2% 54.1%	5 5.1% 13.5%	6 4.7% 16.2%	11 2.4% 29.7%
I think companies should take better care of their loyal customers	22 1.8% 100.0%	15 1.3% 68.2%	0 0.0% 0.0%	3 2.4% 13.6%	2 1.2% 9.1%	5 2.7% 22.7%	0 0.0% 0.0%	1 0.9% 4.5%	0 0.0% 0.0%	4 2.4% 18.2%	2 2.2% 9.1%	3 0.8% 13.6%	2 0.9% 9.1%	5 2.0% 22.7%	10 3.8% 45.5%	7 1.5% 31.8%	13 2.1% 59.1%	1 1.0% 4.5%	3 2.3% 13.6%	4 0.9% 18.2%
Communication																				
I like it when companies send me information about their products	91 7.5% 100.0%	80 7.0% 87.9%	4 2.9% 4.4%	7 5.6% 7.7%	10 6.0% 11.0%	22 11.7% 24.2%	16 11.8% 17.6%	10 8.7% 11.0%	3 2.9% 3.3%	8 4.7% 8.8%	6 6.6% 6.6%	32 8.4% 35.2%	16 7.4% 17.6%	16 6.5% 17.6%	21 7.9% 23.1%	37 7.9% 40.7%	44 7.0% 48.4%	9 9.3% 9.9%	12 9.3% 13.2%	38 8.2% 41.8%

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Cigar Segmentation

Q1A Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I wish I knew more about the products I buy a lot of	152 12.5% 100.0%	142 12.4% 93.4%	14 10.1% 9.2%	17 13.7% 11.2%	20 11.9% 13.2%	35 18.6% 23.0%	15 11.0% 9.9%	12 10.3% 7.9%	11 10.5% 7.2%	18 10.7% 11.8%	11 12.0% 7.2%	38 9.9% 25.0%	30 13.9% 19.7%	35 14.2% 23.0%	38 14.2% 25.0%	57 12.1% 37.5%	69 10.9% 45.4%	24 24.2% 15.8%	24 18.5% 15.8%	49 10.5% 32.2%
I don't mind sharing information with companies if it will result in improved products or services	39 3.2% 100.0%	35 3.0% 89.7%	2 1.4% 5.1%	2 1.6% 5.1%	4 2.4% 10.3%	11 5.9% 28.2%	6 4.4% 15.4%	4 3.4% 10.3%	2 1.9% 5.1%	4 2.3% 10.3%	2 2.2% 5.1%	16 4.2% 41.0%	6 2.8% 15.4%	7 2.8% 17.9%	8 3.0% 20.5%	17 3.6% 43.6%	16 2.5% 41.0%	4 4.0% 10.3%	4 3.1% 10.3%	13 2.8% 33.3%
Privacy is a big concern of mine	49 4.0% 100.0%	44 3.9% 89.8%	3 2.2% 6.1%	6 4.9% 12.2%	4 2.4% 8.2%	6 3.2% 12.2%	7 5.2% 14.3%	3 2.6% 6.1%	2 1.9% 4.1%	13 7.6% 26.5%	3 3.4% 6.1%	11 2.9% 22.4%	6 2.8% 12.2%	7 2.9% 14.3%	21 7.8% 42.9%	24 5.2% 49.0%	22 3.5% 44.9%	3 3.0% 6.1%	6 4.7% 12.2%	22 4.8% 44.9%
I like when I get offers for products or services through the mail	123 10.2% 100.0%	114 10.0% 92.7%	8 5.8% 6.5%	9 7.3% 7.3%	18 10.8% 14.6%	22 11.8% 17.9%	22 16.2% 17.9%	17 14.8% 13.8%	0 0.0% 0.0%	18 10.5% 14.6%	10 11.0% 8.1%	44 11.5% 35.8%	19 8.9% 15.4%	24 10.0% 19.5%	26 9.9% 21.1%	45 9.8% 36.6%	60 9.5% 48.8%	14 14.4% 11.4%	14 10.9% 11.4%	57 12.4% 46.3%
I have no interest in any kind of communication or dialogue with manufacturers of products I buy	500 41.3% 100.0%	471 41.1% 94.2%	69 50.0% 13.8%	66 53.2% 13.2%	80 47.6% 16.0%	78 41.5% 15.6%	40 29.4% 8.0%	44 38.3% 8.8%	44 42.3% 8.8%	50 29.1% 10.0%	34 37.4% 6.8%	135 35.4% 27.0%	86 40.2% 17.2%	128 52.5% 25.6%	113 41.9% 22.6%	186 39.7% 37.2%	262 41.7% 52.4%	45 45.5% 9.0%	64 49.2% 12.8%	175 37.9% 35.0%
<u>Relationships</u>																				
Relationships with manufacturers of products I buy a lot of are important to me	118 9.8% 100.0%	109 9.6% 92.4%	3 2.2% 2.5%	5 4.1% 4.2%	8 4.8% 6.8%	31 16.7% 26.3%	18 13.4% 15.3%	16 14.0% 13.6%	4 3.8% 3.4%	24 14.0% 20.3%	6 6.6% 5.1%	38 10.0% 32.2%	21 9.9% 17.8%	25 10.4% 21.2%	27 10.0% 22.9%	54 11.6% 45.8%	51 8.1% 43.2%	11 11.1% 9.3%	12 9.4% 10.2%	61 13.2% 51.7%
Relationships are important to me	26 2.2% 100.0%	25 2.2% 96.2%	0 0.0% 0.0%	4 3.2% 15.4%	1 0.6% 3.8%	5 2.7% 19.2%	0 0.0% 0.0%	3 2.6% 11.5%	8 7.6% 30.8%	4 2.4% 15.4%	1 1.1% 3.8%	9 2.3% 34.6%	1 0.5% 3.8%	6 2.5% 23.1%	9 3.4% 34.6%	11 2.4% 42.3%	14 2.2% 53.8%	1 1.0% 3.8%	2 1.5% 7.7%	11 2.4% 42.3%
I like loyalty programs like frequent flyer or frequent shopper programs	155 12.7% 100.0%	142 12.4% 91.6%	13 9.4% 8.4%	16 12.9% 10.3%	8 4.8% 5.2%	28 14.9% 18.1%	9 6.6% 5.8%	20 17.2% 12.9%	18 17.3% 11.6%	30 17.4% 19.4%	14 15.2% 9.0%	31 8.0% 20.0%	22 10.1% 14.2%	40 16.3% 25.8%	48 17.8% 31.0%	71 15.0% 45.8%	67 10.6% 43.2%	14 14.1% 9.0%	20 15.4% 12.9%	61 13.1% 39.4%
Frequent buyer or savings club programs are a waste of my time	431 35.3% 100.0%	410 35.7% 95.1%	68 48.9% 15.8%	44 35.5% 10.2%	66 39.3% 15.3%	71 38.0% 16.5%	55 40.4% 12.8%	39 33.6% 9.0%	25 23.8% 5.8%	42 24.4% 9.7%	33 35.9% 7.7%	142 36.9% 32.9%	76 35.0% 17.6%	102 41.3% 23.7%	76 28.4% 17.6%	170 36.0% 39.4%	223 35.2% 51.7%	31 31.3% 7.2%	43 33.3% 10.0%	161 34.5% 37.4%
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers	152 12.5% 100.0%	143 12.5% 94.1%	22 15.8% 14.5%	25 20.3% 16.4%	27 16.1% 17.8%	13 7.0% 8.6%	22 16.2% 14.5%	11 9.6% 7.2%	6 5.7% 3.9%	17 9.9% 11.2%	10 11.0% 6.6%	55 14.4% 36.2%	17 8.0% 11.2%	43 17.6% 28.3%	25 9.2% 16.4%	63 13.5% 41.4%	73 11.6% 48.0%	15 15.2% 9.9%	16 12.3% 10.5%	60 13.0% 39.5%

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Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Time Pressure/Allocation/Free Time																				
It's a daily challenge for me to find time for both work and my personal life																				
Mean	3.69	3.69	3.70	3.35	3.88	3.36	3.90	3.30	3.87	4.07	3.88	3.70	3.89	3.67	3.46	3.69	3.65	3.92	3.44	3.77
Std. Dev.	1.498	1.494	1.365	1.552	1.357	1.585	1.190	1.627	1.482	1.553	1.497	1.430	1.471	1.480	1.613	1.531	1.454	1.631	1.541	1.473
Std. Err.	0.043	0.044	0.116	0.139	0.105	0.116	0.102	0.152	0.145	0.119	0.157	0.073	0.101	0.095	0.100	0.072	0.058	0.166	0.136	0.069
I have difficulty juggling work and family demands																				
Mean	3.16	3.16	3.13	2.76	3.33	2.80	3.26	3.08	3.53	3.44	3.34	3.18	3.24	3.19	2.97	3.12	3.15	3.38	2.80	3.30
Std. Dev.	1.454	1.451	1.411	1.449	1.360	1.415	1.303	1.493	1.500	1.530	1.492	1.393	1.478	1.419	1.537	1.496	1.408	1.544	1.366	1.455
Std. Err.	0.042	0.043	0.121	0.131	0.105	0.104	0.113	0.139	0.146	0.117	0.156	0.072	0.101	0.091	0.094	0.069	0.056	0.157	0.120	0.068
I have less leisure time than I used to																				
Mean	4.21	4.22	4.45	3.67	4.67	3.78	4.46	3.83	4.36	4.47	4.15	4.48	4.46	4.14	3.69	4.13	4.23	4.32	4.05	4.34
Std. Dev.	1.581	1.570	1.465	1.523	1.264	1.694	1.419	1.711	1.576	1.573	1.673	1.412	1.543	1.556	1.703	1.655	1.512	1.634	1.516	1.584
Std. Err.	0.045	0.046	0.125	0.137	0.098	0.124	0.122	0.159	0.155	0.120	0.175	0.072	0.105	0.099	0.104	0.076	0.060	0.164	0.133	0.073
My lifestyle is hectic																				
Mean	4.01	4.02	4.18	3.63	4.22	3.70	4.22	3.72	4.27	4.23	3.99	4.14	4.20	4.00	3.71	3.97	4.01	4.29	3.82	4.04
Std. Dev.	1.430	1.418	1.319	1.445	1.255	1.469	1.201	1.531	1.463	1.488	1.548	1.313	1.421	1.434	1.493	1.484	1.372	1.485	1.450	1.422
Std. Err.	0.041	0.042	0.112	0.130	0.097	0.108	0.103	0.143	0.144	0.114	0.164	0.067	0.097	0.092	0.092	0.069	0.055	0.150	0.128	0.066
My work requires me to work long hours																				
Mean	4.17	4.18	4.60	3.49	4.55	3.94	4.51	3.53	4.12	4.43	4.16	4.45	4.27	4.19	3.65	4.02	4.24	4.35	4.17	4.20
Std. Dev.	1.667	1.658	1.408	1.605	1.443	1.853	1.376	1.796	1.731	1.610	1.709	1.471	1.659	1.642	1.822	1.706	1.650	1.573	1.541	1.678
Std. Err.	0.048	0.049	0.119	0.144	0.111	0.135	0.118	0.167	0.170	0.124	0.180	0.075	0.113	0.105	0.111	0.079	0.066	0.158	0.135	0.078
I'm so busy that when I do take time off, I really want to make my free time count																				
Mean	4.50	4.51	4.73	4.13	4.74	4.22	4.80	4.34	4.43	4.64	4.49	4.64	4.73	4.47	4.16	4.50	4.51	4.45	4.45	4.54
Std. Dev.	1.377	1.354	1.301	1.465	1.137	1.546	1.108	1.433	1.292	1.324	1.586	1.282	1.285	1.229	1.546	1.408	1.338	1.465	1.452	1.346
Std. Err.	0.039	0.040	0.110	0.132	0.088	0.113	0.095	0.133	0.126	0.102	0.165	0.066	0.087	0.078	0.094	0.065	0.053	0.148	0.127	0.062
I spend most of my free time at home																				
Mean	4.51	4.50	4.34	4.49	4.13	4.97	3.90	4.47	4.64	4.88	4.71	4.39	4.48	4.49	4.64	4.58	4.46	4.36	4.48	4.52
Std. Dev.	1.338	1.344	1.308	1.422	1.314	1.112	1.278	1.309	1.320	1.377	1.276	1.326	1.358	1.409	1.289	1.387	1.292	1.326	1.365	1.371
Std. Err.	0.039	0.040	0.112	0.128	0.102	0.081	0.110	0.121	0.130	0.105	0.134	0.068	0.093	0.091	0.080	0.065	0.052	0.134	0.120	0.064
I wish I had more time to spend with my friends																				
Mean	3.87	3.88	4.27	3.77	4.13	3.36	4.25	3.48	4.23	3.70	3.68	3.88	4.07	3.82	3.81	3.80	3.94	3.85	3.89	3.90
Std. Dev.	1.314	1.305	1.055	1.318	1.103	1.345	1.066	1.335	1.395	1.422	1.460	1.284	1.357	1.246	1.321	1.372	1.259	1.357	1.234	1.375
Std. Err.	0.038	0.039	0.089	0.118	0.085	0.099	0.091	0.124	0.136	0.108	0.152	0.065	0.092	0.080	0.080	0.063	0.050	0.137	0.108	0.064
I spend most of my free time with my family																				
Mean	4.42	4.43	4.37	4.44	4.29	4.88	3.89	4.68	3.88	4.72	4.29	4.39	4.44	4.46	4.46	4.49	4.37	4.39	4.50	4.35

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017144

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.423	1.420	1.330	1.344	1.283	1.286	1.529	1.281	1.653	1.411	1.708	1.416	1.397	1.354	1.427	1.434	1.393	1.558	1.376	1.529
Std. Err.	0.041	0.042	0.113	0.121	0.099	0.094	0.132	0.119	0.163	0.108	0.179	0.072	0.095	0.086	0.088	0.066	0.056	0.158	0.121	0.071
I frequently entertain guests at home																				
Mean	3.28	3.28	3.81	3.43	3.42	3.19	3.55	3.09	2.63	3.00	3.13	3.55	3.43	3.07	2.99	3.24	3.28	3.36	3.66	3.15
Std. Dev.	1.487	1.485	1.503	1.319	1.382	1.517	1.387	1.489	1.359	1.587	1.528	1.425	1.505	1.509	1.459	1.516	1.450	1.594	1.395	1.506
Std. Err.	0.043	0.044	0.127	0.119	0.107	0.111	0.119	0.138	0.133	0.121	0.159	0.073	0.102	0.096	0.089	0.070	0.058	0.160	0.122	0.070
Success,Relationship, Optimism																				
I consider myself highly successful																				
Mean	3.98	3.99	4.36	4.04	4.21	4.11	4.24	3.81	3.08	3.81	3.95	4.03	4.03	3.93	3.93	3.89	4.03	4.06	4.43	3.80
Std. Dev.	1.240	1.235	1.097	1.289	1.090	1.115	1.007	1.344	1.306	1.299	1.417	1.215	1.209	1.222	1.262	1.291	1.200	1.227	1.109	1.284
Std. Err.	0.036	0.036	0.093	0.116	0.084	0.081	0.086	0.125	0.127	0.099	0.149	0.062	0.082	0.078	0.077	0.060	0.048	0.123	0.098	0.060
I'm more successful than most of the people I know																				
Mean	3.65	3.65	4.06	3.56	3.92	3.56	4.01	3.57	3.06	3.37	3.43	3.77	3.71	3.56	3.57	3.59	3.66	3.80	4.03	3.49
Std. Dev.	1.264	1.256	1.175	1.409	1.116	1.295	1.033	1.132	1.268	1.294	1.385	1.157	1.224	1.329	1.316	1.287	1.232	1.347	1.223	1.312
Std. Err.	0.036	0.037	0.100	0.127	0.086	0.095	0.089	0.106	0.124	0.100	0.144	0.059	0.083	0.085	0.081	0.060	0.049	0.136	0.108	0.061
Achieving balance between work, family and social life is critical to my definition of success																				
Mean	4.71	4.72	4.88	4.64	5.08	4.70	4.98	4.46	4.38	4.46	4.77	4.76	4.78	4.65	4.58	4.70	4.74	4.58	4.84	4.68
Std. Dev.	1.260	1.256	1.170	1.386	0.960	1.374	1.029	1.247	1.295	1.355	1.430	1.143	1.278	1.349	1.251	1.329	1.193	1.270	1.217	1.298
Std. Err.	0.036	0.037	0.100	0.125	0.074	0.100	0.088	0.116	0.127	0.104	0.150	0.058	0.088	0.087	0.078	0.062	0.048	0.130	0.107	0.061
I lead a healthy lifestyle																				
Mean	4.10	4.10	4.06	4.19	4.27	4.22	4.19	4.11	3.63	4.00	4.32	4.15	4.17	3.92	4.05	4.13	4.07	4.11	4.30	3.90
Std. Dev.	1.209	1.206	1.196	1.215	1.091	1.221	1.079	1.196	1.227	1.324	1.140	1.118	1.259	1.304	1.219	1.245	1.181	1.230	1.139	1.218
Std. Err.	0.035	0.036	0.101	0.110	0.084	0.089	0.092	0.112	0.120	0.101	0.120	0.057	0.086	0.084	0.075	0.058	0.047	0.126	0.101	0.057
I believe it's more important for a wife to help her husbands career than to have one herself																				
Mean	2.22	2.21	2.22	2.38	2.12	1.96	1.96	2.28	2.69	2.29	1.94	2.24	2.35	2.21	2.20	2.21	2.25	2.14	2.26	2.20
Std. Dev.	1.427	1.410	1.458	1.507	1.251	1.302	1.149	1.392	1.629	1.537	1.256	1.406	1.437	1.471	1.444	1.421	1.426	1.457	1.419	1.456
Std. Err.	0.041	0.042	0.124	0.138	0.097	0.095	0.099	0.130	0.162	0.118	0.133	0.072	0.099	0.095	0.089	0.066	0.057	0.146	0.127	0.068
I believe it's better for everyone involved if the woman takes care of the home and family																				
Mean	2.86	2.85	2.62	2.99	2.44	2.68	2.64	2.90	3.59	3.18	2.88	2.87	2.95	2.84	2.80	2.97	2.81	2.64	2.88	2.89
Std. Dev.	1.688	1.679	1.626	1.571	1.450	1.733	1.484	1.792	1.677	1.820	1.831	1.683	1.766	1.659	1.639	1.752	1.633	1.676	1.688	1.714
Std. Err.	0.049	0.050	0.138	0.142	0.113	0.127	0.128	0.167	0.165	0.140	0.192	0.086	0.120	0.106	0.101	0.081	0.065	0.169	0.149	0.080
Being the best at my job is extremely important to me																				
Mean	5.21	5.21	5.43	5.06	5.33	5.16	5.09	5.22	4.98	5.28	5.37	5.23	5.32	5.13	5.10	5.20	5.21	5.19	5.28	5.16
Std. Dev.	0.988	0.982	0.808	1.146	0.771	1.016	0.885	1.014	1.168	1.013	0.922	0.935	0.876	1.024	1.109	0.993	0.978	1.037	0.973	1.031
Std. Err.	0.028	0.029	0.069	0.103	0.060	0.074	0.076	0.094	0.114	0.077	0.096	0.048	0.060	0.065	0.068	0.046	0.039	0.104	0.085	0.048

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017145

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
I feel guilty that I don't spend enough time with my family																				
Mean	3.29	3.31	3.48	3.13	3.28	2.90	3.60	2.99	3.76	3.46	3.39	3.45	3.37	3.24	3.00	3.32	3.31	3.16	3.18	3.46
Std. Dev.	1.573	1.570	1.590	1.521	1.396	1.594	1.452	1.603	1.523	1.686	1.809	1.513	1.541	1.491	1.635	1.606	1.549	1.584	1.577	1.657
Std. Err.	0.045	0.047	0.135	0.138	0.108	0.117	0.124	0.149	0.149	0.129	0.191	0.078	0.105	0.095	0.100	0.074	0.062	0.160	0.138	0.077
I approach each day optimistically																				
Mean	4.59	4.60	4.78	4.66	4.75	4.71	4.57	4.69	3.86	4.58	4.71	4.57	4.61	4.52	4.65	4.61	4.57	4.63	4.82	4.44
Std. Dev.	1.137	1.118	1.136	1.118	0.959	1.096	0.971	1.099	1.261	1.150	1.138	1.076	1.151	1.146	1.185	1.177	1.106	1.170	1.096	1.184
Std. Err.	0.033	0.033	0.096	0.100	0.074	0.080	0.083	0.102	0.124	0.088	0.119	0.055	0.079	0.074	0.073	0.055	0.044	0.118	0.096	0.055
I try to find small victories every day																				
Mean	4.21	4.22	4.51	4.28	4.38	4.28	4.12	4.16	3.99	3.97	4.25	4.17	4.29	4.22	4.20	4.18	4.23	4.36	4.35	4.09
Std. Dev.	1.244	1.237	1.116	1.347	1.093	1.327	1.075	1.240	1.275	1.313	1.379	1.206	1.225	1.175	1.332	1.282	1.208	1.265	1.210	1.293
Std. Err.	0.036	0.037	0.095	0.121	0.084	0.097	0.092	0.116	0.124	0.100	0.145	0.061	0.083	0.075	0.081	0.059	0.048	0.127	0.107	0.060
I'm extremely happy with my life																				
Mean	4.56	4.58	4.71	4.53	4.73	4.87	4.72	4.57	3.49	4.58	4.71	4.65	4.64	4.46	4.40	4.52	4.58	4.57	4.89	4.38
Std. Dev.	1.227	1.212	1.085	1.287	1.006	1.085	1.023	1.200	1.435	1.231	1.186	1.076	1.191	1.315	1.367	1.263	1.203	1.214	1.103	1.309
Std. Err.	0.035	0.036	0.092	0.117	0.078	0.079	0.088	0.112	0.140	0.094	0.124	0.055	0.082	0.084	0.083	0.058	0.048	0.122	0.097	0.061
I enjoy spending money on my home																				
Mean	4.25	4.25	4.67	4.20	4.25	4.23	4.19	4.06	3.92	4.36	4.46	4.35	4.31	4.11	4.12	4.29	4.26	4.12	4.34	4.18
Std. Dev.	1.247	1.248	1.145	1.367	1.106	1.192	1.114	1.205	1.439	1.352	1.285	1.210	1.201	1.318	1.250	1.248	1.229	1.254	1.220	1.319
Std. Err.	0.036	0.037	0.097	0.123	0.086	0.087	0.096	0.113	0.141	0.104	0.135	0.062	0.082	0.085	0.077	0.058	0.049	0.127	0.108	0.061
My home is my pride and joy																				
Mean	4.49	4.50	4.71	4.60	4.32	4.79	4.02	4.44	4.09	4.76	4.66	4.53	4.43	4.34	4.56	4.53	4.49	4.29	4.75	4.36
Std. Dev.	1.218	1.219	1.037	1.208	1.126	1.155	1.116	1.267	1.501	1.179	1.424	1.136	1.288	1.233	1.183	1.260	1.178	1.206	1.051	1.301
Std. Err.	0.035	0.036	0.088	0.109	0.087	0.084	0.096	0.118	0.146	0.090	0.149	0.058	0.088	0.079	0.072	0.058	0.047	0.121	0.092	0.060
Having close friendships is critical to happiness																				
Mean	4.47	4.50	4.81	4.74	4.86	4.19	4.90	4.09	4.36	4.07	4.19	4.55	4.56	4.43	4.43	4.29	4.58	4.61	4.61	4.45
Std. Dev.	1.382	1.370	1.183	1.282	1.033	1.523	1.092	1.562	1.406	1.462	1.600	1.318	1.470	1.408	1.284	1.473	1.311	1.315	1.332	1.384
Std. Err.	0.040	0.041	0.100	0.119	0.081	0.112	0.094	0.147	0.139	0.113	0.169	0.068	0.101	0.090	0.079	0.069	0.052	0.135	0.119	0.065
Having close family relationships is critical to happiness																				
Mean	5.02	5.02	5.01	4.90	5.06	5.27	5.11	4.97	4.66	5.01	5.02	5.03	5.05	5.05	4.99	5.05	5.01	5.04	4.98	5.00
Std. Dev.	1.134	1.129	1.094	1.280	1.068	0.984	0.990	1.060	1.372	1.174	1.183	1.018	1.085	1.172	1.256	1.153	1.122	1.045	1.242	1.118
Std. Err.	0.033	0.033	0.093	0.115	0.083	0.072	0.085	0.099	0.134	0.091	0.124	0.052	0.074	0.076	0.078	0.054	0.045	0.106	0.109	0.052
I take time out to make the most of everyday special occasions																				
Mean	4.00	4.00	4.34	4.24	3.93	4.09	4.01	3.97	3.54	3.80	4.08	4.00	4.10	3.92	3.93	3.99	4.00	4.01	4.14	3.84
Std. Dev.	1.184	1.175	1.060	1.234	0.988	1.181	1.007	1.222	1.297	1.283	1.440	1.092	1.196	1.230	1.168	1.248	1.132	1.177	1.247	1.181

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017146

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Err.	0.034	0.035	0.090	0.112	0.076	0.086	0.086	0.114	0.128	0.098	0.152	0.056	0.081	0.079	0.072	0.058	0.045	0.120	0.110	0.055
I frequently treat myself to some of lifes little luxuries																				
Mean	4.34	4.36	5.07	4.57	4.55	4.26	4.48	4.21	3.80	3.90	4.44	4.54	4.31	4.15	4.22	4.25	4.34	4.73	4.80	4.13
Std. Dev.	1.257	1.251	0.930	1.177	0.977	1.266	1.161	1.212	1.326	1.446	1.310	1.129	1.304	1.305	1.311	1.264	1.249	1.211	1.144	1.301
Std. Err.	0.036	0.037	0.079	0.106	0.075	0.092	0.100	0.113	0.129	0.111	0.137	0.058	0.089	0.083	0.080	0.058	0.050	0.122	0.100	0.060
Compared to most people I know, I tend to indulge myself more in some of the finer things in life																				
Mean	3.76	3.77	4.60	4.12	4.15	3.43	4.03	3.23	3.23	3.34	3.75	4.02	3.67	3.55	3.65	3.69	3.74	4.18	4.34	3.56
Std. Dev.	1.413	1.408	1.033	1.341	1.217	1.481	1.259	1.267	1.367	1.520	1.503	1.292	1.465	1.469	1.406	1.485	1.357	1.319	1.309	1.430
Std. Err.	0.041	0.042	0.088	0.120	0.094	0.108	0.108	0.118	0.134	0.117	0.158	0.066	0.100	0.094	0.087	0.069	0.054	0.133	0.115	0.067
Having a strong relationship with my spouse is extremely important to me																				
Mean	5.70	5.71	5.66	5.73	5.74	5.85	5.64	5.79	5.34	5.70	5.68	5.75	5.62	5.71	5.70	5.72	5.68	5.77	5.79	5.68
Std. Dev.	0.791	0.784	0.869	0.777	0.692	0.636	0.940	0.509	1.164	0.769	0.895	0.725	0.955	0.775	0.731	0.762	0.818	0.549	0.717	0.852
Std. Err.	0.027	0.028	0.093	0.084	0.065	0.051	0.104	0.055	0.156	0.067	0.113	0.045	0.078	0.060	0.052	0.042	0.039	0.068	0.074	0.048
Being a good parent is extremely important to me																				
Mean	5.67	5.68	5.71	5.66	5.74	5.79	5.70	5.62	5.40	5.67	5.63	5.70	5.66	5.69	5.65	5.69	5.66	5.77	5.65	5.67
Std. Dev.	0.729	0.716	0.789	0.760	0.658	0.621	0.652	0.724	0.932	0.654	0.822	0.737	0.764	0.668	0.718	0.695	0.746	0.527	0.766	0.684
Std. Err.	0.026	0.026	0.087	0.081	0.068	0.053	0.080	0.075	0.116	0.056	0.110	0.047	0.065	0.051	0.052	0.039	0.036	0.066	0.080	0.039
Stylishness																				
Making sure I look my best at all times is very important to me																				
Mean	3.87	3.86	4.39	3.87	3.83	3.62	3.72	3.72	3.81	3.96	3.98	4.02	3.85	3.61	3.84	3.91	3.87	3.65	4.00	3.74
Std. Dev.	1.393	1.391	1.283	1.460	1.156	1.539	1.220	1.393	1.358	1.515	1.570	1.271	1.507	1.408	1.364	1.431	1.332	1.527	1.441	1.378
Std. Err.	0.040	0.041	0.109	0.132	0.089	0.113	0.105	0.129	0.134	0.116	0.165	0.065	0.103	0.090	0.083	0.066	0.053	0.154	0.126	0.064
I consider myself to be very fashion conscious																				
Mean	3.07	3.06	3.77	2.94	3.37	2.66	3.38	2.88	2.71	2.77	3.34	3.44	3.11	2.76	2.68	3.04	3.10	3.01	3.32	2.88
Std. Dev.	1.416	1.412	1.395	1.381	1.286	1.387	1.355	1.390	1.385	1.357	1.585	1.413	1.335	1.373	1.310	1.457	1.360	1.543	1.415	1.420
Std. Err.	0.041	0.042	0.118	0.124	0.100	0.102	0.116	0.129	0.135	0.103	0.165	0.072	0.091	0.088	0.080	0.067	0.054	0.156	0.124	0.066
What others think about me is very important																				
Mean	3.49	3.48	3.50	3.47	3.65	3.23	3.69	3.23	3.71	3.44	3.34	3.56	3.64	3.38	3.38	3.45	3.52	3.40	3.58	3.56
Std. Dev.	1.485	1.482	1.520	1.543	1.362	1.578	1.347	1.398	1.506	1.511	1.614	1.485	1.436	1.468	1.483	1.486	1.490	1.484	1.478	1.499
Std. Err.	0.043	0.044	0.129	0.139	0.105	0.116	0.116	0.130	0.148	0.116	0.169	0.076	0.098	0.093	0.090	0.069	0.059	0.149	0.130	0.070
I am completely satisfied with my physical appearance																				
Mean	3.85	3.84	3.82	3.76	3.76	4.03	3.68	4.03	3.40	4.08	4.12	3.87	4.02	3.75	3.67	3.83	3.85	3.84	4.12	3.73
Std. Dev.	1.365	1.361	1.485	1.439	1.231	1.307	1.285	1.341	1.363	1.374	1.452	1.344	1.316	1.374	1.367	1.382	1.344	1.375	1.463	1.356
Std. Err.	0.039	0.040	0.126	0.130	0.095	0.096	0.111	0.125	0.133	0.105	0.153	0.069	0.090	0.088	0.085	0.065	0.054	0.139	0.129	0.063

CONFIDENTIAL
UNDER PROTECTIVE ORDER
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Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
I like to go to the latest movies																				
Mean	3.26	3.26	3.96	2.95	3.64	2.82	3.76	2.65	3.25	3.05	3.36	3.57	3.39	3.11	2.79	3.26	3.28	3.01	3.45	3.17
Std. Dev.	1.687	1.682	1.648	1.647	1.553	1.648	1.533	1.584	1.622	1.746	1.769	1.671	1.696	1.579	1.651	1.664	1.677	1.821	1.757	1.666
Std. Err.	0.048	0.050	0.140	0.148	0.120	0.120	0.132	0.147	0.158	0.134	0.187	0.085	0.116	0.101	0.100	0.077	0.067	0.183	0.154	0.077
I like to discover new and different places to go																				
Mean	4.59	4.60	5.07	4.53	4.95	4.59	4.91	4.09	4.19	4.28	4.56	4.61	4.78	4.57	4.43	4.49	4.63	4.82	4.88	4.48
Std. Dev.	1.256	1.244	1.019	1.284	0.943	1.196	1.022	1.354	1.462	1.349	1.327	1.243	1.224	1.215	1.298	1.291	1.235	1.143	1.139	1.312
Std. Err.	0.036	0.037	0.087	0.115	0.073	0.087	0.088	0.127	0.143	0.103	0.139	0.063	0.084	0.078	0.079	0.060	0.049	0.115	0.100	0.061
I like to go to the most popular restaurants and bars																				
Mean	3.20	3.21	4.12	3.07	3.71	2.61	3.95	2.62	2.89	2.77	3.34	3.50	3.34	2.95	2.81	3.08	3.29	3.17	3.40	3.10
Std. Dev.	1.506	1.510	1.373	1.464	1.273	1.378	1.306	1.424	1.526	1.479	1.675	1.505	1.520	1.426	1.376	1.572	1.443	1.533	1.482	1.506
Std. Err.	0.043	0.045	0.116	0.132	0.098	0.100	0.112	0.133	0.150	0.113	0.176	0.077	0.104	0.091	0.084	0.073	0.058	0.155	0.130	0.070
I am comfortable being separate from the crowd																				
Mean	4.95	4.96	4.98	4.93	4.89	5.21	4.82	4.97	4.44	5.15	5.12	4.85	5.01	4.98	4.97	4.91	4.95	5.17	4.89	4.87
Std. Dev.	1.052	1.056	1.036	1.085	1.051	1.018	0.984	0.964	1.291	0.926	0.976	1.101	1.030	1.012	1.036	1.092	1.042	0.829	1.190	1.111
Std. Err.	0.030	0.031	0.088	0.098	0.082	0.074	0.085	0.090	0.127	0.071	0.102	0.057	0.070	0.065	0.064	0.051	0.042	0.085	0.106	0.052
Self-Image																				
I am more confident in myself than most people																				
Mean	4.52	4.53	4.88	4.56	4.68	4.52	4.57	4.40	4.05	4.44	4.62	4.55	4.56	4.51	4.45	4.47	4.53	4.71	4.76	4.31
Std. Dev.	1.155	1.147	0.941	1.218	1.016	1.116	1.066	1.168	1.311	1.232	1.291	1.081	1.176	1.196	1.144	1.198	1.109	1.197	1.231	1.279
Std. Err.	0.033	0.034	0.080	0.109	0.078	0.082	0.091	0.109	0.128	0.094	0.135	0.055	0.080	0.076	0.070	0.055	0.044	0.120	0.108	0.059
I have a better sense of humor than most people																				
Mean	4.68	4.69	4.84	4.80	4.88	4.56	4.72	4.47	4.52	4.66	4.78	4.72	4.77	4.56	4.62	4.62	4.67	4.96	4.85	4.57
Std. Dev.	1.071	1.067	0.968	1.086	0.865	1.117	0.939	1.145	1.145	1.191	1.225	0.992	1.106	1.139	1.032	1.131	1.035	0.984	1.073	1.127
Std. Err.	0.031	0.032	0.082	0.098	0.067	0.082	0.081	0.106	0.113	0.091	0.129	0.051	0.076	0.074	0.064	0.053	0.041	0.099	0.095	0.053
I am more open-minded than most people																				
Mean	4.49	4.51	4.67	4.48	4.53	4.45	4.68	4.22	4.47	4.50	4.57	4.54	4.50	4.35	4.54	4.50	4.46	4.56	4.61	4.45
Std. Dev.	1.186	1.174	1.204	1.159	1.085	1.256	0.967	1.317	1.230	1.147	1.162	1.102	1.326	1.185	1.151	1.204	1.168	1.190	1.287	1.217
Std. Err.	0.034	0.035	0.103	0.106	0.084	0.092	0.083	0.125	0.121	0.088	0.122	0.057	0.090	0.076	0.070	0.056	0.047	0.121	0.114	0.057
I do not like pretentious people																				
Mean	5.02	5.02	5.10	4.94	5.23	5.11	4.94	4.95	4.63	5.07	4.98	4.92	4.95	5.13	5.16	5.00	5.03	5.15	5.09	4.93
Std. Dev.	1.140	1.133	0.965	1.238	0.934	1.205	1.017	1.191	1.258	1.190	1.087	1.096	1.154	1.149	1.172	1.119	1.136	1.130	1.077	1.192
Std. Err.	0.033	0.034	0.082	0.111	0.072	0.089	0.088	0.111	0.123	0.092	0.115	0.056	0.080	0.074	0.073	0.053	0.046	0.115	0.096	0.056

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UNDER PROTECTIVE ORDER
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Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
General Price/Value/Budget Challenge																				
It's worth it to me to spend extra for the best quality																				
Mean	4.63	4.66	5.01	4.62	4.88	4.67	4.60	4.50	4.36	4.49	4.58	4.72	4.69	4.67	4.45	4.58	4.65	4.65	4.69	4.61
Std. Dev.	1.086	1.064	0.912	1.090	0.849	1.134	0.977	1.107	1.110	1.175	1.251	1.051	1.067	1.047	1.122	1.112	1.058	1.159	1.185	1.083
Std. Err.	0.031	0.031	0.078	0.098	0.066	0.083	0.084	0.103	0.108	0.090	0.130	0.054	0.073	0.067	0.069	0.051	0.042	0.117	0.104	0.050
Once I find a brand that satisfies me, I usually don't experiment with new ones																				
Mean	4.12	4.12	3.89	3.80	3.98	4.08	4.09	4.30	4.32	4.53	4.26	4.15	4.13	3.97	4.16	4.20	4.09	3.98	3.88	4.25
Std. Dev.	1.234	1.227	1.215	1.377	1.114	1.277	1.000	1.208	1.176	1.259	1.320	1.205	1.167	1.276	1.258	1.269	1.187	1.292	1.217	1.201
Std. Err.	0.036	0.036	0.104	0.125	0.086	0.094	0.086	0.113	0.115	0.097	0.139	0.062	0.080	0.082	0.077	0.059	0.047	0.131	0.108	0.056
I can't afford all the luxuries of life																				
Mean	4.78	4.78	4.54	4.56	4.68	4.66	4.63	4.71	5.45	5.10	4.95	4.66	4.88	4.87	4.74	4.86	4.75	4.58	4.37	5.01
Std. Dev.	1.365	1.362	1.337	1.510	1.253	1.399	1.470	1.480	0.858	1.243	1.425	1.350	1.329	1.254	1.478	1.383	1.347	1.436	1.605	1.281
Std. Err.	0.039	0.040	0.113	0.136	0.097	0.102	0.126	0.137	0.084	0.095	0.149	0.069	0.090	0.080	0.090	0.064	0.053	0.144	0.141	0.059
I usually shop around to find the best price																				
Mean	4.55	4.55	4.42	4.78	4.42	4.70	4.33	4.64	4.47	4.63	4.65	4.42	4.73	4.49	4.59	4.67	4.47	4.42	4.49	4.51
Std. Dev.	1.272	1.269	1.345	1.163	1.181	1.269	1.236	1.258	1.299	1.341	1.378	1.246	1.202	1.255	1.330	1.238	1.290	1.278	1.319	1.318
Std. Err.	0.036	0.038	0.114	0.105	0.091	0.093	0.106	0.117	0.127	0.103	0.144	0.063	0.082	0.080	0.082	0.057	0.051	0.128	0.116	0.061
Adventure Sought																				
I'm much more adventurous than most people I know																				
Mean	3.97	3.98	4.54	4.02	4.30	3.80	4.24	3.63	3.52	3.69	3.91	4.04	4.10	3.98	3.80	3.91	4.00	4.09	4.43	3.73
Std. Dev.	1.352	1.348	1.169	1.394	1.156	1.375	1.110	1.391	1.435	1.436	1.503	1.277	1.386	1.319	1.399	1.389	1.314	1.415	1.276	1.383
Std. Err.	0.039	0.040	0.099	0.125	0.089	0.100	0.095	0.130	0.140	0.110	0.158	0.065	0.095	0.084	0.085	0.064	0.052	0.142	0.112	0.064
I enjoy taking risks																				
Mean	3.76	3.76	4.28	3.85	4.05	3.27	4.11	3.42	3.70	3.49	3.82	3.84	3.89	3.78	3.49	3.68	3.78	3.97	3.98	3.69
Std. Dev.	1.346	1.342	1.274	1.343	1.060	1.404	1.113	1.293	1.501	1.387	1.390	1.314	1.400	1.339	1.305	1.403	1.293	1.388	1.334	1.431
Std. Err.	0.039	0.040	0.108	0.121	0.082	0.102	0.095	0.120	0.146	0.106	0.145	0.067	0.095	0.085	0.080	0.065	0.052	0.140	0.118	0.066
I wish I had more adventure in my life																				
Mean	3.80	3.80	3.95	3.80	3.86	3.40	3.87	3.67	4.44	3.72	3.79	3.88	3.96	3.76	3.62	3.82	3.76	3.92	3.72	3.86
Std. Dev.	1.339	1.333	1.285	1.339	1.195	1.404	1.175	1.323	1.234	1.447	1.457	1.262	1.372	1.356	1.348	1.395	1.285	1.404	1.345	1.342
Std. Err.	0.039	0.040	0.110	0.122	0.093	0.103	0.102	0.123	0.122	0.113	0.152	0.065	0.095	0.086	0.083	0.065	0.052	0.143	0.119	0.063
I'm not really interested in adventure, I prefer to take it easy in my free time																				
Mean	3.48	3.48	3.07	3.50	3.10	3.57	3.10	4.07	3.65	3.89	3.64	3.48	3.44	3.34	3.59	3.59	3.41	3.32	3.24	3.55
Std. Dev.	1.368	1.365	1.402	1.375	1.225	1.332	1.225	1.106	1.474	1.412	1.480	1.281	1.464	1.326	1.398	1.415	1.320	1.382	1.413	1.387
Std. Err.	0.039	0.040	0.119	0.124	0.094	0.097	0.106	0.103	0.144	0.108	0.155	0.065	0.101	0.085	0.085	0.065	0.053	0.140	0.124	0.065

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017149

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Shopping																				
I hate to shop																				
Mean	3.56	3.55	3.20	3.28	3.48	3.62	3.33	3.67	3.60	4.07	3.62	3.46	3.53	3.51	3.78	3.60	3.49	3.88	3.49	3.61
Std. Dev.	1.656	1.647	1.638	1.631	1.532	1.659	1.545	1.786	1.692	1.603	1.784	1.591	1.732	1.593	1.687	1.699	1.626	1.624	1.662	1.680
Std. Err.	0.047	0.049	0.139	0.147	0.118	0.121	0.132	0.167	0.166	0.122	0.186	0.081	0.118	0.102	0.103	0.078	0.065	0.163	0.146	0.078
I love catalogs																				
Mean	3.76	3.77	4.12	4.20	3.88	3.54	3.52	3.39	3.92	3.67	3.73	3.75	3.81	3.74	3.76	3.73	3.79	3.75	3.98	3.67
Std. Dev.	1.463	1.458	1.373	1.361	1.302	1.625	1.190	1.554	1.342	1.597	1.430	1.411	1.523	1.436	1.537	1.529	1.412	1.431	1.515	1.439
Std. Err.	0.042	0.043	0.116	0.122	0.101	0.119	0.102	0.144	0.132	0.122	0.150	0.072	0.104	0.092	0.094	0.071	0.056	0.144	0.133	0.067
I love to shop for products that personally interest me																				
Mean	4.62	4.63	4.95	4.87	4.62	4.50	4.63	4.17	4.68	4.62	4.82	4.69	4.76	4.56	4.41	4.63	4.61	4.61	4.65	4.58
Std. Dev.	1.165	1.154	0.973	1.004	1.000	1.204	1.067	1.372	1.054	1.322	1.170	1.069	1.097	1.221	1.276	1.181	1.163	1.127	1.256	1.187
Std. Err.	0.033	0.034	0.083	0.091	0.078	0.088	0.091	0.127	0.103	0.101	0.123	0.054	0.075	0.078	0.078	0.055	0.046	0.114	0.110	0.055
When I shop, I'm extremely focused																				
Mean	4.29	4.29	4.36	4.44	4.36	4.44	4.09	4.35	3.83	4.31	4.43	4.12	4.28	4.27	4.52	4.30	4.29	4.25	4.40	4.12
Std. Dev.	1.288	1.280	1.285	1.257	1.150	1.231	1.181	1.325	1.340	1.408	1.326	1.272	1.344	1.273	1.241	1.298	1.265	1.377	1.360	1.336
Std. Err.	0.037	0.038	0.109	0.113	0.089	0.090	0.102	0.124	0.131	0.107	0.139	0.065	0.092	0.082	0.077	0.061	0.050	0.140	0.120	0.062
I rarely buy things on impulse																				
Mean	3.99	3.97	3.53	3.93	3.98	4.35	3.56	4.44	3.97	3.94	4.09	3.71	4.14	3.86	4.31	3.95	4.00	3.96	3.85	3.87
Std. Dev.	1.451	1.452	1.451	1.398	1.391	1.438	1.454	1.276	1.362	1.551	1.575	1.452	1.440	1.461	1.330	1.495	1.423	1.421	1.447	1.495
Std. Err.	0.042	0.043	0.123	0.126	0.107	0.105	0.125	0.120	0.133	0.119	0.165	0.074	0.098	0.094	0.082	0.070	0.057	0.144	0.127	0.070
I prefer stores that offer expert advice and assistance																				
Mean	4.58	4.58	4.89	4.75	4.71	4.57	4.57	4.25	4.38	4.44	4.80	4.62	4.61	4.47	4.53	4.59	4.59	4.60	4.64	4.57
Std. Dev.	1.140	1.125	0.941	1.083	0.964	1.166	0.963	1.262	1.243	1.247	1.112	1.072	1.109	1.168	1.220	1.118	1.147	1.137	1.145	1.170
Std. Err.	0.033	0.033	0.080	0.098	0.075	0.085	0.083	0.118	0.121	0.095	0.116	0.055	0.076	0.075	0.074	0.051	0.046	0.115	0.101	0.054
I prefer stores that offer the lowest prices																				
Mean	4.82	4.81	4.68	4.91	4.51	4.76	4.40	5.02	5.14	5.18	4.95	4.68	5.03	4.78	4.82	4.95	4.75	4.58	4.65	4.81
Std. Dev.	1.123	1.129	1.169	1.133	1.194	1.135	1.147	0.968	0.985	0.987	1.187	1.120	1.067	1.114	1.135	1.074	1.143	1.183	1.205	1.131
Std. Err.	0.032	0.033	0.099	0.102	0.092	0.083	0.099	0.091	0.096	0.076	0.124	0.057	0.073	0.072	0.069	0.050	0.045	0.120	0.106	0.053
It's worth it to pay a little extra when a store offers good service																				
Mean	4.64	4.66	4.96	4.75	4.78	4.68	4.57	4.47	4.36	4.57	4.45	4.66	4.75	4.60	4.62	4.61	4.66	4.71	4.81	4.57
Std. Dev.	1.041	1.020	0.880	1.009	0.899	1.005	0.849	1.190	1.075	1.145	1.329	0.977	0.974	1.110	1.010	1.072	1.000	1.118	0.965	1.093
Std. Err.	0.030	0.030	0.075	0.091	0.069	0.073	0.073	0.111	0.105	0.087	0.139	0.050	0.066	0.071	0.062	0.049	0.040	0.112	0.085	0.051
I prefer catalog shopping vs. going to a store																				
Mean	2.83	2.83	2.93	3.54	2.96	2.70	2.73	2.40	2.75	2.66	2.80	2.81	2.82	2.73	2.93	2.74	2.87	2.98	2.97	2.74

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017150

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Std. Dev.	1.418	1.415	1.352	1.445	1.266	1.438	1.229	1.357	1.440	1.535	1.492	1.389	1.500	1.367	1.414	1.457	1.376	1.486	1.441	1.427
Std. Err.	0.041	0.042	0.115	0.130	0.098	0.105	0.106	0.126	0.141	0.118	0.156	0.071	0.104	0.088	0.088	0.068	0.055	0.151	0.127	0.067
When I shop, I like to get in and get out as quickly as possible																				
Mean	4.88	4.87	4.59	4.81	4.71	4.97	4.78	4.90	4.78	5.30	5.05	4.78	4.83	4.83	5.03	4.95	4.80	5.12	4.78	4.88
Std. Dev.	1.250	1.250	1.340	1.252	1.259	1.127	1.146	1.256	1.386	1.181	1.345	1.203	1.278	1.352	1.148	1.227	1.267	1.092	1.300	1.313
Std. Err.	0.036	0.037	0.114	0.112	0.097	0.083	0.098	0.117	0.136	0.091	0.141	0.062	0.087	0.087	0.071	0.057	0.051	0.111	0.114	0.061
Shopping by catalog is too expensive to do regularly																				
Mean	3.66	3.65	3.52	3.12	3.19	3.61	3.58	3.85	4.33	4.18	4.09	3.63	3.76	3.63	3.53	3.80	3.58	3.52	3.52	3.76
Std. Dev.	1.446	1.450	1.337	1.490	1.225	1.552	1.291	1.489	1.234	1.482	1.411	1.357	1.487	1.475	1.498	1.484	1.402	1.494	1.490	1.425
Std. Err.	0.042	0.043	0.113	0.134	0.095	0.114	0.111	0.139	0.123	0.113	0.150	0.069	0.102	0.094	0.092	0.069	0.056	0.151	0.131	0.067
I believe that when you are shopping for an item it is always better to go to a store that specializes in that one kind of item																				
Mean	3.98	4.00	4.27	3.90	4.10	3.89	3.86	4.01	4.03	3.94	4.40	4.03	3.96	3.77	3.98	3.96	3.99	4.01	4.09	3.94
Std. Dev.	1.201	1.198	1.120	1.346	0.980	1.271	0.998	1.309	1.147	1.328	1.114	1.115	1.273	1.323	1.152	1.223	1.168	1.266	1.291	1.209
Std. Err.	0.034	0.035	0.095	0.121	0.076	0.093	0.086	0.122	0.112	0.101	0.117	0.057	0.087	0.085	0.070	0.056	0.046	0.127	0.113	0.056
I like shopping online																				
Mean	2.24	2.24	2.74	2.49	2.75	1.91	2.74	1.70	1.89	1.68	2.11	2.35	2.46	2.18	1.96	2.08	2.31	2.47	2.47	2.13
Std. Dev.	1.450	1.448	1.594	1.655	1.463	1.297	1.395	1.052	1.280	1.195	1.378	1.445	1.529	1.430	1.363	1.382	1.453	1.599	1.610	1.377
Std. Err.	0.043	0.044	0.138	0.154	0.115	0.097	0.122	0.101	0.127	0.094	0.145	0.076	0.106	0.095	0.087	0.066	0.060	0.166	0.148	0.066
Male Bonding Desire																				
I wish there were more places to go that were primarily for men																				
Mean	3.02	3.01	3.56	3.16	3.07	2.55	2.96	2.67	3.61	2.84	3.20	3.03	3.19	2.91	2.90	2.99	3.01	3.16	3.41	2.95
Std. Dev.	1.482	1.480	1.533	1.538	1.309	1.407	1.299	1.356	1.522	1.563	1.679	1.423	1.502	1.490	1.463	1.520	1.427	1.627	1.588	1.501
Std. Err.	0.042	0.044	0.130	0.139	0.101	0.103	0.111	0.126	0.149	0.120	0.175	0.073	0.102	0.095	0.090	0.070	0.057	0.164	0.139	0.070
I wish I were able to spend more time with my male friends																				
Mean	3.56	3.56	3.95	3.45	3.90	3.12	4.00	3.12	3.96	3.20	3.62	3.70	3.73	3.38	3.37	3.47	3.61	3.71	3.67	3.53
Std. Dev.	1.290	1.283	1.123	1.245	1.087	1.278	1.095	1.307	1.260	1.396	1.389	1.273	1.298	1.302	1.227	1.347	1.238	1.268	1.254	1.324
Std. Err.	0.037	0.038	0.096	0.112	0.084	0.094	0.094	0.121	0.124	0.106	0.146	0.065	0.089	0.084	0.076	0.063	0.049	0.128	0.110	0.062
With all my other commitments, I don't spend as much time with my friends as I'd like to																				
Mean	3.75	3.75	3.95	3.67	4.10	3.28	3.96	3.43	3.94	3.76	3.62	3.75	3.81	3.81	3.67	3.70	3.79	3.79	3.78	3.80
Std. Dev.	1.347	1.348	1.262	1.346	1.101	1.399	1.357	1.353	1.406	1.366	1.436	1.373	1.315	1.292	1.353	1.368	1.315	1.452	1.239	1.436
Std. Err.	0.039	0.040	0.108	0.121	0.085	0.102	0.117	0.126	0.137	0.104	0.150	0.070	0.089	0.083	0.083	0.063	0.052	0.147	0.109	0.067
I spend more time with my friends than I do with my family																				
Mean	2.36	2.35	2.53	2.44	2.30	1.73	2.99	2.00	3.05	2.17	2.41	2.42	2.47	2.26	2.20	2.34	2.38	2.37	2.32	2.49
Std. Dev.	1.573	1.570	1.505	1.590	1.437	1.229	1.806	1.439	1.743	1.479	1.646	1.586	1.628	1.503	1.527	1.625	1.533	1.645	1.547	1.674
Std. Err.	0.045	0.047	0.128	0.143	0.112	0.091	0.155	0.134	0.173	0.114	0.173	0.082	0.112	0.097	0.093	0.076	0.061	0.165	0.138	0.079

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017151

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Recognition																				
I like it when companies or brands that I am loyal to recognize me for my loyalty																				
Mean	4.98	4.99	5.27	5.15	5.10	4.89	4.82	4.59	5.09	5.02	5.01	5.03	5.12	4.92	4.84	5.03	4.95	4.96	5.16	4.97
Std. Dev.	1.045	1.033	0.738	0.967	0.891	1.117	1.041	1.230	1.039	1.065	1.200	0.943	1.009	1.035	1.155	1.045	1.032	1.093	0.900	1.056
Std. Err.	0.030	0.031	0.063	0.087	0.069	0.082	0.089	0.114	0.101	0.081	0.125	0.048	0.069	0.066	0.071	0.048	0.041	0.110	0.079	0.049
It's important to me to be recognized as a valued customer by companies or manufacturers I am loyal to																				
Mean	4.73	4.74	4.94	5.00	4.77	4.58	4.55	4.34	4.94	4.80	4.70	4.68	4.89	4.72	4.67	4.81	4.68	4.68	4.85	4.63
Std. Dev.	1.201	1.197	1.030	1.016	1.092	1.394	1.193	1.371	1.027	1.196	1.449	1.138	1.153	1.253	1.196	1.195	1.212	1.172	1.189	1.240
Std. Err.	0.035	0.035	0.087	0.092	0.084	0.102	0.103	0.127	0.100	0.091	0.153	0.058	0.079	0.081	0.074	0.056	0.048	0.118	0.104	0.058
I like being rewarded by companies for my loyalty																				
Mean	5.14	5.14	5.34	5.20	5.19	4.97	5.05	4.79	5.41	5.21	5.23	5.17	5.27	5.07	5.01	5.20	5.12	5.03	5.10	5.15
Std. Dev.	1.073	1.071	0.902	1.032	0.940	1.193	1.029	1.357	0.895	1.052	1.175	0.979	0.999	1.067	1.220	1.056	1.078	1.144	1.126	1.067
Std. Err.	0.031	0.032	0.077	0.093	0.073	0.088	0.089	0.128	0.087	0.081	0.123	0.050	0.070	0.069	0.075	0.050	0.043	0.116	0.100	0.050
I think companies should take better care of their loyal customers																				
Mean	5.12	5.14	5.24	5.18	5.16	5.07	5.10	5.14	5.20	5.09	5.11	5.15	5.26	5.09	5.00	5.17	5.08	5.19	5.19	5.15
Std. Dev.	0.984	0.952	0.848	1.004	0.903	1.085	0.828	0.959	0.837	1.045	1.063	0.906	0.909	0.987	1.113	0.967	0.996	0.922	0.961	0.953
Std. Err.	0.028	0.028	0.072	0.090	0.070	0.079	0.071	0.089	0.082	0.080	0.111	0.046	0.062	0.063	0.068	0.045	0.040	0.093	0.085	0.044
Communication																				
I like it when companies send me information about their products																				
Mean	4.39	4.40	4.76	4.73	4.28	4.28	3.96	4.28	4.70	4.40	4.65	4.26	4.51	4.44	4.35	4.38	4.42	4.24	4.53	4.26
Std. Dev.	1.232	1.207	1.081	1.183	1.083	1.345	1.183	1.315	1.030	1.166	1.233	1.248	1.253	1.153	1.251	1.230	1.232	1.197	1.329	1.240
Std. Err.	0.035	0.036	0.092	0.106	0.084	0.098	0.101	0.123	0.100	0.089	0.129	0.064	0.085	0.074	0.077	0.057	0.049	0.122	0.117	0.058
I wish I knew more about the products I buy a lot of																				
Mean	3.91	3.92	4.10	4.13	3.80	3.73	3.68	3.92	4.15	3.96	4.09	3.91	3.99	3.85	3.85	3.96	3.93	3.59	3.81	3.92
Std. Dev.	1.215	1.209	1.187	1.325	1.097	1.338	0.979	1.188	1.246	1.195	1.323	1.156	1.241	1.209	1.259	1.217	1.187	1.302	1.359	1.182
Std. Err.	0.035	0.036	0.101	0.119	0.085	0.098	0.084	0.110	0.122	0.092	0.138	0.059	0.084	0.077	0.077	0.056	0.047	0.131	0.119	0.055
I don't mind sharing information with companies if it will result in improved products or services																				
Mean	5.00	5.01	5.19	5.10	4.91	5.04	4.67	4.98	5.18	5.04	5.11	4.92	5.05	5.04	5.01	5.08	4.97	4.93	5.17	4.98
Std. Dev.	1.054	1.039	0.865	0.941	1.020	1.212	1.040	1.063	0.948	1.034	1.038	1.098	1.026	1.031	1.040	1.088	1.016	1.071	0.997	1.053
Std. Err.	0.030	0.031	0.073	0.084	0.079	0.088	0.089	0.099	0.093	0.079	0.109	0.056	0.070	0.066	0.063	0.050	0.040	0.108	0.087	0.049
Privacy is a big concern of mine																				
Mean	4.89	4.89	5.11	4.72	4.86	5.05	4.62	4.92	4.80	4.97	5.09	4.89	4.97	4.89	4.76	4.92	4.85	4.99	4.93	4.86
Std. Dev.	1.148	1.127	0.946	1.205	1.068	1.059	1.102	1.082	1.118	1.322	0.996	1.100	1.132	1.083	1.300	1.185	1.127	1.093	1.131	1.184
Std. Err.	0.033	0.033	0.080	0.109	0.082	0.078	0.095	0.101	0.110	0.101	0.106	0.056	0.078	0.069	0.079	0.055	0.045	0.110	0.100	0.055

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UNDER PROTECTIVE ORDER
GC 017152

Cigar Segmentation

Q1A Section I. Rating of agreement - Mean Summary

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
I like when I get offers for products or services through the mail																				
Mean	4.30	4.31	4.65	4.58	4.13	4.22	3.90	4.22	4.65	4.33	4.37	4.24	4.37	4.31	4.27	4.34	4.30	4.21	4.55	4.18
Std. Dev.	1.339	1.329	1.203	1.287	1.323	1.329	1.376	1.474	1.074	1.342	1.404	1.386	1.327	1.274	1.325	1.343	1.322	1.369	1.408	1.365
Std. Err.	0.039	0.039	0.102	0.116	0.102	0.097	0.118	0.137	0.105	0.102	0.147	0.071	0.091	0.082	0.082	0.063	0.053	0.139	0.124	0.064
I have no interest in any kind of communication or dialogue with manufacturers of products I buy																				
Mean	2.87	2.86	2.56	2.57	2.64	2.81	3.15	2.96	2.90	3.28	3.03	3.01	2.86	2.61	2.82	2.92	2.84	2.77	2.70	2.98
Std. Dev.	1.340	1.333	1.284	1.409	1.195	1.385	1.192	1.280	1.404	1.343	1.449	1.291	1.274	1.336	1.387	1.351	1.315	1.420	1.439	1.344
Std. Err.	0.038	0.039	0.109	0.127	0.092	0.101	0.102	0.119	0.138	0.102	0.152	0.066	0.087	0.086	0.084	0.062	0.052	0.143	0.126	0.063
Relationships																				
Relationships with manufacturers of products I buy a lot of are important to me																				
Mean	4.09	4.10	4.46	4.39	4.23	3.88	3.77	3.89	4.31	3.97	4.24	4.06	4.18	4.02	4.09	4.06	4.11	4.12	4.36	3.95
Std. Dev.	1.198	1.185	1.032	1.109	1.018	1.299	1.188	1.274	1.050	1.242	1.285	1.165	1.216	1.190	1.211	1.260	1.128	1.280	1.213	1.262
Std. Err.	0.035	0.035	0.089	0.100	0.079	0.095	0.103	0.119	0.102	0.095	0.135	0.060	0.083	0.077	0.074	0.058	0.045	0.129	0.108	0.059
Relationships are important to me																				
Mean	5.18	5.19	5.34	5.14	5.30	5.30	5.40	4.90	4.82	5.15	5.33	5.23	5.30	5.05	5.04	5.18	5.17	5.21	5.19	5.14
Std. Dev.	0.961	0.953	0.779	1.039	0.786	0.953	0.702	1.039	1.239	0.980	0.844	0.919	0.848	1.033	1.058	0.977	0.963	0.933	0.957	0.969
Std. Err.	0.028	0.028	0.067	0.093	0.061	0.069	0.060	0.097	0.121	0.075	0.088	0.047	0.058	0.066	0.065	0.045	0.038	0.094	0.084	0.045
I like loyalty programs like frequent flyer or frequent shopper programs																				
Mean	4.22	4.23	4.55	4.34	4.54	4.12	4.51	3.85	3.87	3.94	4.18	4.40	4.43	4.05	3.95	4.20	4.24	4.22	4.34	4.19
Std. Dev.	1.409	1.400	1.303	1.464	1.137	1.452	1.235	1.452	1.455	1.493	1.429	1.310	1.373	1.449	1.483	1.482	1.339	1.454	1.466	1.435
Std. Err.	0.040	0.041	0.111	0.132	0.088	0.106	0.106	0.135	0.143	0.114	0.149	0.067	0.093	0.092	0.090	0.068	0.053	0.146	0.129	0.066
Frequent buyer or savings club programs are a waste of my time																				
Mean	3.26	3.23	2.90	3.16	2.98	3.25	3.06	3.45	3.43	3.63	3.33	3.14	3.21	3.09	3.57	3.24	3.24	3.56	3.29	3.30
Std. Dev.	1.493	1.485	1.500	1.569	1.333	1.585	1.310	1.551	1.358	1.499	1.534	1.429	1.437	1.487	1.584	1.510	1.466	1.599	1.548	1.486
Std. Err.	0.043	0.044	0.127	0.141	0.103	0.116	0.112	0.144	0.133	0.114	0.160	0.073	0.098	0.095	0.097	0.069	0.058	0.161	0.136	0.069
All these marketing ploys by companies such as frequent shopper or purchaser programs are just ways of trying to manipulate consumers																				
Mean	4.09	4.08	3.90	3.83	3.70	4.28	3.81	4.21	4.49	4.48	4.30	3.92	4.15	4.02	4.28	4.12	4.10	3.90	4.08	4.08
Std. Dev.	1.305	1.296	1.309	1.436	1.152	1.208	1.250	1.281	1.218	1.300	1.321	1.260	1.192	1.441	1.281	1.328	1.283	1.344	1.327	1.305
Std. Err.	0.037	0.038	0.111	0.129	0.089	0.088	0.107	0.119	0.119	0.099	0.138	0.064	0.082	0.092	0.078	0.061	0.051	0.135	0.116	0.061

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GC 017153

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Love/Involvement/Interest																				
I love cigars	265 21.8% 100.0%	254 22.1% 95.8%	78 56.1% 29.4%	57 46.0% 21.5%	19 11.3% 7.2%	24 12.8% 9.1%	0 0.0% 0.0%	49 42.2% 18.5%	12 11.4% 4.5%	15 8.7% 5.7%	11 12.0% 4.2%	70 18.2% 26.4%	46 21.3% 17.4%	59 24.2% 22.3%	76 28.4% 28.7%	81 17.3% 30.6%	140 22.2% 52.8%	39 39.8% 14.7%	70 54.3% 26.4%	53 11.5% 20.0%
I have made my own homemade humidification system	69 5.7% 100.0%	66 5.8% 95.7%	16 11.7% 23.2%	24 19.8% 34.8%	7 4.2% 10.1%	9 4.8% 13.0%	4 3.0% 5.8%	1 0.9% 1.4%	3 2.9% 4.3%	2 1.2% 2.9%	3 3.3% 4.3%	22 5.8% 31.9%	20 9.4% 29.0%	11 4.5% 15.9%	11 4.2% 15.9%	18 3.9% 26.1%	32 5.1% 46.4%	17 17.2% 24.6%	21 16.5% 30.4%	12 2.6% 17.4%
Cigar smoking is one of my passions	89 7.4% 100.0%	82 7.2% 92.1%	32 23.0% 36.0%	25 20.3% 28.1%	3 1.8% 3.4%	1 0.5% 1.1%	0 0.0% 0.0%	17 14.9% 19.1%	3 2.9% 3.4%	1 0.6% 1.1%	5 5.5% 5.6%	24 6.3% 27.0%	16 7.4% 18.0%	18 7.4% 20.2%	24 9.0% 27.0%	25 5.4% 28.1%	44 7.0% 49.4%	16 16.3% 18.0%	31 24.4% 34.8%	15 3.3% 16.9%
Cigar smoking is a favorite hobby for me	78 6.4% 100.0%	72 6.3% 92.3%	28 20.4% 35.9%	22 17.9% 28.2%	7 4.2% 9.0%	1 0.5% 1.3%	0 0.0% 0.0%	12 10.4% 15.4%	1 1.0% 1.3%	1 0.6% 1.3%	5 5.6% 6.4%	22 5.8% 28.2%	18 8.3% 23.1%	11 4.5% 14.1%	22 8.2% 28.2%	23 4.9% 29.5%	37 5.8% 47.4%	14 14.4% 17.9%	22 17.3% 28.2%	13 2.8% 16.7%
Cigar smoking is one of lifes little pleasures	287 23.6% 100.0%	278 24.3% 96.9%	66 47.5% 23.0%	55 44.4% 19.2%	28 16.7% 9.8%	39 21.0% 13.6%	3 2.2% 1.0%	44 38.3% 15.3%	23 21.9% 8.0%	20 11.6% 7.0%	21 22.8% 7.3%	67 17.4% 23.3%	48 22.3% 16.7%	51 21.0% 17.8%	97 36.1% 33.8%	92 19.7% 32.1%	147 23.3% 51.2%	45 45.5% 15.7%	50 38.8% 17.4%	80 17.3% 27.9%
Cigar smoking is macho	35 2.9% 100.0%	34 3.0% 97.1%	9 6.5% 25.7%	9 7.3% 25.7%	3 1.8% 8.6%	1 0.5% 2.9%	4 3.0% 11.4%	1 0.9% 2.9%	5 4.8% 14.3%	2 1.2% 5.7%	5 5.5% 14.3%	11 2.9% 31.4%	6 2.8% 17.1%	5 2.0% 14.3%	8 3.0% 22.9%	12 2.6% 34.3%	15 2.4% 42.9%	6 6.1% 17.1%	5 3.8% 14.3%	14 3.0% 40.0%
I love the aroma of cigars	344 28.4% 100.0%	330 28.8% 95.9%	75 54.0% 21.8%	54 43.5% 15.7%	39 23.2% 11.3%	53 28.2% 15.4%	9 6.7% 2.6%	40 34.5% 11.6%	29 27.6% 8.4%	31 18.1% 9.0%	17 18.9% 4.9%	98 25.8% 28.5%	59 27.4% 17.2%	70 28.3% 20.3%	94 34.9% 27.3%	109 23.4% 31.7%	192 30.3% 55.8%	40 40.4% 11.6%	58 44.6% 16.9%	102 22.1% 29.7%
Cigar smoking is a classy thing to do	57 4.7% 100.0%	52 4.5% 91.2%	25 18.1% 43.9%	10 8.1% 17.5%	5 3.0% 8.8%	0 0.0% 0.0%	4 2.9% 7.0%	2 1.7% 3.5%	5 4.8% 8.8%	1 0.6% 1.8%	7 7.7% 12.3%	15 3.9% 26.3%	14 6.5% 24.6%	10 4.1% 17.5%	9 3.4% 15.8%	16 3.4% 28.1%	30 4.8% 52.6%	9 9.1% 15.8%	11 8.6% 19.3%	11 2.4% 19.3%
When you smoke a cigar, you are part of the finer things in life	80 6.6% 100.0%	77 6.7% 96.3%	28 20.1% 35.0%	20 16.1% 25.0%	9 5.4% 11.3%	2 1.1% 2.5%	0 0.0% 0.0%	8 6.9% 10.0%	6 5.7% 7.5%	4 2.3% 5.0%	10 10.9% 12.5%	20 5.2% 25.0%	17 7.9% 21.3%	14 5.8% 17.5%	18 6.7% 22.5%	19 4.1% 23.8%	43 6.8% 53.8%	15 15.2% 18.8%	14 10.9% 17.5%	18 3.9% 22.5%
Cigars are a status symbol	56 4.6% 100.0%	55 4.8% 98.2%	19 13.9% 33.9%	7 5.6% 12.5%	6 3.6% 10.7%	1 0.5% 1.8%	9 6.7% 16.1%	2 1.7% 3.6%	8 7.7% 14.3%	3 1.8% 5.4%	8 8.9% 14.3%	16 4.2% 28.6%	13 6.1% 23.2%	8 3.3% 14.3%	10 3.8% 17.9%	19 4.1% 33.9%	27 4.3% 48.2%	8 8.1% 14.3%	11 8.5% 19.6%	26 5.7% 46.4%
Cigars are prestigious	78 6.5% 100.0%	74 6.5% 94.9%	21 15.2% 26.9%	18 14.6% 23.1%	7 4.2% 9.0%	3 1.6% 3.8%	7 5.2% 9.0%	5 4.3% 6.4%	9 8.8% 11.5%	4 2.4% 5.1%	8 8.9% 10.3%	27 7.2% 34.6%	15 7.1% 19.2%	14 5.7% 17.9%	12 4.5% 15.4%	27 5.9% 34.6%	39 6.3% 50.0%	9 9.2% 11.5%	13 10.3% 16.7%	27 5.9% 34.6%
Cigars are a good conversation starter	72 6.0% 100.0%	69 6.0% 95.8%	26 18.7% 36.1%	12 9.7% 16.7%	5 3.0% 6.9%	4 2.2% 5.6%	4 3.0% 5.6%	4 3.4% 5.6%	8 7.6% 11.1%	6 3.5% 8.3%	7 7.8% 9.7%	21 5.5% 29.2%	18 8.5% 25.0%	11 4.5% 15.3%	15 5.6% 20.8%	24 5.2% 33.3%	35 5.5% 48.6%	10 10.1% 13.9%	16 12.3% 22.2%	20 4.4% 27.8%

CONFIDENTIAL
UNDER PROTECTIVE ORDER
GC 017154

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
A good cigar can make any occasion special	188 15.5% 100.0%	177 15.5% 94.1%	57 41.0% 30.3%	43 34.7% 22.9%	29 17.4% 15.4%	8 4.3% 4.3%	3 2.2% 1.6%	15 13.0% 8.0%	13 12.4% 6.9%	9 5.3% 4.8%	16 17.6% 8.5%	46 11.9% 24.5%	36 16.7% 19.1%	38 15.6% 20.2%	48 17.9% 25.5%	58 12.4% 30.9%	98 15.6% 52.1%	27 27.3% 14.4%	36 27.9% 19.1%	52 11.3% 27.7%
Smoking a cigar is a way of showing you accomplished something	30 2.5% 100.0%	26 2.3% 86.7%	12 8.6% 40.0%	4 3.3% 13.3%	1 0.6% 3.3%	0 0.0% 0.0%	1 0.7% 3.3%	1 0.9% 3.3%	5 4.9% 16.7%	2 1.2% 6.7%	4 4.3% 13.3%	9 2.4% 30.0%	8 3.7% 26.7%	3 1.2% 10.0%	5 1.9% 16.7%	14 3.1% 46.7%	10 1.6% 33.3%	5 5.1% 16.7%	10 7.8% 33.3%	8 1.8% 26.7%
I enjoy shopping for cigars	141 11.6% 100.0%	136 11.9% 96.5%	53 39.0% 37.6%	30 24.2% 21.3%	22 13.1% 15.6%	14 7.4% 9.9%	0 0.0% 0.0%	8 7.0% 5.7%	6 5.7% 4.3%	3 1.7% 2.1%	6 6.5% 4.3%	45 11.7% 31.9%	23 10.6% 16.3%	26 10.7% 18.4%	39 14.7% 27.7%	36 7.7% 25.5%	78 12.4% 55.3%	25 25.3% 17.7%	40 31.3% 28.4%	26 5.6% 18.4%
I really enjoy owning a humidor	113 9.6% 100.0%	111 9.9% 98.2%	45 32.8% 39.8%	36 29.8% 31.9%	10 6.3% 8.8%	11 5.9% 9.7%	2 1.5% 1.8%	4 3.5% 3.5%	2 1.9% 1.8%	1 0.6% 0.9%	4 4.4% 3.5%	46 12.4% 40.7%	24 11.4% 21.2%	19 8.1% 16.8%	19 7.3% 16.8%	31 6.8% 27.4%	55 9.1% 48.7%	24 24.5% 21.2%	34 27.0% 30.1%	15 3.4% 13.3%
I enjoy planning ahead to smoke a cigar	123 10.2% 100.0%	119 10.4% 96.7%	32 23.0% 26.0%	20 16.1% 16.3%	22 13.2% 17.9%	20 10.8% 16.3%	6 4.4% 4.9%	6 5.2% 4.9%	9 8.7% 7.3%	4 2.3% 3.3%	10 11.0% 8.1%	36 9.5% 29.3%	25 11.7% 20.3%	21 8.6% 17.1%	30 11.2% 24.4%	40 8.7% 32.5%	62 9.9% 50.4%	18 18.2% 14.6%	23 17.8% 18.7%	38 8.2% 30.9%
When I smoke a cigar, I don't do anything else	70 5.8% 100.0%	68 5.9% 97.1%	11 7.9% 15.7%	10 8.1% 14.3%	8 4.8% 11.4%	15 8.0% 21.4%	3 2.2% 4.3%	6 5.2% 8.6%	10 9.5% 14.3%	5 2.9% 7.1%	10 10.9% 14.3%	20 5.2% 28.6%	16 7.4% 22.9%	6 2.5% 8.6%	18 6.7% 25.7%	35 7.5% 50.0%	26 4.1% 37.1%	8 8.1% 11.4%	9 7.0% 12.9%	24 5.2% 34.3%
Cigar smoking is my private time	175 14.6% 100.0%	169 14.9% 96.6%	28 20.6% 16.0%	33 26.8% 18.9%	17 10.2% 9.7%	31 16.7% 17.7%	6 4.4% 3.4%	21 18.8% 12.0%	11 10.8% 6.3%	22 12.9% 12.6%	24 26.4% 13.7%	44 11.5% 25.1%	27 12.6% 15.4%	37 15.7% 21.1%	42 15.7% 24.0%	70 15.2% 40.0%	85 13.6% 48.6%	18 18.8% 10.3%	22 17.2% 12.6%	49 10.6% 28.0%
Shopping for cigars is like an adventure	83 6.8% 100.0%	79 6.9% 95.2%	32 23.0% 38.6%	18 14.5% 21.7%	9 5.4% 10.8%	8 4.3% 9.6%	0 0.0% 0.0%	2 1.7% 2.4%	9 8.6% 10.8%	1 0.6% 1.2%	7 7.6% 8.4%	28 7.3% 33.7%	16 7.5% 19.3%	16 6.6% 19.3%	15 5.6% 18.1%	20 4.3% 24.1%	51 8.1% 61.4%	9 9.1% 10.8%	20 15.5% 24.1%	17 3.7% 20.5%
I'm always on the lookout for new cigars	128 10.6% 100.0%	123 10.8% 96.1%	40 29.0% 31.3%	21 17.1% 16.4%	18 10.7% 14.1%	12 6.4% 9.4%	0 0.0% 0.0%	13 11.2% 10.2%	7 6.7% 5.5%	12 7.1% 9.4%	8 8.8% 6.3%	41 10.6% 32.0%	22 10.3% 17.2%	26 10.7% 20.3%	29 10.8% 22.7%	44 9.4% 34.4%	62 9.8% 48.4%	19 19.4% 14.8%	30 23.3% 23.4%	30 6.5% 23.4%
I could easily give up smoking cigars	500 41.5% 100.0%	475 41.6% 95.0%	32 23.0% 6.4%	30 24.2% 6.0%	83 49.7% 16.6%	93 49.5% 18.6%	97 71.3% 19.4%	12 10.6% 2.4%	42 40.4% 8.4%	86 50.0% 17.2%	50 54.3% 10.0%	177 46.3% 35.4%	92 43.0% 18.4%	97 40.1% 19.4%	82 31.1% 16.4%	201 43.7% 40.2%	257 40.9% 51.4%	36 36.4% 7.2%	47 36.7% 9.4%	234 51.2% 46.8%
Cigar smoking isn't that important to me	203 16.9% 100.0%	186 16.3% 91.6%	2 1.4% 1.0%	5 4.1% 2.5%	10 6.0% 4.9%	39 20.9% 19.2%	61 45.2% 30.0%	6 5.2% 3.0%	20 19.0% 9.9%	43 25.3% 21.2%	33 35.9% 16.3%	61 16.0% 30.0%	35 16.4% 17.2%	36 14.8% 17.7%	37 14.0% 18.2%	93 20.0% 45.8%	92 14.7% 45.3%	11 11.1% 5.4%	10 7.8% 4.9%	127 27.7% 62.6%
Smoking a cigar is part of a lifestyle of leisure	100 8.3% 100.0%	97 8.5% 97.0%	25 18.4% 25.0%	18 14.6% 18.0%	7 4.2% 7.0%	12 6.4% 12.0%	1 0.7% 1.0%	16 13.9% 16.0%	10 9.5% 10.0%	8 4.7% 8.0%	7 7.6% 7.0%	25 6.5% 25.0%	24 11.2% 24.0%	17 7.0% 17.0%	26 9.7% 26.0%	39 8.3% 39.0%	40 6.4% 40.0%	19 19.2% 19.0%	17 13.4% 17.0%	24 5.2% 24.0%
<u>Knowledgeability</u>																				
Friends often ask me for recommendations on cigars	60 5.0% 100.0%	59 5.3% 98.3%	29 20.9% 48.3%	16 13.0% 26.7%	6 3.6% 10.0%	2 1.1% 3.3%	0 0.0% 0.0%	4 3.5% 6.7%	1 1.0% 1.7%	1 0.6% 1.7%	4 4.5% 6.7%	19 5.0% 31.7%	16 7.6% 26.7%	8 3.3% 13.3%	12 4.5% 20.0%	14 3.1% 23.3%	25 4.0% 41.7%	18 18.2% 30.0%	29 22.8% 48.3%	10 2.2% 16.7%

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GC 017155

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm extremely knowledgeable about cigars	46 3.8% 100.0%	41 3.6% 89.1%	16 11.5% 34.8%	12 9.8% 26.1%	4 2.4% 8.7%	1 0.5% 2.2%	0 0.0% 0.0%	3 2.6% 6.5%	0 0.0% 0.0%	5 2.9% 10.9%	2 2.2% 4.3%	11 2.9% 23.9%	9 4.2% 19.6%	6 2.4% 13.0%	16 6.0% 34.8%	8 1.7% 17.4%	26 4.1% 56.5%	11 11.1% 23.9%	27 20.8% 58.7%	6 1.3% 13.0%
I'm still relatively new to cigars	156 12.9% 100.0%	143 12.5% 91.7%	8 5.8% 5.1%	6 4.9% 3.8%	13 7.8% 8.3%	14 7.5% 9.0%	51 37.8% 32.7%	3 2.6% 1.9%	31 29.8% 19.9%	17 9.9% 10.9%	37 41.1% 23.7%	69 18.3% 44.2%	21 9.8% 13.5%	18 7.3% 11.5%	10 3.7% 6.4%	78 16.9% 50.0%	71 11.3% 45.5%	5 5.1% 3.2%	7 5.4% 4.5%	115 25.0% 73.7%
I seek out advice on which cigars to smoke	65 5.4% 100.0%	63 5.5% 96.9%	18 13.0% 27.7%	6 4.8% 9.2%	12 7.1% 18.5%	12 6.4% 18.5%	6 4.4% 9.2%	0 0.0% 0.0%	7 6.7% 10.8%	2 1.2% 3.1%	11 12.0% 16.9%	24 6.3% 36.9%	18 8.4% 27.7%	8 3.3% 12.3%	3 1.1% 4.6%	25 5.4% 38.5%	28 4.4% 43.1%	9 9.2% 13.8%	6 4.6% 9.2%	28 6.1% 43.1%
I wish I knew more about cigars	196 16.2% 100.0%	186 16.3% 94.9%	31 22.5% 15.8%	22 17.7% 11.2%	40 24.2% 20.4%	30 16.0% 15.3%	15 11.0% 7.7%	9 7.8% 4.6%	26 25.0% 13.3%	13 7.7% 6.6%	21 23.3% 10.7%	66 17.5% 33.7%	40 18.5% 20.4%	40 16.3% 20.4%	27 10.1% 13.8%	73 15.7% 37.2%	107 17.1% 54.6%	12 12.1% 6.1%	13 10.0% 6.6%	91 19.7% 46.4%
You can never know enough about cigars	152 12.6% 100.0%	142 12.4% 93.4%	46 33.1% 30.3%	24 19.4% 15.8%	20 11.9% 13.2%	17 9.0% 11.2%	1 0.7% 0.7%	8 7.0% 5.3%	16 15.2% 10.5%	10 5.8% 6.6%	14 15.2% 9.2%	44 11.5% 28.9%	35 16.3% 23.0%	30 12.4% 19.7%	27 10.2% 17.8%	38 8.2% 25.0%	87 13.9% 57.2%	22 22.2% 14.5%	26 20.2% 17.1%	42 9.2% 27.6%
I really don't know that much about cigars	174 14.3% 100.0%	156 13.6% 89.7%	4 2.9% 2.3%	8 6.5% 4.6%	10 6.0% 5.7%	13 6.9% 7.5%	48 35.3% 27.6%	7 6.1% 4.0%	23 21.9% 13.2%	43 25.0% 24.7%	23 25.0% 13.2%	60 15.5% 34.5%	35 16.3% 20.1%	29 11.9% 16.7%	25 9.3% 14.4%	95 20.3% 54.6%	64 10.1% 36.8%	9 9.1% 5.2%	6 4.7% 3.4%	135 29.1% 77.6%
I like to read about cigars	97 8.0% 100.0%	92 8.0% 94.8%	42 30.2% 43.3%	25 20.3% 25.8%	8 4.8% 8.2%	9 4.8% 9.3%	0 0.0% 0.0%	3 2.6% 3.1%	4 3.8% 4.1%	1 0.6% 1.0%	6 6.6% 6.2%	30 7.9% 30.9%	25 11.5% 25.8%	16 6.5% 16.5%	18 6.7% 18.6%	23 4.9% 23.7%	50 7.9% 51.5%	22 22.4% 22.7%	35 26.9% 36.1%	8 1.7% 8.2%
Long term cigar smokers are a good source of information about cigars	178 14.7% 100.0%	169 14.7% 94.9%	36 25.9% 20.2%	32 25.8% 18.0%	26 15.5% 14.6%	20 10.6% 11.2%	14 10.3% 7.9%	11 9.5% 6.2%	19 18.3% 10.7%	11 6.4% 6.2%	16 17.4% 9.0%	56 14.6% 31.5%	32 14.7% 18.0%	37 15.3% 20.8%	34 12.8% 19.1%	64 13.8% 36.0%	88 13.9% 49.4%	22 22.2% 12.4%	25 19.4% 14.0%	72 15.6% 40.4%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	23 1.9% 100.0%	21 1.8% 91.3%	6 4.3% 26.1%	6 4.9% 26.1%	1 0.6% 4.3%	1 0.5% 4.3%	1 0.7% 4.3%	3 2.6% 13.0%	2 1.9% 8.7%	1 0.6% 4.3%	5 5.6% 21.7%	5 1.3% 21.7%	5 2.4% 21.7%	2 0.8% 8.7%	6 2.2% 26.1%	7 1.5% 30.4%	12 1.9% 52.2%	2 2.0% 8.7%	5 3.9% 21.7%	6 1.3% 26.1%
Cigar manufacturers are exploiting me through price increases	141 11.7% 100.0%	134 11.7% 95.0%	16 11.6% 11.3%	28 22.6% 19.9%	15 8.9% 10.6%	16 8.5% 11.3%	7 5.2% 5.0%	19 16.5% 13.5%	16 15.2% 11.3%	17 9.9% 12.1%	8 8.9% 5.7%	29 7.6% 20.6%	31 14.4% 22.0%	20 8.2% 14.2%	53 19.9% 37.6%	55 11.9% 39.0%	69 10.9% 48.9%	14 14.1% 9.9%	28 21.5% 19.9%	43 9.4% 30.5%
I am confused by the number of sizes and types of cigars	110 9.1% 100.0%	102 9.0% 92.7%	5 3.6% 4.5%	9 7.3% 8.2%	8 4.8% 7.3%	9 4.8% 8.2%	22 16.3% 20.0%	7 6.2% 6.4%	22 21.4% 20.0%	20 11.7% 18.2%	15 16.7% 13.6%	35 9.1% 31.8%	20 9.4% 18.2%	16 6.6% 14.5%	23 8.7% 20.9%	58 12.5% 52.7%	43 6.8% 39.1%	7 7.1% 6.4%	5 3.9% 4.5%	75 16.3% 68.2%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	217 18.1% 100.0%	200 17.5% 92.2%	7 5.1% 3.2%	21 17.1% 9.7%	32 19.0% 14.7%	31 16.5% 14.3%	26 19.1% 12.0%	20 17.2% 9.2%	23 21.9% 10.6%	40 23.5% 18.4%	23 25.0% 10.6%	72 19.0% 33.2%	41 19.2% 18.9%	39 16.1% 18.0%	41 15.4% 18.9%	105 22.8% 48.4%	93 14.8% 42.9%	16 16.5% 7.4%	9 6.9% 4.1%	129 28.2% 59.4%
When I see a dark wrapper, I assume the cigar is stronger	110 9.2% 100.0%	107 9.4% 97.3%	14 10.1% 12.7%	19 15.4% 17.3%	17 10.1% 15.5%	16 8.6% 14.5%	8 5.9% 7.3%	4 3.4% 3.6%	18 17.3% 16.4%	11 6.5% 10.0%	11 12.1% 10.0%	36 9.5% 32.7%	21 9.8% 19.1%	21 8.7% 19.1%	21 7.9% 19.1%	56 12.2% 50.9%	41 6.5% 37.3%	12 12.1% 10.9%	18 14.0% 16.4%	39 8.6% 35.5%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Smoking Habits																				
I regularly smoke cigars	170	162	41	37	4	10	0	61	4	5	9	39	30	35	56	61	78	26	50	37
	14.2%	14.2%	29.7%	30.6%	2.4%	5.3%	0.0%	53.0%	3.9%	3.0%	9.9%	10.3%	14.2%	14.5%	21.0%	13.2%	12.5%	26.5%	38.8%	8.1%
	100.0%	95.3%	24.1%	21.8%	2.4%	5.9%	0.0%	35.9%	2.4%	2.9%	5.3%	22.9%	17.6%	20.6%	32.9%	35.9%	45.9%	15.3%	29.4%	21.8%
I only smoke cigars on special occasions, like weddings	61	55	1	8	12	5	15	0	7	7	7	27	12	9	4	25	28	4	3	37
	5.0%	4.8%	0.7%	6.5%	7.2%	2.7%	11.1%	0.0%	6.7%	4.1%	7.6%	7.0%	5.6%	3.7%	1.5%	5.4%	4.5%	4.0%	2.3%	8.1%
	100.0%	90.2%	1.6%	13.1%	19.7%	8.2%	24.6%	0.0%	11.5%	11.5%	11.5%	44.3%	19.7%	14.8%	6.6%	41.0%	45.9%	6.6%	4.9%	60.7%
I generally smoke cigars with friends/other people	180	171	27	8	42	10	52	6	13	13	18	81	38	20	20	74	87	15	17	82
	14.9%	14.9%	19.4%	6.5%	25.0%	5.3%	38.2%	5.2%	12.4%	7.6%	19.6%	21.1%	17.6%	8.2%	7.5%	15.9%	13.8%	15.2%	13.2%	17.8%
	100.0%	95.0%	15.0%	4.4%	23.3%	5.6%	28.9%	3.3%	7.2%	7.2%	10.0%	45.0%	21.1%	11.1%	11.1%	41.1%	48.3%	8.3%	9.4%	45.6%
I always remove the band on a cigar before I smoke it	331	317	26	38	30	63	23	47	30	60	18	84	60	73	94	139	160	29	36	130
	27.4%	27.8%	18.7%	30.6%	18.0%	33.9%	17.0%	41.6%	28.6%	35.1%	19.8%	22.2%	28.2%	29.9%	35.1%	30.0%	25.4%	29.3%	27.7%	28.2%
	100.0%	95.8%	7.9%	11.5%	9.1%	19.0%	6.9%	14.2%	9.1%	18.1%	5.4%	25.4%	18.1%	22.1%	28.4%	42.0%	48.3%	8.8%	10.9%	39.3%
I usually leave the band on a cigar when I smoke it	159	152	40	25	34	16	16	5	9	7	10	60	33	28	25	46	88	23	34	48
	13.2%	13.3%	28.8%	20.2%	20.4%	8.6%	11.9%	4.4%	8.7%	4.1%	10.9%	15.9%	15.3%	11.6%	9.4%	10.0%	14.1%	23.5%	26.6%	10.5%
	100.0%	95.6%	25.2%	15.7%	21.4%	10.1%	10.1%	3.1%	5.7%	4.4%	6.3%	37.7%	20.8%	17.6%	15.7%	28.9%	55.3%	14.5%	21.4%	30.2%
I like cigars, but only on an occasional basis	397	382	6	19	73	73	88	5	41	77	37	130	65	79	80	177	196	21	23	215
	32.9%	33.5%	4.3%	15.3%	43.7%	39.5%	65.2%	4.3%	39.4%	45.0%	41.1%	34.3%	30.4%	32.4%	29.7%	38.5%	31.0%	21.2%	17.7%	46.9%
	100.0%	96.2%	1.5%	4.8%	18.4%	18.4%	22.2%	1.3%	10.3%	19.4%	9.3%	32.7%	16.4%	19.9%	20.2%	44.6%	49.4%	5.3%	5.8%	54.2%
I smoke cigars on an everyday basis	131	124	26	27	2	4	0	57	2	6	8	30	24	27	40	53	54	18	30	29
	10.8%	10.8%	18.8%	21.8%	1.2%	2.1%	0.0%	49.6%	1.9%	3.5%	8.7%	7.8%	11.3%	11.1%	14.9%	11.4%	8.6%	18.4%	23.3%	6.3%
	100.0%	94.7%	19.8%	20.6%	1.5%	3.1%	0.0%	43.5%	1.5%	4.6%	6.1%	22.9%	18.3%	20.6%	30.5%	40.5%	41.2%	13.7%	22.9%	22.1%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	185	174	46	33	24	24	3	15	16	13	14	58	42	30	40	58	106	19	30	51
	15.3%	15.2%	33.1%	26.6%	14.3%	12.8%	2.2%	13.0%	15.5%	7.6%	15.6%	15.1%	19.8%	12.3%	14.9%	12.6%	16.8%	19.2%	23.3%	11.1%
	100.0%	94.1%	24.9%	17.8%	13.0%	13.0%	1.6%	8.1%	8.6%	7.0%	7.6%	31.4%	22.7%	16.2%	21.6%	31.4%	57.3%	10.3%	16.2%	27.6%
I only smoke cigars when someone gives me one	28	22	0	2	0	2	8	1	3	6	7	7	4	4	5	16	9	1	3	18
	2.3%	1.9%	0.0%	1.6%	0.0%	1.1%	6.0%	0.9%	2.9%	3.6%	7.7%	1.8%	1.9%	1.7%	1.9%	3.5%	1.4%	1.0%	2.3%	3.9%
	100.0%	78.6%	0.0%	7.1%	0.0%	7.1%	28.6%	3.6%	10.7%	21.4%	25.0%	25.0%	14.3%	14.3%	17.9%	57.1%	32.1%	3.6%	10.7%	64.3%
I smoke much more often in the summer than in the winter	80	77	8	18	11	12	8	3	12	5	7	26	14	12	20	30	38	11	10	30
	6.6%	6.7%	5.8%	14.6%	6.6%	6.4%	5.9%	2.6%	11.5%	2.9%	7.6%	6.9%	6.5%	5.0%	7.5%	6.5%	6.1%	11.3%	7.7%	6.6%
	100.0%	96.3%	10.0%	22.5%	13.8%	15.0%	10.0%	3.8%	15.0%	6.3%	8.8%	32.5%	17.5%	15.0%	25.0%	37.5%	47.5%	13.8%	12.5%	37.5%
I hardly smoke cigars at all in the winter	67	59	1	3	6	8	16	2	11	12	15	22	10	8	10	34	27	3	3	42
	5.6%	5.1%	0.7%	2.4%	3.6%	4.3%	11.8%	1.7%	10.5%	7.0%	16.3%	5.8%	4.7%	3.3%	3.8%	7.3%	4.3%	3.1%	2.3%	9.1%
	100.0%	88.1%	1.5%	4.5%	9.0%	11.9%	23.9%	3.0%	16.4%	17.9%	22.4%	32.8%	14.9%	11.9%	14.9%	50.7%	40.3%	4.5%	4.5%	62.7%
I primarily smoke cigars at the end of the day	133	126	35	14	22	19	8	7	10	11	8	45	30	22	25	44	69	18	20	42
	11.0%	11.1%	25.2%	11.5%	13.2%	10.2%	5.9%	6.1%	9.7%	6.4%	8.9%	11.9%	14.0%	8.9%	9.4%	9.5%	10.9%	18.4%	15.4%	9.1%
	100.0%	94.7%	26.3%	10.5%	16.5%	14.3%	6.0%	5.3%	7.5%	8.3%	6.0%	33.8%	22.6%	16.5%	18.8%	33.1%	51.9%	13.5%	15.0%	31.6%
I smoke cigars throughout the day	99	92	9	21	0	3	0	49	3	7	6	17	22	24	29	41	42	10	22	27
	8.2%	8.1%	6.5%	16.9%	0.0%	1.6%	0.0%	42.2%	2.9%	4.1%	6.8%	4.5%	10.2%	9.8%	10.9%	8.9%	6.7%	10.1%	17.1%	5.9%
	100.0%	92.9%	9.1%	21.2%	0.0%	3.0%	0.0%	49.5%	3.0%	7.1%	6.1%	17.2%	22.2%	24.2%	29.3%	41.4%	42.4%	10.1%	22.2%	27.3%

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GC 017157

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I frequently give cigars as a gift	75 6.2% 100.0%	73 6.4% 97.3%	29 21.0% 38.7%	14 11.5% 18.7%	9 5.4% 12.0%	4 2.2% 5.3%	2 1.5% 2.7%	4 3.6% 5.3%	4 3.8% 5.3%	7 4.1% 9.3%	7 7.8% 9.3%	20 5.3% 26.7%	19 8.9% 25.3%	11 4.5% 14.7%	17 6.4% 22.7%	25 5.4% 33.3%	36 5.7% 48.0%	10 10.4% 13.3%	23 17.8% 30.7%	14 3.0% 18.7%
I often drink wine while smoking a cigar	81 6.6% 100.0%	78 6.8% 96.3%	29 20.9% 35.8%	11 8.9% 13.6%	17 10.1% 21.0%	6 3.2% 7.4%	5 3.7% 6.2%	4 3.4% 4.9%	3 2.9% 3.7%	3 1.7% 3.7%	7 7.6% 8.6%	24 6.2% 29.6%	23 10.6% 28.4%	10 4.1% 12.3%	15 5.6% 18.5%	28 6.0% 34.6%	42 6.6% 51.9%	8 8.1% 9.9%	9 7.0% 11.1%	22 4.7% 27.2%
I often drink beer while smoking a cigar	202 16.6% 100.0%	190 16.6% 94.1%	30 21.6% 14.9%	9 7.3% 4.5%	31 18.5% 15.3%	24 12.8% 11.9%	36 26.7% 17.8%	19 16.4% 9.4%	19 18.1% 9.4%	22 12.8% 10.9%	20 21.7% 9.9%	67 17.4% 33.2%	49 22.7% 24.3%	42 17.2% 20.8%	21 7.8% 10.4%	78 16.7% 38.6%	104 16.4% 51.5%	15 15.3% 7.4%	14 10.9% 6.9%	94 20.3% 46.5%
I often smoke cigars in my backyard/on my deck/ porch	405 33.4% 100.0%	386 33.7% 95.3%	61 43.9% 15.1%	60 48.4% 14.8%	47 28.0% 11.6%	74 39.4% 18.3%	18 13.2% 4.4%	52 44.8% 12.8%	26 24.8% 6.4%	48 28.6% 11.9%	35 38.5% 8.6%	121 31.3% 29.9%	80 37.4% 19.8%	74 30.3% 18.3%	92 34.5% 22.7%	154 33.0% 38.0%	206 32.6% 50.9%	40 40.4% 9.9%	54 42.2% 13.3%	135 29.3% 33.3%
I often drink liquor while smoking a cigar	183 15.1% 100.0%	174 15.2% 95.1%	39 28.3% 21.3%	18 14.5% 9.8%	42 25.0% 23.0%	16 8.6% 8.7%	27 19.9% 14.8%	9 7.9% 4.9%	13 12.4% 7.1%	10 5.8% 5.5%	12 13.0% 6.6%	74 19.2% 40.4%	39 18.2% 21.3%	34 14.0% 18.6%	23 8.6% 12.6%	67 14.3% 36.6%	94 14.9% 51.4%	18 18.4% 9.8%	20 15.5% 10.9%	72 15.6% 39.3%
I often drink coffee while smoking a cigar	88 7.2% 100.0%	81 7.1% 92.0%	14 10.1% 15.9%	23 18.5% 26.1%	3 1.8% 3.4%	6 3.2% 6.8%	1 0.7% 1.1%	17 14.7% 19.3%	9 8.7% 10.2%	8 4.7% 9.1%	6 6.6% 6.8%	20 5.2% 22.7%	18 8.3% 20.5%	21 8.6% 23.9%	20 7.5% 22.7%	29 6.2% 33.0%	48 7.6% 54.5%	9 9.2% 10.2%	17 13.2% 19.3%	24 5.2% 27.3%
I often smoke cigars during a meal	18 1.5% 100.0%	16 1.4% 88.9%	3 2.2% 16.7%	6 4.9% 33.3%	0 0.0% 0.0%	2 1.1% 11.1%	0 0.0% 0.0%	3 2.6% 16.7%	0 0.0% 0.0%	2 1.2% 11.1%	2 2.2% 11.1%	6 1.6% 33.3%	4 1.9% 22.2%	2 0.8% 11.1%	4 1.5% 22.2%	4 0.9% 22.2%	9 1.4% 50.0%	2 2.0% 11.1%	1 0.8% 5.6%	5 1.1% 27.8%
I often smoke cigars after a meal	116 9.6% 100.0%	109 9.6% 94.0%	25 18.2% 21.6%	22 17.9% 19.0%	9 5.4% 7.8%	11 5.9% 9.5%	1 0.7% 0.9%	28 24.1% 24.1%	7 6.7% 6.0%	6 3.6% 5.2%	9 9.9% 7.8%	29 7.7% 25.0%	23 10.6% 19.8%	20 8.3% 17.2%	33 12.3% 28.4%	43 9.3% 37.1%	49 7.8% 42.2%	19 19.4% 16.4%	24 18.6% 20.7%	35 7.6% 30.2%
Benefits Realized																				
Cigar smoking has helped me to get to know other people	22 1.8% 100.0%	21 1.8% 95.5%	11 7.9% 50.0%	7 5.6% 31.8%	1 0.6% 4.5%	0 0.0% 0.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 1.0% 4.5%	1 0.6% 4.5%	5 5.4% 22.7%	5 1.3% 22.7%	3 1.4% 13.6%	3 1.2% 13.6%	5 1.9% 22.7%	5 1.1% 22.7%	10 1.6% 45.5%	6 6.1% 27.3%	8 6.2% 36.4%	4 0.9% 18.2%
I feel a little more with it when I smoke a cigar	30 2.5% 100.0%	28 2.5% 93.3%	11 8.0% 36.7%	7 5.6% 23.3%	2 1.2% 6.7%	0 0.0% 0.0%	0 0.0% 0.0%	5 4.3% 16.7%	2 1.9% 6.7%	1 0.6% 3.3%	4 4.3% 13.3%	6 1.6% 20.0%	8 3.7% 26.7%	3 1.2% 10.0%	8 3.0% 26.7%	10 2.1% 33.3%	10 1.6% 33.3%	9 9.1% 30.0%	6 4.7% 20.0%	10 2.2% 33.3%
I smoke cigars to celebrate a good day	140 11.5% 100.0%	135 11.8% 96.4%	48 34.5% 34.3%	30 24.2% 21.4%	22 13.1% 15.7%	5 2.7% 3.6%	4 3.0% 2.9%	9 7.8% 6.4%	10 9.5% 7.1%	7 4.1% 5.0%	11 12.0% 7.9%	43 11.1% 30.7%	30 14.0% 21.4%	25 10.3% 17.9%	30 11.2% 21.4%	43 9.2% 30.7%	77 12.2% 55.0%	19 19.2% 13.6%	28 21.7% 20.0%	37 8.0% 26.4%
I reward myself with a cigar	209 17.2% 100.0%	198 17.3% 94.7%	52 37.4% 24.9%	41 33.1% 19.6%	27 16.3% 12.9%	23 12.4% 11.0%	4 2.9% 1.9%	24 20.7% 11.5%	12 11.5% 5.7%	15 8.8% 7.2%	16 17.4% 7.7%	52 13.5% 24.9%	38 17.7% 18.2%	36 14.9% 17.2%	63 23.5% 30.1%	73 15.6% 34.9%	103 16.4% 49.3%	30 30.3% 14.4%	36 27.9% 17.2%	54 11.7% 25.8%
I smoke cigars to relax	303 25.0% 100.0%	290 25.4% 95.7%	67 48.2% 22.1%	49 40.2% 16.2%	28 16.7% 9.2%	43 23.0% 14.2%	11 8.1% 3.6%	46 40.0% 15.2%	21 20.0% 6.9%	25 14.6% 8.3%	21 23.3% 6.9%	80 20.9% 26.4%	59 27.4% 19.5%	51 20.8% 16.8%	89 33.2% 29.4%	105 22.6% 34.7%	159 25.2% 52.5%	35 35.7% 11.6%	57 44.2% 18.8%	86 18.6% 28.4%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I find smoking cigars extremely relaxing	277 22.9% 100.0%	271 23.8% 97.8%	82 59.4% 29.6%	50 40.7% 18.1%	30 17.9% 10.8%	36 19.3% 13.0%	7 5.2% 2.5%	34 29.8% 12.3%	16 15.2% 5.8%	16 9.4% 5.8%	19 21.1% 6.9%	73 19.3% 26.4%	51 23.7% 18.4%	57 23.3% 20.6%	75 28.1% 27.1%	79 17.2% 28.5%	153 24.2% 55.2%	42 42.4% 15.2%	65 50.0% 23.5%	63 13.7% 22.7%
I really love the taste of cigars	303 25.2% 100.0%	291 25.5% 96.0%	81 58.3% 26.7%	59 48.4% 19.5%	30 18.2% 9.9%	37 19.8% 12.2%	4 3.0% 1.3%	41 35.7% 13.5%	14 13.3% 4.6%	25 14.6% 8.3%	14 15.9% 4.6%	76 20.1% 25.1%	55 25.5% 18.2%	65 26.7% 21.5%	89 33.5% 29.4%	86 18.7% 28.4%	169 26.8% 55.8%	45 46.4% 14.9%	67 51.9% 22.1%	71 15.5% 23.4%
For me, cigar smoking is an indulgence	169 14.0% 100.0%	159 13.9% 94.1%	27 19.4% 16.0%	20 16.3% 11.8%	26 15.6% 15.4%	23 12.3% 13.6%	15 11.0% 8.9%	15 12.9% 8.9%	17 16.5% 10.1%	16 9.4% 9.5%	15 16.5% 8.9%	45 11.9% 26.6%	30 14.0% 17.8%	42 17.3% 24.9%	34 12.8% 20.1%	60 13.1% 35.5%	86 13.7% 50.9%	20 20.2% 11.8%	20 15.5% 11.8%	70 15.4% 41.4%
When I smoke a cigar, I'm in a different world	55 4.6% 100.0%	51 4.5% 92.7%	17 12.4% 30.9%	11 8.9% 20.0%	0 0.0% 0.0%	2 1.1% 3.6%	3 2.2% 5.5%	8 7.0% 14.5%	6 5.7% 10.9%	4 2.4% 7.3%	7 7.8% 12.7%	18 4.8% 32.7%	14 6.5% 25.5%	6 2.4% 10.9%	9 3.4% 16.4%	23 4.9% 41.8%	18 2.9% 32.7%	12 12.1% 21.8%	10 7.8% 18.2%	25 5.4% 45.5%
I take a break from my every day responsibilities when I smoke a cigar	111 9.3% 100.0%	103 9.1% 92.8%	27 19.4% 24.3%	20 16.4% 18.0%	15 9.0% 13.5%	11 6.1% 9.9%	3 2.2% 2.7%	17 14.7% 15.3%	7 6.7% 6.3%	3 1.8% 2.7%	13 14.3% 11.7%	32 8.5% 28.8%	15 7.1% 13.5%	23 9.5% 20.7%	26 9.8% 23.4%	45 9.9% 40.5%	52 8.3% 46.8%	11 11.2% 9.9%	11 8.6% 9.9%	36 7.9% 32.4%
When I smoke a cigar, anything seems possible	34 2.8% 100.0%	30 2.6% 88.2%	12 8.6% 35.3%	8 6.5% 23.5%	1 0.6% 2.9%	1 0.5% 2.9%	0 0.0% 0.0%	5 4.3% 14.7%	3 2.9% 8.8%	0 0.0% 0.0%	4 4.4% 11.8%	9 2.4% 26.5%	6 2.8% 17.6%	8 3.3% 23.5%	5 1.9% 14.7%	13 2.8% 38.2%	8 1.3% 23.5%	9 9.2% 26.5%	11 8.6% 32.4%	8 1.7% 23.5%
I feel more self confident when I smoke a cigar	46 3.8% 100.0%	42 3.7% 91.3%	16 11.7% 34.8%	10 8.1% 21.7%	3 1.8% 6.5%	1 0.5% 2.2%	1 0.7% 2.2%	4 3.5% 8.7%	4 3.9% 8.7%	3 1.8% 6.5%	5 5.6% 10.9%	14 3.7% 30.4%	8 3.7% 17.4%	10 4.1% 21.7%	8 3.0% 17.4%	17 3.7% 37.0%	17 2.7% 37.0%	10 10.3% 21.7%	8 6.3% 17.4%	15 3.3% 32.6%
Cigars make the moment last longer	116 9.5% 100.0%	111 9.7% 95.7%	35 25.2% 30.2%	25 20.2% 21.6%	17 10.2% 14.7%	4 2.1% 3.4%	1 0.7% 0.9%	16 13.8% 13.8%	9 8.6% 7.8%	4 2.3% 3.4%	14 15.2% 12.1%	26 6.7% 22.4%	21 9.7% 18.1%	22 9.1% 19.0%	30 11.2% 25.9%	31 6.6% 26.7%	65 10.3% 56.0%	16 16.2% 13.8%	20 15.6% 17.2%	33 7.1% 28.4%
I smoke cigars primarily for the taste	285 23.6% 100.0%	271 23.8% 95.1%	51 37.2% 17.9%	42 34.1% 14.7%	27 16.2% 9.5%	54 29.0% 18.9%	10 7.4% 3.5%	28 24.1% 9.8%	19 18.3% 6.7%	40 23.5% 14.0%	11 12.0% 3.9%	71 18.4% 24.9%	56 26.2% 19.6%	64 26.6% 22.5%	79 29.7% 27.7%	98 21.0% 34.4%	142 22.6% 49.8%	41 41.8% 14.4%	47 36.4% 16.5%	91 19.8% 31.9%
Smoking cigars reminds me of my father or grandfather	99 8.2% 100.0%	92 8.0% 92.9%	22 15.8% 22.2%	16 12.9% 16.2%	8 4.8% 8.1%	17 9.1% 17.2%	3 2.2% 3.0%	7 6.1% 7.1%	10 9.5% 10.1%	9 5.3% 9.1%	7 7.7% 7.1%	15 3.9% 15.2%	23 10.7% 23.2%	23 9.4% 23.2%	30 11.2% 30.3%	40 8.7% 40.4%	45 7.1% 45.5%	11 11.1% 11.1%	12 9.2% 12.1%	33 7.2% 33.3%
<u>Social vs. Solitary</u>																				
I have a lot of friends who smoke cigars	58 4.9% 100.0%	56 5.0% 96.6%	15 10.9% 25.9%	11 9.2% 19.0%	14 8.5% 24.1%	1 0.5% 1.7%	4 3.0% 6.9%	4 3.5% 6.9%	2 1.9% 3.4%	5 3.0% 8.6%	3 3.4% 5.2%	28 7.3% 48.3%	12 5.7% 20.7%	2 0.8% 3.4%	12 4.5% 20.7%	19 4.1% 32.8%	28 4.5% 48.3%	7 7.2% 12.1%	12 9.4% 20.7%	15 3.3% 25.9%
I value the social interaction with other cigar smokers as much as the taste of cigars	77 6.3% 100.0%	74 6.5% 96.1%	20 14.4% 26.0%	17 13.7% 22.1%	16 9.6% 20.8%	2 1.1% 2.6%	7 5.1% 9.1%	4 3.4% 5.2%	2 1.9% 2.6%	6 3.5% 7.8%	4 4.4% 5.2%	29 7.5% 37.7%	19 8.8% 24.7%	9 3.7% 11.7%	14 5.2% 18.2%	22 4.7% 28.6%	39 6.2% 50.6%	12 12.1% 15.6%	17 13.2% 22.1%	22 4.8% 28.6%
If my friends stopped smoking cigars, I probably would too	30 2.5% 100.0%	29 2.5% 96.7%	1 0.7% 3.3%	3 2.4% 10.0%	2 1.2% 6.7%	3 1.6% 10.0%	12 8.8% 40.0%	3 2.6% 10.0%	1 1.0% 3.3%	4 2.3% 13.3%	4 4.4% 13.3%	13 3.4% 43.3%	6 2.8% 20.0%	2 0.8% 6.7%	5 1.9% 16.7%	14 3.0% 46.7%	10 1.6% 33.3%	5 5.1% 16.7%	4 3.1% 13.3%	20 4.3% 66.7%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I often use cigars as a way of developing camaraderie with business associates	40 3.3% 100.0%	39 3.4% 97.5%	15 10.8% 37.5%	10 8.2% 25.0%	5 3.0% 12.5%	1 0.5% 2.5%	4 2.9% 10.0%	0 0.0% 0.0%	3 2.9% 7.5%	1 0.6% 2.5%	6 6.5% 15.0%	10 2.6% 25.0%	10 4.7% 25.0%	9 3.7% 22.5%	3 1.1% 7.5%	13 2.8% 32.5%	18 2.9% 45.0%	8 8.1% 20.0%	9 7.0% 22.5%	8 1.7% 20.0%
The brand of cigar I smoke makes a statement about me to other people	24 2.0% 100.0%	23 2.0% 95.8%	7 5.0% 29.2%	8 6.5% 33.3%	2 1.2% 8.3%	1 0.5% 4.2%	0 0.0% 0.0%	3 2.6% 12.5%	2 1.9% 8.3%	0 0.0% 0.0%	2 2.2% 8.3%	5 1.3% 20.8%	8 3.7% 33.3%	3 1.2% 12.5%	5 1.9% 20.8%	8 1.7% 33.3%	9 1.4% 37.5%	6 6.1% 25.0%	6 4.7% 25.0%	5 1.1% 20.8%
I generally smoke cigars alone	192 15.8% 100.0%	179 15.6% 93.2%	20 14.4% 10.4%	34 27.4% 17.7%	5 3.0% 2.6%	33 17.6% 17.2%	3 2.2% 1.6%	40 34.8% 20.8%	13 12.5% 6.8%	31 18.1% 16.1%	18 19.6% 9.4%	44 11.4% 22.9%	34 15.9% 17.7%	31 12.8% 16.1%	64 23.9% 33.3%	84 17.9% 43.8%	86 13.7% 44.8%	20 20.2% 10.4%	22 17.1% 11.5%	61 13.2% 31.8%
I like being around other cigar smokers when I smoke cigars	149 12.4% 100.0%	146 12.8% 98.0%	34 24.5% 22.8%	20 16.4% 13.4%	36 21.4% 24.2%	8 4.3% 5.4%	24 17.6% 16.1%	5 4.3% 3.4%	10 9.6% 6.7%	9 5.2% 6.0%	14 15.2% 9.4%	53 13.9% 35.6%	29 13.5% 19.5%	27 11.1% 18.1%	25 9.4% 16.8%	55 11.9% 36.9%	72 11.5% 48.3%	18 18.6% 12.1%	20 15.5% 13.4%	60 13.0% 40.3%
<u>Barriers to Smoking</u>																				
I don't have enough time to smoke cigars as often as I'd like	85 7.1% 100.0%	81 7.1% 95.3%	20 14.5% 23.5%	11 8.9% 12.9%	12 7.1% 14.1%	10 5.4% 11.8%	2 1.5% 2.4%	7 6.1% 8.2%	12 11.4% 14.1%	7 4.1% 8.2%	7 7.7% 8.2%	26 6.8% 30.6%	16 7.5% 18.8%	16 6.7% 18.8%	19 7.2% 22.4%	29 6.3% 34.1%	40 6.4% 47.1%	16 16.2% 18.8%	13 10.1% 15.3%	27 5.9% 31.8%
I don't have enough money to smoke cigars as often as I'd like	102 8.5% 100.0%	94 8.2% 92.2%	7 5.1% 6.9%	19 15.3% 18.6%	8 4.8% 7.8%	12 6.4% 11.8%	4 3.0% 3.9%	6 5.2% 5.9%	22 21.0% 21.6%	16 9.3% 15.7%	13 14.1% 12.7%	23 6.1% 22.5%	19 8.8% 18.6%	17 7.0% 16.7%	30 11.2% 29.4%	41 8.9% 40.2%	52 8.3% 51.0%	7 7.1% 6.9%	9 7.0% 8.8%	48 10.4% 47.1%
I don't have enough places where I can smoke cigars	174 14.4% 100.0%	167 14.6% 96.0%	36 25.9% 20.7%	38 30.6% 21.8%	24 14.3% 13.8%	24 12.8% 13.8%	6 4.4% 3.4%	17 14.8% 9.8%	10 9.5% 5.7%	12 7.1% 6.9%	10 10.9% 5.7%	40 10.4% 23.0%	33 15.5% 19.0%	34 14.0% 19.5%	55 20.6% 31.6%	52 11.2% 29.9%	95 15.0% 54.6%	24 24.2% 13.8%	33 25.6% 19.0%	42 9.1% 24.1%
I can't afford to smoke the cigars I'd like to on a regular basis	188 15.5% 100.0%	175 15.3% 93.1%	19 13.7% 10.1%	30 24.2% 16.0%	25 14.9% 13.3%	25 13.3% 13.3%	9 6.7% 4.8%	17 14.7% 9.0%	25 23.8% 13.3%	25 14.6% 13.3%	15 16.3% 8.0%	54 14.0% 28.7%	38 17.6% 20.2%	38 15.6% 20.2%	43 16.2% 22.9%	68 14.5% 36.2%	102 16.1% 54.3%	18 18.4% 9.6%	22 17.1% 11.7%	70 15.1% 37.2%
I'm extremely concerned about offending other people with my cigar smoking	160 13.2% 100.0%	151 13.3% 94.4%	21 15.4% 13.1%	21 17.2% 13.1%	15 8.9% 9.4%	33 17.6% 20.6%	12 8.9% 7.5%	17 14.7% 10.6%	13 12.6% 8.1%	19 11.1% 11.9%	20 22.0% 12.5%	41 10.7% 25.6%	27 12.7% 16.9%	29 12.0% 18.1%	43 16.0% 26.9%	70 15.1% 43.8%	74 11.8% 46.3%	13 13.1% 8.1%	17 13.4% 10.6%	63 13.7% 39.4%
I wish there were more places to go where I could smoke a cigar	152 12.5% 100.0%	148 12.9% 97.4%	46 33.1% 30.3%	47 37.9% 30.9%	12 7.1% 7.9%	15 8.0% 9.9%	4 2.9% 2.6%	9 7.8% 5.9%	13 12.4% 8.6%	2 1.2% 1.3%	13 14.1% 8.6%	39 10.2% 25.7%	36 16.6% 23.7%	29 11.8% 19.1%	33 12.4% 21.7%	39 8.4% 25.7%	87 13.7% 57.2%	22 22.2% 14.5%	38 29.5% 25.0%	33 7.1% 21.7%
I'm extremely interested in going to cigar bars	46 3.8% 100.0%	44 3.9% 95.7%	27 19.4% 58.7%	7 5.6% 15.2%	5 3.0% 10.9%	2 1.1% 4.3%	0 0.0% 0.0%	3 2.6% 6.5%	0 0.0% 0.0%	0 0.0% 0.0%	4 4.4% 8.7%	16 4.2% 34.8%	12 5.6% 26.1%	8 3.3% 17.4%	5 1.9% 10.9%	12 2.6% 26.1%	20 3.2% 43.5%	11 11.1% 23.9%	14 10.9% 30.4%	6 1.3% 13.0%
I hate the lingering after smell from cigar smoke	92 7.6% 100.0%	85 7.4% 92.4%	5 3.6% 5.4%	8 6.5% 8.7%	12 7.1% 13.0%	16 8.6% 17.4%	18 13.2% 19.6%	2 1.7% 2.2%	9 8.7% 9.8%	15 8.8% 16.3%	11 12.2% 12.0%	28 7.3% 30.4%	19 8.8% 20.7%	17 7.1% 18.5%	16 6.0% 17.4%	42 9.2% 45.7%	38 6.0% 41.3%	9 9.2% 9.8%	9 7.0% 9.8%	40 8.7% 43.5%
Cigar smoking is not allowed inside my house	436 36.1% 100.0%	421 37.0% 96.6%	43 30.9% 9.9%	47 37.9% 10.8%	84 50.3% 19.3%	73 39.2% 16.7%	75 55.1% 17.2%	23 20.4% 5.3%	29 27.9% 6.7%	47 27.6% 10.8%	39 42.9% 8.9%	161 42.4% 36.9%	79 36.9% 18.1%	81 33.1% 18.6%	75 28.2% 17.2%	161 34.6% 36.9%	234 37.3% 53.7%	36 36.4% 8.3%	50 38.8% 11.5%	171 37.0% 39.2%

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GC 017160

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I object to seeing someone smoking a cigar	12 1.0% 100.0%	12 1.1% 100.0%	0 0.0% 0.0%	6 4.8% 50.0%	0 0.0% 0.0%	0 0.0% 0.0%	1 0.7% 8.3%	3 2.6% 25.0%	1 1.0% 8.3%	1 0.6% 8.3%	3 3.3% 25.0%	5 1.3% 41.7%	2 0.9% 16.7%	0 0.0% 0.0%	2 0.8% 16.7%	6 1.3% 50.0%	5 0.8% 41.7%	0 0.0% 0.0%	1 0.8% 8.3%	3 0.7% 25.0%
Cigars bars get too smoky for me to enjoy regularly	216 18.2% 100.0%	204 18.2% 94.4%	11 8.1% 5.1%	18 15.0% 8.3%	23 13.8% 10.6%	52 28.3% 24.1%	32 24.1% 14.8%	15 13.8% 6.9%	15 14.6% 6.9%	38 22.5% 17.6%	17 18.7% 7.9%	67 17.8% 31.0%	39 18.2% 18.1%	37 15.5% 17.1%	56 22.0% 25.9%	100 21.8% 46.3%	98 15.9% 45.4%	14 14.9% 6.5%	20 15.9% 9.3%	92 20.4% 42.6%
My spouse actively tries to get me to quit smoking cigars	120 11.3% 100.0%	116 11.5% 96.7%	6 4.8% 5.0%	19 17.9% 15.8%	8 5.6% 6.7%	20 11.3% 16.7%	14 12.5% 11.7%	17 16.5% 14.2%	11 12.8% 9.2%	21 13.4% 17.5%	8 10.1% 6.7%	34 10.0% 28.3%	21 10.8% 17.5%	21 9.9% 17.5%	34 14.8% 28.3%	57 13.9% 47.5%	55 10.0% 45.8%	5 5.6% 4.2%	11 9.9% 9.2%	51 12.5% 42.5%
The general public is now more tolerant of cigar smoking than it used to be	76 6.3% 100.0%	73 6.4% 96.1%	16 11.5% 21.1%	9 7.3% 11.8%	16 9.5% 21.1%	7 3.8% 9.2%	2 1.5% 2.6%	8 7.0% 10.5%	6 5.7% 7.9%	9 5.2% 11.8%	13 14.1% 17.1%	22 5.7% 28.9%	13 6.0% 17.1%	17 7.0% 22.4%	11 4.1% 14.5%	31 6.6% 40.8%	36 5.7% 47.4%	7 7.1% 9.2%	11 8.6% 14.5%	25 5.4% 32.9%
<u>Cuban Affinity</u>																				
I prefer Cuban cigars to any other	126 10.5% 100.0%	123 10.9% 97.6%	29 21.3% 23.0%	22 17.7% 17.5%	21 12.8% 16.7%	13 7.1% 10.3%	19 14.2% 15.1%	7 6.1% 5.6%	8 7.6% 6.3%	4 2.4% 3.2%	12 13.2% 9.5%	37 9.9% 29.4%	26 12.3% 20.6%	24 10.0% 19.0%	27 10.1% 21.4%	27 5.9% 21.4%	67 10.8% 53.2%	29 29.6% 23.0%	24 18.6% 19.0%	36 8.0% 28.6%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	154 13.0% 100.0%	148 13.1% 96.1%	35 25.5% 22.7%	23 18.9% 14.9%	31 18.9% 20.1%	19 10.2% 12.3%	16 11.9% 10.4%	6 5.3% 3.9%	12 11.5% 7.8%	6 3.5% 3.9%	12 13.0% 7.8%	50 13.3% 32.5%	27 12.8% 17.5%	33 13.8% 21.4%	32 12.3% 20.8%	45 9.9% 29.2%	78 12.6% 50.6%	28 28.6% 18.2%	27 21.1% 17.5%	41 9.1% 26.6%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	254 21.1% 100.0%	245 21.5% 96.5%	35 25.4% 13.8%	44 35.5% 17.3%	36 21.4% 14.2%	35 18.8% 13.8%	32 23.5% 12.6%	17 14.7% 6.7%	21 20.2% 8.3%	25 14.7% 9.8%	17 18.5% 6.7%	84 22.3% 33.1%	45 20.9% 17.7%	48 19.8% 18.9%	59 22.3% 23.2%	82 17.9% 32.3%	136 21.7% 53.5%	33 33.3% 13.0%	38 29.2% 15.0%	81 17.8% 31.9%
<u>Price Sensitivity/Brand Loyalty</u>																				
I buy mainly premium priced cigars	122 10.0% 100.0%	117 10.2% 95.9%	39 28.1% 32.0%	18 14.5% 14.8%	20 11.9% 16.4%	14 7.4% 11.5%	11 8.1% 9.0%	10 8.6% 8.2%	3 2.9% 2.5%	2 1.2% 1.6%	11 12.1% 9.0%	36 9.4% 29.5%	26 12.0% 21.3%	18 7.3% 14.8%	29 10.8% 23.8%	37 7.9% 30.3%	53 8.4% 43.4%	28 28.3% 23.0%	31 23.8% 25.4%	26 5.6% 21.3%
Real cigar smokers would never smoke just one brand	77 6.4% 100.0%	74 6.5% 96.1%	24 17.4% 31.2%	13 10.5% 16.9%	5 3.0% 6.5%	8 4.3% 10.4%	2 1.5% 2.6%	9 7.8% 11.7%	8 7.6% 10.4%	5 2.9% 6.5%	8 8.7% 10.4%	16 4.2% 20.8%	18 8.5% 23.4%	15 6.3% 19.5%	20 7.6% 26.0%	31 6.8% 40.3%	30 4.8% 39.0%	12 12.1% 15.6%	13 10.2% 16.9%	20 4.4% 26.0%
It's worth it to pay extra for a higher quality cigar	168 14.0% 100.0%	159 13.9% 94.6%	53 38.1% 31.5%	15 12.2% 8.9%	31 18.5% 18.5%	27 14.5% 16.1%	12 8.9% 7.1%	5 4.3% 3.0%	10 9.5% 6.0%	6 3.5% 3.6%	8 8.7% 4.8%	54 14.2% 32.1%	35 16.4% 20.8%	31 12.8% 18.5%	37 14.0% 22.0%	53 11.4% 31.5%	90 14.3% 53.6%	21 21.6% 12.5%	32 25.0% 19.0%	41 8.9% 24.4%
I have a few cigar brands I typically buy most often	350 28.9% 100.0%	335 29.3% 95.7%	61 43.9% 17.4%	53 42.7% 15.1%	33 19.6% 9.4%	52 27.7% 14.9%	13 9.6% 3.7%	53 46.1% 15.1%	18 17.3% 5.1%	52 30.8% 14.9%	25 27.2% 7.1%	93 24.1% 26.6%	62 28.7% 17.7%	70 29.2% 20.0%	96 36.0% 27.4%	142 30.5% 40.6%	169 26.8% 48.3%	34 34.7% 9.7%	59 45.7% 16.9%	97 21.0% 27.7%
The price of cigars has gotten so high, I've had to switch to less expensive brands	69 5.7% 100.0%	66 5.8% 95.7%	4 2.9% 5.8%	18 14.6% 26.1%	2 1.2% 2.9%	7 3.7% 10.1%	1 0.7% 1.4%	12 10.3% 17.4%	14 13.5% 20.3%	8 4.7% 11.6%	10 10.9% 14.5%	15 3.9% 21.7%	13 6.0% 18.8%	13 5.4% 18.8%	17 6.4% 24.6%	31 6.7% 44.9%	23 3.7% 33.3%	13 13.1% 18.8%	9 7.0% 13.0%	25 5.4% 36.2%

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GC 017161

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm loyal to the brands of cigars I smoke regularly	190 15.7% 100.0%	177 15.5% 93.2%	24 17.4% 12.6%	24 19.4% 12.6%	11 6.6% 5.8%	24 12.8% 12.6%	4 2.9% 2.1%	45 39.1% 23.7%	13 12.4% 6.8%	32 18.6% 16.8%	14 15.4% 7.4%	44 11.6% 23.2%	37 17.1% 19.5%	39 15.9% 20.5%	54 20.3% 28.4%	94 20.3% 49.5%	77 12.2% 40.5%	16 16.3% 8.4%	25 19.4% 13.2%	71 15.4% 37.4%
Private label/house brands of cigars are as good as brand name cigars	100 8.3% 100.0%	94 8.2% 94.0%	9 6.5% 9.0%	25 20.2% 25.0%	8 4.8% 8.0%	11 5.9% 11.0%	3 2.2% 3.0%	13 11.2% 13.0%	10 9.6% 10.0%	15 8.9% 15.0%	8 8.7% 8.0%	30 7.8% 30.0%	19 8.8% 19.0%	19 7.9% 19.0%	24 9.0% 24.0%	44 9.5% 44.0%	45 7.2% 45.0%	9 9.3% 9.0%	17 13.2% 17.0%	36 7.9% 36.0%
I buy some expensive brands of cigars and save them for special occasions	140 11.5% 100.0%	134 11.7% 95.7%	47 33.8% 33.6%	18 14.5% 12.9%	27 16.1% 19.3%	18 9.6% 12.9%	8 5.9% 5.7%	8 6.9% 5.7%	4 3.8% 2.9%	4 2.4% 2.9%	9 9.8% 6.4%	59 15.4% 42.1%	25 11.6% 17.9%	29 12.0% 20.7%	17 6.3% 12.1%	41 8.8% 29.3%	74 11.7% 52.9%	22 22.2% 15.7%	33 25.6% 23.6%	29 6.3% 20.7%
For special events, it's more important to have a brand with some prestige	71 5.9% 100.0%	67 5.8% 94.4%	23 16.5% 32.4%	9 7.3% 12.7%	13 7.7% 18.3%	3 1.6% 4.2%	5 3.7% 7.0%	3 2.6% 4.2%	10 9.5% 14.1%	1 0.6% 1.4%	7 7.6% 9.9%	22 5.8% 31.0%	24 11.1% 33.8%	4 1.6% 5.6%	14 5.3% 19.7%	25 5.4% 35.2%	35 5.6% 49.3%	9 9.1% 12.7%	11 8.5% 15.5%	19 4.1% 26.8%
Lower price means lower quality in cigars	82 6.8% 100.0%	79 6.9% 96.3%	10 7.2% 12.2%	12 9.8% 14.6%	10 6.0% 12.2%	16 8.6% 19.5%	9 6.6% 11.0%	6 5.2% 7.3%	5 4.8% 6.1%	11 6.4% 13.4%	8 9.0% 9.8%	23 6.0% 28.0%	17 7.9% 20.7%	13 5.3% 15.9%	21 7.9% 25.6%	30 6.5% 36.6%	42 6.7% 51.2%	9 9.1% 11.0%	10 7.9% 12.2%	27 5.9% 32.9%
I am smoking better quality cigars now than I used to	160 13.3% 100.0%	155 13.5% 96.9%	57 41.0% 35.6%	24 19.7% 15.0%	31 18.6% 19.4%	16 8.5% 10.0%	10 7.4% 6.3%	5 4.3% 3.1%	9 8.6% 5.6%	3 1.7% 1.9%	5 5.5% 3.1%	46 12.1% 28.8%	37 17.2% 23.1%	33 13.6% 20.6%	37 13.9% 23.1%	43 9.3% 26.9%	91 14.4% 56.9%	23 23.7% 14.4%	39 30.5% 24.4%	41 9.0% 25.6%
I am always interested in trying new cigar brands	237 19.5% 100.0%	226 19.7% 95.4%	61 44.2% 25.7%	34 27.4% 14.3%	37 22.0% 15.6%	39 20.7% 16.5%	9 6.6% 3.8%	19 16.4% 8.0%	15 14.4% 6.3%	12 7.0% 5.1%	13 14.3% 5.5%	73 19.2% 30.8%	55 25.5% 23.2%	40 16.2% 16.9%	54 20.1% 22.8%	71 15.2% 30.0%	134 21.2% 56.5%	28 28.3% 11.8%	49 38.0% 20.7%	65 14.0% 27.4%
Cigars are one of the few luxuries I can afford	111 9.2% 100.0%	105 9.2% 94.6%	30 21.7% 27.0%	16 12.9% 14.4%	10 6.0% 9.0%	11 5.9% 9.9%	4 3.0% 3.6%	14 12.1% 12.6%	12 11.7% 10.8%	8 4.7% 7.2%	11 12.1% 9.9%	33 8.7% 29.7%	14 6.5% 12.6%	23 9.3% 20.7%	27 10.1% 24.3%	38 8.2% 34.2%	57 9.0% 51.4%	13 13.1% 11.7%	19 14.6% 17.1%	40 8.7% 36.0%
I only like to smoke brands of cigars I've heard of	54 4.5% 100.0%	50 4.4% 92.6%	2 1.4% 3.7%	6 4.8% 11.1%	3 1.8% 5.6%	4 2.1% 7.4%	4 2.9% 7.4%	10 8.6% 18.5%	9 8.6% 16.7%	12 7.0% 22.2%	10 11.0% 18.5%	18 4.7% 33.3%	8 3.7% 14.8%	9 3.7% 16.7%	8 3.0% 14.8%	27 5.8% 50.0%	21 3.3% 38.9%	5 5.1% 9.3%	8 6.3% 14.8%	21 4.6% 38.9%
<u>Channel Preferences</u>																				
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	81 6.8% 100.0%	78 6.8% 96.3%	10 7.3% 12.3%	41 33.3% 50.6%	3 1.8% 3.7%	7 3.7% 8.6%	2 1.5% 2.5%	4 3.4% 4.9%	4 3.8% 4.9%	7 4.1% 8.6%	5 5.4% 6.2%	21 5.6% 25.9%	21 9.7% 25.9%	10 4.2% 12.3%	23 8.7% 28.4%	31 6.7% 38.3%	40 6.4% 49.4%	9 9.1% 11.1%	30 23.4% 37.0%	10 2.2% 12.3%
Catalogs offer the best prices on cigars	63 5.3% 100.0%	61 5.4% 96.8%	8 5.8% 12.7%	34 27.4% 54.0%	7 4.2% 11.1%	4 2.2% 6.3%	2 1.5% 3.2%	3 2.6% 4.8%	0 0.0% 0.0%	3 1.8% 4.8%	7 7.8% 11.1%	18 4.8% 28.6%	18 8.3% 28.6%	6 2.5% 9.5%	14 5.3% 22.2%	24 5.2% 38.1%	31 4.9% 49.2%	6 6.2% 9.5%	23 17.8% 36.5%	10 2.2% 15.9%
I prefer to buy cigars from a tobacconist	118 9.7% 100.0%	112 9.8% 94.9%	32 23.0% 27.1%	9 7.3% 7.6%	18 10.7% 15.3%	23 12.4% 19.5%	10 7.4% 8.5%	5 4.3% 4.2%	9 8.6% 7.6%	6 3.5% 5.1%	9 9.9% 7.6%	33 8.7% 28.0%	25 11.6% 21.2%	22 9.0% 18.6%	27 10.1% 22.9%	30 6.5% 25.4%	69 10.9% 58.5%	14 14.1% 11.9%	19 14.7% 16.1%	30 6.5% 25.4%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	41 3.4% 100.0%	38 3.3% 92.7%	14 10.1% 34.1%	4 3.2% 9.8%	3 1.8% 7.3%	6 3.2% 14.6%	1 0.7% 2.4%	1 0.9% 2.4%	6 5.7% 14.6%	3 1.8% 7.3%	8 8.7% 19.5%	13 3.4% 31.7%	10 4.7% 24.4%	3 1.2% 7.3%	6 2.3% 14.6%	17 3.7% 41.5%	18 2.9% 43.9%	4 4.0% 9.8%	7 5.4% 17.1%	12 2.6% 29.3%

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UNDER PROTECTIVE ORDER
GC 017162

Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I would never trust buying cigars through a catalog	72 6.0% 100.0%	68 5.9% 94.4%	9 6.5% 12.5%	3 2.4% 4.2%	3 1.8% 4.2%	11 5.9% 15.3%	3 2.2% 4.2%	11 9.6% 15.3%	7 6.7% 9.7%	21 12.4% 29.2%	7 7.7% 9.7%	17 4.4% 23.6%	19 8.8% 26.4%	14 5.8% 19.4%	13 4.9% 18.1%	39 8.4% 54.2%	25 4.0% 34.7%	8 8.2% 11.1%	4 3.1% 5.6%	33 7.2% 45.8%
Tobacconists are the best place to buy cigars	131 10.8% 100.0%	125 10.9% 95.4%	34 24.5% 26.0%	11 8.9% 8.4%	16 9.5% 12.2%	31 16.6% 23.7%	5 3.7% 3.8%	11 9.5% 8.4%	10 9.5% 7.6%	7 4.1% 5.3%	13 14.1% 9.9%	33 8.6% 25.2%	22 10.3% 16.8%	23 9.4% 17.6%	37 13.8% 28.2%	36 7.7% 27.5%	72 11.4% 55.0%	18 18.2% 13.7%	19 14.7% 14.5%	38 8.2% 29.0%
I would never trust buying cigars through the Internet	202 16.8% 100.0%	193 17.0% 95.5%	24 17.4% 11.9%	21 17.2% 10.4%	5 3.0% 2.5%	39 21.1% 19.3%	12 8.9% 5.9%	19 16.7% 9.4%	31 29.8% 15.3%	42 24.4% 20.8%	15 16.5% 7.4%	50 13.0% 24.8%	43 20.3% 21.3%	36 14.8% 17.8%	56 21.5% 27.7%	87 18.7% 43.1%	91 14.6% 45.0%	22 22.2% 10.9%	19 14.8% 9.4%	77 16.7% 38.1%
I like buying cigars on the Internet	14 1.2% 100.0%	14 1.2% 100.0%	0 0.0% 0.0%	7 5.8% 50.0%	1 0.6% 7.1%	2 1.1% 14.3%	0 0.0% 0.0%	1 0.9% 7.1%	0 0.0% 0.0%	3 1.7% 21.4%	2 2.2% 14.3%	2 0.5% 14.3%	3 1.4% 21.4%	2 0.9% 14.3%	5 2.0% 35.7%	4 0.9% 28.6%	9 1.5% 64.3%	0 0.0% 0.0%	2 1.6% 14.3%	3 0.7% 21.4%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	77 6.4% 100.0%	76 6.7% 98.7%	15 10.9% 19.5%	40 32.5% 51.9%	9 5.4% 11.7%	3 1.6% 3.9%	2 1.5% 2.6%	3 2.6% 3.9%	2 1.9% 2.6%	2 1.2% 2.6%	7 7.6% 9.1%	25 6.5% 32.5%	15 7.0% 19.5%	14 5.8% 18.2%	16 6.0% 20.8%	24 5.2% 31.2%	44 7.0% 57.1%	7 7.2% 9.1%	26 20.2% 33.8%	9 2.0% 11.7%
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	114 9.5% 100.0%	107 9.4% 93.9%	1 0.7% 0.9%	17 13.7% 14.9%	2 1.2% 1.8%	3 1.6% 2.6%	7 5.1% 6.1%	29 25.4% 25.4%	11 10.5% 9.6%	37 21.6% 32.5%	11 12.1% 9.6%	28 7.4% 24.6%	22 10.3% 19.3%	18 7.3% 15.8%	35 13.2% 30.7%	55 11.9% 48.2%	48 7.6% 42.1%	8 8.1% 7.0%	20 15.5% 17.5%	49 10.6% 43.0%
I am very loyal to my tobacconist	42 3.5% 100.0%	38 3.3% 90.5%	14 10.1% 33.3%	5 4.1% 11.9%	2 1.2% 4.8%	11 5.9% 26.2%	0 0.0% 0.0%	3 2.6% 7.1%	2 1.9% 4.8%	1 0.6% 2.4%	4 4.4% 9.5%	15 4.0% 35.7%	12 5.6% 28.6%	4 1.7% 9.5%	5 1.9% 11.9%	13 2.8% 31.0%	19 3.0% 45.2%	6 6.1% 14.3%	10 7.8% 23.8%	11 2.4% 26.2%
When I buy my favorite brand of cigar, I usually shop around to get the best price	136 11.2% 100.0%	127 11.1% 93.4%	15 10.8% 11.0%	28 22.6% 20.6%	6 3.6% 4.4%	24 12.8% 17.6%	3 2.3% 2.2%	18 15.5% 13.2%	17 16.2% 12.5%	16 9.4% 11.8%	9 9.9% 6.6%	36 9.4% 26.5%	28 13.0% 20.6%	23 9.4% 16.9%	39 14.6% 28.7%	57 12.3% 41.9%	70 11.1% 51.5%	7 7.1% 5.1%	21 16.2% 15.4%	47 10.2% 34.6%
When shopping for cigars, I have to go somewhere where I trust the salesperson	113 9.3% 100.0%	108 9.4% 95.6%	24 17.3% 21.2%	12 9.7% 10.6%	16 9.5% 14.2%	27 14.4% 23.9%	4 3.0% 3.5%	10 8.6% 8.8%	13 12.4% 11.5%	2 1.2% 1.8%	12 13.3% 10.6%	32 8.4% 28.3%	22 10.2% 19.5%	23 9.3% 20.4%	22 8.2% 19.5%	40 8.6% 35.4%	58 9.2% 51.3%	12 12.1% 10.6%	15 11.6% 13.3%	35 7.6% 31.0%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	112 9.3% 100.0%	107 9.4% 95.5%	28 20.1% 25.0%	7 5.6% 6.3%	7 4.2% 6.3%	27 14.4% 24.1%	7 5.2% 6.3%	11 9.6% 9.8%	11 10.5% 9.8%	9 5.3% 8.0%	12 13.0% 10.7%	33 8.6% 29.5%	21 10.0% 18.8%	21 8.7% 18.8%	23 8.6% 20.5%	35 7.6% 31.3%	58 9.2% 51.8%	15 15.2% 13.4%	18 13.8% 16.1%	32 7.0% 28.6%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	93 7.8% 100.0%	86 7.5% 92.5%	26 18.7% 28.0%	5 4.0% 5.4%	5 3.0% 5.4%	20 10.6% 21.5%	1 0.7% 1.1%	8 7.0% 8.6%	12 11.4% 12.9%	9 5.4% 9.7%	9 9.8% 9.7%	28 7.4% 30.1%	19 9.0% 20.4%	18 7.5% 19.4%	18 6.8% 19.4%	27 5.9% 29.0%	49 7.8% 52.7%	13 13.3% 14.0%	14 10.9% 15.1%	29 6.4% 31.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Taste Preferences																				
I prefer mild tasting cigars	264 22.1% 100.0%	247 21.8% 93.6%	16 11.8% 6.1%	30 25.0% 11.4%	20 12.0% 7.6%	39 20.9% 14.8%	35 25.7% 13.3%	39 33.6% 14.8%	29 27.9% 11.0%	39 23.2% 14.8%	28 30.4% 10.6%	83 22.0% 31.4%	45 21.2% 17.0%	43 18.1% 16.3%	62 23.3% 23.5%	201 43.4% 76.1%	59 9.5% 22.3%	0 0.0% 0.0%	23 18.0% 8.7%	124 27.3% 47.0%
I like to smoke a range of tastes	163 13.4% 100.0%	153 13.3% 93.9%	44 31.7% 27.0%	27 21.8% 16.6%	21 12.5% 12.9%	24 12.8% 14.7%	4 2.9% 2.5%	10 8.6% 6.1%	10 9.5% 6.1%	13 7.6% 8.0%	8 8.8% 4.9%	52 13.6% 31.9%	30 13.9% 18.4%	36 14.6% 22.1%	36 13.4% 22.1%	38 8.1% 23.3%	105 16.6% 64.4%	17 17.2% 10.4%	36 27.7% 22.1%	42 9.0% 25.8%
I prefer stronger tasting cigars	56 4.6% 100.0%	54 4.7% 96.4%	19 13.9% 33.9%	14 11.4% 25.0%	8 4.8% 14.3%	2 1.1% 3.6%	0 0.0% 0.0%	7 6.1% 12.5%	2 1.9% 3.6%	2 1.2% 3.6%	2 2.2% 3.6%	15 4.0% 26.8%	14 6.5% 25.0%	11 4.5% 19.6%	12 4.5% 21.4%	3 0.6% 5.4%	14 2.2% 25.0%	37 37.8% 66.1%	18 14.3% 32.1%	7 1.5% 12.5%
Mild-tasting cigars are easier to smoke on an everyday basis	221 18.4% 100.0%	212 18.6% 95.9%	26 18.7% 11.8%	30 24.2% 13.6%	15 8.9% 6.8%	33 17.6% 14.9%	14 10.7% 6.3%	41 35.3% 18.6%	22 21.0% 10.0%	31 18.2% 14.0%	19 21.1% 8.6%	52 13.8% 23.5%	41 19.2% 18.6%	47 19.3% 21.3%	61 22.8% 27.6%	139 30.2% 62.9%	74 11.8% 33.5%	5 5.1% 2.3%	22 16.9% 10.0%	85 18.6% 38.5%
My preferences have evolved over time towards stronger cigars	65 5.4% 100.0%	63 5.5% 96.9%	26 18.7% 40.0%	12 9.7% 18.5%	11 6.6% 16.9%	5 2.7% 7.7%	2 1.5% 3.1%	6 5.2% 9.2%	0 0.0% 0.0%	1 0.6% 1.5%	4 4.4% 6.2%	22 5.8% 33.8%	16 7.4% 24.6%	9 3.7% 13.8%	13 4.9% 20.0%	3 0.7% 4.6%	27 4.3% 41.5%	33 33.3% 50.8%	20 15.4% 30.8%	11 2.4% 16.9%
My preferences have evolved over time towards more expensive cigars	91 7.6% 100.0%	89 7.8% 97.8%	42 30.4% 46.2%	13 10.6% 14.3%	13 7.8% 14.3%	9 4.8% 9.9%	3 2.2% 3.3%	2 1.7% 2.2%	5 4.8% 5.5%	2 1.2% 2.2%	6 6.6% 6.6%	25 6.6% 27.5%	23 10.6% 25.3%	20 8.3% 22.0%	16 6.0% 17.6%	20 4.3% 22.0%	48 7.7% 52.7%	20 20.2% 22.0%	24 18.9% 26.4%	21 4.6% 23.1%
My preferences have evolved over time towards less expensive cigars	65 5.4% 100.0%	57 5.0% 87.7%	1 0.7% 1.5%	10 8.1% 15.4%	2 1.2% 3.1%	5 2.7% 7.7%	2 1.5% 3.1%	14 12.2% 21.5%	7 6.7% 10.8%	16 9.4% 24.6%	10 10.9% 15.4%	16 4.2% 24.6%	11 5.1% 16.9%	9 3.8% 13.8%	17 6.4% 26.2%	35 7.5% 53.8%	21 3.4% 32.3%	6 6.1% 9.2%	7 5.5% 10.8%	30 6.5% 46.2%
I like to smoke a full-flavored cigar	252 20.8% 100.0%	241 21.1% 95.6%	60 43.2% 23.8%	40 32.3% 15.9%	26 15.7% 10.3%	41 21.9% 16.3%	8 5.9% 3.2%	26 22.4% 10.3%	14 13.3% 5.6%	26 15.3% 10.3%	21 22.8% 8.3%	61 15.9% 24.2%	49 22.8% 19.4%	55 22.5% 21.8%	63 23.5% 25.0%	52 11.2% 20.6%	144 22.8% 57.1%	52 52.5% 20.6%	48 37.2% 19.0%	73 15.8% 29.0%
Strong cigars are too harsh for me	234 19.4% 100.0%	223 19.5% 95.3%	9 6.5% 3.8%	22 17.9% 9.4%	17 10.2% 7.3%	39 20.9% 16.7%	33 24.3% 14.1%	33 28.7% 14.1%	28 26.7% 12.0%	42 24.4% 17.9%	31 33.7% 13.2%	77 20.2% 32.9%	37 17.2% 15.8%	34 14.0% 14.5%	51 19.3% 21.8%	164 35.4% 70.1%	62 9.9% 26.5%	3 3.1% 1.3%	18 14.1% 7.7%	117 25.5% 50.0%
Experienced cigar smokers smoke stronger cigars	63 5.3% 100.0%	60 5.3% 95.2%	12 8.8% 19.0%	9 7.4% 14.3%	6 3.6% 9.5%	7 3.7% 11.1%	4 3.0% 6.3%	5 4.3% 7.9%	8 7.7% 12.7%	9 5.4% 14.3%	10 11.0% 15.9%	24 6.4% 38.1%	13 6.2% 20.6%	6 2.4% 9.5%	9 3.4% 14.3%	27 5.9% 42.9%	26 4.2% 41.3%	9 9.3% 14.3%	8 6.3% 12.7%	28 6.1% 44.4%
How Started Smoking																				
My father introduced me to smoking cigars	73 6.0% 100.0%	72 6.3% 98.6%	14 10.1% 19.2%	14 11.3% 19.2%	5 3.0% 6.8%	13 7.0% 17.8%	4 2.9% 5.5%	5 4.4% 6.8%	7 6.7% 9.6%	10 5.8% 13.7%	4 4.4% 5.5%	13 3.4% 17.8%	16 7.5% 21.9%	15 6.1% 20.5%	24 9.0% 32.9%	29 6.3% 39.7%	37 5.9% 50.7%	6 6.1% 8.2%	9 6.9% 12.3%	21 4.6% 28.8%
A friend introduced me to smoking cigars	177 14.7% 100.0%	169 14.8% 95.5%	34 24.5% 19.2%	17 13.8% 9.6%	31 18.5% 17.5%	16 8.6% 9.0%	29 21.5% 16.4%	11 9.6% 6.2%	15 14.3% 8.5%	16 9.4% 9.0%	30 33.0% 16.9%	77 20.2% 43.5%	21 9.8% 11.9%	25 10.3% 14.1%	23 8.8% 13.0%	61 13.2% 34.5%	92 14.7% 52.0%	22 22.2% 12.4%	23 17.8% 13.0%	79 17.2% 44.6%
I started smoking cigars before it became trendy	464 38.3% 100.0%	445 38.8% 95.9%	72 51.8% 15.5%	71 57.3% 15.3%	52 31.0% 11.2%	98 52.1% 21.1%	17 12.5% 3.7%	58 50.0% 12.5%	20 19.2% 4.3%	57 33.3% 12.3%	10 11.0% 2.2%	64 16.8% 13.8%	82 38.0% 17.7%	137 55.9% 29.5%	169 62.8% 36.4%	163 35.1% 35.1%	248 39.2% 53.4%	49 50.0% 10.6%	72 55.4% 15.5%	139 30.0% 30.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Role of Tobacconist																				
When I go to the tobacconist, I feel like a kid in a candy store	119 9.9% 100.0%	114 10.0% 95.8%	55 39.6% 46.2%	21 17.1% 17.6%	17 10.2% 14.3%	11 5.9% 9.2%	1 0.7% 0.8%	2 1.7% 1.7%	7 6.7% 5.9%	0 0.0% 0.0%	10 10.9% 8.4%	32 8.4% 26.9%	27 12.6% 22.7%	21 8.8% 17.6%	26 9.8% 21.8%	31 6.8% 26.1%	63 10.1% 52.9%	22 22.2% 18.5%	30 23.6% 25.2%	20 4.4% 16.8%
I have a close relationship with my tobacconist	26 2.2% 100.0%	23 2.0% 88.5%	12 8.7% 46.2%	2 1.6% 7.7%	1 0.6% 3.8%	4 2.2% 15.4%	1 0.7% 3.8%	2 1.7% 7.7%	1 1.0% 3.8%	0 0.0% 0.0%	1 1.1% 3.8%	5 1.3% 19.2%	7 3.3% 26.9%	6 2.5% 23.1%	6 2.3% 23.1%	6 1.3% 23.1%	12 1.9% 46.2%	6 6.2% 23.1%	8 6.2% 30.8%	5 1.1% 19.2%
I trust my tobacconist	75 6.3% 100.0%	68 6.0% 90.7%	26 18.8% 34.7%	11 9.0% 14.7%	6 3.6% 8.0%	15 8.1% 20.0%	2 1.5% 2.7%	2 1.7% 2.7%	5 4.8% 6.7%	1 0.6% 1.3%	9 9.8% 12.0%	17 4.5% 22.7%	22 10.3% 29.3%	8 3.4% 10.7%	18 6.9% 24.0%	26 5.7% 34.7%	34 5.5% 45.3%	12 12.1% 16.0%	14 10.9% 18.7%	20 4.5% 26.7%
All tobacconists are pretty much the same	52 4.3% 100.0%	46 4.0% 88.5%	1 0.7% 1.9%	9 7.3% 17.3%	4 2.4% 7.7%	3 1.6% 5.8%	6 4.4% 11.5%	4 3.5% 7.7%	5 4.8% 9.6%	14 8.2% 26.9%	7 7.6% 13.5%	12 3.1% 23.1%	13 6.0% 25.0%	11 4.6% 21.2%	9 3.4% 17.3%	21 4.5% 40.4%	24 3.8% 46.2%	4 4.0% 7.7%	7 5.5% 13.5%	20 4.3% 38.5%
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	97 8.0% 100.0%	91 8.0% 93.8%	26 18.7% 26.8%	15 12.2% 15.5%	12 7.1% 12.4%	17 9.1% 17.5%	3 2.2% 3.1%	5 4.3% 5.2%	12 11.4% 12.4%	1 0.6% 1.0%	8 8.8% 8.2%	23 6.1% 23.7%	29 13.4% 29.9%	17 7.0% 17.5%	17 6.4% 17.5%	38 8.2% 39.2%	46 7.3% 47.4%	12 12.1% 12.4%	15 11.6% 15.5%	33 7.2% 34.0%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	84 7.0% 100.0%	79 6.9% 94.0%	30 21.6% 35.7%	9 7.3% 10.7%	9 5.4% 10.7%	18 9.7% 21.4%	2 1.5% 2.4%	3 2.6% 3.6%	6 5.8% 7.1%	2 1.2% 2.4%	6 6.6% 7.1%	26 6.9% 31.0%	15 7.0% 17.9%	16 6.6% 19.0%	19 7.2% 22.6%	32 6.9% 38.1%	40 6.4% 47.6%	8 8.1% 9.5%	17 13.2% 20.2%	22 4.8% 26.2%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	71 5.9% 100.0%	68 6.0% 95.8%	27 19.6% 38.0%	7 5.6% 9.9%	8 4.8% 11.3%	18 9.7% 25.4%	1 0.8% 1.4%	1 0.9% 1.4%	5 4.8% 7.0%	1 0.6% 1.4%	7 7.8% 9.9%	20 5.3% 28.2%	16 7.4% 22.5%	16 6.7% 22.5%	11 4.2% 15.5%	27 5.9% 38.0%	32 5.1% 45.1%	8 8.1% 11.3%	13 10.1% 18.3%	14 3.1% 19.7%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	49 4.1% 100.0%	46 4.0% 93.9%	16 11.5% 32.7%	7 5.6% 14.3%	5 3.0% 10.2%	9 4.8% 18.4%	1 0.7% 2.0%	1 0.9% 2.0%	3 2.9% 6.1%	4 2.3% 8.2%	3 3.3% 6.1%	20 5.3% 40.8%	11 5.1% 22.4%	5 2.1% 10.2%	8 3.0% 16.3%	23 5.0% 46.9%	19 3.0% 38.8%	3 3.0% 6.1%	4 3.1% 8.2%	14 3.1% 28.6%
I wish the cigars displayed at a tobacconist were better organized	65 5.4% 100.0%	61 5.4% 93.8%	12 8.6% 18.5%	20 16.4% 30.8%	7 4.2% 10.8%	10 5.4% 15.4%	2 1.5% 3.1%	4 3.5% 6.2%	5 4.9% 7.7%	1 0.6% 1.5%	8 8.8% 12.3%	17 4.5% 26.2%	17 8.0% 26.2%	9 3.7% 13.8%	13 5.0% 20.0%	23 5.0% 35.4%	30 4.8% 46.2%	10 10.1% 15.4%	12 9.4% 18.5%	16 3.5% 24.6%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	107 8.9% 100.0%	102 9.0% 95.3%	11 8.0% 10.3%	15 12.2% 14.0%	11 6.6% 10.3%	14 7.6% 13.1%	9 6.6% 8.4%	12 10.5% 11.2%	19 18.1% 17.8%	11 6.4% 10.3%	13 14.6% 12.1%	30 7.9% 28.0%	19 8.8% 17.8%	19 7.9% 17.8%	26 9.8% 24.3%	48 10.5% 44.9%	52 8.3% 48.6%	7 7.1% 6.5%	8 6.3% 7.5%	47 10.3% 43.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top Box Summary (Agree Completely)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Perceptions Of Cigar Smokers																				
People who smoke cigars are more confident in themselves than non-smokers	37 3.1% 100.0%	35 3.1% 94.6%	14 10.1% 37.8%	11 8.9% 29.7%	1 0.6% 2.7%	1 0.5% 2.7%	0 0.0% 0.0%	3 2.6% 8.1%	4 3.8% 10.8%	1 0.6% 2.7%	4 4.3% 10.8%	8 2.1% 21.6%	9 4.2% 24.3%	6 2.5% 16.2%	10 3.8% 27.0%	11 2.4% 29.7%	19 3.0% 51.4%	5 5.1% 13.5%	9 7.0% 24.3%	6 1.3% 16.2%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	68 5.6% 100.0%	64 5.6% 94.1%	21 15.2% 30.9%	16 13.0% 23.5%	8 4.8% 11.8%	1 0.5% 1.5%	1 0.7% 1.5%	3 2.6% 4.4%	9 8.7% 13.2%	5 2.9% 7.4%	5 5.4% 7.4%	18 4.7% 26.5%	12 5.6% 17.6%	12 5.0% 17.6%	20 7.5% 29.4%	18 3.9% 26.5%	38 6.0% 55.9%	10 10.2% 14.7%	16 12.7% 23.5%	17 3.7% 25.0%
People who smoke cigars are more open-minded than non-smokers	56 4.7% 100.0%	53 4.7% 94.6%	17 12.3% 30.4%	14 11.5% 25.0%	3 1.8% 5.4%	1 0.5% 1.8%	1 0.7% 1.8%	4 3.5% 7.1%	11 10.5% 19.6%	2 1.2% 3.6%	5 5.5% 8.9%	12 3.2% 21.4%	9 4.2% 16.1%	13 5.4% 23.2%	16 6.1% 28.6%	18 3.9% 32.1%	26 4.2% 46.4%	9 9.2% 16.1%	14 11.0% 25.0%	16 3.5% 28.6%
People who smoke cigars are easy to talk to	43 3.6% 100.0%	42 3.7% 97.7%	14 10.1% 32.6%	16 13.0% 37.2%	2 1.2% 4.7%	1 0.5% 2.3%	0 0.0% 0.0%	5 4.3% 11.6%	3 2.9% 7.0%	1 0.6% 2.3%	3 3.3% 7.0%	9 2.4% 20.9%	7 3.3% 16.3%	9 3.8% 20.9%	15 5.7% 34.9%	15 3.3% 34.9%	20 3.2% 46.5%	6 6.1% 14.0%	15 11.7% 34.9%	6 1.3% 14.0%
Cigar smoking is trendy today	361 29.7% 100.0%	344 30.0% 95.3%	69 49.6% 19.1%	40 32.3% 11.1%	70 41.7% 19.4%	55 29.3% 15.2%	53 39.3% 14.7%	16 13.8% 4.4%	20 19.0% 5.5%	21 12.3% 5.8%	32 35.2% 8.9%	107 28.1% 29.6%	73 33.6% 20.2%	77 31.4% 21.3%	68 25.4% 18.8%	115 24.7% 31.9%	198 31.3% 54.8%	41 41.4% 11.4%	52 40.3% 14.4%	128 27.6% 35.5%
People smoke cigars primarily because they think it's a cool thing to do	86 7.1% 100.0%	78 6.8% 90.7%	14 10.1% 16.3%	9 7.3% 10.5%	7 4.2% 8.1%	12 6.4% 14.0%	9 6.6% 10.5%	4 3.4% 4.7%	11 10.6% 12.8%	12 7.0% 14.0%	11 12.0% 12.8%	24 6.2% 27.9%	22 10.2% 25.6%	15 6.2% 17.4%	13 4.9% 15.1%	41 8.8% 47.7%	35 5.5% 40.7%	9 9.1% 10.5%	10 7.8% 11.6%	37 8.0% 43.0%
People who have just taken up cigar smoking recently are spoiling it for the rest of us	43 3.6% 100.0%	41 3.6% 95.3%	9 6.5% 20.9%	14 11.3% 32.6%	1 0.6% 2.3%	5 2.7% 11.6%	0 0.0% 0.0%	6 5.3% 14.0%	3 2.9% 7.0%	3 1.8% 7.0%	3 3.3% 7.0%	8 2.1% 18.6%	8 3.8% 18.6%	7 2.9% 16.3%	16 6.0% 37.2%	17 3.7% 39.5%	19 3.0% 44.2%	7 7.1% 16.3%	14 10.9% 32.6%	8 1.7% 18.6%

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GC 017166

Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229	1148	139	124	168	188	136	116	105	172	92	388	218	247	271	474	638	99	130	468
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	100.0%	93.4%	11.3%	10.1%	13.7%	15.3%	11.1%	9.4%	8.5%	14.0%	7.5%	31.6%	17.7%	20.1%	22.1%	38.6%	51.9%	8.1%	10.6%	38.1%
Love/Involvement/Interest																				
I love cigars	517	500	118	94	68	59	6	79	37	39	24	149	93	121	127	161	288	63	98	116
	42.6%	43.6%	84.9%	75.8%	40.5%	31.4%	4.4%	68.1%	35.2%	22.7%	26.1%	38.7%	43.1%	49.6%	47.4%	34.3%	45.6%	64.3%	76.0%	25.1%
	100.0%	96.7%	22.8%	18.2%	13.2%	11.4%	1.2%	15.3%	7.2%	7.5%	4.6%	28.8%	18.0%	23.4%	24.6%	31.1%	55.7%	12.2%	19.0%	22.4%
I have made my own homemade humidification system	110	107	24	37	11	16	7	3	6	3	8	33	24	20	22	36	51	20	31	20
	9.1%	9.4%	17.5%	30.6%	6.6%	8.5%	5.2%	2.6%	5.8%	1.8%	8.8%	8.7%	11.3%	8.2%	8.3%	7.8%	8.1%	20.2%	24.4%	4.4%
	100.0%	97.3%	21.8%	33.6%	10.0%	14.5%	6.4%	2.7%	5.5%	2.7%	7.3%	30.0%	21.8%	18.2%	20.0%	32.7%	46.4%	18.2%	28.2%	18.2%
Cigar smoking is one of my passions	211	202	74	56	11	9	0	34	14	4	10	62	38	41	58	60	111	36	62	36
	17.5%	17.7%	53.2%	45.5%	6.5%	4.8%	0.0%	29.8%	13.3%	2.4%	11.0%	16.4%	17.6%	16.9%	21.8%	13.0%	17.7%	36.7%	48.8%	7.9%
	100.0%	95.7%	35.1%	26.5%	5.2%	4.3%	0.0%	16.1%	6.6%	1.9%	4.7%	29.4%	18.0%	19.4%	27.5%	28.4%	52.6%	17.1%	29.4%	17.1%
Cigar smoking is a favorite hobby for me	215	203	71	49	19	20	1	26	12	5	12	70	44	42	46	64	116	31	58	42
	17.7%	17.8%	51.8%	39.8%	11.3%	10.6%	0.7%	22.6%	11.5%	2.9%	13.3%	18.4%	20.3%	17.0%	17.2%	13.8%	18.3%	32.0%	45.7%	9.1%
	100.0%	94.4%	33.0%	22.8%	8.8%	9.3%	0.5%	12.1%	5.6%	2.3%	5.6%	32.6%	20.5%	19.5%	21.4%	29.8%	54.0%	14.4%	27.0%	19.5%
Cigar smoking is one of lifes little pleasures	636	608	115	95	94	93	25	82	54	50	39	181	103	138	169	218	341	72	93	196
	52.4%	53.1%	82.7%	76.6%	56.0%	50.0%	18.4%	71.3%	51.4%	29.1%	42.4%	47.1%	47.9%	56.8%	62.8%	46.8%	54.0%	72.7%	72.1%	42.4%
	100.0%	95.6%	18.1%	14.9%	14.8%	14.6%	3.9%	12.9%	8.5%	7.9%	6.1%	28.5%	16.2%	21.7%	26.6%	34.3%	53.6%	11.3%	14.6%	30.8%
Cigar smoking is macho	118	113	26	20	15	7	12	6	17	10	16	37	23	21	21	41	59	16	17	49
	9.7%	9.9%	18.8%	16.1%	8.9%	3.7%	8.9%	5.2%	16.2%	5.8%	17.6%	9.8%	10.7%	8.6%	7.8%	8.8%	9.4%	16.2%	13.1%	10.6%
	100.0%	95.8%	22.0%	16.9%	12.7%	5.9%	10.2%	5.1%	14.4%	8.5%	13.6%	31.4%	19.5%	17.8%	17.8%	34.7%	50.0%	13.6%	14.4%	41.5%
I love the aroma of cigars	716	683	119	91	104	109	40	72	63	85	45	203	131	162	168	251	390	71	101	227
	59.0%	59.6%	85.6%	73.4%	61.9%	58.0%	29.6%	62.1%	60.0%	49.7%	50.0%	53.4%	60.9%	65.6%	62.5%	54.0%	61.6%	71.7%	77.7%	49.2%
	100.0%	95.4%	16.6%	12.7%	14.5%	15.2%	5.6%	10.1%	8.8%	11.9%	6.3%	28.4%	18.3%	22.6%	23.5%	35.1%	54.5%	9.9%	14.1%	31.7%
Cigar smoking is a classy thing to do	165	155	55	31	20	7	13	9	15	5	13	53	30	29	37	53	89	20	33	44
	13.6%	13.5%	39.9%	25.0%	11.9%	3.7%	9.6%	7.8%	14.4%	2.9%	14.3%	13.9%	13.8%	11.9%	13.8%	11.4%	14.1%	20.2%	25.8%	9.5%
	100.0%	93.9%	33.3%	18.8%	12.1%	4.2%	7.9%	5.5%	9.1%	3.0%	7.9%	32.1%	18.2%	17.6%	22.4%	32.1%	53.9%	12.1%	20.0%	26.7%
When you smoke a cigar, you are part of the finer things in life	209	201	61	46	24	18	8	19	18	7	19	58	36	42	51	65	108	33	42	57
	17.2%	17.5%	43.9%	37.1%	14.3%	9.6%	5.9%	16.4%	17.1%	4.1%	20.7%	15.0%	16.7%	17.3%	19.0%	13.9%	17.1%	33.3%	32.6%	12.3%
	100.0%	96.2%	29.2%	22.0%	11.5%	8.6%	3.8%	9.1%	8.6%	3.3%	9.1%	27.8%	17.2%	20.1%	24.4%	31.1%	51.7%	15.8%	20.1%	27.3%
Cigars are a status symbol	158	151	41	19	18	7	23	9	21	13	16	48	31	25	34	59	77	18	25	63
	13.1%	13.2%	29.9%	15.3%	10.7%	3.7%	17.2%	7.8%	20.2%	7.6%	17.8%	12.6%	14.5%	10.2%	12.8%	12.7%	12.2%	18.2%	19.4%	13.7%
	100.0%	95.6%	25.9%	12.0%	11.4%	4.4%	14.6%	5.7%	13.3%	8.2%	10.1%	30.4%	19.6%	15.8%	21.5%	37.3%	48.7%	11.4%	15.8%	39.9%
Cigars are prestigious	203	194	60	41	24	9	14	7	27	12	16	62	43	36	42	64	110	25	32	66
	16.9%	17.1%	43.5%	33.3%	14.4%	4.8%	10.4%	6.1%	26.5%	7.1%	17.8%	16.6%	20.4%	14.7%	15.7%	13.9%	17.6%	25.5%	25.4%	14.5%
	100.0%	95.6%	29.6%	20.2%	11.8%	4.4%	6.9%	3.4%	13.3%	5.9%	7.9%	30.5%	21.2%	17.7%	20.7%	31.5%	54.2%	12.3%	15.8%	32.5%
Cigars are a good conversation starter	210	201	63	34	28	15	12	11	27	11	19	74	45	32	38	64	114	28	40	65
	17.4%	17.6%	45.3%	27.4%	16.7%	8.1%	8.9%	9.5%	25.7%	6.5%	21.1%	19.5%	21.1%	13.0%	14.2%	13.9%	18.0%	28.3%	30.8%	14.2%
	100.0%	95.7%	30.0%	16.2%	13.3%	7.1%	5.7%	5.2%	12.9%	5.2%	9.0%	35.2%	21.4%	15.2%	18.1%	30.5%	54.3%	13.3%	19.0%	31.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
A good cigar can make any occasion special	468 38.6% 100.0%	449 39.3% 95.9%	106 76.3% 22.6%	81 65.3% 17.3%	76 45.5% 16.2%	48 25.5% 10.3%	16 11.9% 3.4%	50 43.5% 10.7%	46 43.8% 9.8%	26 15.4% 5.6%	37 40.7% 7.9%	143 37.1% 30.6%	80 37.2% 17.1%	87 35.8% 18.6%	116 43.3% 24.8%	163 34.9% 34.8%	245 38.9% 52.4%	54 54.5% 11.5%	72 55.8% 15.4%	133 28.9% 28.4%
Smoking a cigar is a way of showing you accomplished something	82 6.8% 100.0%	76 6.7% 92.7%	24 17.3% 29.3%	18 14.6% 22.0%	6 3.6% 7.3%	2 1.1% 2.4%	3 2.2% 3.7%	7 6.1% 8.5%	13 12.6% 15.9%	3 1.7% 3.7%	7 7.6% 8.5%	22 5.9% 26.8%	17 7.9% 20.7%	22 9.1% 26.8%	12 4.5% 14.6%	30 6.5% 36.6%	40 6.4% 48.8%	11 11.1% 13.4%	22 17.1% 26.8%	21 4.6% 25.6%
I enjoy shopping for cigars	368 30.3% 100.0%	355 31.0% 96.5%	94 69.1% 25.5%	79 63.7% 21.5%	69 41.1% 18.8%	51 27.1% 13.9%	7 5.1% 1.9%	21 18.3% 5.7%	21 20.0% 5.7%	13 7.6% 3.5%	20 21.7% 5.4%	111 28.8% 30.2%	71 32.9% 19.3%	71 29.1% 19.3%	90 34.0% 24.5%	101 21.6% 27.4%	219 34.8% 59.5%	44 44.4% 12.0%	84 65.6% 22.8%	76 16.4% 20.7%
I really enjoy owning a humidor	232 19.7% 100.0%	228 20.3% 98.3%	74 54.0% 31.9%	71 58.7% 30.6%	27 17.0% 11.6%	28 14.9% 12.1%	8 6.1% 3.4%	11 9.6% 4.7%	5 4.9% 2.2%	4 2.3% 1.7%	9 9.9% 3.9%	91 24.5% 39.2%	44 21.0% 19.0%	46 19.7% 19.8%	41 15.8% 17.7%	66 14.4% 28.4%	122 20.1% 52.6%	40 40.8% 17.2%	65 51.6% 28.0%	36 8.1% 15.5%
I enjoy planning ahead to smoke a cigar	357 29.6% 100.0%	348 30.5% 97.5%	82 59.0% 23.0%	50 40.3% 14.0%	64 38.3% 17.9%	53 28.5% 14.8%	37 27.4% 10.4%	16 13.8% 4.5%	28 26.9% 7.8%	18 10.5% 5.0%	26 28.6% 7.3%	119 31.5% 33.3%	75 35.0% 21.0%	68 27.8% 19.0%	67 25.1% 18.8%	127 27.5% 35.6%	187 29.7% 52.4%	40 40.4% 11.2%	51 39.5% 14.3%	105 22.7% 29.4%
When I smoke a cigar, I don't do anything else	186 15.3% 100.0%	177 15.4% 95.2%	32 23.0% 17.2%	21 16.9% 11.3%	19 11.4% 10.2%	39 20.7% 21.0%	12 8.8% 6.5%	16 13.8% 8.6%	22 21.0% 11.8%	16 9.3% 8.6%	19 20.7% 10.2%	63 16.3% 33.9%	37 17.1% 19.9%	22 9.1% 11.8%	43 16.0% 23.1%	75 16.0% 40.3%	93 14.7% 50.0%	17 17.2% 9.1%	20 15.5% 10.8%	66 14.3% 35.5%
Cigar smoking is my private time	425 35.4% 100.0%	409 36.1% 96.2%	70 51.5% 16.5%	68 55.3% 16.0%	55 33.1% 12.9%	63 33.9% 14.8%	17 12.5% 4.0%	52 46.4% 12.2%	40 39.2% 9.4%	44 25.7% 10.4%	40 44.0% 9.4%	126 33.1% 29.6%	63 29.4% 14.8%	83 35.2% 19.5%	111 41.6% 26.1%	168 36.4% 39.5%	214 34.2% 50.4%	41 42.7% 9.6%	58 45.3% 13.6%	124 26.9% 29.2%
Shopping for cigars is like an adventure	263 21.7% 100.0%	257 22.5% 97.7%	76 54.7% 28.9%	52 41.9% 19.8%	50 29.9% 19.0%	26 13.8% 9.9%	10 7.4% 3.8%	9 7.8% 3.4%	24 22.9% 9.1%	10 5.9% 3.8%	19 20.7% 7.2%	81 21.1% 30.8%	51 23.8% 19.4%	57 23.5% 21.7%	53 19.7% 20.2%	82 17.6% 31.2%	148 23.5% 56.3%	29 29.3% 11.0%	52 40.3% 19.8%	63 13.7% 24.0%
I'm always on the lookout for new cigars	313 25.8% 100.0%	303 26.5% 96.8%	90 65.2% 28.8%	60 48.8% 19.2%	53 31.5% 16.9%	35 18.6% 11.2%	4 2.9% 1.3%	25 21.6% 8.0%	17 16.2% 5.4%	19 11.2% 6.1%	19 20.9% 6.1%	107 27.7% 34.2%	53 24.9% 16.9%	62 25.4% 19.8%	70 26.1% 22.4%	94 20.2% 30.0%	182 28.9% 58.1%	34 34.7% 10.9%	65 50.4% 20.8%	66 14.3% 21.1%
I could easily give up smoking cigars	719 59.7% 100.0%	685 59.9% 95.3%	55 39.6% 7.6%	49 39.5% 6.8%	127 76.0% 17.7%	126 67.0% 17.5%	121 89.0% 16.8%	31 27.4% 4.3%	59 56.7% 8.2%	117 68.0% 16.3%	65 70.7% 9.0%	248 64.9% 34.5%	133 62.1% 18.5%	132 54.5% 18.4%	137 51.9% 19.1%	289 62.8% 40.2%	371 59.0% 51.6%	52 52.5% 7.2%	61 47.7% 8.5%	313 68.5% 43.5%
Cigar smoking isn't that important to me	423 35.1% 100.0%	393 34.4% 92.9%	6 4.3% 1.4%	16 13.0% 3.8%	53 31.5% 12.5%	84 44.9% 19.9%	99 73.3% 23.4%	9 7.8% 2.1%	40 38.1% 9.5%	86 50.6% 20.3%	43 46.7% 10.2%	136 35.6% 32.2%	82 38.5% 19.4%	78 32.1% 18.4%	83 31.3% 19.6%	189 40.6% 44.7%	207 33.2% 48.9%	20 20.2% 4.7%	26 20.2% 6.1%	232 50.5% 54.8%
Smoking a cigar is part of a lifestyle of leisure	294 24.3% 100.0%	280 24.6% 95.2%	60 44.1% 20.4%	50 40.7% 17.0%	41 24.6% 13.9%	34 18.1% 11.6%	20 14.8% 6.8%	28 24.3% 9.5%	30 28.6% 10.2%	17 9.9% 5.8%	24 26.1% 8.2%	94 24.5% 32.0%	53 24.7% 18.0%	50 20.7% 17.0%	68 25.4% 23.1%	111 23.7% 37.8%	144 23.0% 49.0%	35 35.4% 11.9%	43 33.9% 14.6%	87 18.8% 29.6%
<u>Knowledgeability</u>																				
Friends often ask me for recommendations on cigars	198 16.6% 100.0%	195 17.4% 98.5%	78 56.1% 39.4%	52 42.3% 26.3%	26 15.8% 13.1%	14 7.7% 7.1%	6 4.6% 3.0%	8 7.0% 4.0%	7 6.9% 3.5%	4 2.4% 2.0%	10 11.2% 5.1%	59 15.6% 29.8%	44 21.0% 22.2%	42 17.6% 21.2%	41 15.5% 20.7%	51 11.2% 25.8%	96 15.5% 48.5%	45 45.5% 22.7%	74 58.3% 37.4%	21 4.7% 10.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm extremely knowledgeable about cigars	140 11.6% 100.0%	133 11.6% 95.0%	47 33.8% 33.6%	42 34.1% 30.0%	9 5.4% 6.4%	11 5.9% 7.9%	1 0.7% 0.7%	10 8.7% 7.1%	3 2.9% 2.1%	10 5.8% 7.1%	4 4.4% 2.9%	37 9.8% 26.4%	25 11.6% 17.9%	34 13.9% 24.3%	38 14.2% 27.1%	33 7.1% 23.6%	72 11.4% 51.4%	32 32.3% 22.9%	71 54.6% 50.7%	15 3.2% 10.7%
I'm still relatively new to cigars	322 26.7% 100.0%	302 26.4% 93.8%	21 15.1% 6.5%	11 8.9% 3.4%	42 25.1% 13.0%	37 19.8% 11.5%	88 65.2% 27.3%	9 7.8% 2.8%	56 53.8% 17.4%	38 22.2% 11.8%	58 64.4% 18.0%	141 37.3% 43.8%	56 26.2% 17.4%	41 16.7% 12.7%	23 8.6% 7.1%	151 32.7% 46.9%	158 25.0% 49.1%	11 11.2% 3.4%	10 7.7% 3.1%	205 44.6% 63.7%
I seek out advice on which cigars to smoke	231 19.2% 100.0%	226 19.8% 97.8%	57 41.3% 24.7%	23 18.5% 10.0%	53 31.5% 22.9%	40 21.3% 17.3%	30 22.2% 13.0%	1 0.9% 0.4%	16 15.2% 6.9%	6 3.5% 2.6%	20 21.7% 8.7%	84 22.2% 36.4%	49 22.8% 21.2%	43 17.7% 18.6%	32 12.0% 13.9%	76 16.6% 32.9%	130 20.6% 56.3%	20 20.4% 8.7%	29 22.3% 12.6%	73 15.9% 31.6%
I wish I knew more about cigars	433 35.8% 100.0%	412 36.1% 95.2%	65 47.1% 15.0%	38 30.6% 8.8%	89 53.9% 20.6%	67 35.6% 15.5%	53 39.0% 12.2%	25 21.6% 5.8%	51 49.0% 11.8%	24 14.2% 5.5%	41 45.6% 9.5%	145 38.5% 33.5%	89 41.2% 20.6%	79 32.1% 18.2%	74 27.7% 17.1%	163 35.1% 37.6%	232 37.0% 53.6%	33 33.3% 7.6%	39 30.0% 9.0%	180 39.0% 41.6%
You can never know enough about cigars	368 30.5% 100.0%	349 30.5% 94.8%	96 69.1% 26.1%	63 50.8% 17.1%	57 33.9% 15.5%	35 18.6% 9.5%	18 13.2% 4.9%	26 22.6% 7.1%	35 33.3% 9.5%	19 11.1% 5.2%	27 29.3% 7.3%	118 31.0% 32.1%	71 33.0% 19.3%	69 28.5% 18.8%	80 30.1% 21.7%	118 25.4% 32.1%	200 31.9% 54.3%	43 43.4% 11.7%	62 48.1% 16.8%	104 22.7% 28.3%
I really don't know that much about cigars	373 30.6% 100.0%	340 29.6% 91.2%	11 7.9% 2.9%	14 11.3% 3.8%	36 21.4% 9.7%	41 21.8% 11.0%	90 66.2% 24.1%	27 23.5% 7.2%	53 50.5% 14.2%	68 39.5% 18.2%	43 46.7% 11.5%	134 34.6% 35.9%	71 33.0% 19.0%	59 24.2% 15.8%	64 23.9% 17.2%	182 38.8% 48.8%	162 25.6% 43.4%	21 21.2% 5.6%	8 6.2% 2.1%	256 55.2% 68.6%
I like to read about cigars	254 20.9% 100.0%	242 21.1% 95.3%	86 61.9% 33.9%	59 48.0% 23.2%	33 19.6% 13.0%	31 16.5% 12.2%	9 6.6% 3.5%	8 6.9% 3.1%	12 11.4% 4.7%	4 2.3% 1.6%	17 18.7% 6.7%	99 26.0% 39.0%	56 25.8% 22.0%	39 15.8% 15.4%	40 15.0% 15.7%	72 15.4% 28.3%	141 22.2% 55.5%	38 38.8% 15.0%	70 53.8% 27.6%	32 6.9% 12.6%
Long term cigar smokers are a good source of information about cigars	584 48.2% 100.0%	560 48.9% 95.9%	96 69.1% 16.4%	83 66.9% 14.2%	94 56.0% 16.1%	81 43.1% 13.9%	69 50.7% 11.8%	32 27.6% 5.5%	56 53.8% 9.6%	49 28.7% 8.4%	43 46.7% 7.4%	203 53.0% 34.8%	106 48.8% 18.2%	116 47.9% 19.9%	110 41.4% 18.8%	206 44.5% 35.3%	309 48.9% 52.9%	62 62.6% 10.6%	78 60.5% 13.4%	222 47.9% 38.0%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	84 7.0% 100.0%	79 6.9% 94.0%	12 8.7% 14.3%	20 16.4% 23.8%	6 3.6% 7.1%	9 4.8% 10.7%	7 5.2% 8.3%	9 7.8% 10.7%	10 9.5% 11.9%	6 3.5% 7.1%	13 14.4% 15.5%	19 5.0% 22.6%	14 6.6% 16.7%	12 4.9% 14.3%	26 9.7% 31.0%	27 5.9% 32.1%	48 7.6% 57.1%	7 7.1% 8.3%	16 12.4% 19.0%	22 4.8% 26.2%
Cigar manufacturers are exploiting me through price increases	353 29.2% 100.0%	340 29.7% 96.3%	47 34.1% 13.3%	62 50.0% 17.6%	37 22.0% 10.5%	57 30.3% 16.1%	23 17.0% 6.5%	37 32.2% 10.5%	41 39.0% 11.6%	36 20.9% 10.2%	18 20.0% 5.1%	91 23.9% 25.8%	79 36.7% 22.4%	69 28.2% 19.5%	94 35.2% 26.6%	127 27.5% 36.0%	185 29.3% 52.4%	37 37.4% 10.5%	61 46.9% 17.3%	109 23.7% 30.9%
I am confused by the number of sizes and types of cigars	270 22.4% 100.0%	260 22.8% 96.3%	11 7.9% 4.1%	23 18.5% 8.5%	39 23.4% 14.4%	25 13.4% 9.3%	54 40.0% 20.0%	18 15.9% 6.7%	46 44.7% 17.0%	44 25.7% 16.3%	32 35.6% 11.9%	96 24.9% 35.6%	49 23.0% 18.1%	46 18.9% 17.0%	44 16.6% 16.3%	132 28.5% 48.9%	122 19.4% 45.2%	14 14.1% 5.2%	8 6.3% 3.0%	168 36.6% 62.2%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	530 44.1% 100.0%	503 44.0% 94.9%	28 20.3% 5.3%	47 38.2% 8.9%	85 50.6% 16.0%	84 44.7% 15.8%	79 58.1% 14.9%	47 40.5% 8.9%	57 54.3% 10.8%	76 44.7% 14.3%	45 48.9% 8.5%	180 47.6% 34.0%	102 47.7% 19.2%	95 39.3% 17.9%	106 39.7% 20.0%	238 51.7% 44.9%	253 40.2% 47.7%	35 36.1% 6.6%	32 24.6% 6.0%	255 55.7% 48.1%
When I see a dark wrapper, I assume the cigar is stronger	289 24.1% 100.0%	282 24.7% 97.6%	37 26.8% 12.8%	38 30.9% 13.1%	43 25.6% 14.9%	42 22.5% 14.5%	26 19.1% 9.0%	28 24.1% 9.7%	43 41.3% 14.9%	25 14.9% 8.7%	20 22.0% 6.9%	102 26.9% 35.3%	52 24.3% 18.0%	53 22.0% 18.3%	61 23.0% 21.1%	129 28.2% 44.6%	132 21.1% 45.7%	27 27.3% 9.3%	38 29.5% 13.1%	101 22.1% 34.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Smoking Habits																				
I regularly smoke cigars	337	324	81	68	17	30	3	92	15	18	19	91	65	70	89	113	177	40	73	71
	28.1%	28.5%	58.7%	56.2%	10.1%	16.0%	2.2%	80.0%	14.6%	10.7%	20.9%	24.0%	30.7%	29.0%	33.3%	24.5%	28.4%	40.8%	56.6%	15.6%
	100.0%	96.1%	24.0%	20.2%	5.0%	8.9%	0.9%	27.3%	4.5%	5.3%	5.6%	27.0%	19.3%	20.8%	26.4%	33.5%	52.5%	11.9%	21.7%	21.1%
I only smoke cigars on special occasions, like weddings	145	135	3	13	27	12	46	1	16	17	20	56	28	21	18	60	74	7	5	85
	12.0%	11.8%	2.2%	10.5%	16.2%	6.4%	34.1%	0.9%	15.2%	9.9%	21.7%	14.6%	13.0%	8.6%	6.8%	12.9%	11.8%	7.1%	3.9%	18.5%
	100.0%	93.1%	2.1%	9.0%	18.6%	8.3%	31.7%	0.7%	11.0%	11.7%	13.8%	38.6%	19.3%	14.5%	12.4%	41.4%	51.0%	4.8%	3.4%	58.6%
I generally smoke cigars with friends/other people	419	406	66	32	97	29	93	17	37	35	37	166	88	68	56	161	220	32	44	169
	34.6%	35.4%	47.5%	25.8%	57.7%	15.5%	68.4%	14.7%	35.2%	20.3%	40.2%	43.3%	40.7%	28.0%	21.1%	34.6%	35.0%	32.3%	34.1%	36.7%
	100.0%	96.9%	15.8%	7.6%	23.2%	6.9%	22.2%	4.1%	8.8%	8.4%	8.8%	39.6%	21.0%	16.2%	13.4%	38.4%	52.5%	7.6%	10.5%	40.3%
I always remove the band on a cigar before I smoke it	505	481	45	53	50	94	38	68	47	86	29	131	91	111	139	204	254	40	51	189
	41.8%	42.2%	32.4%	42.7%	29.9%	50.5%	28.1%	60.2%	44.8%	50.3%	31.9%	34.6%	42.7%	45.5%	51.9%	44.1%	40.4%	40.4%	39.2%	41.0%
	100.0%	95.2%	8.9%	10.5%	9.9%	18.6%	7.5%	13.5%	9.3%	17.0%	5.7%	25.9%	18.0%	22.0%	27.5%	40.4%	50.3%	7.9%	10.1%	37.4%
I usually leave the band on a cigar when I smoke it	314	304	64	45	66	35	40	13	21	20	25	118	58	53	57	102	173	37	60	99
	26.1%	26.6%	46.0%	36.3%	39.5%	18.7%	29.6%	11.4%	20.2%	11.7%	27.2%	31.3%	26.9%	22.0%	21.4%	22.1%	27.6%	37.8%	46.9%	21.6%
	100.0%	96.8%	20.4%	14.3%	21.0%	11.1%	12.7%	4.1%	6.7%	6.4%	8.0%	37.6%	18.5%	16.9%	18.2%	32.5%	55.1%	11.8%	19.1%	31.5%
I like cigars, but only on an occasional basis	603	578	19	27	119	113	115	14	69	102	50	201	110	115	121	254	310	34	40	292
	49.9%	50.7%	13.8%	21.8%	71.3%	61.1%	85.2%	12.1%	66.3%	59.6%	55.6%	53.0%	51.4%	47.1%	45.0%	55.2%	49.1%	34.3%	30.8%	63.8%
	100.0%	95.9%	3.2%	4.5%	19.7%	18.7%	19.1%	2.3%	11.4%	16.9%	8.3%	33.3%	18.2%	19.1%	20.1%	42.1%	51.4%	5.6%	6.6%	48.4%
I smoke cigars on an everyday basis	217	207	41	50	2	11	1	83	4	15	12	49	40	48	66	89	98	24	47	53
	17.9%	18.1%	29.7%	40.3%	1.2%	5.9%	0.7%	72.2%	3.8%	8.8%	13.0%	12.7%	18.8%	19.8%	24.6%	19.1%	15.5%	24.5%	36.4%	11.5%
	100.0%	95.4%	18.9%	23.0%	0.9%	5.1%	0.5%	38.2%	1.8%	6.9%	5.5%	22.6%	18.4%	22.1%	30.4%	41.0%	45.2%	11.1%	21.7%	24.4%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	460	437	78	66	79	66	34	38	41	35	26	156	91	84	101	156	262	40	64	137
	38.0%	38.3%	56.1%	53.2%	47.0%	35.3%	25.2%	33.0%	39.8%	20.6%	28.9%	40.5%	42.9%	34.6%	37.7%	33.8%	41.5%	40.4%	49.6%	29.8%
	100.0%	95.0%	17.0%	14.3%	17.2%	14.3%	7.4%	8.3%	8.9%	7.6%	5.7%	33.9%	19.8%	18.3%	22.0%	33.9%	57.0%	8.7%	13.9%	29.8%
I only smoke cigars when someone gives me one	70	63	0	8	0	5	26	2	9	13	11	20	14	14	10	29	32	7	7	46
	5.8%	5.5%	0.0%	6.5%	0.0%	2.7%	19.4%	1.7%	8.7%	7.7%	12.1%	5.3%	6.5%	5.8%	3.7%	6.3%	5.1%	7.1%	5.4%	10.1%
	100.0%	90.0%	0.0%	11.4%	0.0%	7.1%	37.1%	2.9%	12.9%	18.6%	15.7%	28.6%	20.0%	20.0%	14.3%	41.4%	45.7%	10.0%	10.0%	65.7%
I smoke much more often in the summer than in the winter	229	220	25	37	39	41	23	14	22	19	22	78	34	41	52	85	121	21	31	67
	19.0%	19.3%	18.2%	30.1%	23.4%	21.9%	16.9%	12.2%	21.2%	11.0%	23.9%	20.6%	15.9%	16.9%	19.5%	18.4%	19.3%	21.6%	23.8%	14.6%
	100.0%	96.1%	10.9%	16.2%	17.0%	17.9%	10.0%	6.1%	9.6%	8.3%	9.6%	34.1%	14.8%	17.9%	22.7%	37.1%	52.8%	9.2%	13.5%	29.3%
I hardly smoke cigars at all in the winter	150	140	5	17	20	21	34	3	21	19	25	48	22	26	26	62	68	15	10	74
	12.4%	12.2%	3.6%	13.8%	11.9%	11.2%	25.0%	2.6%	20.0%	11.0%	27.2%	12.6%	10.2%	10.7%	9.8%	13.4%	10.8%	15.3%	7.8%	16.1%
	100.0%	93.3%	3.3%	11.3%	13.3%	14.0%	22.7%	2.0%	14.0%	12.7%	16.7%	32.0%	14.7%	17.3%	17.3%	41.3%	45.3%	10.0%	6.7%	49.3%
I primarily smoke cigars at the end of the day	385	374	67	41	79	61	38	25	31	32	27	129	85	66	75	133	207	42	53	133
	31.8%	32.8%	48.2%	33.6%	47.3%	32.6%	28.1%	21.7%	30.1%	18.6%	30.0%	34.0%	39.7%	26.7%	28.1%	28.7%	32.8%	42.9%	40.8%	28.9%
	100.0%	97.1%	17.4%	10.6%	20.5%	15.8%	9.9%	6.5%	8.1%	8.3%	7.0%	33.5%	22.1%	17.1%	19.5%	34.5%	53.8%	10.9%	13.8%	34.5%
I smoke cigars throughout the day	169	159	22	37	2	6	0	70	6	16	8	37	31	36	55	70	75	18	40	41
	14.0%	14.0%	15.9%	29.8%	1.2%	3.3%	0.0%	60.3%	5.8%	9.4%	9.1%	9.8%	14.4%	14.8%	20.6%	15.1%	12.0%	18.2%	31.0%	9.0%
	100.0%	94.1%	13.0%	21.9%	1.2%	3.6%	0.0%	41.4%	3.6%	9.5%	4.7%	21.9%	18.3%	21.3%	32.5%	41.4%	44.4%	10.7%	23.7%	24.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I frequently give cigars as a gift	178 14.8% 100.0%	171 15.1% 96.1%	54 39.1% 30.3%	35 28.7% 19.7%	28 16.8% 15.7%	13 7.0% 7.3%	11 8.1% 6.2%	10 8.9% 5.6%	8 7.6% 4.5%	12 7.1% 6.7%	13 14.4% 7.3%	59 15.6% 33.1%	38 17.8% 21.3%	26 10.6% 14.6%	38 14.3% 21.3%	59 12.8% 33.1%	92 14.6% 51.7%	22 22.9% 12.4%	41 31.8% 23.0%	40 8.7% 22.5%
I often drink wine while smoking a cigar	205 16.8% 100.0%	197 17.2% 96.1%	59 42.4% 28.8%	25 20.2% 12.2%	51 30.4% 24.9%	20 10.6% 9.8%	18 13.2% 8.8%	12 10.3% 5.9%	8 7.6% 3.9%	4 2.3% 2.0%	15 16.3% 7.3%	66 17.1% 32.2%	47 21.8% 22.9%	35 14.3% 17.1%	38 14.1% 18.5%	63 13.4% 30.7%	106 16.7% 51.7%	31 31.3% 15.1%	28 21.7% 13.7%	53 11.4% 25.9%
I often drink beer while smoking a cigar	400 32.9% 100.0%	381 33.2% 95.3%	59 42.4% 14.8%	24 19.4% 6.0%	72 42.9% 18.0%	47 25.0% 11.8%	63 46.7% 15.8%	27 23.3% 6.8%	43 41.0% 10.8%	46 26.7% 11.5%	36 39.1% 9.0%	137 35.5% 34.3%	92 42.6% 23.0%	83 34.0% 20.8%	48 17.9% 12.0%	143 30.6% 35.8%	223 35.2% 55.8%	28 28.6% 7.0%	30 23.3% 7.5%	162 35.1% 40.5%
I often smoke cigars in my backyard/on my deck/ porch	739 60.9% 100.0%	708 61.9% 95.8%	105 75.5% 14.2%	98 79.0% 13.3%	104 61.9% 14.1%	129 68.6% 17.5%	46 33.8% 6.2%	88 75.9% 11.9%	53 50.5% 7.2%	85 50.6% 11.5%	53 58.2% 7.2%	245 63.3% 33.2%	136 63.6% 18.4%	138 56.6% 18.7%	160 59.9% 21.7%	283 60.6% 38.3%	379 60.1% 51.3%	68 68.7% 9.2%	92 71.9% 12.4%	228 49.5% 30.9%
I often drink liquor while smoking a cigar	406 33.5% 100.0%	390 34.1% 96.1%	78 56.5% 19.2%	38 30.6% 9.4%	91 54.2% 22.4%	39 21.0% 9.6%	61 44.9% 15.0%	24 21.1% 5.9%	34 32.4% 8.4%	25 14.5% 6.2%	30 32.6% 7.4%	155 40.2% 38.2%	73 34.1% 18.0%	80 33.1% 19.7%	63 23.5% 15.5%	146 31.3% 36.0%	211 33.4% 52.0%	44 44.9% 10.8%	45 34.9% 11.1%	151 32.7% 37.2%
I often drink coffee while smoking a cigar	170 14.0% 100.0%	163 14.2% 95.9%	31 22.5% 18.2%	38 30.6% 22.4%	11 6.6% 6.5%	13 6.9% 7.6%	2 1.5% 1.2%	38 32.8% 22.4%	15 14.4% 8.8%	15 8.7% 8.8%	10 11.0% 5.9%	46 11.9% 27.1%	32 14.8% 18.8%	38 15.6% 22.4%	41 15.4% 24.1%	62 13.2% 36.5%	88 14.0% 51.8%	17 17.3% 10.0%	30 23.3% 17.6%	47 10.2% 27.6%
I often smoke cigars during a meal	30 2.5% 100.0%	27 2.4% 90.0%	4 2.9% 13.3%	10 8.1% 33.3%	1 0.6% 3.3%	2 1.1% 6.7%	1 0.7% 3.3%	5 4.4% 16.7%	0 0.0% 0.0%	4 2.3% 13.3%	3 3.3% 10.0%	10 2.7% 33.3%	6 2.8% 20.0%	3 1.2% 10.0%	7 2.6% 23.3%	10 2.2% 33.3%	12 1.9% 40.0%	5 5.1% 16.7%	4 3.1% 13.3%	12 2.6% 40.0%
I often smoke cigars after a meal	276 22.9% 100.0%	261 22.9% 94.6%	67 48.9% 24.3%	44 35.8% 15.9%	26 15.5% 9.4%	35 18.6% 12.7%	8 5.9% 2.9%	58 50.0% 21.0%	13 12.4% 4.7%	10 5.9% 3.6%	16 17.6% 5.8%	71 18.8% 25.7%	55 25.5% 19.9%	54 22.4% 19.6%	77 28.7% 27.9%	90 19.6% 32.6%	141 22.4% 51.1%	39 39.8% 14.1%	59 45.7% 21.4%	70 15.3% 25.4%
<u>Benefits Realized</u>																				
Cigar smoking has helped me to get to know other people	75 6.2% 100.0%	71 6.2% 94.7%	27 19.4% 36.0%	20 16.1% 26.7%	10 6.0% 13.3%	2 1.1% 2.7%	1 0.7% 1.3%	2 1.7% 2.7%	8 7.7% 10.7%	1 0.6% 1.3%	9 9.8% 12.0%	22 5.7% 29.3%	17 7.9% 22.7%	14 5.8% 18.7%	12 4.5% 16.0%	19 4.1% 25.3%	41 6.5% 54.7%	13 13.1% 17.3%	18 14.0% 24.0%	17 3.7% 22.7%
I feel a little more with it when I smoke a cigar	91 7.5% 100.0%	87 7.6% 95.6%	27 19.7% 29.7%	18 14.5% 19.8%	5 3.0% 5.5%	2 1.1% 2.2%	2 1.5% 2.2%	16 13.8% 17.6%	10 9.6% 11.0%	7 4.1% 7.7%	11 12.0% 12.1%	21 5.5% 23.1%	20 9.3% 22.0%	14 5.8% 15.4%	24 9.0% 26.4%	39 8.3% 42.9%	34 5.4% 37.4%	17 17.2% 18.7%	14 10.9% 15.4%	25 5.4% 27.5%
I smoke cigars to celebrate a good day	365 30.0% 100.0%	354 30.9% 97.0%	93 66.9% 25.5%	62 50.0% 17.0%	70 41.7% 19.2%	27 14.4% 7.4%	21 15.6% 5.8%	33 28.4% 9.0%	31 29.5% 8.5%	17 9.9% 4.7%	26 28.3% 7.1%	116 30.0% 31.8%	73 34.0% 20.0%	66 27.2% 18.1%	80 29.7% 21.9%	126 26.9% 34.5%	193 30.5% 52.9%	44 44.4% 12.1%	54 41.9% 14.8%	104 22.5% 28.5%
I reward myself with a cigar	480 39.6% 100.0%	465 40.7% 96.9%	108 77.7% 22.5%	80 64.5% 16.7%	80 48.2% 16.7%	56 30.1% 11.7%	25 18.4% 5.2%	57 49.1% 11.9%	33 31.7% 6.9%	26 15.2% 5.4%	32 34.8% 6.7%	141 36.7% 29.4%	85 39.5% 17.7%	92 38.0% 19.2%	125 46.6% 26.0%	162 34.7% 33.8%	255 40.5% 53.1%	58 58.6% 12.1%	80 62.0% 16.7%	120 26.0% 25.0%
I smoke cigars to relax	669 55.2% 100.0%	649 56.8% 97.0%	117 84.2% 17.5%	93 76.2% 13.9%	92 54.8% 13.8%	106 56.7% 15.8%	38 27.9% 5.7%	76 66.1% 11.4%	55 52.4% 8.2%	72 42.1% 10.8%	38 42.2% 5.7%	194 50.8% 29.0%	125 58.1% 18.7%	135 55.1% 20.2%	173 64.6% 25.9%	242 52.0% 36.2%	352 55.7% 52.6%	68 69.4% 10.2%	98 76.0% 14.6%	201 43.4% 30.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I find smoking cigars extremely relaxing	597 49.4% 100.0%	574 50.4% 96.1%	116 84.1% 19.4%	84 68.3% 14.1%	89 53.0% 14.9%	87 46.5% 14.6%	27 20.0% 4.5%	72 63.2% 12.1%	43 41.0% 7.2%	56 32.9% 9.4%	34 37.8% 5.7%	178 47.0% 29.8%	112 52.1% 18.8%	121 49.4% 20.3%	147 55.1% 24.6%	209 45.4% 35.0%	314 49.7% 52.6%	70 70.7% 11.7%	95 73.1% 15.9%	168 36.4% 28.1%
I really love the taste of cigars	744 61.8% 100.0%	712 62.5% 95.7%	127 91.4% 17.1%	101 82.8% 13.6%	100 60.6% 13.4%	113 60.4% 15.2%	39 28.9% 5.2%	93 80.9% 12.5%	63 60.0% 8.5%	76 44.4% 10.2%	33 37.5% 4.4%	225 59.4% 30.2%	143 66.2% 19.2%	156 64.2% 21.0%	182 68.4% 24.5%	250 54.5% 33.6%	410 65.0% 55.1%	77 79.4% 10.3%	109 84.5% 14.7%	215 46.9% 28.9%
For me, cigar smoking is an indulgence	434 36.1% 100.0%	415 36.4% 95.6%	65 46.8% 15.0%	56 45.5% 12.9%	73 43.7% 16.8%	62 33.2% 14.3%	43 31.6% 9.9%	31 26.7% 7.1%	48 46.6% 11.1%	37 21.8% 8.5%	33 36.3% 7.6%	130 34.3% 30.0%	74 34.4% 17.1%	98 40.3% 22.6%	95 35.8% 21.9%	163 35.5% 37.6%	223 35.5% 51.4%	44 44.4% 10.1%	53 41.1% 12.2%	161 35.4% 37.1%
When I smoke a cigar, I'm in a different world	150 12.4% 100.0%	143 12.5% 95.3%	44 32.1% 29.3%	25 20.2% 16.7%	12 7.2% 8.0%	15 8.0% 10.0%	10 7.4% 6.7%	13 11.3% 8.7%	16 15.2% 10.7%	8 4.7% 5.3%	16 17.8% 10.7%	49 13.0% 32.7%	29 13.4% 19.3%	20 8.1% 13.3%	33 12.5% 22.0%	61 13.1% 40.7%	63 10.1% 42.0%	23 23.2% 15.3%	24 18.6% 16.0%	53 11.4% 35.3%
I take a break from my every day responsibilities when I smoke a cigar	324 27.1% 100.0%	314 27.7% 96.9%	73 52.5% 22.5%	56 45.9% 17.3%	45 26.9% 13.9%	35 19.3% 10.8%	16 11.9% 4.9%	33 28.4% 10.2%	33 31.4% 10.2%	23 13.5% 7.1%	26 28.6% 8.0%	99 26.4% 30.6%	64 30.3% 19.8%	60 24.8% 18.5%	73 27.5% 22.5%	119 26.2% 36.7%	166 26.6% 51.2%	36 36.7% 11.1%	52 40.6% 16.0%	103 22.6% 31.8%
When I smoke a cigar, anything seems possible	82 6.8% 100.0%	75 6.6% 91.5%	27 19.4% 32.9%	16 13.0% 19.5%	2 1.2% 2.4%	2 1.1% 2.4%	1 0.7% 1.2%	13 11.2% 15.9%	10 9.5% 12.2%	4 2.3% 4.9%	6 6.6% 7.3%	20 5.3% 24.4%	15 7.0% 18.3%	21 8.6% 25.6%	18 6.7% 22.0%	31 6.7% 37.8%	29 4.6% 35.4%	18 18.4% 22.0%	20 15.6% 24.4%	25 5.4% 30.5%
I feel more self confident when I smoke a cigar	147 12.2% 100.0%	138 12.1% 93.9%	33 24.1% 22.4%	29 23.6% 19.7%	14 8.3% 9.5%	2 1.1% 1.4%	8 5.9% 5.4%	21 18.3% 14.3%	18 17.6% 12.2%	13 7.6% 8.8%	15 16.9% 10.2%	41 10.7% 27.9%	25 11.6% 17.0%	29 11.9% 19.7%	35 13.1% 23.8%	55 11.9% 37.4%	71 11.3% 48.3%	19 19.6% 12.9%	18 14.1% 12.2%	52 11.3% 35.4%
Cigars make the moment last longer	321 26.4% 100.0%	311 27.1% 96.9%	78 56.1% 24.3%	64 51.6% 19.9%	48 28.7% 15.0%	27 14.4% 8.4%	10 7.4% 3.1%	34 29.3% 10.6%	29 27.6% 9.0%	21 12.3% 6.5%	27 29.3% 8.4%	92 23.8% 28.7%	56 25.9% 17.4%	58 24.0% 18.1%	84 31.3% 26.2%	104 22.2% 32.4%	171 27.1% 53.3%	42 42.4% 13.1%	61 47.7% 19.0%	87 18.8% 27.1%
I smoke cigars primarily for the taste	687 56.9% 100.0%	654 57.4% 95.2%	100 73.0% 14.6%	90 73.2% 13.1%	99 59.3% 14.4%	116 62.4% 16.9%	36 26.5% 5.2%	78 67.2% 11.4%	51 49.0% 7.4%	84 49.4% 12.2%	37 40.2% 5.4%	202 52.5% 29.4%	128 59.8% 18.6%	151 62.7% 22.0%	164 61.7% 23.9%	260 55.8% 37.8%	354 56.4% 51.5%	66 67.3% 9.6%	90 69.8% 13.1%	225 48.9% 32.8%
Smoking cigars reminds me of my father or grandfather	215 17.8% 100.0%	201 17.6% 93.5%	38 27.3% 17.7%	33 26.6% 15.3%	26 15.5% 12.1%	32 17.1% 14.9%	15 11.1% 7.0%	14 12.2% 6.5%	20 19.0% 9.3%	23 13.5% 10.7%	18 19.8% 8.4%	50 13.2% 23.3%	40 18.7% 18.6%	41 16.8% 19.1%	63 23.6% 29.3%	78 16.9% 36.3%	115 18.2% 53.5%	18 18.2% 8.4%	31 23.8% 14.4%	68 14.8% 31.6%
<u>Social vs. Solitary</u>																				
I have a lot of friends who smoke cigars	241 20.2% 100.0%	233 20.7% 96.7%	62 45.3% 25.7%	37 31.1% 15.4%	45 27.4% 18.7%	22 11.8% 9.1%	19 14.2% 7.9%	11 9.6% 4.6%	18 17.5% 7.5%	19 11.2% 7.9%	11 12.4% 4.6%	92 24.1% 38.2%	51 24.3% 21.2%	42 17.6% 17.4%	43 16.3% 17.8%	75 16.3% 31.1%	134 21.6% 55.6%	26 26.8% 10.8%	52 40.9% 21.6%	55 12.1% 22.8%
I value the social interaction with other cigar smokers as much as the taste of cigars	219 18.0% 100.0%	212 18.5% 96.8%	54 38.8% 24.7%	30 24.2% 13.7%	49 29.3% 22.4%	13 6.9% 5.9%	29 21.3% 13.2%	12 10.3% 5.5%	15 14.3% 6.8%	10 5.8% 4.6%	15 16.5% 6.8%	89 23.1% 40.6%	48 22.3% 21.9%	35 14.3% 16.0%	29 10.8% 13.2%	75 16.0% 34.2%	118 18.7% 53.9%	22 22.2% 10.0%	34 26.4% 15.5%	71 15.4% 32.4%
If my friends stopped smoking cigars, I probably would too	74 6.1% 100.0%	71 6.2% 95.9%	3 2.2% 4.1%	7 5.7% 9.5%	5 3.0% 6.8%	6 3.2% 8.1%	27 19.9% 36.5%	8 6.9% 10.8%	9 8.6% 12.2%	6 3.5% 8.1%	12 13.2% 16.2%	29 7.5% 39.2%	17 7.9% 23.0%	8 3.3% 10.8%	8 3.0% 10.8%	36 7.7% 48.6%	31 4.9% 41.9%	6 6.1% 8.1%	4 3.1% 5.4%	46 10.0% 62.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I often use cigars as a way of developing camaraderie with business associates	118 9.8% 100.0%	116 10.1% 98.3%	41 29.5% 34.7%	24 19.7% 20.3%	20 11.9% 16.9%	5 2.7% 4.2%	10 7.4% 8.5%	1 0.9% 0.8%	12 11.4% 10.2%	3 1.7% 2.5%	13 14.1% 11.0%	40 10.5% 33.9%	26 12.1% 22.0%	21 8.7% 17.8%	15 5.6% 12.7%	35 7.6% 29.7%	63 10.0% 53.4%	18 18.2% 15.3%	32 24.8% 27.1%	28 6.1% 23.7%
The brand of cigar I smoke makes a statement about me to other people	112 9.2% 100.0%	107 9.4% 95.5%	32 23.0% 28.6%	24 19.5% 21.4%	16 9.5% 14.3%	5 2.7% 4.5%	7 5.2% 6.3%	7 6.0% 6.3%	10 9.7% 8.9%	6 3.5% 5.4%	13 14.3% 11.6%	39 10.1% 34.8%	24 11.1% 21.4%	19 7.8% 17.0%	14 5.2% 12.5%	35 7.5% 31.3%	62 9.8% 55.4%	13 13.1% 11.6%	23 18.0% 20.5%	32 6.9% 28.6%
I generally smoke cigars alone	418 34.4% 100.0%	398 34.8% 95.2%	38 27.3% 9.1%	69 55.6% 16.5%	29 17.3% 6.9%	87 46.3% 20.8%	8 5.9% 1.9%	70 60.9% 16.7%	35 33.7% 8.4%	62 36.3% 14.8%	31 33.7% 7.4%	101 26.2% 24.2%	70 32.7% 16.7%	74 30.5% 17.7%	140 52.2% 33.5%	177 37.8% 42.3%	199 31.6% 47.6%	39 39.4% 9.3%	47 36.4% 11.2%	145 31.4% 34.7%
I like being around other cigar smokers when I smoke cigars	428 35.5% 100.0%	420 36.7% 98.1%	85 61.2% 19.9%	56 45.9% 13.1%	87 51.8% 20.3%	38 20.3% 8.9%	74 54.4% 17.3%	18 15.7% 4.2%	34 32.7% 7.9%	28 16.3% 6.5%	34 37.0% 7.9%	152 40.0% 35.5%	81 37.7% 18.9%	85 35.0% 19.9%	72 27.2% 16.8%	152 32.8% 35.5%	230 36.6% 53.7%	40 41.2% 9.3%	63 48.8% 14.7%	151 32.8% 35.3%
<u>Barriers to Smoking</u>																				
I don't have enough time to smoke cigars as often as I'd like	235 19.6% 100.0%	225 19.7% 95.7%	55 39.9% 23.4%	34 27.6% 14.5%	31 18.5% 13.2%	35 18.9% 14.9%	10 7.4% 4.3%	19 16.5% 8.1%	25 23.8% 10.6%	16 9.4% 6.8%	18 19.8% 7.7%	78 20.5% 33.2%	39 18.2% 16.6%	54 22.5% 23.0%	44 16.6% 18.7%	77 16.8% 32.8%	125 20.0% 53.2%	32 32.3% 13.6%	33 25.6% 14.0%	77 16.7% 32.8%
I don't have enough money to smoke cigars as often as I'd like	247 20.5% 100.0%	234 20.4% 94.7%	34 24.6% 13.8%	36 29.0% 14.6%	23 13.8% 9.3%	33 17.6% 13.4%	14 10.4% 5.7%	19 16.4% 7.7%	48 45.7% 19.4%	27 15.7% 10.9%	23 25.0% 9.3%	65 17.2% 26.3%	47 21.9% 19.0%	49 20.2% 19.8%	63 23.6% 25.5%	97 21.0% 39.3%	122 19.4% 49.4%	23 23.5% 9.3%	25 19.5% 10.1%	96 20.9% 38.9%
I don't have enough places where I can smoke cigars	365 30.1% 100.0%	351 30.8% 96.2%	73 52.5% 20.0%	67 54.0% 18.4%	56 33.3% 15.3%	49 26.2% 13.4%	11 8.1% 3.0%	42 36.5% 11.5%	30 28.6% 8.2%	23 13.7% 6.3%	17 18.5% 4.7%	102 26.5% 27.9%	66 31.0% 18.1%	76 31.3% 20.8%	100 37.5% 27.4%	104 22.4% 28.5%	206 32.5% 56.4%	50 50.5% 13.7%	57 44.2% 15.6%	101 22.0% 27.7%
I can't afford to smoke the cigars I'd like to on a regular basis	392 32.2% 100.0%	373 32.5% 95.2%	49 35.3% 12.5%	62 50.0% 15.8%	51 30.4% 13.0%	55 29.3% 14.0%	22 16.3% 5.6%	37 31.9% 9.4%	52 49.5% 13.3%	45 26.3% 11.5%	32 34.8% 8.2%	112 28.9% 28.6%	67 31.0% 17.1%	81 33.2% 20.7%	99 37.2% 25.3%	148 31.6% 37.8%	202 32.0% 51.5%	40 40.8% 10.2%	49 38.0% 12.5%	137 29.6% 34.9%
I'm extremely concerned about offending other people with my cigar smoking	419 34.7% 100.0%	397 34.9% 94.7%	49 36.0% 11.7%	53 43.4% 12.6%	55 32.7% 13.1%	71 38.0% 16.9%	42 31.1% 10.0%	46 39.7% 11.0%	32 31.1% 7.6%	49 28.7% 11.7%	33 36.3% 7.9%	138 35.9% 32.9%	66 31.0% 15.8%	85 35.3% 20.3%	95 35.4% 22.7%	176 37.9% 42.0%	198 31.5% 47.3%	40 40.4% 9.5%	48 37.8% 11.5%	160 34.8% 38.2%
I wish there were more places to go where I could smoke a cigar	357 29.4% 100.0%	344 30.0% 96.4%	93 66.9% 26.1%	71 57.3% 19.9%	52 31.0% 14.6%	36 19.1% 10.1%	10 7.4% 2.8%	30 25.9% 8.4%	39 37.1% 10.9%	13 7.6% 3.6%	23 25.0% 6.4%	101 26.4% 28.3%	77 35.5% 21.6%	77 31.4% 21.6%	75 28.1% 21.0%	112 24.0% 31.4%	193 30.5% 54.1%	47 47.5% 13.2%	73 56.6% 20.4%	81 17.5% 22.7%
I'm extremely interested in going to cigar bars	130 10.7% 100.0%	126 11.0% 96.9%	53 38.1% 40.8%	21 16.9% 16.2%	26 15.5% 20.0%	6 3.2% 4.6%	7 5.2% 5.4%	6 5.2% 4.6%	6 5.9% 4.6%	1 0.6% 0.8%	12 13.2% 9.2%	56 14.6% 43.1%	30 14.0% 23.1%	17 7.0% 13.1%	12 4.5% 9.2%	34 7.3% 26.2%	67 10.7% 51.5%	24 24.2% 18.5%	30 23.3% 23.1%	25 5.5% 19.2%
I hate the lingering after smell from cigar smoke	223 18.5% 100.0%	213 18.7% 95.5%	12 8.6% 5.4%	28 22.6% 12.6%	24 14.3% 10.8%	44 23.7% 19.7%	40 29.4% 17.9%	12 10.4% 5.4%	20 19.2% 9.0%	33 19.4% 14.8%	29 32.2% 13.0%	72 18.9% 32.3%	41 19.0% 18.4%	37 15.4% 16.6%	43 16.2% 19.3%	104 22.7% 46.6%	103 16.3% 46.2%	13 13.3% 5.8%	22 17.1% 9.9%	100 21.8% 44.8%
Cigar smoking is not allowed inside my house	515 42.6% 100.0%	498 43.7% 96.7%	48 34.5% 9.3%	56 45.2% 10.9%	95 56.9% 18.4%	91 48.9% 17.7%	84 61.8% 16.3%	34 30.1% 6.6%	33 31.7% 6.4%	57 33.5% 11.1%	41 45.1% 8.0%	186 48.9% 36.1%	95 44.4% 18.4%	100 40.8% 19.4%	92 34.6% 17.9%	195 41.9% 37.9%	269 42.9% 52.2%	44 44.4% 8.5%	56 43.4% 10.9%	201 43.5% 39.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I object to seeing someone smoking a cigar	26 2.2% 100.0%	25 2.2% 96.2%	1 0.7% 3.8%	10 8.1% 38.5%	0 0.0% 0.0%	1 0.5% 3.8%	3 2.2% 11.5%	3 2.6% 11.5%	5 4.9% 19.2%	2 1.2% 7.7%	4 4.3% 15.4%	9 2.4% 34.6%	8 3.7% 30.8%	0 0.0% 0.0%	5 1.9% 19.2%	11 2.4% 42.3%	12 1.9% 46.2%	2 2.1% 7.7%	2 1.6% 7.7%	7 1.5% 26.9%
Cigars bars get too smoky for me to enjoy regularly	420 35.5% 100.0%	400 35.7% 95.2%	36 26.7% 8.6%	45 37.5% 10.7%	55 32.9% 13.1%	83 45.1% 19.8%	59 44.4% 14.0%	28 25.7% 6.7%	29 28.2% 6.9%	65 38.5% 15.5%	30 33.0% 7.1%	129 34.3% 30.7%	79 36.9% 18.8%	77 32.2% 18.3%	99 39.0% 23.6%	177 38.6% 42.1%	211 34.2% 50.2%	26 27.7% 6.2%	46 36.5% 11.0%	167 37.1% 39.8%
My spouse actively tries to get me to quit smoking cigars	177 16.6% 100.0%	168 16.6% 94.9%	9 7.2% 5.1%	29 27.4% 16.4%	13 9.0% 7.3%	27 15.3% 15.3%	17 15.2% 9.6%	26 25.2% 14.7%	16 18.6% 9.0%	31 19.7% 17.5%	11 13.9% 6.2%	51 15.0% 28.8%	28 14.4% 15.8%	32 15.0% 18.1%	53 23.0% 29.9%	78 19.1% 44.1%	88 16.0% 49.7%	7 7.9% 4.0%	17 15.3% 9.6%	71 17.4% 40.1%
The general public is now more tolerant of cigar smoking than it used to be	243 20.0% 100.0%	231 20.2% 95.1%	36 25.9% 14.8%	26 21.0% 10.7%	42 25.0% 17.3%	27 14.5% 11.1%	28 20.6% 11.5%	26 22.8% 10.7%	19 18.1% 7.8%	27 15.7% 11.1%	26 28.3% 10.7%	78 20.3% 32.1%	45 20.8% 18.5%	45 18.4% 18.5%	46 17.2% 18.9%	94 20.1% 38.7%	124 19.7% 51.0%	22 22.4% 9.1%	32 25.0% 13.2%	89 19.3% 36.6%
<u>Cuban Affinity</u>																				
I prefer Cuban cigars to any other	228 19.0% 100.0%	219 19.4% 96.1%	47 34.6% 20.6%	30 24.2% 13.2%	43 26.2% 18.9%	29 15.8% 12.7%	35 26.1% 15.4%	10 8.7% 4.4%	13 12.4% 5.7%	12 7.1% 5.3%	20 22.0% 8.8%	72 19.3% 31.6%	45 21.3% 19.7%	46 19.1% 20.2%	42 15.7% 18.4%	56 12.1% 24.6%	130 20.9% 57.0%	36 36.7% 15.8%	36 27.9% 15.8%	69 15.3% 30.3%
If Cuban cigars were legal, I'd switch most of my smoking to Cubans	294 24.7% 100.0%	282 24.9% 95.9%	54 39.4% 18.4%	45 36.9% 15.3%	56 34.1% 19.0%	45 24.2% 15.3%	34 25.2% 11.6%	12 10.5% 4.1%	23 22.1% 7.8%	13 7.6% 4.4%	24 26.1% 8.2%	98 26.1% 33.3%	61 28.9% 20.7%	58 24.2% 19.7%	51 19.5% 17.3%	79 17.4% 26.9%	163 26.2% 55.4%	46 46.9% 15.6%	44 34.4% 15.0%	91 20.2% 31.0%
If Cuban cigars were legal, I'd expect the price of premium cigars to drop significantly	560 46.6% 100.0%	543 47.5% 97.0%	83 60.1% 14.8%	80 64.5% 14.3%	83 49.4% 14.8%	84 45.2% 15.0%	71 52.2% 12.7%	39 33.6% 7.0%	51 49.0% 9.1%	52 30.6% 9.3%	32 34.8% 5.7%	175 46.4% 31.3%	108 50.2% 19.3%	110 45.3% 19.6%	131 49.6% 23.4%	196 42.8% 35.0%	305 48.6% 54.5%	53 53.5% 9.5%	73 56.2% 13.0%	187 41.2% 33.4%
<u>Price Sensitivity/Brand Loyalty</u>																				
I buy mainly premium priced cigars	331 27.2% 100.0%	320 27.9% 96.7%	79 56.8% 23.9%	50 40.3% 15.1%	73 43.5% 22.1%	46 24.5% 13.9%	31 22.8% 9.4%	20 17.2% 6.0%	11 10.6% 3.3%	10 5.8% 3.0%	23 25.3% 6.9%	105 27.6% 31.7%	63 29.0% 19.0%	62 25.2% 18.7%	74 27.6% 22.4%	96 20.5% 29.0%	177 28.1% 53.5%	52 52.5% 15.7%	66 50.8% 19.9%	72 15.5% 21.8%
Real cigar smokers would never smoke just one brand	220 18.4% 100.0%	213 18.7% 96.8%	41 29.7% 18.6%	39 31.5% 17.7%	37 22.0% 16.8%	24 12.9% 10.9%	13 9.8% 5.9%	25 21.7% 11.4%	20 19.0% 9.1%	14 8.2% 6.4%	18 19.6% 8.2%	64 16.9% 29.1%	37 17.4% 16.8%	47 19.6% 21.4%	54 20.6% 24.5%	82 17.9% 37.3%	108 17.4% 49.1%	25 25.3% 11.4%	33 25.8% 15.0%	61 13.5% 27.7%
It's worth it to pay extra for a higher quality cigar	509 42.3% 100.0%	492 43.0% 96.7%	108 77.7% 21.2%	49 39.8% 9.6%	109 64.9% 21.4%	85 45.7% 16.7%	59 43.7% 11.6%	24 20.7% 4.7%	34 32.4% 6.7%	24 14.0% 4.7%	27 29.3% 5.3%	164 43.2% 32.2%	91 42.5% 17.9%	114 46.9% 22.4%	108 40.8% 21.2%	156 33.7% 30.6%	289 46.0% 56.8%	60 61.9% 11.8%	71 55.5% 13.9%	153 33.3% 30.1%
I have a few cigar brands I typically buy most often	752 62.0% 100.0%	721 63.1% 95.9%	110 79.1% 14.6%	102 82.3% 13.6%	99 58.9% 13.2%	116 61.7% 15.4%	39 28.7% 5.2%	98 85.2% 13.0%	54 51.9% 7.2%	103 60.9% 13.7%	47 51.1% 6.3%	232 60.1% 30.9%	141 65.3% 18.8%	149 62.1% 19.8%	177 66.3% 23.5%	290 62.2% 38.6%	380 60.2% 50.5%	74 75.5% 9.8%	103 79.8% 13.7%	227 49.2% 30.2%
The price of cigars has gotten so high, I've had to switch to less expensive brands	191 15.9% 100.0%	183 16.0% 95.8%	9 6.5% 4.7%	43 35.0% 22.5%	15 8.9% 7.9%	25 13.3% 13.1%	8 5.9% 4.2%	32 27.6% 16.8%	33 31.7% 17.3%	18 10.5% 9.4%	16 17.4% 8.4%	40 10.5% 20.9%	41 19.1% 21.5%	41 17.0% 21.5%	51 19.2% 26.7%	91 19.7% 47.6%	75 12.0% 39.3%	22 22.2% 11.5%	29 22.5% 15.2%	67 14.6% 35.1%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm loyal to the brands of cigars I smoke regularly	472 39.0% 100.0%	448 39.2% 94.9%	79 57.2% 16.7%	57 46.0% 12.1%	45 26.9% 9.5%	72 38.5% 15.3%	26 19.1% 5.5%	77 67.0% 16.3%	34 32.4% 7.2%	58 33.7% 12.3%	35 38.5% 7.4%	128 33.7% 27.1%	96 44.4% 20.3%	90 36.6% 19.1%	119 44.7% 25.2%	206 44.5% 43.6%	221 35.0% 46.8%	40 40.8% 8.5%	69 53.5% 14.6%	149 32.3% 31.6%
Private label/house brands of cigars are as good as brand name cigars	285 23.7% 100.0%	271 23.8% 95.1%	31 22.5% 10.9%	59 47.6% 20.7%	33 19.6% 11.6%	42 22.3% 14.7%	15 11.2% 5.3%	30 25.9% 10.5%	27 26.0% 9.5%	34 20.2% 11.9%	25 27.2% 8.8%	78 20.4% 27.4%	42 19.5% 14.7%	61 25.5% 21.4%	77 28.9% 27.0%	116 25.1% 40.7%	144 22.9% 50.5%	22 22.7% 7.7%	47 36.4% 16.5%	90 19.8% 31.6%
I buy some expensive brands of cigars and save them for special occasions	365 30.1% 100.0%	351 30.7% 96.2%	95 68.3% 26.0%	49 39.5% 13.4%	90 53.6% 24.7%	40 21.4% 11.0%	33 24.4% 9.0%	22 19.0% 6.0%	15 14.4% 4.1%	7 4.1% 1.9%	26 28.3% 7.1%	136 35.4% 37.3%	68 31.6% 18.6%	73 30.2% 20.0%	58 21.6% 15.9%	105 22.5% 28.8%	208 32.9% 57.0%	48 48.5% 13.2%	64 49.6% 17.5%	92 20.0% 25.2%
For special events, it's more important to have a brand with some prestige	270 22.4% 100.0%	262 22.8% 97.0%	69 49.6% 25.6%	32 25.8% 11.9%	57 33.9% 21.1%	14 7.4% 5.2%	46 33.8% 17.0%	11 9.5% 4.1%	25 23.8% 9.3%	8 4.7% 3.0%	22 23.9% 8.1%	102 26.8% 37.8%	59 27.3% 21.9%	42 17.3% 15.6%	44 16.5% 16.3%	81 17.5% 30.0%	159 25.2% 58.9%	28 28.3% 10.4%	34 26.4% 12.6%	94 20.4% 34.8%
Lower price means lower quality in cigars	259 21.4% 100.0%	249 21.8% 96.1%	41 29.5% 15.8%	32 26.2% 12.4%	33 19.6% 12.7%	39 20.9% 15.1%	33 24.3% 12.7%	17 14.8% 6.6%	26 25.0% 10.0%	28 16.4% 10.8%	23 25.8% 8.9%	83 21.6% 32.0%	46 21.3% 17.8%	46 18.9% 17.8%	58 21.7% 22.4%	98 21.1% 37.8%	131 20.8% 50.6%	28 28.3% 10.8%	28 22.0% 10.8%	98 21.3% 37.8%
I am smoking better quality cigars now than I used to	426 35.4% 100.0%	413 36.1% 96.9%	96 69.1% 22.5%	63 51.6% 14.8%	82 49.1% 19.2%	71 37.8% 16.7%	41 30.1% 9.6%	19 16.5% 4.5%	25 23.8% 5.9%	16 9.3% 3.8%	25 27.5% 5.9%	133 35.0% 31.2%	84 39.1% 19.7%	92 37.9% 21.6%	88 33.1% 20.7%	131 28.4% 30.8%	241 38.3% 56.6%	50 51.5% 11.7%	72 56.3% 16.9%	113 24.7% 26.5%
I am always interested in trying new cigar brands	528 43.5% 100.0%	504 44.0% 95.5%	105 76.1% 19.9%	70 56.5% 13.3%	92 54.8% 17.4%	81 43.1% 15.3%	39 28.7% 7.4%	40 34.5% 7.6%	42 40.4% 8.0%	35 20.5% 6.6%	36 39.6% 6.8%	173 45.4% 32.8%	104 48.1% 19.7%	104 42.1% 19.7%	107 39.9% 20.3%	173 37.0% 32.8%	300 47.5% 56.8%	50 50.5% 9.5%	89 69.0% 16.9%	163 35.1% 30.9%
Cigars are one of the few luxuries I can afford	285 23.6% 100.0%	271 23.7% 95.1%	58 42.0% 20.4%	43 34.7% 15.1%	31 18.5% 10.9%	38 20.2% 13.3%	12 8.9% 4.2%	33 28.4% 11.6%	28 27.2% 9.8%	28 16.4% 9.8%	21 23.1% 7.4%	89 23.5% 31.2%	42 19.5% 14.7%	56 22.7% 19.6%	73 27.3% 25.6%	103 22.3% 36.1%	151 23.9% 53.0%	27 27.3% 9.5%	44 33.8% 15.4%	94 20.4% 33.0%
I only like to smoke brands of cigars I've heard of	184 15.2% 100.0%	175 15.3% 95.1%	12 8.7% 6.5%	20 16.1% 10.9%	17 10.1% 9.2%	25 13.3% 13.6%	19 14.0% 10.3%	30 25.9% 16.3%	25 23.8% 13.6%	27 15.8% 14.7%	18 19.8% 9.8%	53 13.9% 28.8%	35 16.3% 19.0%	38 15.7% 20.7%	39 14.6% 21.2%	85 18.4% 46.2%	81 12.9% 44.0%	16 16.2% 8.7%	25 19.5% 13.6%	68 14.8% 37.0%
<u>Channel Preferences</u>																				
I prefer to buy cigars through a catalog like JR Tobacco or Thompsons	153 12.8% 100.0%	150 13.2% 98.0%	18 13.1% 11.8%	70 56.9% 45.8%	9 5.4% 5.9%	16 8.6% 10.5%	3 2.2% 2.0%	9 7.8% 5.9%	11 10.6% 7.2%	14 8.2% 9.2%	11 12.0% 7.2%	39 10.3% 25.5%	30 13.9% 19.6%	26 10.8% 17.0%	45 17.1% 29.4%	54 11.7% 35.3%	79 12.7% 51.6%	19 19.2% 12.4%	47 36.7% 30.7%	21 4.6% 13.7%
Catalogs offer the best prices on cigars	213 17.8% 100.0%	204 17.9% 95.8%	34 24.5% 16.0%	72 58.1% 33.8%	28 16.9% 13.1%	28 15.1% 13.1%	11 8.3% 5.2%	10 8.6% 4.7%	9 8.7% 4.2%	12 7.1% 5.6%	15 16.7% 7.0%	58 15.4% 27.2%	44 20.4% 20.7%	35 14.6% 16.4%	58 22.0% 27.2%	69 15.1% 32.4%	120 19.1% 56.3%	21 21.6% 9.9%	53 41.1% 24.9%	43 9.5% 20.2%
I prefer to buy cigars from a tobacconist	295 24.4% 100.0%	287 25.1% 97.3%	72 51.8% 24.4%	18 14.5% 6.1%	63 37.5% 21.4%	62 33.3% 21.0%	29 21.3% 9.8%	8 7.0% 2.7%	23 21.9% 7.8%	12 7.0% 4.1%	20 22.0% 6.8%	89 23.4% 30.2%	61 28.2% 20.7%	63 25.7% 21.4%	60 22.5% 20.3%	83 17.9% 28.1%	166 26.3% 56.3%	41 41.4% 13.9%	41 31.8% 13.9%	83 17.9% 28.1%
I'm willing to pay a little extra to buy from someone who can give advice on cigars	191 15.9% 100.0%	181 15.8% 94.8%	43 30.9% 22.5%	17 13.7% 8.9%	42 25.0% 22.0%	29 15.4% 15.2%	23 16.9% 12.0%	4 3.4% 2.1%	16 15.2% 8.4%	7 4.1% 3.7%	17 18.5% 8.9%	81 21.2% 42.4%	38 17.7% 19.9%	26 10.8% 13.6%	28 10.6% 14.7%	71 15.4% 37.2%	97 15.5% 50.8%	20 20.2% 10.5%	19 14.7% 9.9%	65 14.1% 34.0%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I would never trust buying cigars through a catalog	170 14.0% 100.0%	161 14.1% 94.7%	17 12.2% 10.0%	10 8.1% 5.9%	12 7.1% 7.1%	25 13.4% 14.7%	13 9.6% 7.6%	21 18.3% 12.4%	25 23.8% 14.7%	38 22.4% 22.4%	14 15.4% 8.2%	57 14.8% 33.5%	37 17.2% 21.8%	28 11.5% 16.5%	32 12.1% 18.8%	88 19.0% 51.8%	67 10.6% 39.4%	15 15.3% 8.8%	13 10.2% 7.6%	80 17.4% 47.1%
Tobacconists are the best place to buy cigars	365 30.0% 100.0%	349 30.5% 95.6%	72 51.8% 19.7%	24 19.4% 6.6%	65 38.7% 17.8%	76 40.6% 20.8%	35 25.9% 9.6%	24 20.7% 6.6%	33 31.4% 9.0%	20 11.6% 5.5%	27 29.3% 7.4%	111 28.8% 30.4%	67 31.3% 18.4%	75 30.7% 20.5%	79 29.4% 21.6%	132 28.3% 36.2%	191 30.2% 52.3%	36 36.4% 9.9%	39 30.2% 10.7%	130 28.1% 35.6%
I would never trust buying cigars through the Internet	331 27.5% 100.0%	318 28.0% 96.1%	35 25.4% 10.6%	35 28.7% 10.6%	24 14.4% 7.3%	62 33.5% 18.7%	25 18.5% 7.6%	32 28.1% 9.7%	43 41.3% 13.0%	62 36.0% 18.7%	20 22.0% 6.0%	92 24.0% 27.8%	67 31.6% 20.2%	63 25.8% 19.0%	86 33.0% 26.0%	136 29.2% 41.1%	160 25.7% 48.3%	31 31.3% 9.4%	36 28.1% 10.9%	125 27.2% 37.8%
I like buying cigars on the Internet	31 2.6% 100.0%	30 2.7% 96.8%	3 2.2% 9.7%	17 14.0% 54.8%	3 1.9% 9.7%	3 1.6% 9.7%	0 0.0% 0.0%	1 0.9% 3.2%	0 0.0% 0.0%	3 1.7% 9.7%	2 2.2% 6.5%	9 2.4% 29.0%	8 3.7% 25.8%	5 2.1% 16.1%	7 2.8% 22.6%	8 1.7% 25.8%	18 3.0% 58.1%	3 3.1% 9.7%	8 6.4% 25.8%	6 1.3% 19.4%
Now that I know something about cigars, I am more open to buying cigars through catalog or Internet	223 18.5% 100.0%	219 19.2% 98.2%	39 28.5% 17.5%	72 58.5% 32.3%	40 24.0% 17.9%	25 13.3% 11.2%	6 4.4% 2.7%	15 13.0% 6.7%	11 10.5% 4.9%	11 6.4% 4.9%	14 15.2% 6.3%	75 19.6% 33.6%	42 19.5% 18.8%	42 17.4% 18.8%	49 18.5% 22.0%	72 15.5% 32.3%	123 19.6% 55.2%	25 25.8% 11.2%	57 44.2% 25.6%	34 7.4% 15.2%
Once you find a favorite brand of cigars, there is really no reason to keep going back to a tobacconist	242 20.1% 100.0%	232 20.3% 95.9%	6 4.3% 2.5%	34 27.4% 14.0%	15 9.0% 6.2%	22 11.8% 9.1%	21 15.4% 8.7%	50 43.9% 20.7%	25 23.8% 10.3%	59 34.5% 24.4%	24 26.4% 9.9%	64 16.8% 26.4%	40 18.8% 16.5%	47 19.2% 19.4%	65 24.5% 26.9%	117 25.4% 48.3%	104 16.5% 43.0%	16 16.2% 6.6%	34 26.4% 14.0%	101 21.9% 41.7%
I am very loyal to my tobacconist	119 9.9% 100.0%	112 9.8% 94.1%	43 31.2% 36.1%	16 13.0% 13.4%	13 7.8% 10.9%	25 13.5% 21.0%	3 2.2% 2.5%	6 5.2% 5.0%	4 3.8% 3.4%	2 1.2% 1.7%	10 11.0% 8.4%	34 9.0% 28.6%	26 12.1% 21.8%	21 8.7% 17.6%	25 9.4% 21.0%	41 9.0% 34.5%	58 9.2% 48.7%	16 16.2% 13.4%	28 21.7% 23.5%	28 6.1% 23.5%
When I buy my favorite brand of cigar, I usually shop around to get the best price	313 25.8% 100.0%	298 26.0% 95.2%	39 28.1% 12.5%	68 54.8% 21.7%	26 15.5% 8.3%	52 27.7% 16.6%	11 8.3% 3.5%	42 36.2% 13.4%	29 27.6% 9.3%	31 18.1% 9.9%	19 20.9% 6.1%	81 21.3% 25.9%	58 27.0% 18.5%	63 25.7% 20.1%	91 34.1% 29.1%	126 27.1% 40.3%	161 25.6% 51.4%	21 21.2% 6.7%	48 36.9% 15.3%	88 19.1% 28.1%
When shopping for cigars, I have to go somewhere where I trust the salesperson	282 23.3% 100.0%	272 23.7% 96.5%	56 40.3% 19.9%	32 25.8% 11.3%	52 31.0% 18.4%	60 31.9% 21.3%	29 21.5% 10.3%	12 10.3% 4.3%	22 21.0% 7.8%	9 5.3% 3.2%	27 30.0% 9.6%	96 25.3% 34.0%	55 25.5% 19.5%	48 19.5% 17.0%	54 20.2% 19.1%	104 22.4% 36.9%	152 24.1% 53.9%	23 23.2% 8.2%	35 27.1% 12.4%	88 19.0% 31.2%
Even if cigars were slightly cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	271 22.5% 100.0%	261 22.8% 96.3%	58 41.7% 21.4%	15 12.1% 5.5%	36 21.4% 13.3%	59 31.4% 21.8%	27 20.0% 10.0%	20 17.4% 7.4%	29 27.6% 10.7%	17 10.1% 6.3%	24 26.1% 8.9%	88 23.0% 32.5%	48 22.7% 17.7%	55 22.7% 20.3%	52 19.5% 19.2%	94 20.4% 34.7%	146 23.2% 53.9%	26 26.3% 9.6%	32 24.6% 11.8%	96 21.1% 35.4%
Even if cigars were much cheaper in a catalog than in a tobacconist, I would still buy cigars at a tobacconist	216 18.0% 100.0%	207 18.1% 95.8%	47 33.8% 21.8%	10 8.1% 4.6%	24 14.3% 11.1%	47 25.0% 21.8%	20 14.7% 9.3%	13 11.4% 6.0%	27 25.7% 12.5%	19 11.3% 8.8%	18 19.6% 8.3%	68 17.9% 31.5%	43 20.4% 19.9%	45 18.8% 20.8%	39 14.7% 18.1%	75 16.4% 34.7%	117 18.7% 54.2%	20 20.4% 9.3%	24 18.6% 11.1%	78 17.1% 36.1%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Taste Preferences																				
I prefer mild tasting cigars	579 48.4% 100.0%	548 48.4% 94.6%	34 25.0% 5.9%	63 52.5% 10.9%	65 39.2% 11.2%	99 52.9% 17.1%	62 45.6% 10.7%	70 60.3% 12.1%	63 60.6% 10.9%	92 54.8% 15.9%	45 48.9% 7.8%	173 45.8% 29.9%	104 49.1% 18.0%	113 47.5% 19.5%	140 52.6% 24.2%	342 73.9% 59.1%	227 36.4% 39.2%	6 6.5% 1.0%	46 35.9% 7.9%	239 52.6% 41.3%
I like to smoke a range of tastes	436 35.8% 100.0%	418 36.4% 95.9%	90 64.7% 20.6%	54 43.5% 12.4%	72 42.9% 16.5%	75 39.9% 17.2%	29 21.3% 6.7%	27 23.3% 6.2%	36 34.3% 8.3%	35 20.3% 8.0%	21 23.1% 4.8%	136 35.6% 31.2%	85 39.4% 19.5%	96 38.9% 22.0%	94 34.9% 21.6%	110 23.6% 25.2%	272 42.9% 62.4%	51 51.5% 11.7%	78 60.0% 17.9%	133 28.6% 30.5%
I prefer stronger tasting cigars	169 14.0% 100.0%	166 14.6% 98.2%	51 37.2% 30.2%	28 22.8% 16.6%	28 17.0% 16.6%	21 11.2% 12.4%	8 5.9% 4.7%	15 13.0% 8.9%	8 7.6% 4.7%	7 4.1% 4.1%	5 5.5% 3.0%	59 15.6% 34.9%	33 15.3% 19.5%	35 14.4% 20.7%	34 12.7% 20.1%	8 1.7% 4.7%	81 12.9% 47.9%	77 78.6% 45.6%	43 34.1% 25.4%	38 8.2% 22.5%
Mild-tasting cigars are easier to smoke on an everyday basis	538 44.7% 100.0%	518 45.4% 96.3%	65 46.8% 12.1%	66 53.2% 12.3%	59 35.1% 11.0%	80 42.8% 14.9%	43 32.8% 8.0%	76 65.5% 14.1%	59 56.2% 11.6%	70 41.2% 13.0%	39 43.3% 7.2%	151 40.1% 28.1%	110 51.4% 20.4%	110 45.1% 20.4%	125 46.8% 23.2%	284 61.6% 52.8%	235 37.4% 43.7%	13 13.1% 2.4%	57 43.8% 10.6%	196 42.9% 36.4%
My preferences have evolved over time towards stronger cigars	201 16.6% 100.0%	194 17.0% 96.5%	62 44.6% 30.8%	40 32.3% 19.9%	38 22.8% 18.9%	19 10.2% 9.5%	11 8.1% 5.5%	9 7.8% 4.5%	9 8.7% 4.5%	6 3.5% 3.0%	9 9.9% 4.5%	74 19.5% 36.8%	42 19.4% 20.9%	34 14.0% 16.9%	40 14.9% 19.9%	21 4.6% 10.4%	111 17.6% 55.2%	66 66.7% 32.8%	47 36.2% 23.4%	38 8.2% 18.9%
My preferences have evolved over time towards more expensive cigars	310 25.8% 100.0%	297 26.0% 95.8%	87 63.0% 28.1%	42 34.1% 13.5%	75 44.9% 24.2%	38 20.4% 12.3%	23 16.9% 7.4%	7 6.1% 2.3%	19 18.1% 6.1%	6 3.5% 1.9%	18 19.8% 5.8%	102 26.8% 32.9%	57 26.4% 18.4%	64 26.7% 20.6%	66 24.9% 21.3%	79 17.1% 25.5%	182 29.1% 58.7%	45 45.5% 14.5%	59 46.5% 19.0%	76 16.6% 24.5%
My preferences have evolved over time towards less expensive cigars	189 15.7% 100.0%	172 15.1% 91.0%	4 2.9% 2.1%	25 20.2% 13.2%	10 6.0% 5.3%	22 11.9% 11.6%	8 5.9% 4.2%	39 33.9% 20.6%	20 19.0% 10.6%	44 25.9% 23.3%	19 20.7% 10.1%	48 12.5% 25.4%	33 15.3% 17.5%	30 12.7% 15.9%	56 21.1% 29.6%	107 23.0% 56.6%	68 10.9% 36.0%	10 10.2% 5.3%	15 11.8% 7.9%	82 17.8% 43.4%
I like to smoke a full-flavored cigar	570 47.0% 100.0%	544 47.6% 95.4%	111 79.9% 19.5%	77 62.1% 13.5%	91 54.8% 16.0%	95 50.8% 16.7%	28 20.7% 4.9%	59 50.9% 10.4%	34 32.4% 6.0%	49 28.8% 8.6%	34 37.0% 6.0%	156 40.7% 27.4%	109 50.7% 19.1%	132 54.1% 23.2%	135 50.4% 23.7%	143 30.7% 25.1%	335 53.1% 58.8%	86 86.9% 15.1%	91 70.5% 16.0%	161 34.9% 28.2%
Strong cigars are too harsh for me	428 35.5% 100.0%	408 35.7% 95.3%	20 14.4% 4.7%	43 35.0% 10.0%	43 25.7% 10.0%	70 37.4% 16.4%	60 44.1% 14.0%	52 45.2% 12.1%	50 47.6% 11.7%	70 40.7% 16.4%	44 47.8% 10.3%	137 35.9% 32.0%	71 33.0% 16.6%	73 30.2% 17.1%	99 37.5% 23.1%	266 57.5% 62.1%	149 23.7% 34.8%	8 8.2% 1.9%	33 25.8% 7.7%	190 41.5% 44.4%
Experienced cigar smokers smoke stronger cigars	199 16.6% 100.0%	192 16.9% 96.5%	40 29.2% 20.1%	18 14.8% 9.0%	22 13.1% 11.1%	19 10.2% 9.5%	26 19.3% 13.1%	19 16.5% 9.5%	28 26.9% 14.1%	20 12.0% 10.1%	19 20.9% 9.5%	67 17.9% 33.7%	30 14.4% 15.1%	43 17.5% 21.6%	39 14.7% 19.6%	79 17.2% 39.7%	90 14.4% 45.2%	28 28.9% 14.1%	22 17.3% 11.1%	79 17.2% 39.7%
How Started Smoking																				
My father introduced me to smoking cigars	112 9.3% 100.0%	106 9.3% 94.6%	16 11.6% 14.3%	22 17.7% 19.6%	8 4.8% 7.1%	25 13.4% 22.3%	5 3.7% 4.5%	7 6.1% 6.3%	9 8.6% 8.0%	14 8.2% 12.5%	6 6.6% 5.4%	19 5.0% 17.0%	24 11.2% 21.4%	22 8.9% 19.6%	38 14.3% 33.9%	41 8.9% 36.6%	60 9.5% 53.6%	9 9.1% 8.0%	13 10.0% 11.6%	30 6.5% 26.8%
A friend introduced me to smoking cigars	339 28.2% 100.0%	323 28.3% 95.3%	47 33.8% 13.9%	31 25.2% 9.1%	66 39.3% 19.5%	36 19.3% 10.6%	69 51.1% 20.4%	20 17.5% 5.9%	30 28.6% 8.8%	24 14.0% 7.1%	38 41.8% 11.2%	157 41.1% 46.3%	55 25.7% 16.2%	44 18.1% 13.0%	42 16.0% 12.4%	129 28.0% 38.1%	178 28.5% 52.5%	29 29.3% 8.6%	34 26.4% 10.0%	143 31.2% 42.2%
I started smoking cigars before it became trendy	699 57.6% 100.0%	670 58.5% 95.9%	109 78.4% 15.6%	96 77.4% 13.7%	92 54.8% 13.2%	131 69.7% 18.7%	36 26.5% 5.2%	84 72.4% 12.0%	39 37.5% 5.6%	83 48.5% 11.9%	23 25.3% 3.3%	143 37.5% 20.5%	131 60.6% 18.7%	180 73.5% 25.8%	218 81.0% 31.2%	244 52.5% 34.9%	380 60.0% 54.4%	68 69.4% 9.7%	101 77.7% 14.4%	210 45.3% 30.0%

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Cigar Segmentation

Q18 Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Role of Tobacconist																				
When I go to the tobacconist, I feel like a kid in a candy store	274 22.9% 100.0%	265 23.2% 96.7%	94 67.6% 34.3%	51 41.5% 18.6%	45 27.1% 16.4%	36 19.3% 13.1%	7 5.1% 2.6%	5 4.3% 1.8%	24 22.9% 8.8%	3 1.7% 1.1%	19 20.7% 6.9%	81 21.4% 29.6%	56 26.0% 20.4%	56 23.4% 20.4%	58 22.0% 21.2%	81 17.6% 29.6%	150 24.0% 54.7%	40 40.4% 14.6%	59 46.5% 21.5%	54 11.9% 19.7%
I have a close relationship with my tobacconist	64 5.3% 100.0%	60 5.3% 93.8%	25 18.1% 39.1%	12 9.8% 18.8%	4 2.4% 6.3%	10 5.4% 15.6%	3 2.2% 4.7%	2 1.7% 3.1%	3 2.9% 4.7%	1 0.6% 1.6%	5 5.4% 7.8%	17 4.5% 26.6%	15 7.0% 23.4%	11 4.6% 17.2%	14 5.3% 21.9%	17 3.7% 26.6%	31 5.0% 48.4%	13 13.4% 20.3%	18 14.0% 28.1%	16 3.5% 25.0%
I trust my tobacconist	261 21.9% 100.0%	251 22.1% 96.2%	76 55.1% 29.1%	30 24.6% 11.5%	44 26.5% 16.9%	49 26.3% 18.8%	17 12.8% 6.5%	10 8.7% 3.8%	19 18.3% 7.3%	6 3.5% 2.3%	21 22.8% 8.0%	79 20.9% 30.3%	58 27.2% 22.2%	45 19.0% 17.2%	54 20.7% 20.7%	87 19.0% 33.3%	140 22.6% 53.6%	28 28.3% 10.7%	44 34.4% 16.9%	70 15.6% 26.8%
All tobacconists are pretty much the same	190 15.7% 100.0%	176 15.4% 92.6%	8 5.8% 4.2%	27 21.8% 14.2%	12 7.1% 6.3%	25 13.3% 13.2%	25 18.5% 13.2%	16 13.9% 8.4%	22 21.2% 11.6%	41 24.0% 21.6%	20 21.7% 10.5%	47 12.2% 24.7%	39 18.1% 20.5%	33 13.7% 17.4%	47 17.6% 24.7%	86 18.5% 45.3%	83 13.2% 43.7%	15 15.2% 7.9%	21 16.4% 11.1%	90 19.5% 47.4%
I enjoy going to the tobacconist to look at all the different cigars, even though I still buy the same brand I usually smoke	305 25.3% 100.0%	289 25.3% 94.8%	75 54.0% 24.6%	42 34.1% 13.8%	55 32.7% 18.0%	57 30.6% 18.7%	13 9.6% 4.3%	14 12.2% 4.6%	27 25.7% 8.9%	6 3.5% 2.0%	19 20.9% 6.2%	93 24.7% 30.5%	62 28.7% 20.3%	61 25.1% 20.0%	65 24.3% 21.3%	100 21.6% 32.8%	169 27.0% 55.4%	33 33.3% 10.8%	48 37.2% 15.7%	88 19.1% 28.9%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on new cigars	237 19.7% 100.0%	229 20.0% 96.6%	70 50.4% 29.5%	27 21.8% 11.4%	42 25.1% 17.7%	51 27.4% 21.5%	9 6.7% 3.8%	8 6.9% 3.4%	15 14.4% 6.3%	7 4.1% 3.0%	13 14.3% 5.5%	78 20.7% 32.9%	44 20.6% 18.6%	45 18.5% 19.0%	52 19.6% 21.9%	82 17.8% 34.6%	126 20.2% 53.2%	23 23.2% 9.7%	41 31.8% 17.3%	57 12.5% 24.1%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars for special occasions	205 17.1% 100.0%	197 17.3% 96.1%	67 48.6% 32.7%	22 17.7% 10.7%	35 21.2% 17.1%	43 23.1% 21.0%	11 8.3% 5.4%	4 3.4% 2.0%	13 12.5% 6.3%	2 1.2% 1.0%	15 16.7% 7.3%	63 16.8% 30.7%	43 20.0% 21.0%	43 17.9% 21.0%	38 14.3% 18.5%	67 14.6% 32.7%	114 18.3% 55.6%	19 19.2% 9.3%	35 27.1% 17.1%	46 10.1% 22.4%
Even though I know a lot about cigars, I often ask my tobacconist for recommendations on cigars that will go well with something I'm going to eat or drink	147 12.3% 100.0%	142 12.5% 96.6%	51 36.7% 34.7%	18 14.5% 12.2%	26 15.8% 17.7%	25 13.4% 17.0%	7 5.2% 4.8%	2 1.7% 1.4%	6 5.7% 4.1%	7 4.1% 4.8%	12 13.0% 8.2%	62 16.4% 42.2%	28 13.1% 19.0%	24 10.1% 16.3%	19 7.2% 12.9%	55 12.0% 37.4%	72 11.5% 49.0%	15 15.2% 10.2%	22 17.2% 15.0%	35 7.7% 23.8%
I wish the cigars displayed at a tobacconist were better organized	172 14.4% 100.0%	164 14.4% 95.3%	34 24.5% 19.8%	37 30.3% 21.5%	23 13.9% 13.4%	24 12.9% 14.0%	9 6.7% 5.2%	12 10.5% 7.0%	18 17.5% 10.5%	7 4.1% 4.1%	13 14.3% 7.6%	51 13.5% 29.7%	42 19.8% 24.4%	33 13.6% 19.2%	31 11.8% 18.0%	60 13.1% 34.9%	84 13.5% 48.8%	24 24.2% 14.0%	29 22.8% 16.9%	47 10.4% 27.3%
I wish it were easier to select new cigars at the tobacconist without having to ask for help	261 21.8% 100.0%	251 22.0% 96.2%	35 25.4% 13.4%	33 26.8% 12.6%	45 27.1% 17.2%	41 22.2% 15.7%	19 14.0% 7.3%	22 19.3% 8.4%	32 30.5% 12.3%	24 14.0% 9.2%	21 23.6% 8.0%	76 20.1% 29.1%	51 23.7% 19.5%	51 21.1% 19.5%	60 22.6% 23.0%	98 21.4% 37.5%	140 22.4% 53.6%	19 19.4% 7.3%	24 18.8% 9.2%	98 21.4% 37.5%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Top 2 Box Summary (Agree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOISSEURS	SAVVY SELF-RELIA-NT CONNOISSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Perceptions Of Cigar Smokers																				
People who smoke cigars are more confident in themselves than non-smokers	124 10.3% 100.0%	121 10.6% 97.6%	32 23.0% 25.8%	29 23.6% 23.4%	14 8.3% 11.3%	5 2.7% 4.0%	6 4.4% 4.8%	13 11.2% 10.5%	18 17.1% 14.5%	4 2.3% 3.2%	11 12.0% 8.9%	28 7.4% 22.6%	21 9.8% 16.9%	27 11.2% 21.8%	37 14.1% 29.8%	42 9.1% 33.9%	64 10.2% 51.6%	16 16.2% 12.9%	24 18.8% 19.4%	32 7.0% 25.8%
People who smoke cigars are more likely to have a good sense of humor than non-smokers	206 17.0% 100.0%	197 17.3% 95.6%	43 31.2% 20.9%	41 33.3% 19.9%	30 17.9% 14.6%	17 9.0% 8.3%	15 11.1% 7.3%	18 15.7% 8.7%	25 24.0% 12.1%	8 4.7% 3.9%	16 17.4% 7.8%	62 16.1% 30.1%	37 17.1% 18.0%	41 16.9% 19.9%	48 18.0% 23.3%	67 14.3% 32.5%	111 17.6% 53.9%	24 24.5% 11.7%	30 23.8% 14.6%	62 13.4% 30.1%
People who smoke cigars are more open-minded than non-smokers	169 14.1% 100.0%	162 14.2% 95.9%	36 26.1% 21.3%	38 31.1% 22.5%	16 9.6% 9.5%	12 6.5% 7.1%	7 5.1% 4.1%	22 19.3% 13.0%	24 22.9% 14.2%	7 4.1% 4.1%	12 13.2% 7.1%	40 10.7% 23.7%	29 13.4% 17.2%	39 16.1% 23.1%	47 17.8% 27.8%	58 12.6% 34.3%	88 14.1% 52.1%	19 19.4% 11.2%	26 20.5% 15.4%	52 11.4% 30.8%
People who smoke cigars are easy to talk to	162 13.6% 100.0%	158 13.9% 97.5%	40 29.0% 24.7%	44 35.8% 27.2%	17 10.4% 10.5%	11 6.0% 6.8%	3 2.2% 1.9%	23 20.0% 14.2%	18 17.1% 11.1%	2 1.2% 1.2%	12 13.0% 7.4%	40 10.6% 24.7%	32 15.1% 19.8%	31 13.0% 19.1%	46 17.6% 28.4%	52 11.4% 32.1%	88 14.2% 54.3%	20 20.4% 12.3%	37 28.9% 22.8%	34 7.5% 21.0%
Cigar smoking is trendy today	691 56.9% 100.0%	666 58.1% 96.4%	109 78.4% 15.8%	83 66.9% 12.0%	123 73.2% 17.8%	107 56.9% 15.5%	94 69.6% 13.6%	51 44.0% 7.4%	49 46.7% 7.1%	50 29.2% 7.2%	50 54.9% 7.2%	224 58.8% 32.4%	130 59.9% 18.8%	140 57.1% 20.3%	142 53.0% 20.5%	239 51.3% 34.6%	379 60.0% 54.8%	66 66.7% 9.6%	93 72.1% 13.5%	238 51.3% 34.4%
People smoke cigars primarily because they think it's a cool thing to do	259 21.3% 100.0%	245 21.4% 94.6%	30 21.6% 11.6%	19 15.4% 7.3%	56 33.3% 21.6%	38 20.2% 14.7%	47 34.6% 18.1%	9 7.8% 3.5%	21 20.2% 8.1%	25 14.5% 9.7%	29 31.5% 11.2%	72 18.6% 27.8%	55 25.6% 21.2%	54 22.2% 20.8%	47 17.6% 18.1%	104 22.2% 40.2%	123 19.5% 47.5%	30 30.3% 11.6%	24 18.8% 9.3%	115 24.9% 44.4%
People who have just taken up cigar smoking recently are spoiling it for the rest of us	109 9.0% 100.0%	106 9.3% 97.2%	25 18.0% 22.9%	25 20.2% 22.9%	11 6.5% 10.1%	17 9.0% 15.6%	4 2.9% 3.7%	10 8.8% 9.2%	7 6.7% 6.4%	7 4.2% 6.4%	8 8.9% 7.3%	23 6.1% 21.1%	22 10.3% 20.2%	26 10.6% 23.9%	29 10.9% 26.6%	35 7.6% 32.1%	57 9.1% 52.3%	16 16.2% 14.7%	30 23.3% 27.5%	26 5.7% 23.9%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELATIONSHIP DRIVEN CONNOISSEURS	SAVVY SELF-RELIANT CONNOISSEURS	EMERGING ENTHUSIASTS	CASUAL ENJOYERS	SPECIAL OCCASION ONLY	ESTABLISHED LOYALISTS	CONSTRAINED INDULGENCE SEEKRS	UNENTHUSIASTIC FUNCTIONALISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Total	1229 100.0% 100.0%	1148 100.0% 93.4%	139 100.0% 11.3%	124 100.0% 10.1%	168 100.0% 13.7%	188 100.0% 15.3%	136 100.0% 11.1%	116 100.0% 9.4%	105 100.0% 8.5%	172 100.0% 14.0%	92 100.0% 7.5%	388 100.0% 31.6%	218 100.0% 17.7%	247 100.0% 20.1%	271 100.0% 22.1%	474 100.0% 38.6%	638 100.0% 51.9%	99 100.0% 8.1%	130 100.0% 10.6%	468 100.0% 38.1%
Love/Involvement/Interest																				
I love cigars	185 15.2% 100.0%	166 14.5% 89.7%	3 2.2% 1.6%	3 2.4% 1.6%	13 7.7% 7.0%	29 15.4% 15.7%	58 42.6% 31.4%	1 0.9% 0.5%	10 9.5% 5.4%	49 28.5% 26.5%	30 32.6% 16.2%	61 15.8% 33.0%	29 13.4% 15.7%	31 12.7% 16.8%	33 12.3% 17.8%	91 19.4% 49.2%	81 12.8% 43.8%	6 6.1% 3.2%	8 6.2% 4.3%	110 23.8% 59.5%
I have made my own homemade humidification system	972 80.7% 100.0%	914 80.3% 94.0%	94 68.6% 9.7%	64 52.9% 6.6%	139 83.2% 14.3%	161 85.6% 16.6%	118 87.4% 12.1%	100 86.2% 10.3%	81 77.9% 8.3%	157 92.4% 16.2%	73 80.2% 7.5%	304 79.8% 31.3%	176 82.6% 18.1%	193 79.1% 19.9%	220 83.0% 22.6%	388 83.8% 39.9%	502 80.2% 51.6%	69 69.7% 7.1%	78 61.4% 8.0%	403 88.0% 41.5%
Cigar smoking is one of my passions	538 44.7% 100.0%	509 44.6% 94.6%	8 5.8% 1.5%	14 11.4% 2.6%	75 44.6% 13.9%	100 53.2% 18.6%	113 83.7% 21.0%	27 23.7% 5.0%	42 40.0% 7.8%	130 76.5% 24.2%	52 57.1% 9.7%	167 44.2% 31.0%	91 42.1% 16.9%	113 46.7% 21.0%	112 42.1% 20.8%	241 52.4% 44.8%	260 41.4% 48.3%	29 29.6% 5.4%	24 18.9% 4.5%	285 62.4% 53.0%
Cigar smoking is a favorite hobby for me	527 43.5% 100.0%	496 43.4% 94.1%	13 9.5% 2.5%	16 13.0% 3.0%	54 32.1% 10.2%	92 48.9% 17.5%	109 80.1% 20.7%	38 33.0% 7.2%	48 46.2% 9.1%	126 73.3% 23.9%	48 53.3% 9.1%	161 42.4% 30.6%	89 41.0% 16.9%	109 44.1% 20.7%	114 42.7% 21.6%	235 50.5% 44.6%	257 40.6% 48.8%	26 26.8% 4.9%	23 18.1% 4.4%	281 60.6% 53.3%
Cigar smoking is one of lifes little pleasures	115 9.5% 100.0%	97 8.5% 84.3%	0 0.0% 0.0%	5 4.0% 4.3%	1 0.6% 0.9%	16 8.6% 13.9%	28 20.6% 24.3%	4 3.5% 3.5%	5 4.8% 4.3%	38 22.1% 33.0%	18 19.6% 15.7%	36 9.4% 31.3%	17 7.9% 14.8%	19 7.8% 16.5%	24 8.9% 20.9%	55 11.8% 47.8%	49 7.8% 42.6%	3 3.0% 2.6%	7 5.4% 6.1%	65 14.1% 56.5%
Cigar smoking is macho	683 56.4% 100.0%	634 55.5% 92.8%	48 34.8% 7.0%	50 40.3% 7.3%	72 42.9% 10.5%	144 77.0% 21.1%	64 47.4% 9.4%	76 66.1% 11.1%	42 40.0% 6.1%	138 80.7% 20.2%	50 54.9% 7.3%	207 54.6% 30.3%	117 54.4% 17.1%	138 56.3% 20.2%	163 60.6% 23.9%	277 59.7% 40.6%	339 53.7% 49.6%	54 54.5% 7.9%	69 53.1% 10.1%	273 59.0% 40.0%
I love the aroma of cigars	88 7.3% 100.0%	75 6.5% 85.2%	0 0.0% 0.0%	2 1.6% 2.3%	2 1.2% 2.3%	8 4.3% 9.1%	24 17.8% 27.3%	9 7.8% 10.2%	7 6.7% 8.0%	23 13.5% 26.1%	15 16.7% 17.0%	29 7.6% 33.0%	17 7.9% 19.3%	13 5.3% 14.8%	13 4.8% 14.8%	52 11.2% 59.1%	24 3.8% 27.3%	6 6.1% 6.8%	3 2.3% 3.4%	52 11.3% 59.1%
Cigar smoking is a classy thing to do	439 36.2% 100.0%	403 35.2% 91.8%	22 15.9% 5.0%	19 15.3% 4.3%	29 17.3% 6.6%	98 52.1% 22.3%	56 41.2% 12.8%	38 32.8% 8.7%	32 30.8% 7.3%	109 64.1% 24.8%	43 47.3% 9.8%	122 32.1% 27.8%	90 41.5% 20.5%	87 35.7% 19.8%	92 34.3% 21.0%	195 41.8% 44.4%	212 33.7% 48.3%	23 23.2% 5.2%	29 22.7% 6.6%	219 47.2% 49.9%
When you smoke a cigar, you are part of the finer things in life	456 37.4% 100.0%	421 36.7% 92.3%	13 9.4% 2.9%	19 15.3% 4.2%	32 19.0% 7.0%	108 57.4% 23.7%	69 50.7% 15.1%	42 36.2% 9.2%	21 20.0% 4.6%	117 68.0% 25.7%	34 37.0% 7.5%	146 37.7% 32.0%	85 39.4% 18.6%	98 40.3% 21.5%	91 33.8% 20.0%	193 41.2% 42.3%	226 35.7% 49.6%	26 26.3% 5.7%	34 26.4% 7.5%	219 47.2% 48.0%
Cigars are a status symbol	558 46.2% 100.0%	518 45.4% 92.8%	36 26.3% 6.5%	41 33.1% 7.3%	53 31.5% 9.5%	121 64.4% 21.7%	51 38.1% 9.1%	74 63.8% 13.3%	25 24.0% 4.5%	117 68.4% 21.0%	38 42.2% 6.8%	159 41.8% 28.5%	100 46.7% 17.9%	118 48.2% 21.1%	138 51.9% 24.7%	224 48.4% 40.1%	286 45.5% 51.3%	36 36.4% 6.5%	51 39.5% 9.1%	225 49.0% 40.3%
Cigars are prestigious	408 34.1% 100.0%	373 32.9% 91.4%	15 10.9% 3.7%	18 14.6% 4.4%	32 19.2% 7.8%	95 51.1% 23.3%	48 35.6% 11.8%	55 47.8% 13.5%	16 15.7% 3.9%	94 56.0% 23.0%	32 35.6% 7.8%	116 31.1% 28.4%	74 35.1% 18.1%	87 35.5% 21.3%	95 35.6% 23.3%	176 38.3% 43.1%	194 31.1% 47.5%	31 31.6% 7.6%	28 22.2% 6.9%	184 40.4% 45.1%
Cigars are a good conversation starter	408 33.7% 100.0%	373 32.6% 91.4%	9 6.5% 2.2%	24 19.4% 5.9%	25 14.9% 6.1%	86 46.2% 21.1%	42 31.1% 10.3%	57 49.1% 14.0%	18 17.1% 4.4%	112 65.9% 27.5%	34 37.8% 8.3%	109 28.7% 26.7%	68 31.9% 16.7%	81 32.9% 19.9%	111 41.4% 27.2%	181 39.2% 44.4%	196 31.0% 48.0%	22 22.2% 5.4%	29 22.3% 7.1%	190 41.5% 46.6%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
A good cigar can make any occasion special	233 19.2% 100.0%	209 18.3% 89.7%	4 2.9% 1.7%	1 0.8% 0.4%	7 4.2% 3.0%	52 27.7% 22.3%	33 24.4% 14.2%	23 20.0% 9.9%	12 11.4% 5.2%	77 45.6% 33.0%	20 22.0% 8.6%	69 17.9% 29.6%	41 19.1% 17.6%	46 18.9% 19.7%	55 20.5% 23.6%	118 25.3% 50.6%	101 16.0% 43.3%	9 9.1% 3.9%	11 8.5% 4.7%	132 28.6% 56.7%
Smoking a cigar is a way of showing you accomplished something	727 60.5% 100.0%	687 60.2% 94.5%	48 34.5% 6.6%	45 36.6% 6.2%	84 50.3% 11.6%	147 78.6% 20.2%	95 70.4% 13.1%	76 66.1% 10.5%	45 43.7% 6.2%	147 85.5% 20.2%	62 67.4% 8.5%	225 59.8% 30.9%	131 60.9% 18.0%	138 56.8% 19.0%	165 62.0% 22.7%	288 62.7% 39.6%	377 60.1% 51.9%	50 50.5% 6.9%	60 46.5% 8.3%	317 69.4% 43.6%
I enjoy shopping for cigars	290 23.9% 100.0%	263 23.0% 90.7%	3 2.2% 1.0%	5 4.0% 1.7%	9 5.4% 3.1%	29 15.4% 10.0%	59 43.4% 20.3%	37 32.2% 12.8%	24 22.9% 8.3%	97 56.4% 33.4%	34 37.0% 11.7%	83 21.6% 28.6%	46 21.3% 15.9%	52 21.3% 17.9%	72 27.2% 24.8%	148 31.7% 51.0%	116 18.4% 40.0%	15 15.2% 5.2%	15 11.7% 5.2%	174 37.5% 60.0%
I really enjoy owning a humidor	645 54.8% 100.0%	608 54.0% 94.3%	19 13.9% 2.9%	17 14.0% 2.6%	75 47.2% 11.6%	109 58.0% 16.9%	103 78.6% 16.0%	75 65.2% 11.6%	67 65.0% 10.4%	143 83.6% 22.2%	62 68.1% 9.6%	201 54.0% 31.2%	123 58.6% 19.1%	123 52.6% 19.1%	131 50.4% 20.3%	289 63.2% 44.8%	314 51.8% 48.7%	34 34.7% 5.3%	29 23.0% 4.5%	324 72.8% 50.2%
I enjoy planning ahead to smoke a cigar	376 31.2% 100.0%	339 29.7% 90.2%	16 11.5% 4.3%	21 16.9% 5.6%	23 13.8% 6.1%	49 26.3% 13.0%	49 36.3% 13.0%	56 48.3% 14.9%	30 28.8% 8.0%	95 55.6% 25.3%	37 40.7% 9.8%	111 29.4% 29.5%	67 31.3% 17.8%	73 29.8% 19.4%	83 31.1% 22.1%	161 34.8% 42.8%	182 28.9% 48.4%	23 23.2% 6.1%	34 26.4% 9.0%	176 38.0% 46.8%
When I smoke a cigar, I don't do anything else	611 50.2% 100.0%	569 49.6% 93.1%	63 45.3% 10.3%	53 42.7% 8.7%	76 45.5% 12.4%	95 50.5% 15.5%	78 57.4% 12.8%	64 55.2% 10.5%	34 32.4% 5.6%	106 61.6% 17.3%	45 48.9% 7.4%	195 50.5% 31.9%	107 49.5% 17.5%	124 51.0% 20.3%	135 50.2% 22.1%	247 52.8% 40.4%	305 48.2% 49.9%	48 48.5% 7.9%	65 50.4% 10.6%	243 52.5% 39.8%
Cigar smoking is my private time	305 25.4% 100.0%	276 24.4% 90.5%	15 11.0% 4.9%	12 9.8% 3.9%	27 16.3% 8.9%	46 24.7% 15.1%	71 52.2% 23.3%	19 17.0% 6.2%	18 17.6% 5.9%	68 39.8% 22.3%	24 26.4% 7.9%	103 27.0% 33.8%	62 29.0% 20.3%	57 24.2% 18.7%	57 21.3% 18.7%	123 26.6% 40.3%	153 24.4% 50.2%	19 19.8% 6.2%	27 21.1% 8.9%	162 35.1% 53.1%
Shopping for cigars is like an adventure	391 32.2% 100.0%	358 31.3% 91.6%	7 5.0% 1.8%	12 9.7% 3.1%	22 13.2% 5.6%	57 30.3% 14.6%	64 47.4% 16.4%	60 51.7% 15.3%	28 26.7% 7.2%	108 63.5% 27.6%	41 44.6% 10.5%	121 31.5% 30.9%	54 25.2% 13.8%	78 32.1% 19.9%	93 34.6% 23.8%	174 37.3% 44.5%	180 28.6% 46.0%	26 26.3% 6.6%	24 18.6% 6.1%	206 44.8% 52.7%
I'm always on the lookout for new cigars	384 31.7% 100.0%	356 31.1% 92.7%	3 2.2% 0.8%	10 8.1% 2.6%	27 16.1% 7.0%	48 25.5% 12.5%	92 67.6% 24.0%	46 39.7% 12.0%	31 29.5% 8.1%	99 58.2% 25.8%	40 44.0% 10.4%	118 30.6% 30.7%	59 27.7% 15.4%	73 29.9% 19.0%	90 33.6% 23.4%	186 39.9% 48.4%	167 26.5% 43.5%	20 20.4% 5.2%	19 14.7% 4.9%	212 45.9% 55.2%
I could easily give up smoking cigars	171 14.2% 100.0%	159 13.9% 93.0%	33 23.7% 19.3%	23 18.5% 13.5%	8 4.8% 4.7%	16 8.5% 9.4%	3 2.2% 1.8%	44 38.9% 25.7%	10 9.6% 5.8%	22 12.8% 12.9%	10 10.9% 5.8%	43 11.3% 25.1%	25 11.7% 14.6%	36 14.9% 21.1%	56 21.2% 32.7%	59 12.8% 34.5%	88 14.0% 51.5%	18 18.2% 10.5%	33 25.8% 19.3%	52 11.4% 30.4%
Cigar smoking isn't that important to me	238 19.8% 100.0%	227 19.9% 95.4%	72 51.8% 30.3%	41 33.3% 17.2%	14 8.3% 5.9%	13 7.0% 5.5%	5 3.7% 2.1%	47 40.9% 19.7%	11 10.5% 4.6%	24 14.1% 10.1%	12 13.0% 5.0%	68 17.8% 28.6%	43 20.2% 18.1%	48 19.8% 20.2%	65 24.5% 27.3%	73 15.7% 30.7%	127 20.4% 53.4%	33 33.3% 13.9%	56 43.4% 23.5%	61 13.3% 25.6%
Smoking a cigar is part of a lifestyle of leisure	341 28.2% 100.0%	311 27.3% 91.2%	10 7.4% 2.9%	20 16.3% 5.9%	23 13.8% 6.7%	74 39.4% 21.7%	49 36.3% 14.4%	34 29.6% 10.0%	16 15.2% 4.7%	85 49.7% 24.9%	24 26.1% 7.0%	101 26.4% 29.6%	54 25.1% 15.8%	78 32.2% 22.9%	81 30.2% 23.8%	147 31.3% 43.1%	163 26.0% 47.8%	21 21.2% 6.2%	23 18.1% 6.7%	158 34.2% 46.3%
<u>Knowledgeability</u>																				
Friends often ask me for recommendations on cigars	596 50.0% 100.0%	552 49.2% 92.6%	10 7.2% 1.7%	23 18.7% 3.9%	55 33.3% 9.2%	95 52.5% 15.9%	101 77.1% 16.9%	72 62.6% 12.1%	65 63.7% 10.9%	131 78.4% 22.0%	58 65.2% 9.7%	176 46.6% 29.5%	103 49.0% 17.3%	113 47.3% 19.0%	140 53.0% 23.5%	273 59.7% 45.8%	282 45.6% 47.3%	32 32.3% 5.4%	22 17.3% 3.7%	326 72.4% 54.7%

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GC 017181

Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I'm extremely knowledgeable about cigars	599 49.5% 100.0%	558 48.8% 93.2%	23 16.5% 3.8%	17 13.8% 2.8%	73 43.7% 12.2%	89 47.3% 14.9%	113 83.1% 18.9%	53 46.1% 8.8%	75 72.1% 12.5%	115 67.3% 19.2%	64 70.3% 10.7%	193 50.9% 32.2%	103 47.7% 17.2%	123 50.2% 20.5%	108 40.4% 18.0%	265 57.2% 44.2%	292 46.3% 48.7%	32 32.3% 5.3%	13 10.0% 2.2%	373 80.6% 62.3%
I'm still relatively new to cigars	500 41.4% 100.0%	471 41.2% 94.2%	77 55.4% 15.4%	81 65.9% 16.2%	39 23.4% 7.8%	88 47.1% 17.6%	9 6.7% 1.8%	86 74.1% 17.2%	11 10.6% 2.2%	80 46.8% 16.0%	15 16.7% 3.0%	76 20.1% 15.2%	78 36.4% 15.6%	136 55.3% 27.2%	191 71.5% 38.2%	172 37.2% 34.4%	262 41.5% 52.4%	54 55.1% 10.8%	92 70.8% 18.4%	120 26.1% 24.0%
I seek out advice on which cigars to smoke	451 37.4% 100.0%	421 36.8% 93.3%	11 8.0% 2.4%	41 33.1% 9.1%	26 15.5% 5.8%	52 27.7% 11.5%	49 36.3% 10.9%	78 67.2% 17.3%	33 31.4% 7.3%	131 77.1% 29.0%	42 45.7% 9.3%	116 30.6% 25.7%	63 29.3% 14.0%	101 41.6% 22.4%	126 47.4% 27.9%	193 42.0% 42.8%	216 34.2% 47.9%	34 34.7% 7.5%	48 36.9% 10.6%	213 46.5% 47.2%
I wish I knew more about cigars	258 21.4% 100.0%	230 20.2% 89.1%	13 9.4% 5.0%	23 18.5% 8.9%	9 5.5% 3.5%	25 13.3% 9.7%	26 19.1% 10.1%	42 36.2% 16.3%	7 6.7% 2.7%	85 50.3% 32.9%	28 31.1% 10.9%	63 16.7% 24.4%	46 21.3% 17.8%	48 19.5% 18.6%	70 26.2% 27.1%	113 24.3% 43.8%	117 18.7% 45.3%	19 19.2% 7.4%	34 26.2% 13.2%	115 24.9% 44.6%
You can never know enough about cigars	319 26.5% 100.0%	300 26.2% 94.0%	5 3.6% 1.6%	8 6.5% 2.5%	29 17.3% 9.1%	54 28.7% 16.9%	61 44.9% 19.1%	37 32.2% 11.6%	14 13.3% 4.4%	92 53.8% 28.8%	25 27.2% 7.8%	102 26.8% 32.0%	58 27.0% 18.2%	65 26.9% 20.4%	67 25.2% 21.0%	144 31.0% 45.1%	151 24.1% 47.3%	18 18.2% 5.6%	17 13.2% 5.3%	166 36.2% 52.0%
I really don't know that much about cigars	315 25.9% 100.0%	304 26.5% 96.5%	83 59.7% 26.3%	60 48.4% 19.0%	33 19.6% 10.5%	54 28.7% 17.1%	4 2.9% 1.3%	35 30.4% 11.1%	5 4.8% 1.6%	30 17.4% 9.5%	16 17.4% 5.1%	93 24.0% 29.5%	53 24.7% 16.8%	64 26.2% 20.3%	86 32.1% 27.3%	91 19.4% 28.9%	176 27.8% 55.9%	44 44.4% 14.0%	96 74.4% 30.5%	35 7.5% 11.1%
I like to read about cigars	469 38.6% 100.0%	434 37.8% 92.5%	7 5.0% 1.5%	11 8.9% 2.3%	39 23.2% 8.3%	64 34.0% 13.6%	82 60.3% 17.5%	60 51.7% 12.8%	41 39.0% 8.7%	130 75.6% 27.7%	47 51.6% 10.0%	142 37.3% 30.3%	71 32.7% 15.1%	106 42.9% 22.6%	98 36.7% 20.9%	213 45.6% 45.4%	224 35.3% 47.8%	23 23.5% 4.9%	19 14.6% 4.1%	264 56.8% 56.3%
Long term cigar smokers are a good source of information about cigars	175 14.5% 100.0%	154 13.4% 88.0%	5 3.6% 2.9%	12 9.7% 6.9%	9 5.4% 5.1%	27 14.4% 15.4%	17 12.5% 9.7%	29 25.0% 16.6%	6 5.8% 3.4%	49 28.7% 28.0%	19 20.7% 10.9%	37 9.7% 21.1%	33 15.2% 18.9%	36 14.9% 20.6%	49 18.4% 28.0%	82 17.7% 46.9%	79 12.5% 45.1%	7 7.1% 4.0%	14 10.9% 8.0%	73 15.8% 41.7%
Long term cigar smokers do not have the sophistication about cigars that more recent smokers have developed	784 65.2% 100.0%	739 64.8% 94.3%	89 64.5% 11.4%	67 54.9% 8.5%	112 67.1% 14.3%	137 73.3% 17.5%	88 65.7% 11.2%	72 62.1% 9.2%	46 43.8% 5.9%	128 74.9% 16.3%	53 58.9% 6.8%	244 64.7% 31.1%	135 64.0% 17.2%	171 69.8% 21.8%	173 64.8% 22.1%	303 65.9% 38.6%	400 63.7% 51.0%	71 72.4% 9.1%	89 69.0% 11.4%	313 68.3% 39.9%
Cigar manufacturers are exploiting me through price increases	322 26.7% 100.0%	296 25.9% 91.9%	26 18.8% 8.1%	20 16.1% 6.2%	38 22.6% 11.8%	46 24.5% 14.3%	49 36.3% 15.2%	30 26.1% 9.3%	17 16.2% 5.3%	70 40.7% 21.7%	35 38.9% 10.9%	112 29.5% 34.8%	49 22.8% 15.2%	57 23.3% 17.7%	66 24.7% 20.5%	137 29.7% 42.5%	153 24.2% 47.5%	24 24.2% 7.5%	30 23.1% 9.3%	153 33.3% 47.5%
I am confused by the number of sizes and types of cigars	466 38.6% 100.0%	434 38.1% 93.1%	83 59.7% 17.8%	60 48.4% 12.9%	49 29.3% 10.5%	78 41.7% 16.7%	26 19.3% 5.6%	59 52.2% 12.7%	9 8.7% 1.9%	70 40.9% 15.0%	28 31.1% 6.0%	127 33.0% 27.3%	83 39.0% 17.8%	96 39.5% 20.6%	129 48.7% 27.7%	159 34.3% 34.1%	239 38.0% 51.3%	60 60.6% 12.9%	99 78.0% 21.2%	107 23.3% 23.0%
Except for my favorites, I'm not really sure which brands of cigars have the kind of taste I like	193 16.1% 100.0%	177 15.5% 91.7%	40 29.0% 20.7%	27 22.0% 14.0%	14 8.3% 7.3%	27 14.4% 14.0%	12 8.8% 6.2%	19 16.4% 9.8%	5 4.8% 2.6%	33 19.4% 17.1%	18 19.6% 9.3%	43 11.4% 22.3%	30 14.0% 15.5%	39 16.1% 20.2%	60 22.5% 31.1%	54 11.7% 28.0%	107 17.0% 55.4%	26 26.8% 13.5%	48 36.9% 24.9%	53 11.6% 27.5%
When I see a dark wrapper, I assume the cigar is stronger	395 32.9% 100.0%	367 32.2% 92.9%	47 34.1% 11.9%	34 27.6% 8.6%	49 29.2% 12.4%	59 31.6% 14.9%	45 33.1% 11.4%	44 37.9% 11.1%	11 10.6% 2.8%	78 46.4% 19.7%	34 37.4% 8.6%	108 28.5% 27.3%	73 34.1% 18.5%	76 31.5% 19.2%	99 37.4% 25.1%	138 30.1% 34.9%	210 33.5% 53.2%	36 36.4% 9.1%	49 38.0% 12.4%	147 32.2% 37.2%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
Smoking Habits																				
I regularly smoke cigars	413 34.4% 100.0%	385 33.9% 93.2%	5 3.6% 1.2%	10 8.3% 2.4%	66 39.3% 16.0%	66 35.1% 16.0%	109 80.7% 26.4%	4 3.5% 1.0%	40 38.8% 9.7%	85 50.3% 20.6%	45 49.5% 10.9%	142 37.5% 34.4%	64 30.2% 15.5%	82 34.0% 19.9%	77 28.8% 18.6%	173 37.4% 41.9%	214 34.3% 51.8%	19 19.4% 4.6%	15 11.6% 3.6%	239 52.5% 57.9%
I only smoke cigars on special occasions, like weddings	727 60.2% 100.0%	692 60.4% 95.2%	108 77.7% 14.9%	85 68.5% 11.7%	74 44.3% 10.2%	123 65.4% 16.9%	37 27.4% 5.1%	105 90.5% 14.4%	40 38.1% 5.5%	120 69.8% 16.5%	45 48.9% 6.2%	217 56.7% 29.8%	121 56.3% 16.6%	154 63.4% 21.2%	184 69.4% 25.3%	260 56.0% 35.8%	381 60.7% 52.4%	75 75.8% 10.3%	100 77.5% 13.8%	230 50.1% 31.6%
I generally smoke cigars with friends/other people	360 29.8% 100.0%	336 29.3% 93.3%	18 12.9% 5.0%	36 29.0% 10.0%	9 5.4% 2.5%	91 48.7% 25.3%	6 4.4% 1.7%	60 51.7% 16.7%	26 24.8% 7.2%	90 52.3% 25.0%	31 33.7% 8.6%	83 21.7% 23.1%	52 24.1% 14.4%	68 28.0% 18.9%	125 47.0% 34.7%	153 32.9% 42.5%	166 26.4% 46.1%	35 35.4% 9.7%	34 26.4% 9.4%	148 32.1% 41.1%
I always remove the band on a cigar before I smoke it	399 33.1% 100.0%	370 32.5% 92.7%	64 46.0% 16.0%	43 34.7% 10.8%	71 42.5% 17.8%	43 23.1% 10.8%	53 39.3% 13.3%	25 22.1% 6.3%	21 20.0% 5.3%	50 29.2% 12.5%	45 49.5% 11.3%	138 36.4% 34.6%	70 32.9% 17.5%	73 29.9% 18.3%	69 25.7% 17.3%	138 29.8% 34.6%	214 34.0% 53.6%	39 39.4% 9.8%	55 42.3% 13.8%	152 33.0% 38.1%
I usually leave the band on a cigar when I smoke it	582 48.4% 100.0%	542 47.5% 93.1%	46 33.1% 7.9%	54 43.5% 9.3%	53 31.7% 9.1%	102 54.5% 17.5%	55 40.7% 9.5%	84 73.7% 14.4%	42 40.4% 7.2%	106 62.0% 18.2%	49 53.3% 8.4%	159 42.2% 27.3%	98 45.4% 16.8%	121 50.2% 20.8%	151 56.8% 25.9%	236 51.2% 40.5%	290 46.3% 49.8%	42 42.9% 7.2%	48 37.5% 8.2%	235 51.3% 40.4%
I like cigars, but only on an occasional basis	264 21.9% 100.0%	244 21.4% 92.4%	62 44.9% 23.5%	57 46.0% 21.6%	5 3.0% 1.9%	16 8.6% 6.1%	0 0.0% 0.0%	71 61.2% 26.9%	4 3.8% 1.5%	29 17.0% 11.0%	18 20.0% 6.8%	68 17.9% 25.8%	44 20.6% 16.7%	59 24.2% 22.3%	71 26.4% 26.9%	85 18.5% 32.2%	135 21.4% 51.1%	35 35.4% 13.3%	67 51.5% 25.4%	65 14.2% 24.6%
I smoke cigars on an everyday basis	763 63.0% 100.0%	717 62.7% 94.0%	54 39.1% 7.1%	34 27.4% 4.5%	144 85.7% 18.9%	136 72.7% 17.8%	133 97.8% 17.4%	12 10.4% 1.6%	75 72.1% 9.8%	129 75.4% 16.9%	66 71.7% 8.7%	267 69.4% 35.0%	131 61.5% 17.2%	148 60.9% 19.4%	146 54.5% 19.1%	299 64.3% 39.2%	398 63.1% 52.2%	55 56.1% 7.2%	55 42.6% 7.2%	350 75.8% 45.9%
I smoke both premium and less expensive cigar brands, my choice depends on the occasion	254 21.0% 100.0%	233 20.4% 91.7%	14 10.1% 5.5%	11 8.9% 4.3%	15 8.9% 5.9%	43 23.0% 16.9%	28 20.7% 11.0%	37 32.2% 14.6%	14 13.6% 5.5%	71 41.8% 28.0%	23 25.6% 9.1%	78 20.3% 30.7%	39 18.4% 15.4%	54 22.2% 21.3%	57 21.3% 22.4%	128 27.7% 50.4%	100 15.8% 39.4%	17 17.2% 6.7%	19 14.7% 7.5%	134 29.2% 52.8%
I only smoke cigars when someone gives me one	860 71.5% 100.0%	819 71.8% 95.2%	126 90.6% 14.7%	98 79.0% 11.4%	136 81.0% 15.8%	136 72.7% 15.8%	49 36.6% 5.7%	105 90.5% 12.2%	51 49.0% 5.9%	118 69.8% 13.7%	56 61.5% 6.5%	270 71.1% 31.4%	141 65.9% 16.4%	178 73.9% 20.7%	208 77.9% 24.2%	307 66.7% 35.7%	456 72.7% 53.0%	84 84.8% 9.8%	106 82.2% 12.3%	268 58.8% 31.2%
I smoke much more often in the summer than in the winter	526 43.7% 100.0%	493 43.2% 93.7%	52 38.0% 9.9%	44 35.8% 8.4%	63 37.7% 12.0%	79 42.2% 15.0%	64 47.1% 12.2%	60 52.2% 11.4%	27 26.0% 5.1%	104 60.5% 19.8%	37 40.2% 7.0%	161 42.5% 30.6%	98 45.8% 18.6%	111 45.9% 21.1%	115 43.2% 21.9%	202 43.6% 38.4%	275 43.9% 52.3%	40 41.2% 7.6%	54 41.5% 10.3%	229 50.0% 43.5%
I hardly smoke cigars at all in the winter	671 55.6% 100.0%	638 55.7% 95.1%	104 74.8% 15.5%	74 60.2% 11.0%	88 52.4% 13.1%	100 53.5% 14.9%	50 36.8% 7.5%	91 78.4% 13.6%	28 26.7% 4.2%	103 59.9% 15.4%	42 45.7% 6.3%	206 53.9% 30.7%	112 52.1% 16.7%	142 58.7% 21.2%	165 62.0% 24.6%	236 51.0% 35.2%	363 57.7% 54.1%	61 62.2% 9.1%	81 62.8% 12.1%	240 52.2% 35.8%
I primarily smoke cigars at the end of the day	454 37.6% 100.0%	413 36.2% 91.0%	18 12.9% 4.0%	36 29.5% 7.9%	39 23.4% 8.6%	62 33.2% 13.7%	62 45.9% 13.7%	66 57.4% 14.5%	34 33.0% 7.5%	96 55.8% 21.1%	38 42.2% 8.4%	132 34.8% 29.1%	73 34.1% 16.1%	99 40.1% 21.8%	107 40.1% 23.6%	191 41.3% 42.1%	225 35.7% 49.6%	28 28.6% 6.2%	41 31.5% 9.0%	209 45.4% 46.0%
I smoke cigars throughout the day	806 66.8% 100.0%	767 67.5% 95.2%	74 53.6% 9.2%	57 46.0% 7.1%	146 88.0% 18.1%	152 82.6% 18.9%	130 95.6% 16.1%	18 15.5% 2.2%	69 67.0% 8.6%	121 71.2% 15.0%	66 75.0% 8.2%	280 73.9% 34.7%	141 65.3% 17.5%	156 63.9% 19.4%	157 58.8% 19.5%	304 65.7% 37.7%	427 68.1% 53.0%	66 66.7% 8.2%	62 48.1% 7.7%	345 75.5% 42.8%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I frequently give cigars as a gift	640 53.2% 100.0%	600 52.9% 93.8%	23 16.7% 3.6%	33 27.0% 5.2%	62 37.1% 9.7%	120 64.5% 18.8%	91 67.4% 14.2%	75 67.0% 11.7%	69 65.7% 10.8%	127 74.7% 19.8%	57 63.3% 8.9%	190 50.3% 29.7%	105 49.1% 16.4%	132 53.9% 20.6%	152 57.4% 23.8%	273 59.2% 42.7%	318 50.5% 49.7%	40 41.7% 6.3%	41 31.8% 6.4%	306 66.4% 47.8%
I often drink wine while smoking a cigar	744 61.0% 100.0%	695 60.5% 93.4%	43 30.9% 5.8%	76 61.3% 10.2%	68 40.5% 9.1%	126 67.0% 16.9%	83 61.0% 11.2%	89 76.7% 12.0%	63 60.0% 8.5%	147 85.5% 19.8%	65 70.7% 8.7%	231 59.7% 31.0%	128 59.3% 17.2%	150 61.5% 20.2%	167 62.1% 22.4%	318 67.8% 42.7%	373 58.8% 50.1%	43 43.4% 5.8%	70 54.3% 9.4%	317 68.3% 42.6%
I often drink beer while smoking a cigar	513 42.2% 100.0%	480 41.8% 93.6%	42 30.2% 8.2%	69 55.6% 13.5%	38 22.6% 7.4%	96 51.1% 18.7%	37 27.4% 7.2%	70 60.3% 13.6%	33 31.4% 6.4%	95 55.2% 18.5%	37 40.2% 7.2%	134 34.7% 26.1%	79 36.6% 15.4%	103 42.2% 20.1%	158 59.0% 30.8%	216 46.3% 42.1%	244 38.5% 47.6%	46 46.9% 9.0%	72 55.8% 14.0%	191 41.3% 37.2%
I often smoke cigars in my backyard/on my deck/ porch	179 14.7% 100.0%	159 13.9% 88.8%	10 7.2% 5.6%	6 4.8% 3.4%	20 11.9% 11.2%	21 11.2% 11.7%	45 33.1% 25.1%	12 10.3% 6.7%	12 11.4% 6.7%	33 19.6% 18.4%	21 23.1% 11.7%	52 13.4% 29.1%	31 14.5% 17.3%	32 13.1% 17.9%	42 15.7% 23.5%	75 16.1% 41.9%	86 13.6% 48.0%	12 12.1% 6.7%	19 14.8% 10.6%	96 20.8% 53.6%
I often drink liquor while smoking a cigar	500 41.2% 100.0%	466 40.8% 93.2%	31 22.5% 6.2%	57 46.0% 11.4%	27 16.1% 5.4%	103 55.4% 20.6%	31 22.8% 6.2%	71 62.3% 14.2%	36 34.3% 7.2%	110 64.0% 22.0%	40 43.5% 8.0%	123 31.9% 24.6%	93 43.5% 18.6%	105 43.4% 21.0%	136 50.7% 27.2%	212 45.4% 42.4%	246 39.0% 49.2%	34 34.7% 6.8%	54 41.9% 10.8%	200 43.3% 40.0%
I often drink coffee while smoking a cigar	778 64.1% 100.0%	728 63.6% 93.6%	74 53.6% 9.5%	58 46.8% 7.5%	113 68.1% 14.5%	138 73.4% 17.7%	114 83.8% 14.7%	49 42.2% 6.3%	61 58.7% 7.8%	121 70.3% 15.6%	65 71.4% 8.4%	270 70.1% 34.7%	135 62.5% 17.4%	145 59.4% 18.6%	160 59.9% 20.6%	307 65.5% 39.5%	402 63.8% 51.7%	58 59.2% 7.5%	69 53.5% 8.9%	324 70.3% 41.6%
I often smoke cigars during a meal	1048 87.4% 100.0%	994 87.9% 94.8%	112 81.2% 10.7%	96 78.0% 9.2%	153 92.7% 14.6%	165 91.2% 15.7%	130 97.0% 12.4%	92 80.7% 8.8%	94 90.4% 9.0%	152 88.4% 14.5%	75 82.4% 7.2%	336 89.8% 32.1%	185 86.4% 17.7%	213 87.7% 20.3%	232 87.5% 22.1%	400 87.3% 38.2%	554 88.5% 52.9%	82 83.7% 7.8%	110 85.3% 10.5%	411 89.7% 39.2%
I often smoke cigars after a meal	511 42.4% 100.0%	482 42.2% 94.3%	11 8.0% 2.2%	35 28.5% 6.8%	72 42.9% 14.1%	87 46.3% 17.0%	98 72.6% 19.2%	15 12.9% 2.9%	49 46.7% 9.6%	115 68.0% 22.5%	49 53.8% 9.6%	185 48.9% 36.2%	88 40.7% 17.2%	105 43.6% 20.5%	81 30.2% 15.9%	218 47.4% 42.7%	254 40.3% 49.7%	33 33.7% 6.5%	29 22.5% 5.7%	253 55.1% 49.5%
<u>Benefits Realized</u>																				
Cigar smoking has helped me to get to know other people	718 59.0% 100.0%	673 58.7% 93.7%	37 26.6% 5.2%	51 41.1% 7.1%	73 43.5% 10.2%	150 79.8% 20.9%	92 67.6% 12.8%	84 72.4% 11.7%	48 46.2% 6.7%	138 80.7% 19.2%	56 60.9% 7.8%	224 58.0% 31.2%	119 55.1% 16.6%	141 58.0% 19.6%	172 64.2% 24.0%	299 63.9% 41.6%	357 56.5% 49.7%	50 50.5% 7.0%	61 47.3% 8.5%	317 68.8% 44.2%
I feel a little more with it when I smoke a cigar	615 50.7% 100.0%	572 50.1% 93.0%	45 32.8% 7.3%	33 26.6% 5.4%	70 41.9% 11.4%	143 76.5% 23.3%	85 62.5% 13.8%	50 43.1% 8.1%	26 25.0% 4.2%	120 70.2% 19.5%	42 45.7% 6.8%	202 52.5% 32.8%	102 47.4% 16.6%	137 56.4% 22.3%	127 47.7% 20.7%	235 50.2% 38.2%	324 51.6% 52.7%	47 47.5% 7.6%	53 41.1% 8.6%	261 56.7% 42.4%
I smoke cigars to celebrate a good day	360 29.6% 100.0%	328 28.6% 91.1%	5 3.6% 1.4%	15 12.1% 4.2%	22 13.1% 6.1%	78 41.5% 21.7%	56 41.5% 15.6%	36 31.0% 10.0%	22 21.0% 6.1%	94 54.7% 26.1%	33 35.9% 9.2%	116 30.0% 32.2%	55 25.6% 15.3%	78 32.1% 21.7%	76 28.3% 21.1%	156 33.3% 43.3%	179 28.3% 49.7%	16 16.2% 4.4%	24 18.6% 6.7%	185 40.0% 51.4%
I reward myself with a cigar	286 23.6% 100.0%	257 22.5% 89.9%	1 0.7% 0.3%	8 6.5% 2.8%	19 11.4% 6.6%	47 25.3% 16.4%	61 44.9% 21.3%	13 11.2% 4.5%	24 23.1% 8.4%	84 49.1% 29.4%	29 31.5% 10.1%	97 25.3% 33.9%	48 22.3% 16.8%	55 22.7% 19.2%	55 20.5% 19.2%	136 29.1% 47.6%	132 21.0% 46.2%	10 10.1% 3.5%	18 14.0% 6.3%	150 32.5% 52.4%
I smoke cigars to relax	150 12.4% 100.0%	128 11.2% 85.3%	1 0.7% 0.7%	6 4.9% 4.0%	14 8.3% 9.3%	18 9.6% 12.0%	33 24.3% 22.0%	7 6.1% 4.7%	8 7.6% 5.3%	41 24.0% 27.3%	22 24.4% 14.7%	48 12.6% 32.0%	24 11.2% 16.0%	35 14.3% 23.3%	20 7.5% 13.3%	66 14.2% 44.0%	70 11.1% 46.7%	7 7.1% 4.7%	7 5.4% 4.7%	86 18.6% 57.3%

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Cigar Segmentation

Q1B Section I. Rating of agreement - Bottom 2 Box Summary (Disagree Completely/Somewhat)

Base: Total completes

			SEGMENTS								HOW LONG SMOKED					TASTE PREFERENCE			CIGAR KNOWLEDGE	
	TOTAL REP	TOTAL CLASIF	RELAT-IONSH-IP DRIVEN CONNOI SSEURS	SAVVY SELF-RELIA-NT CONNOI SSEURS	EMERG-ING ENTHU-SIASTS	CASUAL ENJOY-ERS	SPECI-AL OCCAS-ION ONLY	ESTAB-LISHED LOYAL-ISTS	CONST-RAINED INDUL-GENCE SEEKRS	UNENT-HUSIA-STIC FUNCT-IONAL-ISTS	ONE YR OR LESS	2-6 YEARS	7-11 YEARS	12-20 YEARS	21+ YEARS	MILD	MEDIUM	STRONG	KNWLDG SMOKRS	NOT KNWLDG SMOKRS
I find smoking cigars extremely relaxing	94 7.8% 100.0%	74 6.5% 78.7%	0 0.0% 0.0%	2 1.6% 2.1%	4 2.4% 4.3%	11 5.9% 11.7%	19 14.1% 20.2%	2 1.8% 2.1%	7 6.7% 7.4%	29 17.1% 30.9%	15 16.7% 16.0%	29 7.7% 30.9%	15 7.0% 16.0%	17 6.9% 18.1%	16 6.0% 17.0%	43 9.3% 45.7%	42 6.6% 44.7%	2 2.0% 2.1%	4 3.1% 4.3%	57 12.4% 60.6%
I really love the taste of cigars	58 4.8% 100.0%	47 4.1% 81.0%	1 0.7% 1.7%	2 1.6% 3.4%	0 0.0% 0.0%	4 2.1% 6.9%	17 12.6% 29.3%	3 2.6% 5.2%	3 2.9% 5.2%	17 9.9% 29.3%	15 17.0% 25.9%	16 4.2% 27.6%	12 5.6% 20.7%	5 2.1% 8.6%	9 3.4% 15.5%	27 5.9% 46.6%	23 3.6% 39.7%	2 2.1% 3.4%	0 0.0% 0.0%	45 9.8% 77.6%
For me, cigar smoking is an indulgence	202 16.8% 100.0%	182 16.0% 90.1%	11 7.9% 5.4%	13 10.6% 6.4%	15 9.0% 7.4%	33 17.6% 16.3%	19 14.0% 9.4%	31 26.7% 15.3%	2 1.9% 1.0%	58 34.1% 28.7%	19 20.9% 9.4%	62 16.4% 30.7%	34 15.8% 16.8%	37 15.2% 18.3%	48 18.1% 23.8%	92 20.0% 45.5%	90 14.3% 44.6%	13 13.1% 6.4%	29 22.5% 14.4%	82 18.0% 40.6%
When I smoke a cigar, I'm in a different world	571 47.3% 100.0%	530 46.4% 92.8%	26 19.0% 4.6%	34 27.4% 6.0%	71 42.5% 12.4%	113 60.1% 19.8%	76 55.9% 13.3%	56 48.7% 9.8%	33 31.4% 5.8%	121 71.2% 21.2%	47 52.2% 8.2%	177 46.8% 31.0%	97 44.9% 17.0%	113 45.9% 19.8%	131 49.4% 22.9%	230 49.4% 40.3%	296 47.4% 51.8%	35 35.4% 6.1%	50 38.8% 8.8%	234 50.5% 41.0%
I take a break from my every day responsibilities when I smoke a cigar	401 33.6% 100.0%	370 32.6% 92.3%	15 10.8% 3.7%	17 13.9% 4.2%	32 19.2% 8.0%	69 38.1% 17.2%	73 54.5% 18.2%	37 31.9% 9.2%	19 18.1% 4.7%	108 63.5% 26.9%	41 45.1% 10.2%	123 32.8% 30.7%	65 30.8% 16.2%	80 33.1% 20.0%	89 33.6% 22.2%	179 39.3% 44.6%	191 30.6% 47.6%	23 23.5% 5.7%	35 27.3% 8.7%	196 43.1% 48.9%
When I smoke a cigar, anything seems possible	764 63.1% 100.0%	714 62.4% 93.5%	49 35.3% 6.4%	52 42.3% 6.8%	107 63.7% 14.0%	147 78.6% 19.2%	111 81.6% 14.5%	60 51.7% 7.9%	55 52.4% 7.2%	133 77.8% 17.4%	55 60.4% 7.2%	240 63.2% 31.4%	144 67.0% 18.8%	152 62.0% 19.9%	166 61.9% 21.7%	309 66.3% 40.4%	401 63.7% 52.5%	45 45.9% 5.9%	62 48.4% 8.1%	339 73.1% 44.4%
I feel more self confident when I smoke a cigar	550 45.5% 100.0%	508 44.6% 92.4%	37 27.0% 6.7%	29 23.6% 5.3%	57 33.9% 10.4%	132 71.0% 24.0%	72 52.9% 13.1%	35 30.4% 6.4%	31 30.4% 5.6%	115 67.3% 20.9%	41 46.1% 7.5%	175 45.8% 31.8%	98 45.6% 17.8%	114 46.9% 20.7%	118 44.0% 21.5%	208 44.8% 37.8%	293 46.5% 53.3%	39 40.2% 7.1%	43 33.6% 7.8%	240 52.1% 43.6%
Cigars make the moment last longer	370 30.4% 100.0%	336 29.3% 90.8%	9 6.5% 2.4%	14 11.3% 3.8%	27 16.2% 7.3%	77 41.0% 20.8%	78 57.4% 21.1%	24 20.7% 6.5%	12 11.4% 3.2%	95 55.6% 25.7%	31 33.7% 8.4%	120 31.0% 32.4%	70 32.4% 18.9%	72 29.8% 19.5%	75 28.0% 20.3%	159 33.9% 43.0%	185 29.3% 50.0%	17 17.2% 4.6%	24 18.8% 6.5%	186 40.3% 50.3%
I smoke cigars primarily for the taste	120 9.9% 100.0%	102 9.0% 85.0%	2 1.5% 1.7%	4 3.3% 3.3%	9 5.4% 7.5%	13 7.0% 10.8%	27 19.9% 22.5%	9 7.8% 7.5%	7 6.7% 5.8%	31 18.2% 25.8%	21 22.8% 17.5%	37 9.6% 30.8%	18 8.4% 15.0%	23 9.5% 19.2%	19 7.1% 15.8%	59 12.7% 49.2%	52 8.3% 43.3%	4 4.1% 3.3%	8 6.2% 6.7%	74 16.1% 61.7%
Smoking cigars reminds me of my father or grandfather	720 59.7% 100.0%	686 60.0% 95.3%	72 51.8% 10.0%	62 50.0% 8.6%	108 64.3% 15.0%	113 60.4% 15.7%	86 63.7% 11.9%	74 64.3% 10.3%	55 52.4% 7.6%	116 67.8% 16.1%	56 61.5% 7.8%	248 65.3% 34.4%	119 55.6% 16.5%	146 59.8% 20.3%	147 55.1% 20.4%	273 59.2% 37.9%	372 59.0% 51.7%	66 66.7% 9.2%	74 56.9% 10.3%	299 65.3% 41.5%
<u>Social vs. Solitary</u>																				
I have a lot of friends who smoke cigars	400 33.5% 100.0%	368 32.7% 92.0%	14 10.2% 3.5%	23 19.3% 5.8%	24 14.6% 6.0%	92 49.5% 23.0%	40 29.9% 10.0%	54 47.4% 13.5%	40 38.8% 10.0%	81 47.9% 20.3%	39 43.8% 9.8%	110 28.8% 27.5%	54 25.7% 13.5%	83 34.9% 20.8%	109 41.3% 27.3%	170 36.9% 42.5%	195 31.5% 48.8%	28 28.9% 7.0%	22 17.3% 5.5%	202 44.5% 50.5%
I value the social interaction with other cigar smokers as much as the taste of cigars	477 39.3% 100.0%	439 38.3% 92.0%	24 17.3% 5.0%	32 25.8% 6.7%	24 14.4% 5.0%	101 53.7% 21.2%	44 32.4% 9.2%	73 62.9% 15.3%	24 22.9% 5.0%	117 68.0% 24.5%	38 41.8% 8.0%	131 34.0% 27.5%	73 34.0% 15.3%	95 38.9% 19.9%	136 50.6% 28.5%	198 42.3% 41.5%	229 36.2% 48.0%	41 41.4% 8.6%	37 28.7% 7.8%	212 45.9% 44.4%
If my friends stopped smoking cigars, I probably would too	854 70.2% 100.0%	806 70.3% 94.4%	118 84.9% 13.8%	96 78.0% 11.2%	98 58.3% 11.5%	158 84.0% 18.5%	45 33.1% 5.3%	96 82.8% 11.2%	61 58.1% 7.1%	134 77.9% 15.7%	56 61.5% 6.6%	247 63.8% 28.9%	146 67.9% 17.1%	182 74.6% 21.3%	216 80.6% 25.3%	312 66.8% 36.5%	452 71.3% 52.9%	78 78.8% 9.1%	105 81.4% 12.3%	288 62.3% 33.7%

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